



**ENTREPRENEURSHIP  
DEVELOPMENT  
PROGRAMME**

**AT**

**GANGTOK**

Sponsored by :

**INDUSTRIAL DEVELOPMENT BANK OF INDIA  
DIRECTORATE OF INDUSTRIES,  
GOVT. OF SIKKIM  
STATE BANK OF INDIA**

Organised by :

**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF  
INDIA (EDI)**

**(Sponsored By: IDBI, ICICI, IFCI & STATE BANK OF INDIA)  
AHMEDABAD, Gujarat, India.**

In association with

**West Bengal Consultancy Organisation Ltd.**

**Gangtok**

**SIKKIM**

## CONCEPT

The philosophy of EDP is based on the assumption that Entrepreneurs are not only born, but can as well be identified, trained and thus created. Any entrepreneur acts as a "Change Agent" who is eager to break away from his traditional economic activity to take up a relatively new line of activity and wait for the right break through.

## EDI .....

Entrepreneurship Development Institute of India has been jointly set up by The National Financial Institutions to provide assistance to various states in organising entrepreneurship development programmes, train trainers and motivators and conduct research in the field of entrepreneurship development. EDI has the support of 40 full time trainers having 7 to 10 years experience. EDI trainers have successfully conducted EDPs in other states such as Rajasthan, Assam, Nagaland, Kerala, Andaman-Nicobar Goa, etc.

In all the states covered so far, EDI has been able to establish the philosophy that dormant entrepreneurship can be developed and entrepreneurs can be shaped. EDI has created such an impact that state level organisations are making efforts to institutionalise entrepreneurship activity and to have long term plans and commitment. Its involvement has made it possible for various small industries promotion institutions to work in co-ordination.

## SPONSORSHIP

The INSTITUTE in collaboration with Industrial Development Bank of India (IDBI); Directorate of Industries, Govt. of Sikkim, State Bank of India and other Developmental agencies is organising a training programme at Gangtok for entrepreneurs willing to set up their Small Scale Industrial Units.

## OBJECTIVES

Entrepreneurial talent exists in people from all walks of life and the elements common in them are: an urge to break away from traditional activities to face the organisational and technical problems in the decision making process and to take up calculated risks implicit in them. Many employees in industry and commerce, workers, supervisors, salesmen, managers and merchants and a number of fresh graduates have latent entrepreneurship in them and a desire or capacity to be on their own. The main objective is to motivate them for self-employment so that after successful completion of training they can start their own manufacturing venture.

## METHODOLOGY

Identification and careful selection of persons with the appropriate traits and attributes whose entrepreneurial potentialities could be upgraded constitutes the first task of the scheme. The selection procedure comprises, inter-alia, a combination of techniques including analysis of the background of the candidates and administering well designed tests, interview, etc. This is followed by class room training which will provide the economic and management insight needed to set up and run an enterprise. The class room training will be for two hours daily in the evening. The trainees will be given technical orientation through industrial visits and discussions with the technical advisers.

## COURSE CONTENT

- Entrepreneurial Qualities
- Opportunity Guidance
- Product Selection
- Sources of Information
- Facilities & Procedure for Starting an Industry
- Market Survey
- Demand and Supply
- Achievement Motivation
- Production Planning
- Costing
- Cost Consciousness
- Project Report

- Financial Management
- Accounts
- Taxation
- Factory Visits
- Purchase Techniques
- Advertisement and Sales Techniques
- Budgeting
- Industrial management
- Legal Provisions for Industry
- Industrial Psychology
- Commercial Correspondence
- Crises of SSI Units
- Case Study

## **FACULTY**

In house faculty for the training programme comprises of Executives who will provide assistance and guidance to the trainees during various phases of the course. The guest faculty will consist of experts from various fields, Officials from the Government, Industrial Corporations and successful Industrialists.

## **ELIGIBILITY**

Any individual (Businessman, Trader, Technician, Skilled worker, Artisan and Educated Unemployed) who has initiative, willingness to work hard and strong desire backed by enthusiasm and dedication to set up his own new small scale industry can participate in the programme.

No minimum educational qualification is prescribed but the individual should have knowledge of **ENGLISH / HINDI** for understanding the basic training inputs. Further, he/she must be ready to stay in Gujarat if required for a period of 3 to 4 weeks for in-plant/technical orientation. An allowance will be paid to the trainees against to and fro fare, boarding and lodging expenses during the period of stay in Gujarat.

Selection of the trainees will be through behavioural tests and personal interview. Selected candidates will have to deposit Rs. 100/- which will be refunded on successful completion of the programme.

## **EXPECTATIONS FROM TRAINEES**

- Should attend the training programme regularly.
- Should prepare a detailed project report within one month after completion of the training programme.
- Should attend outstation Achievement Motivation Training Programme

**Programme In Charge  
Ramesh Dave**



**PLEASE CONTACT FOR DETAILS :**

EDI CAMP OFFICE  
Director of Industries  
Govt. of Sikkim  
Gangtok.  
&

West Bengal Consultancy Organisation Ltd.  
M. G. Marg,  
Gangtok-737 101  
SIKKIM