

EDII's International Programmes 2017-18



Conducted by & at
**Entrepreneurship
Development
Institute of India**
Ahmedabad, Gujarat, India



Sponsored By
**Ministry of External Affairs
Government of India**
Under
ITEC / SCAAP Programme



EDII's International Programmes 2017-18



Programmes	Period
• Two-Year Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE)	24/07/2017 – 24/05/2019
• Empowering Women through Entrepreneurship Development	17/07/2017 – 25/08/2017
• Industrial, Infrastructure and Sustainable Project Preparation & Appraisal	17/07/2017 – 25/08/2017
• Capital Markets and Investment Banking	04/09/2017 – 13/10/2017
• Entrepreneurship and Small Business Promotion	04/09/2017 – 13/10/2017
• Informal Sector Enterprise, Entrepreneurship and Local Economic Development	04/09/2017 – 13/10/2017
• Agri-Entrepreneurship and Supply Chain Management	23/10/2017 - 01-12-2017
• Doing Business in Emerging Markets	23/10/2017 - 01-12-2017
• Entrepreneurial Management	23/10/2017 - 01-12-2017
• SME Banking and Financial Services	23/10/2017 - 01-12-2017
• Cluster Development Executives (CDEs) Programme	11/12/2017 – 19/01/2018
• Promoting Innovations and Entrepreneurship through Incubation	11/12/2017 – 19/01/2018
• Technopreneurship: Creating Technology Enabled Startups and Ecosystem	11/12/2017 – 19/01/2018
• Business Research Methodology and Data Analysis	11/12/2017 - 02/02/2018
• Entrepreneurship Education to Strengthen Emerging Economies	05/02/2018 - 16/03/2018
• Sustainable Livelihoods and Mainstreaming with Market	05/02/2018 - 16/03/2018

Venue and Accommodation

Fellowship Support

General Guidelines

About ITEC

List of Countries under ITEC & SCAAP

About the Institute

Post Graduate Diploma in Management – Business Entrepreneurship



July 24, 2017 – May 24, 2019

Duration – 2 Years (Full Time)

RATIONALE:

Entrepreneurship is the key driver of world economy. It leads to wealth as well as job creation. The proposed Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE) programme is aimed at fostering a robust entrepreneurial culture that will inspire students to build businesses worldwide and also empower them to create economic and social values. Skills to set up distinctive businesses can be acquired through training and education. Similarly, it is important for successors of family businesses to be trained in entrepreneurship and its critical dimensions for future business growth. PGDM-BE is a comprehensive, unique, and innovative programme with a balanced, well-researched curriculum which ensures harmony between learning and market needs.

Over the past years, EDII has been spearheading entrepreneurship movement across India as well as abroad and is committed to entrepreneurship education, training, research and institutions building.

OBJECTIVES:

The importance of entrepreneurship has been widely acknowledged in recent years for its critical role in fuelling innovation, employment generation, and economic growth.

The PGDM-BE programme specifically:

- prepares students to identify, initiate, manage and ensure growth of a business enterprise.
- develops wards as enterprising and knowledgeable owners of their family businesses.

TARGET GROUP:

1. Persons of Indian Origin (PIO) and Foreign Nationals (FNs) in the age group of 25-45 years, who are:-

- (a) Entrepreneurs, Emerging Entrepreneurs, Family Business Successors, and Professionals, who want focused and comprehensive managerial skill sets and competencies.
- (b) Managers from public or private sector organizations who require basic understanding of the business for carrying out organizational tasks and decisions.
- (c) Motivated mid-career executives who are prepared to take the next step in their careers as entrepreneurs or corporate entrepreneurs.
- (d) Consultants, small business owners/entrepreneurs, and

- practicing professionals, who want a better understanding of business operations
- (e) Business professionals from backgrounds such as marketing, operations, law, human resources, IT and consultancy, and with a desire to expand their skill set.

Persons of Indian origin (PIO) shall mean the Persons who are citizens of other countries (except Pakistan & Bangladesh) who at any time held an Indian passport, or who or either of his/her parents or any of his/her grandparents was a citizen of India by virtue of the provisions of the Constitution of India of Sec.2 (b) of the Citizenship Act (57 of 1955). Foreign National means the citizen of all countries other than India who are not of Indian origin as defined under PIO.

COURSE METHODOLOGY:

The course is designed and structured to develop entrepreneurial and managerial skills. EDII places strong emphasis on entrepreneurship as a means of creating value for organizations and developing leadership competencies. The pedagogy, therefore, is a judicious mix of lectures, case discussions, project work, term papers, role plays, seminar presentations, assignments, management games, business simulation exercises, etc. Participants not only expand their business acumen in key areas, but also engage in competitive strategy simulations that help them draw a connection between actions and results. At the same time, 'entrepreneurial lab' grooms them to positively impact group culture and business processes.

The students have ample opportunities to interact, challenge points of view, and discuss business situations on an academic platform. The participants are also given individual mentorship support.

COURSE CONTENT:

The programme is offered through six trimesters over the two-year period. The course offers induction module, core courses, electives, seminar courses, and projects, apart from summer internship at the end of the first year.

**ORIENTATION PROGRAMME/
INDUCTION:**

Before the commencement of the programme, a two-week orientation programme is designed for the participants, which effectively focuses on:-

- Entrepreneur interactions and learning
- Entrepreneurial career and aspirations
- Optional preparatory courses on Mathematics/
Computer Applications/ English/ Business Basics etc.

CORE COURSES:

The curriculum provides a strong grounding in managerial fundamentals while highlighting the strategic role that an entrepreneurial mindset plays in enhancing business performance and creating sustainable competitive advantage. Throughout the trimester, these courses are offered in core areas, which are related to real business issues, through case studies and projects that cover different

company stages, sizes, industry and the international context. These courses are broadly categorized as under:

1. Entrepreneurship & Family Business Management
2. Accounting & Financial Management
3. Operations & Systems
4. Marketing Management
5. General & Strategic Management
6. Individual & Organization Behaviour
7. Business Economics & International Trade
8. Written Analysis & Communication

ELECTIVES:

The electives stream builds on learning from the core courses and helps the participants develop in-depth knowledge or expertise in specific areas. The variety of choices and combinations of specializations enable students to work out their career objectives. The following choice-based electives are offered in Entrepreneurship and Functional areas:

(a) Elective in Entrepreneurship:

1) New Enterprise Creation (NEC): This specialization provides knowledge and develops competencies to start and manage own businesses. It covers the process of identifying and quantifying market opportunities, leading to conceptualizing, planning and starting a new enterprise. It is targeted at students who want to start a new enterprise of their own. Students are guided to work on a Detailed Project Report (DPR) and emerge with a bankable business plan after completion of class room training.

2) Family Business Management (FBM): This specialization aims at developing family business successors into enterprising and knowledgeable owners of the business of their predecessors. Issues, problems and concerns of family businesses are dealt with in great detail so as to enable the students to come out with an ambitious and realistic growth plan. Students learn how to leverage the strengths of family business management and successfully implement practices that drive high performance, stakeholder loyalty, and healthy family business relationships.

(b) Electives in Functional Areas:

Both entrepreneurs and entrepreneurial managers need to address various issues concerning productivity, efficiency and effectiveness of new / family business organizations, and for that, they must be well-equipped with competencies in different functional areas. To provide these inputs, the programme offers specialization which, besides imparting knowledge on creating and managing business, also enhances the knowledge in the following functional areas:

- 1) Marketing
- 2) Finance
- 3) International Business
- 4) Human Resource Management
- 5) Information System
- 6) Language & Communication

INDUSTRY VERTICALS:

The industry verticals are designed to provide an in-depth understanding of various core and emerging sectors with which the students might want to be associated in future. These are conducted by EDII faculty in association with industry experts and professionals. The participants may choose any three from a wide choice of options covering all the major business sectors like Healthcare, Food & Agriculture, Digital Media, Sports & Event Management, Travel & Tourism, Logistics & Supply Chain, Plastics & Chemicals, Textiles & Garments, Hospitality, SME Consultancy, Energy & Sustainability, Materials & Manufacturing, Automobiles & Ancillaries, Real Estate and Construction, Business Analytics, Financial Services, Arts Crafts & Ethnicity, Education & Training, Information Technology Enabled Services, Imports & Exports, etc.

2.1.5 EXPERIENTIAL LEARNING - Experiential learning is emphasized through summer internship, projects, business simulations, entrepreneur interactions and industrial visits.

2.1.5(a) Summer Internship: Students are exposed to applied aspects of managing an enterprise through Summer Internship Placements, for a period of 8-10 weeks after completion of the first year. Summer Internship Project will include any or a mix of the following as per prior approval of the faculty-in-charge of placements:

- a) Internship in their Family Business or any other organization
- b) Business Opportunity Assessment & Industry Analysis
- c) Approved external Training Program or Seminar-cum-Workshop relevant to Business area
- d) Start-up Ventures

2.1.5(b) Projects: Detailed Project Report (DPR) / Five Year Perspective Plan (FYPP): Participants have to prepare a bankable Detailed Project Report (DPR) with regard to their ventures. The DPR has to be prepared after conducting a thorough market research and secondary data-based research along with IT-based applications. Students specializing in family business management alternatively prepare a Five Year Perspective Plan (FYPP) for growth of their respective family ventures. The final project report is assessed by a panel comprising faculty, industry experts, and bankers. A presentation-cum-viva voce examination for the final report is organized for evaluating and assessing the same.

2.1.5 (c) Business Simulation: Business simulations are used for business acumen training and development. Learning objectives include strategic thinking, financial analysis, market analysis, operations, teamwork and leadership. EDII provides simulation experience on MikesBikes-Advanced Business Strategy and Sim Venture – a unique business plan simulation for entrepreneurs.

OUTCOME:

As a result of participation in the programme, a distinct professional transformation of individuals would be experienced in each of the following areas:-

- Students who specialize in the New Enterprise Creation stream will be able to identify and assess new business opportunities based on training imparted by experienced academicians and practitioners. They will get trained on various issues related to setting up new business ventures and would acquire know-how on how to develop a bankable project report, establish essential network required for running a business, arrange and manage finance to compete and grow in the market, etc.
- Students who specialize in the Family Business Management stream will be equipped with managerial and entrepreneurial skills required to achieve sustainable growth in their existing family businesses. They will be able to take their business to new heights by way of diversification and expansion, and implement cost cutting and improve productivity through the adoption of better management practices and competitive strategies.

**ADMISSION ELIGIBILITY
& PROCEDURE:**

Candidates require a three-year (i.e., 10 + 2 + 3 base) University Degree in any discipline or a four-year (10 + 2 + 4 base) Engineering / Technology / Medicine / Any other Equivalent Degree recognized by the University Grants Commission (UGC) / Association of Indian Universities (AIU), with not less than 50% overall aggregate marks in qualifying degree examination. They should also have a valid GMAT score (2012 onwards).

While it is desirable that candidates complete all academic requirements before applying, those interested in applying for the programme but still appearing for their final year qualifying degree examinations may also apply, provided they furnish evidence of having met the minimum eligibility criteria at the time of joining the programme.

All the foreign students will require a student Visa valid for 2 years endorsed to EDII for joining the course.

**LAST DATE FOR
RECEIPT OF
NOMINATION FORM
AT ITEC, MEA, GoI :**

July 12, 2017

COURSE DIRECTOR :

Dr. Satya Acharya

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Empowering Women through Entrepreneurship Development



July 17 – August 25, 2017

RATIONALE :

It has been observed that in the Micro, Small & Medium Enterprises (MSME) sector worldwide, women constitute around one-quarter to one-third of the total business population and in manufacturing they constitute about one-third of the global labour force. Some of the economies such as China, Malaysia, Thailand etc., have witnessed substantial growth rates in their economies and this has been made possible due to the joint efforts put in by both men and women entrepreneurs.

However, in spite of their important contributions to socio-economic development, it has been unfortunate that the potentials of women are underutilized and they still continue to suffer from various constraints, which inhibit them from optimally realizing their potential for economic development. One of the major constraints women face as entrepreneurs is the lack of their appropriate attitude towards entrepreneurship as their career, their perceptions regarding their role in economic development, insufficient knowledge regarding access to productive resources and services, finance, marketing etc. In spite of being talented and having a viable and creative business idea, they are unable to put their plans effectively into action because of all the above mentioned constraints.

A need is, therefore, felt for a change in their attitude towards entrepreneurship as a career, their perceptions regarding their contributions towards economic development, their inherent skills in managing resources and overall development of their competencies as business persons.

It has been experimentally tested and proved that entrepreneurial qualities, skills, attitudes and perceptions can be instilled and developed through a judicious mix of training interventions, counseling and guidance. Although there have been enough training professionals meant for providing entrepreneurship training in general, there is still dearth of sufficient trainer-motivators primarily focusing on women entrepreneurship in particular. Recognizing this gap, there is a need for a judicious mix of customized training interventions focusing on women entrepreneurship, which may create a cadre of professional who can motivate, counsel and facilitate more and more women towards new enterprise creation and also accelerate the growth of the existing women entrepreneurs.

This programme primarily focuses on this objective and tends to equip the participants with a set of new tools and methodologies to develop and enhance entrepreneurial capabilities within women.

OBJECTIVES :

- To provide knowledge of tools and techniques that may facilitate increase and growth of new women entrepreneurs.
- To enrich knowledge regarding identification of available business opportunities and prepare viable business plans.
- To devise techniques in enhancing leadership and managerial capabilities within women.
- To disseminate information regarding variety of business facilities offered by various agencies and bodies.
- To help planners and policy makers in designing policies for women entrepreneurs

TARGET GROUP :

- Consultants, academicians and Corporate trainers
- Business Counselors, Entrepreneur –Trainer Motivators, Business Promotion Officers
- Bankers and employees of government organizations, financial institutions and other support institutions
- Extension workers of NGOs
- Existing and potential entrepreneurs

COURSE CONTENT :

- Module 1 Women Empowerment: Social and Economic aspects; current business environment and the changing role of women in economic development; Gender issues
- Module 2 Motivation, Leadership & Team Building
- Module 3 Developing Managerial Competencies among Women
- Module 4 Business Opportunity Identification and Business Plan Preparation
- Module 5 Business Finance
- Module 6 Small Business Management
- Module 7 Institutional Support System for Women Entrepreneurship
- Module 8 Educational cum Cultural exposure tour of 2-weeks duration

BENEFITS TO PARTICIPANTS :

Participants will be:

- Sensitized towards a number of important issues and constraints related to women entrepreneurship
- Able to design and develop effective policies for the growth and development of the business of women entrepreneurs.
- Generate insight regarding the existing gaps in providing assistance to potential and existing businesswomen and ways to reduce them.
- Able to guide and counsel women entrepreneurs in various areas so as to introduce professionalism in their business.

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

July 12, 2017


COURSE DIRECTOR :

Mr. P. Ganesh

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Industrial, Infrastructure and Sustainable Project Preparation and Appraisal



July 17 – August 25, 2017

RATIONALE :

Developing countries, by and large, are endowed with natural resources as also certain competitive advantages that offer a variety of industrial as well as infrastructure opportunities. A systematic approach to identification of such investment opportunities, formulation of comprehensive projects and their appraisal is bound to open new vistas for industrial development. This calls for appropriate human resource development efforts. In response to such a need, this training programme on Industrial, Infrastructure & Sustainable Project Preparation & Appraisal has been designed, which shall use various features of Excel, MS-Project for facilitating investment decisions.

OBJECTIVES:

This programme has been designed for six weeks to improve and update knowledge of officials in the areas of project preparation & appraisal techniques; decision-making process in the sector of industrial, infrastructure & sustainable opportunities that would lead to improved viability, returns and effective investment decisions.

TARGET GROUP:

Officials from any of the following organizations can participate:

- Industry & Economic Ministry
- Investment Promotional Agencies
- Chambers of Commerce & Industry
- Development Bodies participating in Industrial Development
- Development Financial Institutions
- Commercial Banks
- Consultancy Organisations Executing Projects
- Business and Management Development Organisations
- Industries, Business and Educational Establishments
- Institutions and organizations involved in framing infrastructure policies & implementing the same
- Academicians teaching Business Plan & DPR
- Agencies working for sustainability

COURSE CONTENT:

Module 1	Project Development Cycle
Module 2	Framework to identify Industrial, Infrastructure & Sustainable Opportunities
Module 3	Project Analysis including Market Analysis, Technical Analysis & Financial Analysis
Module 4	Environmental Analysis
Module 5	Risk Analysis
Module 6	Infrastructure Development & Financing
Module 7	Evaluating the rewards & risks for sustainable opportunities
Module 8	National Cost-Benefit Analysis
Module 9	Financing Sustainable Opportunities
Module 10	Role of Business Management Organization as catalyst for promoting sustainable opportunities
Module 11	Entrepreneurial & Management Assessment
Module 12	Exercise & Group Presentation: Cases & Practices Industrial/Institutional Visits & Interactions

BENEFITS TO PARTICIPANTS:

Participants will:

- a) Understand the process of business idea generation; project formulation, screening for pre-feasibility studies.
- b) Identify data requirements and analyze their suitability for preparation of feasibility studies.
- c) Understand the stages of feasibility report preparation, and practically apply various techniques used and integrate the data gathered into a full-fledged business plan.
- d) Understand the process of assessing a promoter on entrepreneurial competencies.
- e) Understand the importance of environmental impact study and economic analysis on industrial projects, a major concern the world over.
- f) Understand computer supported comprehensive appraisal, viability and sensitivity analysis through spread sheet.
- g) Take rational investment decisions.

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

July 12, 2017

COURSE DIRECTOR :

Dr. Saji Kumar

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Capital Markets & Investment Banking



September 4 – October 13, 2017

RATIONALE :

The institutions, players and mechanism that bring suppliers and users of capital together, comprise the 'capital market'. Capital Market acts as a bridge that connects all the providers and users of funds with an objective to mobilize capital and convert public savings into capital for corporations and institutions. It enables firms and households to cope with economic uncertainties by hedging, pooling, sharing and pricing risks. An efficient Capital Market reduces the costs and risks of producing and trading goods and services, and thus makes an important contribution to raising standards of living, which bears direct impact on economic development. Since the beginning of this decade, the Indian capital markets have been receiving global attention due to the improving macroeconomic fundamentals. The presence of a vibrant economy, rapid integration with the world economy and liberalization measures taken by the government have increased India's global competitiveness and have helped the capital markets grow by leaps and bounds. The process and systems developed are of great importance for other countries to understand and replicate. With the revolution in global capital markets, empowered by increasingly sophisticated information and technology systems, there is an acute need for trained professionals to entrust important roles in all spheres of capital market activity. This includes market intermediaries such as investment banks, brokerage houses, credit rating agencies, stock markets, commodity markets, regulatory bodies, asset management companies, corporate bodies to name a few.

The programme introduces a full range of capital market instruments, commodity market products, key players and features of the international markets that will enhance the decision making capabilities in raising capital in international market. The programme is a blend of traditional core finance subjects along with capital market related subjects such as Asset Valuation, Treasury and Investment Banking, Equity Research through Economic Analysis, Industry Analysis and

Company Analysis etc. The rationale of this programme is an attempt to impart the synthesis of this knowledge for the benefit of the participants.

OBJECTIVES :

To enable the participants to learn the dynamics of capital markets and financial services.

TARGET GROUP :

The programme is intended for the following professionals from the government departments and consulting organizations:

- Senior and middle level officials from Ministry of Finance, Ministry of Industries and other Ministries directly or indirectly dealing with finance
- Representatives from stock exchanges, brokerage firms, central banks, financial services
- Members from Regulatory Body on capital markets, commodity markets
- Investment Bankers, Venture and Angel Financier
- Financial Advisors, Consultants and Professionals

Participants with background in capital market, commodity market, and bank will benefit greatly from the programme.

COURSE CONTENT :

Module 1	National Economy and its indicators, Economic Development and its Significance, Savings and Investment
Module 2	Financial Markets, Contributions of Capital Markets - a Global Perspective, Capital Market Regulations, Instruments and their Features, Risk and Return, Efficient Market Hypothesis
Module 3	Security Valuation- Fundamental Analysis, Technical Analysis, Bond Valuation, Bond Risk Management and Application of Econometric tools in Capital market
Module 4	Portfolio Theory, Portfolio Creation, Evaluation and Management, Mutual Funds and Financial planning
Module 5	Derivative Markets - Stock, Commodity and Currency derivatives, Mechanics of the spot and future markets, hedging with futures and options
Module 6	Investment Banking, Issue management, Corporate Restructuring, Project Finance, Venture Capital, Raising Funds through Capital Market for Small Businesses

Module 7 Study Visit to capital & commodity markets, stock broking firms, investment banks and market regulators

The teaching-learning involves a wide range of pedagogical approaches, including interactive lectures, group exercises, case studies, practical aspects of trading and online trading simulation.

RESOURCE MATERIAL: A textbook titled "Investment" 10th Edition was provided to the participants, which gave details about Fundamentals of Valuation; Technical analysis, Trading strategies; Derivatives; Secondary Markets; Future of Capital Markets.

In addition to this, a manual compilation of latest research papers and related documents was also provided which was intended to induce a vivid picture about Investments; Capital Budgeting; Stock Trading; Portfolio Management; Futures and Options.

BENEFITS TO PARTICIPANTS :

The participants, after undergoing this course, shall acquire thorough understanding on the;

- Dynamics of capital markets and the emerging features of financial services the world over
- Technological dimensions in trading and dealing with financial markets
- Behaviour and prospects of Commodity Markets
- Dynamics of Investment Banking
- Current structure, pricing, risk and competition in financial markets, besides gaining adequate skills on various aspects of securities market

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

August 30, 2017

COURSE DIRECTOR :

Dr. Satya Acharya

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Entrepreneurship & Small Business Promotion



September 4 – October 13, 2017

RATIONALE :

Entrepreneur Trainer-Motivators (ETMs) acquire a place of prominence because they have taken upon themselves the responsibility of raising the motivation to achieve, thus inducing among people the spirit and skills to set up their business ventures. However, with the changing times it is important for ETMs as well, to acquire new tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises. The programme addresses this need.

OBJECTIVES :

The prime objective is to develop a cadre of hard core professionals who will work for the promotion of economic activities in developing countries. They will be equipped with new tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises, thereby intensifying and strengthening the efforts of policy makers and planners towards economic development of their respective countries.

TARGET GROUP :

The programme has been specially designed for professionals involved in activities related to promoting Entrepreneurship. It is, therefore, especially suited to the following:

- Small Business Counsellors
- Entrepreneurship Trainer-Motivators
- Small Business Promotion Officers
- Bankers/Officials of Financial Institutions
- Extension Workers of NGOs
- Executives of Government Organizations engaged in investment/Business promotion
- Credit Officers-Small Business Advisors/ Consultants

COURSE CONTENT :

The course content is specially designed for professionals having different backgrounds, and in keeping with the international scenario for entrepreneurship development and small business. It mainly covers the following critical areas of entrepreneurship and small business promotion:

Module 1 Entrepreneur, Enterprise and Entrepreneurship

Module 2 Women and Entrepreneurship

Module 3 Analysis of Competencies and Assessing Potential Entrepreneurs

Module 4 Business Opportunity Identification & Business Plan Preparation

Module 5 Small Business Management

Module 6 Designing and Managing Support Services for Potential Entrepreneurs

Module 7 Effective Business Counselling

BENEFITS TO PARTICIPANTS :

The participants will acquire skills to:

- Identify and analyse constraints and barriers to entrepreneurship development and devise appropriate strategies;
- Initiate, plan and implement entrepreneurship development activities for creation of small enterprises;
- Sensitize the environment for extending timely assistance and support required for establishment of small business ventures;
- Effectively counsel the entrepreneurs in various areas such as: enterprise selection, implementation and management of new enterprises as well as survival, growth and diversification of existing enterprises.

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

August 30, 2017

COURSE DIRECTOR :

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Informal Sector Enterprise, Entrepreneurship & Local Economic Development



September 4 – October 13, 2017

RATIONALE :

The predominance of an informal economy is seen as a positive entry point to address the challenges of population growth and concentration in rural areas and cities. The informal economy enables wealth to be shared by all. The demographic transition, envisaged in the ensuing years means that LED strategies will have to address the economic reality of large informal and smaller formal economies. Supporting the development of the informal sector as well as the transition of actors from the informal to the formal sector is neither well understood, nor is there significant practice upon which to build. There is a general consensus that the strategic planning effort should be led by local government, although project implementation is necessarily undertaken by public, private and community actors and that the institutionalization of LED needs to be carefully calibrated to both national and local environments and conditions.

Enabling flow of investment and stimulating entrepreneurship is one of the important pillars of most local and regional development strategies.

OBJECTIVES:

The training programme in this context is designed:

- To provide the participants with necessary knowledge and skills to design and implement Local Economic Development strategies, in which informal enterprises and entrepreneurship development have significant roles.
- To equip with skills, tools and techniques to assess the state of territories/locality by identifying the strong elements, opportunities, weaknesses and threats.
- To provide the participants with skills to build social and business networks, increase motivational level of locals and promote growth of informal enterprises to formal.
- To provide the participants with skills to conduct locally customized EDPs and identifying local specific interventions and building strategies to implement the same.

TARGET GROUP:

The programme is most suited for individuals working with:

- Business / Industry Associations
- Funding Agencies focussing on Informal Sector/ Entrepreneurship

- Civil Society Organizations / NGOs
- Professionals involved in managing development projects
- Government officials who are involved in Local Economic Development Programmes
- Supporting Institutions such as financial institutions, researchers, academicians and training organizations
- Local entrepreneurs

COURSE CONTENT :

Keeping the objective in view, the programme will have the following key inputs:

- Module 1 Local Economic Development Models & Strategies including PPP models for local development
- Module 2 Local Business Environment Scanning & Local Governance Regulations/Policies
- Module 3 Informal Sector Enterprise Growth & Development
- Module 4 Promoting Culture of Entrepreneurship among locals
- Module 5 Community Enterprise & Group Enterprise, Clusters
- Module 6 Local Lead Products: Value Chain Analysis & Value Addition
- Module 7 Business Management, Growth and Expansion
- Module 8 Visit to Institutions and Organizations

BENEFITS TO PARTICIPANTS :

- The participants will be able to undertake project management for livelihood related programmes.
- It will also provide outcome based market oriented strategy perspective.
- Participants will also be provided skills to bring in programme effectiveness and carry on suitable research and monitoring towards sustainable programme implementation.

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

August 30, 2017

COURSE DIRECTOR :

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Agri-Entrepreneurship and Supply Chain Management



October 23 – December 1, 2017

RATIONALE :

Agri Business refers to the various businesses involved in food production, including farming and contract farming, supply of seeds, fertilizers, agro-chemicals, farm machinery, wholesale and distribution, processing, marketing, and retail sales. Agriculture has evolved into agribusiness and has become a vast and complex system that reaches far beyond the farm to include all those who are involved in bringing food and fibre to consumers. It represents three part system made up of: (1) Agricultural input sector (2) Production sector and (3) Processing-manufacturing sector

The success of agribusiness is dependent on proper planning, research, location, layout and size, climatic condition, etc. The rising food prices, increasing unemployment in rural areas, wastage of food grains due to lack of storage and demand for nutritious food etc. creates a tremendous opportunity for agricultural entrepreneurs particularly in developing nations across the world. Agricultural entrepreneurs will strive to develop agrarian prosperity while also focusing on sustainable development. They will be useful in transforming rural communities into a contributory resource for economic development.

Market liberalization and increasing consumer demand in both developing and developed countries offer attractive opportunities for agricultural producers/traders. Trade in fishery, dairy, fruit & vegetables and organic products extend altogether new options for businesses. This presents major challenges in the form of state-of-the-art technologies and infrastructure for supply chain. Through supply chains, producers in developing and emerging economies can access market information and knowledge to hone their value-added activities to both domestic and international customers.

OBJECTIVES :

The course focuses on:

1. Cultivating an 'entrepreneurial attitude' that will encourage innovation combining knowledge, ideas and skills to develop solutions to economic issues in the food and fibre system
2. Emerging opportunities in agri-business
3. Assisting in developing a comprehensive business plan
4. Understanding the Commodity Market & Supply Chain Management

TARGET GROUP :

- Government officials from the Agriculture Ministry
- People working in Agro/Food Processing/Fishery/Animal husbandry
- Employees from the financial institutions catering funding requirements of agriculture and agro product based industries

- Officials from Government agencies taking care of agro-product storage/post-harvest
- Officials from Agri-commodities market

COURSE CONTENT :

- Module 1 Agri-entrepreneurship: Characteristics of entrepreneur, motivation and entrepreneurship
- Module 2 Agri-business Environment
- Module 3 Agribusiness Opportunities in:
- a) Agricultural input sector: fertilizer, pesticide, seed and farm machinery industry
 - b) Organic farming
 - c) Cooperative
 - d) Dairy and animal husbandry
 - e) Commercial horticulture
 - f) Aquaculture
 - g) Food processing
 - h) Exports
 - i) Agri services
 - j) Post-harvest technologies
- Module 4 Knowledge and skills in project formulation and project appraisal, evaluation of Agri projects
- Module 5 Managing a Successful Agri-business & Visit to successful Agri-business Units
- Module 6 Agri Supply Chain Management

The teaching-learning involves a wide range of pedagogical approaches, including interactive lectures, group exercises, case studies, study visits, etc.

RESOURCE MATERIAL: A book named "Indian Agriculture & Agri-Business Management" 2nd Edition by Dr. Smita Diwase is provided to the participants, which give details about Agriculture in India, Policies of Indian Agriculture, Programmes and Schemes, Agribusiness Management, Production Management, Input Management, Marketing Management, Supply Chain Management, Information Management, Agriculture Technology, Risk Management, Institutional Linkages to Agriculture in India.

In addition to this, a manual compilation of latest research papers and related documents is also provided which is intended to induce a vivid picture about: Agri-entrepreneurship: Characteristics of Entrepreneur, Motivation and Entrepreneurship, Agri-business Environment, Agribusiness Opportunities in- a.) Agricultural input sector: Fertilizer, Pesticide, Seed and Farm Machinery Industry, b.) Organic Farming, etc., Managing a Successful Agri-business, Commodity markets.

BENEFITS TO PARTICIPANTS :

The participants would get a holistic exposure to:

- Agri-Entrepreneurship and Agri Business
- Commodity markets both spot and futures
- Agri Co-operatives, Agri Supply Chain Management and Agri Value-Chain Financing.

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

October 18, 2017

COURSE DIRECTOR :

Dr. Satya Acharya

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Doing Business in Emerging Markets



October 23 – December 1, 2017

RATIONALE :

Emerging economies account for about 120 of a total of 160 countries recognised by the United Nations. In today's global environment, as companies seek sustainable competitive advantage, they need to develop effective strategies to deal with emerging markets. This course is centred on the challenges and opportunities associated with organizational management and business strategy in emerging economies. Business cases in emerging economies from diverse geographical regions such as Asia, Latin America, Middle East and Eastern Europe will be discussed.

OBJECTIVES :

Major learning objectives include:

- Identify and understand the main differences and similarities that characterise emerging economies.
- Understand and analyse the challenges and opportunities presented by emerging economies.
- Identify the institutions of emerging economies that are relevant to managers and understand how they work.
- Comprehend how cultural idiosyncrasies affect business operations in emerging economies.
- Get acquainted with distinct strategy options for emerging economies.
- Get familiarised with negotiation practices for dealing with business partners in emerging markets.
- Analyse the additional ethical challenges and issues of social responsibility common in emerging markets.

TARGET GROUP :

- Small and medium entrepreneurs
- Officials from government departments related to Foreign Trade
- Any graduates planning to join family businesses.
- Export oriented firms

COURSE CONTENT :

Fundamental theoretical notions and special issues regarding management in emerging markets will be discussed in this course and applied on case studies. Although there is a theoretical base, the course will be mainly case study based.

The outline of the course follows:

Module 1 Understanding emerging economies:

- What are emerging economies?
- Why are emerging economies important?
- Why are they still emerging?
- Perspectives for evaluating emerging market potential.

Module 2 Managing challenges in emerging economies:

- Identifying risks in emerging economies.
- Economic, institutional and political frameworks.
- Privatization and market liberalization.
- Culture management and development.

Module 3 Doing business in emerging economies:

- Strategies for emerging markets.
- Market entry strategies.
- Marketing and sourcing.
- Managing joint-ventures and partnerships.
- International negotiations.
- Growing emerging economies companies.
- Corporate social responsibility in emerging economies.

**LAST DATE FOR
RECEIPT OF
NOMINATION FORM
AT ITEC, MEA, GoI :**

October 18, 2017

COURSE DIRECTOR :

Dr. Suresh Malodia

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Entrepreneurial Management



October 23 – December 1, 2017

RATIONALE :

As organizations grow and mature, they face several challenges due to the changing environment. Along with competition and challenges of today's environment, newer opportunities have also emerged. Traditional management styles, pyramid structure and organizational hierarchy are becoming the things of the past. In this scenario, management practices and organizational functions need a fresh approach so that these promising opportunities could be capitalized and explored optimally. Evidences suggest that an effective solution to business and organizational challenges is the practice of promoting and harnessing entrepreneurial management which permeates at all levels of the organization.

OBJECTIVES :

The major objective of the programme is to help participants create an organizational framework and put into practice the entrepreneurial management that fosters entrepreneurial culture and practices at all levels of the organization.

The specific objectives are to:

1. Develop a spirit of entrepreneurial management or intrapreneurship among participants
2. Help them sharpen their knowledge and skills in the changing environment and challenges of new economic realities
3. Enable participants to practice entrepreneurial management effectively and thus create conducive organizational environment where entrepreneurship germinates and grows
4. Provide them a forum for sharing views and networking among themselves as well as with others in formal and informal settings.

TARGET GROUP :

Policy-makers, Business Owners, Managers, Executives and Working Professionals from any of the following organizations can participate:

- Business and Industry
- Management Associations

- Chambers of Commerce & Industry
- Financial Institutions/Banks
- Consulting Organizations
- Developmental Bodies
- Government Institutions
- Educational Establishments
- Business Development Organizations
- Not-for-profit/Non-Government/Voluntary Organizations

COURSE CONTENT :

Module 1: Entrepreneurial Management – Introduction & Framework
 Module 2: Corporate Entrepreneurship/Intrapreneurship
 Module 3: Entrepreneurial Organizations and Strategic Management
 Module 4: Managing People and Performance in Entrepreneurial Organizations
 Module 5: Innovation and Entrepreneurial Marketing
 Module 6: Finance & Accounts for Entrepreneurial Managers
 Module 7: Managerial Competencies as an Entrepreneurial Manager
 Module 8: Study Visit

BENEFITS TO PARTICIPANTS :

The programme would add value to the career of participants by making them abreast with the latest tools and techniques in entrepreneurial management. The programme would unleash the entrepreneurial potential of the participants as well as their organizations. The participants would be able to appraise and harness entrepreneurial management practices. They would benefit by learning current trends in organizational strategies and working styles, resulting in better alignment of individual and organizational goals.

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

October 18, 2017

COURSE DIRECTOR :

Dr. Amit Kumar Dwivedi

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SME Banking & Financial Services



October 23 – December 1, 2017

RATIONALE :

SMEs have been acknowledged as a vital link in the global value chain in an open economy. While they are a significant part of the supply chain for large corporates and MNCs, they are equally important for agriculture based nations transitioning to an industrial and service oriented economy. Also, what cannot be negated is the excellent scope that they offer for innovations and initiatives, on account of their inherent flexibility and risk-taking ability. Owing to these advantages and their contribution to economic growth, SME Banking and Financial Services has lately gained critical significance, especially in the developing nations. Also, financial reforms, worldwide, have made it imperative to showcase a globalized perspective on SME development and financing.

OBJECTIVES :

The programme, 'SME Banking & Financial Services' has been designed to facilitate an in depth understanding and develop skills in assessing financial needs of SMEs and designing appropriate financial intermediation.

- To provide skills set in all facets of Financial Intermediation to further the cause of development and growth of the SME sector.
- To build capacity of organization in SME related issues, such as; finance, environment, regulatory frame work and infrastructure.
- To induce sustainable development in the SME sector to ensure that it moves up the global value chain.
- To facilitate lending innovation and leading to promoting entrepreneurship.
- To help evolve a feasible framework for development and growth of SME sector in the country.

TARGET GROUP :

Employees/professionals working or associated with business organizations providing financial intermediation services such as:

- Banking and financial institutions
- Non-Banking Finance Companies (NBFCs)
- Leasing and Hire Purchase companies
- Insurance companies and factoring entities
- Housing finance companies
- Auto finance and retail consumer loans companies

- Officials working with Ministry or Department promoting SME development
- Developmental and commercial banks
- Private equity providers
- Venture capital companies
- Financial consultants and controllers of SMEs
- Officials of the Central Bank of the country
- Credit rating agencies

COURSE CONTENT:

Module 1	Overview of Financial System, SME & Financial Services
Module 2	Approaches to SME Lending: a) Collateral-based Lending b) Viability based Lending
Module 3	Credit Analysis in Project & Working Capital Appraisal
Module 4	Financial Services for SME Development a) Leasing & Hire Purchase b) Factoring & Forfeiting c) Commercial Paper & Bill Discounting
Module 5	Retail Banking & Financing
Module 6	Credit Rating & Rating Models
Module 7	Growth of Existing Strategies
Module 8	Emerging Finance Options
Module 9	NPA Management and BASEL
Module 10	Exercise & Group Presentation on Cases & Practices
Module 11	Experience sharing with entrepreneurs and banks
Study tour for two weeks including interaction with stakeholders of Financial Intermediaries Institutions.	

BENEFITS TO THE PARTICIPANTS:

At the end of the programme, participants will be able to gain knowledge & practical insights into:

- accessing the latest developments in SME banking and within the SME markets
- formulating alternative risk management and mitigation in SME lending
- enhancing SME banking portfolio through strategic customer centric product planning
- distinguishing products with value-added services to support the growing needs of SME
- growing market share with existing SME customer while attracting new ones
- developing financial services markets for SME
- facilitating policy makers in creating sustainable SME framework in the country

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

October 18, 2017

COURSE DIRECTOR :

Mr. Mayank Patel

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Cluster Development Executives (CDEs) Programme



December 11, 2017 – January 19, 2018

RATIONALE :

In the present decade, significance of clusters and their role in promoting economic growth has been increasingly recognized. As an outcome, emphasis on clusters and network development has increased both in developed and developing countries. Clusters are now widely considered as an effective platform to enlarge production base, trigger growth, alleviate poverty and redress regional economic imbalances.

Cluster Development Programme (CDP) has become one of the most effective instruments to ensure survival and growth of existing micro, small and medium enterprises (MSMEs). Experience shows that successful implementation of the Cluster Development Programme (CDP) could help MSMEs to improve their business performance, adopt appropriate technology, improve quality and productivity, increase turnover and export, and improve HR and overall management efficiency. Joint initiatives nurtured under CDP could help the cluster firms go for value addition, product customization, brand building, and improvement of marketing and export performance. This would ensure their holistic development and contribute towards Local Economic Development (LED). These efforts are needed to enhance competitiveness of the cluster MSMEs and make them stand tall in the globalized economy.

OBJECTIVES:

Successful implementation of a cluster development programme would require involvement of a person, known as Cluster Development Executive (CDE), who can streamline development initiative in the desired manner. The programme aims to improve knowledge and skill of the participants which would enable them in successful implementation of CDP. The programme would give them an in-depth understanding of clusters and their significance, dynamics of MSMEs working in clusters, role of trust building and CDE, consortium approach for developing holistic business performance, role of business development services (BDS), private-public-partnership (PPP) mode in developing common facility centres (CFCs) and improving global competitiveness of the cluster firms/MSMEs.

TARGET GROUP:

The programme is targeted for the following professionals:

- Responsible for promoting/supporting micro, small and medium enterprises in Union/ Provisional Government..
- Senior and Middle Level Professionals/Officials from Ministry/ Department of Small and Medium enterprise (SME) / Ministry of Industry
- Officials responsible for Industry Promotion/Local Economic Development (LED)

- Representatives of Banks and other Financial Institutions
- Professionals working with National and International Development Organizations
- Officials working with Export-Import Promotion Agencies/ Departments
- Representatives of Organizations working with Micro Enterprise/ MSME/SME Promotion and Development
- Cluster Development Supporting/Implementing Agencies, Non-Government Organizations (NGOs) working on Clusters/MSMEs
- MSME/SME Consultants, Private Consultants, Export/ Import Consultants, Chartered Accountants, Business Development Service Providers (BDSPs)
- Representatives of Industry Associations, Chamber of Commerce & Industry, Business Membership Organisations (BMOs)

COURSE CONTENT:

- Module 1 Understanding Clusters and their Internal Dynamics
- Module 2 Learning from Cluster Interventions in Developed & Developing Countries
- Module 3 Business Profiling Instrument and Value Chain Analysis
- Module 4 Cluster Diagnostic and Developing a Long Term Vision for the Cluster
- Module 5 Action Plan Preparation
- Module 6 Implementation of Cluster Development Programme(s)
- Module 7 Developing Business Development Service Market
- Module 8 Capacity Building of Business Membership Organisations (BMOs)
- Module 9 Establishing Common Facility Centre (CFC) under Private-Public-Partnership (PPP) approach
- Module 10 Monitoring and Evaluation (M&E)
- Module 11 Study Visit

BENEFITS TO PARTICIPANTS:

On completion of the training programme the participants will be able to understand the significance of clusters and their contribution to local economy. They will learn how to implement Cluster Development Programme for improving global competitiveness of the local industry. He/she will be able to do cluster diagnosis, prepare long term vision, draw-up action plan and implement CDP in a strategic and purposeful manner. He/she will be able to develop business development service market, and establish common facility centre (CFC) under private-public-partnership approach. The participants will be able to ensure holistic development of the clusters, facilitate growth of local firms/MSMEs and ensure overall development of the local economy. This would in turn help in addressing larger issues like poverty eradication, employment creation, income generation and local economic development (LED).

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

December 6, 2017

COURSE DIRECTOR : Dr. Sanjay Pal

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Promoting Innovations & Entrepreneurship through Incubation



December 11, 2017 – January 19, 2018

RATIONALE :

Innovations and entrepreneurship are critical drivers of social and economic development. With increasing awareness around the world, especially in developing economies, about the need to promote Innovation and Entrepreneurship, policymakers and other stakeholders increasingly view business incubation as an important tool to unleash human ingenuity, enable competitive enterprises and create sustainable jobs. This has resulted in the growth of Business Incubators to support new ventures, overcome the challenges faced by entrepreneurs and establish an ecosystem for the venture initiation process so that the start-ups are successful.

OBJECTIVES:

The challenges of developing an effective business through incubator can be met only by preparing and equipping the Incubation Managers in all the functional areas of the business incubation process. Engaging in international networking will also allow the incubators in developing countries to more rapidly adapt internationally recognized best practices. These programmes will also make the incubation managers understand the commonalities among the business incubators across regions and draft a strategy for the effectiveness of the incubator, based on the local conditions and environment.

TARGET GROUP:

The programme has been specially designed for professionals involved in activities related to promoting innovations through Entrepreneurship interventions. It is especially suited to:

- Incubation Managers
- Academia / Professionals intending to set up Incubation Centers
- Business Counselors
- Trainer-Motivators
- Business Promotion Officers
- Executive of Government Organizations engaged in Investment/Business Promotion

COURSE CONTENT:

The programme is designed to answer the following key challenges faced by the incubators:

- Create an entrepreneurial ecosystem
- To be the 'change agent' in the region of operation in a specific Technology area
- Competent, Innovative, Sustainable Management for the Business Incubator
- Provide the infrastructure which suits the company's needs

- Establish relationships and alliances that strengthen the business incubator and services rendered to businesses
- Train innovative, entrepreneurial and committed teams to conduct the business incubation process
- Adjust business incubation models to the economic, cultural, social and political realities of each region or country
- Identify sources of funding and business models that ensure business incubator sustainability
- Develop strategies to obtain financial leverage for the incubated businesses
- Structure collaboration amongst business incubators, with the overall aim of strengthening the movement
- Keep the businesses and business incubators up-to-date on major international technological and market trends
- Transform the business incubator into a symbol of entrepreneurship and innovation

To help participants understand all aspects of Incubation, Innovations and entrepreneurship, reading material has been designed & developed in association with infoDev, World Bank and infoDev Incubator Support Centre. In addition to this, selected books on the subject are also given to the participants.

BENEFITS TO PARTICIPANTS:

The Programme helps the participants in acquiring an insight and understanding on various aspects like:

- identifying and analyzing constraints and barriers to promote innovations and devise appropriate strategies
- initiating, planning and implementing business incubation activities
- sensitizing the environment for extending timely assistance and support required for establishment of technology based business ventures
- business counselling
- incubator practices
- identifying support mechanisms for incubator
- technology commercialization
- financing strategies for the incubatees

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

December 6, 2017

COURSE DIRECTOR :

Mr. S B Sareen

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The programme is co-sponsored by the National Science & Technology Entrepreneurship Development Board (NSTEDB), Dept. of Science & Technology, Govt. of India, New Delhi. The programme will have support from Asia Pacific Incubator Network (APIN), Coimbatore.

Dr. K. Suresh Kumar

General Manager, PSG STEP, Coimbatore &
Co-ordinator, Asia Pacific Network (APIN) of the
infoDev programme of the World Bank
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Technopreneurship: Creating Technology Enabled Startups And Ecosystem



December 11, 2017 – January 19, 2018

RATIONALE :

Technopreneurship is derived from “Technology” and “Entrepreneurship”. In other words, it is entrepreneurship in a technology intensive context. It is a process of merging technology prowess and entrepreneurial talents and skills. This process of Technopreneurship promotes and enables startups, which in turn improves the socio-economic picture of a particular region.

A startup is a young budding company that is just beginning to develop. Startups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe is being offered in an inferior manner. Startups have a far-reaching ripple effect on the socio-economic fabric of the demography in which they operate. Infosys has impacted Bangalore and Alibaba has changed Hangzhou. What Google has done to Mountain View and how Microsoft transformed Redmond are case studies in themselves. When these startups grew, they directly impacted growth of their cities as well. Employment opportunities for youth increased and new employment patterns came into picture. Demand and employment opportunities for engineers saw a steep rise. Local youth had new opportunities to pursue, and experienced talent started moving to these cities in pursuit of a challenging and high-growth career. Similarly Start-Up Chile has proven a driving force in putting Chile on the world's entrepreneurial map, including Israel, Africa and others in the chain.

Technopreneur is the person who terminates the existing economic order by introducing, new products and services, by creating new forms of organizations and by exploiting new raw materials. It is someone who perceives an opportunity and creates an organization to pursue it.

OBJECTIVES:

The Technopreneurship course will provide you with an introduction to the technology venture creation and management through a mix of experiential learning, skill building and most importantly, mind-set shift. This fast-paced

programme follows a structure that covers the major elements of start-up activity, focusing on key challenges faced in starting a technology venture.

TARGET GROUP:

Policy-makers, Business Owners, Managers, Executives and Working Professionals from any of following organizations can participate:

- Government Institutions & Government Officials
- Research & Development professionals
- Business and Industrial professionals
- Chambers of Commerce and Industry
- Business Development Organizations

COURSE CONTENT :

Module 1 Technology Entrepreneurship and Technopreneurial processes
Module 2 Technopreneurship to solve rural/urban issues
Module 3 Technology Ventures & Commercialization (Patents, Licensing, Legal services)
Module 4 New Venture Creation and Management
Module 5 Product Development & Entrepreneurial Marketing
Module 6 Development of Startup Ecosystem
Module 7 Ecosystem enablers: Mentors, Investors, Incubators, Funding agencies, Government, Nodal Institutions, R&D Institutions
Module 8 Policy Frameworks

BENEFITS TO PARTICIPANTS :

- Understand Entrepreneurship and Innovation
- Develop Entrepreneurship ability to identify and exploit opportunities
- Set up a business and manage its growth
- Develop the process of creating Startup ecosystem
- Understanding Funding, Mentoring for technology enforced Startups

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

December 6, 2017

COURSE DIRECTOR :

Dr. Satya Acharya

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Business Research Methodology & Data Analysis



December 11, 2017 – February 2, 2018 (8 weeks)

RATIONALE :

Micro, Small and Medium Enterprises (MSMEs) constitute a large share of enterprises in most countries and are the cornerstone of economies. They are a major source of employment and income in most countries. However, they need to be competitive to survive and grow in the present era of liberalized and digital economy, making national boundaries almost irrelevant. Most of the SMEs are inward looking and not very competitive. They merely survive and sooner than later, cease to exist. One of the reasons for this lacklustre performance is their inability to access and analyze right kind of information for decision making.

Large corporates can afford to hire world class consultancy firms like McKinsey, Price Waterhouse Coopers, etc. whereas MSMEs find it almost impossible to afford them. These large firms get extra advantage as the information generated by analysis of data collected using reliable research methodology, accurately serves the purpose of aiding them in making decisions under intricate situations. Also, data related to visitors of social media sites and navigation patterns on portals are widely used by large firms for predictive analysis. On the other hand, decision making at MSMEs is often based on ad hoc methods or gut feeling, making them more vulnerable to failures.

Although globalization has led to increased competition, it also offers opportunities for expansion of business, for firms with strategic and competitive strengths. Furthermore, the size of firm does not matter. In this era of digital economy, business success is strongly associated with up-to-date information and knowledge of markets, consumers and competitors acquired using scientifically proven research methods. Business research is vital for sustainability of MSMEs in the global economy. To grab the opportunities that globalization offers, MSMEs need information to support their decisions on target markets, product-mix, branding, consumer perception, trends, supply and demand forecasting and quality control.

OBJECTIVES:

This training programme of 8 weeks has been designed for capacity building of SMEs in carrying out in-house research

and analysis, to gain competitive edge for marching ahead successfully, in this time of cut-throat global competition. Theoretical background of research perfectly blended with practical exercises on business problems will provide better understanding of applications of basic and advanced statistical tools to the participants. Considering the financial limitations of MSME sector, this training would be conducted using Excel/SPSS for data analysis. The programme will enable participants to carry out research with tight budget and improve their proficiency in selection of analytical tools and interpretation of the statistical outcomes on Market Segmentation, Brand Research, Consumer Analytics, Trends and Forecasting, Gap Analysis, Perceptual Mapping etc., to solve business problems.

TARGET GROUP:

The target group will comprise small business facilitators, entrepreneurs, middle and senior level executives of MSMEs, consultants/counselors & academicians, representatives of development institutions directly or indirectly involved in MSME promotion and functionaries of non-government organizations engaged in MSME promotion. Students pursuing research in Entrepreneurship, Marketing and Business Management can also benefit from this course.

COURSE CONTENT :

Module 1 Fundamentals of Business Statistics
Module 2 Business / Marketing Research Process
Module 3 Data Management with CSPRO
Module 4 Computer Aided Data Analysis (SPSS (PASW/EXCEL)
Module 5 Advanced Multivariate Statistical Methods
Module 6 Trends and Forecasting (Time Series Analysis)
Module 7 Reporting Research Outcomes
Study Visit

BENEFITS TO PARTICIPANTS :

This programme will equip the participants with skills on translating business problems into proper statistical frameworks; for meaningful research, selecting appropriate research method, design and tools for solving business problem, managing data with CSPRO software, carrying out statistical analysis of data using software, making business decisions based on reliable research outcomes and preparing research report.

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

December 6, 2017

COURSE DIRECTOR :

Dr. Jignasu Yagnik

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Entrepreneurship Education to Strengthen Emerging Economies



February 5 – March 16, 2018

RATIONALE :

In emerging economies, where aspiring entrepreneurs may have more modest ambitions, entrepreneurship interventions are needed to address limitations in the understanding of how entrepreneurs use their attributes and capabilities in concert with networks (or other mechanisms) to overcome macrolevel institutional and economic barriers and initiate new businesses. Opportunity alone does not result in entrepreneurship. Individuals need to feel motivated to take optimum advantage of opportunity and ability. The extent to which they do it, will reflect their belief that being an entrepreneur, irrespective of whether one is successful or not, is socially valued. The conviction that success will not be resented or failure stigmatized is fundamental.

A large section of masses from developing countries are oblivious of Entrepreneurship and its benefits. Young generation after passing their initial phases of education are still running to get admissions in those courses or programmes which would ensure jobs in government or private sector or multinational companies etc. Even after completing education only a handful of youngsters prefer to opt for entrepreneurship as their career. A general perception that those who could not perform well in other careers normally choose business as a career creates more disinterest in entrepreneurship. Business is thus a last resort for them.

Therefore there is a need for focused strategies and interventions in education specifically designed to create and expand the resource base of faculty/trainers in entrepreneurship. As entrepreneurship is an applied discipline, even the teaching pedagogy needs to be different from management or traditional education. Having pioneered entrepreneurship education and development, and capacity building and institutionalisation of entrepreneurship in India and several other countries, the Institute is keen to share the rich experiences with policy makers, administrators, development professionals, practitioners, early stage entrepreneurs, faculty members, trainers, and consultants of developing countries to enhance entrepreneurial mind sets.

OBJECTIVES :

The key objectives are to:

- enable participants to formulate customized and need based entrepreneurship education policies, strategies and programmes in the country
- enable participants to create resilient and competent early-stage entrepreneurs, groom family business successors, women entrepreneurs and nurture intrapreneurs.
- guide them to initiate and conduct programmes on entrepreneurship successfully to create conducive environment for entrepreneurship in the country
- conduct need based research and evaluation studies in the domain of entrepreneurship development and entrepreneurship education.
- enable participants to open-up Entrepreneurship Development Cells to create awareness on entrepreneurship in the country
- guide participants to develop business incubators in the institutions to support students in developing bankable business plans and start-ups

TARGET GROUP :

- Government/private sector officials engaged in promotion or execution of entrepreneurship/ business/ trade or education programs/policies
- Principals or teachers from schools, deans/ professors/ lecturers from colleges, universities and autonomous institutions
- Heads of business incubators, including technology, management, vocational education and professional bodies; educators/researchers, professionals, management trainers
- Women entrepreneurs, small business consultants, media representatives working in areas of education and development

COURSE CONTENT :

Keeping the objectives in view, the programme will have the following key inputs:

Module 1 Entrepreneurship Policies, Strategies and Programmes

Module 2 Entry Barriers and Entrepreneurship Education Process

Module 3 Curriculum, Pedagogy and Customization

Module 4 Resource Material, Training Tools and Entrepreneurship Development Cells

- Module 5 Capacity Building and Institutionalization of Entrepreneurship Education
- Module 6 Exploring Funding Opportunities for Entrepreneurship Education, Development and Research
- Module 7 Grooming Entrepreneurs: Soft Skills, Idea Generation, Business Plan, Enterprise Launching and Business Incubation
- Module 8 Small Business Management, Corporate Entrepreneurship and Family Businesses
- Module 9 Visits to Entrepreneurship Institutions and Industry

BENEFITS TO PARTICIPANTS :

Participants will be able to:

- enhance understanding in formulating need-based Entrepreneurship Education Programmes
- design entrepreneurship development policies, models and strategies to motivate youth in taking-up entrepreneurial opportunities
- sensitize students and family business successors in taking up their career to greater heights through entrepreneurship education.
- conduct short duration need-based entrepreneurship development programmes for women entrepreneurs and related stakeholders.
- carry out researches in the field of entrepreneurship development and entrepreneurship education which can be used in designing entrepreneurship related policies.
- attract funding support from prestigious funding agencies from developed economies in organizing entrepreneurship awareness programmes through ED Cells and Business Incubators.

LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :

January 31, 2018

COURSE DIRECTOR :

Dr. Pankaj Bharti

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Sustainable Livelihoods and Mainstreaming with Market



February 5 – March 16, 2018

RATIONALE :

Majority of the world's poor live in marginalized areas, largely dependent on natural resources and environment for their livelihoods. In many areas of the world, particularly in sub-Saharan Africa, the number of people living in absolute poverty is rising. Families living in poverty also lack representation, power and status that prevent them from claiming their rights and are denied to them opportunities to improve their lives.

In the current decade, according to estimates of the World Bank, more and more people across the world will be seeking work every year. Thus, to ensure full employment within a decade, new livelihood opportunities will have to be generated every year. Given the magnitude of the problem, and the dearth of resources for livelihood promotion, the task of promoting livelihoods for the poor becomes all the more urgent. It calls for organizations to use their resources optimally to achieve maximum scale.

The primary reason to promote livelihoods is the belief in the essential right of all human beings to equal opportunity. Poor people do not have life choices nor do they have opportunities. Ensuring that a poor household has a stable livelihood will substantially increase its income, and over a period of time, asset ownership, self-esteem and social participation.

The second reason for livelihood promotion is to promote economic growth. The 'bottom of the pyramid' comprising nearly 4 billion out of the 6 billion people in the world, do not have the purchasing power to buy even the bare necessities of life – food, clothing and shelter. But as they get steadier incomes through livelihood promotion, they become customers of many goods and services, which then promote growth. The third reason for promoting livelihoods is to ensure social and political stability. When people are hungry, they tend to take to violence, crime. Thus, we see that there are idealistic, utilitarian and plain self-interest based arguments for livelihood promotion. But whatever be the reason, we need to worry about – how to promote livelihoods?

Against this backdrop, the Institute offers to share the knowledge, learning and experiences with international professionals engaged in pursuing livelihood agenda.

OBJECTIVES :	To impart a sound conceptual foundation and pragmatic understanding in sustainable livelihood to professionals and hone their skills to design, strategize, implement and articulate systems approach for sustainable livelihood.
TARGET GROUP :	<p>Minimum 2 years of experience as senior & middle level professionals associated with:</p> <ul style="list-style-type: none"> • Government and Non-Government Organizations / Departments involved in programme design, implementation, strategy and policy planning • Professionals in Funding Agencies • Research Organizations • University teaching staff • Consultants
COURSE CONTENT :	<p>The proposed curriculum for imparting training in sustainable livelihood and mainstreaming with market has been designed to suit the requirements of the front-runners of program design, implementation, strategy and policy planners, viz., government, Non-Government / private organization officers, consultants, professionals in funding agencies and University trainers / teachers.</p> <p>Module I Understanding Livelihood: Components, framework and approaches of sustainable livelihood programme</p> <p>Module 2 Increasing Income in Diversified Portfolio of Livelihood</p> <p>Module 3 Strategies for Market Mainstreaming</p> <p>Module 4 Livelihood Promotion Organizations</p> <p>Module 5 Monitoring and evaluation of Livelihood Programmes</p> <p>Module 6 Visit to institutions involved in addressing livelihood agenda</p>
BENEFITS TO PARTICIPANTS :	<ul style="list-style-type: none"> • The participants will be able to undertake project management for livelihood related programmes. • It will also provide outcome based market oriented strategy perspective. • Participants will also be provided skills to bring in programme effectiveness and carry on suitable research and monitoring towards sustainable programme implementation.
LAST DATE FOR RECEIPT OF NOMINATION FORM AT ITEC, MEA, GoI :	January 31, 2018
COURSE DIRECTOR :	Mr. Rajesh Gupta
E-MAIL :	rajesh@ediindia.org

Venue and Accommodation

The programme will be organized at wi-fi enabled EDII Campus located in a serene and pleasant environment, 5 kms away from the Ahmedabad International Airport on the Ahmedabad-Gandhinagar Highway in Gujarat State. Ahmedabad is well connected by air and rail with the commercial hub centre-Mumbai and the capital city-New Delhi. Participants will be housed in International Standard single occupancy, AC rooms which are well furnished. All the rooms have attached bath-toilet. The campus also has courts for outdoor games like; volleyball, football and badminton, and facilities for indoor games, like; table-tennis, chess and carrom. It also houses a gym. Classrooms are also airconditioned. Semi-formal attire would be preferred in classrooms. However, participants may like to carry formal clothing for group photo and valedictory function. During study visits, participants will be put up in hotels.

The Institute will not make any sort of arrangements for friends or family members of the participants and hence the participants are requested to ensure that they are not accompanied by anybody. Throughout the training programme, EDII will facilitate participants to visit places of interest in and around the city. However, for better management of the programme, it may please be noted that participants cannot leave the campus on their own without seeking explicit permission from the Institute.

Fellowship Support

The Indian Technical and Economic Cooperation (ITEC), Ministry of External Affairs, Government of India, supports the programme by offering fellowships to cover the following:

- Tuition fee
- A.C. accommodation in well furnished rooms on single occupancy basis
- Living Allowance* (Food Expenses + Out-of-Pocket Allowance)

** Out of total living allowance, a part of it will be deducted by EDII towards boarding facilities (breakfast, lunch, dinner and tea/coffee) provided at EDII campus and the balance will be given to the participants as out-of-pocket allowance to meet sundry expenses towards laundry, mineral water and the like. **In view of the limited living allowance, candidates are advised to bring extra foreign exchange to meet additional expenses, such as; shopping, ISD calls and excess baggage allowance at the time of return.***

- Book Allowance (in the form of Course Material, Cases, CD, etc.)
- Air Travel (Economy Class) to Ahmedabad and back, by shortest route.

Participants must possess a valid passport and visa for the entire duration of the course.

General ITEC Guidelines

1. The classes will be held from Monday to Friday. All Saturdays and Sundays are holidays.
2. It is compulsory to attend classes regularly. Course completion certificate will not be awarded to those with less than 95% attendance.
3. If a participant is unable to attend class, he/she must seek prior permission from the respective Course Director.
4. If a participant wishes to go outside Ahmedabad, he/she must obtain a '**No Objection Certificate**' from his/her respective Embassy in New Delhi addressed to the Ministry of External Affairs, New Delhi and submit the same to the Institute.
5. **The participants have to strictly follow the rules and regulations of the Institute.**
6. Participants will hand over their ticket and passport to the Institute on the first day of the course. The passport will be returned after a day while the ticket will be kept with the Institute for re-confirmation and will be returned to participants on the last day of the training programme.
7. **Course details on individual training programmes, admission procedure and the application form are given under 'International Programmes' at EDII website: www.ediindia.org**



About ITEC

Indian Technical and Economic Cooperation programme popularly known as “**ITEC**” was launched in 1954 as a bilateral programme of assistance by Government of India.

Under ITEC and its corollary SCAAP (Special Commonwealth Assistance for Africa Programme) 161 countries in Asia, East Europe, Central Asia, Africa and Latin America are invited to share the Indian developmental experience acquired over six decades of India’s existence as a free Nation.

ITEC is about cooperation and partnership for mutual benefit. It is response oriented and it addresses the needs of developing countries.

India spends about Rs. 500 million annually on ITEC activities. Since 1964 India has provided over US \$2 billion worth of technical assistance to developing countries, including neighboring countries (assistance to whom is administered separately).

ITEC is the flag bearer of the Indian Government’s technical cooperation efforts, not only because of its wide geographical coverage but also for innovative forms of technical cooperation in which it has assisted.

Indian Technical and Economic Cooperation has five components viz

- (1) Training in India of nominees of ITEC partner countries;
- (2) Projects and project related activities such as feasibility studies and consultancy services;
- (3) Deputation of Indian experts abroad;
- (4) Study Tours;
- (5) Aid for Disaster Relief (ADR).

List of countries under ITEC & SCAAP

ITEC Countries

S.No.	Country
1.	Afghanistan
2.	Albania
3.	Algeria
4.	Angola
5.	Anguilla
6.	Antigua and Barbuda
7.	Argentina
8.	Armenia
9.	Azerbaijan
10.	Bahamas
11.	Bahrain
12.	Bangladesh
13.	Barbados
14.	Belarus
15.	Belize
16.	Benin
17.	Bhutan
18.	Bolivia
19.	Bosnia - Herzegovina
20.	Brazil
21.	Brunei Darussalam
22.	Bulgaria
23.	Burkina Faso
24.	Burundi
25.	Cambodia
26.	Cape Verde Island
27.	Cayman Island
28.	Central African Republic
29.	Chad
30.	Chile
31.	Colombia
32.	Commonwealth of Dominica
33.	Comoros
34.	Congo
35.	Cooks Island
36.	Costa Rica
37.	Cote D' Ivoire
38.	Croatia
39.	Cuba
40.	Czech Republic
41.	Democratic Republic of Congo

S.No.	Country
42.	Djibouti
43.	Dominican Republic
44.	Ecuador
45.	Egypt
46.	El-Salvador
47.	Equatorial Guinea
48.	Eritrea
49.	Estonia
50.	Ethopia
51.	Fiji
52.	Gabon
53.	Georgia
54.	Grenada
55.	Guatemala
56.	Guinea
57.	Guinea Bissau
58.	Guyana
59.	Haiti
60.	Honduras
61.	Hungary
62.	Indonesia
63.	Iran
64.	Iraq
65.	Jamaica
66.	Jordan
67.	Kazakhstan
68.	Kiribati
69.	Korea(DPRK)
70.	Kyrgyzstan
71.	Laos
72.	Latvia
73.	Lebanon
74.	Liberia
75.	Libya
76.	Lithuania
77.	Macedonia
78.	Madagascar
79.	Malaysia
80.	Maldives
81.	Mali
82.	Marshall Islands

S.No.	Country
83.	Mauritania
84.	Mexico
85.	Micronesia
86.	Moldova
87.	Mongolia
88.	Montenegro
89.	Montserrat
90.	Morocco
91.	Myanmar
92.	Nauru
93.	Nepal
94.	Nicaragua
95.	Niger
96.	Oman
97.	Palau
98.	Palestine
99.	Panama
100.	Papua New Guinea
101.	Paraguay
102.	Peru
103.	Philippines
104.	Poland
105.	Qatar
106.	Republic Of Sao Tome
107.	Romania
108.	Russia
109.	Rwanda
110.	Samoa
111.	Senegal
112.	Serbia
113.	Singapore
114.	Slovak Republic
115.	Solomon Island
116.	Somalia
117.	Sri Lanka
118.	St. Kitts & Nevis
119.	St. Lucia
120.	St. Vincent & Grenadines
121.	Sudan
122.	South Sudan
123.	Suriname

S.No.	Country
124.	Syria
125.	Tajikistan
126.	Thailand
127.	Timor Leste
128.	Togo
129.	Tonga
130.	Trinidad & Tabago
131.	Tunisia
132.	Turkey
133.	Turkmenistan
134.	Turks & Caicos Island
135.	Tuvalu
136.	Ukraine
137.	Uruguay
138.	Uzbekistan
139.	Vanuatu
140.	Venezuela
141.	Vietnam
142.	Yemen

SCAAP Countries

S.No.	Country
1.	Botswana
2.	Cameroon
3.	Gambia
4.	Ghana
5.	Kenya
6.	Lesotho
7.	Malawi
8.	Mauritius
9.	Mozambique
10.	Namibia
11.	Nigeria
12.	Seychelles
13.	Sierra Leone
14.	South Africa
15.	Swaziland
16.	Tanzania
17.	Uganda
18.	Zambia
19.	Zimbabwe



About the Institute

An acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building.

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII campus. To pursue its mission, EDII has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In view of EDII's expertise in Entrepreneurship, the University Grants Commission had also assigned EDII the task of developing curriculum on Entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards.

In order to broaden the frontiers of Entrepreneurship Research, EDII has established a Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector, and establish a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

The Ministry of External Affairs, Govt. of India assigned EDII to set up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam. One such Centre in Uzbekistan and five such centres in African region will be established very soon.

EDII Facilities





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