

# Entrepreneurship Training for Youth / Children

Inculcating the spirit of enterprise



**Entrepreneurship Development Institute of India  
Ahmedabad, Gujarat, India.**



## **Rationale**

The key determinant of economic development in any country is the degree of importance its people attach to entrepreneurship. And, the most fundamental aspect towards creating a culture of Entrepreneurship is to train and guide people on setting up and managing business ventures. On account of their creative talents and traits, entrepreneurs have proved themselves as '**Engines of Growth**' with unique ability to shape industrial growth and give a thrust to economic development. These traits and abilities can well be developed by proper training and guidance. The youths who are the building blocks of the nation, must necessarily be given such an orientation as this guarantees higher-order accomplishments.

This necessitates re-orientation of our education system, which could help youth leave behind their negative attitude towards self-employment and apprehensions, if any.

However, the conflict over aims and approaches to curriculum in schools and colleges has been a constant concern for educationalists. While it may sound prudent to frame the curriculum in a way that it is in tandem with the Indian industrial endowments and requirements, on the other hand it is also necessary for it to educate young enthusiasts on entrepreneurial competencies and capabilities.

With this in view, EDI offers a host of training programmes for youth.

## **Core Programmes**

### **A. Post Graduate Programmes :**

#### **A-1. Post Graduate Diploma in Business Entrepreneurship & Management (PGDBEM)**

Duration : One year.

In the emerging scenario that is characterized by 'gaining competitive advantage', 'cut throat competition' and 'corporate excellence', an entrepreneur's own ability to function with excellent strategic thinking and planning, can only help him / her get a cutting edge over others. Staying in business has, therefore, become a greater challenge than ever before. Similarly, against the backdrop that 90% of the businesses in India are family-owned, it is imperative that the succeeding generation be equipped with right knowledge and motivation to take the business of forefathers to new heights.

The Post-Graduate Diploma in Business Entrepreneurship and Management has been, therefore, designed for new entrants in business and those intending to join family business.

**New Enterprise Creation :** The objective of this specialisation is to provide comprehensive knowledge and develop competencies to start own independent business. The students are also guided to work on a detailed project report.

**Management of Family Business :** This specialisation aims at developing family business successors (sons, daughters and nominees of family business) as enterprising and knowledgeable owners of their businesses.

The objectives of PGDBEM are to :

- develop skills in successfully initiating, expanding, diversifying and managing a business enterprise with focus on understanding real life business situations and business practices;





- inculcate among students entrepreneurial competencies, including self-confidence, goal setting, planning, information seeking, problem solving and calculated risk taking;
- develop a competent entrepreneur of tomorrow through an accelerated course marked by intensive personal counselling;
- gain insights into the tools, techniques and frames of reference necessary for managing all functional areas of a national or international business enterprise, including production, marketing, personnel and finance;
- help establish contacts and promote extensive interaction of students with national and international agencies, professionals, officers and businessmen who attend the programmes of EDI on a continuous basis;
- develop family business successors as enterprising and knowledgeable owners of the business of their forefathers.

## **A-2. Post Graduate Diploma in Management of Non Government Organisations (NGOs) (PGDMN)**

Duration : One year.

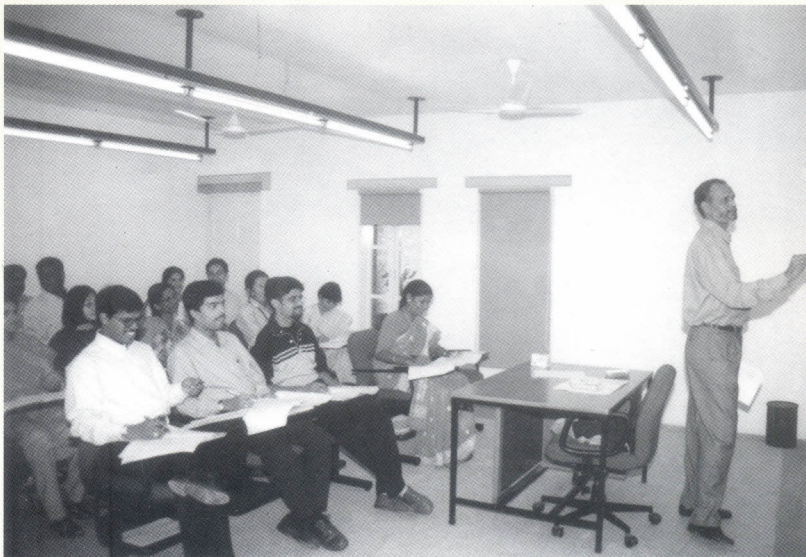
The thrust of this course is on building social development skills coupled with knowledge, information and linkages required for launching and managing Non-Government Organisations (NGOs). Special focus is on micro-enterprise and micro-finance development. Project work is a crucial aspect of the course and gives the students an opportunity to test classroom inputs in an organizational framework.

The objectives of the course are to prepare :

- second line leaders for NGOs,
- management resource persons for NGOs,
- individuals to start NGOs / Social Development Institution,

so that they effectively and efficiently

- manage their own organisation,
- manage the developmental initiatives of their organisation,
- establish and sustain partnerships with the state and donor agencies, and
- create a third force to reckon upon the rights of the marginalized through policy advocacy.



The students, for both the PGPs, are selected on the basis of a written test and subsequent personal interview to gauge their commitment towards their chosen career, pursuing an educational programme like this and EDI.

## **B. National Camp on Entrepreneurial Adventures for Higher Secondary and College Going Youth (17- 21 years)**

Duration : 2 weeks

Entrepreneurial values help a person cultivate a high performance attitude. Internalisation of these values generate the confidence to achieve big in life. Through this camp the Institute has been developing these values in youth so that their creative potential is tapped to its optimum level.

The main objective of the camp is, therefore, to motivate youth and foster entrepreneurial traits in them.



The specific objectives are to :

- enable them to realize their latent potential and develop their capabilities to meet the challenges ahead;
- counsel and motivate them to seek independent, innovative and challenging career options;
- foster entrepreneurial traits among them including creativity, concern for excellence, leadership, problem solving, etc.;
- establish a forum of the participants for networking and for fruitfully utilizing such interactions in future entrepreneurial ventures; and
- provide them with an opportunity to interact extensively, in formal and informal settings, with well-known entrepreneurs and achievers.



### **C. Summer Camp on Entrepreneurial Stimulation for Children in the age group of 12 - 16 years :**

Duration : One week

The major objective of the camp is to inculcate the spirit of enterprise and achievement among children at this ripe age. It is an activity based event and so there is no language bar.

Focus is on activities like mental gyms, motivation and creativity exercises, puzzles, value education through motivating stories, presentations, industry visits and interaction with 'Achievers from different walks of life'.

A 'Parents' Meet' is also organised to share with them the experiences of the camp and the details on the performance of their ward. The camp is organised at regional levels also.

### **D. Open Learning Diploma in Business Entrepreneurship (Through Correspondence & Personal Counselling)**

Duration : One year.

The post liberalisation industrial and economic scenario in India makes it imperative that a more dynamic & pragmatic approach be adopted to create new, first generation entrepreneurs on a large scale. This can be achieved only if more and more people are motivated and convinced to choose entrepreneurship as a career option and put their energies and resources to productive use.

To address the need of developing new, committed entrepreneurs on a large scale, the EDI, Ahmedabad has conceptualised and launched this innovative Entrepreneurship Development Programme through distance learning and personal counselling, titled, 'Open Learning Diploma in Business Entrepreneurship'.

The course is sponsored by Friedrich-Naumann-Stiftung (FNSt), a foundation of International repute from Germany and supported by the National Science and Technology Entrepreneurship Development Board (NSTEDB), Dept. of Science & Technology, Govt. of India & National Entrepreneurship Development Board, Deptt. of SSI & ARI, Govt. of India.



Degree / Diploma (3 years) holders in any discipline and those having passed HSC and have 3 years of experience can join this course. Work experience is not needed in case of women.

The main objective of this programme is to promote New Enterprise Creation and Management and to achieve this objective, the study material focusses on various aspects of starting and managing an enterprise.

### **E. Succession Planning for Entrepreneurial Continuity (SPEC) (Family Business Management Programme)**

Duration : 2 weeks

For : Sons, daughters and successors of family business.

An aspect that holds validity when it comes to naming factors that help sustain growth and the performance of a family business is 'capabilities of founder and the succeeding generation'.

To maintain the rising performance and growth for generations to come, it is extremely important that the succeeding generation imbibes the understanding of forefathers and functions in a way as to enhance the effectiveness of organisations.

The objective of the programme is to prepare nominees of family businesses in such a way that they acquire entrepreneurial and managerial skills to ensure smooth transition and in turn achieve success of their enterprise during the times of booms and recession alike.

The programme therefore,

- ensures that the entrepreneurial vision resulting in the birth and consolidation of an enterprise is transmitted to the next generation of leaders;
- sharpens the capabilities of future leaders of an enterprise so that they acquire the capability to gauge the constraints and opportunities in the ever changing competitive environment;
- sensitises the future leaders about the problems of transition.

### **F. Workshop on Victory Through Improving Knowledge, Attitude and Self-Confidence (VIKAS), For Children in the age group of 12 - 17 years**

Duration : 5 days

Acquiring textual knowledge and memorizing facts are perhaps the only conditions that we apply to evaluate the intelligence of a child. Child psychologists and researchers, however, believe that these factors do not necessarily bring about holistic development and creative growth in a child. Creative stimulation and development of children do not just help a child see the full potential of his creative abilities but also trigger originality, the ability to acquire knowledge, generate new ideas, and inherit certain unique personality traits. These then together guarantee immediate accomplishments in school as well as success in far future.





This workshop, Victory through Improving Knowledge, Attitude and Self-Confidence (VIKAS), aims at developing innate creative abilities and potential of children.

#### **Focus Areas of the Workshop :**

- Raising Self-esteem - To help children realize the values of self-worth and self-respect as these induce positive thinking in a person.
- Perception - The ability to perceive things develops the ability to think analytically. This quality in children will thus teach them to take decisions after proper evaluation.
- Communication Skills - Effective communication is the key element for success in life. At this tender age itself children should possess the tools of this skill.
- Problem Solving Technique - Problems can create a web of confusion around a person, especially a growing child. A child should, therefore, master the art of identifying a problem and finding step by step solution to it.
- Goal Setting Strategy - Aimless pursuit of success is bound to lead to failure. Children should learn to prioritize and then systematically plan to achieve their goals.
- Career Development - It is significant that children perceive their own abilities, interests and skills so that they can then pursue a suitable career.



At the end of the workshop, a Parents' Meet is organised to help them sustain this development in children and acquire tips on effective parenting.

### **G. Academy of Achievers**

The spirit of enterprise promotes creative performances in entrepreneurs as it encompasses the values of creativity, self-confidence, leadership and perseverance, thus inculcating the 'motivation to achieve'. The youth, who have immense potential must be trained to develop the spirit of enterprise so that entrepreneurial attitudes and skills orient them towards mega goals and accomplishments.

Thus, to motivate the youth to become entrepreneurs, the Institute has set up an Academy of Achievers which aims at inculcating enterprising values in youth, creating awareness about entrepreneurship as an ideal career option, orienting youth towards setting up own enterprises and contributing to national growth and development.

Bharti Centre for Entrepreneurial Initiatives has been set up under the aegis of the Academy of Achievers. The Centre is sponsored by the Bharti Foundation, New Delhi. The core activities of Bharti Centre, at present, are :

- Bharti Entrepreneur of the Year Award (National Award, to be given to an EDP-created entrepreneur)
- Archives on Achievers
- Fellowships for students of EDI's PG Programmes
- Bharti Student of the Year Award to be given to the best student of EDI's PG Courses

### **H. Training Programme for Agriculture Graduates for Setting up Agri-Business Centres**

Duration : 2 months

Despite its past achievements, Indian agriculture continues to face serious challenges because of the ever-increasing population, limited land and water availability and degradation of natural resources. There are wide gaps in yield potential, and the national average yields of most commodities.



The ambitious "Agri-Clinics and Agri-Business Centres" scheme launched by the Ministry of Agriculture, Government of India, NABARD and Small Farmers' Agri-Business Consortium (SFAC) in association with National Institute of Agriculture Extension Management (MANAGE) lends credence to the cause. MANAGE has established a network of around 60 reputed training organizations in the country to train agriculture graduates to become agripreneurs.

Entrepreneurship Development Institute of India (EDI), has been appointed as a training institute on account of its experience and expertise in creating entrepreneurs.

The objectives of the programme are to supplement the efforts of the government extension system, make available supplementary sources of input supply and services to needy farmers and create gainful employment opportunities in the agricultural sector.

The Institute as a part of the assignment, would provide 2-month start-up training to selected agri-graduates in the field of agriculture or any subject allied to agriculture like Horticulture, Sericulture, Veterinary Sciences, Forestry, Dairy, Poultry Farming, Fisheries, etc.

The trained graduates would have the hand-holding support of EDI, to set up their own Agribusiness Centres and thus offer professional extension services to farmers. For setting up Agribusiness Centres, the trained agripreneurs will also be eligible for availing start-up loans.

Agriculture graduates/graduates in subjects allied to agriculture like Horticulture, Sericulture, Forestry, Veterinary Science, Animal Husbandry, Dairy, Poultry Farming, Pisciculture and other allied activities can benefit from this course.

## **I. Certificate Course for Rural Business Development Services (to create a cadre Development Consultants)**

Duration : 3 months

For whom: The programme has been specially designed for professionals involved in activities related to promoting Rural Entrepreneurship. It is, therefore, suited to young college graduates & Entrepreneur Trainer-Motivators.

Non-Government Organisations have come to play a predominant role in the developmental processes initiated in the country over the last several years. Evidences reveal that strategies for social and economic regeneration undertaken by most NGOs have not just led to socio-economic development but have also brought about substantial social awakening. NGOs, are today, increasingly considered as important players in the economic sphere of the country, raising economic standards mainly in the rural areas.

However, EDI recognises the need to further strengthen the capabilities of NGOs and provide them with professional support in the area of income generation and development of rural industries.

Thus with an objective to develop a cadre of Development Consultants / Competent Managers / Counsellors with required skills to effectively manage NGOs, EDI organises this 3-month SIDBI sponsored programme titled, "Certificate Course for Rural Business Development Service Providers / Consultants".

The objectives of the programme are as follows :

- To give a boost to the development of rural industries and rural clusters,
- To provide professional management support to NGOs for streamlining their operations and management,
- To create a cadre of versatile development consultants for development of rural industries,
- To enhance capabilities of these development consultants so that they provide services to,
  - NGOs in formation of project proposals ,
  - Donor agencies for assessing capabilities of NGOs,
  - Entrepreneurs in small business counselling.



## THE INSTITUTE

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India Ltd. (IFCI), Industrial Credit and Investment Corporation of India Ltd. (ICICI), State Bank of India (SBI) and the Government of Gujarat.

EDI's pioneering activities in entrepreneurship development training have established that people from all walks of life can become business owners. It has demolished the myth that entrepreneurs are born, and cannot be made. Through well-conceived training interventions and capacity building activities, over last 15 years, EDI has equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes.

One of the more satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. The University Grants Commission had assigned EDI the task of developing curriculum on Entrepreneurship. In view of EDI's expertise in Entrepreneurship, Gujarat Textbook Board assigned to it the task of developing textbooks on entrepreneurship for 11th and 12th standards. Realising that education is an apt medium to reach out to a wider section of society, the Institute contributed towards institutionalising entrepreneurship in business education.

EDI also organises a variety of programmes around thrust areas like Entrepreneurship in Education, Micro-Finance and Micro-Enterprise Development, Performance & Growth of Existing Entrepreneurs, Entrepreneurship Environment & Support System, Performance Improvement of ED Organisations and Strategic International Programmes. The target groups include rural poor, youths, potential entrepreneurs, existing entrepreneurs, women, government officials, trainer-motivators, company executives and bankers.

In order to broaden the frontiers of Entrepreneurship Research, EDI has also established a Centre for Research in Entrepreneurship Education and Development (CREED).

These successes and commitments have culminated in the recognition of its achievements by the Government of India and the State Governments. On the international arena, the entrepreneurship development efforts by way of sharing resources and organising training programmes, have helped EDI earn accolades and support from The World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSI, British Council, Ford Foundation and several other renowned agencies.

As a partner in the European Union-India Economic Cross Cultural Exchange Programme (ECCP), EDI is responsible for removing cultural barriers and information asymmetries between Indian and West European Entrepreneurs. The European Union has also extended support to EDI for the project on 'Economic Rehabilitation of Kachchh and Saurashtra'.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (ESCAP), Bangkok, Thailand, has declared EDI as a 'Centre of Excellence'

**For more information and to participate in the programmes, please contact :**

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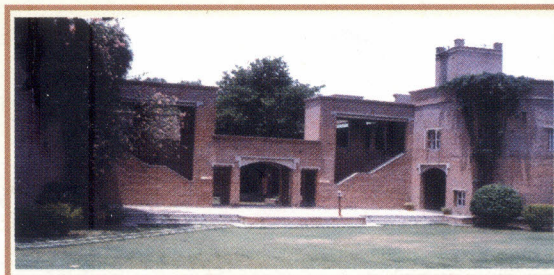
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