



**INTER-REGIONAL WORKSHOP ON  
ENTREPRENEURSHIP DEVELOPMENT**

February 23 - 28, 1987.

Ahmedabad ( India )

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Sponsors :

CHOGRM Working Group  
on Industry

Host :



**Entrepreneurship Development  
Institute of India (EDI-I)  
Ahmedabad India**

*Impact of Earlier Workshops for  
International Participants*

## INTER-REGIONAL WORKSHOP ON ENTREPRENEURSHIP DEVELOPMENT

### *Why this Workshop on Entrepreneurship?*

A growing number of developing countries has now come to realise the importance of having competent indigenous (local) entrepreneurs to set up and successfully run small and medium enterprises. This follows from an appreciation of small enterprise development policy to maximise productive employment generation for a given capital investment; spread of business and industrial activities to smaller towns and low-growth regions; and optimisation of impact and linkages arising out of large-scale projects.

In any small enterprise, the central figure is 'entrepreneur' the person who catalyses resources, risks and manages them so as to establish a viable, sustained and employment-generating entity. He/She, therefore, requires to be identified, motivated, strengthened and supported.

A dearth of such entrepreneurs is a critical problem in many countries. For various reasons, persons with latent entrepreneurial qualities do not always spontaneously respond to available business opportunities despite various inducements, schemes and programmes to promote and assist them. An effective mechanism is, therefore, needed to enlarge the pool of local entrepreneurs.

## *Impact of Earlier Workshops for International Participants*

The impact of three international Workshops on Entrepreneurship Development for Afro-Asian countries held in Ahmedabad (India) and for Francophone African countries held at Abidjan (Ivory Coast) was positive and strong. On one hand, it initiated the developing country participants into EDP faith, and on the other, convinced the international agencies like the World Bank, USAID, Commonwealth Secretariat and USAID to initiate and support such EDP efforts in developing countries.

As host of these Workshops, the Entrepreneurship Development Institute of India (EDI-I), on the strength of rich content of the workshop, established that the Entrepreneurship Development Programmes, if properly adapted and purposefully implemented, could not only help solve the problem of developing local human resources, but also ameliorate some of the maladies associated with the development and health of small-scale industries.

The Workshops demonstrated convincingly that identification and development of indigenous entrepreneurs is feasible and a viable EDP Model tested in ethnically, linguistically and socially diverse parts of India can be adaptable to developing countries. The EDI-I Model is of considerable relevance to developing countries as it has low costs and yields high returns in the long run towards generating an indigenous business class. The very success rate among rural and under-privileged persons with no prior family business connections indicates the effectiveness of EDI-I EDP process.

The CHOGRM Working Group on Industries, in its last meeting held in Portvila in July, 1986 laid great emphasis on development of entrepreneurs in small island member countries in the Pacific and Asia. The members were of the view that among developing countries, India has done a very good work in this field which has resulted in hastening the pace of entrepreneurship development, particularly in small scale sector. Considering the experiences of EDI-I in the field of entrepreneurship development and after having shared the same with several developing countries, the CFTC Industrial Adviser initiated the proposal for conducting this proposed workshop.

### ***Objective and Output***

The principal objectives of the Workshop are :

- [i] to stress the critical role of entrepreneurship and technology in the development process.
- [ii] to familiarise the participants with details about the characteristics, content and results of the Indian experiment in entrepreneurship development.
- [iii] to discuss the relevance of the Indian experiment for other countries.
- [iv] to identify modifications in the EDP essential for adapting to each country's specific context; and
- [v] to induce the participants to prepare feasible action plans for their own countries.

## **Target Countries**

This Workshop is primarily meant for the decision makers and senior executives from small Island countries of Pacific and Asia who are the members of CHOGRM. Further, some of the developing and developed countries who are members of CHOGRM would also participate.

## **Who Should be Nominated**

For generating desired impact and for effective follow-up action, the Workshop is designed for the officials at the decision-making level representing secretaries/top officials from concerned government agencies and Chief Executives from developmental institutions. The participants could be from following organisations :

- (i) Ministries of Industry, Finance, Planning;
- (ii) Financial Institutions engaged in the promotion of small enterprises and new entrepreneurs;
- (iii) Small Industries Promotion Agencies;
- (iv) Other organisations primarily catering to the needs of small enterprises.

Apart from the participants, observers from CFTC, UNIDO and ESCAPE, I.L.O. and the World Bank are expected to participate.

## **Date and Venue**

The Workshop will begin in the forenoon of February 23 and conclude in the evening of February 27, 1987. The workshop will be held in Ahmedabad, the seat of entrepreneurs, in the state of Gujarat, India. Participants are expected to reach Ahmedabad not later than 22nd February (evening).

## **Nominations**

Nominations in the enclosed format may be sent to :

CFTC Industrial Adviser  
Department of Trade and Industry  
Central Government Offices  
P.O. Box Wards Strip  
Waigani  
Papua, New Guinea

Telegrams : **INDEV**

Telephone : **27 1115**

A copy of the nomination form should be sent to :

The Workshop Co-ordinator  
Entrepreneurship Development Institute of India  
83/A, Swastik Society  
Navrangpura  
AHMEDABAD 380 009, (INDIA)

Telephone : **46 25 82**

Gram : **ENDIND**

Telex : **121 224 EDII IN**

Last date for receipt of nominations is **January 15, 1987.**

## **Workshop Approach**

Sharing of experiences and interaction will dominate the Workshop content, methodology and style. Prime focus will be on discussions based on presentations by EDI-I Faculty and practitioners in entrepreneurship development.

During their field visits, the participants will get a first hand exposure to the new entrepreneurs from various backgrounds, trained and developed under EDPs and their enterprises, product technology and the environment within which they have been operating.

The participants will also have an opportunity to interact with the institutions providing assistance to the new entrepreneurs by way of finance, infrastructure, consultancy and technical training.

For the purpose of relating the relevance of Indian experiment to other developing countries and for necessary modifications, the participants will be divided into inter-country, inter-agency groups.

The action-plans will be prepared by each country team and the presentation of country experiences by each team will also be done.

### ***Participants please note :***

To facilitate fruitful interaction and experience sharing amongst participants and the faculty, each participant is requested to prepare a 'country paper' on the lines of the enclosed proforma.

### ***About EDI-I***

The Entrepreneurship Development Institute of India (EDI-I) has been set up by India's leading development banks - The Industrial Development Bank of India (IDBI), The Industrial Credit and Investment Corporation of India Limited (ICICI), The Industrial Finance Corporation of India (IFCI) and the State Bank of India (SBI). The prime objective of the Institute is to spread the entrepreneurship movement throughout the country.

EDI-I has the rich experience of working in several parts of India- the hilly regions of the North-east; industrially backward States like Sikkim, Bihar, Orissa; the coastal region of Goa and the green Southern region of Kerala. It has proved the applicability of EDP Model in diverse conditions.

The target groups of these programmes have been technical graduates, small traders, unemployed persons, tribals, illiterates, women and unprivileged persons. A majority of them had no business background or backing whatsoever.

In order to meet the human-resource requirements for conducting result-oriented EDPs in large numbers, EDI-I has developed special programmes for identifying and training Entrepreneurs Trainer-Motivators who determine the success of EDPs. At present more than 50 Trainers are being trained in the Institute every year for institutions organising Entrepreneurship Development Programmes.

EDI-I itself possesses highly experienced Entrepreneur Trainer-Motivators in its faculty, each having worked for 10 to 14 years in field and each having the credit of training about 500 to 1000 entrepreneurs in various parts of the country.

The model programmes conducted by the Institute in diverse Indian conditions have had a sound impact and due to that institutional bases have been created for the continuance of sustained EDP activities.



The research activities of EDI-I constitute its base through which the Institute sharpens the tools and techniques of entrepreneur identification, selection, training and development; parameters to evaluate on-going activities and follow-up mechanism; analysing the profits of successful entrepreneurs including their qualities and traits; developing the training material, curriculum and support system for the programmes.

Above all, EDI-I's on-going programmes provide a live laboratory for research and experimentation and practical (field) training for trainers and officers of various organisations from India and abroad.

### **The Faculty**

Mr. H.C. Raval

Mr. Chandramauli Pathak

Mr. Ramesh Dave

Mr. B.P. Murali

Mr. J.B. Patel

### **Workshop Co-ordinators**

Mr. Swarajya Prakash  
CFTC Industrial Adviser  
(PNG)

Mr. B.P. Murali  
EDI-I

## *You would also like to Know the City*

The Workshop will be held at Ahmedabad, a city with a glorious past and progressive present and renowned for the business acumen of its citizens and for its traditions of hospitality. Ahmedabad is the industrial capital of Gujarat, which is one of the fastest developing states of India. Visitors will have an opportunity to experience the Gujarati life, wherein the past and vibrant present co-exist in harmony.

### *In-country Transportation*

There are regular flights from Delhi and Bombay to Ahmedabad. Flight schedules prevailing on 1st November, 1986 are noted below :

#### *Delhi - Ahmedabad*

IC 461	d	0610	
	a	0725	
IC 493	d	1740	<b>Via Jaipur-Jodhpur</b>
	a	2035	
IC 495	d	1805	
	a	1920	

#### *Bombay - Ahmedabad*

IC 113	d	0545	
	a	0640	
IC 103	d	1330	<b>Wed-Fri-Sun</b>
	a	1425	
IC 193	d	0845	<b>Mon-Thurs</b>
	a	0940	
IC 296	d	1125	<b>Wed-Fri</b>
	a	1220	

**Ahmedabad - Delhi**

IC 462	d	0755	
	a	0910	
IC 494	d	1935	<b>Via Jodhpur - Jaipur</b>
	a	2225	
IC 495	d	1950	<b>Mon-Wed-Fri-Sat</b>
	a	2210	

**Ahmedabad - Bombay**

IC 114	d	0710	
	a	0805	
IC 104	d	1700	<b>Wed - Fri - Sun</b>
	a	1755	
IC 493	d	2105	
	a	2200	

**Weather**

During the month of February, it is winter season in the city where the minimum temperature would be around 10°C and the maximum day time temperature would be around 20°C.

**Clothings**

You are advised to bring light warm clothings considering the temperature prevailing during February.

## PROGRAMME SCHEDULE

### 23rd February, 1987

- 1st Session : Inauguration
- 2nd Session : Planned intervention for development of Small and Medium Enterprises :  
- Indian Experience
- 3rd Session : Entrepreneurship Development Programme :  
- Synoptic View  
- Audio-visual presentation
- 4th Session : Country Experience  
- Indigenous Entrepreneurship :  
Prospects and Problems

### 24th February, 1987

- 1st Session : Country Experience
- 2nd Session : Sources and Profiles of Potential Entrepreneurs
- 3rd Session : Identification of Potential Entrepreneurs :  
- Effective Promotional Methods.
- 4th Session : Selection of Potential Entrepreneurs  
- Rationale and Approach  
- Tools and Techniques

### 25th February, 1987

- 1st Session : The EDP Training Inputs :  
- Content, Rationale, Pedagogy
- 2nd Session : Motivating Potential Entrepreneurs :  
- Relevance, Content and Tools; Demonstration
- 3rd Session : Opportunity identification, Project Plans and Enterprise Management
- 4th Session : Group discussion on the Developmental Inputs in an EDP.

## 26th February, 1987

- 1st Session : Entrepreneur Trainer Motivator (ETM)
- Role of ETMs as a key factor in EDPs.
  - Selection and Training of ETMS.
- 2nd Session : Necessary and Sufficient Conditions for launching EDPs.
- Policy Environment
  - Institutional Support
  - Organisational set-up.
- 3rd Session & 4th Session : Visit to Small Scale Enterprises of trained entrepreneurs in Ahmedabad.

## 27th February, 1987

- 1st Session : Discussion on field visit.
- 2nd Session : Interaction with Key Agencies supporting entrepreneurs.
- 3rd Session & 4th Session : Action Plan for launching EDPs in country situations.
- Briefing by EDI Faculty.
  - Preparation of Action Plan by country representatives.

## 28th February, 1987

- 09.00 AM to 11.00 AM Presentation of Action Plan
- 11.30 AM to 01.00 PM Valedictory Function
- 01.00 PM to 02.00 PM Lunch
- 02.30 PM to 05.30 PM Sight seeing

### Note

Session to begin daily at 9.00 AM and end at 5.00 PM with one hour lunch break.

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PARTICIPANTS PLEASE NOTE :

- [1] Prior Visa to enter India is a must.  
Visa will not be issued on arrival.
- [2] Participants from Pacific Countries may kindly contact the Indian High Commission at the following address, for Visa :

Indian High Commission  
P.O. Box No. 505  
Fiji Development Bank Building  
SUVA (FIJI)

Telex : 2110 HICOM IND, SUVA

Phone : 31 22 25

- [3] Gujarat State, where EDI is located observes prohibition for hard drinks. Foreigners can however get liquor permit on arrival in the hotel and consume liquor only in their rooms.
- [4] Accommodation for the participants and the venue for the workshop is arranged at :

**Rivera Hotel**

Khanpur  
Ahmedabad 380 001

Telex : 0121-598 STAY IN

Cable : RIVERHOTEL

Phone : 24201 (11 Lines)

**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA**

**83-A, Swastik Society**

**Navrangpura**

**Ahmedabad-380 009. (India)**

**Phone: 462582, 462875**

**Gram : ENDIND Telex : 121 224 EDII-IN**