



**November 16 - 20, 1993**



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA**  
Ahmedabad, (Near village Bhat) P.O. Chandkheda-382 424  
Gujarat, INDIA.

Banks and financial institutions assess business plans or loan applications for setting up new ventures or expansion of business and/or revival and survival of sick units falling in the category of small & medium enterprises. The present system of such assessment gives the highest weightage to the viability of a project in terms of its technical, market and financial aspects. The entrepreneur, the person behind the project, is assessed through the conventional approach, taking into account his family background, education and work experience. This system can hardly assess the entrepreneur's capabilities to implement and manage the project. And yet the ultimate success of the project depends upon his/her competency, no matter how viable his/her business plan is. No wonder, even highly viable business plans implemented by incompetent entrepreneurs have often failed. This problem is aggravated when credit is extended without adequate collateral to first-generation entrepreneurs, rural people, unemployed graduates and women, many of whom do not possess business background or experience.

The Focussed Behavioural Event Interview (FBEI) technique has been developed after extensive research (in developing countries) to assess 15 key latent entrepreneurial competencies associated with entrepreneurs' success in business and industry. The technique provides credit and appraisal officers with useful data on entrepreneur's competencies and helps them to decide whether he/she has the requisite capabilities to implement and manage the project successfully and whether the project is worth financing or not.

#### Objectives:

The main objective of the programme is to develop the requisite skills in the credit and appraisal officers to use the FBEI technique to assess an entrepreneur's competencies before financing his/her business plan. The programme will develop:

- 1 An insight into entrepreneurial competencies that distinguish successful entrepreneurs from failed ones;
- 2 Skills and confidence to use the FBEI technique to assess an entrepreneur's competencies;
- 3 Capacity to modify and use the FBEI technique for different target groups like rural, unemployed and women entrepreneurs etc.

## For Whom:

The programme is open for executives and officers of credit and appraisal departments of banks and financial institutions involved in appraising and processing business plans for financing small & medium enterprises as well as for expansion, diversification and revival of sick enterprises.

## Programme Content:

- \* Overview of present assessment system;
- \* Introduction to entrepreneur's competencies and their association with successful implementation and management of business plans;
- \* Focussed Behavioural Event Interview (FBEI) Technique : Process and method;
- \* Application of FBEI for different target groups;
- \* Interviewing entrepreneurs: Practice in FBEI;
- \* Introducing FBEI in the present assessment system: Problems and strategies.

## Pedagogical Methods:

The programme uses extensively experiential and participatory methods-'learning by doing'. This involves cases, interviewing entrepreneurs, group discussions and presentations.

## Follow-up:

With a view to ensuring relevance of the programme for successful use of FBEI in the assessment system, the EDI would continue to keep in touch with the alumni of the programme and offer assistance, wherever necessary and feasible.

## Faculty:

The EDI faculty team will consist of Prof. B.P. Murali and Dr. Gautam Raj Jain. Several prospective and existing entrepreneurs will also be invited to enrich the discussions.

## Venue and Duration:

The full-time residential programme will be organised at the EDI campus from November 16-20, 1993. The campus, set in picturesque surroundings, is equipped with training and hostel facilities of international standard. The institute recently won the prestigious Aga Khan Award for 1992 for its architecture.

## Fee:

Rs. 6,000/- for Indian participant and U.S.\$ 500/- for foreign participant.

The fee includes accommodation in A.C. room on single occupancy basis, board and lodging, besides training materials.

## Nomination:

Nomination must be made in the enclosed pro forma and mailed along with a Demand Draft of Rs. 6,000/- or U.S.\$ 500/- in favour of EDI to:

The Programme Director (FBEL)  
Entrepreneurship Development Institute of India  
Ahmedabad (Near village Bhat, Via Ahmedabad Airport  
and Indira Bridge) P.O. Chandkheda 382 424, Gujarat, India.  
Telephones: (0272) 811331, 811068, 811084, 811423  
Fax: (91) 272-815367 Telex: 121-6224 EDII IN  
Gram: ENDIND, Ahmedabad

The last date for receiving nominations is October 01, 1993.

## THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under Societies Registration Act, sponsored by 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, Friedrich-Naumann-Stiftung and several other international agencies.