

27-29 April, 1993



INTERNATIONAL CONFERENCE ON
INNOVATIONS IN ENTREPRENEURSHIP
AND SMALL BUSINESS
DEVELOPMENT TRAINING

Organised by :



**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA**

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BACKGROUND

Entrepreneurship and small business development (ESBD) are recognised in the developed as well as developing countries as crucial for attainment of socio-economic goals. Training is considered to be an important strategy for creation and development of new enterprises. The challenges involved in the training for new enterprise creation and development are complex. Despite investment of capital and human resources in this task, a number of training and educational institutions are experiencing constraints in effectively imparting the training. Some important reasons are :

Marketing the programmes :

How to reach the people who need training in small business development and motivate them to take benefit of the various ESBD programmes being offered? And pay for it?

Designing input structure :

How to deal with different target groups who vary widely in their socio-economic and cultural background?

Evolving suitable training methodologies :

How to impart various inputs of entrepreneurship and small business development when a group is large ? (ESBD inputs normally include motivational and behavioural skill development, small business opportunities and business plan formulations, small enterprise management skills.)

Time management :

How to integrate a wide range of needs of participants in a training situation within a short time?

Satisfactory answers to the above mentioned questions are yet to be found by many training and educational institutions. Nevertheless, there are institutions, which have invented/evolved new training designs for such programmes and have developed cost effective training technologies and methodologies. Therefore, the conference intends to provide a platform to educational and training institutions to share the innovations carried out by them in different areas of training technologies or methodologies with reference to the areas of entrepreneurship and small business development by contributing research papers and participating in discussions.

OBJECTIVES

- 1 To provide a forum for exchange of current innovations made in training technology and methodology in the area of ESBD.
- 2 To discuss replicability of the innovations in various situations and target groups.
- 3 To identify critical issues and problems related to training in the area of ESBD.
- 4 To prepare a document on the innovations and share it with all concerned educational and training institutions through publications of the proceedings of the conference.

THEMES

- 1 Marketing of specific training programmes for ESBD by reaching out to the target groups.
- 2 Effective methods and technologies to deal with different types of target groups and in various training situations.
- 3 Effective methodological innovations in imparting the following inputs to larger groups between 50 and 100 persons and smaller groups of say less than 30 persons :
 - Motivational and behavioural inputs.
 - Small business opportunity identification and selection.
 - Business plan formulation.
 - Small enterprise management.
 - Diagnosis and turn-around of sick enterprises.
 - Information inputs related to networking support available to prospective entrepreneurs (e.g. facilities like infrastructure, financial assistance, etc.)
- 4 Integration of wide-ranging inputs to suit short-duration training interventions for different locations where training facilities are inadequate.

METHODOLOGY

The contributors will present their papers in the sessions according to the theme of their contributions. The presentation will be open to all participants who will discuss replicability/adaptability and validity of innovations in relation to different training situations.

In the evening sessions on a selective basis, the contributors will be given an opportunity to demonstrate some of the innovations. In addition to this, panel discussions will be arranged to identify the areas of training where more innovations are required.

The proceedings of the conference will be recorded and published along with the conference papers.

PARTICIPATION

This conference is of special relevance to a wide spectrum of practitioners and academicians from educational and training institutions actively engaged in entrepreneurship and small business development training. Contribution to the conference is expected by way of paper presentation on training related innovation carried out by their respective instructors.

PAPER SUBMISSION

Contributors are expected to send the abstracts of their papers by January 25, 1993 and the final papers by February 25, 1993.

The Format

The paper should normally be of about 20-25 quarto-sized pages (about 6000-7000 words) and typed in double space. Footnotes should be indicated by serial numbers in the text and literature cited should be detailed under notes/references at the end of the paper bearing corresponding numbers. The paper should be sent in duplicate with the cover page bearing the title of the paper and the author's name, address, phone, fax and telex numbers. An abstract of 100 to 150 words must be included on a separate page.

All abstracts and final papers should be sent to :

Dr. Gautam Raj Jain
Conference Organizer
Entrepreneurship Development
Institute of India
Ahmedabad (Near Village Bhat, Via
Ahmedabad Airport & Indira Bridge),
P.O. Chandkheda - 382 424, Gujarat, India

REGISTRATION

All paper contributors and delegates should fill in the registration form and send it to the conference organiser at an early date.

No conference fee will be charged from the contributors whose papers are accepted for presentation and they will be extended local hospitality during the conference.

The conference dates are from April 27 to 29, 1993. The conference will be selectively open to the practitioners, the world over, engaged in the area of ESBD. Foreign delegates will be charged a registration fee of US \$ 100 and participants from Indian institutions Rs. 750/-. The last date for registration is February 25, 1993.

VENUE

EDI Campus
Ahmedabad (Near Village Bhat, Via
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How to reach EDI campus

The Institute is situated in Gujarat State, on the outskirts of Ahmedabad city. It is on the way to Gandhinagar, the capital of the state, and can be reached via Airport and Indira Bridge.

THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act, sponsored by the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India, with the active support of 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 Organisation, UNIDO, Commonwealth Secretariat and several other international agencies.