



# EDI REPORTS

BIMONTHLY

ENTREPRENEURSHIP

DEVELOPMENT

INSTITUTE OF INDIA

(Sponsored by IDBI, ICICI,

IFCI & SBI)

# 2

## From The Director's Desk

The high powered Governing Body of EDI got further energy with the joining of Shri S. S. Nadkarni, Chairman, Industrial Credit & Investment Corporation of India Limited (ICICI), Shri D. N. Davar, Chairman, Industrial Finance Corporation of India and Shri R. K. Kaul, Chairman, National Bank for Agriculture and Rural Development (NABARD) from July onwards. Our Institute now derives strength from the counsel, advice and guidance of the following eminent members :-

Shri M. R. B. Punja	: President
Shri D. N. Davar	: Member
Shri R. K. Kaul	: Member
Shri S. S. Mehta	: Member
Shri V. N. Nadkarni	: Member
Shri S. S. Nadkarni	: Member
Shri S. M. Palia	: Member
Shri M. Sivagnanam	: Member
Dr. S. A. Dave	: Permanent Invitee
Dr. V. G. Patel	: Member - Director

We convey our appreciation and gratitude to the State Government of Gujarat which allotted about 23 acres of land for the Institute's campus on the outskirts of Ahmedabad city. The Institute has taken possession of the land at the site which is near Village Bhat right on the main road going from Ahmedabad Airport to Gaudhinagar : 15 minutes from the Airport; 25 minutes from City Centre. Campus plans are being finalised. The first intensive national skill formation programme for entrepreneur trainer/motivators conducted by EDI at Ahmedabad has been an important development since the last Report was published. Its impact will be felt through the 33 motivated trainer/motivators from 13 States/Union Territories in the months to come.

**Dr. V. G. PATEL**  
Director



# Training of EDP Trainers : A Sound Beginning

Having established the relevance of EDPs in the context of the economic scene in the country, the task of developing the trainer engaged in entrepreneurship development assumes importance. The trainer identifies a group of potential entrepreneurs, motivates and leads them to successful launching of productive ventures. To be effective in his role, the trainer needs to possess, develop and update the competencies required for effective performance.

Conceived with this background, a 3-week, 'National Programme for Entrepreneur Trainer/Motivator' was conducted by EDI from June 18 to July 10, 1984.

The programme evoked overwhelming response attracting 33 participants from 13 states/Union Territories. A wide spectrum of organisations such as financial institutions, Technical Consultancy Organisations, DICs, Directorates of Industries and IIT, Madras, 18 in all, were represented in the programme. The programme commenced with a discussion on the importance of EDPs and various strategies of entrepreneurship development currently adopted by organisations all over the country. This was followed by inputs of skill development in the field of interpersonal relations, communication, counselling and the like.

In a tranquil atmosphere at Mt. Abu, behavioural training covering Achievement Motivation, leadership qualities and team work was imparted.

Resources and knowledge based inputs in the field of selection and identification of entrepreneurs, techniques of drawing on necessary resources for the task, identification of product opportunities, follow-up methods and training methodology were imparted through lectures, discussions and exercises. Certain operational aspects such as organising management training inputs in an EDP, developing institutional links and modus-operandi for working with rural and tribal entrepreneurs were dealt with in depth.

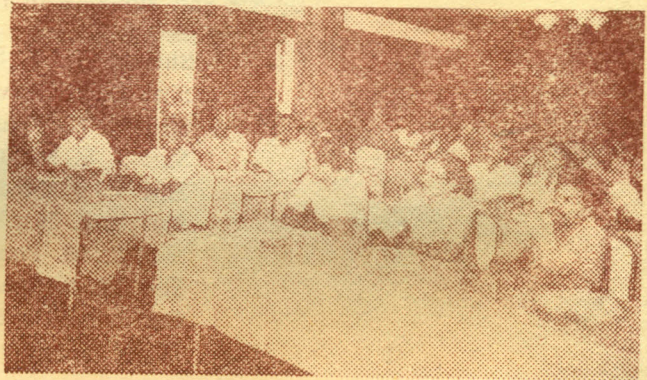
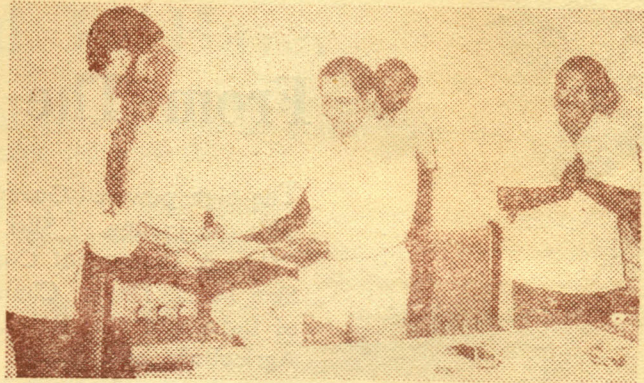
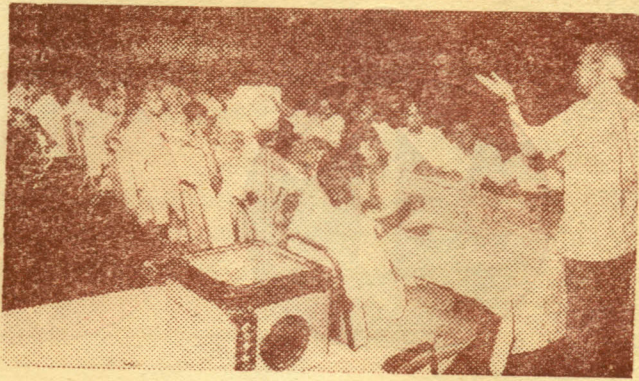
A series of informative and stimulative lectures were delivered by guest faculty. Father Bogaert of Xaviers Institute of Social Science, Ranchi, raised issues on rural and tribal entrepreneurship. Prof. H. N. Pathak of IIM, Ahmedabad in his presentation tackled management inputs for small scale enterprises.

Given an overall understanding of various components pertaining to EDPs, the participants were encouraged to develop their own plans for conducting EDPs in their respective organisations. Apart from developing task specific competencies, the programme served as a platform for exchange of ideas on EDPs.

Towards the end of the programme, the participants on introspection, expressed understanding of the intricacies involved in entrepreneurship development. They exhibited a deep sense of appreciation towards trainer's role in conducting an EDP effectively.

With an enlightening address by Shri S. J. Coelho, Chief Executive, Ahmedabad Electricity Company and an entrepreneur among government officials the programme came to an end.

In fact, it is the beginning of a new movement in entrepreneurship development activity which would be spearheaded by the participants of the programme.



1. Prof. H. N. Pathak from IIM at a Session.
2. A participant receiving Course Certificate from the Chief Guest Shri S. J. Coelho.
3. Participants in the Classroom session.
4. Informal Discussion



# Future Programmes

- \* EDI proposes to conduct about 4 programmes commencing from August '84 for the officers of various state level institutions involved in small scale industries to facilitate an intuitive understanding of the approach to be adopted for promoting entrepreneurship. These programmes are based on behavioural sciences covering motivational profile of an individual.
- \* A unique programme, 'Accredited Trainers Training', is being planned by EDI. The programme is meant to develop entrepreneur-trainers selected and sponsored by various organisations from various states. After 6 to 8 weeks of intensive class room training, the participants will be exposed to on-the-job training in key areas of EDP. After completion of the training programme, the participants accredited by EDI would work as entrepreneur-trainers, spreading the message all over the state from which they have been sponsored. The programme is scheduled to commence during October, 1984. Nominations are welcome.
- \* A training programme for trainers to be engaged in entrepreneurship development for Science & Technology (S&T) target group would be conducted by EDI. This programme is being sponsored by the National Science & Technology Entrepreneurship Development Board (NSTEDB), New Delhi. The participants of the programme would work with nodal agencies of NSTEDB in various parts of the country for conducting EDPs for S & T target groups. The programme scheduled to commence during October 1984 will have about 20 participants.
- \* Dept. of Science and Technology, Govt. of India cleared EDI proposal for conducting two EDPs, one each at Gauhati and Imphal for Scientists and Technologists.
- \* Govt. of Arunachal Pradesh and IDBI have approved EDI proposal for conducting one EDP in the state scheduled to commence in September 1984.
- \* Subsequent to the effective performance of the EDP in Port Blair conducted by EDI during October '83-January '84, the Andaman & Nicobar Administration has invited EDI to conduct one more EDP. Further, EDI has been invited to conduct a motivational programme for officers in A & N involved in promoting entrepreneurship in small scale sector.

What advances a nation or community is not so much to prop up its weakest and most helpless members, as to lift up the best and the most gifted so as to make them of the greatest service to the country.

—JRD

## Movement Gathers Momentum

One Year has gone by, since EDI came into being. It will not be out of place to review the year to show EDI settling down to its role of Entrepreneurship Development at the national level.

### First Quarter of the Year....

- \* One General EDP in the Islands of Andaman & Nicobar at Port Blair :

With 17 entrepreneurs submitting loan applications and SBI granting loan to the tune of Rs. 40 lacs in flat 7 days, the programme proved to be a success. A & N Administration has now asked EDI to conduct another EDP.

- \* One General EDP at Trivandrum, Kerala :  
Helped Centre for Management

Development (CMD), the lead agency, to internalise the EDI approach and institutionalise the activity.

### Second Quarter of the Year..

- \* One Special Science & Technology EDP at Trivandrum, Kerala :

Given the skills and manpower available with CMD, it is conducting one more programme for S & T target group in Cochin, on its own

- \* Two programmes at Panaji, Goa; one General EDP and one under self-employment programme :

Economic Development Corporation, Goa has now decided to set up a separate cell for EDPs. Goa administration has decided

to support EDC's plan to conduct one EDP every year in each district/taluka of the Union Territory.

### Third Quarter of the Year....

- \* Two programmes, one each for experienced and fresh Diploma Holders at Chandigarh with Technical Teachers Training Institute (TTTI), Chandigarh as lead agency :

On successful completion of the programme, TTTI has set-up its "Centre for Entrepreneurship Development and Employer Technical Education Interaction."

- \* One Science & Technology EDP at Panaji, Goa.

### Now....

- \* One Special Programme for Women Science & Technology graduates at New Delhi.



# EDI Congratulates....

- \* Centre for Management Development (CMD), Trivandrum for having conducted 3 EDPs successfully. When EDI entered Kerala scene, CMD was quick to take the opportunity by conducting one EDP based on EDI approach during last quarter of 1983. From then onwards, CMD moved ahead and has so far conducted 3 programmes with EDI involvement and plans to conduct 5 more this year on its own.
- \* West-Bengal Consultancy Organisation Ltd., Calcutta for its result-oriented EDP conducted in Asansol. The six week programme with 24 participants concluded on 7th July, 1984. WEBCON reports that by the end of the programme, 80% of the participants had completed feasibility reports. Well done WEBCON.

## We Were Pleased To Have...

- \* Shri S. R. Govindarajan, Commissioner for Special Employment, Govt. of Andhra Pradesh and Shri D. Mallikarjuna Rao, Managing Director, Andhra Pradesh Industrial and Technical Consultancy Organisation Ltd., discussed plans of conducting EDPs in Andhra Pradesh.
- \* Shri K. Vaishnavi, Managing Director, Himachal Consultancy Organisation Ltd., (HIMCON) visited EDI during June 1984. A three-year plan for HIMCON for conducting EDPs was drawn after discussions with the Director and Sr. Executives of EDI. Plans regarding the potential locations, target groups etc. were discussed.
- \* Shri S. P. Ranade, Managing Director, Maharashtra Technical and Industrial Consultancy Organisation Ltd., discussed matters regarding promotional activities for conducting EDPs in Maharashtra and appropriate strategy was identified.
- \* Shri R. K. Asthana, M.D., UPICO, finalised plans to select trainers for U.P. and get them trained under the accredited trainers programme.

### BIRDS OF SAME FEATHER

(A Poem for the Valedictory Function of the Recently Concluded Trainers Training Programme at EDI)

It was my privilege and pleasure,  
To have found you in a Treasure,  
Of knowledge and value, if I measure,  
Wonder not, if I remember you in my future.

Sweet was the time spent together,  
EDI collected birds of the same feather,  
Fortunate was the company, confirmed by weather,  
Fine were the flowers, which we all gathered.

This break is a must, hence there is pain,  
Let us hope that we will meet again,  
Whenever we meet, you will find me the same,  
Solan is my station and Chopra is my name.

From : Ramesh Chopra  
S. I. S. I., SOLAN  
A participant



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