



**ENTREPRENEURSHIP  
DEVELOPMENT  
PROGRAMME**

**AT**

**BHUBANESHWAR**

Sponsored by  
**DIRECTORATE OF INDUSTRIES  
GOVERNMENT OF ORISSA  
AND  
INDUSTRIAL DEVELOPMENT  
BANK OF INDIA**

Organised by  
**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA (EDI)  
AHMEDABAD**

In association with  
**ORISSA INDUSTRIAL AND TECHNICAL  
CONSULTANCY ORGANISATION LTD.  
BHUBANESHWAR**



## **CONCEPT**

The philosophy of Entrepreneurship Development Programme (EDP) is based on the assumption that Entrepreneurs are not only born, but can as well be identified, trained and thus created.

## **IDEA**

Orissa being industrially backward area, IDBI and Directorate of Industries, Govt. of Orissa desire to sponsor an EDP with a view to spread the message of entrepreneurship. EDI has come forward to conduct the programme there by making a bold beginning towards accelerating the pace of industrial development in small scale sector.

## **EDI...**

Entrepreneurship Development Institute of India has been jointly set up by the National Financial Institutions to provide assistance to various states in organising entrepreneurship development programmes, train trainers and motivators and 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, Kerala, Bihar, Andaman-Nicobar, Goa, Sikkim, Union Territory of Chandigarh and Arunachal Pradesh.

In all the states covered so far, EDI has been able to establish the philosophy that dormant entrepreneurship can be developed and entrepreneurs can be shaped. EDI has created such an impact that state level organisations are making efforts to institutionalise entrepreneur-

ship activity and to have long term plans and commitment in this direction. Its involvement has made it possible for various small industries promotion institutions to work in co-ordination.

## **SPONSORSHIP**

This programme is being sponsored by Industrial Development Bank of India (IDBI) and Directorate of Industries, Govt. of Orissa. EDI is conducting the programme in association with ORITCO which is a consultancy organisation set up jointly by the All India and state level financial institutions and lead Banks of the state to render consultancy services and undertake promotional measures for accelerating the pace of industrial development of the state. The training programme is for potential entrepreneurs willing to set up their small scale industrial/service ventures.

## **OBJECTIVES**

Entrepreneurial talent exists in people from all walks of life. The elements common in them are an urge to break away from traditional activities to face the organisational and technical challenges in the decision making process and to take up calculated risks implicit in them. Many employees in industry and commerce, workers, supervisors, salesmen, managers as well as merchants and a number of fresh graduates have latent entrepreneurship in them and a desire to be on their own. The main objective of this programme is to motivate and equip them for self-employment so that after successful completion of the training programme they can start their own manufacturing/service venture.



## **METHODOLOGY**

Identification and careful selection of persons with the appropriate traits and attributes whose entrepreneurial potentialities could be upgraded, constitutes the first task of the scheme. The selection procedure comprises, inter alia, a combination of techniques including analysis of the background of the candidates and administering well designed tests, interview etc.

This is followed by class room training which will provide the commercial and management insight needed to set up and run an enterprise. This will be a non-residential programme. The class room training will be for two hours daily in the evening. The trainees will be given technical orientation through industrial visits and discussions with the technical advisers.

## **COURSE CONTENT**

- o Entrepreneurial Qualities
- o Opportunity Guidance
- o Product Selection
- o Sources of information
- o Facilities & Procedure & for starting an Industry
- o Market Survey
- o Demand and Supply
- o Achievement Motivation
- o Production Planning
- o Costing
- o Cost Consciousness
- o Financial Management
- o Accounts
- o Taxation
- o Factory Visits
- o Purchase Techniques
- o Advertisement and Sales Techniques
- o Budgeting
- o Industrial Management



- Legal Provisions for Industry
- Industrial Psychology
- Commercial Correspondence
- Crises of SSI Units

### **FACULTY**

In house faculty for the training programme comprise of experts who will provide assistance and guidance to the trainees during all phases of the course. The guest faculty will consist of experts from various fields, officials from the Government, Industrial Corporations and successful industrialists.

### **ELIGIBILITY**

Any individual (Businessman, Trader, Technician, Skilled worker, Artisan and Educated Unemployed) who has initiative, willingness to work hard and strong desire backed by enthusiasm and dedication to set up his own small scale industry/service venture can participate in the programme.

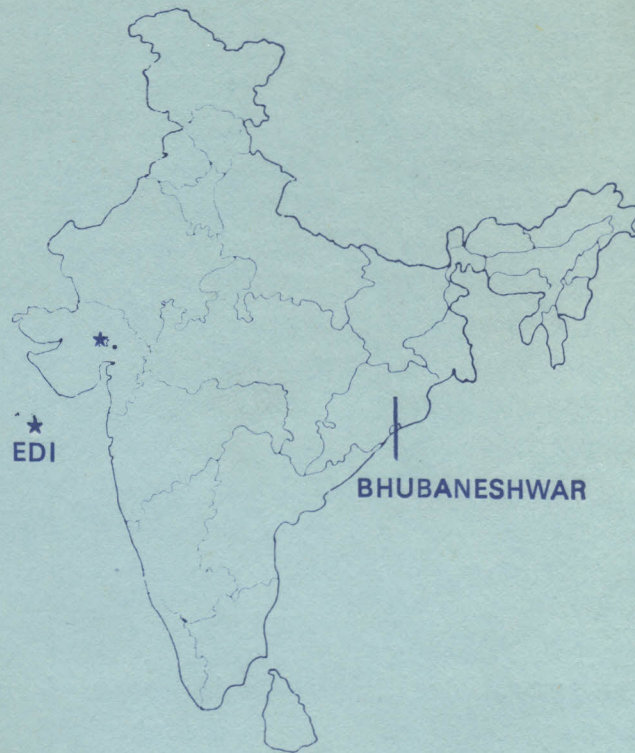
No minimum educational qualification is prescribed but the individual should have working knowledge of ENGLISH/HINDI for understanding the basic training inputs.

Selection of the trainees will be through behavioural tests and personal interview. Selected candidates will have to deposit Rs. 150/- which will be refunded on successful completion of the programme and submission of project report.

### **EXPECTATIONS FROM TRAINEES**

- Should attend the training programme regularly.
- Should attend a 5-day residential Achievement Motivation Training Programme.

- Should prepare a detailed project report as a part of the training programme and take effective steps for implementing the programme.




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**Programme in-Charge :**

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