



Entrepreneurship Development Program

Prof. Jayanta Roy
Department of Cpmmerce
D.P. Vipra College Bilaspur



Concept

- Programme to develop entrepreneurial abilities among the people.
- Inculcation, development and polishing of entrepreneurial skills into a person needed to establish and successfully run the enterprise.
- Widen base of entrepreneurship by development, achievement and motivation.

Need for EDPs

- Superior performance of entrepreneurs.
- Induce motivation and competence among the young prospective entrepreneurs.
- Programmes similar to India's EDPs are conducted in other countries also, for example, 'Junior Achievement Programme' based on the principle of 'catch them young' in USA and 'Young Enterprises' in the U. K.

Objectives

- Develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement.
- Analyze environmental set up relating to small industry and small business.
- Understand the process and procedure involved in setting up a small enterprise.
- Know the sources of help and support available for starting a small scale industry.
- Acquire the necessary managerial skills required to run a small-scale industry.
- Know the pros and cons in becoming an entrepreneur.

Phases of EDPs

Phases of EDP An EDP consists of following three broad phases:

- a) Pre training phase
- b) Training phase
- c) Post training phase (Follow-up)

Pre training phase

- The activities and preparations required to launch the programme come under this phase. It includes:
 - Designing of Course Curriculum or Contents.
 - Exploring & Selecting appropriate faculty and resource persons.
 - Insertion of advertisement.
 - Screening & selection of potential entrepreneurs.

Training phase

- The main objective of this phase is to bring desirable change in the behavior of trainees. The behavioral changes that need to be measured and monitored through the training programme are :
 - Raising the motivation level of entrepreneurs.
 - Developing a goal directed behavior pattern.
 - Raising positive thinking & belief.
 - Arousing and raising change oriented innovative psych.
 - Arousing & raising a psyche of risk-seeker.
 - Developing a high degree of self-confidence.
 - Developing a psyche of responsibility seeker.
 - Developing a strong sense of perseverance & commitment.

Post training phase (Follow-up)

- This phase involves the assessment to judge how far the objectives have been achieved. The purpose behind EDP follow-up is to:
 - Review the pre-training work.
 - Review the process of training programme.
 - Review past training approach.

Evaluation of EDP

- The following main criteria can be employed to comment on the performance of entrepreneurs:
 1. Financial Results
 2. Gestation Period
 3. Capacity Utilization
 4. Expansion and Diversification
 5. Value Addition
 6. Other Factors



Thank You!