

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

for
DIPLOMA HOLDERS IN
ENGINEERING/TECHNOLOGY
/NON-ENGINEERING AREAS
at
TECHNICAL TEACHERS' TRAINING
INSTITUTE, CHANDIGARH 160 026



Organised by :
Technical Teachers' Training Institute,
Chandigarh
&
Entrepreneurship Development
Institute of India,
Ahmedabad.
GRAM : ENDIND

NEED FOR THE PROGRAMME...

Currently, the polytechnics are training & supplying diploma holders in Engineering, technology, business & commerce to man the middle-level techno-managerial positions in large & medium industries. In a number of seminars and conferences conducted by TTTI, Chandigarh, a recommendation was made that entrepreneurship should be developed amongst technician/students, so that self-employment and entrepreneurship could be shown as an alternative to seeking employment. In order to assist the states in the Region to introduce Entrepreneurship Development as an innovation in the polytechnic system of education, TTTI, in collaboration with Entrepreneurship Development Institute of India, Ahmedabad, is organising this programme.

OBJECTIVES OF THE PROGRAMME...

The main objective of conducting EDP is to motivate the young Technology graduates for self-employment so that after successful completion of the training programme, the participants can start their own manufacturing/service ventures. This will provide productive self-employment to them by utilising their knowledge and skills and will also generate further employment opportunities. The objective of this programme is also to expose the concept, methodology and techniques of conducting EDPs for diplomaholders to the Polytechnic faculty so that they can transfer these in their own setting in the polytechnics subsequently,

THE CONCEPT...

The philosophy of EDP is based on the assumption that Entrepreneurs are not only born but can be identified, trained and thus created.

EDI ...

Entrepreneurship Development Institute of India (EDI) has been set up jointly by the national financial institutions (IDBI, ICICI, IFCI and SBI) to provide assistance to various states in organising EDPS, training the trainers and motivators and to conduct research in the field of entrepreneurship development. EDI has the support of 40 full-time trainers having 7 to 10 years experience. EDI trainers have successfully conducted EDPs in states other

than Gujarat, such as Rajasthan, Assam Nagaland and Kerala.

METHODOLOGY

Identification and careful selection of persons with appropriate entrepreneurial traits and attributes whose entrepreneurial potentialities could be developed, constitutes the first task of the scheme. The selection procedure comprises of a combination of techniques including the analysis of the background of the candidates and administering well-designed behavioural tests, interviews etc. This is followed by classroom as well as practical training. As a part of the programme, technical training/in-plant training will be arranged if necessary. The medium of instruction will be English. Moreover, individual counselling will be provided in setting up the enterprise. The Programme will be conducted with the active involvement of State promotional Agencies and Experts. The methodology is based on the successful "Gujarat model"

COURSE CONTENTS...

- o Entrepreneurial qualities
- o Opportunity Guidance
- o Product Selection
- o Sources of Information
- o Procedures for setting up SSI
- o Schemes of assistance for SSI
- o Market Survey Techniques
- o Marketing Management
- o Achievement Motivation
- o Costing and cost consciousness
- o Production Planning and Control
- o Accounts & Finance
- o Taxation Budgeting
- o Purchase Techniques
- o Effective Communication
- o Factory visits
- o Technical / In-Plant Training
- o Project Report Preparation

FACULTY...

In-house faculty for training programme comprises of expert trainers from EDI who will provide motivation, direction and guidance to the trainees during various phases of the programme. The guest faculty will consist of subject matter specialists, senior officials from the Government and Industrial Corporations, successful industrialists and traders, i.e. real life Practitioners.

DURATION & VENUE...

The programme will be organised in Chandigarh at Technical Teachers' Training Institute campus. The training sessions would be conducted in the evening and the duration of the programme will be about 10 to 12 weeks. The trainees may be placed in the respective industrial unit for technical orientation.

ELIGIBILITY...

Any unemployed diploma holder in engineering/technology or any other field recognised by the concerned State Board of Technical Education. The individual must have initiative, willingness to work hard and strong desire backed by enthusiasm and dedication to set up his own new small scale industrial unit/service venture. He must have working knowledge of English for understanding the basic training inputs. He must be in a position to attend the programme regularly.

EXPECTATIONS FROM THE TRAINEES...

- x Must attend the training programme regularly.
- x Must prepare a detailed project report within one month after completion of the programme and take effective steps to start his/her venture.
- x Must deposit Rs. 100/- of which Rs. 50/- as Caution Money to be refunded after successful completion of the programme.
- x Must attend technical/in-plant training if required and submit his Project Report.
- x Must set up his own small-scale industrial venture.

ADDRESS FOR CONTACT/CORRESPONDENCE...

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