

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA



**7th programme on
Succession Planning
For
Entrepreneurial Continuity**

3-15 July, 1995

A business enterprise embodies the entrepreneurial vision and capabilities of its promoters and leadership. To sustain and continually replenish this vision, to improve the capabilities of leadership to perceive new opportunities and exploit them is, therefore, essential for healthy development of the enterprise. In other words, a successful entrepreneurial initiative must not remain an end in itself; instead it should form a foundation, a building block, for a series of initiatives.

To ensure this continuum, it is necessary to inculcate and reinforce entrepreneurial aspirations and capabilities in the future leadership of an enterprise. The grooming of future leaders, therefore, cannot be an adhoc activity; it would require conscious advance planning informed by a long-term vision of goals.

Succession planning is important for all enterprises, but perhaps it is more crucial to the family business. For the continued success of such businesses largely depends on the smooth transition of management from one generation to the other, ensuring a judicious blend of continuity and change in the firm's approach to profitable opportunities.

This programme - **Succession Planning for Entrepreneurial Continuity** - has been conceived to address these concerns. Launched first in 1991, six programmes have already been held in this series, and they have been highly acclaimed by the client system.

Objectives

- * To ensure that the entrepreneurial vision resulting in the birth and consolidation of an enterprise is transmitted to the next generation of its leaders;
- * To equip the potential successors of family businesses with the requisite motivation and skills for leadership role;
- * To sharpen the capabilities of future leadership of an enterprise to manage intelligently the constraints and opportunities in the ever-changing, competitive environment;
- * To sensitize the future leaders of an enterprise about the problems of transition and the need for organisational innovation and human resource development in the wake of changing business scenario.

For Whom

The programme is open to those who are likely to join or have already joined their family business such as sons, daughters or other successors of business owners.

Programme Content

- * Entrepreneurial environment and possibilities for product innovations and structural changes in Indian industries;
- * Entry strategy, career growth, creativity, leadership, entrepreneurial motivation and competencies;
- * Dynamics of family business; Transition management;

- * Overview of business management and basic business strategies such as marketing, advertising, organisational innovations and financial management;
- * Opportunity identification, diversification and growth and project and corporate planning;
- * Soft skills, i.e., communication, both oral and written, problem solving and decision making.

While going through the programme, each participant will be working on a project report indicating the future directions of his/her enterprise and the plans for future expansions along with the strategies to be pursued to achieve this end.

Method of Training

A variety of teaching methods such as case discussions, role playing, sensitivity training, written exercises, lectures and discussions would be used to impart knowledge and develop skills. Participants will be exposed to a series of experiences in succession planning of a variety of organisations. Participants will be encouraged to use the Institute's library and computer centre. Medium of instruction is English.

Monitoring and Follow-Up

With a view to ensuring that the participation in the programme has relevance for developments in the participating organisations, the EDI would continue to keep in touch with the alumni of the programme and would be ready to offer them any help or counselling in implementing their entrepreneurial plans.

Venue

This is a residential programme and will be held at the elegant and sprawling campus of the Institute located near Ahmedabad airport. The participants would be accommodated in comfortably furnished air-conditioned residence halls of the Institute on double occupancy basis.

Fee

The fee for the entire programme would be Rs. 12000/-. It will cover boarding and lodging and the cost of instruction and teaching material.

Faculty

V.G. Patel, Ph.D. (Wisconsin), EDI

D. Tripathi, Ph.D. (Wisconsin), EDI

Dinesh N. Awasthi, Ph.D. (SPI, Ahmedabad), EDI

Sunil Shukla, Ph.D. (Utkal University, Bhubaneshwar), EDI

KVSM Krishna, Ph.D. (IIT, Kharagpur), EDI

In addition, distinguished experts from sister institutions, such as IIM, Ahmedabad, will participate in teaching. Guest speakers from Indian corporate world will be invited to share their experiences and insights.

Nominations

Nominations must be made on the enclosed proforma and mailed along with a demand draft of Rs. 12,000/- drawn in favour of EDI payable at Ahmedabad.

to Dr. KVSM Krishna, Course Director.

The last date for receiving nominations is June 23, 1995

The Institute

The Entrepreneurship Development Institute of India (EDI), was set up in 1983 with the objective of developing entrepreneurship through education and research. Sponsored jointly by Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI), it is a premier national institution in the country. Autonomous in character, it is registered under the Societies Registration Act and is governed by its own board.

During its short career, EDI has developed more than 1000 new entrepreneurs directly through its own programmes and another 10000 through the programmes of a network of institutions created by it. It has also developed more than 250 trainers to help different state-level organisations and banks in their entrepreneurship development efforts, and an EDP model developed by it, is being implemented by more than 100 organisations in India and in several other developing countries. Besides, the Institute has contributed significantly to introducing entrepreneurship-oriented curricula in schools and colleges in various parts of the country.

All this has earned a great deal of national and international recognition to the institution which is amply reflected in the support that the World Bank, International Labour Organisation, United Nations Industrial Development Organisation, Commonwealth Fund for Technical Cooperation, FNSt, Ford Foundation and several other international agencies and various organisations of Government of India have extended to its educational endeavours.



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

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