

**GROWTH PROGRAMME FOR
ESTABLISHED ENTREPRENEURS IN
SMALL SCALE SECTOR TO PROMOTE EXPORTS
(MACHINE TOOLS)**

September 27-December 30, 2000

AT BANGALORE

Organised by :



**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA
AHMEDABAD**

Sponsored by :



**SMALL INDUSTRIES
DEVELOPMENT
BANK OF INDIA
(SIDBI)**

IF YOU ARE

- ◆ an ambitious entrepreneur having a small scale manufacturing or service unit which is in operation at least for the past three years and has crossed the breakeven level; (women entrepreneurs are encouraged to apply)
- ◆ looking for ways and means to take your enterprise to new heights; let's say by tapping export markets

here is an opportunity for you to benefit from a unique training-cum-counselling programme.

BACKGROUND

Any business venture could grow by virtue of market forces without involving deliberate intervention on the part of the entrepreneur. However, systematic and sustainable growth is a result of planned efforts on the part of the entrepreneur. Training and counselling to the entrepreneurs could hasten the pace of this growth process. In keeping with this belief, EDI is offering a unique training-cum-counselling programme viz. "GROWTH PROGRAMME" designed in collaboration with Durham University Business School, United Kingdom, to existing entrepreneurs.

HOW THE PROGRAMME CAN BENEFIT YOU

This programme will help you to

- ◆ take an objective look into your enterprise to understand as to how well the business is performing,
- ◆ understand the potential that the business has for optimally tapping the export market and develop,
- ◆ understand necessary and sufficient conditions to exploit export and developing markets,
- ◆ chalk out a clearcut growth/change plans with the support of business counsellors,
- ◆ understand competencies that contribute towards top performance and
- ◆ take the business to new heights in a planned and purposeful manner.

HOW YOUR BUSINESS CAN GROW

'GROWTH' or 'CHANGE' in an enterprise can be described as moving from one level, i.e. where the enterprise presently is, to another elevated level, i.e. where the enterprise ought to be, at a future point of time. This would involve expansion, diversification, new product development, quality improvement, cost reduction etc. Some entrepreneurs are quite clear about their destination and move towards it in a purposeful manner whereas others drift aimlessly.

This programme focuses on helping the entrepreneur understand the 'base' from which the enterprise desires to develop, be aware of key external and internal factors that influence the growth process and set up achievable growth targets.

STRUCTURE

The programme involves the following :

- ◆ Four days of class-room interaction using case studies, simulation exercises and group discussions (September 27 - 30, 2000)
 - ◆ Individual Business Counselling by experienced business counsellors who would spend about two to three man-days with each entrepreneur in order to take care of counselling needs specific to him/her. Such counselling sessions would take place based on a mutually convenient time schedule (spread over October 1, 2000 to December 26, 2000)
 - ◆ Three days of classroom interaction to meet specific training needs (December 28-30, 2000)
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WHAT THE PROGRAMME OFFERS

The programme is divided into two blocks, each dealing with specific inputs, which are as follows:

BLOCK I: (Sep 27 - 30, 2000)

- ◆ Helps you understand the 'Performance and Potential Base of your venture so that you know the present level of your venture that would facilitate realistic goal setting for growth change.
- ◆ Facilitates a clear understanding of the venture with regard to growth and export potential.
- ◆ Helps you become aware of entrepreneurial competencies that contribute towards top performance, and assist in understanding the importance of systematic planning for achieving planned goals.

INDIVIDUAL COUNSELLING

(October 1, 2000 - December 27, 2000)

BLOCK II: (Dec 28 - 30, 2000)

- ◆ Hardskills (Knowledge/Information) covering key areas of enterprise management such as Finance, Production and Marketing.
- ◆ Delegation and Leadership; Interpersonal relationship and employee motivation; Key entrepreneurial competencies such as; efficiency orientation, persuasion and use of influence strategies.
- ◆ Export oriented inputs.

The inputs would be developed keeping in view the, participants' needs.

FACULTY

The faculty includes experienced EDI experts with national and international experience and eminent practising professionals.

Experienced Business Counsellors would be working with entrepreneurs participating in the programme on one to one basis, and assist them in developing their growth plans.

VENUE

International Centre for Advancement of Manufacturing Technology (ICAMT)
Tumkur Road, Bangalore - 560 022

REGISTRATION FEE

This non-residential programme which has been subsidised by the Small Industries Development Bank of India, carries the following Registration Fee : Rs.3,500/- per participant. (Maximum 20 participants on first-come-first serve basis)

WHOM TO CONTACT

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Please send the enclosed registration form duly filled-in alongwith a Demand Draft drawn in favour of 'Entrepreneurship Development Institute of India' payable at Ahmedabad.

About the Institute

The Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI headquarters.

EDI's pioneering activities in entrepreneurship development training have established that people from all walks of life can become business owners. It has demolished the myth that entrepreneurs are born, and cannot be made. Through well-conceived training interventions and capacity building activities, over last 15 years EDI equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped set up nine state-level exclusive entrepreneurship development centres and institutes.

With the objective of facilitating survival as also growth of existing enterprises, EDI has conducted several 'Growth-cum-Counsellors' programmes for existing entrepreneurs. Till date the institute has conducted 15 Growth-cum-Counsellors' programmes and geared up 325 entrepreneurs and 298 counsellors respectively. EDI organises a variety of programmes for the benefit of existing entrepreneurs.

The National Facility for Innovation (NFI), sponsored by the National Science and Technology Entrepreneurship Development Board (NSTEDB) is set up at EDI, with an aim to ensure evolution of technology-driven enterprises. Through bridging the gap between sources of technology and entrepreneurs, NFI plays a facilitator's role in commercialising product and process technologies developed by the R&D laboratories.

These successes and commitment have culminated in recognition of its achievement by the Government of India and the State Governments. EDI has earned accolade and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation and several other renowned agencies.

The UNIDO and the Government of India have appointed EDI as the Inter Regional Centre (IRC) for Entrepreneurship and Investment Training. IRC caters to the needs of indigenous capacity building in a host of countries from Asian, African and Arab regions in the areas of investment promotion and entrepreneurship development.

As a partner in the European Union-India Economic Cross Cultural Exchange Programme (ECCP), EDI is responsible for removing cultural barriers and information asymmetries between Indian and West European Entrepreneurs.

In recognition of its international achievements, the United Nations Economic & Social Commission Asia and Pacific (ESCAP), Bangkok, Thailand, has declared EDI as a 'Centre of Excellence'.



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