



**BUSINESS
OPPORTUNITY
IDENTIFICATION**

06 - 11 November, 1995

Training Programme On

**ED1
CAMPUS**

**PROJECT
REPORT
PREPARATION**

13 - 18 November, 1995

THE PROGRAMMES

BUSINESS OPPORTUNITY IDENTIFICATION (BOI)

A major obstacle to economic development in developing countries is the supply of appropriate business opportunities as well as comprehensive project reports to facilitate investment decisions by entrepreneurs and financial institutions. Entrepreneurship Development Programmes (EDPs) are organized by agencies involved in entrepreneurship development in order to develop new entrepreneurs, creation of enterprises and generate employment opportunities. Thus arises the need to provide viable business ideas to entrepreneurs and subsequently transform the ideas into projects. Entrepreneurs are trained and small industries are financed in keeping with the need of the target group and hence, to avoid duplication and repetition of business ideas, it is imperative to identify business opportunities relevant to the targeted groups and local conditions. Therefore, there is a need to sharpen the skill and knowledge required to identify business opportunities, counsel entrepreneurs and provide prima facie information to assist investment decisions. The evaluation of opportunities require preparation of project profiles or project snaps covering a gamut of information on market, technology and infrastructure requirements. Therefore, an advance course is planned in this area to offer new methods and techniques for identification, counselling and linking business opportunities to entrepreneurs.

PROJECT REPORT PREPARATION (PRP)

The major constraint in industrial development of the developing countries is the shortage of exhaustive industrial projects. It is basically due to lack of appropriate skills in the area of project design in majority of the developing countries. The acute need of the day is to upgrade local skill and capabilities in preparation of project reports which call for a new approach to preparation of these project reports with new methods and techniques of assessing market potential, technical feasibility and financial viability. This programme aims at training all those who assist entrepreneurs in setting up of small and medium enterprises. The need for preparing quality project report acceptable to financial institutions is beyond doubt. Liberalisation, modernisation, privatisation and globalisation necessitates in-depth knowledge of informations, new techniques for market analysis, appropriate technical feasibility assessment and financial viability using tools such as computer software, etc.

COURSE CONTENT

BOI PROGRAMME

The course has been specifically designed to develop an in-depth understanding of the methodology for identification and counselling of business opportunities. The content includes:

- New sources and processes of identification of business opportunities, brainstorming etc.
- Sources of project ideas and the process of generating business ideas with reference to resource, demand (need based) and linkage to industry and service sector.
- Linking BOs and counselling skills-development.
- Target groups and their needs (Women, S&T, General, Rural, etc.)
- Information need assessment and collection of information for preparation of project profiles and documentation.

PRP PROGRAMME

An advanced programme has been designed to develop the capability of participants in preparing project report for small and medium enterprises. The inputs include:

- An overview of information needs and structure of project report
- Market analysis of the project to elucidate on the concept and estimation of demand, forecasting, marketing programme and preparation of the market survey report
- Technical analysis of the project to know the plant capacity and production programme, selection of plant and machinery, evaluation of technology and its alternatives, location, manpower, raw material and utilities, etc. to carry out the technical feasibility and develop inputs for financial analysis
- Financial analysis to be aware of the anticipated risk and prospects of the project, to understand the concepts and methodology of estimating financial statements like profitability, cash flow, break even point, DSCR and risk analysis
- Extensive usage of case studies to help apply the knowledge gained during the programme
- Exposure to FAME-EDI computer software.

Extensive use of computer for financial analysis and hands on training on EDI developed financial analysis software package, Financial Analysis Made Easy (FAME), form part of the curricula.

OBJECTIVES

BUSINESS OPPORTUNITY IDENTIFICATION (BOI)

The main objectives are to:

- 1) familiarise with new methods, concepts, techniques for identification and generation of business ideas;
- 2) emphasize upon the need for target groups for specific identification of business opportunities like rural, science & technology entrepreneurs, women, artisans and unemployed youth;
- 3) link business opportunities to targeted entrepreneurs by matching their profile;
- 4) focus attention on the need for maintenance of inventory of business opportunities;
- 5) acquaint oneself with new and emerging areas of business opportunities;
- 6) know how to prepare project profiles to use them for prima facie investment decision.

PROJECT REPORT PREPARATION (PRP)

The main objectives are to:

- 1) understand the major components of project report like market analysis, technical analysis, financial analysis and assessment of entrepreneurs with respect to their projects;
- 2) expose participants to new techniques and tools for market analysis, financial analysis and technical analysis;
- 3) share the experience in 'Interface Meet' with potential entrepreneurs turned industrialists regarding the actuality of pre and post project report scenario;
- 4) perceive the benefit of computer aided financial analysis using EDI's FAME-software;

- 5) utilise the comprehensive knowledge and information gained by integrating the data to prepare a project report;
- 6) make rational investment decisions.

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The advanced courses on BOI and PRP are open to all those involved in identification of BOs, preparation and appraisal of project reports, training of entrepreneurs, consultants, professionals in corporate and project planning, development officers, business counsellors, etc., with two to three years of experience in the field.

TRAINING METHODOLOGY

Training inputs will be participatory in nature, encouraging the trainees to actively participate in the discussions, case study exercises and field visits. Presentations by experts, exercises and audio visuals constitute a major part of the teaching methodology

PROGRAMME DURATION

The programmes will be held during the below mentioned period.

- 1) Business Opportunity Identification - November 06-11, 1995
- 2) Project Report Preparation - November 13-18, 1995

The last date for receiving nomination form is September 05, 1995.

FEES

The fees for the courses are:

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| (1) Business Opportunity Identification | : Rs. 7,000/- |
| (2) Project Report Preparation | : Rs. 7,000/- |

The amount covers tuition fee, course and teaching material, local industrial visit, board and lodging. Participants will be accommodated at EDI's air-conditioned residential halls on a double occupancy basis.

Nominations may be sent directly to EDI at the following address along with duly filled in bio-data form and Demand Draft for Rs. 7000/- per programme, 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 Branch, Ahmedabad 380 009 (India).

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ABOUT EDI

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 the field of entrepreneurship development and is involved in spearheading entrepreneurship movement within the country as well as in other developing countries. EDI's activities are concentrated on 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), Business Opportunity Identification (BOI) and Project Report Preparation (PRP).

As regards EDI's expertise in developing manpower for NEC, it has groomed over 300 trainers at 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.

EDI has organised 3 training programmes on Business Opportunity Identification and Project Preparation, and has trained over 60 people in each of these programmes. Entrepreneur Trainer-Motivators, Consultants, Bank Officers, Appraisal Officers as well as Entrepreneurs were effectively trained through the aforesaid programmes.

Activities relating to international interaction began within a year of the Institute's founding with an inter-regional workshop for African countries held in Ahmedabad. The subsequent years witnessed a tremendous boost in the activities in the area. The international activities were, however, not mere repetition of Indian endeavours. In all cases, efforts were made to re-orient the programme to suit local needs, based on prior exploration and survey of the local situation. In all cases, local development agencies were actively associated. The goal always remained not to replicate, but to transfer the Indian experience.

Impressed by the impact the Institute has made on the international front as also by its 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.



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