



**ENTREPRENEURSHIP  
DEVELOPMENT PROGRAMME**

in  
**SHILLONG**  
for

**SCIENCE AND TECHNOLOGY  
GRADUATES & DIPLOMA  
CERTIFICATE HOLDERS**

Sponsored by :

**The National Science and Technology  
Entrepreneurship Development Board  
Government of India  
and**

**IDBI, ICICI, IFCI**

Organised by :

**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA, Ahmedabad.**

In association with :

**DIRECTORATE OF INDUSTRIES  
Govt. of Meghalaya  
Shillong.**

**&**

**The Meghalaya Industrial Development Corpn Ltd.  
"Kismat" Upland Road,  
Laitumukhrah,  
SHILLONG.**



## THE IDEA

In pursuance of a 3-pronged strategy announced as a remedy for unemployment and inappropriate employment amongst qualified scientists and technologists in the country, the Department of Science and Technology, Government of India, has set up the National Science and Technology Entrepreneurship Development Board with the primary objective of harnessing the science and technology talent in the country. The board has planned a massive action programme to achieve this goal, as a part of which it has decided to organise Entrepreneurship Development Programme (EDP) in various parts of the country.

The first programme in the series was organised in Baroda, Gujarat, during March-May 1983. Encouraged by the success of the programme, subsequent programmes were organised in Goa, Kerala, Orissa and Guwahati. Now, on the same line an exclusive programme for this target group is being organised in Shillong

## THE CONCEPT

The philosophy of EDP is based on the assumption that entrepreneurs are not only born but can be identified, trained and thus created.

## EDI

Entrepreneurship Development Institute of India (EDI) has been set up jointly by the national financial institutions (IDBI, ICICI, IFCI and SBI) to provide assistance to various states in organising EDPs, training the trainers and motivators and to conduct research in the field of entrepreneurship development. EDI has the support of 40 full-time trainers having

7 to 10 years experience. These trainers have successfully conducted EDPs in various states such as Assam, Andaman & Nicobar, Goa, Kerala, Sikkim, Arunachal Pradesh, Chandigarh, New Delhi, Bihar Orissa and Tamil Nadu. A special Training programme is now being started for young science and technology graduates on behalf of the National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Government of India.

## THE OBJECTIVE

The main objective of conducting EDP is to motivate the young science and technology graduates for self-employment so that after successful completion of the training programme, participants can start their own manufacturing/service ventures. This will provide self-employment to them by utilising their knowledge and skill and will also generate employment opportunities.

## METHODOLOGY

Identification and careful selection of people with appropriate entrepreneurial traits and attributes, whose entrepreneurial potentialities could be developed, constitute the first task of the scheme. The selection procedure comprises of a combination of techniques including the analysis of the background of the candidates and administering well-designed behavioural tests, interviews etc. This is followed by classroom as well as practical training. As a part of the programme, technical orientation visit will be arranged in Gujarat, if necessary. The medium of instruction will be English / Hindi.



## **COURSE CONTENTS**

- Entrepreneurial Qualities
- Opportunity Guidance
- Product Selection
- Sources of Information
- Procedures for setting up a Small Scale Unit
- Schemes of assistance for Small Scale Industries
- Market Survey Techniques
- Concepts, Practices & Techniques of Marketing
- Costing and Cost Consciousness
- Production Planning and Control
- Accounts & Finance
- Taxation Budgeting
- Purchase Techniques
- Effective Communication/Factory Visits
- Technical/In-Plant Training
- Project Report Preparation

## **FACULTY**

In-house faculty for the training programme consists of expert trainers from EDI who will provide motivation, direction and guidance to the entrepreneur-trainee. Guest faculty will consist of subject matter specialists, senior officials from the Government and Industrial Corporations, successful industrialist and traders, i.e. real life practitioners.

## **DURATION AND VENUE**

The programme will be organised in Shillong. After an initial full-time class-room training and field study, the trainees may be brought to Gujarat for technical/in-plant training and Achievement Motivation Input. The entire programme will be of 12 to 15 weeks duration.

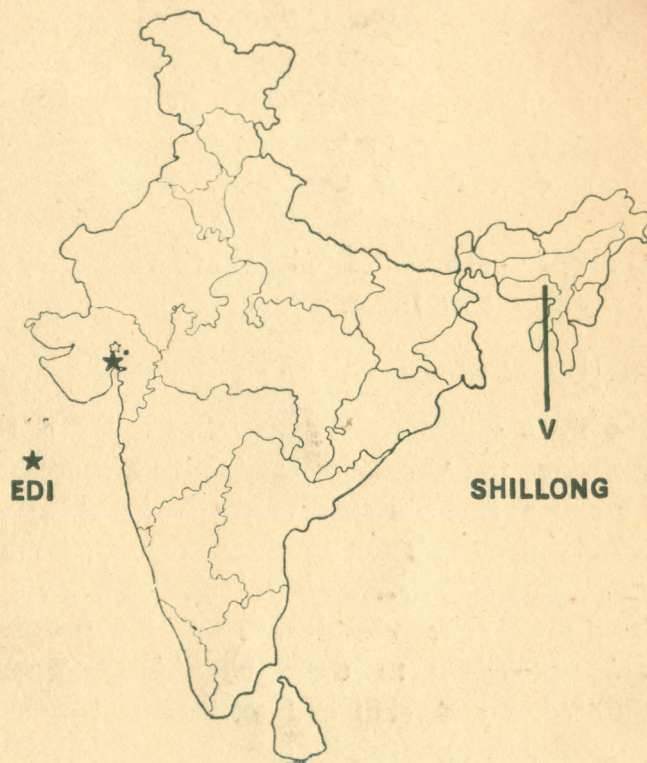


## ELIGIBILITY

Any young science and/or technology graduate below 35 years of age is eligible to apply for participation in the training programme. The individual must have initiative, willingness to work hard and strong desire backed by enthusiasm and dedication to set up his own new small scale industrial unit/service venture, He/she must have working knowledge of English or Hindi for understanding the basic training inputs. He/she must be in a position to attend the programme regularly. Further, he/she must be ready to stay in Gujarat if required for a period of 4 to 6 weeks for in-plant/technical orientation. An allowance will be paid to the trainees against boarding and lodging expenses during the period of stay in Gujarat.

## EXPECTATIONS FROM THE TRAINEES

- Must attend the training programme regularly
- Must prepare a detailed project report and take effective steps to start his/her venture.
- Must deposit Rs. 100/- as Caution Money Which will be refunded after successful completion of the programme.
- Must attend technical/in-plant orientation and visit Gujarat.



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PLEASE CONTACT FOR DETAILS