



COMPETENCE-BASED

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

AT

AHMEDABAD



Sponsor : Industrial Development Bank of
India (**IDBI**)
Industrial Credit and Investment
Corporation of India (**ICICI**)
Industrial Finance Corporation of
India (**IFCI**)

Organiser : Entrepreneurship Development
Institute of India (**EDI-I**)

COMPETENCE-BASED ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

BACKGROUND

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 scale industrial/business ventures. With this in view, Entrepreneurship Development Programmes (EDPs) focussing on developing entrepreneurial competencies are planned.

ENTREPRENEURIAL COMPETENCIES

Apart from a strong urge to compete with self-imposed standards of excellence, certain characteristics are required for an individual to be successful as an entrepreneur. Entrepreneurship Development Institute of India (EDI-I) took up a research project to identify what it takes to be a successful entrepreneur. Consequently a set of competencies to be successful as entrepreneur have been identified. These competencies

encompass knowledge, skills, attitudes and motives required to conceive business idea, launch an enterprise and manage the same successfully.

PROGRAMME OBJECTIVES

Having identified entrepreneurial competencies through a 3-year research project spread across three countries, here is an opportunity for potential entrepreneurs to strengthen these and be successful entrepreneurs. The training programme focusses on helping the participants identify their level of knowledge, skills, attitudes, etc., in relation to the role of an entrepreneur and develop entrepreneurial competencies. Apart from focussing on competencies, participants would be provided with information inputs and certain basic business skills which would ultimately enable them crystallize their business ideas, plan their ventures and manage them successfully. In short, the end result of the programme would be the setting up of small scale industries/service ventures by the participants.

METHODOLOGY

Identification and careful selection of persons with latent entrepreneurial potential which could be strengthened, constitutes the first task of the programme. The selection procedure comprises a combination of techniques including analysis of the background of the candidates and administering well designed tests, interview, etc. The training programme employs a variety of simulation

exercises, business games, group activities and field work directed towards developing entrepreneurial competencies. Further, the class room sessions would be directed towards providing necessary informational inputs and imparting certain basic business skills.

COURSE CONTENT

- * Assessment Centre to help the participants understand their current level of entrepreneurial competencies.
- * Information inputs.
- * Development of achievement related competencies leading to identification of one's own entrepreneurial potential, setting up long term goals and crystallizing business ideas.
- * Guidelines for market survey and preparation of business plans.
- * Practicum comprising of field work for about two weeks covering market survey and data collection for preparation of business plans.
- * Review of field work and preparation of bankable business plans.
- * Developing competencies related to planning and managing ventures.

- * Developing competencies related to persuasion and use of influence strategy.
- * Presentation of business plans to funding agencies.

FACULTY

The programme will be conducted by EDI faculty members trained abroad specially for organising competence-based EDPs. The guest faculty will consist of experts from various fields, officials from the government/industrial corporations and successful entrepreneurs.

ELIGIBILITY

Any individual (businessman, trader, technician, skilled worker, artisan and educated unemployed), male or female, who has initiative, willingness to work hard and strong desire backed by enthusiasm and dedication to set up his/her own new small scale industry can participate in the programme.

Working knowledge of English is a must. Those who have identified business ideas would be given preference. Those within the age group of 25-40 would be encouraged. The programme would be convenient for those from Ahmedabad and nearby places. The participants should be in a position to devote 5 to 7 weeks of

uninterrupted time for the programme inputs. This programme is meant only for those who would like to set up small scale industry/service ventures at Ahmedabad and nearby places.

Selection of participants would be through written test and personal interview. Selected candidates will have to deposit Rs.150/- as earnest money refundable when they launch their enterprise. No stipend will be paid.

EXPECTATIONS FROM THE PARTICIPANTS

He or she

- * Should have a strong desire to be on one's own.
- * Should be committed to set up a small scale venture.
- * Should attend the training programme regularly.
- * Should be in a position to take necessary steps for setting up of his/her venture. Some such steps such as finalising project selection, preparation of business plan/project report, obtaining provisional SSI registration, etc., will be taken up during the training programme. In this process, necessary guidance will be provided to the participants.

PROGRAMME DURATION

About 5 to 7 weeks for 6 hours a day. The programme would commence from January 1989.

VENUE

EDI-I Campus, located about 17 kms away from Ahmedabad city and 6 kms from Ahmedabad Airport.

Note: Transport arrangement from the common point in Ahmedabad to EDI-I campus will be made by the Institute.

HOW TO APPLY

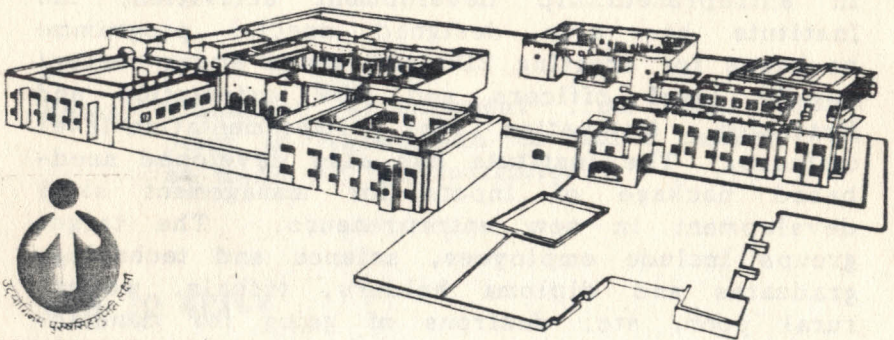
For application forms and other details, please contact :

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ABOUT EDI-I

EDI-I is a national organisation promoted by all India financial institutions (IDBI, ICICI, IFCI and SBI). 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.

Apart from undertaking research in problem areas in entrepreneurship development activities, the Institute has also designed special programme packages for creating EDP awareness among senior/middle level officers and EDP orientation and Extension Motivation for implementation-level officers. The Institute has also developed need-based package of inputs for management skill development in new entrepreneurs. The target groups include employees, science and technology graduates and diploma holders, tribals, women, rural poor, etc. desirous of going for manufacturing, service, skill-based, agro-based and resource based enterprises.



E.D.I. CAMPUS



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