ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

programme package



1995-1996



The Entrepreneurship Development Institute of India
(EDI), a wholly autonomous body, was set up in 1983.

the institute and its mission

Sponsored by the apex financial institutions, the Industrial Development Bank of India (IDBI), the Industrial Finance Corporation of India (IFCI), the Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI), the sprawling campus is built on twenty three acres of land provided by the Government of Gujarat, near Bhat village about 5 Kms. from the Ahmedabad airport and 14 Kms. from the Ahmedabad railway station.

EDI's mission began with a commitment to providing other developmental agencies with innovative training techniques, teaching and training material of superlative quality and sharing the benefits of in house research as well as experience in the relevant spheres. EDI today is an acknowledged national resource organisation, committed to entrepreneurship education, training and research.

In keeping with its vision EDI has continually been identifying new thrust areas and enlargening its scope of operations to encompass these emerging areas, thereby advancing the frontiers

> of the theories and practices of entrepreneurship and effectively contributing to the nation's economic vitality.



groups



publications

1.	Entrepreneurship Development Programme in India	Rs. 130/-	US \$ 25	
	and its Relevance to Developing Countries - V.G. Patel			
2.	Developing New Entrepreneurs	Rs. 200/-	US \$ 40	
3.	Self-Made Impact-Making Entrepreneurs	Rs. 250/-	US \$ 45	
	-Gautam R. Jain & M. Akbar Ansari			
4.	National Directory of Entrepreneur Trainer-Motivators (1989)	Rs. 80		
5.	Entrepreneurship Bibliography	Rs. 55/- U	IS \$ 11	
6.	Strategy of Success in Business and Industry (Hindi)	Rs. 50/-		
	- V.G. Patel			
7.	In Search of Identity - The Women Entrepreneurs of India	Rs. 160/-	US \$ 15	
	- Ajit Kanitkar & Nalinee Contractor			
8.	Performance Improvement Series for Existing Entrepreneurs of SSIs	Rs. 10/- U	JS \$ 5 (Per	Booklet)
	i Budgeting			
	ii Energy Conservation			
	iii Cost Consciousness in SSI.			
	iv Business Plan for SSI.			
	v Cash Flow in Small Business Management			
	vi. Understanding Value Engineering			
	vii Basics in Export Marketing			
	viii Just in Time			
	ix Record-keeping in Small Business Management			
	x Statutory Aspects in Small Scale Industries			
9.	Not Born - The Created Entrepreneurs	Rs. 175/-	US \$15	
	- Jose Sebastian & Sanjay Thakkar			
10.	New Initiatives in Entrepreneurship Education and Training -	Rs.200/- U	JS \$ 25	

Edited by Gautam Jain & Debmuni Gupta

11. The Seven Crises & How to beat them

video cassettes

1.	Five Success Stores of First-Generation Entrepreneurs	Rs. 1000/- US \$ 100
2.	Assessing Entrepreueurial Competencies.	Rs. 1000/- US \$ 100
3.	Business Opportunity Selection & Guidance	Rs. 750/- US \$ 75
4.	Starting Crisis in Business	Rs. 250/- US \$ 20
5.	Cash Crisis in Business	Rs. 250/- US \$ 20
6.	Delegation Crisis in Business	Rs. 250/- US \$ 20
7.	Leadership Crisis in Business	Rs. 250/- US \$ 20
8.	Financial Crisis in Business	Rs. 250/- US \$ 20
9.	Prosperity Crisis in Business	Rs. 250/- US \$ 20
10.	Management Succession Crisis in Business	Rs. 250/- US \$ 20
11.	Planning for Competition & Growth	Rs. 250/- US \$ 20
12.	Problem Solving - An Entrepreneurial Skill	Rs. 750/- US \$ 75
13.	Jewels from the Dust - The Making of the Rural Entrepreneurs	Rs. 250/- US \$ 20
14.	The World of Women Entrepreneurs	Rs. 250/- US \$ 20

Rs. 180/-

areas of operation

				Entrepreneurs trained
				Science & Technology EDPs
	1000			S&T Entrepreneurs trained
Trainers' Training Programm	ies			Special EDPs
- Number of National Accredited		14		(Tourism EDP /Tribal EDP/
Trainers Course (ATC) Organised		14		Banana Fibre EDP)
Number of trainers trained		195		
Number of Accredited trainers			THE REAL PROPERTY.	
		110		
- Number of Rural Trainers		5		Programmes for Exist
- Training programmes organised				intrepreneurs
Number of rural trainers trained	:	112		Performance Improvement Progra
	44200			Entrepreneurs trained
EDP with Rural Orientation				Competent Management
		105		
- Number of REDPs Completed		125		Assistant Programmes
Number of rural poor trained	:	3025		No. of persons trained
Number of rural enterprises set up	:	1134		Growth Programmes
- Experiment in Group Entrepreneurship				No. of entrepreneurs train
in Nagaland :				Business Counsellors' Programme
Number of societies Created	:	29		No. of counsellors trained
Number of units started	:	240		Succession Planning for
- Number of Regional Workshops				Entrepreneurial Continuity
organised on RED strategy for				No. of successors trained
NGOs/VOs		4		
Number of NGO officers attended		74		
- Workshop for Chief Executives of NGOs				iensitizing the Enviro
on 'Informal Credit Delivery System'		1		Number of Entrepreneurs' Meets
Number of CEOs attended				organised
		20		Number of ED Orientation Prog
- Workshop on Entrepreneurial Women in				organised for officers of DICs/B
Rural Informal Sector : Intervention in				Financial Institutions
Strategies & Alternative Approaches	:	1		Number of Extension Motivation
Number of Delegates	1	25		organised for support system of
	236			
Entrepreneurship in Education	n			Number of FBEI programmes co
- Launching of Open Learning Programme	No.			for Banks/Financial Institutions
in Entrepreneurship (OLPE)				Number of COMFAR programm
- Number of TTPs/FDPs organised		25		organised to facilitate project a
No. of Technical Teachers Trained		500		Trainers Training programme for
- Number of National Summer Camps		3		Silk Board
organised for college going youth				Number of officers trained
Student Participants		97	-	
		"	1.	nternational Involven
- Number of Summer Camps organised				
for school children in age group of				Number of programmes conduct
12-17 years	:	1		training Entrepreneur Trainers-N
Student Participants	:	34		for developing countries
- National Seminar on Current Research in				Total number of Trainers t
Entrepreneurship				Number of polytechnic teachers
 Workshop of Authors of Children's 				as Resource persons for Commo
Literature				Association of Polytechnics in
· Number of Shibirs organised for Gujarat				Africa (CAPA)
· Schools	:	40		Number of programmes organise
Student Participants	:	1600		'Industrial Project Preparation &
				and the state of t

Number of EDPs conducted

- Demonstration EDPs	:	22
Entrepreneurs trained	:	550
- Science & Technology EDPs	:	10
S&T Entrepreneurs trained	. :	240
- Special EDPs	:	6
(Tourism EDP /Tribal EDP/		
Banana Fibre EDP)		

ting

	Performance Improvement Programmes	:	37
	Entrepreneurs trained	:	740
-	Competent Management		
	Assistant Programmes	:	37
	No. of persons trained	:	750
	Growth Programmes	:	4
	No. of entrepreneurs trained	:	85
	Business Counsellors' Programmes	:	4
	No. of counsellors trained	:	78
	Succession Planning for		
	Entrepreneurial Continuity	:	6
	No. of successors trained	:	155

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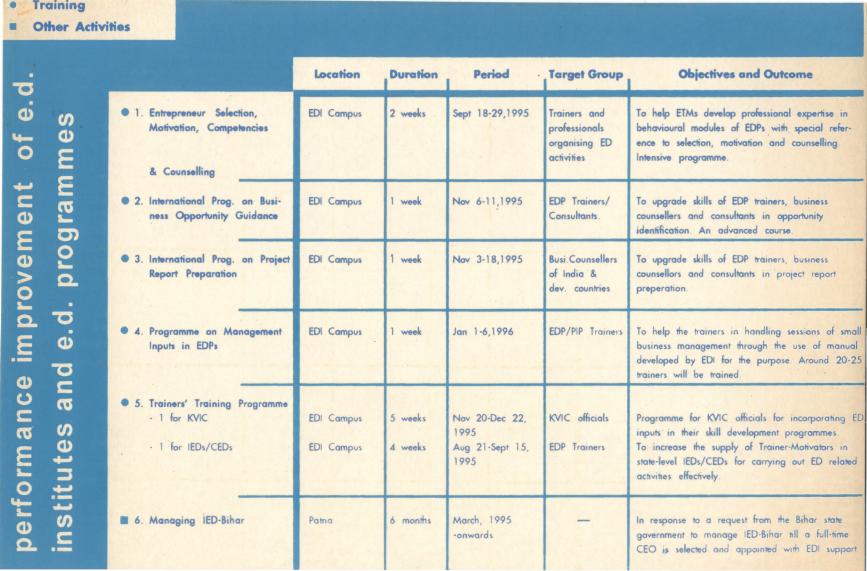
	Number of Entrepreneurs' Meets	
	organised	11
	Number of ED Orientation Programmes	
	organised for officers of DICs/Banks/	
	Financial Institutions	20
	Number of Extension Motivation Programmes	
	organised for support system officials	12
	Number of FBEI programmes conducted	
	for Banks/Financial Institutions	14
	Number of COMFAR programmes	
	organised to facilitate project appraisal	2
-	Trainers Training programme for Central	
	Silk Board	1
	Number of officers trained	27

ment

Number of programmes conducted for		
training Entrepreneur Trainers-Motivators		
for developing countries	*	11
Total number of Trainers trained	;	192
Number of polytechnic teachers trained		
as Resource persons for Commonwealth		
Association of Polytechnics in		
Africa (CAPA)	:	18
Number of programmes organised on		
'Industrial Project Preparation & Appraisal'	:	6
Number of Officers trained		143

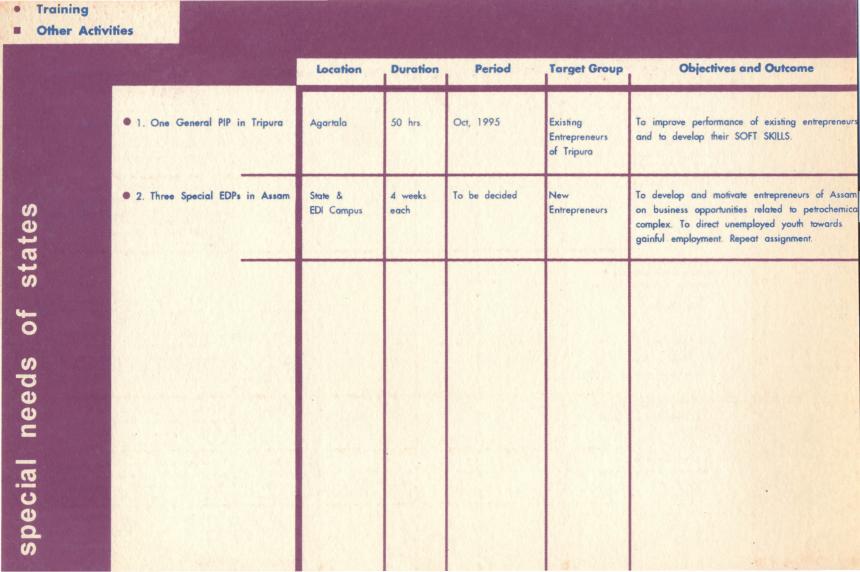
TrainingWorkshops	/Seminars					
		Location	Duration	Period	Target Group	Objectives and Outcome
	6. BBA Course for Entrepreneurial Personality Development		1 semester	April, 1995	BBA 1st Year Students	Institutionalising entrepreneurship in business education. Total 250-300 students imbibed entrepreneurial qualities.
	7. BBA Course for Entrepreneurial Personality Development	THE STATE OF STREET STATE OF STREET	1 semester	April, 1995	BBA 2nd year students	
<u>.</u> <u>=</u>	8. Orientation Programme for H.L. College, Ahmedabad (2 programmes)	HL College	3 days each	Both the progra- mmes in early 1995-1996	Commerce Degree students	Pilot work. Around 50 students of commerce stream will be sensitised towards entrepreneurial options.
eurship	9. National Seminar on 'Current Researches in Enterpreneurship'	EDI Campus	3 days	March 19-21, 1996	Academicians	To provide a platform for researchers, academicians and practitioners of entrepreneurship for discussing and sharing ideas, concerns and concepts on entrepreneurship research in India and abroad.
entrepreneurship education	♦ 10. Workshop on Entrepreneu- rship Curriculum in Institu- tions of Higher Learning and Issues of Implementation	EDI Campus	1 day	March 22, 1996	Educationists	To sensitise principals, planners and educationists about existing situations and areas of improvement based on research report [see B(2) above]. Re-orientation of 15-20 educationists.

• •	 Training Workshops/Seminars 										
		n o man	Location	Duration	Period	Target Group	Objectives and Outcome				
		1. Open Learning Programme in Entrepreneurship (OLPE)	Regional	9 months	Throughout the year	Graduates & Employees	To help youth, employees and professional setup their awn businesses, By the turn of the year, around 1000 candidates will be trained				
entrepreneurship in		2. Faculty Development Programme in Entreprenuership (FDP)	EDI Campus	4 weeks	Sept 4-29,1995	Teachers of Science & Techno logy institutions	To train teachers of S&T intitutions on entrepreneurship development activities Around 25 teachers will be trained				
		3. National Summer Camp on Entrepreneurial Adventure for college going youth 1 National Camp	EDI Campus	2 weeks	May 22- June 1,	HSC and degree	To assess and build the potential of college students for achieving excellence in life Productive use of summer vacation				
	ation	4. Summer Camp for School Children - 1 for General Group 1 for Vocational & Science Stream	EDI Campus EDI Campus	1 week	May 15-20,1995 May 1-6,1995	10+2 students (12-17 years old children)	To inculcate the spirit of entrepreneurship About 35 children will be trained to be 'achievers' in each of these programmes				
entre	education	• 5. Entrepreneurship Orientation Visits	EDI Campus	half-a-day each	Throughout the year	School Children (10+2 vocational stream)	Catch Them Young' To provide a taste of entrepreneurship to shoool children visiting EDI Five schools, 250 students (Contd. overleaf)				



Training Workshops/Seminars **Objectives and Outcome** Location Duration Period **Target Group** 1. Trainers' Training Programme for NGOs: - North India Apr 18-May 13, 1995 Extension Institutionalisation of Rural Entrepreneurship EDI Campus 4 weeks - East & North-East Ranchi May-June, 1995 Officers of Development and Micro Enterprise Creation 4 weeks - South India Bangalore May-June, 1995 NGOs/VOs Activities in the NGO sector. 4 weeks 2. Training Programme on Informal Micro Credit Delivery System. - North NE & Eastern EDI Campus Dec 19, 1995 Operational-level Building up the capabilities of NGOs in entrepreneurship 3 weeks Jan 6, 1996 - South India Bangalore Nov 27- Dec 15. Operating Micro Credit Delivery Scheme 3 weeks functionaries of 1995 **NGOs** 3. Rural Entrepreunership **Development Programmes** - SIDBI (50 REDPs) Regional Troughout the year Rural youth Promoting rural micro-enterprises with - Follow-up 1994-95 REDPs Regional NGO support. -do-4. Workshop for Chief Executives of NGOs on Informal Micro evelopm Credit Delivery System - South India Bangalore 5 Days Aug-Sept, 1995 Chief Executives Initiation of the process of informal micro - East & NE Region Cuttack 5 Days Oct30-Nov3,1995 of NGOs credit delivery among NGOs. • 5. Regional Workshops for NGO-Bankers Interface - North India/Eastern States Nov 1-3.'95 Sensitising banking sector for smooth credit Jaipur 3 Days NGO Bankers - Southern states Hyderabad 3 Days Nov 16-18,'95 delivery to REDP trainees

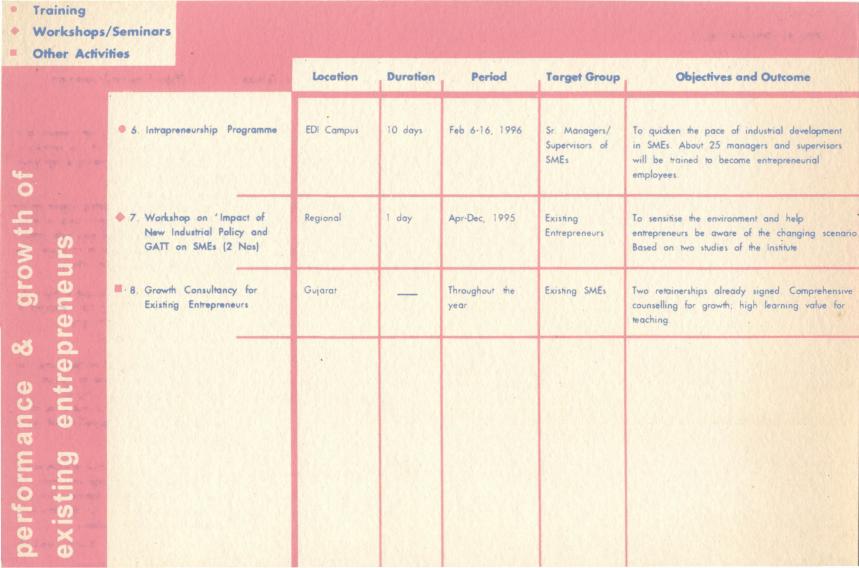
• w	raining Forkshops Foresearch	/Seminars					
			Location	Duration	Period	Target Group	Objectives and Outcome
nent		 1. Institution-based FBEI in collaboration with IIE, Guwahati 	North East Region	1 week	To be decided	Officers of Banks/ Financial Institutions	Spread of FBEI technique in banking sector; service to NER.
environment		■ 2. A study on 'Emergence of Industrial Clusters in India'		1.5 years	April 1995 - Oct 1996	SSIs	A research study with policy implications to strengthen existing industrial clusters and promoting new ones.
10000	em	3. Initiating the process of creating a Rural Non-Bank Financial Co.		1 year	Throughout the year		Concept paper will precede. Response of financial institutuions, government and NGOs will decide course of further action to relieve financial constraints of micro enterprises.
ırshi	system	◆ 4. Workshop on 'Redefining Role of Industry Associations'	EDI Campus	2 days	Nov1-2, 1995	Industry Associations	Sensitising industry associations for their new role in the wake of new economic policy regime
entrepreneurship	support						
en	∞ రా						



♦ Workshops	s/Seminars					
*		Location	Duration	Period	Target Group	Objectives and Outcome
	1. Bhutan Assignment Performance Improvement Programme (PIP) Thematic Programme for Existing Entrepreneurs (2 to 4 programmes)	Thimphu Thimphu	50 hrs. 1 week each	Aug/Sept, 1995 By Dec, 1995	Existing Entrepreneurs of Bhutan -do-	To improve performance of existing entrepreneurs and to develop their SOFT SKILLS. To strengthen the knowledge of existing entrepreneurs in functional areas of management
tion	2. Women ETM Programme for Commonwealth and Non- Commonwealth Member countries	EDI Campus	4 weeks	June 5 - July 1 1995	Women Entrepreneur Trainer/ Motivators	A package to train Trainer-motivators for initiating planning and implementingED activities; to equip them onassessing entrepreneurial competencies; to groom them for effective counselling; and to share Indian experiences on Small Enterprise Creation.
nal interaction	Programmes for Commonwealth and Non-Commonwealth Member Countries on: Business Opportunity Identification Project Report Preparation	EDI Campus	2 weeks 2 weeks	Nov 6-11, 1995 Nov 13-18, 1995	Trainers/ Consultants Dev.Officers Trainers/ Consultants/ Dev.Officers/ Bankers/Appraisal Officers	To impart knowledge on new methods, concepts and techniques for identification and linking business apportunities with entrepreneurs. CFTC Fellowship. To teach components of Project Report using new tools & techniques and also computer-aided financial analysis with EDI's FAME software
atior	4. One ETM Programme in Ghana in collaboration with MDPI of Ghana	Accra, Ghana	4 weeks	Sept, 1995	EDP Trainers	To develop a group of trainers from African countries and simultaneously develop capabilities of local institutions for implementing ED activities in African continents. CFTC support likely.
international	5. Two programmes on 'Industrial Project Preparation & Appraisal'	EDI campus	4 weeks each	Jan 8 - Feb 2 1996 Feb 19 - Mar 15 1996	Bank Officers/ Trainers/ Consultants/ Govt Officers	Enhancing skills of evaluating project proposals using new tools & techniques and also computer-aided financial analysis using UNIDO COMFAR software. 25 participants in each programme.
int	 6. International FBEI Programme (2 Nos.) 	Malawi .	1 week each	April/May, 1995	Business Promotion Officers/ Consultants/ Credit Officers of NGOs	To develop skills among participants to assess entrepreneurial competencies through innovative research-based interview technique. Request received from DEMATT, Malawi.

Training

Training Workshops/Seminars **Objectives and Outcome** Location Duration Period **Target Group** 1. Succession Planning for EDI Campus 2 weeks July 3-15, 1995 Sons/Daughters/ To train children of existing entrepreneurs to join Entrepreneurial Continuity wards of existing their family businesses or start new enterprises. (SPEC-VII) entrepreneurs Around 25-30 second generation entrepreneurs will be trained. grow th o 2. Performance Improvement Regional 50 hrs Apr- Nov. 1995 Existing Women To develop and counsel existing women entrepre-Programmes (PIPs) for Women neurs for improving their performance in indus-Entrepreneurs (3 Nos) trial ventures; growth of SSI units with competentrepreneurs ency and need-based inputs in collaboration with local industry associations/institutions. 3. Business Counsellors' Regional Apr. 1995 -Consultants/ To enhance knowledge, skills and attitudes of 1 week Programmes (4 Nos) March 1996 Bank Officials/ those involved in counselling SSI entrepreneurs each Ind. Officials to provide growth inputs after growth programmes are implemented. Training and counselling of existing entrepreneurs 4. Growth Programmes Regional Each Prog. Apr. 1995 -Existing March 1996 to help them grow from small to medium (4 Nos) stretched Entrepreneurs They will be imparted counselling on over 3 enterprises performanc growth process and key functional areas of mnths. management. One-to-one counselling will be provided for one year. 0 5. Vendor Development and Regional Feb. 1996 To develop existing & potential entrepreneurs 2 weeks Existing & Network Strategy Programme as vendors to medium & large enterprises Potential thereby developing linkages between them and Entrepreneurs identifying business opportunities that can be undertaken by potential vendors (Contd. overleaf)



* Re	esearch	,						
1			100 100	Location	Duration	Period	Target Group	Objectives and Outcome
			★ 1. Entrepreneurship in Education i. Short-term fellowship in Entrepreneurship Research		Throughout the year	4-12 weeks each	Researchers	Upto 5 fellowships to ED trainers, teachers and researchers to work on specific themes. Travel, on-campus residence and library support.
			ii. Reviewing and suggesting Entrepreneurship Curriculum in the Institutions of Higher Learning		6 months	Aug, 1995 - Jan, 1996	colleges	To suggest a model curriculum for Entrepreneur- ship Education in institutions of higher learning. A national study. A research report will be the outcome.
	0		of entrepreneurship in the Post-Schumpeteriam era	_	9 months	Apr-Dec, 1995	Academic community	To document what has happened to the theory of entrepreneurship after Schumpeter, especially with reference to third world countries based on secondary sources.
	ırship		iv Women, Technical Know- ledge and Entrepreneurship		7 months	Aug, 1995 - Feb, 1996	Technical Graduates	To assess the need for and the scope of entrepreneurship training among women with technical education. A 2-state study
rch in	entrepreneurship		2. Rural Entrepreneurship Development i. Issues in Rural Credit: A Case Study of Nagaland	_	6 months	May-Oct, 1995	Nagaland trainees	Research study highlighting EDI's efforts to promote micro enterprises in Nagaland and credit problems encountered therein.
research	entre		ii Initiating the process of creating a Rural Non-Bank Financial Company	_	1 year	Throughout the year	_	A concept paper to be prepared Finding answers to the problems of credit to micro enterprises. (Contd. overleaf)

* Research							
		SARATE AND	Location	Duration	Period	Target Group	Objectives and Outcome
research in		★ 3. Performance & Growth of Existing Entrepreneurs i Strategic Choices of Women Entrepreneurs from initial stage till growth to stabilisation (pilot study)		3 months	Apr-June, 1995	Women Entrepreneurs	An industry-specific and region-specific study to identify strategies of survival and growth of women entrepreneurs. Essential for streamlining training inputs for women entrepreneurs.
	entrepreneurship	ii. Feedback Study of past SPECs	EDI Campus	9 months	Apr-Dec, 1995	Alumni of past SPEC progs.	To evaluate the effectiveness of SPEC in making the sons & daughters of existing entrepreneurs entrepreneurial. A report to help consolidation of SPEC curriculum
		* 4. Performance Improvement of ED Institutes and ED Progs.					
		i Testing the Relevance of Behavioural Selection Tests and AMTs in EDP	2 sample states viz , M.P. & Guj	Phase I 9 months Phase II 36 months	Apr-Dec, 1995 Throughout the year	Study on EDP Trainees	To assess the contribution of behavioural selection tests and AMT on EDP start-up and growth of new entrepreneurs. Research Report
		11 Development of New Selection and AMT Tools	Gujarat	-do-	Throughout the year	Potential Entrepreneurs	To develop a set of new selection and AMT tools suitable to the needs of various target groups
rese	ent						



the campus

his elegant campus is modest yet beautiful, functional yet pleasing. Adjudged to be a place with "an inviting

environment for work, interaction and repose", it won the prestigious 'Aga Khan Award for Architecture' for the year 1992.

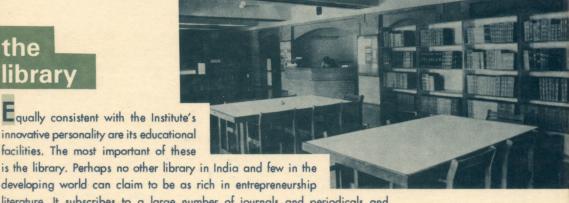
The buildings consist of offices, three air conditioned and well furnished seminar halls, an elegant conference hall and two residential halls which are also air-conditioned and functionally furnished. The kitchen and the dining halls have up-to-date fixtures appropriate for a modern educational institution. Adequate facilities for recreation and relaxation such as music, multi-channel television programmes and indoor games are provided.

the library

Equally consistent with the Institute's innovative personality are its educational facilities. The most important of these

developing world can claim to be as rich in entrepreneurship

literature. It subscribes to a large number of journals and periodicals and provides various critical services to its readers, beliting a first class library.



the computer centre

Another important educational facility is the Institute's computer centre. With a highly user-friendly attitude, the Centre continually updates its software

inventory to keep pace with the requirements of the Institute's diverse educational endeavours. Added to these, are the indispensable audio-visual equipment necessary for teaching and research activities.

international interactions

South Africa

Kenya

Rwanda

Comoros

Tanzania

Burundi

Sudan

Ethiopia

Uganda

Zaire

Niger

Mali

Senegal

Gambia



Guinea-Conakry

Ivory Coast

Cameroon

Congo

Botswana

Dar-es-Salaam

Malawi Vlalawi

Swaziland

Zimbabwe

Liberia

Ghana

Togo Nigeria

Central African Republic

Zambia

Eurasia

Pakistan

Afganistan

Sri Lanka

Maldives

Seychelles

Malaysia Nepal Bhutan

Brunei

North America

USA Jamaica

St Kitts

Grenada St Lucia

Trinidad & Tobago

Activity

Europe

Netherlands

Geneva

U.K.

Symbol

(No. of participating countries are in brackets)

Countries participated in Inter-Regional Workshops on Entrepreneurship for policy makers of African/Asian countries, Francophone African countries and CHOGRM

member countries: (35) EDI faculty support extended: (18) Carried out Feasibility & Need

Assessment Studies for Launching EDPs: (9) Conducted ED Programmes: (3)

Conducted ED Seminars/ Workshops: (6) Carried out Missions/Consultancy

Assignments in ED: (6) Sharing of ED experiences in International conferences: (8) Faculty Exchange Programme: (1)

Human Resource Development for ED Activities: (i) Development of Entrepreneur

Trainer Motivators: (33) (ii) Project Appraisal Officers: (25)

(iii) Teachers: (10) Small Enterprise Promotion Officers (SEPOs) programme in Cambodia: (1)

Bangladesh **Thailand**

Leo Peoples

Democratic Republic Cambodia

Vietnam **Phillipines**

Indonesia China

> Russia Kazakhistan

Mauritius

Australia and

Neighbouring Islands Australia

Fiji

Vanuaatu Tonga

Cook Island

Leone Soloman Island

Kiribatti

Tuvalu

Papua New Guinea Western Samoa

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