

THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act. Sponsored jointly by Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI), with the active support of the Government of Gujarat, the Institute is a national resource centre governed by its own Board. Committed to education, research and training, it has earned a great deal of national and international recognition for its efforts as well as in the support it has received from the World Bank, International Labour Organisation, United Nations Commonwealth Secretariat and several other international agencies.

The Mission

The EDI believes that entrepreneurs are not necessarily born; they can be developed through well conceived and well directed activities. It is now widely recognised that education can be a very effective instrument to bring out latent resources and capabilities of people. Motivated by this belief, the mission of the EDI is :

- To augment the supply of industrial entrepreneurs through education and training;
- To produce multiplier effect on opportunities for self-employment;
- To improve the managerial capabilities of small scale industries;
- To contribute to the dispersal of business ownership and thus to expand the social base of Indian entrepreneurial class;
- To contribute to the creation and dissemination of new knowledge and insight in entrepreneurial theory and practice through research;
- To augment the supply of trainer-motivators for entrepreneurship development;
- To participate in institution building efforts; and
- To collaborate with similar organisations in India and other developing countries to accomplish the above objectives.





Thrust Area Approach

The Institute's strategy to accomplish its mission is centred around the following major thrust areas :

1. Institutionalising Entrepreneurship Development (ED) and Institution Building through

- Conducting Entrepreneurship Development Programmes (EDPs) at National & International level to demonstrate the effectiveness of such a strategy.
- Organising training courses for trainer-motivators to develop professional manpower.
- Conducting training programmes for teachers to initiate courses on entrepreneurship development.
- Developing strong linkages and exchanging experiences with organisations and institutions committed to entrepreneurship development.
- Helping State Governments to set exclusive ED institutes.
- Improving the effectiveness of EDP conducting organisations spread throughout the country by providing faculty support.
- Organising National Trainers' Meets to share experiences.

2. Generation and Dissemination of New Knowledge

As a national resource centre, the Institute plays a catalyst's role in expanding the frontiers of theory and practice of entrepreneurship by :

- Undertaking & supporting research studies in critical areas of entrepreneurship.
- Preparing experience based teaching materials for EDPs.
- Undertaking evaluation of ED activities.
- Developing new pedagogical technologies to improve trainers' competence.
- Documenting entrepreneurial experiences.

3. Exploring New Markets

Expanding the focus of activities is a hallmark of entrepreneurship and the EDI continues to explore new markets for its efforts. Activities of the following kind characterise its endeavours in this area.

- Undertaking activities and programmes for special target groups such as women, rural poor, tribals, artisans, etc.
- Taking entrepreneurship into schools, colleges, technical and management schools.
- Undertaking programmes to improve performance of existing enterprises.
- Mounting innovative programmes for family business, inheritors, successors (prospective leaders) with a view to sustaining the entrepreneurial vision.

4. Sensitising Environment

The focus in this area is to sensitise the support system agencies about the problems of entrepreneurs. With this end in view, the EDI organises :

- ED Appreciation Programmes for senior and policy level officers of financial institutions.
- Extension Motivation Programmes to change attitudes and perceptions of officers of support system agencies.
- Training programmes on new selection techniques for credit officers of financial institutions with a view to helping them assess the entrepreneurial competencies of applicants.
- Occasional entrepreneurs' meets in various parts of the country to bring the entrepreneurs and support system officers together on the same platform.
- Orientation programme on ED for officers of support system engaged in implementing various schemes for employment generation.

5. Global Concern

Although India is the main theatre of the Institute's activities, the EDI, as an apex institution, undertakes entrepreneurship development related activities in other countries as well. The Institute's services in this thrust area consists of :

- Organising EDPs to demonstrate and institutionalise ED activities.
- Developing Entrepreneur Trainer-Motivators through intensive training programmes.
- Organising orientation programmes on entrepreneurship development for support system officials.
- Collaborating with various institutional agencies to expand the entrepreneurial base.

The Target Groups

Consistent with its mission and objectives, the EDI has launched a series of activities and programmes targetted to developing new entrepreneurs from a variety of groups; viz;

- 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 :
The educated and uneducated unemployed, Women, Tribals, Ex-servicemen, Rural poor.



Achievements

During its short career, EDI has done a great deal to justify the faith with which it was set up. To list some of its notable achievements :

- About 1000 new entrepreneurs in various parts of the country have been developed through its own direct programmes.
In addition, it has created a network of institutions throughout India which together have trained over 10,000 first generation entrepreneurs.
- At least 50% of the persons so trained have set up their own ventures.
- The Institute has also developed about 200 trainers who are helping different state-level organisations and banks in their entrepreneurship development efforts.
- An EDP model developed by EDI is now implemented by more than 100 organisations in India and in several developing countries of Asia and Africa.
- And it has induced entrepreneurship-oriented inputs in schools and colleges curricula in various states of Union with a view to motivate pupils and youth for entrepreneurial career during their formative stage

National Achievements

A Organised Entrepreneurship Development Programmes (EDPs) for Potential Entrepreneurs through out the country.

Demonstration EDPs	11 Programmes
Science & Technology Personnel EDPs	10 Programmes
Special Region/Target Based EDPs	15 Programmes

B Trainers' Training Programmes for Entrepreneur Trainer-Motivators/Small Enterprise Counsellors/Self-employment Promoters.

— Accredited Training Course	10 Programmes Developed 160 trainers.
— ATC Refresher Course	4 Programmes Awarded Accreditation to 113 entrepreneur trainer-motivators
— Teachers' Training Programmes for engineering & science colleges	200 teachers have been trained.
— Special ATC for NGOs/VOs	40 Trainer-Motivators developed

Special Programmes for ETMs on :

- Management Input
- Business Opportunity Identification & Project Counselling
- Accredited Training Programmes for Achievement Motivation Training.
- Selection Tools & Techniques.

C Meets/Workshops/Seminars

Number of National Trainers' Meets organised	5
Number of Chief Executives' Conferences of EDP conducting organisations.	3
Number of Entrepreneurs' Meets	11
Seminars on various themes related to ED activities	4
Workshops/Shibirs on different aspects of ED activities.	11

D Extension Motivation Programmes for Officers of Support Agencies/Institutions/Organisations involved in Entrepreneurship Development : 11 programmes.

E Awareness Programmes for officers of financial institutions/banks on new assessment technique (Focussed Behavioural Event Interview). 10 Programmes.

F Performance Improvement Programmes for existing entrepreneurs : 10 Programmes.

G EDP Appreciation/Awareness programmes for officers of support agencies/institutions/organisations : 17 Programmes.

H. Orientation Programme for NABARD Officers on : Rural Entrepreneurship & Small Business Development.

I Training of Medium Scale Entrepreneurs at Mizoram.

J Institution Building

- Institute of Entrepreneurship Development - Lucknow
- Institute of Entrepreneurship Development - Bihar
- Institute of Entrepreneurship Development - Orissa
- Madhya Pradesh Centre for Entrepreneurship Development - Bhopal.
- North-Eastern Industrial Consultants Ltd. - Manipur.
- Centre for Entrepreneurship Development - Karnataka (Coming up)

K Professional Support Extended to

Technical Consultancy Organisations, Educational and Training Organisations, Voluntary Agencies, Banking Institutions, Management Schools, Small Industry Promotional Organisations and State Industries Departments.

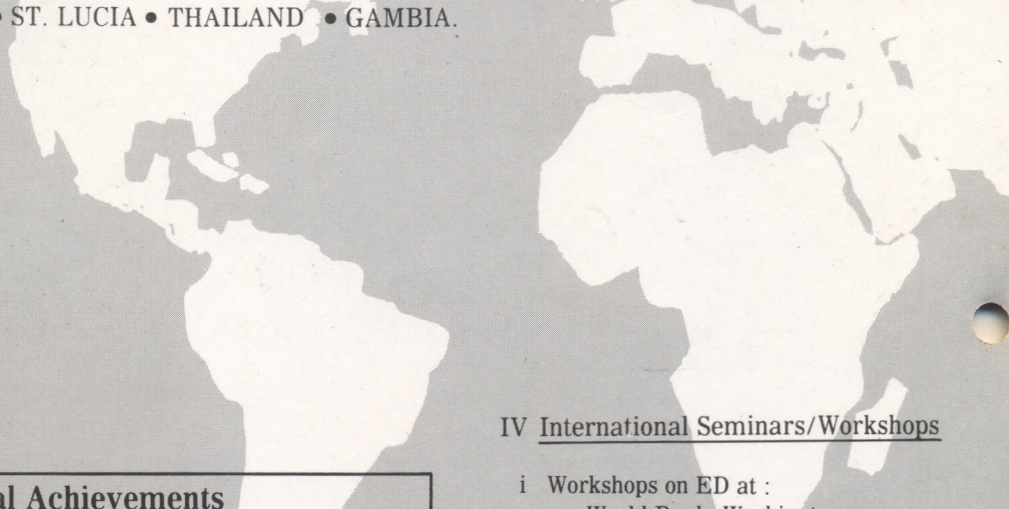
L. Research studies on

- Impact Making Entrepreneurs.
- Trainer-Motivators in India.
- Potentials & Needs of Ex-servicemen as entrepreneurs
- Inheritors' & Successors' Course.
- Growth of Small Scale manufacturing units.
- Bank Managers.
- First Generation Women Entrepreneurs.
- Evaluation of EDPs.
- Procedures & Formalities for launching small scale units across states in country.



EDI's International Interactions

- ABIDJAN • AUSTRALIA • BANGLADESH • BRUNEI • BURUNDI • BOTSWANA • CAMARON • C
- FIJI • GHANA • GRAND COMORE • GUINEA • KIRIBATI • JAMAICA • KENYA • LIBERIA • MA
- NETHERLANDS • NEPAL • NEW ZEALAND • NIGER • NIGERIA • PAPUA NEW GUINEA • PAI
- SIENA LEONE • SOLOMON ISLANDS • SWAZILAND • SUDAN • SWITZERLAND • SEYCHELLES
- TUVALU • UGANDA • U.S.A. • U.S.S.R. • UNITED KINGDOM • VANUATU • VIETNAM • WESTE
- ST. KITTS • ST. LUCIA • THAILAND • GAMBIA.



International Achievements

I Inter-Regional Workshops on Entrepreneurship Development (ED) for sensitising policy-makers for :

- African, Asian, Francophone & CHOGRM Member countries.

II Faculty support in ED activities

- Entrepreneurship Development Programmes (EDPs) for potential entrepreneurs/incubator tenants in Nepal, Mauritius, Tonga, Ghana and China.
- Organising programmes for trainers and support system officials in Mauritius and Malaysia.
- Orientation/awareness programmes on ED for
 - Commonwealth trainers.
 - Officers from Phillipines.
 - Staff of Kenyan NGOs involved in SSE development.
 - Nepal's bank and NGO personnel.

III Feasibility studies and need assessment for

- Sri Lanka, Phillipines, Malaysia on 'Relevance of EDPs for developing countries.'
- Senegal for launching EDP, Project Identification and Selection of trainers.
- Togo for launching EDP and selection of trainers.
- Guinea-Conakry for launching EDPs and Project Identification.
- Ghana for launching EDPs and selection of trainers.
- Ghana for identification of viable business opportunities.
- China for assessment of training needs of potential entrepreneurs.

IV International Seminars/Workshops

- Workshops on ED at :
 - World Bank, Washington.
 - EDI-W, Washington.
 - USAID, Washington.
 - Seminars on ED at
 - Industrial Development Bank of Kenya, Nairobi.
 - Nigerian Bank for Commerce & Industry, Lagos
 - Presented papers at :
 - ESAMI, Arusha, Tanzania.
 - Delft Institute of Management, Amsterdam
 - Participated in :
 - Roundtable conference on 'Small Enterprise Entrepreneurial Development' held at African Development Bank, Abidjan.
 - International Seminar on 'Self-employment Entrepreneurial Development' at Manila.
 - Colombo Plan Bureau Workshop on 'Small Scale Enterprise & Entrepreneurship Development' held at Kualalampur.
 - Seminar on 'Developing Entrepreneurship for Promotion of Self-employment in Urban Area' held at Islambad.
 - AAPAM Conference on Entrepreneurship Development in Africa.
 - Inputs in terms of faculty support during:
 - HABITAT, Meeting in Kenya.
 - Workshop on 'Developing Curriculum on Entrepreneurship Development'.
- #### V Research projects on entrepreneurial competencies; viz.
- McBer Research Project.
 - Development of Training Module at Cranfie U.K.
 - Presentation of McBer Research Findings.



NA • CONGO • COTE D'IVOIRE • DARUSSALAM
IVES • MALAWI • MAURITIUS • MALAYSIA
TAN • PHILLIPINES • RWANDA • SENEGAL
SRI LANKA • TANZANIA • TOGO • TONGA
SAMOA • ZAIRA • ZAMBIA • ZIMBABWE



VI Missions/Consultancy assignments on

- Strategy for developing SSIs in Kenya.
- Exploring possibilities of self-employment opportunities for unemployed graduates in Sudan.
- Documentation on impact of EDPs in Ghana.
- Identification of Effective ED Approaches and ED Orientation for preparing case studies.
- Sub-Regional Workshop on Small Scale Enterprise and self-employment Development Organised by Colombo Plann Staff College for Technical Education.

VII Study Projects on different ED activities viz.

- Curriculum Guidelines for CFTC
- Identification of Effective Approaches in Entrepreneurship Development.
- Strategy for Introducing Entrepreneurship in Educational Institutions.
- On EDI.
- Guidelines for preparing case studies on effective approaches in ED.
- Developing Weighing Diagram for various criteria used in identifying effective approach in ED.

VIII Faculty exchanged with Durham University Business School (DUBS).

IX Manpower Development for ED activities.

- 9 Trainers' training programmes organised and trained 126 officers of Nepal, Malawi, Senegal, Togo, Guinea, Ghana, Nigeria and Commonwealth Member Countries.
- 18 Teachers trained from Commonwealth Association for Polytechnics in Africa (CAPA) to provide Resource Persons to technical institutions.

New Horizon

While EDI can be justly proud of its accomplishments and success during the first phase of its development, it feels that much more needs to be done to give a new impetus and direction to entrepreneurship development efforts. As an apex educational institution in entrepreneurship development, it has a special responsibility in this regard. In the next phase, therefore, EDI has decided to move in the following major directions.

- Programmes for Government Policy Makers and Administrators to sensitise the decision-makers at the government level and to sharpen their insight in the factors that hamper entrepreneurial efforts. To give a distinct focus and identity to these efforts, EDI intends to set up a Centre of Entrepreneurial Policy and Implementation as an integral part of the Institute.
- Programmes for Entrepreneurs' Skill Assessment for bank officers responsible for dealing with loan applications. The thrust of these programmes would be to sensitise the decision makers about the qualities of a good entrepreneur and the techniques to assess the entrepreneurial capabilities of a person.
- Course for Generating Managerial Resources for Small and Medium Enterprises to remove serious bottlenecks in the progress of such units. The EDI plans to offer a long-duration programme for this purpose which may have a multiplier effect on the Indian education system as a whole.
- Programmes in Entrepreneurship for the benefit of senior executives in growing concerns about their role and responsibilities to ensure that their organisations continue to think and act entrepreneurially. EDI has decided to take a lead in this direction and launch, to begin with, a programme for the prospective successors to the founders of various enterprises.
- Research to expand the empirical base for comprehending the antecedents and dynamics of entrepreneurial behaviour in India. To disseminate the fruits of its own research and of others, EDI is going to launch a JOURNAL OF ENTREPRENEURSHIP which would go a long way to advance the frontiers of the state of art in the field.
- Strengthening Boundary Relations with schools, colleges, universities and other national level institutions. With this end in view, EDI plans to organise a series of joint programmes, workshops, seminars and summer courses in entrepreneurship development for university teachers.



EDI Library

The Institute has a well equipped and rapidly expanding library and documentation cell specialising in the area of entrepreneurship and related subjects. The library contains about 2500 books and 90 periodicals mostly in the field of entrepreneurship development. It collects, processes and disseminates information in the area of entrepreneurship, training, motivation, product identification, project profiles, marketing, management, advertising, economics, small scale industry, government policy, statistics, etc.



Faculty

The EDI faculty comprises a judicious mix of researchers, academicians, extension workers and trainer-motivators. The core group is supplemented by visiting faculty from reputed academic institutions and professional organisations. The courses and programmes offered by EDI, therefore, are marked by both conceptual rigour and practical insight. In addition to managing the EDI's own activities, the faculty extends its services and support to other institutions in entrepreneurship development at national and international levels.

EDI PUBLICATIONS & AUDIO VISUALS

Publications

1. Entrepreneurship Development Programmes in India & its Relevance to Developing Countries
V.G. Patel. Rs. 130/- US \$ 25.
2. Developing New Entrepreneurs.
Rs. 200/- US \$ 40.
3. Self-made Impact Making Entrepreneurs - Gautam R. Jain & M. Akbar Ansari (Research Team).
Rs. 250/- US \$ 45.
4. National Directory of Entrepreneur Trainer-Motivators (1989) Rs. 80/-.
5. Entrepreneurship Bibliography Rs. 55/US \$ 11.
6. Strategy of Success in Business and Industry (Hindi) - V.G. Patel Rs. 50.00
7. A Manual on How to prepare A Project Report - J.B. Patel & D.G. Allampalli. Rs. 100/- \$ 15
8. The Seven Crisis & Business Strategy for Survival & Growth. V.G. Patel (In print)

Papers

1. Potential of Ex-servicemen for Entrepreneurship : A Study - Gautam R. Jain, 1989, Rs. 48.00.
2. Course for Entrepreneurial Succession in Family Business : A Feasibility Study - Gautam R. Jain, 1989, Rs. 43.00.
3. The Missionaries — A Study of Entrepreneur Trainer - Motivators in India - Dinesh Awasthi, 1989, Rs. 72.00.
4. Proceedings of National Workshop on Developing Research Agenda on Entrepreneurship - Gautam R. Jain & Dinesh Awasthi, 1989, Rs 81.00.
5. Institution Building for Entrepreneurship Development. — Lessons from India. - Dr. V.G. Patel
6. Approaches to Entrepreneurship Development — A Trend Analysis. Dr. D.N. Awasthi
7. EDI's Entrepreneurship Development Programme for New Enterprise Creation. A Case Study. Dr. V.G. Patel, Dr. D.N. Awasthi.
8. Agenda for Entrepreneurship Education in Management Schools.

Video Cassettes

1. Five Success Stories of First Generation Entrepreneurs Rs. 1,000/- US \$ 100
2. Assessing Entrepreneurial Competencies Rs. 1,000/- US \$ 100
3. Business Opportunity Selection and Guidance Rs. 750/- US \$ 75
4. Cash Crisis Rs. 750/- US \$ 75
5. Delegation Crisis Rs. 750/- US \$ 75
6. Problem Solving Rs. 750/- US \$ 75

Coming up

7. Starting Crisis Rs. 750/- US \$ 75
8. Leadership Crisis Rs. 750/- US \$ 75
9. Planning for Comprehensive Growth Rs. 750/- US \$ 75

Kit

1. Achievement Motivation Training (AMT) Kit, Rs. 500/-.

Clippings

1. Entrepreneurship Newspaper Clippings Year Book - 1989 Rs. 120/-.
2. Entrepreneurship Newspaper Clippings Year Book - 1990 Rs. 185/-.

Note : All prices exclude postage & packing.

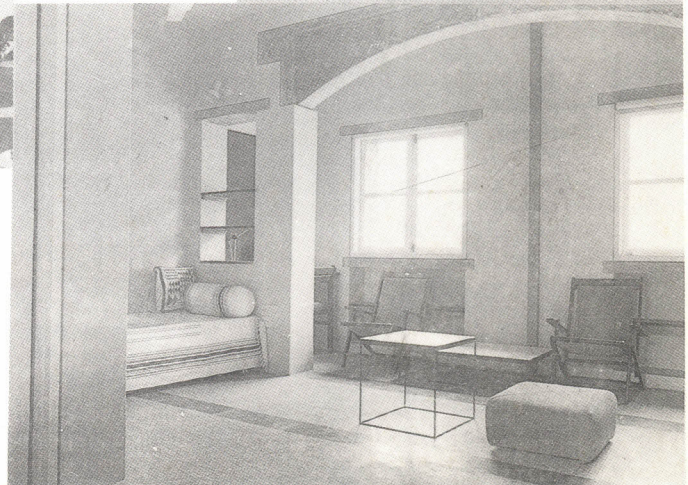
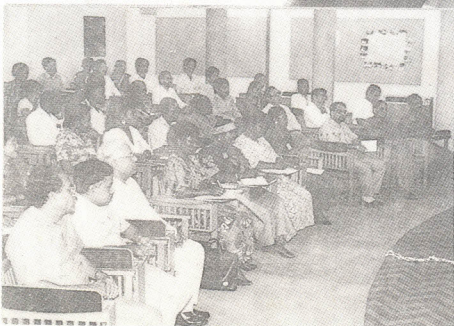
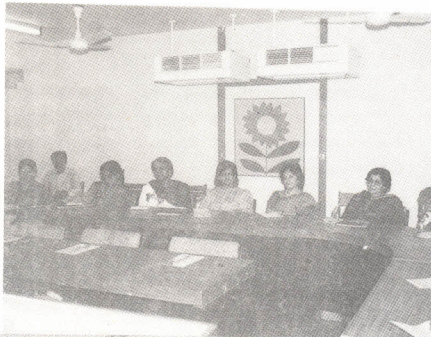
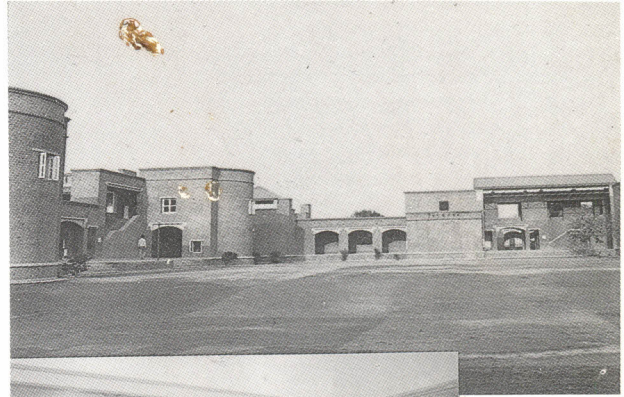


EDI Campus

EDI has its own elegant functional campus, located 5 kms. away from the Ahmedabad Airport on the Gandhinagar highway in Gujarat State. The campus has adequate infrastructural facilities for training programmes and excellent intellectual environment.

There are two air-conditioned, well furnished seminar halls with 25 seat capacity each and a conference hall with 80 seat capacity. All these rooms have overhead projector (OHP), public address system and audio-visual facilities.

The institute has two well furnished residence halls. One has 20 air-conditioned rooms and the other has 10 non-airconditioned rooms, each with twin beds and an attached bath. Added to these are a modern kitchen with sophisticated catering facilities and two dining halls of 60 seats capacity each, one of which is airconditioned, sprawling and lush green lawns add to the scenic beauty of the campus and enhance its calm and quiet atmosphere most conducive to learning. Adequate facilities for recreation and relaxation such as TV/VCR and indoor games are provided.





The Governing Body
(As on January 1, 1991)

SHRI S.S. NADKARNI Chairman Industrial Development Bank of India Bombay - 400 005	President	SHRI P.R. NAYAK Chairman National Bank for Agriculture & Rural Development (NABARD) Bombay - 400 018.	Member
DR. M.v.d. BOGAERT s.j. Co-ordinator, CENDERET Xavier Institute of Management Bhubaneswar - 751 013	Member	SHRI B.S. PATIL Secretary Govt. of Karnataka Bangalore - 560 001.	Member
SHRI D. BASU Dy. Managing Director (D & P) State Bank of India Bombay - 400 021.	Member	SHRI SANJIT (BUNKER) ROY Director Social Work & Research Centre Tilonia - 305 816.	Member
SHRI D. N. DAVAR Chairman Industrial Finance Corporation of India New Delhi - 100 001.	Member	SHRI P.V. SWAMINATHAN Addl. Chief Secretary, I.M.E.D. Govt. of Gujarat Gandhinagar - 382 010	Member
SHRI SATISH KAURA Managing Director SAMTEL (I) Colour Ltd. New Delhi 110 065	Member	SHRI N. VAGHUL Chairman Industrial Credit & Investment Corporation of India Limited Bombay - 400 021	Member
SHRI S.H. KHAN Executive Director Industrial Development Bank of India Bombay - 400 005	Member	SHRI R. VASUDEVAN Secretary, Ministry of Industry Govt. of India New Delhi 110 011	Member
MS. KIRAN MAZUMDAR Managing Director BIOCON India Pvt. Ltd. Hebbagodi - 562 158.	Member	DR. V.G. PATEL Director Entrepreneurship Development Institute of India (EDI)	Member

"One eminent apex institution which is supported by development banks is the Entrepreneurship Development Institute of India (EDI) at Ahmedabad..... By any standards, the EDI is one of the finest schools in the field of Entrepreneurship Development Training....."

—Aroon Basak
UNIDO CONSULTANT



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

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