

From The Director's Desk *contd.*

The first Entrepreneurship Development Programme initiated by BITCO began at Patna, Bihar. The Programme will be conducted by EDI in collaboration with BITCO and is financed by the Bihar State Finance Corporation and IDBI. Expectations are high from this first programme as its success will determine the subsequent enthusiasm and support from individuals and institutions, especially when doubts have been raised in the past regarding entrepreneurial resources of the state. Excellent response has been generated by EDI trainers camping there.

While these three prominent states of India will get considerable attention from EDI in the near future, the national spread of the EDP movement will get a significant boost, once the Accredited Trainers Course is completed.

A Fine Group of Trainers/Motivators

The exclusive trainers under the Accredited Trainers Programme at EDI will be completing the first phase of their training in December and begin their field work by conducting programmes in their own states. The Programme which began on 2nd November, 1984, has 22 trainers from Andhra Pradesh, Maharashtra, Karnataka, Rajasthan, Jammu & Kashmir and Bihar. In the first month of inhouse training at EDI, we find the group highly motivated, intelligent and quickly receptive to a variety of behavioural, technical and skill-formation inputs being given intensively for more than nine hours a day.

In Goa, the Economic Development Corporation has now launched the Science and Technology Entrepreneurship Programme with its own trainers earlier trained by EDI when three demonstration programmes were completed last year. A separate EDP division is created in EDC and a long term plan has been prepared in consultation with EDI, adding one more state in the systematic institutionalisation of entrepreneurship activity.

Audio-Visual Presentation

A need for audio-visual material for various training inputs has been widely felt. EDI has made a modest beginning by first taking up preparation of audio-visual presentation (35 mm slides and video) of six successful entrepreneurs from diverse personal and socio-economic background, who have gone through Entrepreneurship Development Programmes. Apart from being useful in motivating others for promotional work, these stories will also strengthen the credibility of Entrepreneurship Development Pro-

gramme as a strategy of development for generating state, community and institutional support. The audio-visual packages, dubbed into required language, will be made available to all interested entrepreneurship development organisations.

Final Stretch : Inter-Regional Workshop

In December, we will be in the last stretch of preparations for the Inter-Regional Workshop on Entrepreneurship Development scheduled to begin from 7th January 1985. Invitations extended by IDBI have generated excellent response from all the nine African countries for both Tier-I and Tier-II. By 15th of December, twenty eight participations have been confirmed. Prominent development bankers, industry promotion organisations, project managers and senior government officials constitute the participating group. Observers from World Bank, UNIDO, ILO, CFTC are also confirmed. The faculty in EDI together with selected experts in the field have prepared 10 background papers that comprehensively document and present in depth the whole process of entrepreneurship development in India. Field research is also under way in testing and validating several concepts, tools and techniques. We will of course share this valuable pool of knowledge with entrepreneurship organisations in the country after the Workshop.



First Accredited Trainers' Course in session.

WE ARE SIMULTANEOUSLY ACTIVE

Artisans Programme in Sikkim

Feasibility study for entrepreneurship development carried out by EDI revealed that the local people of Sikkim were better suited to self-employment activities. As such, it was decided to organise, apart from the Entrepreneurship Development Programme the second phase of which was just concluded in Ahmedabad, one additional training programme for self-employment in Gangtok. A group of 30 artisans were identified for the same and, in association with the Directorate of Industries, Government of Sikkim, the programme has already commenced from the 25th of November 1984.

First EDP in Arunachal Pradesh

IDBI has sponsored an EDP for Itanagar in Arunachal Pradesh and subsequently two faculty members of EDI carried out feasibility study and selected 29 participants, including two women, for the training programme.

After completing the first phase of their training and finalising the preliminary project plans for their respective product, the participants arrived at Ahmedabad for technical orientation and managerial training on November 15.

Since then, apart from their scheduled training, these aspiring entrepreneurs of Arunachal Pradesh are also having a feel of the secret of their host (State of Gujarat) being so enterprising.

This second phase of their training programme is to end on the 14th of December. (*Feed back in the next bulletin*).

Goa on The Go

The place where even the enterprising ones go to laze is humming with entrepreneurial activities. After the successful completion of 3 EDPs by EDI, Goa has undergone a sea-change. The Economic Development Corporation (EDC) of Goa, Diu & Daman has opened a separate wing for EDP. Having trainers trained by EDI, it has thus acquired the necessary manpower resources to run the act.

The new EDP wing of EDC recently announced an exclusive EDP for Science and Technology Graduates at Margoa. S&T Department and IDBI (jointly with ICICI and IFCI) too have given their sanction for the same. The initial promotional work was done by the local trainers themselves. However, EDI helped them in the selection of the participants, which was completed in the 3rd week of November.

Orissa Invites EDI

The Government of Orissa has invited EDI to organise and conduct one EDP in Bhubneshwar. In order to make it more meaningful and a far reaching affair, EDI on the one hand, suggested the State Govt. to depute one officer who could be trained in the programme job and on the other, advised Orissa Technical Consultancy Organisation (ORITCO) to send two officers for Trainers' course so that they could, later, on their own, conduct EDPs on EDI line. The suggestions have been accepted in principle and in association with ORITCO, sometime in the 2nd week of December, EDI is going to initiate pre-training activities in Bhubneshwar.

Accredited Trainers' Programme Begins

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Selected by EDI on the basis of scientifically evaluated skill and aptitude required for the challenging task, the participants are going through a specially worked out course which consists of six weeks of in-house training at EDI, Ahmedabad and twelve to sixteen months' on-the-job training in their respective states. The course will conclude with a refresher course of one week duration, during which the participants will share their field experiences and the faculty will provide, if required, guidelines and suggestions for the necessary adjustments in their personal approach and style.

Of the 22 participants selected for this programme, seven are from MITCON, six from APITCO, six from TEKSOC, one each from J&KITCO, BITCO and RAJCON.

The participants will be awarded an Accredited Trainers' Certificate by EDI.

EDP for S & T Graduates in Assam

One EDP for Science & Technology graduates in Gauhati, Assam, has been approved by S & T Department and IDBI. EDI faculty members have started working on the initial promotional job. The approach for the programme, keeping in mind the area and the people, too has been finalised. The programme is scheduled to commence towards the end of February 1985.

Bihar too in EDI Fold

An EDP for general target group, in collaboration with BITCO and with financial support of BSFC and IDBI, was announced last month in Patna. The well-planned strategy adopted by EDI for motivating the local people yielded overwhelming response. However, after scrutinising the applications, putting the chosen ones through behavioural test and personal interview, 35 of them were selected to participate in the programme.

On the 19th November, the EDP was inaugurated by His Excellency Dr. A. R. Kidwai, Governor of Bihar. It was an impressive function, organised by BITCO to initiate their first EDP, in which Honorable Shri L. P. Shahi, Minister of Industry, Bihar, was the Chief Guest. Dr. V. G. Patel, Director of EDI, delivered the key note address and emphasised the universal potential for entrepreneurship development, significance of long-term commitment of sponsors to EDP strategy and the dependence of its success on institutional co-ordination and support. Mr. Ranchor Prasad, Chairman of BITCO, expressed his firm hopes to have very shortly a more congenial atmosphere for entrepreneurship development. Smt. Krishna Singh, Managing Director of BSFC, in her vote of thanks, too assured of all possible helps in promoting entrepreneurship in the state.

On the whole, the kind of interest those in authority showed at this auspicious moment, this EDP promises a rich and far-reaching impact both for the state and EDI.

MANAGING DIRECTORS OF MPFC & J&KITCO VISIT EDI

27th Nov. 1984

Managing Director of Madhya Pradesh Finance Corporation, Shri V. K. Pandit and the Chief General Manager, Shri S. K. Pandit visited EDI to discuss and seek EDI's help in conducting EDPs in Madhya Pradesh especially for the benefit of the 18,000 loom owners of Burhanpur who are mercilessly exploited by the middlemen; and the tribals of these areas that are persistently invaded by industries managed by outsiders and they themselves remain the dumb victims rather than sole beneficiaries of the so-called development programmes.

From EDI side, Shri H. C. Raval, Senior, Training Faculty, suggested certain preliminary measures before embarking on EDP for these traditionally

exploited groups. He emphasised the need for training at least two co-ordinating officers who could look after the interest of EDP trained entrepreneurs and artisans and could be all the time available to stand them in good stead. Also, Mr. Raval pointed out that the officers of the institutions involved, working at the operational level, should be trained so that their proper aptitude is developed and their attitude so oriented that they prove of great help to those who approach them.

Mr. Raval said that since both the weavers and the tribals need very skilful handling, these prelims were required to be done. Both, the M.D. of MPFC and the Chief G. M. agreed and assured to get in touch with EDI as soon as a decision in this regard was taken at their end.

1st Dec. 1984

Mr. V. Srinivasan, Managing Director of J&KITCO along with Mr. I. D. Prasad, Senior Consultant, visited EDI to discuss their plans regarding entrepreneurship development activities in J&K. During their detailed discussions with Mr. H. C. Raval, Sr. Faculty, EDI, Mr. Srinivasan revealed that J&KITCO planned to conduct one EDP by February 1985 and altogether six EDP's, three by June and three more by the end of 1985.

Later, Mr. Srinivasan informed that his organisation required at least two more EDI trained trainers so that by 1986, J&KITCO could handle 80% of its EDP activities on its own and thereby institutionalise the set-up. Incidentally, one trainer from there, is undergoing training in the present Accredited Trainers' Training Course being conducted by EDI. Mr. Srinivasan further expressed his strong desire to explore new vistas of entrepreneurship development in J&K. He explained that, for example, he would like to send a few of his Consultants to the industrially advanced states like Gujarat for a month or so and thus let them experience, feel and see the entrepreneurial activities going on in those states at the grass-root level and thereby be able to decide by themselves on those activities that can be profitably adopted in J&K keeping in mind the socio-economic-cultural-geographical-and-infrastructure differences.

While appreciating his line of thinking, EDI assured Mr. Srinivasan of all necessary support and possible help in realising the goals.

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