

**FOURTH COURSE
ON
ENTREPRENEURS' SELECTION,
MOTIVATION, COUNSELLING & COMPETENCIES**

[December 16 - 27, 1996]

At

EDII Campus, Ahmedabad

Supported by:

*National Science and Technology Entrepreneurship Development Board (NSTEDB)
Department of Science & Technology
Government of India
NEW DELHI*

Organised by:



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA
AHMEDABAD**

The Programme

It is an established fact that comprehensive training is a must for the overall development of trainer-motivators. Behavioural inputs play a crucial role in this respect; prior, during and after the Entrepreneurship Development Programme, in the formation and growth evolution of entrepreneurial personality. A national study on 'Evaluation of EDPs in India', conducted by EDII, clearly indicated that one of the important reasons for poor performance of entrepreneurship development programmes (EDPs) is a result of incorrect selection of trainees. This was basically due to :

- * lack of competency in trainers to administer behaviour oriented selection tools and systematic techniques,
- * poor handling of motivational training and counselling.

The primary recommendation of the study was to train selected 'Entrepreneur Trainer-Motivators' (ETMs) in behavioural inputs of EDPs. This would result in improvement of the start-up rate of EDPs from an average of 32% to 50% ,thereby helping achieve the goal set down in the conference of Chief Executives and Policy Makers, on the evaluation of EDPs, held at EDII.

EDII Commitment

It is but natural, therefore, that EDII has evolved a course on behavioural inputs for specialised training of ETMs, with selected training tools comprising of behavioural instruments. This package is designed to assist the ETMs to be able to assess entrepreneurial skills and traits for selection of trainees for EDP sessions.

The Institute has a trail-blazing record of training more than 600 trainers from over 20 developing countries including India and has conducted 36 national and international 'Training of Trainers' programmes to implement EDPs based on the EDII model. To update and upgrade professional expertise of the trainers/consultants/promoters organising EDPs and organising entrepreneurship courses in the educational institutions, EDII has developed this exhaustive course on behavioural inputs in entrepreneurship development programme. EDII has received excellent feedback for the programmes organised in 1993, 1994 and 1995.

Objectives

The curriculum has been specifically designed to render assistance to ETMs, to acquire and develop professional expertise in the behavioural modules of EDPs with special reference of selection, motivational training, competency development and counselling. The objectives are :

- * to provide clarity and depth in behavioural concepts and issues relating to personality development;
- * to acquaint ETMs with methods of designing and implementing selection instruments, role plays and simulation exercises in motivational training,

- * to enable ETMs to apply tools and techniques of behavioural sciences in different situations for different target groups; and
- * to expose the ETMs to modalities of imparting of competency development inputs.

Curriculum

- * Current methods of selection, motivation and identification of gaps/constraints/limitations.
- * Basic concepts in psychology, styles of learning, and trainers' role in personality development of trainees.
- * Psychological instruments and interview methods to assess entrepreneurial competencies.
- * Experiential learning, motivational labs, simulation exercises - methods of designing, application in different situations and for different target groups.
- * Counselling process, dealing with different issues through counselling, counselling in different areas of enterprises creation and management.
- * Entrepreneurial competencies' awareness and simulation exercises related to competency development.

Participants

The course is open for *Entrepreneur Trainer-Motivators, consultants, Professionals* and *Faculty Members* engaged in selecting and counselling entrepreneurs and giving achievement motivation and competency development training.

About 25 participants will be helped to develop professional skills to use behavioural concepts effectively, by suitably modifying various tools and techniques of selection, motivational training and counselling in **entrepreneurship** training. Further, they would be in a position to design and deliver competency development inputs in EDPs and also in programmes targetted at existing entrepreneurs.

Venue and Duration

This residential programme will be organised at the EDII campus, Ahmedabad from *December 16 to 27, 1996*.

Fee and Fellowships

The fee will be Rs.9,000/- per participant which would include tuition, board and lodging in non-airconditioned room on double occupancy basis, and training materials.

National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India, New Delhi has extended its fellowship support for 20 participants. However, the beneficiary institutions will have to pay @ **Rs.2,500/- per participant**. The fellowship support will be extended to the selected organisations like Technical Consultancy Organisations (TCOs), Institutes and Centres for Entrepreneurship Development (IEDs/CEDs), Science and Technology Entrepreneurship Parks (STEPs) and Entrepreneurship Development Cells (EDCs) etc. In order to avail of fellowships, eligible organisations should send nominations along with the request for fellowship to the programme director.

Registration

For registration, the enclosed nomination form should be filled and mailed with a Demand Draft of **Rs.2,500/-** (only for organisations eligible for fellowships mentioned above) or of **Rs.9,000/-** (for others) drawn in favour of **EDII, Ahmedabad**. The nomination form should be sent before **November 22, 1996** to :

Dr.Sunil Shukla, Programme Director

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The Institute

The Entrepreneurship Development Institute of India (EDII), set up in 1983, is an autonomous institution registered under the Societies Registration Act and is sponsored by the Industrial Development Bank of India (IDBI), Industrial Financial Corporation of India Ltd. (IFCI), Industrial Credit and Investment Corporation of India Ltd. (ICICI) and State Bank of India (SBI) with the active support of the Government of Gujarat. The institute is a 'National Resource Centre' governed by its own board. Committed to entrepreneurship 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 Organisation, UNIDO, Commonwealth Secretariat, Friedrich-Naumann-Stiftung (FNSt) and several other international agencies. The EDII took up the challenging task of strengthening the expertise of institutions active in the field of entrepreneurship and is continuously engaged in their capacity building through its different programmes. The Institute had foreseen the need for management oriented programmes for existing entrepreneurs way back in 1984 and continues with its mission of launching diverse programmes such as Growth Programmes, Business Strategy Formulation Programmes, Succession Planning for Entrepreneurial Continuity Programmes etc., to offer owner-managers sustainable competitive advantage in the changing market scenario. Intrapreneurship is another programme which focusses on developing managers and executives of industrial enterprises as entrepreneurial managers.