

EDI REPORTS

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**Entrepreneurship
Development
Institute Of India**

(Sponsored by IDBI, ICICI, IFCI & SBI)

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FROM THE DIRECTOR'S DESK

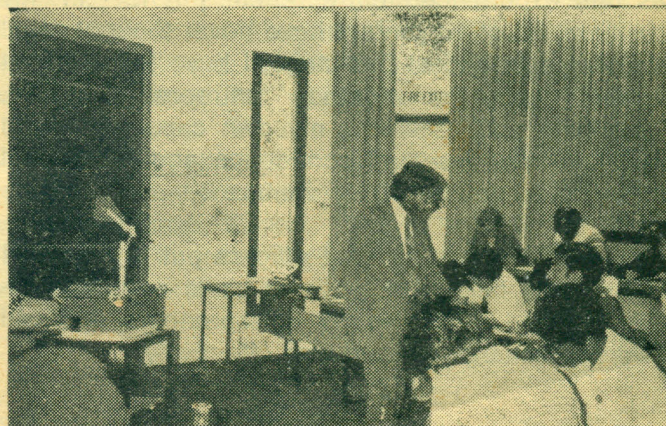
With the approval of the basic framework of the Campus of the Institute by the Governing Body, a significant dimension is added in the progress of EDI. For the first phase of five years, the Institute will spend approximately Rs. 1.6 crores on Campus development. The Campus will have three basic wings — Research, Training and Administration. Special facilities will include a hostel for 50 persons for on-campus training of trainers' programmes and residential seminars, workshops and conferences; documentation centre; audio-visual and other modern training equipments. Our target is to make the Campus ready for occupation within 18 months.

Among the Entrepreneurship Programmes, attention is now focused on Sikkim, Arunachal Pradesh and Ladakh, where EDI Trainers are camping for preparations for comprehensive entrepreneurship identification and development activities in these special regions. Each poses a challenge because of the geographic, economic and cultural peculiarities. While small and tiny manufacturing enterprises will be preferred, our strategy is open for entrepreneurship for small businesses and non-manufacturing activities.

Two significant upcoming events will dominate inhouse preparations in the next three months. The country's first Accredited Entrepreneur Trainer-Motivator Course begins on 1st November, 1984. For the first time, several States have selected exclusive entrepreneur trainers, and they will be comprehensively trained and developed during a period of six months at EDI including three months on the job. 20 nominations from Andhra Pradesh, North East Region, Maharashtra and Karnataka are finalised.

In January 1985, EDI hosts its first Inter-Regional Workshop on Entrepreneurship Development for African countries. The Workshop is sponsored by the Economic Development Institute of the World Bank and Industrial Development Bank of India. Within 15 days of invitations from IDBI, nominations from Kenya, Malawi and Zambia have been confirmed. Indian entrepreneurship development experiences will be shared by EDI with the representatives of 9 African countries, with a hope that this will help them in the process of developing indigenous entrepreneurship for small business and industries.

— Dr. V. G. Patel



C. H. Pathak Conducting AMT at Cranfield

MY VISIT TO CRANFIELD TO IMPART AMT

I was invited to Cranfield Institute of Management, U.K., to impart Achievement Motivation Training to existing Malaysian entrepreneurs and promotional officers of developing countries for two weeks. Cranfield Institute of Management is U.K.'s leading institute located in a well planned and an inspiring campus. The Institute has a contract with Malaysian Government for three years to train existing entrepreneurs with specific objectives of performance improvement of entrepreneurs. Mr. Malcom Harper, Professor incharge of small scale enterprise development division had earlier visited 53 institutions all over the world as a part of his study-cum-selection assignment to identify the right agency to fulfil their above objective. The search ended at EDI, Ahmedabad.

As a part of their 13 weeks long training package, one week of Achievement Motivation Training was introduced for the first time in their curricular. The motivation training was designed and imparted on the same lines of EDI motivation package, which is well tested and found to be effective and relevant for new entrepreneurs. The programme involved games like ring-toss, origami, role-play exercises and analysis for achievement action strategies and achievement planning orientation. The First group consisted of 19 young Malaysian entrepreneurs, including 2 women.

In the second week of my stay a group of 25 promotional officers from various countries representing Africa, Malaysia, Pakistan, Nepal, Thailand, Botswana, Phillipines were introduced to basics of AMT. The main objective of the training was to motivate these officers to improve their performance level.

As one experienced entrepreneur put it, "In my business life of 10 years, I have never thought of all such aspects and at this stage, I have learnt about myself"; whereas another entrepreneur said, "analysing and assessing my own capabilities and skill has really created confidence and I now feel sure about success of my venture".

As a group of promotional officers put it, "the EDI inputs have helped in realising skills and capabilities required in promoting entrepreneurs and will help in discharging our duties effectively".

(CHANDRAMAULI PATHAK)

"MANAGING A SMALL-SCALE INDUSTRY" AT GOA

Not stopping at the development of potential entrepreneurs, EDI has now made an entry into the field of developing entrepreneurial, managerial competencies of managers/owners of small-scale units to improve their performance. Having worked in Goa by conducting three EDPs and in the process making an impact on the local agencies by our approach, EDI was invited by Economic Development Corporation to conduct a 5-day programme on 'Managing a small-scale industry'.

This programme was conducted by Shri H. C. Raval and Shri B. P. Murali of EDI faculty from September 1-5, 1984 in Panaji, Goa. The very announcement of the programme evoked such an overwhelming response that there were nearly 40 candidates as against our requirement of 25, eventhough a fee of Rs. 500/- was charged and 5 full days of absence from their factories was required. Compromising the operational convenience with the enthusiasm of the participants, 33 participants were admitted.

The down-to-earth programme covered essential functional areas of production, marketing, finance, taxation and personnel management and planning for success. It was an intensive package, 12 hours a day. Vital behavioural inputs such as motivation, process of problem-solving and decision making and inter-personal communication were EDI speciality.



VELEDICTORY FUNCTION :

From Left to Right : Dr. P. Deshpande, Jt. M. D. EDC, Shri A. N. Naik, Hon'ble Minister of Industries, Government of Goa, Daman & Diu, Speaker : Shri Dharamavir, Hon'ble Union Minister of State for Labour and Rehabilitation, Govt. of India, Shri Eduardo Faleiro, M.P. & Chairman of E.D.C., Dr. V. G. Patel, Director, E.D.I. and Dr. J. C. Almeida, M.D. E.D.C.

A judicious mix of EDI in-house faculty and real life practitioners as guest faculty from Ahmedabad and Bombay was involved. The programme ended with a valedictory function chaired by Shri Dharmavir, Minister of State for Labour and Rehabilitation, Govt. of India and presided over by Shri A. M. Naik, Minister of Industries, Goa, Daman & Diu.

Many participants expressed their desire to attend any such programme to be organised in future even by paying twice the fees charged. Encouraged by the response, EDI is planning to conduct such programmes in the near future in Patna and Sikkim and wherever its core team is active on an EDP assignment. It is a cost-effective and multiplier impact way.

EDI RESEARCH IN MADHYA PRADESH

Mr. Kartik M. Bhatt and Mr. T. Rangarajan of EDI research wing visited Indore, Bhopal and Ambikapur (Sarguja District) in Madhya Pradesh to get a feel of the EDPs conducted by SISI, MPCON and SBI and to test the methodology and approach for a comprehensive research by EDI of EDPs conducted in the country as a whole.

EDI has undertaken this nation wide study to document the experiences of EDPs and to build a network of nodes of not only the knowledge centres but also training personnel, so that the cause of entrepreneur-training is better served.

An important observation of the preliminary study is that in a backward state or areas it may not be appropriate to go by the yardstick of success as indicated by the number of successful small scale manufacturing units only. Impact may have to be assessed on the basis of awareness for self-employment created by the programme, any general change in attitudes and orientation contributed which may give only a long term output of enterprises.

Another finding of this preliminary study was that considerable work has been done in the field of entrepreneur-training by SISI, Indore who have catered to the needs of not only engineers but also women and disabled and blind. Although SISI's training programmes are more skill oriented and achievement motivation training is not used, it was found during the team's personal visit to an on-going programme at Ambikapur-34 hours journey by train from Indore-that the participants were highly enthusiastic and motivated to start their ventures. A mobile - carpentry workshop - van park-

ed outside the DIC's office attracted the attention of not only the participants but also the passers-by who keenly enquired as to what was going on.

— T. RANGRAJAN

INTER-REGIONAL WORKSHOP FOR AFRICAN COUNTRIES

The Economic Development Institute of the World Bank and the Industrial Development Bank of India, have encouraged Entrepreneurship Development Institute of India to share its expertise and experiences in Entrepreneurship Development with developing countries, by jointly sponsoring an Inter-Regional Workshop scheduled between January 7th to 19th, 1985 at Ahmedabad. The main theme of the Workshop will be entrepreneurship development approach of EDI and sharing of EDP experiences in India, particularly on identification, selection and motivation of potential entrepreneurs; training package and method; support system and coordination and SSI policy framework. The target countries invited are from the African Continent — Ghana, Kenya, Liberia, Malawi, Nigeria, Tanzania, Uganda, Zambia, Zimbabwe.

The workshop is planned in two tiers with the objective of achieving concrete feasible action plans to be implemented with involvement of Senior Officials of Govt. of these countries. The 1st tier will include (i) Officers in small-scale industry promotion organisations; (ii) Executives and officers of financial institutions and development banks dealing with small scale enterprises; (iii) Representatives of training organisations, including management training institutions dealing with small scale enterprise programmes; (iv) Practitioners in entrepreneurship training and small enterprise development; (v) Experts from voluntary organisations active in small, rural enterprise development; and (vi) Representatives of local consultancy organisations or small business counsellors. The 2nd Tier will include Sr. level Govt. Officials and Chiefs of Development Banks and promotional organisations responsible for policy making. Observers from international development organisations including the World Bank, the International Finance Corporation, African Development Bank, ESAMI, Common-Wealth Secretariat, German Foundation for International Development are also invited.

Assam

Dept. of Science & Technology, Govt. of India and IDBI have approved EDI's proposal for conducting an exclusive Science & Technology EDP in Gauhati. Investment opportunities are being identified and the programme is scheduled to commence in January, 1985.

Arunachal Pradesh

IDBI has approved EDI proposal to conduct one programme in Itanagar, Arunachal Pradesh. Shri S. B. Sareen and Shri Rahul Bhimjiani of EDI training faculty are already camping in Itanagar since one month. Investment opportunities have been identified by the EDI team. Necessary promotional work has begun. More than 150 persons have shown interest to participate in this programme. Selection is scheduled by the end of October, 1984.

Sikkim

An EDP supported by Govt. of Sikkim and IDBI has begun in Gangtok with 28 local participants. The 1st phase of the programme is over and the participants are visiting Gujarat for technical, managerial orientation/training. Products based on local needs have been selected by these participants. Nine have already finalised their project plans and submitted their applications to financial institutions. An Entrepreneurship Feasibility Report is prepared for the first time for Sikkim by EDI team of Ramesh Dave and Mittal.

Maharashtra

A programme at Beed, 'No Industry District' of Maharashtra is planned by MITCON. EDI has deputed a trainer (B. Bhatt) to support the efforts of MITCON in identification of opportunities and generating interest of locals in the programme.

Bihar

Bihar State Finance Corporation and IDBI have approved EDI proposal for conducting EDPs in Bihar in the month of November, 1984 with the active involvement of BITCO.

Tamil Nadu

A 5-day Motivation programme for the participants of MS Course on entrepreneurship at IIT, Madras, was conducted by Shri H. C. Raval (Sr. Faculty, EDI). The objective of the programme was to make the participants aware of their strengths and weaknesses and help in strengthening their traits and motives for entrepreneurial career.

Andhra Pradesh

H. C. Raval from EDI visited Hyderabad during August, 1984 as an expert for selecting trainers for APITCO. Six trainers have been selected and they will be trained under Accredited Trainers Course by EDI. C. Pathak (Sr. Faculty) carried out the same exercise for Maharashtra and North East and 10 trainers are selected, of which 4 will join in time for the EDI Course.

Madhya Pradesh

Director, EDI, was invited by MPCON at Bhopal for discussions on effective ways of conducting EDPs and exploring EDI support to MPCON.

Importance of intelligent pre-programme promotional work, advance surveys of opportunities and preparation of project plans by the trainees rather than the Consulting Organisations were the key points noted in the briefing chaired by Shri D. N. Davar, Chairman IFCI and MPCON.