

**EXTENSION MOTIVATION PROGRAMME FOR  
OPERATIONAL LEVEL EXECUTIVES OF  
SUPPORT AGENCIES  
FOR  
ENTREPRENEURSHIP DEVELOPMENT**

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AT

**KOHIMA**

Sponsors :

**INDUSTRIAL DEVELOPMENT BANK OF INDIA (IDBI)**

Organisers :

**NORTH EASTERN INDUSTRIAL CONSULTANTS LTD  
(NECON)**

and

**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA (EDI)**

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**BACKGROUND**

Hastening the pace of small industries development is a matter of utmost concern to the governments at state as well as central level. This is reflected in terms of policy interventions, incentives and of late, emphasis on Entrepreneurship Development Programmes (EDPs) is placed by government and other developmental organisations.

While such efforts are aimed to increase the supply of entrepreneurs, it is needless to emphasise that support system ie. agencies such as DICs, SISs, SIDCs, Lead Banks etc. play a vital role. In order to increase the effectiveness of operational level officers of such agencies, who need to interact with entrepreneurs in one way or other, it is necessary to understand the framework within which entrepreneurs (especially those setting up small scale industry for the first time) are operating. Further, it is necessary to examine the approach that the support system officials adopt while interacting with such entrepreneurs. Such understanding ultimately will lead to more effective discharge of responsibilities vested with support system officials. It is to this end that a 4-day Extension Motivation Programme is envisaged.

## **WHO COULD BENEFIT FROM THIS PROGRAMME?**

All these officers of the support system ie. DICs, SISIs, SIDCs, Commercial Banks, Handloom Boards etc., who interact with entrepreneurs directly and who wish to be more effective in helping entrepreneurs should contribute towards small industry development. Considering that DIC is the focal point of industrial development in a district, it is imperative to state that DIC General Managers could be major beneficiaries from this programme. Likewise, Appraisal Officers from Financial Institutions including commercial banks and functional managers from DICs can benefit most from this programme.

## **PROGRAMME INPUTS**

- Understanding of "what it takes to be a successful entrepreneur" ie. personality characteristics that an individual needs to possess to be a successful entrepreneur : Such an understanding would help the participants examine their belief about what kind of person can be a successful entrepreneur.
- Self awareness exercise : Examining ones own approach to work in general and interaction with entrepreneurs in particular.
- Generating and examining alternative approaches to ones field of responsibility especially with reference to helping entrepreneurs.
- Skill development in certain critical areas that have impact on discharging the role of a development agent.

## **Benefits from the Programme :**

- The participants would understand personality characteristics that lead to success as an entrepreneur thereby enabling them to identify effectively the benefits of the policies and programmes that they need to implement.
- The programme would facilitate examining how the participants interact with the entrepreneurs, colleagues, superiors, subordinates and those in related organisations.
- Armed with such an understanding, the participants would be in a position to evolve and adopt appropriate working styles that would make them more effective in discharging their role as Developmental agents.
- The participants would be well equipped with certain basic skills in the areas of leadership, problem solving and decision making.
- Since the participants need to work in groups in their respective organisations, they would be in a position to understand as to how one can contribute most while working in a group and how to get the best out of group efforts towards achieving an objective in line with the responsibilities that they need to execute as developmental officers.

## **DURATION**

Four days on full time basis.

## **SUGGESTED NUMBER OF PARTICIPANTS**

Since the programme is centred around facilitating individuals' development, the number of participants would not exceed 20 thereby facilitating intensive interactions between faculty and participants and amongst the participants themselves.

## **FACULTY**

The Programme will be conducted by EDI Faculty Members. Experts may be invited as Guest Faculty Members depending upon the requirement.

## **PARTICIPATION**

For participation please send your nomination to :

The Officer In-Charge  
North Eastern Industrial Consultants Ltd.  
IDC House  
Kohima Road  
Dimapur 797 112  
Nagaland

## **ABOUT EDI**

EDI is a national organisation promoted by all-India financial institutions (IDBI, IFCI, ICICI & SBI).

The Institute has a rich pool of experts with varied experience and proven expertise in conducting, promoting and institutionalising entrepreneurship development activities. The Institute enjoys a distinction of grooming well-rounded and professionally sound Entrepreneur Trainer-Motivators for organisations within and outside the country.

Apart from undertaking research in problem areas in Entrepreneurship Development activities, the Institute has also designed special programme packages for creating EDP awareness among senior/middle level officers and EDP orientation & extension motivation programmes for implementation-level officers.

The Institute has also developed need-based package of inputs for management skill development in new entrepreneurs. The target groups include employees, science & technology graduates, diploma holders, tribals, women, rural poor etc. desirous of going for manufacturing, service, skill-based, agro-based and resource-based enterprises.