



**ENTREPRENEURSHIP
DEVELOPMENT PROGRAMME
FOR
WOMEN
SCIENCE AND TECHNOLOGY
GRADUATES
MADRAS**

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 :
**INDUSTRIAL & TECHNICAL
CONSULTANCY ORGANISATION OF
TAMILNADU LIMITED
50-A GREAMS ROAD
MADRAS 600 006**

Need for women EDP

Today in India it is not uncommon to find women holding important positions in various professional fields apart from the fact that women have been India's leading cultural ambassadors in the field of dance, music and theatre.

But as regards entrepreneurship development, there is very little activity amongst women, particularly in developing countries. It is now more and more realised that the economic strength of the country lies in small businesses and thus, women, the other half of the population, are being recognised as co-partners in country's economic, political and social progress.

As wives and house-keepers, women are responsible for planning and running of their household and as such, most of them pick up management skills and many of them can be developed as good entrepreneurs. But inspite of this, there are very few women presently engaged in manufacturing activities as entrepreneurs.

A systematic effort to channalise this potential better half of the country towards a meaningful entrepreneurial activity is a must. Therefore, a well experimented training package has been devised to identify, motivate and develop women as potential entrepreneurs to take up non-traditional activity.

EDPs for S&T Women

The Dept. of Science & Technology, Govt. of India, New Delhi, has set up a

National Science & Technology Entrepreneurship Development Board with the primary objective of harnessing Science & Technology talent in the country for entrepreneurial ventures. They have also set up a separate wing to develop entrepreneurship in Women Science & Technology graduates and diploma-holders.

The objectives of the special programme for S&T Women entrepreneurs are :

- To accelerate the industrial development by developing a class of women entrepreneurs to set up their own nontraditional manufacturing/servicing units.
- To widen the entrepreneurial and employment base for women by developing 'owners' as against 'employees'.
- To motivate women to move from the status of house-wife to that of a participant in industrial development i. e. integrate themselves in the mainstream of national economic activity.
- To banish unemployment and inappropriate employment amongst qualified S&T Women graduates in the country.

EDI Expertise in women entrepreneurship

We justifiably take pride in the fact that we are the pioneers in introducing a systematic training package to develop women entrepreneurs. We are instrumental in changing the women from a traditional house-wife to an actual owner and active decision-maker of an enterprise. EDI is taking this movement of entrepreneurship all over the country and is sharing its

experiences with various organisations. EDI has been set up jointly by all India financial institutions- IDBI, ICICI, IFCI and SBI to provide assistance to various regions and states of our country and other developing countries in organising EDPs, identifying, selecting and training trainers to conduct programmes and to undertake research activities in the field of entrepreneurship development. Trainers of EDI have worked in several parts of the country and abroad and have participated in national and international seminars. Exclusive women trainers will be incharge of promoting and fulfilling the needs of women entrepreneurs. A special Women EDP was organised at DELHI for S&T graduates on behalf of National Science & Technology Entrepreneurship Development Board, Dept. of Science & Technology, Govt. of India & now a similar EDP is being organised at Madras.

Training Methodology

The first task is identification and careful selection of people with appropriate entrepreneurial traits and attributes whose entrepreneurial potential could be developed. The selection procedure comprises several techniques which include analysis of the background of the candidates and administering well-tested behavioural tests, interviews etc. This is followed by classroom and practical training which is imparted by experts in the respective fields. Potential entrepreneurs are assisted and helped right from the selection of suitable industrial venture to successful implementation and

operation of the unit.

Course Content

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

Faculty

In-house faculty for the training programme comprises expert trainers from EDI who will provide motivation, direction and guidance. The guest faculty will consist of subject matter specialists, senior officials from the Government and industrial corporations, successful industrialists and traders i.e. real life practitioners.

Duration

Women EDP is organised at Madras. The training sessions would be conducted in the afternoon for about 2 to 3 hours, 5 days in a week, and the total duration of the

programme will be about 10 to 12 weeks. The trainees will be given technical orientation through various industrial visits and discussions with the technical advisers.

Eligibility

Any dynamic lady with a high sense of achievement and willingness to do hard-work, with a Degree/Diploma in Science/Engineering or a technical course certificate.

Expectations from the trainees

- To attend the training programme regularly
- To prepare a detailed project report within one month after completion of the programme and take effective steps to start her venture.
- Must deposit Rs. 100/- as caution money which will be refunded after successful completion of the programme.
- To attend technical/in-plant orientation.

For further details and application form, please contact the Programme Co-ordinator personally at the following address :-