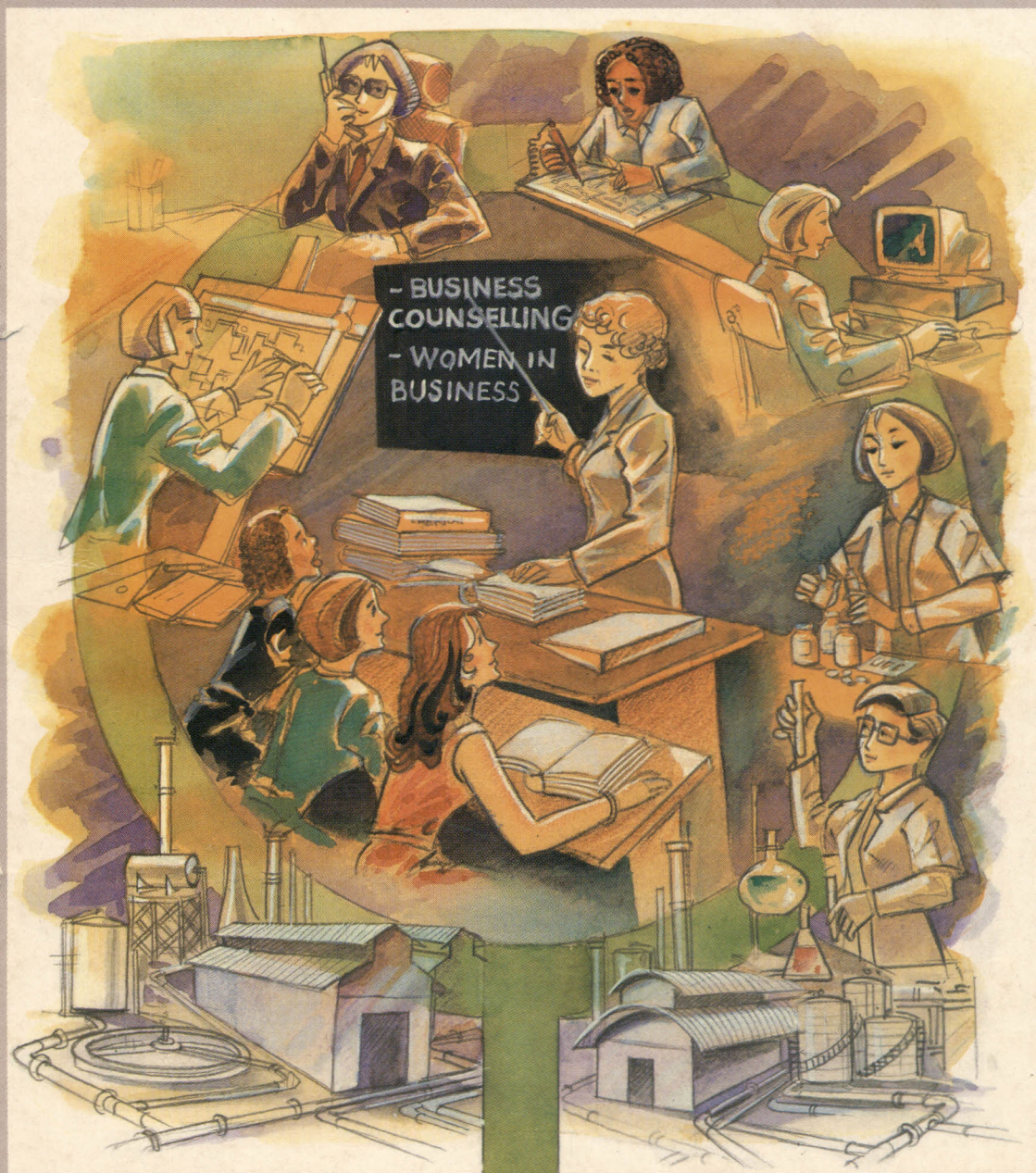


Training Programme
**FOR PROMOTING & STRENGTHENING
WOMEN ENTREPRENEURSHIP IN DEVELOPING COUNTRIES**
FOR ENTREPRENEUR TRAINER-MOTIVATORS AND BUSINESS COUNSELLORS

(MARCH 23 - APRIL 17, 1998)



Supported by :
**The Commonwealth
Secretariat, London, U.K.**
(Under financial assistance from
Commonwealth Fund for Technical Co-operation)



Organised by :
**Entrepreneurship
Development
Institute of India**
Ahmedabad, INDIA

THE PROGRAMME

In the light of our experience that entrepreneurs can also be created, the role of an Entrepreneur Trainer-Motivator (ETM) assumes great importance. The strength of an ETM lies in providing all the necessary motivation, training and assistance to potential and existing entrepreneurs, thereby facilitating new enterprise creation and growth of existing ones. However, if one looks at the complexities at the behavioural and resource levels in the case of women, the significance of an ETM's role becomes further concretized. Considering this, gender sensitisation becomes an indispensable component of such a programme to bring about an attitudinal change and noticeable improvement. Keeping this in view, the inputs of this training programme have been accordingly designed to delve into areas that directly address the needs of potential as well as existing women entrepreneurs.

This programme, supported by the Management and Training Services Division, CFTC, London, aims at strengthening educational, training and other support institutions with faculty resources by giving the participants an insight into soft skills as well as hard skills so that they become competent ETMs. The programme seeks to achieve its goal by further focusing on :

- i. significantly increasing the supply of competent women entrepreneurs in all strata of society in developing countries;
- ii. encouraging the consolidation and growth of existing small enterprises by way of providing effective business counselling services.

To achieve the desired results, it is important that the trained trainers disseminate the required inputs in such a way that the integration of women into the mainstream of socio-economic life is facilitated.

PROGRAMME OBJECTIVES

The programme will develop a cadre of hard core professionals who will work for the promotion of economic activities among women in the developing countries. They will be equipped with new tools and techniques to lead women to new enterprise creation and growth of existing small enterprises 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 the participants to identify and analyse, constraints and barriers to women enterprise development and devise appropriate strategies
- * train them to initiate, plan and implement entrepreneurship development activities for creation of small enterprises
- * equip them to assess entrepreneurial competencies and evaluate project plans;
- * inculcate in them strategic skills to generate interest, sensitize the environment for timely assistance and provide necessary support required for establishment of small business ventures by women
- * groom them for effective counselling of women entrepreneurs in various areas such as; enterprise selection, implementation and management of new enterprises as well as survival, growth & diversification of existing enterprises;
- * upgrade their requisite skills in specialised areas like; entrepreneurial selection techniques, motivation training, project identification and feasibility assessment and small business management;
- * share the Indian experience in small enterprise creation by women and its sustainability, women entrepreneurship development and its relevance in developing countries;
- * understand the process of growth of small ventures;
- * develop skills in profiling small enterprises in terms of their current "performance base and their potential for growth"; and
- * develop skills required to counsel small entrepreneurs in emergence, consolidation and growth of their businesses.

PROGRAMME CONTENTS

Given the objectives of the programme, the programme content has been designed using modular approach as per the details given below :

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-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 (New Enterprise Creation) Training Programme
- * Conceptualising, Designing and Implementing Training Programmes for Potential Entrepreneurs with Special Reference to Curriculum, Programme Plans and Programme Management.

Designing and Managing Support Services for Women's Businesses

- * Approaches to Assist Potential Women Entrepreneurs in Project Implementation
- * How to Provide Follow-up Support Required by potential 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.

Effective Business Counselling

How to -

- * Profile the Performance of a Venture in a Holistic Manner
- * Determine the Potential inherent within the venture
- * Identify the Management of Change Issues Associated with Planned Development of an Enterprise
- * Understand the Actual Process of Business Development Within a Given Venture
- * Develop Counselling Skills

TRAINING METHODOLOGY

To impart the inputs detailed in the programme structure the following training methods will be adopted :

- Lectures-cum-discussion on concepts and practices of EDPs
- Case studies, group discussions, role plays and simulation exercises for development of requisite competencies

- Intensive interaction with experts in entrepreneurship development, curriculum development and opportunity guidance, entrepreneurs and entrepreneur trainer-motivators for practical insight into entrepreneurship development efforts in the field of women entrepreneurship
- field visits to training and industrial support institutions and small enterprises to view things in process/ action
- practicum sessions for acquiring various skills

TARGET GROUP

The programme has been specially designed to cater to the needs of :

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

WHO CAN NOMINATE PARTICIPANTS ?

- * Organisations engaged/interested in small enterprise training and development programmes; self-employment generation activities.
- * Non-governmental Organisations/Voluntary Organisations (NGOs/VOs) involved in income generating activities.
- * Financial Institutions and Banks, involved in 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 Organisations engaged in small enterprise development, Ministries of Industry, Youth and other Developmental Institutions.
- * Organisations involved in women development programmes especially 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 March 23-April 17, 1998. Last date for receiving nomination forms is February 28, 1998. Accommodation will be available only from March 22-April 18, 1998.

VENUE

The proposed 4-week residential programme will be organised at the elegant and sprawling EDI Campus, Ahmedabad, India. The participants will be housed in EDI's air-conditioned residence halls on single occupancy basis.

FEE

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

Nominations should be sent directly to EDI at the following address along with 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.

For further details, please contact :

Mr. S.B. Sareen

Programme Director

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Ahmedabad, P.O. Bhat 382 428, Dist.: Gandhinagar, Gujarat, INDIA.

Tel. : +91 (79) 786 4331/786 4068 Fax : +91 (79) 786 4367 E-Mail : ediindia@adl.vsnl.net.in

FELLOWSHIP SUPPORT

The programme is supported by the Commonwealth Secretariat, London through Commonwealth Fund for Technical Co-operation (CFTC). Fellowships are available for participants of Commonwealth Member Countries of Asia & Pacific from Management and Training Services Division (MTSD) of Commonwealth Secretariat, London. The fellowship would only cover board/lodging expenses at the EDI Campus and training fee. The Participants are however requested to arrange their return travel and also advised to bring additional funds to meet unforeseen expenses. They are also requested to take out necessary medical insurance, etc. for their stay in India.

For availing 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 at the address given below through MTSD Points of Contact in the respective Commonwealth countries :

THE DIRECTOR

Management and Training Services Division

Kind Attention : Mr. M. Jasimuddin,

Sr. Programme Officer

Commonwealth Secretariat

Marlborough House, Pall Mall

LONDON SW1Y 5HX, U.K.

Fax : +44-171-747 6540 or 747 6335 E-mail : m.jasimuddin@commonwealth.int

Tel : +44-171-747 6343

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

THE PROGRAMME AS VIEWED BY THE PARTICIPANTS OF EARLIER PROGRAMMES

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 enough to help women improve their skills in business management.
- * Programme inputs are extremely useful as the same will help me 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 understanding the need to operate within the gender biases that exist..."

About EDI

The Entrepreneurship Development Institute of India (EDI), 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 EDI has groomed over 400 trainers at a national level through 14 National Trainers' Courses and 5 Special Rural & Micro Enterprise Trainers' Training Programmes. At the International level, EDI has conducted 12 Trainers' Training Programmes including exclusive programmes for developing Women Entrepreneur Trainer-Motivators, training about 225 officers from a number of Asian, African and Commonwealth Member Countries as Entrepreneur Trainer-Motivators.

The EDI 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 programmes were 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 UNIDO. A three-tier programme was organised for existing women entrepreneurs, trainers and counsellors of women entrepreneurs and financial and appraisal officials of projects of women entrepreneurs, thereby training 67 participants.

The EDI 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 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 Service 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 division offers the following services :

- * Advice and Consultancy to help develop organisational responsiveness and commercial viability. It will assess existing structures and systems, and tailor programmes of institutional redesign and systems development.
- * It co-ordinates consultative round-tables and workshops where senior officials examine policy options at pan-Commonwealth, regional and national levels. It also establishes international professional networks in collaboration with leading management associations.
- * In Education and Training, MTSD can establish special programmes at national or regional centres of excellence, supported by analysis of training needs. It offers particular assistance in programmes for advanced management and specialised technology & vocational skill development.
- * MTSD also provides fellowships for educational programmes, study visits and attachments.
- * Works with a range of international agencies on advisory and training activities and also helps design and manage projects for other major organisations.

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Inter-Regional Centre for Entrepreneurship and Investment Training

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