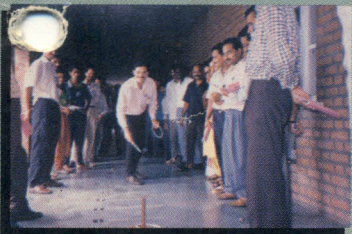
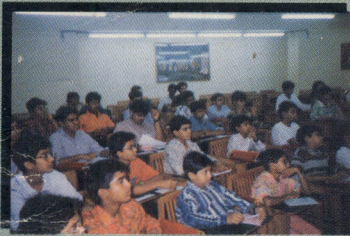


EDII



Entrepreneurship Development Institute of India

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THE EDII AND ITS MISSION

The Entrepreneurship Development Institute of India (EDII), a wholly autonomous body, set up in 1983, is sponsored by the apex financial institutions, the Industrial Development Bank of India (IDBI), the Industrial Finance Corporation of India (IFCI), the Industrial Credit and Investment Corporation of India (ICICI) and the State Bank of India (SBI). The Government of Gujarat pledged twenty three acres of land on which stands the majestic and sprawling campus.

The EDII today is an acknowledged national resource institution committed to entrepreneurship education, training and research; striving to provide innovative training techniques, competent faculty support, teaching and training material of superlative quality besides sharing benefits of in-house research as well as experience in relevant spheres.

The EDII has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well conceived and well directed activities. This in turn led to the emergence of several training programmes in orbit around strategic thrust areas, thereby advancing the frontiers of the theories and practices of entrepreneurship and effectively contributing to the nations' economic vitality.

Realising that such a gigantic task can only be accomplished with a collaborative effort, the EDII has linkages with a nationwide network of organisations and institutions committed to entrepreneurship development. Eventhough much has been realised, far more remains to be fulfilled and the EDII continues with its mission of augmenting manifold the nations aggregate capacity to develop its entrepreneurial potential.

Training Programmes and Research activities of the EDII continues to enjoy the support of a large number of premier national and international funding and developmental agencies.

THE FACULTY

The EDII faculty is comparable to the best faculty in any such institution in the world. They are respected in their fields and have extensive experience in diverse areas such as - Entrepreneurial Personality, Projects and Technology, Financial Management, Marketing Management, Business Policies, Economic Policies, Gender and Business, Micro Enterprise and Education Technology.

MICRO AND RURAL ENTERPRISE DEVELOPMENT

The EDII's firm commitment to combat rural poverty and unemployment by promoting 'rural entrepreneurship' through training interventions, has led to active collaboration with over 100 NGOs/VOs through the length and breadth of the country. The EDII has successfully institutionalised this activity at the national level, organising over 200 Rural Entrepreneurship Development Programmes (REDPs). This in turn, has resulted in capacity building of NGOs and VOs.

PROGRAMMES	TARGET GROUPS
■ Trainers' Training Programme	Extension workers of NGOs/VOs
■ Training Programmes on Informal Credit Delivery	Extension workers of NGOs/VOs
■ Rural Entrepreneurship Development Programmes	Rural Youth

CAPACITY BUILDING OF ED ORGANISATIONS AND ED PROGRAMMES

Born of knowledge and comprehension that entrepreneurship being a grassroot activity has to be carried out by a large number of ED organisations, the strategic programmes conducted by the EDII in this crucial thrust area addresses the need of the trainers of ED organisations

PROGRAMMES	TARGET GROUPS
■ Training Programmes on Business Opportunity Identification	Trainers/Consultants/ Development Officers
■ Training Programmes on Project Report Preparation	Trainers/Consultants/ Development Officers/ Bankers/ Appraisal officers
■ Foundations Trainers' Training Programmes :	EDP Trainers
■ Functional Trainers' Programmes on :	Trainers and professionals organising ED activities
– Entrepreneur Selection, Motivation, Counselling & competencies	EDP/PIP Trainers
– Management Inputs in EDP's	

Further, crucial networking is also maintained among ED institutions through updated information and experience sharing.



PERFORMANCE AND GROWTH IN EXISTING ENTERPRISES

All small and medium enterprises are now faced with a period of unprecedented change, and existing entrepreneurs need to equip themselves with developmental vision for a cutting edge in the present market scenario. The EDII had foreseen the need for management oriented programmes for existing entrepreneurs, way back in 1984, and thus began Performance Improvement Programmes with functional inputs of business strategies and entrepreneurial competencies. Diverse programmes backed by extensive research are offered by the EDII to help owner-managers gain sustainable competitive advantage.

PROGRAMMES	TARGET GROUPS
■ Succession Planning for Entrepreneurial Continuity (SPEC)	Sons/Daughters/Wards of existing entrepreneurs.
■ Functional Appreciation Programme : – Critical Decision-making Techniques for Small Enterprises	Owner-Managers & Sr. Executives
■ Business Counsellors' Programmes	Consultants/ Ind. Officials
■ Growth Programmes	Existing Entrepreneurs
■ Intrapreneurship Programme	Managers/ Executives of SMEs

ENTREPRENEURSHIP IN EDUCATION

Perceiving that the present education system is not able to promote lateral and independent thinking among students into alternative career paths, the EDII has developed and implemented several training programmes.

The EDII has adopted a two pronged approach to promote entrepreneurship education. One is to 'catch them young', on the other hand and Summer Camps for college going youth. The EDII publishes training manuals and programmes.

PROGRAMMES

- Open Learning Programme in Entrepreneurship (OLP)
- Faculty Development Programmes (FDP) in Entrepreneurship
- National Summer Camp on Entrepreneurial Adventure college going youth
- Summer Camp for school children



JUST AS

EDUCATION

Education system is inadequate, encourages rote thinking, or even initiate options for economic growth. Designed and successfully implemented programmes and workshops. Integrated approach with Faculty and academic staff. Focus on one to one interaction with children, to help them. In addition the institute also provides text books.

TARGET GROUPS

- Graduates/Women/Employees/Students
- Teachers of S & T institutions
- HSC and Degree students
- Students of 12-17 yrs. of age

ENTREPRENEURSHIP ENVIRONMENT AND SUPPORT SYSTEM

Entrepreneurship Environment and Support System, an important thrust area, came into being with an aim to sensitize officials of government, development organisations, banks and financial institutions about the constraints faced by the entrepreneurs and the role they can play to help them cross their impediments.

PROGRAMMES	TARGET GROUPS
■ Effective Business Counselling programmes for SIDO officers	Small Industry Dev. Officers
■ Training-Programme on Focussed Behavioural Event Interview (FBEI) Technique	Bankers/Appraisal Officers
■ Entrepreneurship Orientation Programmes	Officials of DICs/ Banks/Financial Institutions
■ Extension Motivation Programmes	Officers of the Govt./ Financial Institutions
■ NGO - Bankers Interface	NGOs/Bank Officials
■ Industrial Project Evaluation and Investment Decisions	Appraisal Officers/ Consultants/ Project Executives/ Entrepreneurs/ Govt. Officials

WOMEN IN BUSINESS AND GENDER ISSUES

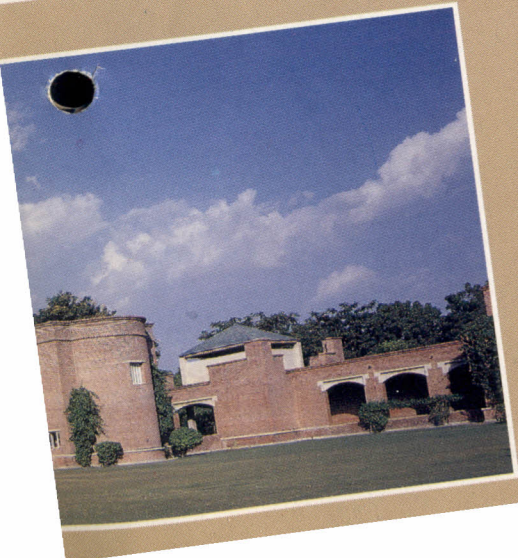
With a goal to promote gender equity, the EDII is actively pursuing its mission of pushing forward the frontiers of knowledge, beyond the narrow confines of male dominance in the sphere of entrepreneurship.

PROGRAMMES	TARGET GROUPS
■ Performance Improvement Programmes	Existing Women Entrepreneurs
■ Gender Sensitisation Programmes	Policy makers/ Planners/ Support officials
■ Gender, Technology and Entrepreneurship Programmes	Potential women entrepreneurs with technical background
■ Three Tier Sensitization Training Programme	
1st Tier	Potential Women Entrepreneurs
2nd Tier	Trainer - Motivators
3rd Tier	Appraisal Officials/ Bankers

STRATEGIC INTERNATIONAL PROGRAMMES

Eventhough almost all programmes organised by the EDII encourage participation from both national as well as international participants, right from its inception, EDII has been frequently called upon to organise customised programmes for the developing countries and share its experience and expertise to initiate them into entrepreneurship development, new enterprise creation and small and medium enterprise promotion.

CUSTOMISED PROGRAMMES	TARGET GROUPS
■ Women ETM Programme	Women Entrepreneur Trainer-Motivators
■ Initiating and Institutionalising ED activities through a concept-to-completion approach	ED Institutions Trainer-Motivator Potential Enterprises
■ Programmes facilitating survival and growth of SMEs	Resource Persons Business Counsellors Existing Entrepreneurs
■ Industrial Project Evaluation and Investment Decisions	Appraisal officers Consultants/Project Executives/Entrepreneurs/Govt. officials
■ Programmes on Entrepreneurship in Education	Faculty members Students



THE EDII CAMPUS

Set in a rural and amidst verdant surroundings, the aesthetically designed campus with a simple yet elegant structure is a judicious blend of the major influences on architecture - Hindu, Islamic and European. The buildings are developed around inner courtyards and loggias which are a major source of light and ventilation. Interspersed with sprawling lawns, thick leafy trees and flora which match the quiet dignity of the solid facade that generates very specific elements and expression, the buildings consist of offices, three air-conditioned and well furnished seminar halls, a conference hall and two air-conditioned residential halls.

The campus has been awarded the prestigious 'Aga Khan Award for Architecture' for the year 1992. The award jury adjudged it to be a place with an "inviting environment for work, interaction and repose".

As a participant, you will enjoy the benefits of excellent campus environment. Meals are served in a clean and spacious dining hall. Recreation facilities include music room, satellite television viewing and a range of competitive sporting activities. The immediate surrounding of the campus is unspoilt and ideal for walking and jogging. Participants are also taken for visit to places of tourist importance (locally) and shopping.

THE EDII LIBRARY AND INFORMATION CENTRE (EDIILIC)

The EDIILIC's highly specialised collection is closely linked with the training programmes and research conducted by the EDII and covers subjects like entrepreneurship, management, psychology, training and economics. The collection includes books, directories, reports, periodicals, newsletter, working papers and videos. The EDIILIC subscribes to 80 national and international periodicals and newsletters, besides maintaining special sections on women's issues, project profiles and audio visuals. The facilities are complemented by computerised databases of books, articles from periodicals and project profiles for access to information. Newspaper clippings are maintained to document developments in relevant subject areas.

Course participants have access to reference, lending, photocopying, bibliographic and library and information services.

THE EDII COMPUTER CENTRE

Another important educational facility is the Institute's computer centre. With a highly user-friendly attitude, the Centre continually updates its software inventory to keep pace with the requirements of the Institute's diverse educational and research endeavours. Added to these, are the indispensable audio-visual equipment necessary for teaching and research activities.

PUBLICATIONS

1. Entrepreneurship Development Programme in India and its Relevance to Developing Countries - V. G. Patel (Book) Rs. 130/- US \$ 25
2. Developing New Entrepreneurs (Book) - EDII Faculty Rs. 200/- US \$ 40
3. Self-Made Impact-Making Entrepreneurs (Book) -Gautam R. Jain & M. Akbar Ansari Rs. 250/- US \$ 45
4. In Search of Identity - The Women Entrepreneurs of India(Book) - Ajit Kanitkar & Nalinee Contractor Rs. 160/- US \$ 15
5. Performance Improvement Booklets for Existing Entrepreneurs Rs. 10/- US \$ 5 (per booklet)
 - i. Budgeting
 - ii. Energy Conservation
 - iii. Cost Consciousness in SSI
 - iv. Business Plan for SSI
 - v. Cash Flow in Small Business Management
 - vi. Understanding Value Engineering
 - vii. Basics in Export Marketing
 - viii. Just in Time
 - ix. Record-keeping in Small Business Management
 - x. Statutory Aspects in Small Scale Industries
6. Not Born - The Created Entrepreneurs (Book) - Jose Sebastian & Sanjay Thakur Rs. 175/- US \$ 15
7. New Initiatives in Entrepreneurship Education and Training (Book) - Edited by Gautam Jain & Debmuni Gupta Rs. 200/- US \$ 25
8. The Seven Crises in Business - How to beat them (Book) - V. G. Patel Rs. 180/- US \$ 30
9. Evaluation of Entrepreneurship Development Programmes (Book) - Dinesh N. Awasthi & Jose Sebastian Rs. 250/- US \$ 45
10. EDII Reports (Newsletter - free circulation)
11. The Journal of Entrepreneurship

VIDEO CASSETTES

1. Five Success Stories of First-Generation Entrepreneurs Rs. 750/- US \$ 75
2. Assessing Entrepreneurial Competencies Rs. 750/- US \$ 75
3. Business Opportunity Selection & Guidance Rs. 750/- US \$ 75
4. Starting Crisis in Business Rs.250/- US \$ 20
5. Cash Crisis in Business Rs.250/- US \$ 20
6. Delegation Crisis in Business Rs.250/- US \$ 20
7. Leadership Crisis in Business Rs.250/- US \$ 20
8. Financial Crisis in Business Rs.250/- US \$ 20
9. Prosperity Crisis in Business Rs.250/- US \$ 20
10. Management Succession Crisis in Business Rs.250/- US \$ 20
11. Planning for Competition & Growth Rs.250/- US \$ 20
12. Problem Solving - An Entrepreneurial Skill Rs.750/- US \$ 75
13. Jewels from the Dust - The Making of the Rural Entrepreneurs Rs.250/- US \$ 20
14. The World of Women Entrepreneurs Rs.250/- US \$ 20
15. Chhu Lenge Aasman (Hindi) (Docu-drama on Business)