

**TRAINING PROGRAMME  
ON  
EFFECTIVE BUSINESS  
COUNSELLING**

**AT :  
BANGALORE  
(July 17-21, 1995)**

Sponsored by :

**FRIEDRICH-NAUMANN-STIFTUNG,  
GERMANY**



Organised by :

**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA  
Ahmedabad**

in association with

**PEENYA INDUSTRIES  
ASSOCIATION,  
BANGALORE**

## BACKGROUND :

Small enterprise consultancy and training services form an integral part of the support system for entrepreneurship development. While services are generally directed towards new enterprise creation, the need to extend the same to existing small enterprises beyond mere business plan formulation, is well established. In response to such a need, EDI has formulated and conducted several 'Performance Improvement Programmes' (PIPs) targetted at existing entrepreneurs in several parts of the country. During the process of refining the training model, EDI, in association with Durham University Business School (DUBS) UK, adopted the model developed by the latter. As a result, we have now formulated training-cum-counselling programme, viz., 'Growth Programme' designed to encourage consolidation and growth of small enterprises. A key aspect of the model is to provide one-to-one counselling services to existing entrepreneurs.

This programme focusses on developing Business Counselling skills of Small Enterprise consultants and trainers, thereby enabling them to provide much needed counselling services to existing entrepreneurs in order to facilitate consolidation and growth of small enterprises.

## PROGRAMME OBJECTIVES :

- \* To develop skills in profiling of small enterprise in terms of its current performance and its potential for growth.
- \* To enable the counsellors to acquire and use problem solving skills
- \* To empower the counsellors to be aware of their counselling styles and further hone them.

- \* To clarify the role the counsellors would play for the 'Growth Programme' for small scale entrepreneurs and the support services they would provide to these small enterprises.
- \* To develop skills required to help small scale entrepreneurs for consolidation and growth of their businesses.

## PROGRAMME CONTENT :

- \* Introducing participants to Business Profiling Instruments which have been developed to enable the counsellors to:
  - Profile the performance of a venture in holistic fashion
  - Determine the potential of the venture
  - Identify the management of change issues associated with planned development of an enterprise.
  - Understand the actual process of business development of a given venture
  - Relate the above as an integral part of one-to-one counselling
- \* Exposure to problem-solving skills
- \* Counselling skills
- \* Interpersonal skills

## METHODOLOGY :

The programme will be highly participative in nature involving use of case studies, group discussions, experience sharing, audio-visual presentations and lectures.

## FACULTY :

The faculty consists of experienced entrepreneurship professionals acquainted with 'Growth Programmes', and practicing consultants with expertise in

problem-solving, counselling and inter-personal skills.

## WHO CAN PARTICIPATE :

- \* Free-lance Consultants
- \* Chartered Accountants
- \* Cost & Works Accountants
- \* Management & Marketing Consultants
- \* Retired professionals from large private & public sector industries interested in assisting/guiding existing entrepreneurs.
- \* Trainers engaged in entrepreneurship development activities.

## WHY SHOULD YOU PARTICIPATE IN THIS PROGRAMME :

- \* **Business Profiling and Counselling Skills**, will help you to be one of the few professionals who are competent to assist existing small scale entrepreneurs for consolidation and growth of their business ventures. It is also possible to apply counselling skills independent of the 'Growth Programme' in your day-to-day activities.
- \* You will be identified as a Business Counsellor for 'Growth Programmes' to be conducted by EDI and other Institutions.
- \* A new dimension will add to your profession by virtue of being trained as a 'Business Counsellor'.
- \* You could also avail of the opportunity to act as a Business Counsellor for the **Business Counselling Clinic** to be set up by the Peenya Industries Association in the Peenya Industrial Estate, Bangalore, with a view to assist its members from time to time.

## DURATION :

The programme will be held during July 17-21, 1995 on full-time basis between 10.00 a.m. to 6.00 p.m.

## VENUE :

Manpower Development Centre  
III Floor, Unity Buildings, J. C. Road,  
BANGALORE 560 002

## REGISTRATION FEE :

This non-residential programme is sponsored by Friedrich-Naumann- Stiftung and hence, a subsidised registration fee of Rs.2,000/- will be charged per participant.

## HOW TO REGISTER :

Please fill in the enclosed nomination form along with a Demand Draft of Rs.2,000/- drawn in favour of Entrepreneurship Development Institute of India, payable at Ahmedabad, on or before July 10, 1995 and send it to :

Mr. VB Nanda Gopal  
Programme Director  
Entrepreneurship Development  
Institute of India  
No.133, XI 'A' Cross,  
1st Main Road,  
II Stage West of Cord Road,  
BANGALORE - 560 086

OR

The President  
Peenya Industries Association  
1st Cross, 1st Stage,  
Peenya Industrial Estate,  
BANGALORE 560 058  
Phone: 8395912

## THE INSTITUTE

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

The EDI over the last five years is devoting sufficient attention to the growth of existing entrepreneurs by conducting Performance Improvement Programmes (PIPs), Business Counsellors Programmes, Growth Programmes and Competent Management Assistant Programmes (COMAPs) with financial support of funding agencies.

## ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA



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