

**INTERNATIONAL
MARKETING**

**FOR
SMALL AND
MEDIUM
ENTERPRISES**

**A Specially Designed
Training Programme
at EDI**

(AUGUST 3-7, 1993)

Sponsored by : FRIEDRICH-NAUMANN-STIFTUNG, Germany



Organised by :

**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA**

BACKGROUND

Small and medium enterprises have always been in the forefront of exports. About 35% of manufactured exports is contributed by the SSIs in India. The cost advantage coupled with their flexibility has earned them a special place in Indian export scenario.

But the SMEs have been operating in a sheltered economy with certain preferential treatment from the government. With the increased emphasis on globalisation, throwing Indian economy open to foreign investors and foreign companies, a qualitative change in Indian manufacturing industry is on the cards. Therefore, their implications for the companies, small and medium, in terms of their exports would be qualitatively different. While multinational and large industrial houses realise this imperative, small and medium enterprises are yet to appreciate the need for and content of change they have to make to remain in the forefront.

Training of small and medium enterprises in the area of export, therefore, assumes importance. The EDI takes this opportunity to conceive, design and offer a special course for small and medium enterprises.

OBJECTIVES

- 1 To familiarise small and medium enterprises with emerging trends in global markets and expose the entrepreneurs to the emerging opportunities in thrust areas of exports;
- 2 To develop entrepreneurs awareness of the procedures and formalities for exports; and skills in export costing and export quotation; and understanding of instruments of payment, foreign exchange regulations and risk management; and

- 3 To orient entrepreneurs towards upgradation of technology and quality management, as well as towards the need for specialised and trained manpower for exports.

FOR WHOM

The programme is open to small and medium enterprises which have just entered export markets or are on the look-out for export opportunities.

RESEARCH BASE

The programme is expected to draw on the research findings of the study undertaken by the Institute on the entrepreneurial initiatives in export marketing.

PROGRAMME CONTENTS

The programme will focus on :

- * Emerging trends in global markets.
- * Detailing opportunities in thrust areas of exports for SMEs.
- * Import-Export formalities and procedures.
- * Export finance.
- * Technology upgradation and quality management including ISO 9000.
- * Costing for exports and preparation of export bids.
- * Identification and selection of trade channels.
- * Selection, recruitment and training of manpower for exports.
- * Investment considerations for export oriented opportunities/activities.

PEDAGOGICAL METHODS

A variety of teaching methods like case studies, written exercises, lectures by experts and practitioners and discussions will be used.

VENUE

The programme will be organised at the elegant and sprawling campus of the Institute located near the Ahmedabad Airport. Participating entrepreneurs will be able to relax in the clean, quiet and pleasing environment.

FEES

- For residential participants the fee will be Rs. 2500/- including board and lodging and the cost of instruction and teaching materials.
- The participants would be housed in the comfortably furnished air-conditioned hostels of the Institute on double occupancy basis. However, those who would like to have single occupancy air-conditioned accommodation would be charged Rs. 200/- extra per day subject to availability.
- For non-residential participants, the fee will be Rs. 1250/-

FACULTY

The faculty will consist of EDI experts in entrepreneurship possessing national and international experience as well as practising professionals and successful exporters.

NOMINATIONS

Nominations must be made on the enclosed form and mailed along with a demand draft for course fee to :

Mr. Ranga Kota
Programme Director
Entrepreneurship Development Institute
of India, Ahmedabad (Near Village Bhat)
P. O. Chandkheda 382 424, Gujarat.
Phone : (0272) 811331/811084
Telex : 0121-6224 EDII In
Fax : (91) 272-815367

**The last date for receiving nominations is
July 26, 1993**

THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act 1860, sponsored by 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, with the active support of the Government of Gujarat. The institute is a national resource centre governed by its own board. Committed to education, research and training, it has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organisation, UNIDO, Commonwealth Secretariat, Friedrich-Naumann-Stiftung (FNS) and several other international agencies.

EDI over the last 3 to 4 years is devoting sufficient focus on the growth of existing entrepreneurs by way of conducting Performance Improvement Programmes (PIPs), Business Counsellors Programmes, Growth Programmes and Competent Management Assistant Programmes (COMAPs) with financial support in good measure from Friedrich-Naumann-Stiftung, New Delhi.

In addition, EDI is also successfully organising Succession Planning for Entrepreneurial Continuity (SPEC), a well structured programme for sons and daughters of existing industrialists, and Summer Camps for youths.

EDI PUBLICATIONS & AUDIO VISUALS

EDI Reports

The EDI regularly publishes a quarterly bulletin, i.e. EDI Reports, covering various activities undertaken by the institute. (Free circulation on demand)

Publications

1. Entrepreneurship Development Programme in India and Its Relevance to Developing Countries - V.G. Patel Rs. 130/- US \$ 25
2. Developing New Entrepreneurs Rs. 200/- US \$ 40
3. Self-Made Impact-Making Entrepreneurs -Gautam R. Jain & M. Akbar Ansari Rs. 250/- US \$ 45
4. National Directory of Entrepreneur Trainer-Motivators (1989) Rs. 80/-
5. Entrepreneurship Bibliography Rs. 55/- US \$ 11
6. Strategy of Success in Business and Industry (Hindi) -V.G.Patel (1975) Rs. 50/-
7. In Search of Identity -The Women Entrepreneurs of India - Ajit Kanitkar & Naline Contractor Rs. 160/- US \$ 15
8. The Seven Crises & Business Strategy for Survival & Growth -V.G. Patel (In print)
9. A Manual on How to prepare A Project Report -J.B. Patel & D.G. Allampalli Rs. 100/- US \$ 10

Papers

1. Potentials of Ex-servicemen for Entrepreneurship: A Study -Gautam R. Jain (1989) Rs. 48/- US \$ 4
2. Course of Entrepreneurial Succession in Family Business : A Feasibility Report -Gautam R. Jain (1989) Rs. 43/- US \$ 3
3. The Missionaries : A Study of Entrepreneur Trainer-Motivators in India -Dinesh Awasthi (1989) Rs. 72/- US \$ 6
4. Proceedings of National Workshop on Developing Research Agenda on Entrepreneurship -Gautam R. Jain & Dinesh Awasthi (1989) Rs. 81/- US \$ 7
5. Agenda for Change Rs. 75/- US \$ 6

Video Cassettes

1. Five Success Stories of First-Generation Entrepreneurs Rs. 1000/- US \$ 100
2. Assessing Entrepreneurial Competencies. Rs. 1000/- US \$ 100
3. Business Opportunity Selection & Guidance Rs. 750/- US \$ 75
4. Problem Solving - An Entrepreneurial Skill Rs. 750/- US \$ 75
5. Starting Crisis in Business Rs. 250/- US \$ 20
6. Cash Crisis in Business Rs. 250/- US \$ 20
7. Delegation Crisis in Business Rs. 250/- US \$ 20
8. Leadership Crisis in Business Rs. 250/- US \$ 20
9. Financial Crisis in Business Rs. 250/- US \$ 20
10. Prosperity Crisis in Business Rs. 250/- US \$ 20
11. Management Succession Crisis in Business Rs. 250/- US \$ 20
12. Planning for Competition & Growth Rs. 250/- US \$ 20
13. Jewels from the Dust - The Making of Rural Entrepreneurs Rs. 250/- US \$ 20

Special Offer : The Institute will bear the packing & Postage charges in case of order for the complete set of 'Seven Crises in Business' series (Sr. No. 5 to 12)

Kit

1. Achievement Motivation Training (AMT) Kit Rs. 700/- US \$ 56

Clippings

1. Entrepreneurship Newspaper Clippings Year-Book - 1991 Rs. 300/- US \$ 24
2. Entrepreneurship Newspaper Clippings Year-Book - 1992 Rs. 250/- US \$ 20

(A 10% discount is allowed to all training/educational institutions, government/semi-government organisations and libraries on all above audio-visuals. Postage will be charged extra)