

**NEW
DIRECTIONS
IN
ENTREPRENEURSHIP
TRAINING**

15-19 FEBRUARY, 1999

PROGRAMME FOR TRAINER MOTIVATORS



**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA
AHMEDABAD**

BACKGROUND

The role of an entrepreneur trainer-motivator (ETM) assumes great importance in the context of entrepreneurship related activities. The strength of an ETM lies in ensuring that necessary training, motivation, counselling and assistance is provided to the trainees irrespective of whether they are potential or existing entrepreneurs. One would agree that comprehensive training is a must for the overall development of the trainees. Keeping this in view, EDI has been conducting several training programmes for different target groups. For example, the Institute has been organising 'Intrapreneurship Development Programme' for executives; 'Growth Programmes' for existing entrepreneurs; and also camps on entrepreneurial orientation for young students. EDI has also been conducting extensive research and has developed specialised management inputs for Entrepreneurship Development Programmes (EDPs).

As a part of its mission of institution building, EDI has been orienting trainers to disseminate information and conducting programmes that are specialised, unique and have potential for high receptivity. As a part of disseminating EDI research findings and training experiences, the Institute proposes to organise a comprehensive programme in new directions in Entrepreneurship training for trainer motivators. The themes on which programme is being organised are as follows.

Growth Programmes for Existing Entrepreneurs

Deliberate intervention on the part of the entrepreneur and trained business counsellors is essential for systematic and sustained growth of a small enterprise. Training and counselling in the areas of systems, functional areas of management, project and exports could hasten the growth (change) process. EDI has been conducting a unique training-cum-counselling programme across the length and breadth of the country over the last 5 years. The growth programme is designed in collaboration with the Durham University Business School, United Kingdom. EDI has conducted about 15 such programmes in collaboration with premier local agencies. The programmes have received considerable SIDBI and FNSt (Germany) funding. Last year EDI has undertaken initiatives to institutionalise the programme by allowing select premier institutions to conduct the programme with faculty support from EDI. The 3-month long growth programme conducted for about 20 SSI entrepreneurs is preceded by a 5-day orientation programme on Effective Business Counselling for about 20 professionals experienced in offering support services to SSIs.

The training programme on effective business counselling introduces participants to business profiling instruments to evaluate performance and potential of a venture and develops their counselling skills. While the growth programme exposed entrepreneurs to the conduct of a performance and potential audit through classroom training and develops a concrete growth plan over 2-3 mandays of counselling by counsellors selected from the programme on Effective Business Counselling.

Intrapreneurship Development Programmes for Executives

While the worth and consolidation of an organisation depends on the vision and capabilities of the promoters, growth depends on many other factors including the vision and action of the senior executives. An organisation grows faster if its planners and decision makers are also entrepreneurial i.e are able to perceive further opportunities and are capable of innovating, using the current available resources as a base. These entrepreneurial traits must be cultivated and developed among work force. The process of developing these traits among employees is called 'Intrapreneurship'. In the changing scenario with the advent of globalisation, both small and medium enterprises (SMEs) are facing imminent change and competition, which also signals the need for innovation and thus arises the need for intrapreneurship within the organisation.

The Institute has conceived, designed and implemented a series of unique training programmes on intrapreneurship development, both for industrial and bureaucratic organisations. The programme made a beginning with the support of Small Industries Development Bank of India (SIDBI). Later on, tailor-made programme was organised for senior government officials of Government of Jammu & Kashmir. The duration of the programme was five days. The key inputs centre around "innovation and creativity", opportunity perception and realisation', and developing 'entrepreneurial traits among participants. The programme could be useful for managers, executive officers and supervisors of SMEs.

Summer Camps on Entrepreneurship for Youth & Children

One of the characteristics of achieving societies is a continuous supply of innovative, creative, and enterprising individuals. There are achievers in all walks of life, who have not only attained success in their chosen career

at an early age but have also provided inspiration to others. Every person cherishes a dream of excelling in his/her career but unfortunately conventional education often fails to develop in him/her, the requisite capabilities to reach the heights of success.

All characteristics, which help in success like creativity, excellence, innovation, leadership, independence, etc. can be combined to form one word, i.e. 'Entrepreneurship'. In order to hasten the pace of growth of a society, it is necessary to inculcate high enterprising values among the youth and children. Keeping this in mind, EDI designed and has been successfully organising intensive summer camps to facilitate the development of entrepreneurial personality of the young students. For last seven years, EDI has successfully motivated and inspired the youth and children from all over the country. The Institute offers two camps during summer. These are :

- **Summer Camp on Entrepreneurial Stimulation for Children of 12-16 years old**
- **Summer Camp on Entrepreneurial Adventure for youth studying in higher secondary and colleges**

The objective of the children camp is to inculcate spirit of enterprise among them at a tender age. It is of six-day duration. The methodology includes discussion on achievement stories, mental exercise, visit to small-scale industries, specifically designed assignments, meetings with entrepreneurs and achievers, parents' meet and personal counselling. This programme is usually organised in first week of May, every year.

The objective of the youth camp is to foster entrepreneurial traits in them, thus providing them an opportunity to develop high achievement and enterprising values. The programme helps them in identifying innovative and challenging career options and planning it entrepreneurially. It is of two-week duration. The methodology includes evaluation and development of entrepreneurial traits, career and psychological counselling, visit to national level institutions, exposure to potential opportunities existing in business and elsewhere and formal and informal interactions with well-known achievers of the society. The programme is usually organised in third and fourth week of May, every year.

The impact of the EDI summer camps have been tremendous. It is reflected in the feedback and post-programme follow-ups provided by the participants, their parents and teachers.

New Management Inputs in EDPs

The EDP is widely used throughout the Indian sub-continent for developing entrepreneurs especially at the small-scale level. The success of an EDP depends, inter alia, on the competence and efficiency of Trainer-Motivators associated with such programmes. Trainer-Motivators, often experts at opportunity guidance and project preparation face an uphill task in providing management inputs to new entrepreneurs simply because they are not equipped with some of the inputs or with the methodology of teaching management to trainee or existing entrepreneurs. Tools and techniques in management inputs focussing on general business management techniques in all functional areas of management will be imparted as part of relevant modules in this programme. Globalisation and free marketisation necessitates development for and inculcation of strategic new management inputs amongst entrepreneurs of tomorrow.

WHO CAN PARTICIPATE

The programme is open for entrepreneur trainer motivators, consultants, professionals and faculty members of institutions engaged or interested in entrepreneurship development activities. Number of participants to be enrolled in the programme is 20

All participants will be helped to develop professional skills in designing, promoting and implementing programmes/themes indicated above.

VENUE & DURATION

This residential programme will be organised at EDI, Ahmedabad from February 15 to February 19, 1999.

FEE & REGISTRATION

The fee will be Rs. 8,300/-, which would include tuition, board and lodging in non-AC rooms in double occupancy basis, and training materials.

For registration the nominations may be sent on a plain paper, giving a brief resume of the candidate along with a demand draft of Rs. 8,300/- in favour of EDI, Ahmedabad. The nomination form should be sent before February 8, 1999 to :

The Programme Co-ordinator
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ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India, an autonomous body set up in 1983, is sponsored by the apex financial institutions, viz. IDBI, IFCI, ICICI and SBI. The EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not be born, but can be developed through well-conceived and well-directed training. This, in turn, has led to the emergence of several training programmes in orbit around strategic thrust areas.

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 reflected in the support it has received from the World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other international agencies.

Promotion of international business operations by Small Scale Entrepreneurs (SSEs) is one of the main objectives of EDI. The Institute has an advantage of wide institutional linkages all over the world to successfully carry out such an activity.

The United Nations Industrial Development Organization (UNIDO) has declared EDI as its Inter-Regional Centre for Entrepreneurship and Investment Training. The activities of this centre will cover many countries from Asia and Africa including some countries from Southern Africa. The prestigious Aga Khan Award winning campus of the EDI is well equipped with state-of-art technology and computerised data base giving access to latest information on-line.

The National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Govt. of India, has sanctioned a National Facility for Innovations at EDI. The National Innovation Centre will facilitate evolution of technology-driven enterprises by providing appropriate information on new technology, create a National Data Bank and Information Centre on Innovative Business Opportunities and Technologies.



Entrepreneurship Development Institute of India

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