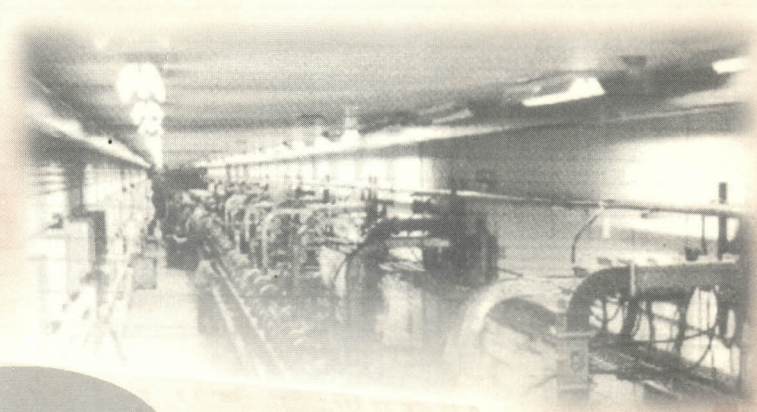


Unleash the entrepreneur within : Programme on

INTRAPRENEURSHIP DEVELOPMENT

(In-Company Executive Development Programme)



**Entrepreneurship
Development
Institute of India**

Ahmedabad, Gujarat, India

Background

Birth of an enterprise to a large extent, depends upon entrepreneurial capabilities and farsighted vision of its promoters. But to gain competitive advantage, it is important to ensure optimum organisational performance. To attain this, a business may concentrate on any of the several performance-enhancing interventions, but one thing that it cannot overlook in attaining this goal, is its workforce. It is the human resource of an organisation that sets and pursues its core objectives diligently. Human resource can either break the process of organisational excellence or consolidate it manifold.

To ensure that the human resource perceives opportunities and is able to bring about innovations, using the current base of organisational resources, it is important to imbue entrepreneurial traits in them. The process of developing these traits in the employees of an organisation is termed as '**Intrapreneurship**'. It involves accelerating the process of management of resources and locating new performance - enhancing factors and avenues by making better use of latent entrepreneurial skills and talents of the employees of an organisation. A carefully designed development programme, therefore, brings the employees closer to the requirements of the organisation so that they strategise and redefine practices that deliver promising results.

The demanding and unpredictable corporate world, signals the need for grafting the process of continuous improvement within various systems, Intrapreneurs act as propellers to growth in such situations.

Intrapreneurship, however, is not an inborn virtue, it can and must be developed through proper training. Keeping this view, the Entrepreneurship Development Institute of India (EDI) has conceived, designed and has been regularly implementing impact-oriented **Intrapreneurship Development Programmes**.

Objectives

The objectives of the programme are :

- * to develop a spirit of 'enterprise' among participants.
- * to make them aware of their latent entrepreneurial potential and render them capable of innovating.
- * to ensure that the entrepreneurial vision resulting in creation of an enterprise is not only sustained but is also further developed.
- * to develop intrapreneurial leadership style among participants.
- * to motivate them to become achievers within the organisation.

Programme Content

Consistent with the objectives, the programme has the following key inputs:

- Intrapreneurship - The need, stages and barrier, creating a conducive environment.
- Entrepreneurial environment within one's organisation, exploring possibilities for 'product' or 'service' innovations.
- Personal effectiveness, communication & transactions.
- Roles & responsibilities, increasing role efficacy.
- Self-awareness through feedback on instruments.
- Entrepreneurial and managerial competencies.
- Team building, leadership and delegation
- Motivating self & others
- social perception
- Emotional intelligence.
- Change management vision and values
- Intrapreneurial plan preparation for future course of action.

For Whom

The programme is meant for middle to senior level executives, involved in planning, decision-making and implementing critical decisions. It is advisable to nominate participants in groups, so that company-specific programmes can be conducted on Intrapreneurship. This will help derive maximum mileage from the unique intervention. In one batch, 20-25 managers can be effectively developed.

Duration

Five days on full-time basis (about 8 - 10 hours a day). On account of programme related activities running into late evenings, a programme, residential in nature will be desirable but is not mandatory.

Pedagogical Methods

A variety of teaching methods - case discussions, role-plays, simulation exercises, lectures, discussions, counselling and audio-visual aids would be used. The participants would be exposed to a variety of business situations.

Whom to Contact

Interested organisations are requested to contact :

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Feedback on Earlier Programmes

"It was a transformational training programme that helped participants discover their hidden potential and reorient themselves for facing the challenges of tomorrow. The entire programme was very thought provoking, with the participants probing their attitudinal responses to various tasks and issues and the changes that must be effected".

Mr. Madhav Kulkarni
Sr. Vice-President
SBU (Pharma), Zydus Cadila
Group of Companies,
Ahmedabad

"I am grateful to EDI for providing me an opportunity to attend this unique programme. It has helped me understand the concept and meaning of 'being innovative' within the organisation and which, without doubt, will help me in all future endeavours".

Harish Maheshwari
Director
Somani Strips Ltd.,
Ahmedabad

"Before coming to EDI there were various thoughts in my mind, but today (on the last day) I would like to boldly say - "if you are not at EDI, you are missing out on something as it brings about a complete change in perspectives, helping you develop intrapreneurial qualities which is a must to achieve success in today's changing economic environment".

Vipul Pandya
Executive
Jagjivan Enchem Udyog Ltd.,
Calcutta

Some of the programmes conducted by the Institute in the past

In a bid to help organisations attain the flexibility and dynamism that an intrapreneurial milieu ensures, EDI conducted more than 30 programmes on Executive Development, focussing on Intrapreneurship, for various corporate houses, thus imparting training to owner-managers, business managers, and various executives. Some prominent Programmes :

- (A) **For Zydus Cadila Group of Companies** - EDI trained and retrained more than 600 officials on different modules, in a series of programmes (26 batches). The impact of the programmes was not only in terms of increase in knowledge & skill but also in the enhancement of the group's position and market share.
- (B) **Three SIDBI sponsored programmes for owner-managers** where the participants opined that the programme gave them new perspectives and new competencies thus making them contribute greatly to the performance of their respective organisations;
- (C) **One programme for senior officials from the Industries Department, Jammu & Kashmir**, to refurbish the state of J&K and reinforce dynamism in employees;
- (D) **One programme for officials of Perbadanan Usahawan Nasional Berhad, Kuala Lumpur Malaysia**, to help them review their tasks, roles and responsibilities, thus revitalising the organisation.
- (E) **IDBI sponsored programme for corporate executives, organised by the Institute of Company Secretaries of India-Centre for Corporate Research & Training, Mumbai.** EDI, as resource organisation to conduct the programme, trained executives from IDBI, IDBI bank, ICICI, HUDCO, Department of Company Affairs and from several PSUs.
- (F) Besides, similar short duration programmes have been conducted by the Institute for **Remik Group of Companies, Ahmedabad and Parle Group, Mumbai.**

ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act and sponsored by all India financial institutions viz., Industrial Development Bank of India (IDBI), Industrial Credit and Investment Corporation of India Ltd. (ICICI), Industrial Finance Corporation of India Ltd. (IFCI) and State Bank of India (SBI) with active support of the Government of Gujarat.

The Institute is a National Resource Centre governed by its own board. Committed to education, research and training, it has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other international agencies.

The United Nations Industrial Development Organisation (UNIDO) and the Government of India have appointed the EDI as the 'Inter-Regional Centre for Entrepreneurship and Investment Training (IRC)'. The institute is a National Facility for Science & Technology based Entrepreneurial Innovations sponsored by National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India.

As a partner in the European Union - India Economic Cross-Cultural Exchange Programme (ECCP), EDI is responsible for removing cultural barriers and information asymmetries between India and West European Entrepreneurs. In collaboration with partner institutions from UK, Germany and Austria, EDI attempts to establish networks among European and Indian enterprises through forging a variety of linkages.

Through a variety of projects and programmes, EDI has progressively focussed towards holistic and sustained growth of existing entrepreneurs. The institute has been conducting in-company programmes to develop intrapreneurial managers. As of now, the institute has conducted, more than 30 programmes on Intrapreneurship for various corporate houses, thus imparting training to around 700 officials.

The EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well-conceived and well-directed training. This in turn has led to the design of several training programmes around strategic thrust areas like New Enterprise Creation, Performance Improvement of Existing Enterprises, Succession Planning, etc. Besides organising some other programmes for existing entrepreneurs like 'Intrapreneurship Development', 'Growth Strategies' etc. to help these entrepreneurs examine their enterprises in an objective manner and plan for improvement and growth, the Institute has also contributed towards introducing entrepreneurship-oriented curriculum in schools in various parts of the country. The institute has been organising summer camps on entrepreneurship for youth and children, for past ten years.

EDI is the pioneer in entrepreneurship education and has been successfully implementing its one-year academic programmes leading to Post-Graduate Diploma in 'Business Entrepreneurship & Management' and "Management of Non-Government Organisations"



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