

TENTH PROGRAMME ON  
**Succession Planning for  
Entrepreneurial Continuity (SPEC)**  
JANUARY 18-30, 1999



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA**  
**AHMEDABAD**

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## **Opportunities for Family Business**

The liberalization of Indian economy unfolds a number of opportunities to family controlled businesses. By allowing private sector investments in infrastructure, divestiture of public sector, downsizing of government sector and general economic growth in agricultural, manufacturing and service sectors, the post-1991 policy reforms have opened up new avenues (and posed challenges as well) to existing businesses.

However, more often than not, excessive attention to family dynamics and consequent failure to respond to changing environment has made many family businesses stagnant (or less productive) across the world. Recent amazing experience of family businesses in India when a number of them have been relegated to a back seat by new comers in the field is a glaring witness.

## **What Requires to be done**

It has been found that beyond the life span of the founder (or a successful successor), continuity of the enterprise activity depends on ensuring professional entrepreneurship and intrapreneurial management in the firm. In the absence of successors with required entrepreneurial and managerial skills firms stand the risk of being marginalized in emerging competitive environment. Entrepreneurs overwhelmed by day to day workings of the enterprise and family interests have little time to groom successors to takeover the enterprise for better.

## **Who Could Help**

Recognizing this vulnerability, the Entrepreneurship Development Institute of India, Ahmedabad has developed a training capsule, way back in 1990, that aims at taking the responsibility of preparing nominees of family businesses, competent enough to be their successors. Over nine such training events during the last eight years, the EDI has successfully developed about 200 potential successors. The tenth programme in the line has been scheduled for **January 18-30, 1999**.

## **The Programme and the Inputs**

As it targets at helping the business houses to prepare a succession plan for their enterprises, the programme is called '**Succession Planning for Entrepreneurial Continuity (SPEC)**.' Typically a programme on SPEC offers the following inputs.

- Entrepreneurial Motivation
  - Business Opportunity Recognition
  - Project Report Preparation
  - Transition Management
  - Family Business Dynamics
  - Managerial Process and Functions
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Over 12-day interactions with experts from EDI and other reputed organizations such as IIM Ahmedabad and with practitioners, the trainees are expected to prepare concurrent action plans for their association with their family businesses. This exercise has proven quite useful to the trainees in identifying their own potential to contribute their family business activities.

### **Achievements of the programme**

The participants from our earlier programmes have responded enthusiastically to the training inputs as evident from some of the reactions :

- “These 10 days have changed my life”
- “My most negative points have turned into positive points”
- “The course has helped me in understanding the environment of family business and also built my confidence in tackling future problems - now everything seems possible”
- “The SPEC really helped me in viewing my business from a very different and more practical angle”.

### **Who could participate and at what Fee**

Sons, daughters and other potential successors or partners of entrepreneurs will find the programme immensely useful. The programme is residential and would be held at the elegant and sprawling campus of the Institute located near Ahmedabad airport. The participants would be accommodated in well-furnished air-conditioned hostels of the Institute on double occupancy basis. The fee for the entire programme is Rs. 17,500/-.

### **How to Apply**

Nominations must be sent in the enclosed proforma and mailed along with a demand draft for Rs. 17,500/- drawn in favour of EDI, Ahmedabad, to:

**Dr. KVSM Krishna**

Programme Director

Entrepreneurship Development Institute of India

Ahmedabad

P.O. Bhat - 382 428, Gujarat.

Fax: (91) 79-2864367, E-mail: ediindia@ad1.vsnl.net.in

**The last date for receiving nominations is January 11, 1999.**

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## The Institute

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act and sponsored by all India financial institutions viz., Industrial Development Bank of India (IDBI), Industrial Credit and Investment Corporation of India (ICICI), Industrial Finance Corporation of India (IFCI) and State Bank of India (SBI) with active support from 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 reflected in the support it has received from the World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other international agencies.

The United Nations Industrial Development Organization (UNIDO) and the Government of India have appointed the EDI as the '**Inter-Regional Centre for Entrepreneurship and Investment Training (IRC)**'. The Institute is a **National Facility for Entrepreneurial Innovation** sponsored by National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India.

The EDI 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 training. This in turn has led to the design of several training programmes around strategic thrust areas like, New Enterprise Creation, Performance Improvement of Existing Enterprises, Succession Planning, etc. Besides organizing some other programmes for existing entrepreneurs, like 'Intrapreneurship Development', 'Growth Strategies' etc., to help these entrepreneurs examine their enterprises in an objective manner and plan for improvement and growth, the Institute has also contributed towards introducing entrepreneurship-oriented curricula in schools in various parts of the country.

The EDI has just launched a one-year academic programme leading to Post-graduate Diploma in Business Entrepreneurship and Management with a unique stream of specialization in family business management.



### **Entrepreneurship Development Institute of India**

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