



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

(Sponsored by IDBI, ICICI, IFCI & SBI)
AHMEDABAD

THE INSTITUTE

The Entrepreneurship Development Institute of India, a national organisation promoted by all India financial institutions-IDBI, ICICI, IFCI and SBI- and actively supported by the Government of Gujarat, has in less than four years of its operations, set the entrepreneurship development movement in momentum throughout the country and in other developing countries. It has broken the myth that entrepreneurs are born only and has demonstrated by results that they can be identified and developed too.

Its experience-rich faculty makes it a natural resource-bank for all entrepreneurship development activities. Its location in Gujarat makes it a live-laboratory for emerging new entrepreneurs. And its training techniques and methods have raised the stature of its total exercise to the dignity of an applied science.

The Institute combines in itself a sound academic resource for research training and institution building with the initiative of an active participant in entrepreneurial activities in backward regions for special target groups and innovativeness in the human resource development field.



AIMS & OBJECTIVES

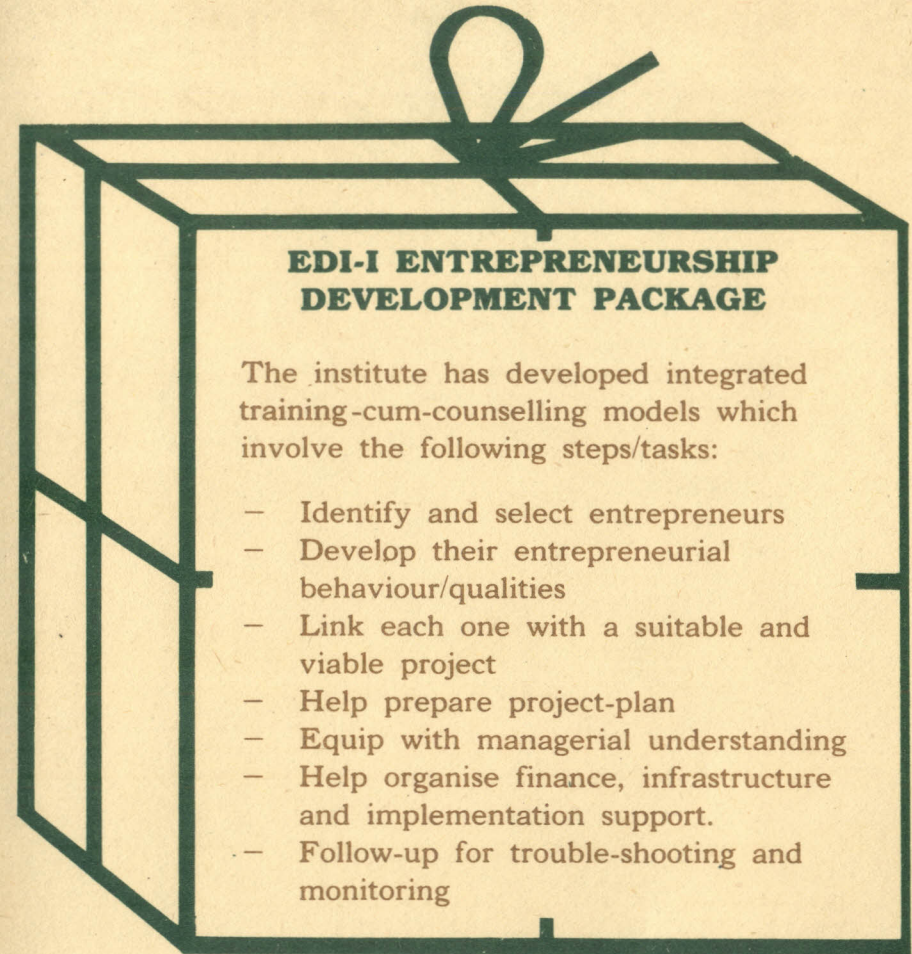
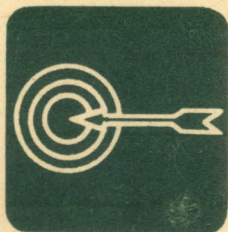
The prime objectives of the Institute are:

- Increase the supply of entrepreneurs by creating new ones for industrial development.
- Contribute to rural and less developed area development.
- Accelerate the growth of small industries sector for employment generation and other benefits.
- Create opportunities for selfemployment for unemployed.
- Improve the health of small scale industries.
- Diversify sources of ownership of business.

THE TARGET GROUPS

To create first generation entrepreneurs from all walks of life, men or women, the Institute focuses development and research efforts on a variety of target groups :

- **Technical Employees:**
Turners, fitters, machine operators, repairmen, foremen, supervisors.
- **Non-Technical Employees:**
Supervisors, Managers, Accountants, Stores & Purchase Staff, Salesmen, Teachers, Civil Servants
- **Young Engineers**
Degree/Diploma holding freshers
- **Artisans/Craftsmen**
rural artisans skilled traditional craftsmen, cottage industry owners.
- **Traders**
Small traders, employees of merchants/shops.
- **Special**
Educated and uneducated unemployed, women, tribals, ex-servicemen, rural poor.



EDI-I ENTREPRENEURSHIP DEVELOPMENT PACKAGE

The institute has developed integrated training-cum-counselling models which involve the following steps/tasks:

- Identify and select entrepreneurs
- Develop their entrepreneurial behaviour/qualities
- Link each one with a suitable and viable project
- Help prepare project-plan
- Equip with managerial understanding
- Help organise finance, infrastructure and implementation support.
- Follow-up for trouble-shooting and monitoring

POTENTIAL ENTREPRENEURS' NEEDS

- Low Motivation and confidence
- What business to set up?
- "How can I run the unit?"
- How to go about it? Who can help for what? What formalities/Procedures?

INPUTS IN EDI-I MODEL

Behavioural Inputs
 Opportunities counselling
 Managing the business; how to succeed...
 Information on organisations, procedures sources of assistance

EDI-I OPERATIONS: CONTENT AND STYLE



The total range of the Institute's activities spreads from the role of an expert agency to that of a field worker breaking new grounds.

The main operations of the Institute are:

To strengthen EDP activities in the country as well as in other developing countries by:

- Conducting EDPs as an institution engaged in model demonstration.
- Training of EDP trainer-motivators.
- Supply of training/counselling materials.
- Research and documentation.
- Exchange of experiences and information.
- Evaluating already conducted EDPs to evolve better strategies for the coming ones.
- Creating a sounder base for long term plans and working out details for their implementation in various states and EDP organisations.

Develop strong linkages with EDP Organisations and Institutions by offering facilities such as:

- Priority in getting EDI-I support for any EDP activity.
- Availability of and free access to research findings and resources.
- Expert services for specific support.
- Preferential arrangement for in-house training programmes.
- Publications.
- Choice to participate in all important and special events.

To help channelise financial support

- Working out detailed plans, deciding strategies and formulating modes for State EDP organisations.
- Devising monitoring systems to report progress and achievements.
- Providing services, in special regions and specific cases.

Documenting national efforts

- Status of EDPs
- Achievements of EDPs
- Future directions

Publications of:

- Reports
- Research Findings
- Documents
- Proceedings of seminars/workshops.

EDI-I FOR WHOM ?

As a national institute EDI-I is open to all. But as an organisation specialising in development of first generation entrepreneurs, EDI-I is more suitable to serve as a specialist institute for those institutions, organisations who are engaged or interested in entrepreneurship development for small industries, rural and human resource development to achieve implied socio-economic objectives.

State or State Agencies

If a state government or any of its agencies wishes to organise entrepreneurship training and development programmes, EDI-I can work out a comprehensive proposal and strategy keeping in view local conditions and requirements and provide initial experts to conduct the programme.

EDI-I can also select suitable local trainer-motivators and train them in organising and running similar programmes in future.



Financial Institutions and Banks

EDI-I has facilities to help improve the entrepreneur selection mechanism of the financial institutions and banks and also train their officers for effective entrepreneur's assessment.

Technical Consultancy Organisations

EDI-I is a resource-bank for Technical Consultancy Organisations. It selects, trains, and guides trainer-motivators for conducting EDPs and achieving better performance.

The Institute also provides experts for strengthening the existing EDP activities of the TCOs, evaluates past programmes for them and suggests suitable measures to improve the future programmes.

Universities, Technical and Management Institutions

EDI-I develops entrepreneurship training models for introducing courses on entrepreneurship. It organises campus awareness programmes and also trains the faculty teachers to run the entrepreneurship orientation courses.

Voluntary Organisations

EDI-I helps voluntary organisations, business and industry associations, rural development foundations in initiating entrepreneurship activities and provides support through expert trainers for selection, motivation, training and development of entrepreneurs.



DEVELOPING COUNTRIES

As a first of its kind organisation, devoted exclusively to the entrepreneurship field with rich experiences and expertise, EDI-I is in a position to demonstrate effectiveness of EDP approach in other developing countries by (a) conducting EDP awareness seminars and workshop both in India and in the country concerned; (b) training trainer-motivators; (c) implementing and guiding local EDPs; (d) and helping develop institutional strength within the country.

EDI-I Publications

The Institute brings out quarterly 'EDI-I Reports' dealing mainly with its activities. Those interested in having a free copy are welcome to send their request letter for the same.

Copies of lectures and papers presented in various programmes, courses, seminars and workshops too can be made available.

EDI CAMPUS

A compact, functional campus of the Institute is coming up at the outskirts of Ahmedabad, near Bhat, on the Hansol-Gandhinagar highway.

The Campus will have comprehensive modern research and training facilities, hostel, seminar and conference arrangements, library and documentation centre, audio-visual division and faculty housing.

The land has been given by the Govt. of Gujarat and the construction work is nearing completion.



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