

INTERNATIONAL
PROGRAMME ON

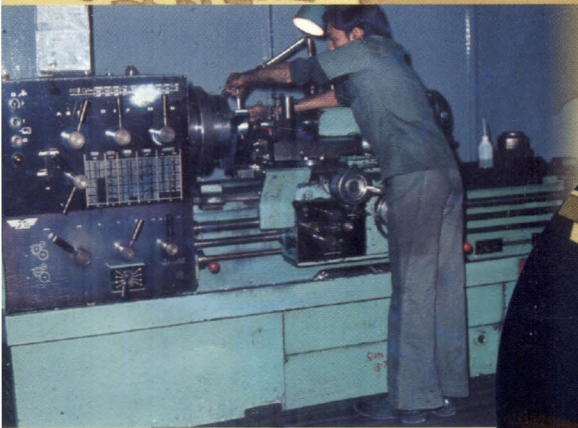
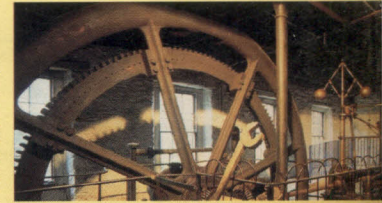
ENTREPRENEURSHIP

&

SMALL BUSINESS
PROMOTION



October 30-December 08, 2006




Organised by :

**Entrepreneurship Development
Institute of India
Ahmedabad, Gujarat
India**



Sponsored by:

**Ministry of External Affairs
Government of India
under
ITEC / SCAAP Programme**



VENUE AND ACCOMMODATION

The programme will be organized at EDI Campus located in a serene and pleasant environment. The campus is located near the Ahmedabad International Airport Ahmedabad is well connected by air and rail to Mumbai and the capital city - New Delhi.

Participants will be housed at EDI Campus in comfortable Air Conditioned rooms on double occupancy basis. During the training programme, EDI will help participants visit places of interest in & around the city.



FELLOWSHIP SUPPORT

The Indian Technical and Economic Co-operation (ITEC), Ministry of External Affairs, Govt. of India supports by offering fellowships to cover the following :

- ▶ Tuition fees
- ▶ Living Allowance*
- ▶ Book Allowance (in the form of Course Material, Cases, CDs, etc.)
- ▶ To & fro Air Travel (Economy Class) , by shortest route
- ▶ A.C. accommodation on twin sharing basis

* 80% of the living allowance released by the ITEC will be deducted towards boarding facilities provided at EDI campus and the balance 20% only will be given to the participants for their out-of-pocket expenses. In view of the limited living allowance, candidates are advised to bring extra foreign exchange to meet additional personal expenses.



HOW TO APPLY

For availing fellowship support and submitting their nomination forms, participants are requested to contact their concerned Indian Embassy or Mission Office located in their vicinity. Filled in nomination forms (duly forwarded by an appropriate authority as advised by Indian Mission) are **to be submitted with Indian Missions only**. Please note that **nomination forms are to be routed through Indian Embassy / Mission office only**. Any form sent directly to the Institute shall not be entertained for the purpose of fellowship. Last date for duly forwarded nomination form at ITEC is **29th September, 2006**. Candidates may, therefore, initiate formalities accordingly.

The nomination form can also be downloaded from ITEC Website: <http://itec.nic.in/form.htm>

Candidates are also requested to mark a copy of their submitted nomination form to

Mr. S.B. Sareen

Programme Director

Entrepreneurship Development Institute of India,

Head office at Ahmedabad, Gujarat address

E-mail : sareen@ediindia.org

ediindiaad1@sancharnet.in



PROGRAMME CONTENTS

Given the objectives of the programme, content has been designed using modular approach as per the details given below ;

Entrepreneur, Enterprise and Entrepreneurship

- Understanding Entrepreneurship
- Enterprise and Economic Development
- Relevance of Entrepreneurship in Small Scale Sector

Women and Entrepreneurship

- Understanding Gender Bias, Gender and Development Process
- Women in the Domain of Entrepreneurship: Role of Women in Economic Development

Analysis of Competencies and Assessing Potential Entrepreneurs

- Identification of Entrepreneurial Competencies: Process and Development
- Strategies for Confidence Building and Assertiveness Training of Potential Entrepreneurs
- Achievement Motivation Training
- Entrepreneur Assessment Techniques
- Identification and Selection of Potential Entrepreneurs

Business Opportunity Identification & Business Plan Preparation

- Business Opportunity Identification
- Business Profile Preparation
- Business Plan Formulation
- Assessing the Viability of a Business Plan

Small Business Management

- Small/Micro Enterprise Management (Marketing Management, Project Management, HRD Management, Financial Management, Time Management)
- Conceptualizing, Designing and Implementing Training Programmes for Potential Entrepreneurs with special reference to Curriculum Development, Programme Planning and Programme Management

Designing and Managing Support Services for Potential Entrepreneurs

- Approaches to assist Potential Entrepreneurs in Project Implementation
- How to provide Follow-up Support to Potential Entrepreneurs
- Exposure to:
 - Operations of Small Enterprises by First Generation Entrepreneurs
 - Technology and Equipment
 - Support Organisations

Effective Business Counselling

How to:

- Profile the Performance of a Venture in a `Holistic' Manner
- Determine the Potential inherent within the Venture to provide impetus for Growth
- Deal with Succession and Changes for Planned Development of an Enterprise
- Understand the Actual Process of Business Development within a given Venture
- Develop Counselling Skills

Participant's Desk



"I am happy that I got this opportunity. The learning acquired at EDI has added a new dimension to my knowledge and is my key strength now. It has broadened my horizon".

Mr.P.H. Ananda
Sri Lanka





Attending a training programme at EDI was an excellent opportunity for my career advancement. This will see me accomplish new goals towards promoting entrepreneurship among a large number of potential entrepreneurs in my country. I am glad that new businesses would see the light of the day and add a unique pace to the growth of the country. This is the need of the hour. The warm hospitality extended at EDI, academic inputs and methodology are certainly of international standard".

Mr. Thomas Kamana Kamushambe
Namibia



I am thankful to EDI and ITEC for helping me acquire new knowledge, skills and attitude in the field of entrepreneurship promotion. When I joined this programme, I was apprehensive about the whole approach, but now, I am fully convinced that Entrepreneurs are not only born but can be created as well. Learning at EDI was an overwhelming experience".

Ms. Tatiana Kajar
Belarus



TRAINING METHODOLOGY

To impart the inputs listed in the programme structure, the following training methods will be adopted:

- Lecture-cum-discussion on concepts and practices of EDPs
- Case studies, group discussions, role-plays and simulation exercises for development of requisite competencies
- Intensive interaction with experts in entrepreneurship development, curriculum development and opportunity guidance, as also with entrepreneurs, behavioural scientists and entrepreneur trainer-motivators for gaining practical insight into entrepreneurship development efforts
- Field visits to training/ industrial support institutions and small enterprises to view things in process / action
- Practice sessions for acquiring various skills.

TARGET GROUP

The programme has been specially designed for professionals involved in activities related to promoting Entrepreneurship. It is, therefore, specially suited to the following:

- Small Business Counsellors
- Entrepreneur Trainer-Motivators
- Small Business Promotion Officers
- Bankers/Officials from Financial Institutions
- Extension Workers of NGOs
- Executives of Government Organisations engaged in investment/business promotion
- Credit Officers/Small Business Advisors / Consultants

WHO CAN NOMINATE PARTICIPANTS?

- Organisations engaged/interested in small enterprise training and development programmes; self-employment generation activities.
- Non-government Organisations/Voluntary Organisations (NGOs/VOs) involved in income generating activities
- Financial Institutions and Banks involved in financing small and medium scale enterprises and development banks extending their role beyond credit
- Consultants/Small Business Advisors interested in adopting an integrated approach to entrepreneurship development
- Support Institutions providing extension services to small/micro enterprises
- State sponsored Development Institutions, Para-statal Organisations engaged in small enterprise development, Ministries of Industry, Youth and other Developmental Institutions.

LANGUAGE

The programme will be conducted in English. Nominated participants, therefore, should be fluent in both oral and written English.

PROGRAMME DURATION

The programme is scheduled during October 30 - December 08, 2006.

THE PROGRAMME



A progressive society has a pronounced entrepreneurial culture. But for a society to be thus, sovaried efforts are required on the part of the government, non-government/social organisations, achievers from the society and most of all Entrepreneur Trainer-Motivators (ETMs). ETMs acquire a place of prominence because they have taken upon themselves the responsibility of raising the motivation to achieve, thus inducing among people the spirit and skills to set up their ventures. The strength of an ETM lies in providing all the necessary motivation, training and assistance to potential and existing entrepreneurs, thereby facilitating new enterprise creation and growth of existing ones. However, if one looks at the complexities at the behavioural and resource levels in the case of first generation entrepreneurs, the significance of an ETM's role becomes further concretized. Considering this, the whole process of developing new entrepreneurs becomes an indispensable component of such a programme to bring about an attitudinal change and noticeable improvement. Keeping this in view, the inputs of this training programme have been accordingly designed to delve into areas that directly address the needs of potent entrepreneurs.

This programme, supported by the **Indian Technical and Economic Co-operation, Govt. of India**, popularly known as '**ITEC**', aims at strengthening educational, training and other support institutions with faculty resources by giving the participants an insight into soft skills as well as hard skills so that they become competent ETMs. The programme seeks to achieve its goal by:

- significantly increasing the supply of competent entrepreneurs in all strata of society in the developing countries;
- encouraging the consolidation and growth of existing small enterprises by way of providing effective business counselling services.

PROGRAMME OBJECTIVES

The programme will develop a cadre of hard core professionals who will work for the promotion of economic activities in the developing countries. They will be equipped with new tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises, thereby intensifying and strengthening the efforts of policy makers and planners towards economic development of their respective countries.

The major objectives of the programme are to:

- train the participants to identify and analyze constraints and barriers to entrepreneurship development and devise appropriate strategies;
- develop them to initiate, plan and implement entrepreneurship development activities for creation of small enterprises;
- inculcate strategic skills in them to sensitize the environment for extending timely assistance and support required for establishment of small business ventures;
- groom them to effectively counsel the entrepreneurs in various areas such as: enterprise selection, implementation and management of new enterprises as well as survival, growth and diversification of existing enterprises;
- share Indian experiences in small enterprise creation, its sustainability, entrepreneurship development and its relevance in developing countries.



ABOUT ITEC

Indian Technical and Economic Co-operation Programme, popularly known as 'ITEC', was launched in 1964 as a bilateral programme of assistance of the Government of India. ITEC is the flag bearer of the Indian Government's technical co-operation effort not only because of its wide geographical coverage but also for the innovative forms of technical co-operation in which it has manifested. Under the ITEC and its corollary SCAAP (a programme of assistance meant for Commonwealth Countries in Africa) about 141 countries in Asia, Africa, East Europe and Latin America have been invited to get an exposure to the Indian development experience.

The ITEC has four components:

- Training;
- Projects and Project related activities such as; supply of equipment, feasibility studies and consultancy services;
- Deputation of experts; and
- Study visits.

India spends about Rs.250 million annually on ITEC activities. Since 1964, India has provided nearly US \$ 2 billion worth of technical assistance to developing countries, including neighbouring countries (assistance to whom is administered separately from ITEC).

ABOUT EDI

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution sponsored by all India financial institutions viz. Industrial Development Bank of India (IDBI), ICICI Ltd., IFCI Ltd. and State Bank of India (SBI).

The EDI has groomed over 1213 trainers at a national level through 20 National Trainers' Courses and 35 Special Rural & Micro Enterprise Trainers' Programmes. At the international level, EDI has conducted 19 Training Programmes for Entrepreneur Trainer-Motivators developing about 321 officers from a number of Asian, African and Commonwealth Member Countries. Of these 13 programmes, implemented with sponsorship support from Commonwealth Secretariat, 4 were exclusively targetted at Women ETMs thereby developing 62 Women ETMs involved in promoting & strengthening Women Entrepreneurship in Commonwealth Member Countries.



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