

# EUROPEAN UNION - INDIA Economic Cross Cultural Programme ENTRIXIE PROJECT

(Entrepreneurship Training and Information Exchange for  
Small Businesses in India and Europe)

## LAUNCH IN INDIA

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ECONOMIC  
CROSS-CULTURAL  
PROGRAM



Co-Financed by  
the European  
Commission



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA



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## **RATIONALE :**

Amidst a scenario where myriad technological advances, to attain a truly global perspective, are occurring, it is indispensable for the small scale sector to find new markets for their products and services as also new partners for joint venture collaborations. Such inter regional alliances may crystallise in the form of technological, technical, financial, management and marketing tie-ups.

It is apparent that there is very little bilateral trade between SMEs in the European locations and those in India. Technological advancements, however, make transcontinental collaborations easier. It was, therefore, felt that linkages between the two could be immensely beneficial to both.

## **THE PROJECT :**

The 'EU-India Economic Cross Cultural Programme' (ECCP) encourages cooperation between European Union and India in areas such as; Information & Culture, Research & Studies and Human Resource Development operating in three dimensions viz. University, Media and Entrepreneurial networking. Entrepreneurship Training and Information Exchange for Small Businesses in India and Europe (ENTRIXIE) Project, thus, aims at serving as a means to remove cross cultural barriers and apprehensions with regard to trade and investment relationships. The project will also serve as a focal point for information mobilisation and dissemination on enterprise-to-enterprise investment opportunities.

ENTRIXIE Project will initially target SME entrepreneurs of Bangalore and Ahmedabad in India and those in other three partner regions.

## **THE PARTNERS :**

The partners involved in this project comprise (i) Training 2000, Blackburn, UK (ii) BfZ, Essen, Germany (iii) BfI, Linz, Austria and (iv) Entrepreneurship Development Institute of India, Ahmedabad, India. To begin with, the partners will interact and decide the industrial sectors based on their viability and presence in the participating locations.

## **OBJECTIVES :**

The main objectives of the ENTRIXIE Project are :

- To improve reciprocal knowledge, understanding and mutual respect between SMEs of the EU and India, including national and regional differences within the small businesses of partner regions with a view to establishing and fostering fruitful business relationships.
  - To develop and provide training and orientation programmes using telematics for owners and managers of small businesses in the partner regions who are interested in trans-continental co-operation.
  - To demonstrate the potential and practicality of SME collaboration by arranging exchanges and seminars for Indian entrepreneurs in European businesses in the partner regions and for European entrepreneurs in India with the objective of facilitating partnerships involving SMEs from the two continents.
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## ACTIVITIES ORBITING AROUND THE MAIN OBJECTIVES :

- Collaborative development of the telematics delivery based on the TULIPS System already being used by the EU partners.
- Project launch and curriculum conference.
- Collaborative development of materials for entrepreneur training and tutorial assistance;
- Cross cultural information service developed by all partners;
- Designing of information supplied by all partners in such a way that it facilitates the formation of cross continental business arrangements;
- Assistance in the formation of practical partnerships between European and Indian SMEs.

## THE IMMEDIATE BENEFITS :

The project is expected to add to the intrinsic strength of the small scale industries, substantially benefiting the small scale entrepreneurs, thus acting as a testimony to the fact that SSE sector can be a beehive of economic growth and development.

- An established partnership between the EDI, BfZ, BfI and Training 2000 will continue to offer entrepreneurship training using telematics and expand their scope of co-operation for the benefit of SMEs in their countries.
- A telematics based training system will be fully developed for operations in India and Europe. There will also be a tailor-made Entrepreneur Training Programme designed to take into account trading between the EU and India, covering conditions in each continent.
- Three joint cross continental partnerships with companies in Europe and India will work in close cooperation on their own projects.
- Indian entrepreneurs and European entrepreneurs will undergo training during the pilot operation with a view to doing business cross continentally.
- The partners in the project will have an access to information source and enjoy cross continental connections for the benefit of all SMEs, in their respective areas, who wish to conduct business across the continents.

## PROFILE OF NETWORK ORGANIZATIONS :

**Training 2000 Limited** is an industrial training organization owned by a large number of small and medium sized companies in East Lancashire. It offers a full range of training in engineering, industrial technologies and management development. It has been in operation for more than 30 years and is one of the UK's most experienced training organizations. It has European cooperation experience in LEONARDO, ADAPT and other funded programmes.

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**Entrepreneurship Development Institute of India (EDI)** was set up in 1983. It set before itself the role of a 'Resource Centre of Excellence' that could provide innovative training techniques, faculty support, teaching / training material of quality, the benefits of research carried out, and support in institution building. To fulfil such a role, a variety of programmes have been taken up by EDI. These include; New Enterprise Creation Programmes, Enterprise Growth Programmes, Programmes on Business Counselling Skills, Special Programmes for Women Entrepreneurs; Open Learning Programme in Entrepreneurship; Small Industry Management Assistance Programmes and many others. It has co-operated internationally with several institutions in Asia, Africa and Middle East.

**The Berufsförderungszentrum Essen c. V. (BfZ)** was established in 1968 by the German Federal Ministry of Education and Science and Future Technologies, the State Ministry of Labour of North Rhine - Westphalia and the Federal Administration of Labour. The BfZ is a pilot centre for vocational training of adults - the one of its kind in the Federal Republic of Germany. It works closely with the Chambers of Industry and Commerce as well as various industrial sectors. A qualified teaching and research staff of more than 230 engineers, sociologists, language teachers and psychologists are providing their services. Training capacity : 1400 full-time students daily. BfZ have considerable experience of international co-operation and have been involved in several EC funded programmes including COMETT, EUROTECNET, FORCE, EUROPEAN and ADAPT.

**The Berufsförderungsinstitut Oo (BfI)** Upper Austria was founded in 1960 and is one of the biggest institutes of vocational education and training in Austria with its headquarters in Linz and 13 regional branch offices. The institute offers over 1,900 training and education courses per year which are attended by approximately 22,000 participants. BfI Upper Austria is a part of the enterprise group-BfI Upper Austria/BBRZ - Linz which gives work to over 2,000 employees and circa 2,500 freelancers. The annual turnover is over ATS 1000 million. BfI's European collaboration includes participation in LEONARDO, ADAPT, INTERREG II, RESIDER and the Fourth Framework R & D programmes.



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