

**DEVELOPMENT OF PROFESSIONALS  
IN  
ENTREPRENEURSHIP :**

**ACCREDITED COURSE FOR**

- \* **ENTREPRENEUR TRAINER-MOTIVATORS**
- \* **SMALL ENTERPRISE COUNSELLORS**
- \* **SELF-EMPLOYMENT PROMOTORS**

**(AUGUST 5 - SEPTEMBER 16, 1991)**



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA**

**(Sponsored by : IDBI, ICICI, IFCI & SBI)**

**AHMEDABAD.**



# DEVELOPMENT OF PROFESSIONALS IN ENTREPRENEURSHIP :

## ACCREDITED COURSE FOR

- \* ENTREPRENEUR TRAINER-MOTIVATORS
- \* SMALL ENTERPRISE COUNSELLORS
- \* SELF-EMPLOYMENT PROMOTORS

### THE COURSE :

Unemployment is a serious concern for a developing country like India. Both the government and non-government agencies have been making determined efforts to solve the problem. Government schemes such as IRDP, TRYSEM, SEPUP, SEEUY and the JAWAHAR ROZGAR YOJNA have been formulated to create self-employment opportunities for the rural youth. The essence is that India is adopting a multifarious approach to motivate its youth for self-employment and entrepreneurial career thereby reducing the pressure of unemployment. Banks and Financial Institutions also have formulated various schemes to attract youth to take up self-employment and entrepreneurial activities.

To act as a change-agent promoting self-employment and entrepreneurship, the role of a professionally competent person performing multifarious functions of Motivator, Counsellor and Facilitator can hardly be over emphasised. This is so because a trained person with requisite skills and competencies is likely to be in a much better position to perform these responsibilities effectively.

To train and develop such change-agents, EDI has designed a special course on Entrepreneurship. It satisfies the needs of different Organisations like Banks, DICs, TCOs, IEDs, CEDs, Universities and Colleges, Voluntary Organisations and Non-Government Organisations etc. to take up a developmental activity like Entrepreneurship Development Programmes (EDPs). EDI has already trained about 250 Entrepreneur-Trainer-Motivators (ETMs) and Counsellors engaged in developing first-generation entrepreneurs across the country.

### OBJECTIVES :

The course aims to develop manpower with requisite knowledge and competencies encompassing necessary attitudes, motives and skills for performing role of the ETMs and Small Business Counsellors. It lays emphasis on :

- Assessing entrepreneurial capabilities;
- Advising potential entrepreneurs and youths on product selection and preparation of viable business plans;
- Motivating potential entrepreneurs to initiate small enterprises;
- Encouraging students for taking entrepreneurial career;
- Working for effective implementation of self-employment schemes;
- Planning, initiating and institutionalising entrepreneurship development programmes in their own organisations.

### COURSE CONTENT :

The role of a change-agent in the area of Small Enterprise Development is multifarious and demands various skills and capabilities. He/she has to act as a promoter, motivator, counsellor manager, leader and development officer-all rolled into one. His/her responsibilities range from identifying potential entrepreneurs to helping them



set up and run the enterprise successfully. For performing these roles, besides dedication, one requires certain competencies to help them to train, motivate, lead, counsel and support the potential entrepreneurs achieve their goals.

The Course has 3 phases :

Phase I : Training at EDI Campus (6 Weeks)  
(August 05 - Sept. 16, '91)

**Training Inputs :**

**i) Entrepreneurship Concept and Development Process**

To explain and emphasise entrepreneurial concept to the participants and the entrepreneurial development process.

To counsel the students for adopting entrepreneurial career.

**ii) Skill Development**

In the areas of promotional campaigns; selection and assessment of entrepreneurs; opportunity identification and counselling; project viability assessment; personal skills such as interpersonal relations, communication skills, planning, problem solving, counselling etc. required by an ETM.

**iii) Achievement Motivation**

To provide intensive behavioural inputs and indepth understanding of the Achievement Motivation Training (AMT) approach, style and methodology to motivate and guide potential entrepreneurs.

**iv) Management Related Inputs**

To orient the participants in the areas of management of small enterprises as well as to develop diagnostic skills to help potential/existing entrepreneurs.

**v) Knowledge-based Inputs**

To create awareness about organisational pre-requisites and the procedures involved in initiating, planning, implementing and evaluating different entrepreneurship training programmes and also to expose the participants in EDP Model and its implementation by different organisations.

**vi) Self-directed Behavioural Changes**

To generate self awareness vis-a-vis the motivational/attitudinal profile required to become an effective Entrepreneur Trainer-Motivator-Counsellor.

**Phase II : On-the-job Training (6 months)**

To put into practice, the inputs acquired in the first phase, the participants are required to initiate the process of identifying, selecting and developing entrepreneurs either through their day-to-day counselling or organising different training programmes including EDPs. The Institute provides necessary support to the participants in planning, selection and Achievement Motivation areas of the programme. On-the-job training helps the organisation in getting more output by way of training programmes, counselling, curriculum development, etc. by them.



### **Phase III : Accreditation to participants at EDI (2 weeks)**

Six months exposure, will enable the participants to share his/her experiences with faculty members in the third phase of accreditation. Therefore, the participants are provided opportunities to systematically analyse their experience of on-the-job training under expert counselling and guidance of the Institute's faculty, subsequent to the second phase. In this phase, the participants' state of readiness to work as change-agents will be reviewed by a panel of experts and will be awarded accreditation certificate, if found up to the mark.

### **TRAINING METHODOLOGY**

The following methodology will be adopted during the training course :

- i) Case study discussions, group interactions and simulation exercises for skills and attitudinal development ;
- ii) Class-room sessions on concepts and themes of entrepreneurship;
- iii) Sharing experiences in entrepreneurship development by Entrepreneur-Trainer-Motivator, Counsellors and Technical Experts; and
- iv) Fields visits to small enterprise to understand the role and functions of small entrepreneur and also to learn about appropriate technology used.

### **The Programme is designed for :**

- i) Government departments engaged in Human Resource Development and self-employment programmes, particularly of Directorate of Industries, SISIs, District Industries Centres, etc.
- ii) Educational Institutions with Entrepreneurship Development Cell or Science & Technology Entrepreneurship Development Park. Management and commerce faculty members of Universities and other departments involved in initiating and implementing entrepreneurship development activities.
- iii) Technical consultancy organisations involved in or planning to implement EDPs.
- iv) Institutes of Entrepreneurship Development/Centres of Entrepreneurship development working at state level.
- v) Banks and Financial Institutions engaged in promotion and development of first generation small entrepreneurs.
- vi) Voluntary organisations and Non-government organisations committed to develop potential entrepreneurs through adoption of different economic activities.

### **WHO CAN BE NOMINATED ?**

Those in the preferable age group of 25-30 years having an aptitude for developmental activities which require interaction at various levels, with an exposure to HRD/Training activities, small industry development/consultancy and formal management education could be nominated for the programme.

Sponsoring organisations may select their members out of :

- Project Appraisal and Development Officers of Banks and Financial Institutions.
- DIC Managers and Officers of Industries and Employment Department.
- Teachers and professors involved in Entrepreneurial Education.
- Extension Workers of NGOs and PVOs engaged in Rural Development.
- Consultants in Small and Medium Industries.
- Trainers of Entrepreneurship Programmes.



## FEES

Rs. 12,000/- (including Training Fee, Teaching Material, Boarding and Lodging arrangements for Phase I & III)

State Technical Consultancy Organisations, Institutes and Centre for Entrepreneurship Development, Non-Government Organisations and Voluntary Organisations may get Professional Staff Training Subsidy from IDBI. They should contact Small Industries Development Fund Department (SIDFD), Industrial Development Bank of India, IDIBI Tower, Cuffe Parade, Bombay-400 005, explaining the nature of work of their organisation, need for developing manpower in entrepreneurship, plans and experience in entrepreneurship development activities with a copy to EDI for follow-up.

Technical, Educational and Science Faculty members of Universities may approach Department of Science & Technology (DST) through Advisor, National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology, Government of India, Technology Bhawan, New Mehrauli Road, New Delhi-110 016 for fellowship support to attend this programme. The DST has made a provision of fellowship on selective basis depending upon the background of the teachers and the planning of educational institutions for Entrepreneurship Development activities.

Date of commencement of the Programme	5th August, 1991
Last date of receiving Nomination Form	15th July, 1991

## HOW TO APPLY :

Please fill in the enclosed nomination form and mail to ;

**Mr. KGK PILLAI,**  
Programmes Co-ordinator,  
Entrepreneurship Development Institute of India,  
Bhat, (Via Ahmedabad Airport & Indira Bridge)  
PO-Chandkheda-382 424,  
Gujarat, India

Telephone : 811331, 811068, 811084, 811470, 811423, 811451.  
Telex : 0121 6224 EDII IN / Gram : ENDIND, Ahmedabad.



## **ABOUT EDI**

Entrepreneurship Development Institute of India (EDI) is sponsored by National Development Banks - Industrial Development Bank of India (IDBI), Industrial Credit & Investment Corporation of India (ICICI), Industrial Finance Corporation of India (IFCI) and State Bank of India (SBI). One of its priority tasks is to develop state level grass-root capabilities to identify, motivate and create entrepreneurs through self-employment and small business development programmes.

This national resource organisation initiates, supports and accelerates training, development and research in the field of Entrepreneurship Development, provides professional support to EDP conducting organisations and helps in initiating and implementing Entrepreneurship Development Plans.

The Institute has so far organised Ten Entrepreneur Trainer-Motivators' Programmes for developing countries of Asian/African/Australian continents and South Pacific/Caribbean island countries and trained 150 officers of various developmental organisations.

Besides this, the institute has also organised equal number of National Accredited Trainer-Motivator Courses creating a first ever cadre of 160 Trainer-Motivators in most parts of the country of which 75 have been accredited by the institute.

It has also trained a large number of officers in Entrepreneurship Appreciation Programmes, Extension Motivation Programmes for changing attitudes and Functional Skills Development Programmes of one or two weeks duration on specific themes. In addition, EDI has itself conducted several EDPs in selected less-developed regions to demonstrate effectiveness of entrepreneurship development programmes and the trainer motivators' role. About 200 teachers of various Engineering Colleges & Schools have also been trained.

## **UNIDO RECOGNITION TO EDI**

Mr. Aron Basak, the UNIDO consultant who assessed most of the Asian and South East Asian institutions, this to say about EDI "One eminent apex institution which is supported by Development Banks is the Entrepreneurship Development Institute of India (EDI) at Ahmedabad.. By any standards, the EDI is one of the finest schools in the field of Entrepreneurship Development Training....."

"EDI's greatest strength lies in its programmes for turning out Entrepreneur Trainer-Motivators which form the back bone of any national plan to increase the supply of entrepreneurs".