



**FIFTH
ENTREPRENEUR
TRAINER -
MOTIVATORS'
PROGRAMME FOR
DEVELOPING
COUNTRIES**

Entrepreneurship Development
Institute of India

Sponsored by IDBI, ICICI, IFCI
Bhat, Gandhinagar - 382 424 INDIA

THE PROGRAMME

Identification and development of indigenous entrepreneurs for setting up business enterprises and running them effectively is a felt need of all developing countries. The process, however, of creating awareness among the target groups, selecting, motivating and training the potential ones and developing their entrepreneurial and managerial capabilities so that they become successful in their ventures, requires expert handling.

Successful efforts in this direction through the strategy of Entrepreneurship Development Programmes (EDPs) have effectively been carried out in India.

Entrepreneurship Development Programme is a process in which potential target groups and individuals possessing entrepreneurial qualities are selected, motivated, methodologically trained and counselled, prepared and facilitated for taking up entrepreneurial activities. Entrepreneur Trainer-Motivator-Facilitator plays a critical role in developing entrepreneurs through such an EDP process.

Availability of competent Trainer-Motivators-Facilitators possessing a combination of counselling and motivational skills, knowledge and information, resources and appropriate attitudes and personal qualities is however limited. But it is possible to develop these skills and capabilities in persons having certain latent qualities and aptitudes. The Entrepreneurship Development Institute of India (EDI) has designed and developed a special programme. 'Accredited Trainers' Course' (ATC) for developing Trainer-Motivators.

OBJECTIVES

The course aims at developing competent Entrepreneur Trainer-Motivators, (ETMs), Small Enterprise Counsellors and Extension Officers for EDP conducting organisations, financial institutions, banks and other industrial promotion and support organisations. The programme is intended :

- * to train them comprehensively to enable them to initiate plan and implement entrepreneurial development activities for small and medium scale enterprises;
- * to equip them for assessing entrepreneurial competencies, evaluating project plans and provide necessary support required for the implementation of the same;

- * to groom them for effective counselling of entrepreneurs in various areas of enterprise selection, implementation and management;
- * to develop requisite skills in specialised areas like entrepreneurial selection tools and techniques, motivation training, project selection and feasibility assessment;
- * to share the Indian experience in small enterprise and entrepreneurship development and its relevance to developing countries.

FOR WHOM ?

- Organisations interested/engaged in Small Enterprise Training and Development programmes or related activities
- Government and Non-Government organisations involved in Self-Employment generation activities for urban/rural youths, jobless persons etc.
- Financial institutions and banks financing small and medium-scale enterprises; development banks.
- Educational institutions having or planning to have Entrepreneurship courses at graduate/under-graduate level.
- Support organisations providing extension services to small enterprises.
- Small Industries Development Organisations (SIDOs) involved in counselling entrepreneurs.

COURSE CONTENT

The programme focuses on the development of aptitudes and skills of the participants, enriching their knowledge about various aspects of entrepreneurship development and equipping them with requisite tools and techniques to take up complex, challenging and multifarious roles that an Entrepreneur Trainer-Motivator-Facilitator/Small Enterprise Counsellor/Extension Officer has to play. The major components of the training inputs are :

- i) Entrepreneurship Development Process : all aspects of identification of potential entrepreneurs, application of selection tools and techniques, orchestration of training inputs to suit the target group in hand, selection of managerial resources for conducting EDPs.
- ii) Skill Development : intensive training to develop various skills required by a competent trainer including interpersonal communication, planning, problem solving, motivating and counselling.

- iii) Attitudinal and Behavioural Development : intensive behavioural inputs to facilitate him to act as a friend, philosopher and guide to potential entrepreneurs.
- iv) Resource-knowledge-based Inputs : diagnostic skills for identifying problem areas and counselling are stressed. Case studies of successful and unsuccessful entrepreneurs are discussed and analysed. Trainers are also exposed to various techniques of acquiring required resources to meet their needs.
- v) Project Evaluation & Opportunity Guidance : information gathering, market survey, project report preparation, feasibility evaluation techniques, matching of project needs with entrepreneurial profiles.
- vi) Management Inputs : small enterprise management techniques.
- vii) Pre-requisites for initiating and institutionalising EDPs : organisational pre-requisites for initiating entrepreneurship development activities and basic requirements to plan, implement and evaluate EDPs and various financial and physical resources required for the same.
- viii) Policy Framework and Support System for Small Enterprise Development : Indian experience and its relevance to developing countries.

TRAINING METHODOLOGY

In order to provide wide exposure and develop well-rounded Trainer-Motivators, training inputs are provided by way of :

- i) Class-room sessions on concepts and themes of Entrepreneurship.
 - ii) Case studies, discussions, group interactions, simulation games for skill and aptitude development
 - iii) Sharing experience in Entrepreneurship by Trainer-Motivators, Technical experts and Successful Entrepreneurs.
 - iv) Field visits to small enterprises to understand the role and functions of small entrepreneur and to learn about appropriate technologies used, and institutional visits to give them an idea about different types of financial & developmental organisations working in this country.
 - v) Presentation of audio-visual cases prepared on Entrepreneurship Development and dissection at the conclusion of the course, participants will prepare countrywise/action plans based on their own background and exposure in the areas of
- Entrepreneurship Development

WHOM TO NOMINATE ?

A Trainer, Project Appraiser, Promotion/Development Officer, Teacher, Faculty Member, Extension Worker, Credit Officer, Small Business Advisor/Consultant preferably having aptitude to work for developmental activities and willing to take up a challenging career

LANGUAGE : The programme will be conducted in English

DURATION : The programme is scheduled from January 17 to March 13, 1990. Last date for receiving Nomination Form is November 30, 1989. *December 15, 1989.*

FEES : Fees for the full course are U.S. Dollars 3000/- per participant which includes institutional fees, course and teaching material, board and lodging expenses. Participation fee does not include Medical Insurance, travel, transport etc. The participants will be housed at the Institute's Campus (air conditioned hostel) on a double occupancy basis. Participation fee is payable in advance.

To cover their out-of-pocket expenses such as laundry etc. a per diem of U.S. Dollars 15 per person may be provided by the sponsor. (Fees will not be refunded once the nomination is confirmed).

Institutions desirous of availing grants for sponsoring their officers for this course may explore the possibility of funding by UNDP, ILO, WORLD BANK, USAID, GTZ, African Development Bank, CFTC, Frederic Ebert Foundation etc. Offices in their own country.

HOW TO APPLY ?

Interested participants should return the attached nomination form after filling the details and with the signature of the sponsoring officer. Please check up visa requirements for India before leaving your country.

Please send the enclosed nomination form duly filled to

DR. P.N. MISRA
PROGRAMME DIRECTOR

FIFTH ENTREPRENEUR TRAINER-MOTIVATORS'
PROGRAMME FOR DEVELOPING COUNTRIES
ENTREPRENEURSHIP DEVELOPMENT
INSTITUTE OF INDIA
BHAT, P.O. CHANDKHEDA-382 424
DIST. GANDHINAGAR, GUJARAT STATE INDIA

ABOUT EDI

The Institute 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 the State Bank of India (SBI). This national resource organization 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 is actively involved in providing support to developing countries to enable them to take effective steps for identification and development of indigenous entrepreneurship.

EDI has a pleasing, functional campus which provides good academic environment with facilities of air-conditioned hostels, seminar halls etc. It is situated at Bhat near Ahmedabad Airport.

THE PAST NATIONAL AND INTERNATIONAL ATC PROGRAMMES

The Institute has so far conducted eight National Accredited Trainers' Courses (ATCs) during which it has trained about 200 Trainer-Motivators for more than 2CEDP conducting organisations in India.

It has also the distinction of conducting four International ATCs—first for Nepal, second for Malawi, third for Francophone African Countries (Senegal, Togo and Guinea) and fourth for Ghana & Nigeria. In addition, Trainers from developing countries such as Sri Lanka, Philippines, Nepal have also participated in National ATCs organised for Indian States.



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

Bhat (Via, Ahmedabad Airport-Indira Bridge Road)
P.O. Chandkheda - 382 424

Dist. Gandhinagar, Gujarat State, INDIA
Tel. 811331 Gram · ENDIND, Telex · 121-6224 EDII IN