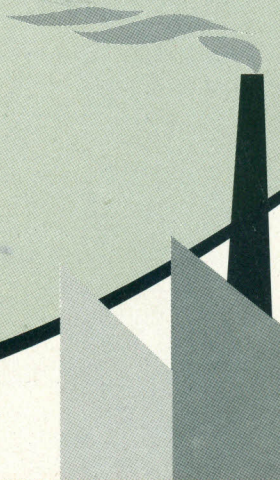
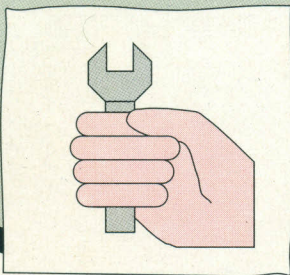
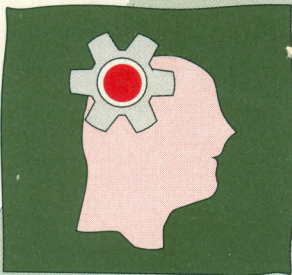
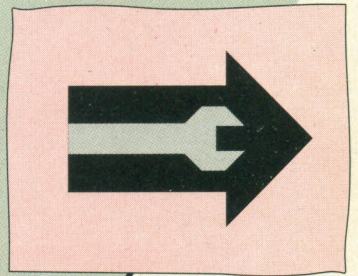
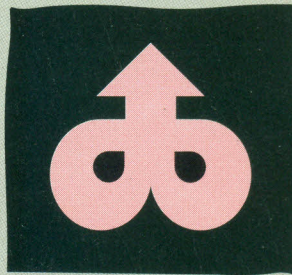
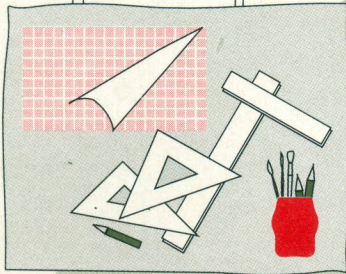


WOMEN ENTREPRENEUR TRAINER-MOTIVATORS' PROGRAMME FOR NEW ENTERPRISE CREATION

(August 26 - September 20, 1996)



Sponsored by :
**THE COMMONWEALTH
SECRETARIAT**



Organised by :

**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA**
AHMEDABAD, INDIA

THE PROGRAMME

Empowerment of women' is a precisely articulated issue that is being deliberated upon the world over as a means of economic development and that it is possible through New Enterprise Creation (NEC) by women is receiving wide acceptance. Eventhough we are witnessing the foray of women into the world of entrepreneurship to a greater extent than what it was even a decade ago, we are faced with evidences that tradition and cultural mores restrain and constrict women in their entrepreneurial endeavours since entrepreneurship is not only unfamiliar to them but also with all the odds against them.

Yet another issue that confronts us is the hitherto believed gender neutrality in the domain of entrepreneurship and our failure to perceive and accept that gender bias is subtly manifested which affect the entry and accelerated growth of women in business. Thus, arises the need to understand the gendered phenomenon and clarify purposes, set goals and attain them through 'gender lens' in order to make the presence of women pronounced in the field of entrepreneurship.

What emerges now is the critical need to develop a well trained pool of human resources, a group of competent and committed trainer-motivators and counsellors, who can succeed in their pivotal role to encourage the economic development of women if their skills are enhanced by effective training interventions. It also therefore, becomes necessary to especially comprehend the entry barriers that a woman entrepreneur faces as a result of their upbringing in a culture that demands rigid obedience and suppresses their confidence in business skills.

This particular programme 'Women Entrepreneur Trainer-Motivators' Programme for New Enterprise Creation' aims at helping the trainer-motivators to determine and devise strategic ways to assist women cross the barriers that limit their entry into the threshold of entrepreneurship and thereby help them to establish new enterprises.

PROGRAMME OBJECTIVES

This programme will develop a cadre of hardcore professionals who will work for promotion of economic activities among women in the developing countries. They will be equipped with new tools and techniques to lead women towards enterprise creation thereby intensifying and strengthening the efforts of policy makers and planners towards economic development of women.

The major objectives of the programme are :

- * to train them to identify and analyse, constraints and barriers to women enterprise development and devise appropriate strategies;
- * to train them to initiate, plan and implement entrepreneurial development activities for creation of small and medium scale enterprises;
- * to equip them to assess entrepreneurial competencies and evaluate project plans;
- * to inculcate in them strategic skills to generate interest, sensitize environment for timely assistance and provide necessary support required for establishment of small business ventures by women.
- * to groom them for effective counselling of women entrepreneurs in various areas such as enterprise selection, implementation and management;
- * to upgrade their requisite skills in specialised areas like entrepreneurial selection techniques, motivation training, project identification and feasibility assessment and small business management; and
- * to share the Indian experience in small enterprise creation by women and its sustainability, women entrepreneurship development and its relevance in the developing countries.

PROGRAMME CONTENT :

Entrepreneur, Enterprise and Entrepreneurship

- * Understanding Entrepreneurship
- * Enterprise and Economic Development
- * Relevance of Entrepreneurship in Small Scale Sector

Women and Entrepreneurship

- * Understanding 'Gender Bias', Gender and Development Process.
- * Women in the domain of entrepreneurship - Role of women in economic development.

Assessing Women Entrepreneurs

- * Identification and Selection of women entrepreneurs
- * Business Opportunity Identification
- * Business Plan Formulation
- * Information Technology and Advice -Identifying existing gaps.

Analysis of Competencies of Women Entrepreneurs

- * Identification of entrepreneurial competencies of women, the process and development.
- * Strategies for confidence building and assertiveness training of women entrepreneurs
- * Achievement Motivation Training

Understanding Women and the Strategic Environment

- * Small/micro Enterprise Management (Marketing Management, Project Management, HRD Management, Finance Management, Time Management) - Planning of approaches of imparting inputs in a NEC training programme.
- * Conceptualising, designing and implementing training programmes of potential entrepreneurs - with special reference to curriculum, programme plans and programme management.

Designing & Managing Support Services for Women's Business

- * Approaches to assist potential women entrepreneurs in project implementation.
- * How to provide follow-up support required by new women entrepreneurs.
- * Exposure to -
 - a) Operation of small enterprises by women
 - b) Technology and equipment
 - c) Support organisations

Goal Identification

- * Ensuring successful 'planning cycle'.

Identifying Role Models - in respective countries and sharing experiences.

TRAINING METHODOLOGY

- * Lectures, case studies, syndicate discussions, simulation games, video films, experience-sharing with trainers and entrepreneurs, assignments.
- * Usage of Computer for financial analysis in Business Plan Preparation
- * Field visits to operating SMEs and support institutions
- * Action Plan Preparation

PARTICIPANT'S BACKGROUND

She or he must be a :

- Small Business and Entrepreneurship Trainer or Teacher
- Project Appraiser
- Small Business Promotion Officer
- Extension Worker
- Credit Officer - Small Business Advisor/Consultant Must be or intending to be involved in activities related to women in business.

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 conducted in English. Nominated participants, therefore, should be fluent in both oral and written English.

PROGRAMME DURATION

The programme is scheduled from 26 August to 20 September, 1996. Last date for receiving nomination forms is 25 July, 1996. Accommodation will be available only from 25 August to 21 September, 1996.

VENUE

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

FEE

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

Nominations should be sent directly to the EDII at the following address along with a bio-data 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).

For further details, please contact :

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THE PROGRAMME AS VIEWED BY THE PARTICIPANTS

The encouraging views expressed by some of the participants of our earlier programmes for women Trainer-Motivators on the benefits derived by training inputs :

"The course has made me confident to help women to improve their skill in business management...."

"Programme inputs are extremely useful as the same will help in organising NEC Programmes for women; particularly because I can understand the structure of power by gender and that the barriers can easily be overcome...."

"The course has helped me in upgrading my professional knowledge and understand the need to operate within the gender biases that exist...."

FELLOWSHIP SUPPORT

The fellowships are available for participants of Commonwealth member countries of Asia and Pacific from Management & Training Services (MTSD) Division of Commonwealth Secretariat, London. The fellowship would cover participant's board/lodging expenses at the EDII campus, training fees and fixed out-of-pocket expenses. The government/organisation will have to contribute towards return air fare.

For availing of the fellowship support, nominations from Commonwealth member countries of Asia and Pacific should be forwarded to the Management & Training Services Division (MTSD) of the Commonwealth Secretariat, to the address given below through **MTSD Points of Contact** in the respective Commonwealth countries.

THE DIRECTOR

Management and Training Services Division (MTSD)

Kind Attention: Mr. M. Jasimuddin

Sr. Programme Officer

Commonwealth Secretariat

Commonwealth Fund for Technical Cooperation (CFTC)

Marlborough House, Pall Mall, LONDON SW1 5HX, **U.K.**

Fax : +44-171-930 0827 or 747 6335 E-mail:comsec@noc.ulcc.ac.uk

Tel.: +44-171-747 6343

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

THE EDII

The Entrepreneurship Development Institute of India (EDII) set up in 1983 is an autonomous institution sponsored by all-India 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 EDII has groomed over 400 trainers at the national level through 14 National Trainers Courses and 5 Special Rural & Micro Enterprise Trainers Training Programmes. At the International level, the EDII has conducted 12 Trainers Training Programmes including exclusive programmes for Women Entrepreneur Trainer-Motivators, training about 225 officers from a number of Asian, African and Commonwealth member countries as Entrepreneur Trainer-Motivators.

The EDII has also conducted several training programmes and workshops with focus on specific areas such as three programmes for women entrepreneur trainer-motivators for Commonwealth member countries. The programme was sponsored by the Commonwealth Secretariat. 55 trainer-motivators were trained in the aforesaid three programmes.

Another unique project that deserves special mention was sponsored by the UNIDO. A three tier programme was organised for existing women entrepreneurs, trainer and counsellors of women entrepreneurs and financial and appraisal officials of projects of women entrepreneurs helping train 67 participants.

The EDII is also in the process of addressing the need to gender sensitise policy makers, planners and support system officials by being the nodal agency for the Gender Planning Training Project initiated by the Government of India and Overseas Development Administration, U.K.

THE COMMONWEALTH SECRETARIAT

The Commonwealth Secretariat's Management & Training Services Division (MTSD) was created by the amalgamation of the erstwhile Management Development and Fellowships & Training Programmes as a result of re-organisation of the Secretariat.

The main objectives of the division are :

1. To enhance managerial capability in public services, public and private sector enterprises and NGOs; and
2. To provide training in priority areas for sustainable development and to help build national and regional training capacities by strengthening institutions.

Each year, some 4000 persons, most of them senior and middle-level officials, managers and technologists pursue special training courses or work attachments and study visits under various programmes administered by the MTS Division. Most of the training programmes are organised in reputed institutions located in developing Commonwealth countries themselves. Limited support is provided for very specialised training in the developed countries in and outside the Commonwealth.

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