

# Entrepreneurship Development and Business Communication

Course code: ASEE3103

Credit: 2(1+1)



Centurion  
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## 7. Entrepreneurial Development Programmes (EDPs)

Entrepreneurs are the *spark plugs* who transform the economic scene. Economy is the effect for which entrepreneurship is the cause.

Entrepreneurship Development Programme (EDP) is a programme which helps in developing entrepreneurial abilities. The skills that are required to run a business successfully is developed among the individuals through this programme. Sometimes, one may have skills but it requires polishing and incubation. This programme is perfect for them. This programme consists of a structured training process to develop an individual as an entrepreneur. It helps the person to acquire skills and necessary capabilities to play the role of an entrepreneur effectively.

EDP is an effort of converting a person to an entrepreneur by passing him through thoroughly structured training. An entrepreneur is required to respond appropriately to the market and he/she is also required to understand the business needs. The skills needed are varied and they need to be taken care in the best possible way. EDP is not just a training programme but it is a complete process to make the possible transformation of an individual into an entrepreneur. This programme also guides the individuals on how to start the business and effective ways to sustain it successfully.

### Objectives of EDPs:

- i. Develop and strengthen their entrepreneurial qualities
- ii. Analyse environmental set up relating to small industry and small business
- iii. Select product.
- iv. Formulate project for product.
- v. Understand project and procedure involved in setting up a small enterprise.
- vi. Know the sources of help and support available for starting a small-scale industry.
- vii. Acquire the necessary managerial skills required to run a small enterprise.
- viii. Know the pros and cons in becoming entrepreneur.
- ix. Appreciate the needed entrepreneurial discipline.

**Course contents and curriculum of EDPs:** Such EDPs generally consist of six inputs;

- i. *General introduction to entrepreneurship:* Participants should expose with factors affecting small-scale industries, the role of entrepreneurs in economic development, entrepreneurial behaviour and the facilities available for establishing small-scale industry
- ii. *Motivational training:*
- iii. *Management skills*

- iv. *Support system and procedure*
- v. *Fundamentals of project feasibility study*
- vi. *Plant visits*

### **Phrases of EDPs**

#### **1. Pre-training phase**

- i. Selection of entrepreneurs
- ii. Arrangement of infrastructure
- iii. Tie-up of guest faculty for the training purpose
- iv. Arrangement of inauguration of the programme
- v. Selection of necessary tools, techniques to select the suitable entrepreneurs
- vi. Formation of selection committee for selecting trainees
- vii. Arrangement for publicity media and campaigning for the programme
- viii. Development of application form
- ix. Finalization of training syllabus
- x. Pre-potential survey of opportunities available in the given environment condition.

#### **2. Training phase-** main objective of this phase is to bring desirable changes of behaviour of the trainees. The purpose of training is to develop need for achievement and motivation among the trainees.

- i. Changes in entrepreneurial attitude
- ii. Motivation into entrepreneurial career
- iii. Change in perception, outlook, skill, role etc.
- iv. Change in entrepreneurial behaviour
- v. Identify lacking of entrepreneurial trait of trainees
- vi. Potential of trainees for the selecting viable projects

#### **3. Post training phase (Follow-up)-** this phase indicates past performance, drawbacks, if any in the past training and suggests guidance for framing future policies to improve our performance.

- i.** Review the pre-training work
- ii.** Review the process of training programme
- iii.** Review past training approach

### **Problems faced by EDPs**

1. Trainer-motivations are not found upto the mark
2. Entrepreneurship development organization's lack in commitment and sincerity in conducting the EDPs
3. Non-conducive environment and constraints make the trainer-motivator's role ineffective.
4. The relucted attitude of the supporting agencies like banks and financial institution may block the success of entrepreneur
5. Selection of wrong trainees also lead to low success of EDPs