



**W**omen Entrepreneur  
Trainer - Motivators'  
Programme for  
New Enterprise  
Creation

(June 5 - July 1, 1995)

**EDI CAMPUS**

## THE PROGRAMME

Strategies to hasten the pace of **Entrepreneurship Development for New Enterprise Creation (NEC)**, has assumed enormous significance in the light of limited employment opportunities, migration from rural areas to urban conglomerates with attendant social/demographic problems, increasingly skewed distribution of wealth, regional imbalances in development, inadequate value-addition to local resources and the like.

Increasing the supply of entrepreneurs by tapping latent entrepreneurial potential through integrated and need-based training programmes for new enterprise creation, would lead to converting at least a part of the 'job-seekers' into 'job-givers', using local talent and local resources to benefit local community and realizing advantages inherent in small enterprise development.

While efforts are made to develop potential first-generation entrepreneurs, it has been increasingly felt that women have not been given proper share of training and development facilities, to come up and be at par with their male counterparts in matters of self-employment and entrepreneurial activities. It, therefore, becomes necessary to organise special training programmes for women so that they could play an active role in economic activity and can be encouraged to initiate entrepreneurial activities.

To increase the spread of such NEC training programmes for women, there is a need to develop a well-trained group of competent and committed Women Entrepreneur Trainers-Motivators-Counsellors. For, it is the trainer who is the backbone of an effective NEC training programme. This could be accomplished through a Trainers' Training Programme to groom them as Small Enterprise Trainers.

### PROGRAMME OBJECTIVE(S)

The programme aims at developing competent Women Entrepreneur Trainer-Motivators, Small Enterprise Counsellors and Extension Officers for initiating New Enterprise Creation by women in developing countries. The programme intends :

- to train them comprehensively to initiate, plan and implement entrepreneurial development activities for small and medium scale enterprises.
- to equip them to assess entrepreneurial competencies, evaluate project plans and offer necessary support required for implementation of small business ventures.
- to groom them to effectively counsel entrepreneurs in various areas of enterprise selection, implementation and management.
- to help them develop requisite skills in specialised areas like entrepreneurial selection techniques, motivation training, project selection and feasibility assessment and small business management.
- to share the Indian experience in small enterprise creation and entrepreneurship development and its relevance to developing countries.

## **PROGRAMME CONTENT**

- Entrepreneurship Development Process.
- Identification & Selection of Potential Entrepreneurs.
- Women Entrepreneurship and Gender Issues.
- Marketing an NEC Training Programme.
- Business Opportunity Identification.
- Business Plan Formulation.
- Behavioural Inputs in an NEC Training Programme : Entrepreneurial Competencies, process of developing them.
- Small/Micro Enterprise Management : Approach to imparting such inputs in an NEC Training Programme.
- Designing and Implementing Training Programme for Potential Entrepreneurs : Curriculum Design, Programme Planning & Programme Management.
- Assisting Potential Entrepreneurs in Project Implementation : Providing the required Follow-up Support and the Methods; Technology and Equipment Choices; Exposure to Operating Small Enterprises and Support Organisations.

## **Training Methodology**

- Lectures, case studies, syndicate discussions, simulation games, video films, experience-sharing, assignments.
- Field visits to operating SMEs and support institutions.
- Action Plan preparation.

## **Participant's Background**

She must be a Trainer / Project Appraiser / Small Business Promotion Officer / Teacher / Extension Worker / Credit Officer / Small Business Advisor/Consultant. Must be interested in developmental activities.

## **Who Can Nominate Participants ?**

- Organizations engaged/interested in small enterprise training and development programmes, self-employment generation activities.
- Non-governmental Organizations/Voluntary Organizations (NGOs/VOs) involved in income generating activities.
- Financial institutions and banks financing small and medium scale enterprises and development banks extending their role beyond credit.
- Educational institutions having or planning to have entrepreneurship courses at graduate/under-graduate level.

- Consultants/Small Business Advisors interested in adopting an integrated approach to entrepreneurship development.
- Support institutions providing extension services to small/micro enterprises.
- State-sponsored development institutions, para-statal organizations engaged in small enterprise development, Ministries of Industry/youth and other developmental institutions.
- Organizations involved in development of women, especially in income-generating activities.

## Language

The programme will be in **English**. Only participants fluent in oral and written English will be nominated.

## Programme Duration

The programme is scheduled from June 5 to July 1, 1995. Last date for receiving nomination forms is April 15, 1995.

## Venue

This 4-week duration residential programme will be held on the elegant and sprawling EDI campus, located near Ahmedabad airport. The participants will be housed at EDI's air-conditioned campus hostel on single-occupancy basis.

## Fees

The programme fee is US \$ 2500 (U.S.Dollars Two Thousand and Five Hundred only) which covers training fee, cost of course material and board/lodging expenses at EDI campus hostel. However, it does not include to & fro travel cost, medical insurance and out-of-pocket expenses.

Nominations may be sent **directly to EDI** at the following address along with duly filled in bio-data form and Demand Draft for US \$ 2500 drawn in favour of 'Entrepreneurship Development Institute of India', payable at Ahmedabad (India), **OR** the amount may be sent by Bank Transfer in EDI S.B. Account No.5448, Indian Bank, Navrangpura, Ahmedabad 380 009 (India).

## Programme Director

### Entrepreneurship Development Institute of India

Ahmedabad (Near Village Bhat)

P.O. Chandkheda 382 424

Dist. Gandhinagar (Gujarat)

#### India

Tel : 864331/864068

Fax : (91) (79) 864367

Tlx : 0121-6224 EDII-IN

EITHER SEX IS WELCOME TO PARTICIPATE

## **Fellowship Support**

A few fellowships are available for commonwealth member countries from Management & Training Services Division (**MTSD**) of Commonwealth Secretariat, London. The fellowship would cover the participant's to & fro air fare, board/lodging expenses at EDI campus hostel, training fees and fixed out-of-pocket expenses.

For availing this fellowship support for the programme, nominations from commonwealth member countries should be forwarded at the following address **through points of contact only** (in the respective commonwealth countries):

### **THE DIRECTOR**

Management and Training Services Division (MTSD)  
Kind Attention : Mr. M. Jasimuddin  
Sr. Programme Officer  
Commonwealth Secretariat  
Marlborough House  
Pall Mall  
London SW1 5HX  
U.K.

After ascertaining the candidate's suitability for the training programme, applicants would be informed about the availability of MTSD fellowship for participation in the programme.

A few fellowships are also available from United Nations Industrial Development Organization (**UNIDO**). Nomination forms may be obtained from UNDP/UNIDO Offices. The duly filled-in nomination form may be sent **directly to UNIDO** at the following address:

### **Ms. Laura Oviedo**

Room No. D-1425  
Project Personnel & Fellowship Service -  
Operational Support Division  
United Nations Industrial Development Organization (**UNIDO**)  
Vienna International Centre  
P.O. Box 400  
A-1400 VIENNA (AUSTRIA)  
Tel.: 43-1-21131      Fax : 43-1-237705

Note : In case of availing fellowship support, an advance copy of the nomination form should be sent to EDI.

## The Institute

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution sponsored by national 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).

The Institute is a national resource centre in entrepreneurship development and is spearheading entrepreneurship movement within the country as well as in other developing countries. One of EDI's major activities are concentrated in New Enterprise Creation (NEC) through training interventions and growth of existing entrepreneurs by way of conducting Performance Improvement Programmes (PIPs), Business Counsellors' Programmes (BCPs), Growth Programmes (GPs) and Small Industry Management Assistant Programmes (SIMAPs).

EDI has groomed over 300 trainers at the national level through 13 National Trainers Courses and 5 Special Rural & Micro Enterprise Trainers Training Programmes. At the International level, EDI has conducted 11 Trainers Training Programmes including exclusive programme for developing Women Entrepreneur Trainer-Motivators, training about 200 officers from a number of Asian, African and Commonwealth member countries as Entrepreneur Trainer-Motivators.

Impressed by the EDI's professional competence and infrastructural facilities, the United Nations Industrial Development Organization (UNIDO), invited the Institute in 1991 to collaborate with it and the Government of India, in mounting and organizing a programme on 'Industrial Project Preparation and Appraisal' for the benefit of credit and investment officers of developing countries. So satisfying was the result that a series of programmes have been organized in the past four years.

Another notable international programme, Entrepreneur Trainer-Motivators Programme for Commonwealth countries, has also firmly established itself with the support of Commonwealth Secretariat, London.



## ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

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