



# INTER-REGIONAL CENTRE FOR ENTREPRENEURSHIP AND INVESTMENT TRAINING

Sponsored by



UNITED NATIONS INDUSTRIAL  
DEVELOPMENT ORGANISATION

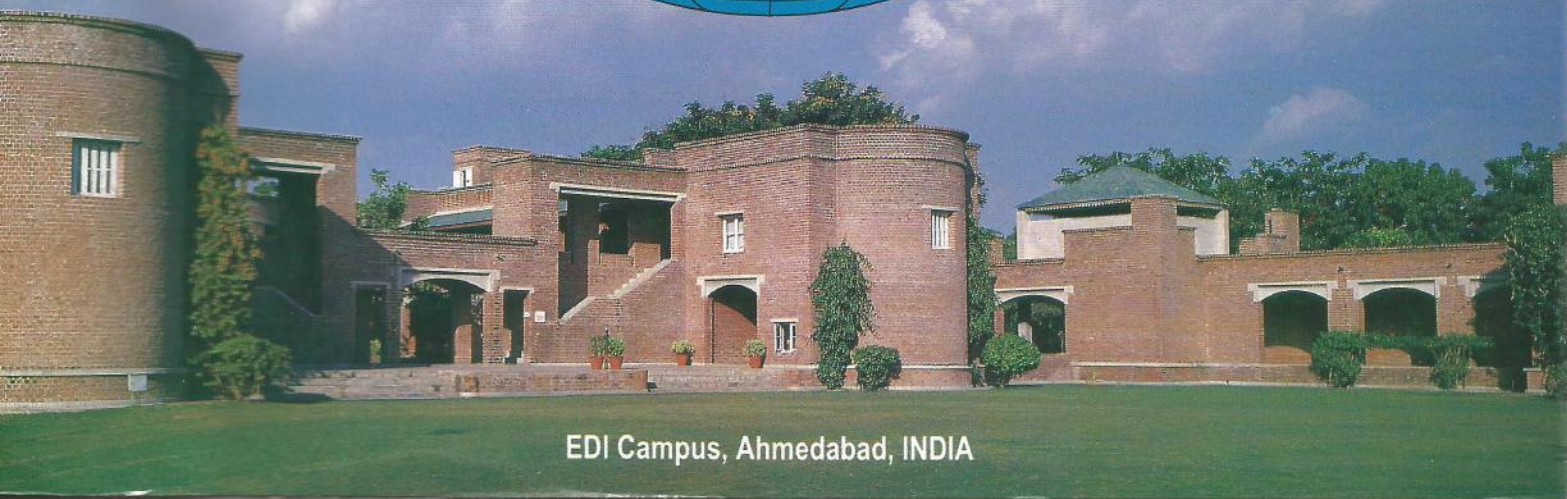
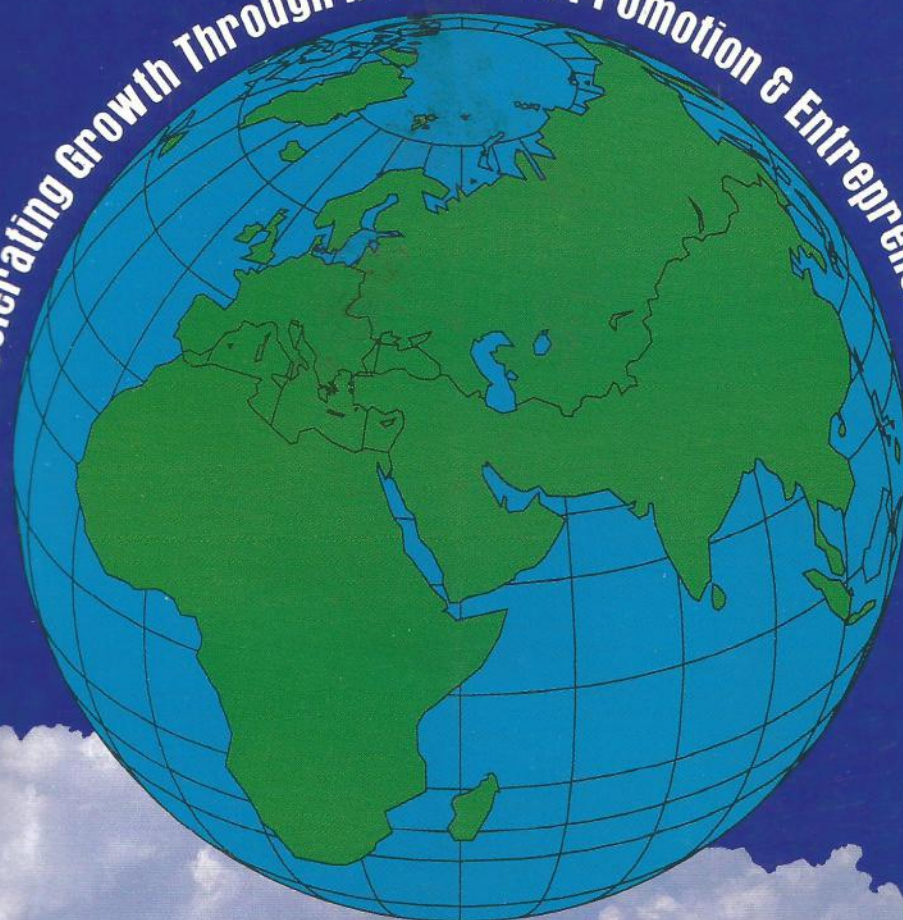
GOVERNMENT  
OF INDIA



at

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

Accelerating Growth Through Investment Promotion & Entrepreneurship



EDI Campus, Ahmedabad, INDIA

# Capacity Building Programmes

offered by the

## Inter-Regional Centre (IRC)

Entrepreneurship Development Institute of India

### **Investment Opportunities Identification :**

Training programmes (one week) for entrepreneurs, consultants, development officers, business counsellors, officials engaged in investment promotion and professionals in corporate and project planning.

### **Industrial Project Preparation and Appraisal :**

Training programmes (three weeks) for investment decision makers, consultants, bank officials and project analysts.

### **Project Planning, Implementation & Monitoring/ Evaluation :**

Training programmes (three weeks) for senior officials & consultants responsible for planning and implementation of industrial projects.

### **Investment Promotion & Capital Market Development :**

Workshops (one week) for policy-makers, investment promotion officers, consultants and financial specialists.

### **Joint Ventures and Strategic Alliances in Competitive Industries :**

Workshops (one to two weeks) for entrepreneurs, investors, consultants, policy makers and investment promotion officers.

### **New Enterprise Creation :**

Entrepreneur Trainer-Motivators' programmes (four weeks) for SME promotion officers, entrepreneurship trainers, NGO workers in micro enterprise teachers and business counsellors.

### **Enterprise Performance & Growth :**

Training programmes (three weeks) for consultants, business counsellors, industry promotion officers and resource persons involved in supporting existing entrepreneurs in SME sector.

### **Competitive Edge Through Appropriate Technologies :**

Sector-specific workshops (one week) including in-plant and technology exposure for entrepreneurs, investors, policy makers, technical consultants and investment promotion officers.

**These training programmes/workshops will be offered to meet specific needs of developing countries. Through such interventions, Inter-Regional Centre aims to strengthen National Focal Points in participating countries for institutionalising entrepreneurship and investment promotion activities.**

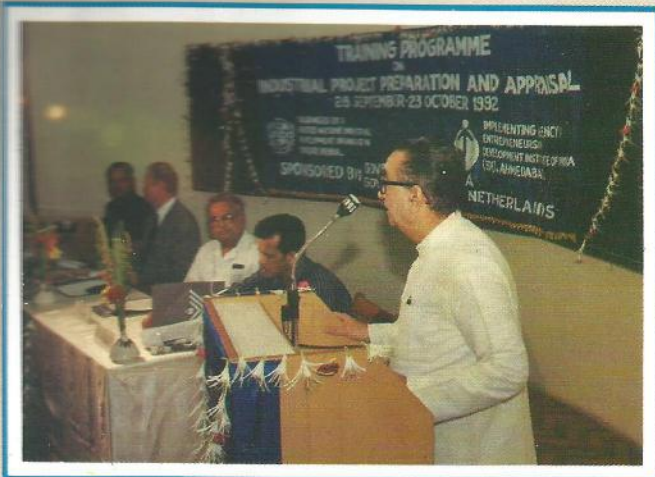
## Rationale for IRC

Developing countries, by and large, are endowed with natural resources as also certain competitive advantages that offer a variety of industrial opportunities. A systematic approach to identification of business opportunities, formulation and appraisal of business plans and focussing on cost effective technologies is bound to open new vistas for industrial system development. An enabling environment and effective support system add to the pace of development.

Research by UNIDO indicates that lack of entrepreneurial abilities as also of well-studied industrial projects act as key constraints to industrialisation of developing countries.

The challenges of the day – thinking global, developing competitive edge through new/appropriate technologies, promoting private investments, facilitating strategic alliances/joint ventures leading to 'collaborative competition' – can be met only through building capacities of individuals & institutions responsible for investment promotion/industrial development. Further, capacity to perceive viable business opportunities, relate the same to one's competitive advantage and translate such ideas into industrial ventures call for supply of competent entrepreneurs.

Thus, the IRC envisions to build country capacities for promoting investments in industrial sector and developing appropriate competencies of entrepreneurs to formulate, launch and successfully manage enterprises.



The Industry Minister, Govt. of Gujarat, addressing the participants of UNIDO-sponsored training programme on Industrial Project Preparation & Appraisal



Entrepreneurial Appraisal : EDI programme in Malawi

## What IRC has to offer?

### TRAINING PROGRAMME ON INVESTMENT OPPORTUNITIES

**IDENTIFICATION** : An advanced training programme designed to inculcate an in-depth understanding of new sources/processes of business opportunity identification, target groups and their specific needs, and concepts and techniques of scanning the environment for possible business opportunities.

Business opportunity identification is an area where EDI has proven strength. Besides conducting special programmes, EDI has been actively involved in identifying business opportunities in several Asian and African countries and preparing profiles of feasible projects.

**INDUSTRIAL PROJECT PREPARATION AND APPRAISAL** : The training programme focuses on strengthening individual capacity to formulate, appraise and devise appropriate mechanisms to implement viable industrial investment projects.

Advanced programmes on Computer Model for Feasibility Analysis and Reporting (COMFAR, a UNIDO-developed software), Market Analysis, Environment Impact Analysis and Economic Cost-benefit Analysis will be offered based on the needs of developing countries.

So far, over 160 professionals from 20 countries have benefitted from such training programmes organised by EDI with the support of UNIDO-Gol. The programme is unique as it exposes the participants to COMFAR as also validated techniques in assessing entrepreneurial competencies of the 'person-behind-the-project' (promoter).

### THEMATIC WORKSHOPS ON INVESTMENT PROMOTION AND CAPITAL MARKET DEVELOPMENT

These short duration workshops are designed keeping in view the needs of the emerging economies and those countries where rapid industrialisation is on the anvil. The deliberations in these workshops will centre on policy options and strategies for promoting investment - both indigenous and foreign direct investment - and the role of capital market as a sound base for economic growth.

EDI's activities in the area of investment promotion encompass research studies, workshops and training programmes. So far, over 200 professionals from 35 developing countries have benefitted from these activities.

### PROMOTING SYNERGY THROUGH STRATEGIC ALLIANCES AND JOINT VENTURES

Going beyond technology, workshops in this area will look at alliances among entrepreneurs in developing countries as possible sources of synergy. The workshops will be specific to industrial sectors such as textiles, minerals, chemicals, pharmaceuticals and agro-processing reflecting the needs of participating countries. IRC will facilitate alliance amongst participating entrepreneurs, investors and investment promotion officers.

### PROMOTING INITIATIVES IN NEW ENTERPRISE CREATION (NEC):

The objective of this comprehensive training programme is to equip professionals with the skills to identify, select and train first-generation entrepreneurs to set up and manage small and medium enterprises successfully. Modular courses on various themes such as, entrepreneur selection, motivation and counselling, management, competencies and marketing will also be offered on request from partner-countries.

Since 1983, EDI has trained over 1,250 small business development professionals from developing countries including India. Recognising the need to mainstream women economic activities, EDI designed and implemented a three-tier project with the support of UNIDO-UNIFEM wherein 75 women entrepreneurs, trainer-motivators and appraisal officers of Asia, Africa and Latin America were given intensive training respectively in management, training and project appraisal of ventures launched and run by women. With the Commonwealth Secretariat support, 60 Women Entrepreneur Trainer-Motivators from about 28 developing countries have been trained in techniques of new enterprise creation.

### ENTERPRISE PERFORMANCE AND GROWTH

Addressing the emerging issues in management of growth and acquisition of superior competencies, the programmes in this area focus on transition management in family business, export promotion, international marketing, business counselling for enterprise growth and intrapreneurship. EDI has exhaustive experience in these areas.

### DEVELOPING COMPETITIVE EDGE THROUGH APPROPRIATE TECHNOLOGIES

Short duration workshops/exposures are designed to facilitate technology choice/upgradation in specific sectors such as, pharmaceuticals, minerals, agro-processing, textiles and oil and natural gas, keeping in view the specific needs of participating countries. They can also look forward to benefitting from appropriate top-of-the-line technologies developed and widely commercialised in India. IRC also offers to facilitate the process of technology transfer, adaption and absorption.

EDI has assisted SMEs in developing countries by offering technical training programmes for entrepreneurs in specific industrial sectors and in the process, helped technology transfer/upgradation. EDI has an added advantage in the area as it houses an Innovation Centre, which acts as a crucial link between the entrepreneurs and new technologies.

### INSTITUTIONALISING ENTREPRENEURSHIP DEVELOPMENT ACTIVITIES IN PARTICIPATING COUNTRIES

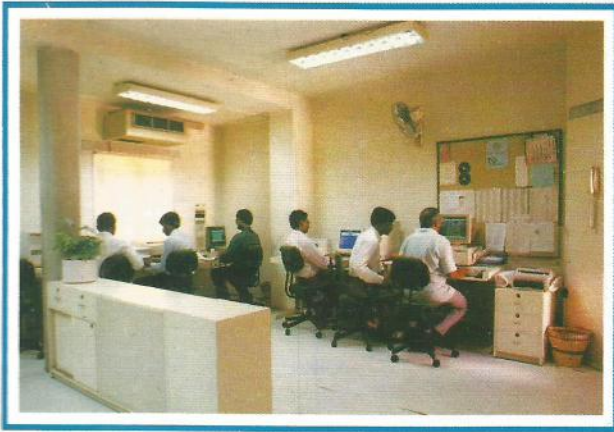
As a resource institution committed to entrepreneurship education, training and research, EDI's mission here is to share its experience in the field of entrepreneurship development with ED organisations all over the world. It has worked in several countries with a 'Concept-to-Completion' approach for institution building and internalising small and medium enterprise development strategies in them.



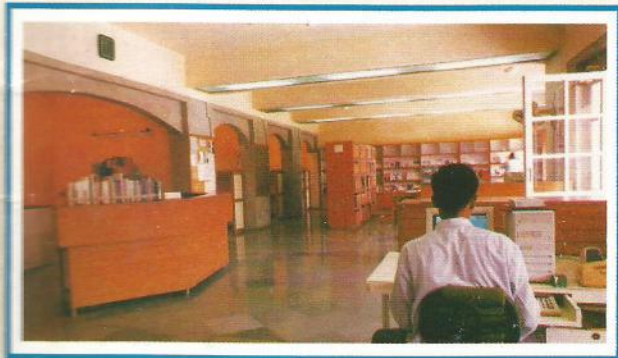
Entrepreneurship Simulation Exercise at EDI

### Who can benefit?

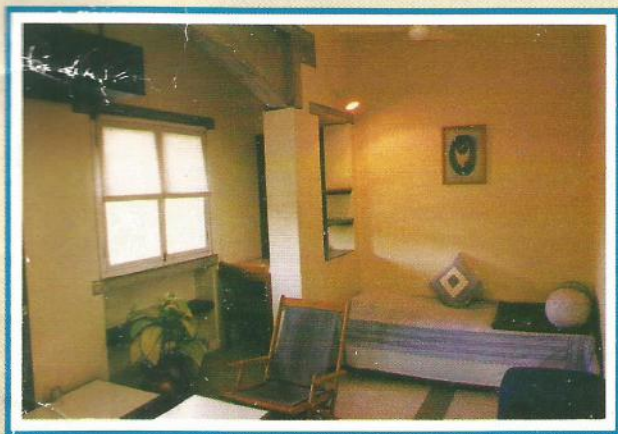
- P olicy-makers responsible for Investment Promotion (IP) and Entrepreneurship Development (ED)
- C hief Executives/Senior Officials from autonomous/parastatal institutions responsible for IP and ED
- T echnical/Management Consultants, Venture Capitalists and Investors from private sector
- I ndustry Extension Officers, Trainers, Functionaries from NGOs and others engaged in SME development
- E ntrepreneurs wanting to take their businesses to greater heights



EDI Computer Centre



EDI Library



EDI Residency

## Feedback of the participants of some international programmes

### **T** raining programme on **INDUSTRIAL PROJECT PREPARATION AND APPRAISAL**

(November 25-December 13, 1996)

"Lectures, discussions and practical computer aided analytical exercises were excellent and very useful."

(Mr. Kenanao Kakikwe, Botswana)

"The training programme will provide me guidelines to evaluate projects and study the feasibility of a project at all levels for further development of industrial sector."

(Mr. William Charles Mata, Uganda)

"The training material was excellent and informative for productive use in our countries."

(Mr. Devendra Kumar Sharma, India)

### **T** raining programme on **FOCUSSED BEHAVIOURAL EVENT INTERVIEW TECHNIQUE (Assessing An Entrepreneur)**

(November 16-20, 1993)

"The person-behind-the-project is equally important ... FBEI is a pragmatic way of understanding a promoter."

(Mr. Noroni Mohammed Noor, Malaysia)

"Financing projects - even small ones is a challenge in view of liberalisation/globalisation .... companies matter. FBEI is a smooth way of assessing an entrepreneur."

(Mr. Amando M. Garcia, Philippines)

### **W** OMEN ENTREPRENEUR TRAINER-MOTIVATORS PROGRAMME FOR NEW ENTERPRISE CREATION

(August 26 - September 20, 1996)

"The course has helped me in upgrading my professional knowledge and understanding the need to operate within the gender biases that exist."

(Ms. Shormeh Amegatcher, Ghana)

"The course has made me confident to help women to improve their skills in business management."

(Ms. Olivia Werepermall, Sri Lanka)

#### IRC aims to serve

Afghanistan  
Bangladesh  
Bhutan  
Botswana  
Cambodia  
China  
Ethiopia  
Indonesia  
Kazakhstan  
Kenya

Kyrgyzstan  
Lao  
Malaysia  
Maldives  
Mauritius  
Mongolia  
Mozambique  
Myanmar  
Nepal  
Pakistan

Seychelles  
Sri Lanka  
Sudan  
Tajikistan  
Tanzania  
Turkmenistan  
Uganda  
Uzbekistan  
Viet Nam  
Zambia



## Inter Regional Centre at EDI

Entrepreneurship Development Institute of India (EDI) is an autonomous, not-for-profit institution sponsored by all-India financial Institutions. It is now an acknowledged National Resource Institution committed to investment promotion, entrepreneurship education, training and research. Its efforts in spearheading entrepreneurship movement in India and other developing countries has led to emergence of a range of training programmes and workshops in the area of investment promotion and entrepreneurship development.

Recognising the contribution, the Institute has received support from World Bank, ILO, UNIDO, Commonwealth Secretariat, Friedrich-Naumann-Stiftung and several other international agencies. The Institute's international activities cover a range of entrepreneurship and investment promotion-related training programmes/workshops. Ever since 1983, the Institute has interacted with 30 developing countries helping them build industrial capabilities for industrial development. So far, over 500 professionals from developing countries have benefitted from EDI's capacity building programmes including the one on Industrial Project Preparation and Appraisal co-sponsored by UNIDO. The EDI Inter Regional Centre (IRC) is the result of UNIDO's strategic thinking that innovative methodologies should be transferred to developing world through regional institutions with proven skills in the area of entrepreneurship and investment promotion.

IRC's mission is to develop and strengthen indigenous capacities of selected developing countries in Asia and Africa for investment promotion and entrepreneurship development leading to accelerated industrial development and globalisation of economies.

FOR FURTHER DETAILS CONTACT :

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