

A TRAINING PROGRAMME

for

**DEVELOPMENT OF PROFESSIONALS/RESOURCE
PERSONS IN RURAL ENTREPRENEURSHIP
IN THE VOLUNTARY SECTOR**

(18th April - 13th May, 1995)

Sponsored by

**Small Industries Development
Bank of India (SIDBI)**

Venue

EDI Campus

Organised by



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA
Ahmedabad**

A NOTE

Poverty and unemployment are the two major problems of Indian Rural Economy. One way to combat these maladies is by promoting self-employment and rural entrepreneurship. In this, job seekers are converted into job-providers. This calls for an approach which develops and nurtures the latent entrepreneurial potential and links the same with economically viable opportunities. Implementation of such an approach will require credible and committed organisations working at the grassroot level. The active participation of VOs/NGOs in this endeavour is highly desirable, indeed inevitable, in view of their strengths in this regard. Keeping this in view, EDI plans to conduct a 5-week training programme for Development Professionals from VOs/NGOs in Rural Entrepreneurship Development and Self-Employment Promotion amongst rural-poor.

OBJECTIVES

Major objectives of the proposed training programme are:

- * To help the participants (personnel from VOs/NGOs) understand the special needs of rural youth as far as income generating activities through self-employment are concerned;
- * To develop their capability in designing and implementing a comprehensive small business and entrepreneurship development package;
- * To develop their knowledge and counselling skills related to launching and managing a small business venture; and
- * To inculcate abilities in the participants so that they are able to perform specific tasks related to entrepreneurship development. These include identifying business opportunities; linking the same with selected rural youths (potential entrepreneurs), help them prepare business plans; obtain financial and other support for successful project implementation, etc.

PROGRAMME CONTENT

The participants would be exposed to an effective, field tested RED package. This covers various aspects of entrepreneurship and self-employment promotion. The participants would also be equipped with necessary skills to effectively perform the role of competent trainer-motivators. Major areas of coverage included in the training are as follows :

- * Identifying potential entrepreneurs amongst rural-poor youth.
- * Developing entrepreneurial characteristics among the identified youths.
- * Identifying small viable business/self-employment opportunities and linking the same with rural youths showing entrepreneurial potential.
- * Exposing the participants to real micro-enterprise experience.
- * Providing counselling support to potential entrepreneurs in business opportunities identification, venture launching and management.

TRAINING METHODOLOGY

The training methodology in the programme will be a suitable combination of class-room lecturers, case studies, audio-visual simulation exercises, group discussion, field visits etc. Participatory methods of learning will primarily be used in imparting the inputs. Greater emphasis will be laid on the practical aspects of application of the inputs.

MEDIUM OF INSTRUCTIONS

The programme would be conducted in **Hindi** and accordingly the course material to be supplied to the participants would also be in Hindi.

DURATION AND VENUE

The training programme will be of 4 weeks duration. The programme will be conducted at EDI campus, Ahmedabad from **April 18 to May 13, 1995.**

WHO CAN BE NOMINATED

Development professionals from VOs/NGOs, already involved in promotion of income generating activities, may be nominated in this programme. While nominating the participants the sponsoring agencies (VOs/NGOs) should keep in mind that the sponsored candidates have to be :

- * Preferably in the age group of 25-35 years.
- * A graduate in any discipline; or possess equivalent qualification. However this condition could be relaxed in case of sponsored candidate who is otherwise exceptionally suitable for the training programme (Exceptional suitability is defined in terms of more than 10 years experience in conducting training programmes in rural areas).

FELLOWSHIPS AND FEES

The programme is sponsored by Small Industries Development Bank of India (SIDBI). A major cost of training including that of Boarding/Lodging and field visits will be met by the sponsor. However, **part fee of Rs.1,500/- will have to be paid by each participant and also the sponsoring VOs/NGOs will have to bear to-and-fro travel cost of their nominees.** The VOs may also decide to provide out of pocket expenses to their nominees according to their norms, as there is no such provision to that effect in the training programme.

DATE OF COMMENCEMENT OF THE PROGRAMME

Date of commencement of the programme is 18th April, 1995. Last date of receiving nomination forms is 3rd April, 1995.

HOW TO APPLY

Please fill in the enclosed nomination form and mail to :

RAMAN JAGGI

Course Director

**Entrepreneurship Development Institute
of India (EDI)**

Bhat (Via Airport & Indira Bridge)

PO. Chandkheda - 382 424

Dist. Gandhinagar

Tele Nos.: (079) 864331/864084/869068

Tlx No : 121-6224 EDII IN

GRAM : ENDIND, AHMEDABAD

FAX : 91-79-864367

The completed nomination form should reach the Course Director on or before 3rd April 1995 along with a demand draft for Rs. 1,500/- in favour of EDI, payable at Ahmedabad.

LOCATION OF THE INSTITUTE

EDI is located 5 Kms beyond Ahmedabad Airport on Ahmedabad-Gandhinagar Highway, via Indira Bridge. From Indira Bridge the Institute is exactly 2 Kms away on the main highway if one travels from Airport to Gandhinagar. The Institute is about 12 Kms from Ahmedabad Railway Station and about 14 Kms from the Ahmedabad State Transport Bus-station.