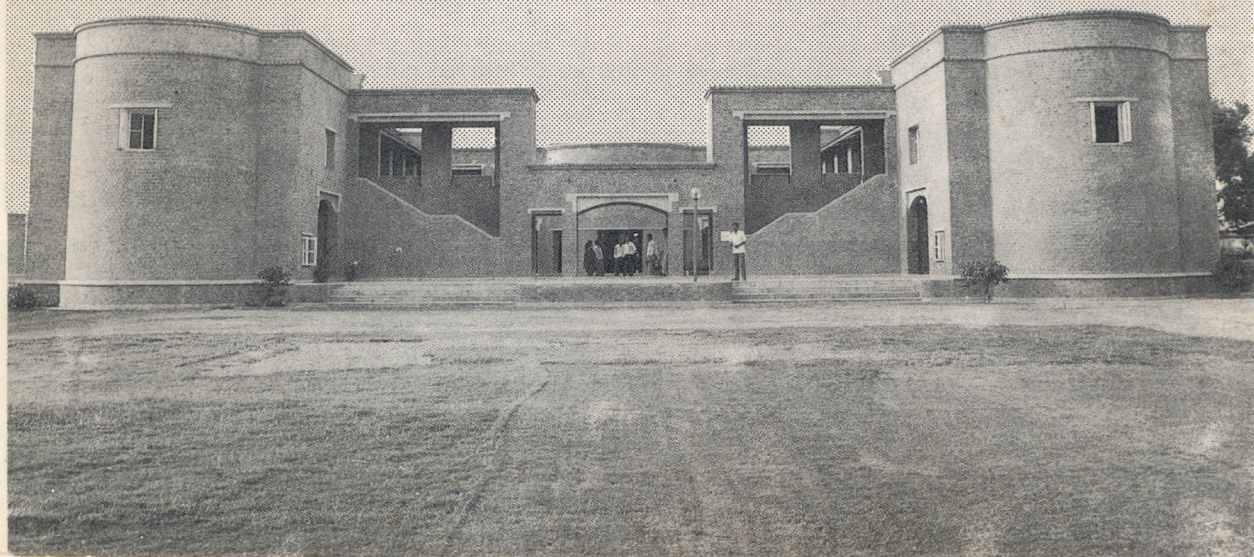




ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

Third programme on
SUCCESSION PLANNING FOR ENTREPRENEURIAL CONTINUITY

16 - 29 January, 1992





A business enterprise embodies the entrepreneurial vision and capabilities of its promoters and leadership. To sustain and continually replenish this vision, to improve the capabilities to perceive new opportunities and exploit them is, therefore, essential for healthy development of the enterprise. In other words, a successful entrepreneurial initiative must not remain an end in itself; instead it should form a foundation, a building block, for a series of initiatives.

To ensure this continuum, it is necessary to inculcate and reinforce entrepreneurial aspirations and capabilities in the future leadership of an enterprise. The grooming of future leaders, therefore, cannot be an adhoc activity; it would require conscious advance planning informed by a long-term vision of goals. This programme—**Succession Planning for Entrepreneurial Continuity**— has been conceived with this end in view. Two programmes have been already held in this series and they have been highly acclaimed by the client system.

OBJECTIVES

- * To ensure that the entrepreneurial vision resulting in the birth and consolidation of an enterprise is transmitted to the next generation of its leaders;
- * To sharpen the capabilities of future leadership of an enterprise to gauge intelligently the constraints and opportunities in the ever-changing, competitive environment and respond creatively to them;
- * To sensitise the future leaders of an enterprise about the problems of transition and the need for organisational innovation and human resource development in the wake of changing business scenario; and
- * To improve the written and oral communication skills of the participants.

FOR WHOM?

The programme is open to those who are likely to inherit family business at some point in their careers—such as sons and daughters of first generation entrepreneurs who are about to join or have joined recently the management of their businesses. The programme will be particularly useful to the prospective inheritors of small and medium size enterprises.

PROGRAMME CONTENT

The programme content will cover the following:

- * Entrepreneurial environment and possibilities for product innovations and structural changes in Indian industries, particularly those represented by the participants in the programme.
- * Government regulations, project and corporate planning, sources of finance on regional, national and international levels and networking with financial institutions.
- * Problems of transition management and how to deal with them.
- * The relevance of basic business strategies such as marketing, advertising, and organisational innovations for business growth.
- * Motivational competencies and communication skills, both oral and written.



While going through the programme, each participant will be working on a project report indicating the future directions of his/her enterprise and the plans for future expansions along with the strategies to be pursued to achieve this end.

PEDAGOGICAL METHODS

A variety of teaching methods—case discussions, role playing, sensitivity training, written exercises, lectures and discussions—would be used. The participants will be exposed to a series of historical experiences in succession planning in a variety of organisations. The participants will be encouraged to use the Institute's library and computer centre.

MONITORING AND FOLLOW-UP

With a view to ensuring that participation in the programme has relevance for developments in the participating organisations, the EDI-I would continue to keep in touch with the alumni of the programme and would be ready to offer them any help or counsel in the process of implementing future entrepreneurial plans.

VENUE

The programme would be residential and it would be held at the elegant and sprawling campus of the Institute located near Ahmedabad airport. The participants would be accommodated in comfortably furnished air-conditioned hostels of the Institute on double occupancy basis.

FEE

The fee for the entire programme would be Rs. 7500/-. It will cover lodging, boarding and the cost of instruction and teaching material.

FACULTY

D. G. Allampalli, M. Tech. (IIT, Bombay)
G. R. Jain, Ph. D. (Jodhpur)
Ranga Kota, PGDM (IIM, Ahmedabad)
B. P. Murali, PGDM (IIM, Ahmedabad)
J. B. Patel, B. Tech. (IIT, Kanpur)
V. G. Patel, Ph. D (Wisconsin)
H. C. Ravel, Ph. D. (World)
D. Tripathi, Ph. D. (Wisconsin)

In addition to the above members of the EDI Faculty, distinguished experts from sister institutions, such as IIMs, will participate in teaching. Guest speakers from Indian corporate world will be invited to share their experiences and insights.

NOMINATIONS

Nominations must be made on the enclosed performa and mailed along with a demand draft of Rs. 7500/- to :

Programme Coordinator
Entrepreneurship Development Institute of India,
Bhat (Via Ahmedabad Airport and Indira Bridge)
P. O. Chandkheda - 382 424, (Gandhinagar), Gujarat,
Phones: (0272) 811331, 811084 Telex: 121-6224 EDII IN

THE LAST DATE FOR RECEIVING NOMINATIONS IS 10 DECEMBER, 1991. The selected candidates will receive the acceptance letter before the end of December 1991

THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI-I) was set up in 1983 with the objective of developing entrepreneurship through education, teaching and research. Sponsored jointly by Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI), it is a premier national institution in the country to focus exclusively on entrepreneurship development. Autonomous in character it is registered under the Societies Registration Act and is governed by its own board.

During its short career, EDI has developed more than 1000 new entrepreneurs directly through its own programmes and another 10000 through the programmes of a network of institutions created by it. It has also developed more than 200 trainers to help different state-level organizations and banks in their entrepreneurship development efforts, and an EDP model developed by it is being implemented by more than 100 organisations in India and in several developing countries. Besides, the Institute has contributed significantly to introducing entrepreneurship-oriented curricula in schools in various parts of the country.

All this has earned great deal of national and international recognition for the Institute which is amply reflected in the support that the World Bank, International Labour Organisation, United Nations Industrial Development Corporation, Commonwealth Fund for Technical Cooperation and several other international agencies have extended to its educational endeavours. The Institute's professional links with central and state governments are extremely strong.



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

BHAT (VIA AHMEDABAD AIRPORT - INDIRA BRIDGE)
CHANDKHEDA - 382 424. GUJARAT, INDIA.
PHONES: 811331, 811084. GRAM: ENDIND Ahmedabad.
TELEX: 0121-6224 EDII IN