



EIGHTH

ACCREDITED TRAINERS' COURSE

(January 17 - February 28, 1989)



Entrepreneurship Development Institute of India

Bhat (Via Ahmedabad Airport & Indira Bridge),
P.O. Chandkheda - 382 424,
Dist. Gandhinagar, Gujarat State,
INDIA.

Tel. : 811331, 812447 & 813421,
Telex : 121-6224 EDII IN * Gram : ENDIND

ACCREDITED TRAINERS' COURSE (ATC)

WHY THE COURSE ?

Entrepreneurship Development Programme (EDP) has emerged as an effective measure to develop indigenous and new entrepreneurs for the rapid growth of small enterprises which, in turn, accelerate industrial development and generate employment.

In identifying, selecting, training and developing such entrepreneurs, a Trainer-Motivator performs the key role in the programme.

Our initiatives and plans to develop right kind of human resources for small enterprises would bear desired results only when professionally competent Trainer-Motivators are available in good numbers. Non-availability of competent Trainer-Motivators becomes one of the major bottlenecks in conducting result-oriented EDPs.

EDI-I has formulated and designed Accredited Trainers' Course (ATC) to fill this void. The course aims at grooming well-rounded Trainer-Motivators who can initiate, plan, organise and implement EDPs effectively. Institutions and organisations conducting EDPs or dealing with entrepreneurs are expected to benefit most from this course.

COURSE CONTENT

The role of a Trainer-Motivator is multifarious and demands various skills and capabilities. He has to act as a promoter, motivator, counsellor, manager, leader and development officer, all rolled into one. His responsibilities start from identifying potential entrepreneurs to helping them set-up and run their enterprises successfully.

Such a performance requires apart from dedication, certain competencies which enable them not only to impart necessary training inputs to potential entrepreneurs but also to motivate, lead, counsel and support them in achieving their goals. The major thrust of the Course is, therefore, on developing competencies required to perform the role of an Entrepreneur Trainer-Motivator (ETM) effectively. The Course consists of three phases :

PHASE - I : 6 WEEKS TRAINING AT EDI CAMPUS
(January 17 to February 28, 1989)

- (i) **ENTREPRENEURSHIP DEVELOPMENT PROCESS AND MODEL:**
To expose the participants to the EDP model approach and practise by emphasising various managerial resources required for conducting EDPs.
- (ii) **SKILL DEVELOPMENT :**
In the areas of interpersonal relationship, communication skills, planning, problem solving and counselling etc. required by a Trainer-Motivator.
- (iii) **ACHIEVEMENT MOTIVATION :**
To provide intensive behavioural inputs and a detailed understanding of the approach, style and methodology adopted to motivate and guide potential entrepreneurs. Also understanding of Achievement Motivation Training (AMT) and how to impart the same.
- (iv) **KNOWLEDGE-BASED INPUTS :**
To provide awareness about organisational pre-requisites and the procedures involved in initiating, planning, implementing and evaluating EDPs and help to develop the same.

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

(v) **SELF-DIRECTED BEHAVIOURAL CHANGE:**

To generate self-awareness vis-a-vis the motivational/attitudinal profile required for being an effective ETM.

TRAINING METHODOLOGY

- (i) **CASE STUDIES AND AUDIO-VISUAL PRESENTATIONS :**
To provide participants with simulating exercises in training situations.
- (ii) **ROLE PLAY AND SIMULATION METHODS:**
To make the participants conscious of their strengths and weaknesses and thereby help them work out realistic plans for themselves as well as for their entrepreneurus.
- (iii) **GROUP DISCUSSIONS AND INTERACTIONS:**
To help them gain a better insight of the intricacies involved in formulating and implementing programme packages for various target groups and locations.
- (iv) **FIELD AND INSTITUTIONAL VISITS :**
To help them verify and relate the theoretical inputs learnt during class-room session.

PHASE-II : ON-THE-JOB TRAINING (12-16 weeks)

To put the inputs acquired during the first phase of the Course into practice, the participants have to conduct at least one EDP. The Institute provides necessary support in planning, selection and achievement motivation phases of the programme. Such an arrangement gives the sponsoring organisation the benefit of at least one EDP being conducted under supervision of the Institute. Besides, the nominated trainer does not remain away for a long time since he gets back to the organisation to conduct an EDP after 6 weeks only.

PHASE-III : REFRESHER COURSE (2 Weeks)

The participants are provided opportunities to systematically analyse their experiences of on-the-job training under expert counselling and guidance of the Institute's faculty.

During this phase, the participants also work out long-term action plans for their respective organisations.

PARTICIPANTS

Organisations falling under the following categories may nominate participants for this Course :

- Government Departments responsible for planning and conducting EDPs including Directorate of Industries, District Industries Centres (DICs).
- Institute of Entrepreneurship Developments (IEDs)/Centre for Entrepreneurship Developments (CEDs) working at state levels.

- Technical Consultancy Organisations (TCOs) involved in or planning to implement EDPs.
- Training Institutions, Universities, Educational Institutions with Entrepreneurship Development Cell (EDC) or Science & Technical Entrepreneurship Park (STEP) involved in planning and implementation of EDP in their respective organisations.
- Banks and Financial Institutions.
- Voluntary organisations and other organisations committed to develop potential entrepreneurs.

WHO SHOULD BE NOMINATED

Those in the age group of 25-30 years, having an aptitude for 'developmental activities' involving interaction with individuals at various levels-neo-literate rural poor to senior officials in the Government. Their having a firm belief that human beings could be developed, coupled with a strong urge to extend one's resources for the benefit of others, would be of importance. Previous exposure to HRD/training activities, small industry development/consultancy and formal management education would help. They should also have abilities to plan, implement and act independently and co-ordinate with a host of organisations for a variety of reasons.

Those organisations intending to launch EDPs would find it convenient to recruit potential trainers, who could be developed through ATC. Wherever necessary, EDI would provide assistance in such recruitment.

PAST ATCs

EDI-I has organised so far seven national level Accredited Trainers' Course and trained about 150 Trainer-Motivators of different organisations. Besides national

level ATCs, Institute has its credit to organise 5 International Trainers' Training Programmes in Entrepreneurship Development. As visualised, the course has generated a multiplying effect in building ED activities in the regions to which those professionally groomed Trainer-Motivators belong.

FEES

Board and lodging arrangements have been made for the participants at EDI Campus.

For on-the-job training during the second phase, sponsoring organisations have to bear all expenses, i.e. the cost of conducting EDP, salary and other expenses of the participants together with EDI faculty support expenses.

Organisations eligible for **Professional Staff Training Subsidy** from IDBI may avail the same.

The total fee for the course is Rs. 12,000/- per participant which includes board and lodging expenses during Phase I and III of the programme, course material and programme related travelling expenses within Gujarat.

Date of commencement of the Programme :

17th January, 1989.

Last date of receiving the nomination form :

31st December, 1988.

HOW TO APPLY

Please fill the enclosed nomination form and send the same to :

DR. P. N. MISRA

Programme Director

Entrepreneurship Development Institute of India

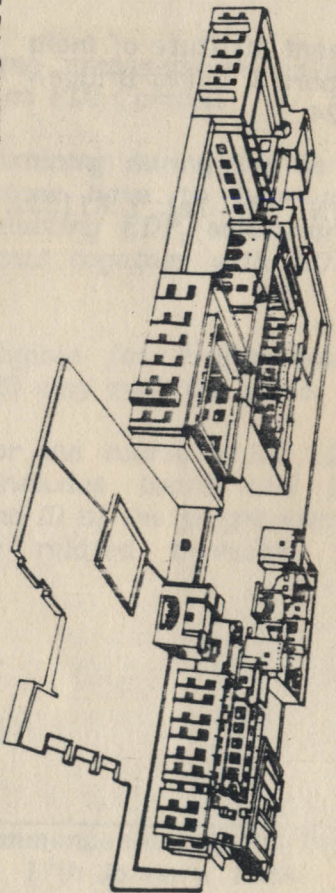
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E.D.I. CAMPUS



ABOUT E.D.I.-I

The institute is sponsored by national development banks - Industrial Development Bank of India (IDBI), Industrial Credit and Investment Corporation of India Ltd. (ICICI), Industrial Finance Corporation of India (IFCI), and State Bank of India (SBI).

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

EDI-I is actively involved in providing support to developing countries to enable them to take effective steps for identification and development of indigenous entrepreneurship.

EDI-I has pleasant, functional campus which provides good academic environment with facilities of air-conditioned hostels, canteen, library and seminar halls. It is situated at Bhat, 5 kms away from Ahmedabad Airport, on the way to Gandhinagar, the capital of Gujarat State.

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