



TRAINING
PROGRAMMES ON
**BUSINESS OPPORTUNITY
IDENTIFICATION (BOI)**

1-5 August, 1994

and

**PROJECT REPORT (PR)
PREPARATION**

8-12 August, 1994

at

EDI, Ahmedabad

उद्योगिनम पुरुषसिंहमुपैति लक्ष्मीः

Organised by :



**ENTREPRENEURSHIP
DEVELOPMENT INSTITUTE OF INDIA**

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BOI/PR

ABOUT THE COURSES

Business Opportunity Identification (BOI)

Entrepreneurship Development Programmes (EDPs) are being increasingly organised by industrial development organisations to create a new class of entrepreneurs and enterprises. To create more new enterprises, there is a need for providing business/project ideas to entrepreneurs and transforming the ideas into projects. Looking to the target groups of entrepreneurs, the large number of EDPs organised every year, entrepreneurs trained, small industries financed and the limited scope of duplication of business ideas/opportunities, a continuous need is felt for identification of ideas. Further evaluation and preparation of Project Profiles (PPs) for potential opportunities is an arduous task as it involves collection of information on new projects and transforming them to the needs of the local/regional/national environment. An advanced course is, therefore, planned in this area, which deals with use of new methods for identification, in-depth analysis of core concepts for identification, counselling & linking business opportunities (BOs) to entrepreneurs.

Project Report (PR) Preparation

This programme titled Project Report Preparation aims at training those who help entrepreneurs in setting up Small & Medium Enterprises (SMEs). The need for preparation of quality Project Report is increasing due to new industrial development policies and prevailing uncertainties in the environment. An advanced course of this type would enable the participants to know the information needs, conduct market analysis, technical and financial viability studies and integrate various inputs in making a quality project report.

Extensive use of computer for financial analysis and hands on training on EDI's software Financial Analysis Made Easy (FAME) are included.

OBJECTIVES

Business Opportunity Identification (BOI)

The main objectives of the course are to ;

- i) focus attention on the need for identification and maintenance of inventory of business opportunities;
- ii) know various methods/concepts/techniques for identification and generation of project/business ideas;
- iii) know new and emerging areas for project opportunities and avenues to transfer successful projects from other state/region/country;
- iv) emphasise need for target specific identification for groups like rural, S&T entrepreneurs and general entrepreneurs and linking BOs to targeted entrepreneurs; and
- v) know how to prepare Project Profiles

Project Report Preparation

The main objectives of the course are to ;

- i) focus the attention of participants to specific needs of information, industry norms and structure of the Project Report and overall feasibility;
- ii) understand the major components of the Project Report like Market Analysis, Technical Analysis, Financial Analysis & Assessing Entrepreneur with respect to the proposed project;
- iii) expose participants to various new techniques and tools for Market Analysis and Financial Analysis;
- iv) share experience in Interface Meet with potential entrepreneurs turned industrialists regarding the actualities of Pre and Post-Project Report scenario;
- v) use and appreciate computers in preparing the financial statements and EDI software FAME; and
- vi) utilise the comprehensive knowledge for integrating information to prepare

the Project Report.

COURSE CONTENT

BOI Programme

The course has been designed to develop an in-depth understanding of the BOI and PP related inputs to participants. The course content includes :

- * Sources of project ideas and the process of generating business ideas with reference to resource, demand/need based, linkage to industry and service sector;
- * New sources and processes of identification of business opportunities, brain storming;
- * Sources of information for identification of business opportunities.
- * Linking BOs and counselling skills-development;
- * Target groups (Women, S&T, General, etc.) & their needs; and
- * Information need assessment and collection for preparation of project profiles and documentation;
- * Tools and instruments for BOI.

PR Programme

An advanced programme of this type is designed to develop the capability of participants in preparing Project Report for various products and investment ranges. The inputs include:

- * An overview of information needs and structure of Project Report;
- * Market analysis of the project to elucidate on the concept and estimation of demand, forecasting, marketing programme and preparation of the market survey report;
- * Technical analysis of the project to know the plant capacity and production programme, selection of plant and machinery, evaluation of technology and its alternatives, location, manpower, raw material and utilities etc. to carry out the technical feasibility and develop inputs for financial analysis;
- * Financial analysis to know the antic-

ipated risk and prospects of the project to understand the concepts and methodology of estimating financial statements like profitability, cash flow, BE point, DSCR and risk analysis; and

- * Case studies will be used extensively to apply the knowledge gained and present findings during the programme.
- * Exposure to FAME-EDI computer software.

FOR WHOM

The advanced courses on Business Opportunity Identification (BOI) and Project Report (PR) preparation are open to all those involved in identification of project ideas, preparation and/or appraisal of Project Reports, training and consultancy and young executives/professionals in corporate planning departments of SMEs. It is suited to EDP trainers, consultants, technical officers, bankers, chartered accountants and business counsellors etc. with 2-3 years' experience in the field.

TRAINING METHODOLOGY

Training methodology will be participatory in nature, encouraging the trainees to actively participate in the discussions. There will be presentation by experts with exercises and group presentations on case studies.

COURSE DATES

The advanced courses will be held as follows

- (i) Business Opportunity Identification
1-5 August, 1994.
- (ii) Project Report Preparation
8-12 August, 1994.

FEES

The fees for the courses are .

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|---|--|
| (i) Business Opportunity Identification | Rs. 3500/- (150 US\$ international) participants |
| (ii) Project Report Preparation | Rs. 3500/- (150 US\$-international) participants |

The amount covers tuition fee, course and teaching material, local industrial visits, board and lodging. Participants will be accommodated at the EDI hostel on a twin-sharing (non-A/C) basis. If you desire A/C accommodation add Rs. 500/- per participant per programme. (twin sharing)

HOW TO APPLY

Nomination form (enclosed) along with bank draft drawn in favour of EDI, Ahmedabad should be sent at the following address:

D.G. Allampalli, Programme Director,
Project & Technology Group
Entrepreneurship Development Institute of
India (EDI)

Ahmedabad (Near Village Bhat)
P.O. Chandkheda 382 424, Gujarat
Telephone : (079) 811331, 811068
Telex : 0121-6224 EDI IN

Fax : (91) 079-815367
Gram : 'ENDIND', Ahmedabad

The last date for receiving nomination will be 10 July, 1994 and the admission will be on a first come first served basis.

THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act, 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 and several other international agencies.

EDI PUBLICATIONS & AUDIO-VISUALS

Publications

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| 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. | Entrepreneurship Bibliography | Rs. 55/- US \$ 11 |
| 5. | In Search of Identity - The Women Entrepreneurs of India
- Ajit Kanitkar & Naline Contractor | Rs. 160/- US \$ 15 |
| 6. | A Manual on How to Prepare a Project Report
J. B. Patel & D. G. Allampalli | Rs. 100/- US\$10 |
| 7. | Not Born - The Created Entrepreneurs
Jose Sebastian & Sanjay Thakur | Rs. 175/- US \$ 15 |
| 8. | New Initiatives in Entrepreneurship Education & Training
Gautam Raj Jain & Debmuni Gupta | Rs. 200/- US \$ 25 |
| 9. | The Seven Crises & Business Strategy for Survival & Growth
- V.G. Patel | (In Print) |

Video Cassettes

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| 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 |
| 14. | The World of Women Entrepreneures | Rs. 250/- US \$ 20 |

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

(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)