



**ENTREPRENEURSHIP
DEVELOPMENT
PROGRAMME**

AT

KOHIMA

Sponsored by :
IDBI, ICICI, & IFCI,
AND
DIRECTORATE OF INDUSTRIES, GOVT. OF NAGALAND
KOHIMA.

Organised by :
ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

[Sponsored by : IDBI, ICICI, IFCI & SBI]

83A, Swastik Society,
Navrangpura, Ahmedabad-380 009,
Gujarat

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.

IDEA

Nagaland being an industrially backward area, IDBI, ICICI & IFCI, Director of industries, Govt. of Nagaland desire to sponsor an EDP with a view to spread the message of entrepreneurship. EDI has come forward to conduct the programme here by making a bold beginning towards hastening the pace of industrial development in small scale sector.

E D I.....

Entrepreneurship Development Institute of India has been jointly set up by All India 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, who have successfully conducted EDPs in states other than Gujarat such as Rajasthan, Assam, Nagaland, Kerala, Andaman-Nicobar, Goa, Sikkim and Union Territory of Chandigarh, Arunachal Pradesh 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 close coordination.

SPONSORSHIP

The INSTITUTE, in collaboration with the Industrial Development Bank of India [IDBI], ICICI & IFCI, Directorate of Industries, Govt. of Nagaland, is organising a training programme at Kohima 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 challenges 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 a number of fresh graduates have latent entrepreneurship in them and a

desire or capacity to be on their own. The main objective of this programme is to motivate them for self-employment so that after successful completion of training programme 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. This will be a residential programme. The class room training will be of four hours daily. 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 & Procedures for Starting an Industry
- * Market Survey
- * Demand and Supply
- * Achievement Motivation
- * Production Planning
- * Costing
- * 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
- * Crisis of SSI Units
- * Case Studies

FACULTY

In house faculty for the training team comprises of Executives of various development and financial institutions 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, Artist 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. He/she must be ready to stay in Gujarat if required for a period of 3 to 4 weeks for technical orientation and industrial visit. A monthly allowance will be paid to the trainees against to and fro fare, board and lodging expenses for 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 Incharge : JAGAT PATEL

EDI Camp Office :