

**FOURTH
ACCREDITED
TRAINER-MOTIVATOR
COURSE**

**COMMENCING
NOVEMBER 10. 1986**



**ENTREPRENEURSHIP DEVELOPMENT
INSTITUTE OF INDIA**

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WHY THE COURSE ?

Entrepreneurship Development Programme (EDP) has emerged as an effective measure to develop indigenous entrepreneurs for the rapid growth of small enterprises which in turn, accelerates industrial development and generates employment. The Entrepreneur Trainer is the backbone of any Entrepreneurship Development Programme. Throughout the country, there is an acute shortage of well-trained trainer-cum-motivators. Though, there is no dearth of potential entrepreneurs, nor lack of initiative and plans to develop them, absence of competent and committed trainers is one of the major bottlenecks in achieving success in EDPs. To fill this void EDI has designed an Accredited Trainers Course (ATC).

The programme basically aims at developing comprehensively, competent trainers-cum-motivators, capable to carry out entrepreneurship development activities in their respective states. Specific aims of the course are :

- (i) to develop competencies required by trainers to initiate, plan, organise and implement EDPs effectively.
- (ii) to supply competent trainers to Institutions/Agencies conducting or planning to start EDPs and thereby support and strengthen their efforts to systematise and institutionalise EDP activities.

COURSE CONTENT

Trainer's role is multifarious and demands various skills and capabilities. He has to act as a promoter, motivator, counsellor, manager, leader and development officer all rolled into one. Responsibility of the trainer starts from identifying potential entrepreneurs and covers successful establishment and performance of business ventures set up by them. Entrepreneurship development process needs dedicated, skilled trainers, not only capable of imparting necessary training inputs in potential entrepreneurs, but also to motivate, lead, counsel and support them in reaching their goals. The major thrust of the programme, therefore, would be on attitudes, styles and skill development and enriching the knowledge and resources required by the trainers to succeed. The course will be conducted in 3 phases.

PHASE-I : (6 WEEKS TRAINING AT EDI, AHMEDABAD)
NOV 10 TO JAN 2, 1987

(i) Entrepreneurship Development Process and Model

The participants will be exposed to effective EDP model and approach, sharing experiences of successful trainers in various parts of the country. Entrepreneurship Development process involving promotion and generating wide-based interest, identification of entrepreneurs, scientific selection, training inputs and follow-up, will highlight necessary traits/skills and managerial resources required for

conducting EDPs, emphasising the role of a trainer at various stages.

(ii) Skill Development

Participants will be imparted intensive training to develop various skills needed by a competent trainer which include inter-personal, communication, planning, managerial, problem solving and counselling skills.

(iii) Aptitude, Behaviour Development and Achievement Motivation Training

The trainer being a friend, philosopher and guide to potential entrepreneurs, he/she must have requisite aptitude and style. Participants will, therefore, be provided intensive behavioural inputs for this purpose. He/she will be given an insight into the approach, style and methodology for motivating potential entrepreneurs. They will also be given theoretical and conceptual understanding for Achievement Motivation Programme and practical coaching in how to impart Achievement Motivation Training to potential entrepreneurs, it will improve the trainer's approach, skills and abilities required to effectively impart AMT.

(iv) Resource-Knowledge based inputs

The participants will develop an insight into various problems of small scale industries and present industrial situations. The diagnostic skill requirement in identifying problem areas and counselling entrepreneurs will be stressed during the training, and case studies of successful and unsuccessful entrepreneurs will also be discussed. Trainers will also get to know techniques of acquiring needed resources for meeting their needs.

(v) Pre-requisites of EDPs

Trainers will be made aware of organisational pre-requisites and the needed flexible approach and innovative environment required for effective yield results by an organisation. They will also realise the process of initiating, planning, implementing and evaluating EDPs and various financial and physical resources required for an EDP. They should ultimately help build a special "Culture" in the organisation.

TRAINING METHODOLOGY

The course is designed to facilitate trainers in experiencing real life situations, by being exposed to effective training methodology. The participants will gain insight into the various aspects of EDP through :

(i) Lectures

Experienced successful EDI training faculty and resource experts will enable participants to crystallise their conceptual understanding and insight into strate-

gies and actions required for Entrepreneurship Development.

(ii) Case Studies

Specially designed case studies will enable the participants to discuss various issues and roles of the trainer involved in different situations. Participants will analyse and (indirectly) experience the situations for promoting, selecting and motivating potential entrepreneurs.

(iii) Field Work

Field work in potential EDP centres in Gujarat, specially planned to enable the trainers in assessing the potentiality and designing appropriate promotional strategies, will create confidence in them. The participants will be given sufficient opportunities to witness and participate in on-going Entrepreneurship Development Programmes at various stages. The participants will also be visiting small scale industrial units of trained entrepreneurs and also various promotional organisations to evaluate the impact and effectiveness of training and support system.

(iv) Simulation Exercises and Role Play

The participants will participate in various role play and simulation exercises for developing necessary skills. These exercises will bring out and then strengthen the individual capabilities and behavioural profiles of the trainers.

(v) Reserach experiences

The participants will be exposed to various research experiences of EDPs in the country and also the need and scope for research in the field for evaluating and improving EDPs. They will be given relevant conceptual and theoretical knowledge and data to act effectively, avoiding mistakes pointed out in the research findings.

PHASE-II : ON-THE-JOB TRAINING IN THE RESPECTIVE STATES
(3-4 months)

In order to effectively test the learning acquired during the first phase and to strengthen the class-room training, participants will be required to conduct at least one Entrepreneurship Development Programme in their respective states immediately after the first phase of training. EDI will provide necessary support in planning their EDPs and will also guide trainers in selection and Achievement Motivation phases of the programme. These supports will be provided on actual cost basis.

- (i) the sponsoring organisation will benefit by actually conducting at least one EDP under close supervision of EDI, so as to get results in terms of units and also to internalise the approach/successful EDP model; and

- (ii) the nominated trainers will not be away for a long time since they will be back in the respective states and be conducting EDPs under the supervision of sponsoring organisations, enabling it to judge the effectiveness of the course and trainers.

PHASE-III : REFRESHER COURSE (2 Weeks)

The last phase, planned to impart refresher and readjustment training to trainers includes a systematic analysis aided with expert counselling and guidance, on the experience and outcome of on-the-job training. The experience sharing will enable the participants to analyse and assess their effectiveness and will lead them to make necessary adjustments in their individual approach and style. In this phase, the participants will draw detailed individual plan for EDPs and long-term action plans for Entrepreneurship Development Programmes in the respective states/organisations.

PARTICIPANTS

The nominations for the programme are expected from :

- Government Departments responsible for planning and conducting EDPs
- Office of the Director of Industries
- Office of the District Industries Centre etc.
- Technical Consultancy Organisations (TCOs) involved in or planning to implement EDPs
- Training institution, universities, educational institutions planning to introduce Entrepreneurship Development Programmes in their respective organisations
- Voluntary organisations committed to development of potential entrepreneurs.

WHO SHOULD BE NOMINATED

Participant should be a person preferably in the age group of 25-30 years having a keen desire to take up the career of entrepreneur-trainer/motivator. It is expected that the trainer will be engaged in the specialised activity of conducting Entrepreneurship Development Programmes only, on full-time basis and for at least 3 years, so as to effectively utilise his specialised professional competence. Fresh recruitment for selecting and developing a person to conduct EDPs only, is the surest way to have the right person for the job. Organisations planning to recruit such trainers will also be assisted by EDI in their selection (through special tests) and subsequently training them under ATC.

Send/select young, energetic persons having interest and aptitude for such developmental activities.

FEES

The participants will be accommodated in Ahmedabad and all arrangements for lodging and boarding will be made. During on-the-job training in Phase-II in their states, the sponsoring organisations have to bear all the expenses involved i.e. the cost of conducting Entrepreneurship Development Programme during on-the-job training and the salaries of the sponsored candidates etc. The Organisations eligible for Professional Staff Training subsidy from IDBI, may avail the same. EDI will be charging a fee of Rs. 12500/- for the entire ATC course. Trainers, after successfully completing full training will be awarded in due course, a certificate of "ACCREDITATION" which marks them as a unique band of professionals in the country.

HOW TO APPLY?

The nomination should be sent to EDI in the prescribed nomination form latest by 15th October 1986.

DATE OF COMMENCEMENT

The Accredited Trainer's Course is planned to commence from November 10, 1986 at Ahmedabad.

THREE PREVIOUS ATCs

The Institute has developed the ATC Course to disseminate its expertise for the benefit of all states and organisations interested or active in generating new entrepreneurs and improving the performance of existing ones.

The Institute has already conducted three ATC programmes and trained 45 exclusive entrepreneur trainer-motivators for over 12 EDP conducting organisations. As visualised, the course had the multiplying effect in building up EDP activities in the regions.

ABOUT EDI

EDI is promoted by the all India Financial Institutions (IDBI, ICICI, IFCI, and SBI). This national organisation initiates, supports and accelerates entrepreneurship training, development and research efforts in all parts of the country. With its pool of experts, EDI provides a national resource of experience and expertise, to be shared with all organisations and states interested or active in generating new entrepreneurs and improving the performance of existing programmes.