



FROM THE DIRECTOR'S DESK

EDII as an Inter-Regional Centre...

A MATTER OF PRIDE

The pioneering and successful work of creating new entrepreneurs and new enterprises through entrepreneurship development training in India has been very well recognised in the developing world and appreciated by many international assistance agencies. For our country as well as for EDII which has spearheaded the entrepreneurship development movement, this has been a matter of great satisfaction and pride.

For several years, programmes to develop Entrepreneur-Trainer-Motivators for developing countries have been successfully implemented at the Institute with support of World Bank, International Labour Organization (ILO), Commonwealth Secretariat and UNDP. A number of consultancy missions have led to a spread of entrepreneurship training activities in several Asian and African countries. A long-term project was implemented with World Bank support through National Board for Small Scale Industries (NBSSI) in Ghana. NBSSI has now close to over 20 EDII trained trainers and an on-going strategy to develop indigenous entrepreneurs through EDIPs. Malawian Entrepreneurship Development Institute (MEDII) came to existence with ten EDII trained technical teachers now providing key entrepreneurial training resources. In Cambodia, EDII developed 60 Small Enterprise Promotion Officers (SEPOs) to provide a base for small business training and counselling, to rehabilitate demobilized soldiers with the assistance of ILO-UNDP. The list of developing countries with whom EDII has had professionally satisfying and impact making interactions is fairly long.

A new dimension of international human resources development was added at EDII with the support of Feasibility Studies Branch of UNIDO, Vienna which selected EDII to implement the Industrial Project Preparation and Appraisal programmes for the developing countries. With the support of Government of India, six such programmes were implemented with UNIDO in the last three years followed by three programmes for women entrepreneurs, trainers and bankers dealing with women entrepreneurs, with UNIFEM.

It is the success of these programmes, good feedback and the potential to create impact within the participating countries to generate new investments by identifying good projects and good entrepreneurs, that a proposal to formally recognise and upgrade EDII as an Inter-regional Centre was initiated. We are happy and proud that UNIDO had decided to invest funds as seed capital in the project with a strategy to make the inter-regional activities at EDII self-sufficient over a period of time. The project aims at a) upgrading EDII through faculty development, supply of experts for specific programmes as well as adding to its infrastructure and b) identifying and developing focal point institutions in the developing countries which in turn can internalise entrepreneurship and investment project activities.

It should be a matter of pride that an Indian institution has been selected from the region to become such a regional resource centre for years to come. We cannot forget that UNIDO has a choice of selecting from a variety of institutions. This is a recognition of the Indian experience and EDII achievements in this field. It also means development of strong linkages among the developing country institutions which would be professionally rewarding to each other.

The project itself is an entrepreneurial venture since within a period of three years or so the subsidized international training activity is to be made self-sufficient. The quality of training will have to be high. The identification of training and HRD needs to be realistic and relevant.

The actual implementation of the project now rests upon our coming up with required financial resources in Indian rupees to back up this regional centre for the first three years, so as to provide necessary fellowships to developing country participants as gradually marketable, fee based programmes get institutionalised. Ministry of Industry, Government of India has been very supportive in the last three years. We hope the national (tangible and intangible) benefits of this project would also seek and appeal for assistance of national financial institutions, successful entrepreneurs, industrial houses and other international organizations and foundations. The stakes are high but the amount required is relatively small. The opportunity is great and the UNIDO has done its job. It is now

IMPLICATIONS OF GATT-94 FOR INDIAN SMEs

EDII has completed an empirical study on "Implications of GATT-94 on Indian Small and Medium Enterprises" amidst the controversy regarding how the implementation of GATT-94 accord would affect the Indian Economy. The study was to give a new dimension to the debate on implications of GATT-94 with its exclusive focus on macro issues like price rise, access to international market, sovereignty of the nation, etc.

Among other things the study aimed at assessing the perceived effect of GATT-94 on the conduct and performance of small and medium enterprises and exploring the strategies they plan in order to exploit the opportunities or cope up with the challenges arising out of the accord. It also tried to understand the needs of the entrepreneurs in the new global trade scenario and the constraints to growth they experience.

The study, based on an opinion survey of entrepreneurs in the SME sector and their associations, covered five industry sectors, namely, pharmaceuticals, chemicals (other than pharmaceuticals), ready-made garments, softwares and agro-processing) located in Ahmedabad, Bombay, Pune, Bangalore and Delhi.

The major conclusions of the study are the following:

- a) There is a need to educate the small entrepreneurs about the changing national and international economic environment as a large proportion is not aware of the developments in the external world.
- b) The innovative entrepreneurs and firms, especially in chemicals and software, expect to gain by the implementation of a stronger intellectual property regime in India. On the other hand, those in pharmaceutical sector are apprehensive about its unfavourable consequences in the long run.

c) The entrepreneurs felt that the prevailing macro environment in the country including infrastructure facilities, attitudes of the bureaucracy, policies of the government and financial institutions, labour laws and safety standards and other non-tariff barriers would act as major constraints for SMEs in the post GATT-94 era.

d) Entrepreneurs perceive that the competitiveness of a firm in the changed global environment will be determined by a bundle of intangible assets like quality of products and services, technological capability and capacity to deliver the product in time. Therefore, they are equipping themselves with strategies to upgrade quality and technology, bring about changes in management and marketing practices and improve the delivery schedule. They also plan to tie-up with foreign firms for obtaining latest technology, skill and market access.

The EDII study, the first to empirically examine the likely effect of GATT-94 on small business, recommends that academic institutions, policy making bodies and industry/product associations should come together to undertake in-depth studies of the strengths and weaknesses of the SMEs (particularly their technological capabilities) in individual industry sectors so that they can be equipped to face the challenges of the emerging global trading system.

As a follow up to the study, EDII along with the Friedrich Naumann Stiftung, New Delhi organised a National Workshop on 'The Implications of GATT-94 for Indian SMEs' at Indian International Centre, New Delhi during November 22-23, 1994. Apart from the EDII study, seven other papers dealing with various aspects of GATT-94 and their possible implications for the SME sector were presented at this workshop. Shri Pranab Mukherjee, the then Minister of

Commerce, and Deputy Chairman, Planning Commission, Government of India inaugurated the workshop, which was attended by about 60 scholars, academicians, entrepreneurs, office bearers of industry associations and also policy and decision makers in State and Central Governments.

In his inaugural address, Shri Mukherjee pointed out that the Government had to change its earlier stand of opposing certain provisions of GATT in the light of important developments in the international arena, the major one being the considerable deterioration in the status of USSR as an economic power. In his view, GATT-94 accord has created certain opportunities as well as threats. It is left to us to optimise the net gains. The most welcoming feature of GATT-94, according to him, is the access to international market, at least in the long run, for Indian agriculture and textile and clothing sectors where we already enjoy comparative advantages.

Referring to the concerns expressed by many that the public distribution system in the country will be paralysed and compulsory market access to foreign goods and phenomenal price rise will plague Indian industry, the then Commerce Minister said that they are not valid and based on inadequate information and knowledge. He opined that there are high potential areas for SMEs, particularly in export, as has also been found by the EDII study. These can be exploited provided the entrepreneurs have adequate access to information. Keeping this in view, Government of India has created three important organisations: (1) National Trade Information Centre, (2) Trade Points and (3) National Information Highway.

Shri Mukherjee, however, warned about the attempts of

(cont'd on page 9)



Dr. V. G. Patel, Vice President & Director, EDII delivering the welcome address on the occasion of the National Workshop on Implications of GATT-94 for Indian SMEs held in Delhi. On his left are the Chief Guest, the Hon'ble Minister of Commerce, Shri Pranab Mukherjee; Shri S H Khan, President, EDII & Chairman, IDBI and Dr. J. Aker, Regional Representative, Friedrich Naumann Stiftung. On the right is Dr. Dinesh Awasthi, Sr Faculty EDII

SECOND ADVANCED COURSE ON ENTREPRENEURS' SELECTION, MOTIVATION AND COUNSELLING

It is widely recognised that entrepreneurship development programmes can be very effective instruments in augmenting the supply of trained entrepreneurs, ultimately helping in strengthening the national economy. To gauge the success of an EDP, one should take into consideration the start-up rate. A research study conducted by EDI on 'Evaluation of EDPs in India' observed that the main reason for low start-up rate, even after EDP, is the unsatisfactory selection of trainees, as many ED organisations do not have competent trainer-motivators who could administer and interpret behavioural selection tools and techniques, both systematically and precisely. Another reason is perhaps the poor handling of motivational training and counselling inputs as not many competent entrepreneur trainer-motivators (ETMs) well equipped with specialised training in behavioural inputs of EDPs can be found. The study, therefore, recommended training selected ETMs in behavioural inputs of EDPs, with an objective to improve the start-up rate from an average of 32% to above 50%.

The second Advanced Course on Entrepreneurs' Selection, Motivation and Counselling was organised by the Institute at its campus. It was sponsored by Department of Science & Technology, GOI and Small Industries Development Bank of India, Lucknow, during September 19-30, 1994 to render assistance to ETMs to acquire and develop professional expertise in the behaviour modules of EDPs, with special reference to selection, motivational training and counselling.

The basic inputs offered in the programme were:

- Current methods of Identification, Selection

and Motivation of entrepreneurs and strategies to deal with gaps/constraints/limitations in existing approach,

- Basic concepts in psychology, styles of learning and issues relating to personality development,
- Interview based methods of assessing entrepreneurial potential
- Counselling process
- Entrepreneurial competencies, awareness etc. These were imparted through experimental and participa-

tory methods of learning, which involved group discussion, experience sharing and presentation by the participants, besides classroom teaching.

To keep the participants updated on the aforesaid issues, reference papers, instruments and Manuals were provided to them for their professional usage.

The participants were more than highly satisfied with the programme inputs and the overall knowledge, skills and understanding derived was rated as high as 92%. Most of the topics covered in the

programme received excellent feedback ratings by the participants.

Dr. V.G. Patel, Vice-President & Director, EDI, awarded certificates to the participants. In his brief address, Dr. Patel hoped that the participants were benefitted by the programme and would use their upgraded and updated skills for future training programmes, which would ultimately help in creation of more enterprises besides improving their performances. Dr. Sunil Shukla, the Programme Director, proposed a vote of thanks to all concerned, especially to the sponsors of the programme, the Small Industries Development Bank of India (SIDBI), Lucknow and Department of Science & Technology, Government of India, New Delhi.



Entrepreneurs' Selection, Motivation, Communication and Counselling of Trainers.

19 - 30 September, '94

WORKSHOP ON RURAL ENTREPRENEURSHIP DEVELOPMENT STRATEGY

EDI had undertaken an experimental project on rural entrepreneurship development for a well tested and replicable training model for promoting entrepreneurship amongst the rural poor.

Subsequently, this approach was implemented in collaboration with a few NGOs and EDI has successfully institutionalised RED approach by training development workers from several NGOs, with the active support of SIDBI, NABARD and RGVN. What evolved from these training workshops and deliberations is that there was a need for the NGOs to be aware of the systematic approach to promotion of micro enterprises and to help them undertake such a task in an organised manner as well as on a sustainable basis.

Based on this, EDI had organised a regional workshop of voluntary organisations (VOs) on Rural Entrepreneurship Development (RED) strategy in association with the NGO, Gram Bharati Samiti at Jaipur, Rajasthan, during 15-17 December, 1994. The workshop was sponsored by Small Industries Development Bank of India (SIDBI). 29 participants representing various NGOs from the state participated in the Workshop. Shri Raman Jaggi, Faculty, EDI, was the

Manager of SIDBI Jaipur, on 15th December 1994. Shri Ashok Bhargava, Dy. Manager, SIDBI Regional Office, Jaipur and Shri Bhawani Shankar Kusum, Secretary, Gram Bharati Samiti were also present at the inaugural function.

One of the main objectives of this workshop was to bring all the NGOs on one platform, thus providing an opportunity to share EDI's RED experiences, and discuss various approaches for promoting income generating activities in the rural areas.

It also provided orientation to the NGOs regarding RED activity experience and an approach with the NGOs with respect to its replicability besides providing a platform to the NGOs to deliberate on various approaches for promoting economic/income generating activities in rural areas, and deliberating on the EDI approach.

Mr. V.S. Rathor, Manager SIDBI, while inaugurating the workshop, lauded the efforts of NGOs in undertaking variety of social developmental projects. He stressed upon the need for involving NGO sector for promoting self employment in the rural areas, since they are the best suited agencies with a rural base. He also spoke on the various schemes of SIDBI and described in detail the recently launched Ru-

Various issues pertaining to EDP-RED approach, NGOs IGP approaches and implementation of Rural Entrepreneurship Development programmes (REDPs) were discussed at length in the workshop, besides the discussion on the role of support system. Emphasis was also laid on organising sensitization workshops for support system officials such as bankers etc. in order to make the environment conducive for establishment of micro-enterprises by rural entrepreneurs. The participants also voiced their concern about the difficulties being faced by rural producers in marketing their goods. As a result, a committee consisting of eight NGO representatives, SIDBI and EDI has been constituted to explore the possibilities of establishing a market outlet at Jaipur, with the support from SIDBI for marketing of goods produced by rural artisans of the state.

On the basis of observations made by NGO participants, the following recommendations were adopted:

1. Though the EDI-RED strategy has great potential in the NGO sector, there is a need to equip the NGOs with necessary skill so that they can undertake RED activities effectively. NGO manpower

designed Trainers Training Programmes.

2. NGOs should try to remove the subsidy culture among the masses and attain self-sustainability for themselves.
3. Support system, including banks, need to be sensitized at all levels and institutions like SIDBI and EDI should organise orientation workshops for the support system officials.
4. The committee constituted

during the workshop should meet once in every 3 months and expedite the process of establishing a marketing complex at Jaipur.

The concluding session of the workshop ended with a vote of thanks, by Shri Raman Jaggi, for the sponsors i.e. SIDBI, collaborating agency GBS-Jaipur, and the workshop participants

Shri Raman Jaggi, workshop Director, speaking at the inaugural function of the workshop. Sitting on his right are Mr. Ashok Bhargava, Dy. Manager, SIDBI, Jaipur, Mr. V. S. Rathore, Manager, SIDBI, Jaipur, Mr. Bhawani Shankar Kusum, Secretary Gram Bharati Samiti, Jaipur and Dr. Sunil Shukla, Faculty Member, EDI.



NEW AND RENEWABLE SOURCES OF ENERGY

In response to a request from the Indian Renewable Energy Development Agency (IREDA), EDI had organised a programme from 28 November to 17 December, 1994, with a view to developing and promoting new generation women entrepreneurs exclusively for the new and renewable sources of energy (NRSE) sector. The objectives of the programme were.

1. To create awareness regarding recent developments and sources of equipment and technology in the NRSE sector by identifying viable business opportunities and preparing detailed project profiles of the same.
2. To identify, select and train potential women entrepreneurs interested in setting up projects in the NRSE sector and
3. To provide counselling support, industrial exposure, technical and commercial information on selected projects besides follow-up support.

Thirty-four participants out of the eighty nominees, who had applied for the programme,

were selected after personal interviews by a committee.

The participants were mainly exposed to only such business opportunities in NRSE sector where the total cost of the project did not exceed Rs. 5.00 lacs, keeping in mind the investment capacity of the women entrepreneurs. The inputs of the programme included information about various agencies involved in promoting and assisting entrepreneurs, visit to institutions such as Speri, Gujarat Energy Development Agency and units in the NRSE sector.

The participants were of the view that the visits were enlightening and informative.

A video film prepared by EDI on nine successful women entrepreneurs was also shown to the participants. The participants found it not only very inspiring but useful too. Gender issues were briefly discussed and emphasis was laid on assertiveness and its importance.

In conclusion, it can be said that the importance of the concept of alternate source of energy was brought home to the participants of the programme.

VISIT TO TANZANIA

The Project Coordinator, Southern Highlands Extension and Rural Financial Service (SHERFS) project, Mbeya, Tanzania, sponsored by International Fund for Agricultural Development (IDA) sought EDI's support in developing Saving and Credit Scheme for their project in the Southern Highlands, Tanzania.

2-member EDI consultancy team visited Mbeya, Tanzania for a period of 45 days (August 10 - September 25, 1994), developed Savings and Credit Schemes and submitted a draft report to the Project Coordinator which was very well appreciated. After returning from Tanzania, the team finalised the report in three parts, viz.

1. The main report
2. A manual for group formation, group saving and group lending scheme, and
3. A manual for credit scheme and its administration.

In the report, the following further terms of reference have been proposed:

- A credit appraisal programme for intermediary financial institutions and National Bank of Commerce, Tanzania
- Review of credit delivery system
- Faculty Development Programme for facilitators/trainers
- A programme for business opportunity identification and preparation of project profile in the project area.

(cont'd from page 1)

the developed countries to impose non-tariff barriers against the exports of developing countries in the name of violation of human rights, exploitation of child labour and environmental protection. He said that such attempts might dilute the gains perceived by GATT-94 accord and therefore should be thwarted by the united efforts of the developing countries.

In the technical sessions that followed, Prof. N K Chandra, Indian Institute of Management, Calcutta, Mr. B K Keyla, National Working Group on Patent Laws, New Delhi, Dr. Dhanmanjari Sathe, Indian School of Political Economy, Pune, R Upendra Das, Research and Information Systems, New Delhi, Mr. Swapan Bhattacharya, ASSOCHAM, New Delhi, Dr. Biswajit Dhar, RIS, New Delhi and Dr. Rakesh Basant, IIM, Ahmedabad presented papers on the implications of various agreements in GATT-94 for the industries in the country. The resource persons for these sessions included Prof. Deepak Nayyar, Jawaharlal Nehru University, New Delhi, Prof. Ramachandraiah, Indian Institute of Foreign Trade, New Delhi, Prof. Bibek Debroy, Project LARGE, New Delhi, Shri S.L. Kapoor, Secretary, Ministry of Food Processing, Government of India and Dr. Suman Sahai, Gene Campaign, New Delhi.

Unlike other similar discussions on the implications of GATT-94 for the Indian Industries, the EDI-FNST workshop became a forum to look exclusively at the SMEs with respect to their coping and response capabilities

and the support structure needed by them in the emerging trade scenario. The presentations at the workshop on different industries like pharmaceuticals and chemicals, food and seeds, reflected the entrepreneurs' fear that the new patent regime will seriously restrict the opportunities for SMEs to grow.

In the field of garments and textiles, the longer period of MFA phasing out would mean no major gains to the Indian firms in the short-run. The papers presented at the workshop, in conformity with the findings of the EDI study, argued that after the complete integration of the garments and textiles sector India may be able to gain from market access. This is, however, subject to the condition that the industry is able to offer quality products, introduce new designs, upgrade technology and improve delivery schedules and the government takes necessary measures to enhance exports through liberal trade policies. Here again, accessing information relating to new technology becomes crucial for SMEs. The most pertinent question that has emerged with respect to the food and seeds sectors is how effectively

India could negotiate bilaterally to reach mutually acceptable safety standards in order to make the market penetration easy in the developed countries.

On the whole, deliberations at the workshop highlighted the urgent need to identify the sectors that are likely to be affected by the new trade regime and to sensitize the entrepreneurs to the threats and prospects that it offers. This is also the most appropriate time to assess the strengths and weaknesses of Indian industries, SMEs in particular, with regard to their technological capabilities, management skills, operating environment etc. Otherwise this significant segment of the national economy may sink into deep depression and, eventually, disappear.

Dr. Suresh Pancholi, Vice-President, Gujarat State Text Book Board, Gandhinagar showed keen interest in publishing such volumes.

The Workshop concluded with a vote of thanks by Dr. Sunil Shukla, the Workshop Director.

WORKSHOP ON CHILDREN'S LITERATURE AND ENTREPRENEURSHIP

Child psychologists, time and again, have been emphasising on the fact that children form an impression of the outer world very early in life and folklores and stories help in creating that impression along with other environmental factors.

In keeping with such dictate, EDI had organised a one-day workshop on "Children's Literature and Entrepreneurship" at the EDI Campus on 1st September, 1994. Twenty seven renowned authors and experts of children's literature participated in this workshop. The objective of organising the workshop was to find out the responses of the authors of children's literature towards issues such as, (a) What effects are required to send across "Entrepreneurship related children's literature" to the youngsters.

(b) Develop new literature.

The unanimous response of the authors that children's literature should foster self-confidence and provide inspiration to the future generation, prompted EDI to seriously cogitate on the need for providing platform for further discussions amongst the authors of children's literature,

in order to develop action plans for the future.

The Vice President and Director of EDI, Dr. V.G. Patel, in his welcome address, stressed upon the need for developing of entrepreneurship-related literature that would motivate the youth to stand on their own feet. He added that the main objective of this workshop was to bring the authors on a common platform to evolve an action plan for the future. Dr. Sunil Shukla, the Workshop Director, presented a theme paper and pointed out the importance of developing literature for children in simple language, with interesting characters and attractive pictures in a stylised presentation to motivate the children and also inspire them to be adventurous.

While presenting the paper on the status of current literature available for children in Gujarat on the aforesaid theme Shri Yashwant Mehta, a renowned author, remarked that we had high expectations of the young children and therefore, we must provide them with literature inculcating entrepreneurship concept and qualities like innovation, independent thinking, cre-

ativity and entrepreneurial competencies etc.

Speaking on the occasion, Mrs. Minakshi Thakar, editor of "Yojana" expressed that children were being equipped to face new challenges by exposing them to the media and hence, literature which aroused their curiosity would prove to be very helpful.

Shri Manohar Nadkarni, Director, National Institute for Motivational and Institutional Development, Bombay encouraged the idea of interweaving entrepreneurship with children's literature.

It was unanimously decided by the participants of the workshop that

- (1) The authors would develop literature for children.
- (2) They would develop appropriate stories, poems, features reflecting entrepreneurial ability and competencies.
- (3) They would adapt existing literature of immense interest to the children through the ages, like Panchatantra, Aesop's

Fables, Aladdin & Forty thieves etc. to highlight entrepreneurial concepts and attributes such as problem solving, self-awareness, ambition, initiative, risk-taking, flexibility, perseverance, discipline, information seeking, occupational skills, social skills, etc.

(4) Stories would be pilot tested by EDI on a group of children to find out its motivating impact.

(5) Once the stories were pilot-tested and selected, EDI would publish them.



Authors' Workshop - 1 September, '94

FORTHCOMING INTERNATIONAL CONFERENCES

1. 40th World Conference of International Council for Small Business
June 18 - 21, 1995

The conference will be held at the Sydney Convention Centre, Darling Harbour, Sydney, Australia. For more information, contact: ICSB Conference, GPO Box 128, Sydney NSW 2001, Australia.

Phone : 61-2-262-2277.

Fax : 61-2-262-2323.

2. Conference on Internationalising Entrepreneurship Education and Training - IntEnt95.

(June 26-28, 1995)

Further details can be obtained from The Secretariat, IntEnt95 Conference, Edith Cowan University, Roberston Drive, Bunbury 6230, Western Australia, Australia.

Phone : 61 97 807702

Fax : 61 97 216994/

3. Empowering Women through Enterprise (July 2 -28, 1995)

Designed for female participants who work with and for disadvantaged women. Aims at improving their ability to help their clients to increase their incomes through enterprise. Further details can be obtained from Jackie Bilton, Enterprise Development Centre, Cranfield School of Management, Cranfield, Bedford MK43 0AL,, U.K.

Fax : =44 234 751806

4. European Doctoral Programme in Entrepreneurship and Small Business Management.

For application forms contact : Prof. Dr. Bengt Johansson, Vaxjo

University, School of Management and Economics, S-351 95 Vaxjo, Sweden.

Phone : =46 470 68500

Fax : =46 470 82478

6. 1995 International Conference on Comparative Management Conference Theme "Business, Government and University Partnerships : Developing Managers for Global Economy" The 1995 International Conference on Comparative Management will be held at Doubletree Hotel at Post Oak, Houston, Texas, November 15-18, 1995. Original papers and proposals are sought from research members.

FORTHCOMING EDI TRAINING PROGRAMMES

1. Trainers' Training Programme for NGOs
EDI Campus
Apr. 18-May 13, 1995
2. National Summer Camp on Entrepreneurial Adventure for college going youth.
EDI Campus.
May 22 - June 1.
3. Summer Camp for School Children.
EDI Campus
May 15-20, 1995.
4. Women ETM Programme for Commonwealth and Non-Commonwealth member countries.
EDI Campus.
June 5 - July 1, 1995.
5. Succession Planning for Entrepreneurial Continuity (SPEC-VII)
EDI Campus.
July 3-15, 1995.
6. Open Learning Programme in Entrepreneurship (OLPE) Regional
July '95-March '96

A Tribute To EDI's Training Programme



To,
The Director,
EDII, Ahmedabad.

Dear Sir,

I take this privilege to acknowledge your help and assistance towards my Entrepreneurial support. I hereby state a few words for your information and publication in your Magazine/Bulletin/News etc. I was trained in your Institute in 1987 and also received National Award as outstanding SC/ST Entrepreneur 1993, as the First recipient of this newly instituted award by the DC. SSI. held on 16th Sept. '94 given by the President of India and the function was graced by the Prime Minister, P.V. Narashimha Rao. Hence, the programme was highlighted in T.V. Radio news and the advertisement media etc.

I, therefore, convey my happiness to you for getting the Country's First Award and am also looking forward to your guidance and assistance to enable me to enter Export Market with the help of well wishers.

Thanking you Sir,

Yours faithfully,

(Neikhozoto Savino)

Awardee.

EDI NOW HAS ACCESS TO E-MAIL
Internet : edinia.ahd
@ aXcess.net.in

KINDLY NOTE CHANGE IN DIRECTORS RESIDENCE
TEL. NO. 6569214

Published by : Publicity & Promotion Cell, on behalf of the Entrepreneurship Development Institute of India, Near Village Bhatt, Chandkheda - 382 424, Gujarat, India. Telephone No. (079) 864331, 864084 Gram : ENDIND Ahmedabad. Telex : 121-6224 EDII IN Fax : (91-79) 864367 For Private Circulation only. Designed & Printed by : ARCHER, Ahmedabad. Ph. : 491828, 450323

EDI PUBLICATIONS & AUDIO-VISUALS

EDI Reports

EDI publishes a quarterly bulletin, EDI Reports, covering activities undertaken by the Institute. (Free circulation on demand)

Publication

	Rs.	(US\$)
1. Entrepreneurship Development Programme in India & its Relevance to Developing Countries - V. G. Patel	130/-	(25)
2. Developing New Entrepreneurs.	200/-	(40)
3. Self - Made Impact - Making Entrepreneurs. - Gautam R. Jain & Akbar Ansari.	250/-	(45)
4. National Directory of Entrepreneur Trainer - Motivators (1989)	80/-	
5. Entrepreneurship Bibliography.	55/-	(11)
6. A Manual On How to Prepare A Project Report - J. B. Patel & D. G. Allampalli.	100/-	(15)
7. In Search of Identity - The Women Entrepreneurs of India - Ajit Kanitkar & Nalinee Contractor.	160/-	(15)
8. Performance Improvement Series for Existing Entrepreneurs of SSIs.	10/-	(5)
(Per booklet)		
9. Not Born - The Created Entrepreneurs - Jose Sebastian & Sanjay Thakur.	175/-	(15)
10. New Initiatives in Entrepreneurship Education and Training - Edited by Gautam Jain & Debmuni Gupta.	200/-	(25)
11. The Seven Business Crises & How to Beat Them - V. G. Patel	180/-	(25)

Journal

The Journal of Entrepreneurship (biannual - single copy)

70/-

Papers

1. Potential of Ex-Servicemen for Entrepreneurship: A study -Gautam R. Jain, 1989	48/-	(4)
2. Course for Entrepreneurial Succession in Family Business; A Feasibility Study -Gautam R. Jain, 1989	43/-	(3)
3. The Missionaries- A Study of Entrepreneur Trainer Motivators in India - Dinesh Awasthi, 1989	72/-	(6)
4. Proceedings of National Workshop on Developing Research Agenda on Entrepreneurship - Gautam R. Jain & Dinesh Awasthi, 1989	81/-	(7)
5. Institution Building for Entrepreneurship Development - Lessons from India -V. G. Patel	-	-
6. Approaches to Entrepreneurship Development - A Trend Analysis -D. N. Awasthi	-	-
7. EDI's Entrepreneurship Development Programmes For New Enterprise Creation -A Case Study. - V. G. Patel & D. N. Awasthi	-	-
8. Agenda For Change - Entrepreneurship Education in Management Schools.	75/-	(6)

Video Cassettes

1. Five Success Stories of First Generation Entrepreneurs	1,000/-	(100)
2. Assessing Entrepreneurial Competencies	1,000/-	(75)
3. Business Opportunity Selection and Guidance	750/-	(75)
4. Problem Solving - An Entrepreneurial Skill	750/-	(75)
5. Starting Crisis in Business	250/-	(20)
6. Cash Crisis in Business	250/-	(20)
7. Delegation Crisis in Business	250/-	(20)
8. Leadership Crisis in Business	250/-	(20)
9. Financial Crisis in Business	250/-	(20)
10. Management Crisis in Business	250/-	(20)
11. Prosperity Crisis in Business	250/-	(20)
12. Planning for Competition & Growth	250/-	(20)
13. Jewels From the Dust - The Making of the Rural Entrepreneurs	250/-	(20)
14. The World of Women Entrepreneurs	250/-	(20)

Special Offer

The EDI will bear packing & postage on order for all eight cassettes from Nos. 5 to 12.

Kit

1. Achievement Motivation Training (AMT) Kit.	700/-	(56)
---	-------	------

Clippings

1. Entrepreneurship Newspaper Clippings Yearbook. 1991	300/-	(24)
2. Entrepreneurship Newspaper Clippings Yearbook. 1992	250/-	(30)

Note: All prices exclude postage & packing. 10% discount is allowed to all training/ educational institutions, government organisations and libraries on all above publications (except no. 8) and audio-visuals.

STOP PRESS

EDI has won the Directors' Cup Cricket Tournament '94-'95, twice in a row, wresting the Victor's Trophy from NID, CEPT, ATIRA, SAC, PRL, IPR, IIM and Sardar Patel Institute of Economics & Nehru Foundation. All these Institutes are members of the Directors' forum. This tournament is organised to develop and strengthen interpersonal relationship amongst the employees of these Institutions.

