

# NINTH ACCREDITED TRAINERS' COURSE

[September 12 - October 24, 1989]



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA.

Via Ahmedabad Airport & Indira Bridge. BHAT.

Post : Chandkheda, Pin : 382 424.

Dist. Gandhinagar, INDIA.

Telex : 121-6224 EDII IN

Telephone : 811331, 811068, 811084  
811470, 811423, 811451

## ACCREDITED TRAINERS' COURSE [ATC]

### THE COURSE

India, like other developing countries, is confronted with the serious problem of mounting unemployment. Various efforts have been made in this direction to overcome the problem. Strategies have been formulated to develop youth to take up entrepreneurial careers. One such strategy to develop entrepreneurs is Entrepreneurship Development Programmes (EDPs). EDP has emerged as a well established scientific approach to identify, train and develop first-generation entrepreneurs.

Trainer-Motivator plays an important role in identifying, training and developing entrepreneurs through EDPs. This is so because only a right kind of professionally competent Trainer-Motivator can develop human resource for establishing and running small enterprises successfully.

To train and develop Trainer-Motivators, Entrepreneurship Development Institute of India (EDI) has designed and developed Accredited Trainers' Course (ATC). This is the ninth course of its kind. So far, EDI has trained about 200 Trainer-Motivators who are working in different organisations to develop first-generation entrepreneurs.

## OBJECTIVES

The specific objectives of this course are :

- i) To train and develop Trainer-Motivators who will be well equipped with requisite skills, knowledge and behavioural attributes required for developing entrepreneurs.
- ii) To groom well-rounded Trainer-Motivators who can initiate, plan, organise and conduct EDPs effectively.

## 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 the following three phases :

### PHASE-I : TRAINING OF TRAINERS AT EDI (6 weeks) [September 12 to October 24, 1989]

#### i) Entrepreneurship Development Process and Model

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

#### ii) Skill Development

In the areas of inter-personal relationship, communication skills, planning, problem-solving, 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 provide exposure in the area of management of small enterprises as well as to develop diagnostic skills to help potential/existing entrepreneurs.

v) Self-Directed Behavioural Changes

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

**TRAINING METHODOLOGY**

In order to develop well-rounded 'Trainer-Motivators' the following methodology will be used during the training course :

- i) Case study discussions, group interactions and simulation games for skills and attitude development;
- ii) Classroom sessions on concepts and themes of entrepreneurship;
- iii) Sharing experiences in entrepreneurship development by Trainer-Motivators & Technical Experts; and
- iv) Field visits to small enterprises to understand the role and functions of small entrepreneur and also to learn about appropriate technology used.

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

To put the inputs acquired in 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 the supervision of the Institute (EDI). 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 : ACCREDITATION OF TRAINERS AT EDI (2 weeks)**

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

In this phase, the trainers will also be evaluated by a committee of experts and if found qualified, will be accredited by way of certificates.

**PARTICIPANTS**

Organisations falling under the following categories may nominate participants for the Course :

- \* Government Departments responsible for planning and conducting EDPs including Directorate of Industries, District Industries Centres (DICs) etc.

- \* Institutes of Entrepreneurship Development (IEDs)/Centres for Entrepreneurship Development (CEDs) working at state levels.
- \* Technical Consultancy Organisations (TCOs) involved in or planning to implement EDPs.
- \* Training institutions, Universities, Educational Institutions with Entrepreneurship Development Cell (EDC) or Science & Technical Entrepreneurship Park (STEP) involved in planning and implementation of ED activities in their respective organisations.
- \* Banks and Financial Institutions.
- \* Voluntary organisations and other organisations committed to develop potential entrepreneurs.

#### WHO CAN BE NOMINATED

Those in the preferable 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 being can 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 be more helpful. They should also have abilities to plan, implement and act independently and coordinate 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 recruitments.

#### FEES

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

For on-the-job training during the 2nd Phase, sponsoring organisations have to bear all expenses ie. 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 or Department of Science & Technology may avail the same.

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

---

Date of Commencement : 12th September, 1989  
of the Programme

Last date of receiving : 28th August, 1989  
the nomination form

---

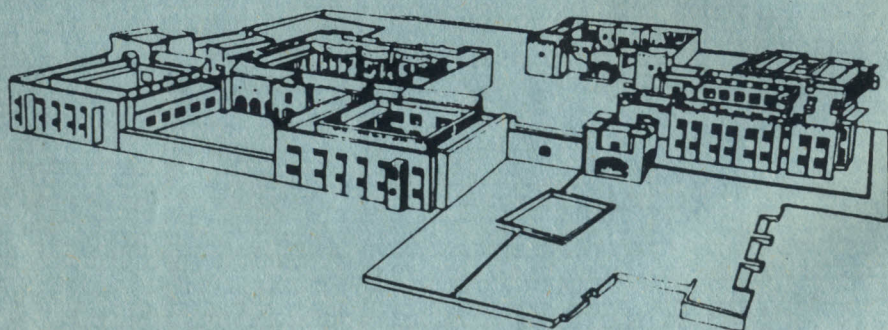
## HOW TO APPLY

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

MR. NEERAJ SHARMA  
Course Coordinator  
Entrepreneurship Development Institute  
of India  
Bhat (Via Ahmedabad Airport & Indira Bridge)  
P.O. Chandkheda 382 424  
Dist. Gandhinagar

Telex : 121-6224 EDII IN

Telephone : 811331, 811068, 811084  
811470, 811423, 811451



E. D. I. CAMPUS