

From the Director's Desk



EU-India Exchange Programme : Networking for SME Growth

Those who are concerned with SME-Sector and its growth, survival and spread will be happy to know about the sanction of EU-India exchange programme at EDI. The Programme is a result of the Treaty of Maastricht which extends its programmes of cooperation to cultural area in third countries. This project is approved by European Union-Indian Economic Cross-Cultural Exchange Programme. It is one of the 29 proposals approved out of 407.

EDI has been chosen to anchor the programme in India because of its image established through varieties of workshops, seminars and its thrust on existing entrepreneurs. The project will enable us to (i) enhance visibility and awareness of EU in India and that of India in EU; (ii) build networks amongst academic world, enterprises and the like in an innovative fashion; (iii) promote partnership actions in a similar manner; (iv) link or continue various initiatives at Regional/National level leading to complementarities and synergy; and (iv) continue project activities in a sustainable manner once EU co-financing comes to an end.

The project has direct involvement of three European partners and one Indian institution (EDI). The European partners working with EDI are training 2000, Blackburn, UK (supported by other local groups); BfZ, Essen, Germany (a Training Organisation for serving SMEs in the region); and Bfl, Linz, Austria (similar training organisation)

The objectives of this collaboration between the European institutions and EDI will be :

- To develop and provide training and orientation programme for owners and managers of small business in the partner regions who are interested in transcontinental cooperation.
- To arrange placements for Indian entrepreneurs/managers (SME sector) in European business in the partner regions and for European entrepreneurs in India.
- To improve reciprocal knowledge of the European Union (EU) and India including national and regional differences within the small businesses of partner regions with a view to establishing and fostering fruitful business relationships.

We also envisage specific benefits to Indian SME sector, which include (i) knowledge related to enterprise management in general and opportunity mapping with respect to transcontinental business relationships in particular; (ii) networking among European and Indian enterprises on Enterprise-Enterprise basis leading to a variety of linkages in the area of international business, technology and possibly various forms of collaborations including joint ventures; (iii) access to training material; (iv) access to information on opportunities and trading conditions; (v) networking by virtue of multiplier effects on the exchange programmes; and (vi) wider understanding of conditions prevalent in the SME sector in these partner countries. This understanding could lead to an increased Transcontinental trade relationships and exploitation of opportunities through synergic effect.

Ultimately, the output of this project will benefit the entrepreneurship training institutions and the network of SME trainers as we plan to share the emerging new training modules and techniques with our colleagues all over the country.

THE ONE-YEAR POST-GRADUATE DIPLOMA COURSE AT EDI

The Institute has launched its one-year Post Graduate Diploma Course in 'Business Entrepreneurship and Management' (PGDBEM), the first of its kind, from August, 1998.

The inaugural function of the programme was held on 31st August, 1998. The chief guests for the function were three heads of leading national institutions, i.e. Prof. Manubhai Shah, Managing Trustee, Consumer Education and Research Centre, Dr. Jahar Saha, Director, Indian Institute of Management (A) and Prof. Vikas Satwalekar, Executive Director, National Institute of Design.

The inaugural function began with the address of Dr.V.G.Patel, Vice-President & Director, EDI. In his speech, Dr.Patel welcomed the chief guests and stated that the curriculum of this course had been discussed widely, screened and then finalised in consultation with many practitioners. He thanked the Advisory Body formulated for this course, which comprises some prominent educationists and leading entrepreneurs, for extending their support in finalising various aspects of the course. Dr. Patel also thanked Industrial Development Bank of India (IDBI), State Bank of India (SBI), Small Industries Development Bank of India (SIDBI), National Bank for Agriculture and Rural Development (NABARD) and Rashtriya Gramin Vikas Nidhi (RGVN) for extending fellowship support to students of this course.

While inaugurating the course, Prof. Manubhai Shah in his speech congratulated Dr. Patel for his pioneering efforts in launching this unique course. He also appreciated the fact that this was for the first time that 'Management of NGOs' had been included as a specialised stream and hoped that students who specialise in this stream set up their own NGOs / contribute to the growth of the ones they join.

He said that 'Management of NGOs' perhaps requires more commitment and dedication and in this direction the course will indeed be very helpful.

Prof. Jahar Saha, in his inaugural address, highlighted the context in which the course had been designed. He hoped that the students, on completion of the course, become managers/entrepreneurs with specialised training. Addressing the students, Prof. Saha, mentioned



Dr. Jahar Saha, Director, Indian Institute of Management (A) inaugurating the Institute's one year PGDBEM Course. Also seen in the picture are other Chief Guests for the occasion, Prof. Manubhai Shah, Managing Trustee, Consumer Education and Research Centre and Prof. Vikas Satwalekar, Executive Director, National Institute of Design.

that managing an enterprise involves deciding, first, on the purpose of the unit, second, the way to achieve this purpose and third, the plan for implementation of the path chosen. The plan for implementation, he said, involves, 'who should do what', 'skills required', 'kind of people to have', 'systems to develop', 'way people are to be treated' and the 'kind of values that should be developed to bind all in the organisation'. These decisions, he said, are interdependent, hence should be best matched to achieve the purpose. He urged the students to pay attention to all aspects of the course and acquire skills that help them succeed in today's changing and complex environment.

Prof. Vikas Satwalekar congratulated EDI for launching this unique course. He emphasized that any reputed institute, for that matter, even IIT, looks for certain characteristics in its students, namely, commitment, self-discipline, creativity, awareness and empathy towards people. He also asked the students to look into, as entrepreneurs, the possibilities of what design can do. He emphasized on the fact that today's consumers demand quality and hence 'Management of Design' needs to be included in the curriculum by Schools of Management. He concluded his address by asking the students to aim at acquiring specialised skills and become professional in approach.

The function concluded with vote of thanks by Dr.P.C. Jain, the Course Director.

About the Course

This course goes beyond the traditional approach to management education that focuses on

functional areas of management. This specially designed 1000-hour, one-year accelerated rigorous and application-oriented course, addresses the needs of both business-persons and industry professionals of tomorrow.

The PGDBEM course calls for development of soft skills that make potential owner-manager/manager, an entrepreneurial one. The course aims at developing skills in initiating, expanding, diversifying and managing a business enterprise with focus on understanding real life business situations and practices, besides inculcating entrepreneurial competencies, like self-confidence, goal setting, planning, information seeking, problem solving and planned risk-taking. The course also gives useful insight into the tools, techniques and references necessary for managing all functional areas of a business enterprise, including production, marketing, personnel and finance.

The course offers four unique streams namely : **New Venture Management**, to provide comprehensive knowledge and develop competencies in those who wish to start their own businesses, **Management of Family Business**, designed for students interested in the issues, problems and unique concerns of family business involvement and management, **Entrepreneurial Management**, to help students take up jobs in industry, business or any organisation as an employee, and **Management of NGOs**, to develop competencies in young men/women to help them start an NGO or join one to contribute to its growth.



BUILDING BUSINESS THROUGH BUILDING-PEOPLE

The EDI organised DISHA 2000 (Dominate Industry through Strategic and Holistic Approach), Executive Development Programme - 1998, for the officials of Zydus group during August 17 - 25, 1998. Zydus group is a leading pharmaceutical house based at Ahmedabad. It is one of the fastest growing groups in the country and as per the ORG ranking, it occupies fifth position at present. The programme had been planned to be conducted in seven batches with 25 executives in one batch. Mr. Ganesh Nayak, the President of the Zydus group, inaugurated the programme on August 17, 1998.

In order to respond to the rapid economic and market changes, it is necessary to focus on consistent human resource development through training interventions. The training intervention in an organization is necessary because everybody in the organization possesses creative and innovative instinct and talent, though degree may defer. Through training they can be helped to identify and assess their potential and can be motivated further to use them in their job.

Skill and competency development become more important in the case of marketing professionals. To make training more convenient and effective, it is felt that market representatives should be trained through Area Business Managers (ABMs), who are responsible for the overall performance and outcome of market representatives. It is assumed that if area business managers are trained on certain key issues and skills, they will be in a better position to coach and help these representatives.

Keeping this in view, the institute proposed a series of need-based training programmes for Area Business Managers of Zydus group (Cadila Health Care Ltd., Indon Pharmaceuticals and Alidac Genetics & Pharmaceuticals, Agrovat dvn.) The two, therefore, joined hands towards **Building Business through Building People**.

The training programme aimed at making the participants aware of their potential, developing their vision, transformational leadership and effective team building attitudes & skills. The programme focussed on Roles and Responsibilities of and Competencies required for being an outstanding Medical Representative; Self Assessment Exercises; Simulation Exercises; Interaction with Business Achievers; Development of Hard Skills and Soft Skills; Interpersonal Communication, etc. The key inputs comprised coaching and counselling skills to increase the productivity of sales force; delegation, leadership and team building skills; roles and

responsibilities of representatives, area business managers and regional business managers; managerial and entrepreneurial competencies; challenges and opportunities in pharmaceutical industry in the coming years; intrapreneurship and change management and planning and implementation strategies.

During the inaugural function, Mr. Ganesh Nayak said that the Business Area Managers need is to focus on their goals. He said that the right direction will always come from right 'FOCUS'. Mr. Nayak felt that it was important for an Area Business Manager to possess the right attitude, skills and justification; meaning that the manager/ official should be able to justify his role; work hard and make himself indispensable for the company. All this together, he felt, would increase the sale besides motivating the subordinates. He hoped that this 9-day programme will bring about a positive attitude and further sharpen the skills of the managers, thus making them competent people who can survive in competent environment.

Dr. V.G. Patel, Vice-President & Director, EDI in his address stated that the earlier scenario of protective environment has come to an end and the pharmaceutical industry will face maximum challenges. The companies will have to concentrate more on research & development. Dr. Patel felt that there are certain competencies like; the ability to solve problems, determination, acting on opportunity, etc., which distinguish a high performer from an average one. He felt that investment in the area of updating knowledge has been very low in the case of many Indian companies but now is the time when an awakening is needed. This programme, he said, is a right step and would transform the officials into entrepreneurial managers.

Mr. M. Kulkarni, Sr.Vice-President, Zydus group, expressed hope that this executive development programme will take them towards their set goal. He said that the programme is sure to bring about a difference in the competency level of the officials.

Dr. Sunil Shukla, the Programme Director, thanked the Zydus group for placing such a big responsibility on EDI and assured that EDI will not leave any stone unturned.

At the end of the programme, the participants felt that it had given them some unique tools and techniques to identify the lacunae in their areas of work and working methodology. They felt that they would now be able to focus better on their goals and deliver more than what is expected of them.

GENDER SENSITISATION WORKSHOP FOR SUPPORT SYSTEM OFFICIALS

Honourable Minister for Social Welfare, Govt. of Tamil Nadu, Smt. Sarguna Pandian, inaugurated a 2-day Gender Sensitisation Workshop for District Level Support System Officials at Canara Bank, Chennai on August 20, 1998. This workshop was organised by the Institute in association with Centre for Entrepreneurship Development for Women (CEDW), Canara Bank, Chennai and sponsored by Small Industries Development Bank of India (SIDBI).

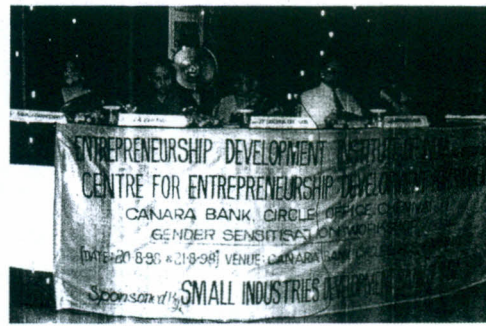
The objective of the workshop was to sensitise the support system officials to re-interpret much of the accepted management principles to accommodate the concerns of women entrepreneurs of the state.

Eminent speakers including academicians, experts, top government officials, established successful entrepreneurs and high level officials from financial institutions presented their papers on various themes related to women entrepreneurship.

In her inaugural address, Honourable Minister Smt. Sarguna Pandian, evinced keen interest in women entrepreneurship in Tamil Nadu. She observed that while affluent potential women entrepreneurs find it easy to establish their enterprises, the women of lower economic strata find it very difficult. She was nevertheless extremely happy that national and international level institutions, like the EDI, are working with local institutions in promoting the birth and growth of women business.

Explaining the themes of the workshop, Mr. V. Padmanand, the Workshop Director, EDI, mentioned that the focus would be on understanding needs and priorities of women entrepreneurs in the 21st century, issues related to growth of enterprise and strategies to help them strive for excellence.

He further mentioned that this sensitisation workshop will serve as a precursor to other training programmes, aiming at effective business counselling for consultants and support system officials that could contribute towards the



Distinguished guest during the inaugural function at the workshop (from left to right) Ms. Kamla Ramakrishnan, Divisional Manager Canara Bank, Mr. G. A. Shenai, General Manager, Canara Bank, Hon'ble Minister for Social welfare, Govt. of Tamilnadu, Smt. Sarguna Pandian, Mr. Radhakrishnan, (GM, SIDBI) and Mr. Padmanand, Workshop Director, EDI.

growth of women entrepreneurship and serve as a business growth training-cum-counselling programme for women entrepreneurs of Tamil Nadu. These programmes were interlinked.

Mr. Padmanand also mentioned in his speech that the expected output of this Gender Sensitisation Workshop, Training Programmes on Effective Business Counselling and Growth Programmes for existing women entrepreneurs are manifold. First, it would orient policy and support system to entrepreneurship and growth related constraints faced by women entrepreneurs in this region.

Second, it would develop a cadre of trained professionals and support system officials to offer effective counselling to women entrepreneurs.

Third, it would strategically orient enterprises of women entrepreneurs towards sustainable growth, with the help of outside concerns. In his address, Thiru Radhakrishnan, CGM, SIDBI mentioned that SIDBI is focusing on women entrepreneurship development activities since its inception. He felt that women entrepreneurs should make a headway towards establishing and managing their own enterprises and advised them to stick to their commitments sincerely.

He was of the opinion that while

appraising the project proposed the Banker should not have gender bias. Instead, they should look at the project as a whole and not at the enterprise promoter. He also expressed happiness over the fact that the attitude and approach towards promoting women entrepreneurship is in a right direction. The significant thing is that women entrepreneurs should know how to deal with the system.

Wishing success to the workshop he mentioned that EDI and CEDW have taken good initiative and hoped that more practical suggestions will come up.

The training programme on Effective Business Counselling was attended by 24 officials from Govt., support institutions and private consultants involved in supporting women entrepreneurs. The growth programme was attended by 23 successful women entrepreneurs.

It was felt by everybody that such a gender sensitisation workshop will indeed go a long way in bringing about a change in the way support system officials react to the needs and requirements of women entrepreneurs. Besides, it will also encourage women entrepreneurs to give up their inhibitions and think of setting up their own enterprises.

WORKSHOP ON SOFTWARE EXPORT (JANUARY 5-8, 1999)

Sponsored by :

Small Industries Development Bank of India (SIDBI)

In technical collaboration with :

Gujarat Electronics & Software Industries Association (GESIA) & Software Technology Parks of India (STPI)

For : Existing software developers, final year students of higher level computer courses, potential entrepreneurs interested in starting software export business.

Programme Content : How to start software export business, information about different markets, procedures and documentation for software export, how to avail finance for software business, facilities available at STPI interactions with successful software exporters and other experts in the field, visit to software export units.

Fee: Rs. 4000/- (Including Course material, lunch, tea, snacks) * Last Date for Regis. : Dec. 21, 1998

The Tenth Training Programme on JOINING AND MANAGING FAMILY BUSINESS (SPEC) (JANUARY 18-30, 1999)

For : Sons, daughters or other wards of entrepreneurs who have recently joined or about to join the family business/industry.

Objective : To equip the wards of Business Owners with skills, knowledge and personal competencies necessary to have smooth transition and in-company adjustments, balance family and business interests, identify and manage new business opportunities, develop competitive edge, and to lead the business ultimately.

EDI : Recognized as Centre of Excellence by ESCAP. Appointed as inter-Regional Centre by UNIDO, and having National facility for Entrepreneurial Innovations, the EDI has established the value of grooming family wards through training in nine such programmes with excellent feedback.

Fee : Rs. 17500/- for residential & Rs. 12000/- for non-residential.



Application form and brochure can be obtained from :

Programme Director, Export Workshop / SPEC

EDI, Ahmedabad, P.O. Bhat 382 428, Gujarat, India Ph. : (079) 2864331 Fax : (079) 2864367

E-Mail : edindia@adl.vsnl.net In Website : <http://www.ediindia.org>

INNOVATION CENTRE AT EDI

ORGANISES SECTOR-SPECIFIC SEMINARS

With the challenges of an open economy that liberalisation has brought in its wake, entrepreneurs have become increasingly conscious of the need for upgrading technologies and improving quality standards.

While technologies indigenously developed in R & D laboratories / universities/ project research centres are inherently sound, either entrepreneurs are not aware of them or the technologies are not always suitable for production on a commercial scale.

To bridge the existing information gap in the process of commercialising such innovations for the entrepreneurial community, the Innovation Centre : A National Facility for Science & Technology-Based Entrepreneurial Innovations has been set up at the Institute by National Science & Technology Entrepreneurship Development Board (NSTEDB), Dept. of Science & Technology, Govt. of India.

Under various activities of the Innovation Centre, aiming at realising the above objectives, the series of sector specific seminars occupy a place of prominence. These seminars have been planned to facilitate introduction of new products and processes to existing enterprises.

The seminar 'Scope and Opportunities in Essential Oils and Aromatic Chemicals' organised on 11th June 1998 addressed the issue of growing demand for natural and identical flavours and fragrances, which is resulting in the increase of the demand for essential oil globally. Looking at the production of essential oil bearing plant species, increasing demand for natural and identical flavours and the development in bio-technological production methods, it can be said that there exists a tremendous scope for production and processing of essential oils. The topics covered in the seminar were, 'Medicinal Plants - Current Production in India, Global Scenario and Feasibility of Cultivation, Scope and Opportunities available in Essential Oils and Aromatic Chemicals,' 'Techniques of Extraction', 'Value Addition through Processing and Fraction of Essential Oils', 'Growth and Export Prospects', and 'Formulation of Flavours and Fragrances. Scientists from Flavours and Fragrance Development Centre and Central Institute for Medicinal and Aromatic Plants (CIMAP), exporters, leading producers of essential oils guided the participants. Each participant was given a book containing 15 project profiles on emerging opportunities in Essential Oils & Aromatic Chemicals. The project profiles as well as the souvenir circulated during the seminar are available at the Innovation Centre for those interested in the fields but could not participate in the seminars.

31 people associated with Essential Oils & Aromatic Chemicals sector participated in the seminar. They comprised consultants, NGO officials, existing as well as potential entrepreneurs.

The seminar on Challenges & Opportunities in Drugs & Pharmaceuticals was organised in association with Small Industries Development Bank of India (SIDBI) & Indian Drugs Manufacturers' Association (IDMA), Gujarat Branch on 18th September.

It provided a platform to potential/ existing entrepreneurs, importers/ exporters, professionals, scientists and research organisations to discuss the prospects and problems associated with the pharmaceutical industry.

The seminar focussed on : 'Bulk Drugs Production - Its Present & Future', 'Recent Developments in Pharmaceutical Process Equipments', 'Business Opportunities in Microbial Technology Based Products', 'An Overview of Indian Medicinal Herbal Products', 'LPG - As a Fuel in Pharmaceutical Industry, Export Potential of Pharmaceutical Products', etc.

42 officials from Drugs & Pharmaceutical Industry, engaged in drug manufacturing, participated in the seminar. All the participants were given a souvenir containing 15 project profiles on products from the field.

Renowned national and international level experts addressed the participants. Mr.N.B.Zaveri from Indian Drugs Manufacturers' Association, Mumbai & Mr.Yuki Hashi of Shimazdu, Singapore were among some of the well-known speakers.

The feedback of both the seminars were extremely good. The participants felt that they had got a unique opportunity to interact with experts on the subject on a one-to-one basis, besides getting to know more about market, new processing techniques and quality control aspects. The participants are also free to correspond or visit the institute to meet the technical experts in case they have any query.

WOMEN ASSUME RESPONSIBLE ROLES

Experience has proved that entrepreneurs can be trained and thus created, the role of an Entrepreneur Trainer-Motivator (ETM) assumes greater importance. The strength of an ETM lies in providing the necessary motivation, training and assistance to potential as well as existing entrepreneurs. They are the people who have the mission of training, developing, counselling and guiding the existing as well as potential entrepreneurs. The task of women entrepreneur trainer-motivators, however, needs more dedication and commitment, considering that women entrepreneurs need a significant amount of motivation, counselling, assistance and guidance to set up their enterprises.

The EDI, therefore organised a 4-week international training programme for women entrepreneur trainer-motivators from developing countries. The programme was supported by the Commonwealth Secretariat, London, U.K. It was attended by participants from developing countries like; Maldives, Sri Lanka and Tongo. The training programme aimed at developing a cadre of hard core professionals who would work for the promotion of economic activities in the developing countries. They will be equipped with new tools and techniques to orient women towards new enterprise creation and help in growth of existing small enterprises owned by women, thus intensifying and strengthening the efforts of policy makers and planners towards economic development of women.

Other objectives of the programme were to train the participants in identifying and analysing constraints and barriers to women enterprise development, besides planning and implementing entrepreneurship development. The programme also aimed at imparting skills to generate interest, sensitise the environment and provide necessary support to small business ventures by women and helping the ETMs upgrade their skills in specialised areas like; entrepreneurial selection techniques,



Participants of the Training Programme for Women Entrepreneur Trainer-Motivators from developing countries supported by Commonwealth Secretariat, U.K. seen with (fifth from right) Dr. V. G. Patel, Vice President and Director, EDI. Mr. S. B. Sareen, the Course Director, (fourth from right) and other faculty members.

motivation training, project identification and feasibility assessment and small business management.

Keeping in view the programme objectives, the programme content was designed to develop the skills of the participants in the specific areas related to women entrepreneurship. Focus was given to subjects like; understanding gender bias, role of women in economic development, identification and selection of women entrepreneurs, analysis of competencies of women entrepreneurs, influencing the support system to facilitate women entrepreneurs in business, etc.

The valedictory function of the programme was held on September 25, 1998 and was presided over by Dr.V.G.Patel, Vice-President & Director, EDI. While awarding certificates to the participants, Dr.Patel in his speech, mentioned that ETMs play a crucial role in promoting 'Entrepreneurship' in their respective countries and that without developing & constantly upgrading the skills of ETMs, the process of entrepreneurship development is not possible. According to Dr.Patel, the word 'Motivator' is important in the term 'Trainer-Motivator', as the prime role of an ETM is to encourage people to come forward and after acquiring sufficient knowledge and training start their own business ven-

tures. He urged the participants to go back with the feeling that they were the chosen ones and initiate developmental activities in their areas of work. He also said that although the work of women trainer-motivators is difficult, it is highly rewarding and satisfying. Dr.Patel praised the participants for preparing action plans and having it clear in their minds as to what work or innovations they would be carrying out when they return to their countries.

Mr. S.B. Sareen, the Programme Director said that he was happy with the response received and expressed the hope that the participants will make use of the training received. He also assured the participants that their suggestions of post-programme follow-up support and a written test: for all participants, after the programme would be taken care of. Towards the end of the programme all the participants were given an exercise of preparing an action plan with the intention of facilitating them to consolidate their thoughts and ideas for undertaking initiatives in developing women entrepreneurs once they go back to their respective countries.

In all, participants rated the programme very high in terms of subject knowledge imparted, experienced faculty support, field visits and other facilities like library, computer, residence, etc. provided on the campus.

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is exploring with EDI the possibilities for conducting entrepreneurship development programmes in Uzbekistan. Recently the company had brought 146 Uzbek citizens from Tashkent consisting of Core's stockists, distributors and sales professionals by a chartered flight to show the world-class manufacturing facilities of the company near Viramgam, Gujarat. The joint activity of EDI and Core Healthcare may set a new example of alliance between corporate sector and academic & training institutions to promote entrepreneurship at an international level.

An Inter-Regional Centre (IRC)

has been set up at EDI with an intention to develop and strengthen indigenous capacities of developing countries in Asia and Africa including the Asian countries of CIS for investment promotion and entrepreneurship development. The IRC is sponsored by the United Nations Industrial Development Organisation (UNIDO) and the Government of India (GoI). Under the IRC project a focal point would be created in Almaty in Kazakhstan for effective implementation of the project in CIS. The EDI has also established good working relationship with the 'Centre for Monitoring Market Economy (ARMAN)' which is a leading institute working for

the development of small and medium enterprises in Kazakhstan.

With growing tension in South Asia, particularly after the victory of Taliban forces in Afghanistan, involvement of Indian institutions and corporate sector in the developmental activities in CIS, particularly in the field of SME development, which has been accorded top priority by all these newly independent nations, can substantially contribute to preserving socio-economic stability in the region. EDI's efforts may also give substantial boost to trade and business linkages among SMEs from India and CIS.

'Handbook for New Entrepreneurs' awarded the DMA Escorts Book Award 1998



Dr. P. C. Jain receiving the DMA Escorts Book Award at the hands of Lt. Governor of Delhi Shri Vijay Kapoor.

Delhi Management Association honoured Dr.P.C. Jain, Sr. Faculty at the institute, with DMA Escorts Book Award - 1998 for the book 'Handbook for New Entrepreneurs', edited by him. The award was presented during the Delhi Management Association's (DMA) Annual Management Convention on September 26, 1998 at Hotel Le-Meridian, New Delhi. The panel

of Judges unanimously selected the book for the third prize. Dr. P.C. Jain received the award at the hands of Shri Vijay Kapoor, Lt. Governor of Delhi.

The 'Handbook for New Entrepreneurs', edited by Dr.P.C. Jain and published by Oxford University Press is designed to serve as a manual for those considering or engaged in entrepre-

neurial activities and provides step-by-step guidance to building one's own business.

This book is designed in such a way that each chapter can be read alone or as part of a thematic unit. Taken together the various chapters demonstrate that the entrepreneur is the ultimate general manager, responsible for orchestrating the relationship between different parts of the enterprise. This book will be highly useful for businesspersons, new entrepreneurs, managers, students of management studies as well as those involved in technical and vocational training and consultancy. The various easy-to-read chapters with simple language and attractive titles are apt to take any one from 'Charms of Being an Entrepreneur' to 'Nuts and Bolts of Planning a Business' and 'Managing for Success'. A large number of entrepreneurship trainers and teachers, small-business counsellors and project officers will find this handbook essential in guiding and advising new entrepreneurs.

Late Shri A. R. Bhat Entrepreneurship Development Award to

Dr. V. G. Patel, Vice-President & Director, EDI



Mr. Abhay Firodiya, Chairman & Managing Director, Bajaj Tempo Ltd, Pune (second from right) presenting Late Shri A. R. Bhat Entrepreneurship Development Award instituted by Entrepreneur's International, Pune to Dr. V. G. Patel, Vice President & Director, EDI.

Entrepreneurs' International, Pune honoured Dr.V.G.Patel, Vice-President & Director of the institute with the Late Shri A.R.Bhat Entrepreneurship Development Award. The award recognised the outstanding contribution of Dr. Patel towards promoting 'Entrepreneurship' throughout the country.

It was presented to him in a function organised at Hotel Surya, Pune at the hands of Mr. Abhay Firodiya, Chairman and Managing Director, Bajaj Tempo Ltd., Pune on 29th July 1998.

Entrepreneurs' International is committed to creating awareness about the role played by the entrepreneurs in the economic development of the Indian society. 29th July being the birth anniversary of Late Shri J.R.D. Tata, every year Entrepreneurs' International celebrates this day as 'Entrepreneurs' Day'. Every year this Pune-based institute, registered under the Public Trust Act, announces special awards for persons with outstanding work in the field of entrepreneurship, a first generation entrepreneur having an excellent record of growth, outstanding women entrepreneur, a company which is known for distinguished work in the field of quality and a person to whose credit lies commendable work in the field of innovative technology, agriculture, etc.

Acknowledging the outstanding work done by Dr. Patel, it was stated that he is the pioneer in the field of entrepreneurship development and also instrumental in promoting the activity in this country. That a number of state level ED institutions had been established all over the country as a result of Dr. Patel's initiative was also highlighted in the function.

The award was instituted by the organisation in the name of Late Mr.A.R. Bhat as he was the pioneer in the field of small industries development movement in the country.

EDI Student Organises 'Nari Deep Mela'



A view of the stalls set up by women during the 'Nari Deep Mela'

Smiti Bajoria is a student of the Institute's Post-Graduate Diploma Course in Business Entrepreneurship and Management (PGDBEM). Smiti is specialising in **New Venture Management**, one of the 4 streams of the course, which provides comprehensive knowledge and develops competencies in those who wish to start their own business. As Smiti puts it, 'right from the first day at EDI, I dreamt of having my own business. I always knew I wanted to do something in the field of organising events, exhibitions, etc. It was at EDI that I made up my mind to make it big in this field itself.

'Why not start early was the thought that always kept me occupied', says Smiti. And she decided to organise an exhibition for small scale women entrepreneurs to provide an opportunity to them to come forward and display their creative products in front of a larger group of people. The articles to be displayed

were bed covers, sarees, kurtas, crockery, divas, jewellery, snacks and mukhwas and other gift items.

After the decision, there was a lot of running around and hard work for two complete months. Smiti was helped by her mother Mrs.Kusum Bajoria in organising this exhibition, which she called 'Nari Deep Mela'. She started looking for a hall for organising the exhibition and finalised Renuka hall in Vastrapur for the same. She then contacted around 150 small women entrepreneurs by finding out their addresses through various 'organisations', personal contacts, directory etc. The response from these entrepreneurs was good as the stall rent of Rs. 600 was easily affordable and could be recovered from the sale of one or two articles only.

For publicity, Smiti and her mother advertised in the Times of India and Gujarat Samachar. They also got invitation cards

printed so that large number of people visited the exhibition and made it a success. Banners were also displayed for the sake of noticeability.

Smiti says that her hard work paid and the exhibition turned out to be a satisfying event. Around 60 women entrepreneurs participated and benefitted a lot in terms of high sales, exposure and establishing a network. More than 1000 people visited the stalls and gave new colours to their 'Diwali Shopping'

Smiti is satisfied after all her efforts and hopes to organise such exhibitions and events on a much larger scale in future.

EDI'S INITIATIVES IN CIS

The Institute will be taking active part in the private sector development related activities in the former Soviet Block countries. As a first step in this direction the EDI will begin with promotion of entrepreneurship in the Central Asian Republics of CIS. The Institute has already signed a MoU with the Institute of Management, Business and Tourism from Bishkek, capital of Kyrgyzstan in order to strengthen and expand friendly relations between both the parties, their countries and the people. Both the Institutes have decided to cooperate in the field of education and training to develop entrepreneurship and promote business linkages among small and medium enterprises from the two countries.

According to the terms of the

agreement, Institute of Management, Business & Tourism will facilitate mutual exchange of teachers and staff for teaching and research work and exchange of research scholars for study purposes; collaborate in developing teaching methods; organise seminars and conferences; jointly work out educational plans, programmes and text books; make independent examination of projects at regional, governmental and international levels in the field of economics, marketing & hospitality industry.

The EDI will shoulder the responsibilities of facilitating scientific research by exchange of teachers and students to conduct research studies and faculty development programmes; provid-

ing assistance in teaching English & other languages and exchange of information associated with research and practical activities conducted in both the institutes. Besides, the EDI will also assist the Institute of Management Business and Tourism in procuring books, methodological literature, teaching technology for imparting training to specialists.

Dr.Abhijit Bhattacharya, who is looking after the international business activities in the institute and who is also an expert in CIS visited Kyrgyzstan to hold discussions with the Rector of the Kyrgyz Institute and other officials to finalise joint activities. An Ahmedabad based company, Core Healthcare Ltd., which has a large presence in Uzbekistan,

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