



**ENTREPRENEURSHIP
DEVELOPMENT
PROGRAMME**

AT

JALPAIGURI

Sponsored by

**THE DIRECTORATE OF COTTAGE AND SMALL SCALE
INDUSTRIES**

INDUSTRIAL DEVELOPMENT BANK OF INDIA

WEST BENGAL FINANCIAL CORPORATION

STATE BANK OF INDIA

In collaboration with

CENTRAL BANK OF INDIA

UNITED BANK OF INDIA

SMALL INDUSTRIES SERVICE INSTITUTE, CALCUTTA

ENGINEERING COLLEGE, JALPAIGURI

**NORTH BENGAL NATIONAL CHAMBERS OF
COMMERCE & INDUSTRIES**

JALPAIGURI POLYTECHNIC INSTITUTE

A. C. COLLEGE OF COMMERCE, JALPAIGURI

West Bengal Consultancy Organisation Limited

Chatterjee International Centre (4th Floor)

33A, Chowringhee Road

Calcutta-700 071

Phone : 24-6527

24-6253

Gram : NOCBEW

CONCEPT

The philosophy of EDP is based on the assumption that entrepreneurs are not only born, can as well be identified, trained and thus developed. An entrepreneur acts as a 'Change Agent' who is eager to break away from his traditional economic activity to take up a relatively new line of activity and wait for the right break through.

SPONSORSHIP

WEBCON, under the sponsorship of Industrial Development Bank of India, Directorate of Cottage & Small Scale Industries, West Bengal Financial Corporation and State Bank of India, and in association with Small Industries Service Institute, Calcutta, Jalpaiguri Polytechnic Institute, North Bengal National Chambers of Commerce and Industries, Central Bank of India, Engineering College, Jalpaiguri, A. C. College of Commerce, Jalpaiguri and United Bank of India is organising the training programme for the prospective entrepreneurs willing to set up their own small scale units in Jalpaiguri District.

CONDUCTING AGENCY

West Bengal Consultancy Organisation Limited (WEBCON), a multi-functional public sector consultancy organisation, set up a consortium of financial institutions and banks under the leadership of Industrial Development Bank of India, shall conduct the Entrepreneurship Development Programme. WEBCON receives co-operation from Entrepreneurship Development Institute of India (E D I I) Ahmedabad, the central apex body engaged in development of entrepreneurship. WEBCON is

geared with the professionals who have been trained by the E D I I and the Centre for Entrepreneurship Development, Ahmedabad, leading Institutions in the field of Entrepreneurship Development in the country. These trainers have already successfully conducted similar programmes in the States of U. P., Rajasthan and West Bengal.

OBJECTIVES

Entrepreneurial talent exists in people from all walk of life and the elements common in them are-an urge to break away from traditional activities to face the organisatioal and technical problems in the decision making process and take up calculated risks implicit in them. Many employess in industry and commerce and a number of fresh graduates and housewives have latent entrepreneurship qualities in them and desire or have capacity to have small industrial units of their own. The main objective is to motivate them for self-employment so that after successful completion of training, they can start their own industrial centure.

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. The class room training which will provide the economic and management insight needed to set up and run an enterprise will be followed by factory

visits so as to give them an exposure to the real life situation.

COURSE DURATION

The duration of the programme shall be of six weeks from 10-00 A.M. to 5.00 P.M.

COURSE CONTENT

- | | |
|---|------------------------------------|
| * Entrepreneurial Qualities | * Accounts |
| * Opportunity Guidance | * Taxation |
| * Product selection | * Factory Visits |
| * Sources of Information | * Purchases
Techniques |
| * Facilities and Procedures
for starting an Industrial
Unit | * Publicity and
Sales Promotion |
| * Market Survey | * Budgeting |
| * Demand and supply | * Industrial
Management |
| * Achievement Motivation | * Legal provision
for Industry |
| * Production Planning | * Industrial
Psychology |
| * Costing | * Commercial
Correspondence |
| * Cost Consciousness | * Crises of SSI Units |
| * Project Report | * Case Studies |
| * Financial Management | * Decision Making |
| * Communication, Convin-
cing and Persuation | * Creativity |

FACULTY

In-house faculty for the training programme comprises the executives who will provide assistance and guidance to the trainees during various phases

of the course. The guest faculty consists of experts/ professionals from various fields, officials from the government, industrial corporations, banks, successful industrialists and others. The successful industrialists will share their experience with the trainees in order to provide them some practical guidance to overcome the real life problems.

ELIGIBILITY

Persons with some resource and initiative, willingness to work hard and strong desire backed by enthusiasm and dedication to set up his/her own new small scale industry can participate in this programme.

No minimum educational qualification is prescribed but the individual should have knowledge of English/Bengali 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, 500/- which will be refunded on taking adequate steps for implementation of the projects within a period of two years after the completion of programme.

TRAINERS

Full time trainers will be made available to assist and guide the entrepreneurs in the following main aspects :

1. To co-ordinate the entire training programme by arranging the faculty of experts ;
2. To arrange factory visits for the trainees for industrial exposure ;
3. To arrange in-plant training for practical experience ;

4. To guide the trainees in completing various formalities required in establishing the small scale units ;
5. To follow up and guide individual trainee for implementing project in the post-training period.

EXPECTATIONS FROM THE TRAINEES

1. Should attend the training programme regularly ;
2. Must attend achievement motivation training programme and factory visits ;
3. Should prepare a feasibility report within a month after completion of the training programme.
4. Should apprise WEBCON regularly the progress of implementation of the projects in post-training period.

Please contact for details :—

Senior Consultant (EDP).
West Bengal Consultancy Organisation Ltd.,
Chatterjee International Centre, (4th Floor)
33A, Chowringhee Road
Calcutta-700 071
Phone : 24-6253, 24-6527

Camp Office :—

West Bengal Consultancy Organisation Ltd.,
C/o. District Industries Centre,
Club Road, Jalpaiguri, 735101
Phone : 844