

**PERFORMANCE IMPROVEMENT PROGRAMME
FOR
EXISTING ENTREPRENEURS
IN
ENGINEERING INDUSTRIES
IN
GUJARAT**

**AT
EDI CAMPUS
AHMEDABAD
(JULY 23 — 27, 1990)**

**Sponsored By :
FRIEDRICH NAUMANN FOUNDATION**



**Organised by :
ENTREPRENEURSHIP DEVELOPMENT INSTITUTE
OF INDIA (EDI)**

**In association with
Confederation of Engineering Industry (CEI)
Western Region, Gujarat Office**

PERFORMANCE IMPROVEMENT PROGRAMME
FOR
EXISTING ENTREPRENEURS

IF YOU ARE

- An ambitious entrepreneur with a small scale unit manufacturing of Engineering Industry, which is in production for at least three years.
- Having a unit which has reached break-even level and are making at least modest profit.
- Now looking for ways and means to improve performance of your venture for better health and growth...

HERE IS AN OPPORTUNITY FOR YOU : PERFORMANCE IMPROVEMENT PROGRAMME (PIP)

WHY THE PROGRAMME ?

Success of a business venture depends on its (i) inherent viability, (ii) sound project planning, (iii) meticulousness with which the project is implemented and (iv) how competently the project is managed. It is evident that as regards the last 3 factors, as an owner-manager, you play a major role notwithstanding external factors influencing the success of the venture.

To be effective in project planning, implementation and management, as an entrepreneur you need a set of **soft skills**. These skills are seldom

acquired through professional / academic qualification and they are functionally interchangeable (For example, the capability to perceive an opportunity and act upon the same). Further you need a set of **hard skills** that include knowledge of various functional areas of management. The programme aims to cover the soft as well as hard skills which will ultimately lead to better performance.

WHAT THE TRAINING PROGRAMME HAS TO OFFER ?

- Knowledge — Intricacies of marketing strategy for a small scale venture
- Financial management & Cash Crisis management
- Technology, Expansion & Diversification strategies
- Soft Skill — Persuasion & Use of Influence Strategies including
(Entrepreneurial communication skills
Competencies)
- Problem-solving/Decision-making
- Systematic Planning
- Efficiency Orientation, Innovation and Quality Consciousness

HOW THE PROGRAMME CAN HELP YOU ?

The programme could :

- (a) Initiate the process of development of certain key entrepreneurial competencies for better performance.
- (b) Facilitate understanding of intricacies involved in key areas of managing your venture for higher levels of performance.
- (c) Provide knowledge for expansion or diversification by employing appropriate strategies successful for small businesses.

HOW WE WILL INTERACT ?

Through expert presentations, case studies, simulation exercises, group discussions and drawing upon your experience.

FACULTY

Entrepreneurship / Management specialists from our Institute (**EDI**) possessing national and international experience and practicing professionals from various functional areas of business management and strategies.

DURATION

For 5 days from Monday to Friday July 23-27 1990
Residential course.

VENUE

EDII Campus

Bhat (Via Ahmedabad Airport & Indira Bridge)

P. O. Chandkheda-382424

Dist. Gandhinagar

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

TELEX : 121-6224 EDII IN

(Drive 7 minutes from airport, 35 minutes from city)

REGISTRATION FEE

- Residential Rs. 1000/- per participant for five days Inclusive of all.
- For Non-residential Only 250/- to cover incidental costs of business lunch and tea/snacks etc., during the programme.

The programme is highly subsidised with the support of Friedrich Naumann Foundation. It is, therefore, a unique opportunity.

WHOM TO CONTACT

Interested entrepreneurs may contact Programme Co-ordinator in the Institute for receiving nomination forms

Please send your nomination forms with fee by July 18, 1990 to avoid disappointment.

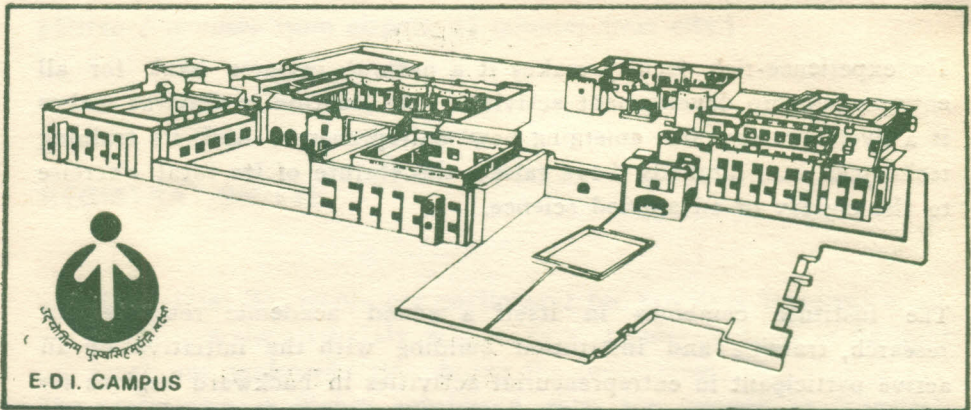
ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), a national organisation promoted by all-India financial institutions (IDBI, ICICI, IFCI and SBI) and actively supported by the Government of Gujarat, has in its last six years of operations, set the entrepreneurship development movement in momentum throughout the country and in developing countries. It has broken the myth that entrepreneurs are born only and has demonstrated by results that they can be identified and developed too.

Its experience-rich faculty makes it a natural resource bank for all entrepreneurship development activities. Its location in Gujarat makes it a livelaboratory for emerging new entrepreneurs. And, its training techniques and methods have raised the stature of its total exercise to the dignity of an applied science.

The Institute combines in itself a sound academic resource for research, training and institution building with the initiative of an active participant in entrepreneurial activities in backward regions for special target groups and innovativeness in the human resource development field.

EDI has one of the finest campuses with international standard Training and Residential Facilities, a rich reference centre-Library and pleasing, quiet, comfortable environment.



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