

TRAINING PROGRAMMES ON

INTRAPRENEURSHIP DEVELOPMENT

- At AHMEDABAD from Oct. 23 to Oct. 29, 1996
- At BANGALORE from Jan. 27 to Feb. 02, 1997



Organised by :



**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA (EDII)**
AHMEDABAD

Sponsored by :



**SMALL INDUSTRIES
DEVELOPMENT
BANK OF INDIA (SIDBI)**

BACKGROUND

While the birth and consolidation of an enterprise depends on the vision and capabilities of the promoters, growth of the enterprise largely depends on many other factors. The overall environment in the organisation and the creativity and competence of its work force are some of the factors. An enterprise grows faster if the planners and decision makers (often executives) are also entrepreneurial, i.e. are able to perceive further business opportunities and are capable of innovating, using the current enterprise and its available resources as a base. These entrepreneurial traits must be both cultivated and nurtured in the work force. The process of developing these traits among employees is called **intrapreneurship**. It involves speeding up innovation within the organisation by making better use of the creative talent of the people involved in organisational planning and decision making. Intrapreneurship ultimately results in overall development of an enterprise. It may also lead to expansion of a small scale industry into a medium or even a large scale industry over a period of time.

With the advent of globalisation, both small and medium enterprises (SMEs) face imminent change and competition which also signals the need for innovation and thus arises the need for intrapreneuring within the organisation to respond to these business challenges and beyond. Without intrapreneurs in an organisation, innovation remains potential or moves in so sluggish a manner as not to be able to respond to entrepreneurial competition. Intrapreneurship, however, is not an inborn virtue; it must be developed through proper training. While there are large number of programmes to develop entrepreneurs, few are directed towards developing intrapreneurial qualities. It is assumed that creative entrepreneurs and intrapreneurial managers can mutually support one another and together lead the enterprise to greater heights. Eventhough it is possible that intrapreneurial traits can be developed through a gradual process without any conscious efforts just as many entrepreneurs create new enterprises without formal training, yet in order to quicken the pace of industrial development, a conscious advance planning informed by a long term vision of goal is essential. Keeping this in mind, The Entrepreneurship Development Institute of India (EDII), Ahmedabad had conceived, designed and implemented a unique programme of 'Intrapreneurship Development' during 06-16 Feb. 1996. The programme was sponsored by Small Industries Development Bank of India (SIDBI) and was attended by 22 executives, managers and owner-managers. The programme received excellent feedback (cited elsewhere in the brochure) and the demand by the participants to organise more such programmes has led to organising two national programmes during the year.

OBJECTIVES

The objectives of the training programmes are:

- To develop a spirit of 'intraprise' among participants.
- To make them aware of their latent entrepreneurial potential and render them capable of innovating.

- To ensure that the entrepreneurial vision resulting in creation of an enterprise is not only sustained but is also further developed.
- To help develop intrapreneurial leadership style among participants.
- To motivate them to become achievers within the organisation.

PROGRAMME CONTENT

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

- Dealing with entrepreneurial environment and possibilities for 'product' or 'service' innovations.
- Illustrating problems of innovations and devising strategies for solutions.
- Dealing with opportunity perception, expansion, diversification and modernisation.
- Highlighting the relevance of basic business strategies such as marketing, advertising and pricing.
- Suggesting suitable strategies to cope with the threat posed by the entry of multinationals.
- Developing entrepreneurial motivation and competencies.
- Sharing EDII's researches on impact of new economic policy on small and medium enterprises (SMEs).
- Intrapreneurial plan preparation by participants indicating future course of action.

FOR WHOM

The programmes are open to owner - managers, managers, executives, officers and supervisors of medium and small industries (operating at higher levels) involved in planning and decision making in their organisations and who wish to become intrapreneurial.

PEDAGOGICAL METHODS

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

VENUES AND ACCOMMODATION

The first of the programme would be held at the EDII Campus, Ahmedabad and the

second at Bangalore. The participants would be comfortably accommodated on a double occupancy basis.

FEE AND APPLICATION

Fee is Rs.11,500/- per participant which includes board and lodging and relevant course material. However, The Small Industries Development Bank of India (SIDBI) has agreed to provide a subsidy for 24 participants for deserving cases in each of the programmes.

Applications for admissions to the programme, therefore, should be accompanied by a demand draft of Rs.11,500/- drawn in favour of The Entrepreneurship Development Institute of India, payable at Ahmedabad. If applying for fellowship, the application form should be accompanied by a demand draft of Rs.3,500/- only alongwith justification for subsidy. In case of a candidate not being chosen for the subsidy, he/she may either participate in the programme by paying an additional amount of Rs.8,000/- or else ask for refund. Decisions taken regarding admission as well as grant of fellowship will be communicated two weeks before the commencement of the programme.

The deadlines pertaining for the two programmes are as follows:

Venue	Duration	Deadline for application
Ahmedabad	Oct.23 to 29, 1996	Oct.07,1996
Bangalore	Jan. 27 to Feb. 02, 1997	Jan.06, 1997

Applications may be sent and inquiries forwarded, if any, to :

DR.SUNIL SHUKLA

Programme Director,
Entrepreneurship Development Institute of India, Ahmedabad
Near Village Bhat, P.O. Bhat-382 428 Gujarat.
Tel : (079) 7864331, 7864084, 7869068 Fax : (079) 7864367

Applications, for Bangalore programme (Jan.27 to Feb. 02, 1997) may also be sent to our Bangalore regional office and should be addressed to :

MR. B.P. MURALI

Entrepreneurship Development Institute of India,
'Sri Nidhi' No.133, X 'A' Cross, 1st main road,
II stage, West of Chord Road, Bangalore- 560 086
Tel : (080) 3326580

FEEDBACK ON EARLIER PROGRAMME:

"The programme was found to be very useful. I am sure all personnel of small and medium industries will take maximum advantage of this programme and of such a wonderful institute."

- Ashit D. Doshi
Director,
Doshi Ion Exchange and Chemical Industries Ltd., Ahmedabad

"I am grateful to EDII for providing me the opportunity to attend the programme and am also grateful to SIDBI for sponsoring me since it has helped me understand the meaning of 'innovation' within the organisation and which, without doubt, will help me in all future endeavours."

- Harish Maheshwari
Director,
Somani Strips Ltd., Ahmedabad

"Before coming to EDII, there were various thoughts in my mind, but today (on last day) I would like to boldly say -if you are not at EDII, you are missing something for it brings about a complete change in perspectives, helping you to develop intrapreneurial qualities which is a must today to achieve success in the changing economic environment".

- Vipul Pandya
Executive,
Jagjivan Enchem Udyog Ltd., Calcutta

"The basic idea of an intrapreneurship programme was very good. The planning was also very good."

- Raji Shah
Executive Director,
Ideal Sheet Metal Pvt. Ltd., Ahmedabad

ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India (EDII), 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 Ltd. (IFCI), Industrial Credit and Investment Corporation of India Ltd. (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 EDII had foreseen the need for management oriented programmes for existing entrepreneurs way back in 1984 and continues with its mission of launching diverse programmes such as Growth Programmes, Business Strategy Formulation and Economic Reforms, SPEC etc. to offer owner-managers sustainable competitive advantage in the changing market scenario. Intrapreneurship is another programme which addresses the need of managers and executives of small and medium industries.



Entrepreneurship Development Institute of India Ahmedabad

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