

**ENTREPRENEURSHIP
AND
INDUSTRIAL OPPORTUNITY PROGRAMME**

**FOR
SONS AND DAUGHTERS OF
ENTREPRENEURS, BUSINESSMEN OR
EXECUTIVES**



Organised by :

**ENTREPRENEURSHIP DEVELOPMENT
INSTITUTE OF INDIA, AHMEDABAD**

ENTREPRENEURSHIP AND INDUSTRIAL OPPORTUNITY PROGRAMME FOR YOUTH AND MEN/WOMEN WITH MONEY

Why Such a Course ?

Entrepreneurial community, businessmen and senior executives working in government, semi-government and industrial organisations find it difficult to groom their sons/daughters to become independent with the help of conventional education system. Formal education does not prepare our youth to take up challenging tasks of setting up of a manufacturing/service venture though all the support from the parent is available to them. Many well-to-do think of sending their sons/daughters to courses like MBA but due to insufficient seats and low capability for education of the wards it becomes difficult for them to enter reputed MBA Schools or choose an alternative career path. They don't want a job. Therefore, this special programme is designed for the young generation whose parents are entrepreneurs, businessmen or executives. The programme will help in not only setting up of an entirely new venture but also develop the participants to implement diversification/modernisation programmes thought of by their parents.

Entrepreneurship Rationale

Planned intervention for Entrepreneurship Development is based on the time-tested philosophy that entrepreneurs are not only born but can as well be trained. Individuals from various walks of life possessing a strong desire to do something unique and possessing latent entrepreneurial potential can be helped to translate their dreams into reality by way of setting up of small and medium industrial/business ventures. With this in view, Entrepreneurship and Industrial Opportunity Programmes focussing on developing entrepreneurial competencies is planned.

Programme Objectives

The comprehensive training will cover information and counselling on viable project opportunities, procedures of setting up of an enterprise, how to prepare a detailed project report with market survey, how to manage an enterprise, motivation and competencies to become an entrepreneur and preparation of loan application for submission to financial institutions. The objective of the programme is to groom the new entrepreneurs for taking up challenging careers. Participants would be provided with techno-commercial data for selection of product and to prepare feasibility report. The basic business skills which would ultimately enable them to plan their venture and manage them successfully will also be included during the training programme. In short, the result oriented programme will help the entrepreneur in setting up of his/her own small and medium industry/service venture.

Methodology

Training will be imparted in English through lectures/-interactions with experts, impact generating entrepreneurs, discussions, role plays, questional answer sessions as well visits to industrial units and organisations providing assistance to entrepreneurs in setting up of their own ventures. Supplementary counselling in Hindi/Gujarati will be arranged for needy participants.

The training programme will employ a variety of simulation exercises, business games, group activities and field work directed towards developing entrepreneurial competencies. More emphasis will be placed on practical aspects of the training i.e. interactions with successful entrepreneurs, competent executives working in wellknown organisations and extensive field work.

Course Content

- * Product Selection
- * Opportunity Guidance
- * Technology Information & Sources of Techno-commercial information
- * Policy & Procedures for setting up of a small & medium enterprise
- * Entrepreneurial qualities
- * Managing an Enterprise
- * Market Survey & Marketing techniques
- * Achievement Motivation
- * Accounts, Finance and Taxation
- * Technical/In-Plant Training/Factory Visits
- * Project Report Preparation
- * Preparation of Business Plans for submission to Funding Agencies
- * Project Implementation
- * Follow-up Counselling

Faculty

The programme will be conducted by EDI faculty members. Guest faculty will consist of experts from various fields, officials from the government/industrial corporations, practitioners and successful entrepreneurs.

Eligibility

Any individual in the age group of 18-35 years with strong determination to start his/her own venture is eligible. No education or experience qualification is required.

Expectations from the Participants

- * Must attend the training programme regularly.
- * Must prepare a detailed project report within two months of completion of the programme and take effective steps to start his/her own venture.
- * Must pay Rs. 5,000 towards fees for the course which will be non-refundable.

Residential Facilities

It is not necessary to stay on Campus. However, more intensive learning and personalised counselling, library use etc. are advantages of being a resident candidate. Outstation participants can avail of excellent hostel facility and dining at a reasonable rate of Rs. 100 per day (Non-AC) and Rs. 150 per day (AC) with attached baths, on two persons per room basis. Single rooms are also available.

Programme Duration

Six weeks for 4 hours a day. Individual counselling on project selected, project formulation and choice of technology, loan assistance will continue for at least 3 months after the programme. The programme would commence from November 1989. First meeting of selected participants will be on 27th October, 1989.

Venue : EDII Campus

How to Apply ?

For application form and other details, contact :

Programme Director (J.B. Patel)
Entrepreneurship Development Institute of India
Bhat, Via Ahmedabad Airport & Indira Bridge
P.O. Chandkheda 382 424, Dist : Gandhinagar

Tel : 811331, 811470, 811423

Telex : 121-6224 Gram : ENDIND

[Completed forms must be returned within 15 days]

ABOUT EDI-I

EDII is a national organisation promoted by all India financial institutions (IDBI, IFCI, ICICI and State Bank of India). The institute has a rich pool of experts with varied experience and proven expertise in conducting, promoting and institutionalising entrepreneurship development activities. The institute enjoys a distinction of supplying well-rounded and professionally groomed Trainer--Motivators to organisations within and outside the country.

The success of entrepreneurship strategy in the country and the reputation of the Institute have attracted the attention of leading international development organisations like the World Bank, ILO, UNIDO, Commonwealth Secretariat, African Development Bank, Ford Foundation and a number of developing countries keen on adopting a similar strategy to enlarge supply of local entrepreneurs. The Institute's success abroad has enriched its professional capabilities and financial resources and has enabled it to contribute to the country's image in the development field.

EDI-I has a beautiful campus which provides good academic environment with facilities of hostels, seminar halls etc. It is situated at Bhat, Gandhinagar on Ahmedabad Airport-Gandhinagar Highway (via Indira Bridge).