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PROGRAMME ON

**S**UCCESSION  
**P**LANNING FOR  
**E**NTREPRENEURIAL  
**C**ONTINUITY

6 January 1996  
TO  
18 January 1996



Organised by :

**ENTREPRENEURSHIP  
DEVELOPMENT INSTITUTE OF INDIA**

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## **BACKGROUND**

Creation of a new enterprise is the result of the founder's innate competencies and entrepreneurial vision which translate a dream into reality. These values have to be nurtured and enhanced in succeeding generations and efficiently transition managed if the enterprise has to remain viable in the long run.

Continuity in this context can be ensured only through a conscious effort at transferring the entrepreneurial vision and capabilities to the next generation. At the same time, there is the need to prepare the successors to manage fresh challenges and opportunities thrown up by the constantly changing competitive environment, through systematic Succession Planning.

Thus, Succession Planning facilitates smooth transition of management from one generation to the other, ensuring a judicious blend of continuity and change in the firm's approach to profitable opportunities.

## **THE PROGRAMME**

Responding to this need to train successors of industrial enterprises to carry their organizations to greater heights, the Entrepreneurship Development Institute of India (EDII) has been conducting training programmes entitled '**Succession Planning for Entrepreneurial Continuity**' (SPEC). The forthcoming programme is eighth in the series.

## **OBJECTIVES**

The objectives of the programme are :

- \* To ensure that the entrepreneurial vision resulting in the birth and consolidation of an enterprise is transmitted to the leaders of the next generation;
- \* To equip the potential successors of family businesses with the requisite motivation and skills to assume a leadership role;
- \* To sharpen the capabilities of future leader of the enterprise to manage intelligently the constraints and opportunities arising in the ever-changing, competitive environment;
- \* To sensitize the future leaders of the enterprise of the problems of transition and the need for organisational innovation and human resources development in the wake of the changing scenario.

## **FOCUS OF THE PROGRAMME**

The focus of the programme would be :

- \* Dynamics of family business;
- \* Transition management;
- \* Entry strategy, career growth, creativity, leadership, entrepreneurial motivation and competencies;
- \* Entrepreneurial environment and possibilities for product innovations and

structural changes in Indian industries;

- \* Overview of business management and basic business strategies such as marketing, advertising, organisational innovations and financial management;
- \* Strategic management in the emerging market scenario;
- \* Opportunity identification, diversification and growth and project and corporate planning;
- \* Soft skills, i.e., communication, both oral and written, problem solving and decision making.

### ***PARTICIPANTS***

The programme is open to those who are likely to join or have already joined their family business such as sons, daughters or other successors of business owners.

### ***METHOD OF TRAINING***

A variety of teaching methods such as case discussions, role playing, sensitivity training, written exercises, lectures and discussions would be used to impart knowledge and develop skills. Participants will be exposed to a series of experiences in succession planning of a variety of organisations. They will be encouraged to use the Institute's library and computer centre. Medium of instruction is English.

### ***DURATION***

Two weeks commencing on 28 October to 9 November, 1996.

### ***MONITORING AND FOLLOW-UP***

With a view to ensuring that participation in the programme has relevance for developments in the participating organisations, the EDII would continue to keep in touch with the alumni of the programme and would be ready to offer them any help or counselling in the process of implementing future entrepreneurial plans.

### ***VENUE***

The programme is residential and it would be held at the elegant and sprawling campus of the Institute located near Ahmedabad airport. The participants would be accommodated in comfortably furnished air-conditioned hostels of the Institute on double occupancy basis.

### ***FEE***

The fee for the entire programme would be Rs. 15,000/-. It will cover board and lodging and the cost of instruction and teaching material.

### ***FACULTY***

In addition to the members of the EDII faculty, distinguished experts from sister

institutions, such as IIMs, will participate in teaching. Guest speakers from the Indian corporate world will be invited to share their experiences and insights.

### **THE PROGRAMME AS VIEWED BY THE PARTICIPANTS**

The participants from our earlier programmes have responded enthusiastically to the training inputs as evident from some of the reactions :

- \* "These 10 days have changed my life".
- \* "My most negative points have turned into positive points".
- \* "The course has helped me in understanding the environment of family business and also built my confidence in tackling future problems - now everything seems possible!".

### **NOMINATIONS**

Nominations on the enclosed proforma must be mailed along with a demand draft of Rs. 15,000/- to :

**Mr. A. Narayanan**

Programme Director

Entrepreneurship Development Institute of India,

Ahmedabad (Via Ahmedabad Airport and Indira Bridge) P.O. Bhat - 382 428, Gujarat.

Phones : (079)7864331, 7864084 Telex : 121-6224 EDII IN Fax : (91) 79-7864367

The last date for receiving nominations is September 30, 1996.

### **THE INSTITUTE**

The Entrepreneurship Development Institute of India (EDII) set up in 1983 is an autonomous institution registered under the Societies Registration Act and sponsored by all India financial institutions viz., Industrial Development Bank of India (IDBI), Industrial Credit and Investment Corporation of India Ltd. (ICICI), Industrial Finance Corporation of India Ltd. (IFCI) and State Bank of India (SBI) with an 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 and several other international agencies.

The EDII has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well conceived and well directed activities. This in turn has led to the design of several training programmes around strategic thrust areas like, New Enterprise Creation, Performance Improvement of Existing Enterprises, Succession Planning, etc.. Besides, the Institute has contributed significantly to introducing entrepreneurship-oriented curricula in schools in various parts of the country.