



# EDI Reports

## 52

MAY '97 TO JULY '97



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

### From the Director's Desk



Dr. V. G. Patel

### The Birth of "CREED"

Though entrepreneurship development programmes are about three decades old in our country, research in the area is still in a state of infancy. As a national resource institution, EDI is expected to enhance the boundaries of knowledge in this crucial area.

Initially the Institute's activity focus remained primarily on entrepreneurship training, given the rapid growth of EDPs and the need to support training institutions. In the last few years, conscious efforts have been made to encourage research within the Institute and hold national seminars on research issues. Every year, between Rs. 5 to 10 lakhs are provided from our own resources to encourage research.

EDI will now give an organised and identifiable thrust within the Institute by setting up a Centre for Research in Entrepreneurship Education and Development (CREED) for which a regular fund will be put aside for supporting studies by our own faculty, joint research with other scholars and institutions and in selected cases, sponsoring research. Initially funds will come from the Institute but with increased research activities under CREED, attempts to create sponsored research, endowment funds etc. would get a boost.

In the first year (1997-98) Rs. 10 lacs have been put aside for CREED. Every year a minimum of Rs. 5 lacs or 10 per cent of the cash surplus (whichever is higher) will be provided for the purpose.

Some of the broad areas identified to initiate research are : entrepreneurship in education, innovations in training techniques, perception of youth for entrepreneurship career, macro industrial policies, gender and enterprise development, constraints to growth among SMEs, industrial clusters, rural entrepreneurship and innovative credit delivery systems.

One of the major objectives of the Centre is to catalyse the process of building network of researchers and institutions in the sphere of entrepreneurship. 'The Journal of Entrepreneurship', a reputed academic publication of the Centre has established its credibility and identity among scholars in India and abroad as a unique forum to disseminate valuable research findings - both theoretical and empirical - to the academic fraternity at large.

Further, the Centre, through its short term Research Fellowships programme every year, will encourage young researchers to make use of the intellectual and other resources at the centre in their pursuit to extend the frontiers of knowledge on entrepreneurship.

The birth of CREED symbolises importance of undertaking and supporting research in entrepreneurship. I hope the opportunities offered by the funds, the fellowships and the Journal will motivate entrepreneurship trainers and teachers to document, evaluate and analyse their experiences; encourage scholars to explore new areas and extend boundaries of knowledge; and attract and facilitate post graduates for their doctoral work in this still fairly unexplored area of entrepreneurship development.

We invite you all.

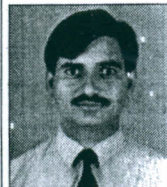


Inter-Regional Centre for Entrepreneurship and Investment Training  
recognised by  
United Nations Industrial Development Organisation (UNIDO)

## THE WINNING EDGE

The core of unprecedented success on the business front is the spirit of achievement, motivation in an individual and proper guidance and training by a trained and committed Entrepreneur Trainer-Motivator (ETM). An ETM plays an important role in training, counselling, assisting and motivating potential and existing entrepreneurs carve their success realms. To recognize the significant contribution of Entrepreneur Trainer-Motivator to the cause of entrepreneurship development, the EDI instituted the 'Entrepreneur Trainer-Motivator' award at a national level, with effect from 1991. The awards are presented to the two best ETMs on the basis of their performance in non-Science and Technology (non-S&T) EDPs since the Department of Science and Technology, Govt. of India, already has an award exclusively for ETMs conducting S&T based EDPs. The awards comprise Rs.21,000 cash and a citation for the first place, and Rs.15,000 cash plus a citation for the second place.

The EDI award for the Best Entrepreneur Trainer-Motivator is given every two years. The competition is open to all the trainers who are regular employees of EDI institutions and have conducted atleast 5 non-S&T EDPs. The parameters that form the basis of judgement are success rate, consistency in performance, target group trained, locations of EDPs conducted, long term commitment to profession, educational qualifications, professional qualification related to EDPs and competency as a Trainer-Motivator as reflected in the write up by the concerned candidate. The information supplied by the nominee is further supplemented by the opinion of the referees and the final decision is taken after the interview of the nominee by the Award Committee. For the awards to be presented this year, the Award Committee has selected three ED professionals.



Mr. Hasmukh Modi  
The First Award Winner

The first winner of this prestigious award is Mr. Hasmukh Modi, Deputy Project Leader, Centre for Entrepreneurship Development, Gujarat. He is presently posted at their Ahmedabad office. Mr. Modi has conducted 25 EDPs with different groups at various locations, i.e. 1 in urban, 3 in semi-urban, 19 in rural and 2 in tribal areas, in his career of 15 years as an ETM. He has trained and developed 544 entrepreneurs and as a mark of achievement, out of these, 336 have already started their industrial ventures, which means a remarkable success rate of 61.76%. Recognising his good efforts, CED, Gujarat, had selected him as the 'Best Trainer' for three consecutive financial years, i.e. 1993-94, 1994-95 & 1995-96. Mr. Modi's forte lies in delivering impact making lectures on various subjects of EDP like, planning a SSI unit, industrial scope and opportunity, project reports, financial management, communication, etc. Besides, he keeps himself updated with the latest in industrial policies at the state and central government level, various government resolutions, various schemes, product information, etc. Training potential entrepreneurs, helping them with legal formalities and procedures, assisting them in making project reports, etc. has become a way of life with Mr. Hasmukh Modi. He has also been successful in orienting the rural entrepreneurs towards industrial activities.



Mr. Hiten Babulal Vasa  
Co-Winner of the  
Second Award

The first co-winner of the second prize is Mr. Hiten Babulal Vasa, who is also working as Deputy Project Leader at Centre for Entrepreneurship Development, Gujarat. He is presently posted at Kutch Regional office. To his credit goes successful completion of 28 EDPs of which 20 were conducted in rural centres and 8 in semi-urban centres. It was Mr. Vasa's sharp vision

that located the urgency of promoting entrepreneurship in rural areas and he decided to take up the task in such difficult sectors laden with lack of support system, infrastructural constraints, limited market, investment capacity and other resources. He has trained around 695 potential entrepreneurs, out of which 378 have already set up their enterprises. Mr. Vasa claims with pride that even with his placement in Kutch district, an area in which it became all the more challenging for him to carry on with his activities, the success rate achieved is 54.39%. It was his ardent zeal that ensured his complete involvement and there was nothing that could deter him from his path. As an ETM for last 16 years, he has discharged his duties as not just a trainer-motivator, but also as a counsellor, administrator, project formulator, etc. He has delivered several impact making lectures for potential entrepreneurs, educating them on subjects like planning of an SSI unit, opportunity guidance, market survey, project report preparation, break even analysis, etc.



Mr. Suresh P. Ganatra  
Co-winner of the  
Second Award

Admittedly, Mr. Suresh P. Ganatra deserves our appreciation for the services rendered by him. He is the co-winner of the 2nd prize for the Best Trainer-Motivator. Mr. Ganatra is the Director of Saurashtra Economic Development Centre, Junagadh, Gujarat. With an experience of 18 years, Mr. Ganatra has trained 835 potential entrepreneurs in EDPs conducted by him.

With 419 trainees having already set up their enterprises, the success rate stands at 50.13%. He has conducted 12 EDPs in urban and semi-urban areas, 9 in rural and 4 in tribal areas. Equipped with just the right practical and academic knowledge, Mr. Ganatra has not just imparted training on various subjects of EDP, but also has several papers, and publications, titled 'Path Darshak' Part-I and II to his credit.

### THE SIDBI AWARD

North-East, a region that remains unrecognised to some extent... but the fact is that with a little change of attitude, and motivation in people, its elusive potential can be easily targeted. All that the region needs is someone who can enhance, to some extent, its latent glory, motivate the people, boost their morale and sensitise the environment.

The ETMs however, play a significant role in such areas, like that of a development officer, techno-economic researcher, administrator, counsellor, technical advisor, etc. Considering the multi-dimensional role of an ETM in this area, there is definitely the need to recognise their laudable efforts in order to encourage them and to attract good talent to this profession in NER for entrepreneurship training and development.

To realise this, Small Industries Development Bank of India (SIDBI) announced an Award for the 'Best Entrepreneur Trainer-Motivator' working in the rather difficult North-East Region, and also a special award for the ED institution whose trainer wins the prize for two consecutive terms. The 'Best Entrepreneur Trainer-Motivator' award comprises Rs. 21000 cash prize and a citation.

Mr. Jiten Ch. Kalita has been selected for this prestigious award, this year. Working as a Research Associate at the Indian Institute of Entrepreneurship, Guwahati, Mr. Kalita has an experience of 9 years to his credit and has been a trainee of the 'Trainers' Training Programme' of EDI. Mr. Kalita has conducted 12 full-fledged EDPs and a number of short programmes. Out of 314 trainees that he has trained, it is heartening to learn that 104 have already



Mr. Jiten Ch. Kalita

# INTRAPRENEURS : EARNING SUCCESS FOR J & K

In view of the fact that intrapreneurs are instrumental in the creation of an entrepreneurial environment within the system, the Institute organised an 'Intrapreneurship Development Programme', for the officials of Jammu & Kashmir, in two phases. The immediate objective of the programme was to widen the vision of these officials so as to help them perceive growth opportunities in their areas of operation. In retrospect, since Jammu & Kashmir is a state that particularly needs proper channelisation of resources, some effective agents of change, i.e. the intrapreneurs, become a pre-requisite for effective growth. The first phase of the 'Intrapreneurship Development Programme' was conducted at EDI campus during June 11 - 20, 1997, whereas the second phase will be organised in Srinagar in the month of September, 1997. The programme was followed by the visit of a high level delegation headed by Mr. Sailova, Additional Chief Secretary, Govt. of Jammu & Kashmir, to EDI in the month of February, 1997. The delegation expressed the desire to hold some developmental activities for government officials and the local youth. 'Intrapreneurship Development Programmes' were proposed to be organised for government officials and was duly approved by the Directorate of Industries and Commerce, Jammu &



Two of the participants of the 'Intrapreneurship Development Programme' during the role-play exercise.

Kashmir. Hence the programme was immediately implemented and was specifically designed for senior level industry promotion officials, key functionaries of state level financial corporations and general managers of various DICs of J&K. 15 officials who participated in the programme comprised decision making officials of the state, like Managers, General Managers and Joint Directors (Industries).

That an indispensable factor in the success of an organisation is the vision and the capabilities of its key level functionaries, is applicable in more or less every case irrespective of the system - bureaucratic or business - oriented. It is often seen that even if the key level functionaries are able to recognise the resources, they are not able to put them to proper

use. To accelerate the pace of growth in an organisation, it is important that its key people, often the policy-makers, decision makers, planners and plan - executors, think and act beyond their perceived role boundaries.

In the case of Jammu & Kashmir it has been observed that prolonged militancy has proved to be a major hindrance in exploring the vast potential of the state. Now that the state has entered an era of peace and prosperity, the focus is more on the developmental aspects of the state, particularly the economic development. A significant way to achieve this, is to inculcate the spirit of enterprise in the key level government officials, i.e. make them 'intrapreneurial'. This process of intrapreneurship will involve speeding up of innovation within the system by making better use of

available latent entrepreneurial talent, keeping all the available resources at the base. Besides, the experiences of the developed nations stand as a testimony to the fact that intrapreneurs in a system have led to overall growth.

EDI, therefore, ventured into this area by organising this unique programme on 'Intrapreneurship Development' for the officials of J&K. It has already organised such programmes for executives of small and medium level industries, in the past.

The methodology of the programme comprised a combination of various simulation exercises, self assessment through psychological tests and questionnaire, group discussions, case study, practicum and presentations, institutional visits, audio-visual aids and interaction with entrepreneurs and professionals. Besides, the participants were asked to make their intrapreneurial plans, which they later presented. The presentations were good and the plans which had been prepared by the participants will be followed up for implementation. Most of these plans are related with identifying new project ideas on preparing project profiles, preparing a data base on various resources, improving the services and thus helping the entrepreneur.

The participants regarded the programme to be highly successful in achieving its

objectives and admitted that they had got so involved in the various activities of the programme that even Sundays were no reason for them to stay away from work. They felt that more such programmes should be conducted to accelerate the pace of industrial growth in Jammu and Kashmir. According to one of the participants, Mrs. Darshana Nayyar, 'this training programme will definitely help us in developing industrial culture and motivating entrepreneurship in the state of J&K. The programme has helped us convert ideas into reality, besides equipping us with entrepreneurial skill that will help us in carrying out our work effectively.'

The valedictory function held on 20th June 1997, was presided over by Dr. V.G. Patel, the Vice-President & Director of EDI. He mentioned that the state of Jammu & Kashmir has vast potential and it must be industrially developed. He shared with the participants the information on other projects that the institute is organising in Jammu & Kashmir and how all these projects will be beneficial in industrialising the state. Dr. Patel completed his valedictory address by complimenting the participants on the efforts put in by them in preparing intrapreneurial plans and expected that they would effectively be implementing them in the state. This programme was conducted by Dr. Sunil Shukla, Faculty Member, EDI.

## 'DYNAMISM' DISTINGUISHES THE YOUTH OF J&K

Following the proposal for organising Entrepreneurship Development programmes for the youth of J&K and its approval by the Directorate of Industries and Commerce, Govt. of J&K, Entrepreneurship Development Institute of India, immediately implemented the first of these for J&K youth, besides the 3 other proposed to be organised. The programme commenced on June 16th 1997 and concluded on August 9th 1997. It had been divided into 3 phases, besides the long term follow-up support, and aimed at training and motivating them to start up their own enterprises. 20 young boys were selected out of a total of 400, for training in the first batch. The selection process adopted a 3-tier system under which the applications were first invited, and after the screening of the applications, a written test was conducted. The shortlisted candidates were then interviewed for the final selection.

Realising that the progress achieved in the field of industrialisation is the

parameter for measuring the development of an economy, it was felt important to channelise the vast resources of J&K in the right direction, a state which is now concentrating on its overall development.

The disturbances in the state have led to the breakdown of industrial infrastructure and jeopardised the avenues of employment and income generation for the local youth. Hence one of the major tasks before the government is to orient the local youth's energies towards productive assets.

The first phase of the programme was held in Jammu itself. In this phase, the selected youths were given indepth know-how on the support system and the projects suitable for the state of Jammu & Kashmir. They were also trained in Business Opportunity Identification and Selection, especially with regards to the opportunities available in the state of J&K. After a week's classroom training giving an insight into various aspects of conducting a market survey, the potential entrepreneurs conducted a

market survey on their proposed projects.

The second phase of the programme which was held in EDI campus, sought to give them technical training, besides

inputs related to management and complete personality development. In this phase the potential entrepreneurs worked on their proposed projects to acquire an insight into the

working methodologies of the unit.

In the third phase of the programme which was again held in Jammu and Kashmir, the EDI faculty members, visited the state to help these young people tackle the problems one comes across in setting up a business. In this phase they were taught how to manage small units.

The EDI will also provide long term follow-up support to help them accomplish the desired results. It can be well derived that this EDP for J&K aimed at helping these youngsters take cognizance of the latest trends in business, giving them wide knowledge on various aspects of setting up and managing an enterprise, so that they set up their enterprise and significantly contribute to the improvement of the economy.

The programme received encouraging response with participants feeling confident, equipped and determined to refurbish the state of J&K. This programme was conducted by Mr. S. B. Sareen, Faculty Member, EDI.

In an interview with Shahid Ahmed Zahgeer, one of the participants from Srinagar, the zeal to do something significant after this EDP training, came to the forefront.

**Q. How has this EDP helped you?**

Today I am confident enough to say that I can set up my enterprise and manage its operations profitably. The technical training imparted to us was very informative since we were placed in units that are engaged in projects we had identified. Initially I had just a vague idea that I should start my business but EDI gave concrete shape to my idea and with knowledge and experience gained, I can now set up my business.

**Q. What do you feel about the training methodology adopted in the programme?**

The training methodology was carefully planned to include participatory learning, simulation exercises, experiential learning, besides the classroom lectures. The methodology put together, did not just concentrate on overall development of participants but covered all other aspects and procedures of setting up and managing an enterprise. The technical training was highly useful in bringing us face-to-face with the working methods of a unit, engaged in the project identified by us.

**Q. Under the present scenario in Jammu, do you feel more such programmes should be organised?**

Yes, I feel more such programmes should be organised in Jammu because under such a disturbed situation, more attention should be paid on channelising the energies of the youth in the right direction since they are the ones who can take initiative and reshape the economy. And this can be achieved only through proper training, guidance and awareness. We are however, very sure that we will share the knowledge that EDI has given us, with other potential entrepreneurs in Jammu & Kashmir.

# TENDER MINDS - ON THE RISE

Eleven days of excitement, joy, motivation and knowledge unravelled a whole new world of opportunities for vivacious youngsters who carried with them a million dreams in their eyes.

These 33 young people were at EDI, for the **Summer Camp for Youth** organised during 19th to 29th May 1997. The camp was open for students of Higher Secondary Schools and Colleges, from various disciplines. With the broad objectives of enabling and motivating the students to realise their latent potential, developing their capabilities to meet the challenges ahead, fostering entrepreneurial traits in them, establishing a forum of the participants for fruitful interactions and providing them an opportunity to interact extensively with well known entrepreneurs and achievers, the camp aimed at sharpening the strengths of these students to help them reach the heights of success.

In order to perfectly groom the youth, the summer camp also focussed on bringing together potential achievers from various parts of the country, in a forum, to offer the children an opportunity to develop their concern for enterprise and achievement.



Mr. Kiran More, Indian Test Wicket Keeper, addressing the participants of the 'Summer Camp for Youth'. Sitting on his right is Dr. Sunil Shukla, the Camp Leader and on the extreme left is Prof. B. B. Siddiqui.

The inputs were accordingly designed, which included motivation development exercises, creativity and leadership exercises, interaction with successful achievers, personal counselling, visits to reputed institutes, role plays and simulation exercises.

Starting the day with multi-regional, multi-lingual prayer, each participant resolved to draw important lessons from various sessions of the camp. Meetings with achievers like Mr. Kiran More, former Indian Test Wicket Keeper, Mr. Krishnakant Jha, Editor, Gandhinagar Samachar, Mr. Keshav Verma, Municipal Commissioner,

Ahmedabad, Dr. V.G.Patel, Vice-President and Director, EDI, Mr. Ganesh Nayak, President, Cadila Healthcare Ltd., Mr. Manoj Somani, Managing Director, Gopla Polypast Ltd. and Mr. Makrand Shukla, former child artiste, Gujarati and Hindi films, spelt out for the participants what achievement in its real sense is and filled them all up with an urge to prove themselves in life.

Besides, motivation development exercises aimed at egging on the drive to excel and developing entrepreneurial traits in children. This coupled with exposure to potential opportunities existing in

industries and other occupations, focussed on equipping the participants with the right skills and motivation to help them accomplish success.

In addition, self assessment through specifically designed psychological tests and instruments gave the participants an insight into their own personality, enabling them to identify their strengths and weaknesses.

The participants expressed that the programme was highly beneficial and had given a direction to their life.

The valedictory function of the Camp was organised on 29th May, 1997 and the chief guest for the occasion was Mr. C.K.Koshy, Additional Chief Secretary, Industries and Mines Department, Govt. of Gujarat and also the EDI Governing Body member.

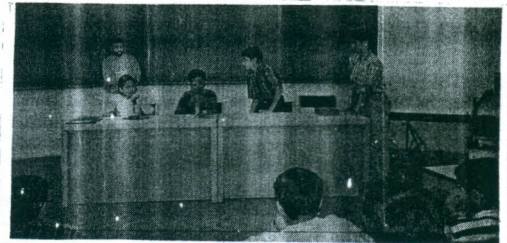
Dr. V.G.Patel, Vice-

about several career options in front of them.

He felt that the children of today have several opportunities in front of them and they should work towards shaping their destiny.

Mr. Koshy also emphasised on the fact that an entrepreneur should have a well-rounded personality and endorsed what Dr. Patel had mentioned, that in search of excellence, one should not forget his/her basic human values. He urged the children to create 'islands of excellence' as well as reminded them that their roots go deep in the Indian culture and their exists an Indian way of doing things. Mr. Koshy ended with a verse of Rudyard Kipling, which incorporated all the advice an elder has to give to one who is embarking on the journey of life.

Dr. Sunil Shukla, the



The participants of the 'Summer Camp for Children' organised during 5 to 10 May, 1997, engrossed in Tower Building exercise. This exercise aims at raising aspiration level in children.

President & Director, EDI, in his address, encouraged the children to take up challenges and achieve success in every walk of life. He also advised them not to forget the basic human values in their search for excellence.

Mr. Koshy appreciated the efforts of the EDI for having organised such a camp for children and youth which not just helped them realise their latent entrepreneurial potential but also enlightened them

Camp Leader, expressed that the camp received excellent feedback and succeeded in its objective of fostering entrepreneurial traits amongst youth besides enabling them to realise their hidden talents and develop their capabilities to face the challenges ahead.

All the children felt content and happy on the last day of the camp and realised that EDI had given them some useful tools which would help them immensely in their lives.

## ENVISIONING A BETTER TOMORROW

Realising the need for providing entrepreneurship related inputs to students undergoing vocational courses, in order to equip them with necessary means to become self-employed/ set up their own ventures, the Government of Gujarat introduced the subject 'Entrepreneurship' in the curriculum of the vocational stream.

EDI being a pioneer institute in the area of entrepreneurship, the task of developing text books for the 11th & 12th standards was assigned to it. With a view to locating the problems that prove to be major impediments in teaching the subject, the EDI organised a one-day state level workshop on 'Entrepreneurship in Education'.

The workshop was organised on 4th April 1997, with the objective of providing a platform to principals of the schools having entrepreneurship in the vocational stream, teachers involved in teaching Entrepreneurship and policy-makers which included officers from Education Department, Govt. of Gujarat, to deliberate on and discuss the following:

- teaching entrepreneurship more effectively in schools,
- difficulties encountered by teachers in imparting necessary knowledge and information on 'entrepreneurship' and teaching the subject systematically.
- changes in the existing

structure/ curriculum/ procedures, etc.

The teachers suggested that in order to inculcate entrepreneurial spirit amongst youth at an appropriate time, teachers' training programmes as well as refresher courses should be regularly organised to update the teachers with the latest and help them teach the subject effectively.

Besides, the intellectuals also opined that the text books developed by EDI in Gujarat, for the Gujarat Text Book Board, for 11th and 12th standards, should be updated in view of latest developments, as they were written around 8 to 9 years back. The teachers also emphasised on the fact that successful entrepreneurs should be regularly invited in the schools, to share their experiences and field visits should be organised for the students of vocational stream, to bring them face to face with the methodologies of industrial working. In order to increase the reach value it was also recommended that all the entrepreneurship related literature should be developed in Gujarati as well.

The principals endorsed the teachers' views that field visits should be organised to small scale industrial units to expose the students to the actual working of an industrial unit. They added that the students should also be assigned the task of preparing project report and that 'on-the-job-training' for students should be organised during the slack season so that the entrepreneurs spare more

time for them. The principals also acknowledged the benefits of the workshop and held that more such workshops should be organised to discuss implementation related problems and to chalk out appropriate strategy for promoting the course.

The response from the Policy Makers was encouraging and they assured the participants that a workshop will be set up where implementation related problems will be discussed and that there will not be difficulties in future since systematic guidelines are now available for appropriate implementation of the project.

They also put forth that the Government of Gujarat, in association with EDI, Ahmedabad, is in the process of planning various kinds of training programmes for teachers of Gujarat.

Mr. B. K. Sinha, Commissioner of Education, Government of Gujarat, in his valedictory speech admitted that there are some lacunae in some prominent areas but he also added that the standard of ITI courses is quite good. Besides, Mr. Sinha expressed that the Government of Gujarat is sincerely planning to work out a few schemes for students, as well as teachers for effective and successful implementation of the vocational courses to achieve the desired results.

Mr. Sinha also requested EDI to send the suggestions made by the teachers and principals for due consideration by the government.

In an interview with Ms. Leona Christy, a Camp participant and a student of 3rd year, Economics, St. Stephens, Delhi, some other significant aspects of the camp came to the forefront.

**Q. What really prompted you to attend this camp?**

This camp seemed to offer something different and interesting. I knew it would act as a motivational force in my life and inspire me to be more achievement-oriented.

**Q. So, after having come here with this notion, do you feel the camp has lived upto your expectations?**

Yes, the camp has tremendously contributed towards the overall development of my personality. The motivation development exercises, simulation exercises and thematic presentations have particularly helped me in developing confidence and overcoming stage fear. Meetings with achievers were a great source of inspiration for us. We all felt that the achievers had applied the same principles that the camp had taught us.

**Q. What do you feel about the teaching methodology adopted here?**

The teaching methodology is very different, interesting and effective. The innovative tools and techniques that are employed ensure maximum participation of the students. It has definitely helped us know ourselves better.

### Some Observations

1) Kajal Lakhani - Student of Sydenham College of Economics & Commerce, Mumbai.

The camp has contributed in a big way towards the overall development of my personality by helping me in evaluating my ability, my positive aspects and my weaknesses.

2) Neil Shah - Student of Second year B.Com., Ahmedabad. The Camp has helped me in developing my self-confidence. I have also learnt the importance of discipline in life.

3) Nehal Sheth - Studying in second year B.Com., Ahmedabad. The camp has changed my attitude, my thinking. I feel like a new person.

4) C.P.S. Sumen - Completed standard 10th examination from Coimbatore. The camp has developed confidence in me and taught me to be disciplined.



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The valedictory function held on 20th June 1997, was presided over by Dr. V.G. Patel, the Vice-President & Director of EDI. He mentioned that the state of Jammu & Kashmir has vast potential and it must be industrially developed. He shared with the participants the information on other projects that the institute is organising in Jammu & Kashmir and how all these projects will be beneficial in industrialising the state. Dr. Patel completed his valedictory address by complimenting the participants on the efforts put in by them in preparing intrapreneurial plans and expected that they would effectively be implementing them in the state. This programme was conducted by Dr. Sunil Shukla, Faculty Member, EDI.

## 'DYNAMISM' DISTINGUISHES THE YOUTH OF J&K

Following the proposal for organising Entrepreneurship Development programmes for the youth of J&K and its approval by the Directorate of Industries and Commerce, Govt. of J&K, Entrepreneurship Development Institute of India, immediately implemented the first of these for J&K youth, besides the 3 other proposed to be organised. The programme commenced on June 16th 1997 and concluded on August 9th 1997. It had been divided into 3 phases, besides the long term follow-up support, and aimed at training and motivating them to start up their own enterprises. 20 young boys were selected out of a total of 400, for training in the first batch. The selection process adopted a 3-tier system under which the applications were first invited, and after the screening of the applications, a written test was conducted. The shortlisted candidates were then interviewed for the final selection.

Realising that the progress achieved in the field of industrialisation is the

parameter for measuring the development of an economy, it was felt important to channelise the vast resources of J&K in the right direction, a state which is now concentrating on its overall development.

The disturbances in the state have led to the breakdown of industrial infrastructure and jeopardised the avenues of employment and income generation for the local youth. Hence one of the major tasks before the government is to orient the local youth's energies towards productive assets.

The first phase of the programme was held in Jammu itself. In this phase, the selected youths were given in-depth knowledge on the support system and the projects suitable for the state of Jammu & Kashmir. They were also trained in Business Opportunity Identification and Selection, especially with regards to the opportunities available in the state of J&K. After a week's classroom training giving an insight into various aspects of conducting a market survey, the potential entrepreneurs conducted a

market survey on their proposed projects.

The second phase of the programme which was held in EDI campus, sought to give them technical training, besides

inputs related to management and complete personality development. In this phase the potential entrepreneurs worked on their proposed projects to acquire an insight into the

working methodologies of the unit.

In the third phase of the programme which was again held in Jammu and Kashmir, the EDI faculty members, visited the state to help these young people tackle the problems one comes across in setting up a business. In this phase they were taught how to manage small units.

The EDI will also provide long term follow-up support to help them accomplish the desired results. It can be well derived that this EDP for J&K aimed at helping these youngsters take cognizance of the latest trends in business, giving them wide knowledge on various aspects of setting up and managing an enterprise, so that they set up their enterprise and significantly contribute to the improvement of the economy.

The programme received encouraging response with participants feeling confident, equipped and determined to refurbish the state of J&K. This programme was conducted by Mr. S. B. Sareen, Faculty Member, EDI.

In an interview with Shahid Ahmed Zuhgeer, one of the participants from Srinagar, the zeal to do something significant after this EDP training, came to the forefront.

Q. How has this EDP helped you?

A. Today I am confident enough to say that I can set up my enterprise and manage its operations profitably. The technical training imparted to us was very informative since we were placed in units that are engaged in projects we had identified. Initially I had just a vague idea that I should start my business but EDI gave concrete shape to my idea and with knowledge and experience gained, I can now set up my business.

Q. What do you feel about the training methodology adopted in the programme?

A. The training methodology was carefully planned to include participatory learning, simulation exercises, experiential learning, besides the classroom lectures. The methodology put together, did not just concentrate on overall development of participants but covered all other aspects and procedures of setting up and managing an enterprise. The technical training was highly useful in bringing us face-to-face with the working methods of a unit, engaged in the project identified by us.

Q. Under the present scenario in Jammu, do you feel more such programmes should be organised?

A. Yes I feel more such programmes should be organised in Jammu because under such a disturbed situation, more attention should be paid on channelising the energies of the youth in the right direction since they are the ones who can take initiative and reshape the economy. And this can be achieved only through proper training, guidance and awareness. We are however, very sure that we will share the knowledge that EDI has given us, with other potential entrepreneurs in Jammu & Kashmir.