

**SEVENTH**  
**ACCREDITED TRAINER-MOTIVATOR COURSE**

November 15 to December 27, 1988

**AHMEDABAD**

**WHY THE COURSE ?**

Entrepreneurship Development Programme (EDP) has emerged as an effective measure to develop indigeneous and new entrepreneurs for the rapid growth of small enterprises which, in turn, accelerate industrial development and generate employment.

In identifying, selecting, training and developing such entrepreneurs, a Trainer-Motivator performs the key-role in the programme.

Our initiatives and plans to develop right kind of human resources for small enterprises would bear desired results only when professionally competent Trainer-Motivators are available in good numbers. Non-availability of competent Trainer-Motivators becomes one of the major bottlenecks in conducting result-oriented EDPs.

EDI-I has formulated and designed Accredited Trainers' Course (ATC) to fill this void. The course aims at grooming well-rounded Trainer-Motivators who can initiate, plan, organise and implement EDPs effectively. Institutions and organisations conducting EDPs or dealing with entrepreneurs are expected to benefit most from this course.

**COURSE CONTENT**

The role of a Trainer-Motivator 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. His responsibilities start from identifying potential entrepreneurs to helping them set-up and run their enterprises successfully.

Such a performance requires apart from dedication, certain competencies which enable them not only to impart necessary training inputs to potential entrepreneurs but also to motivate, lead, counsel and support them in achieving their goals. The major thrust of the Course is, therefore, on developing competencies required to perform the role of an Entrepreneur Trainer-Motivator (ETM) effectively. The Course consists of three phases :

**PHASE-I : 6 WEEKS TRAINING AT EDI CAMPUS**

(NOVEMBER 15 TO DECEMBER 27, 1988)

(i) **ENTREPRENEURSHIP DEVELOPMENT PROCESS AND MODEL :**

To expose the participants to the EDP model approach and practise by emphasising various managerial resources required for conducting EDPs.

(ii) **SKILL DEVELOPMENT :**

In the areas of interpersonal relationship, communication skills, planning, problem solving and counselling etc. required by a Trainer-Motivator.

(iii) **ACHIEVEMENT MOTIVATION :**

To provide intensive behavioural inputs and a detailed understanding of the approach, style and methodology adopted to motivate and guide potential entrepreneurs. Also understanding of Achievement Motivation Training (AMT) and how to impart the same.

(iv) **KNOWLEDGE-BASED INPUTS :**

To provide awareness about organisational pre-requisites and the procedures involved in initiating, planning, implementing and evaluating EDPs and help to develop the same.

To understand various problems of small scale industries and to develop insight into the diagnostic skills to tap appropriate resources in order to meet the needs of potential entrepreneurs.

(v) **SELF-DIRECTED BEHAVIOURAL CHANGE :**

To generate self-awareness vis-a-vis the motivational/attitudinal profile required for being an effective ETM.

### TRAINING METHODOLOGY

(i) **CASE STUDIES AND AUDIO-VISUAL PRESENTATIONS :**

To provide participants with simulating exercises in training situations.

(ii) **ROLE PLAY AND SIMULATION METHODS :**

To make the participants conscious of their strengths and weaknesses and thereby help them work out realistic plans for themselves as well as for their entrepreneurs.

(iii) **GROUP DISCUSSIONS AND INTERACTIONS :**

To help them gain a better insight of the intricacies involved in formulating and implementing programme packages for various target groups and locations.

(iv) **FIELD AND INSTITUTIONAL VISITS :**

To help them verify and relate the theoretical inputs learned during class-room sessions.

### PHASE-II : ON-THE-JOB TRAINING (12-16 weeks)

To put the inputs acquired during the first phase of the Course into practice, the participants have to conduct at least one EDP. The Institute provides necessary support in planning, selection and achievement motivation phases of the programme. Such an arrangement gives the sponsoring organisation the benefit of at least one EDP being conducted under supervision of the Institute. Besides,

the nominated trainer does not remain away for a long time since he gets back to the organisation to conduct an EDP after 6 weeks only.

### PHASE-III : REFRESHER COURSE (2 Weeks)

The participants are provided opportunities to systematically analyse their experiences of on-the-job training under expert counselling and guidance of the Institute's faculty.

During this phase, the participants also work out long-term action plans for their respective organisations.

### PARTICIPANTS

Organisations falling under the following categories are eligible to nominate participants for this Course :

- Government Departments responsible for planning and conducting EDPs including Directorate of Industries, DIGs etc.
- Technical Consultancy Organisations (TCOs) involved in or planning to implement EDPs.
- Training institutions, universities, educational institutions and S&T PARKS involved in planning and implementation of EDP in their respective organisations.
- Voluntary organisations committed to develop potential entrepreneurs.
- Banks and Financial Institutions.

### WHO SHOULD BE NOMINATED

Those in the age group of 25-30 years, having an aptitude for 'developmental activities' involving interaction with individuals at various levels—neo-literate rural poor to senior officials in the Government. Their having a firm belief that human beings could be developed, coupled with a strong urge to extend one's resources for the benefit of others, would be of importance. Previous exposure to HRD/training activities, small industry development/consultancy and formal management education would help. They should also have abilities to plan, implement and act independently and co-ordinate with a host of organisations for a variety of reasons.

Those organisations intending to launch EDPs would find it convenient to recruit potential trainers, who could be developed through ATC. Wherever necessary, EDI would provide assistance in such recruitment.

### FEES

Board and lodging arrangements have been made for the participants at EDI Campus.

For on-the-job training during the second phase, sponsoring organisations have to bear all expenses, i.e. the cost of conducting EDP, salary and other expenses of the participants together with EDI-faculty support expenses.

Organisations eligible for **Professional Staff Training Subsidy** from IDBI may avail the same.

The total fee for the course is Rs. 12,000/- per participant which includes board and lodging expenses during Phase I and III of the programme, course material and programme related travelling expenses within Gujarat.

### ABOUT EDI-I

EDI-I is a national organisation promoted by all India Financial Institutions (IDBI, ICICI, IFCI and SBI) and has provided its expertise in promoting, conducting and institutionalising entrepreneurship development activities at national and international levels.

The Institute has already conducted five national ATCs and four ATCs for International participants and has trained over 100 Trainer-Motivators. As visualised, the Course has generated a multiplying effect in building up ED activities in the regions to which these professionally groomed Trainer-Motivators belong.

Apart from EDPs and ATCs, the Institute undertakes research in problem areas in entrepreneurship development and has developed appropriate training methodology and teaching aids, publications, video films and new management games.

The Institute is housed in an elegant and functional campus with residential, recreational and training facilities, located about 5 Kms. from Ahmedabad Airport and about 15 Kms. from Ahmedabad railway station.

Date of commencement of the Programme  
15 Nov '88

### HOW TO APPLY

Please fill the enclosed nomination form and send the same to :



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