



**TRAINING PROGRAMME
ON
INTRAPRENEURSHIP DEVELOPMENT
(For Managers/Executives of Industrial Enterprises)**

(06-16 February 1996)

Sponsored by :

**Small Industries
Development Bank of India (SIDBI)**

Organised by :

**Entrepreneurship
Development Institute of India**

TRAINING PROGRAMME ON INTRAPRENEURSHIP DEVELOPMENT

While the birth and consolidation of an enterprise depends on the vision and capabilities of its promoters, its growth largely depends on many other factors. The overall environment in the organization and the creativity and competence of its work force are among such factors.

An enterprise grows faster if the decision makers and executives are entrepreneurial, i.e., are able to perceive new business opportunities and are capable of innovating, using the current enterprise and its available resources as a base. The process of developing entrepreneurial traits amongst the employees is called **intrapreneurship**. It involves speeding up innovation within the organization by making better use of the creative talent of the managers and the executives involved in planning and decision making. Intrapreneurship ultimately results in overall development of an enterprise. It may lead to converting a small scale industry into a medium or even a large scale industry over a period of time.

Like entrepreneurship, intrapreneurship is not an inborn virtue; it can be developed through proper training. However, while there are large number of programmes to develop entrepreneurs, few are directed towards developing intrapreneurial qualities particularly for the managers and the executives involved in the organisational decision making. It is assumed that intrapreneurial managers and creative entrepreneurs can mutually support one another and together lead the enterprise to greater heights. It is possible that intrapreneurial attributes can be developed through gradual process without any conscious efforts - just as new entrepreneurs have come to the fore without formal training. But in order to quicken the pace of industrial development, it should not be regarded as an ad-hoc activity; it requires conscious advance planning informed by a long term vision of goals. This training programme is directed to this overall purpose.

OBJECTIVES

The objectives of the training programme are :

- * To develop **a spirit of intraprise** among participants.
- * To make them **aware of their potential** and render them **capable of innovating**.
- * To ensure that the **entrepreneurial vision** resulting in the birth of an enterprise is not only sustained but also **developed adequately**.
- * To develop intrapreneurial way of **leadership**.
- * To motivate participants to become **achievers** within the organization.

PROGRAMME CONTENT

Consistent with the objectives, the programme will have the following key inputs :

- * Dealing with entrepreneurial environment and possibilities for product innovations and structural changes in small scale industries.
- * Dealing with opportunity perception, diversification and growth, project and corporate planning.
- * Illustrating problems of innovations and how to solve them.
- * Highlighting the relevance of basic business strategies such as marketing, advertising and pricing.
- * Relating to adopting suitable strategies to cope with the threat posed by the entry of multinationals.
- * Developing entrepreneurial motivation and competencies.
- * Project preparation by participants indicating their future courses of action along with the strategies to get it implemented in the organization.

FOR WHOM

The programme is open to **managers** and **executives** of medium and small scale industries (operating at higher levels).

PEDAGOGICAL METHODS

A variety of teaching methods - case discussions, role plays, sensitivity training, simulation exercises, lectures and discussions would be used. The participants would be exposed to a variety of innovative situations.

VENUE AND ACCOMMODATION

The programme would be residential and would be held at the elegant and sprawling campus of the institute. The participants would be accommodated in comfortably furnished air-conditioned residential halls of the Institute on double occupancy basis.

FEE

The fee per participant is Rs.12,000/- including board and lodging (AC) and course material. However, the Small Industries Development Bank of India (SIDBI) has agreed to provide a subsidy to the tune of 75% of the total fee for 25 deserving candidates.

Applications for admission to the programme, therefore, should be accompanied by a Demand Draft of **Rs. 3,000/- only**, drawn in favour of **Entrepreneurship Development Institute of India, payable at Ahmedabad**. In the event of a candidate not being chosen for the fellowship he/she may participate in the programme by paying an additional amount of Rs.9,000/- or ask for the refund of his/her Rs.3,000/-. Deadline for application, to be submitted on the prescribed form, is **15 January, 1996**. Decisions on admission and fellowship will be made available by 25 January, 1996. Applications may be sent and enquiries forwarded, if any, to :

Dr. Sunil Shukla, Programme Director
Entrepreneurship Development Institute of India, Ahmedabad
Nr. Village Bhat
P. O. Chandkheda - 382 424
Gujarat

ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act and 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 (SBI) with an 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 (FNSt) and several other international agencies. The institute has been successfully organising programmes for existing entrepreneurs like International Marketing and Strategic Management, Growth and Performance Improvement Programmes and now is venturing into another thrust area i.e. programmes for executives/managers of industrial enterprises.

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