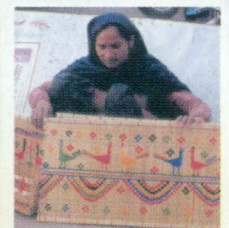
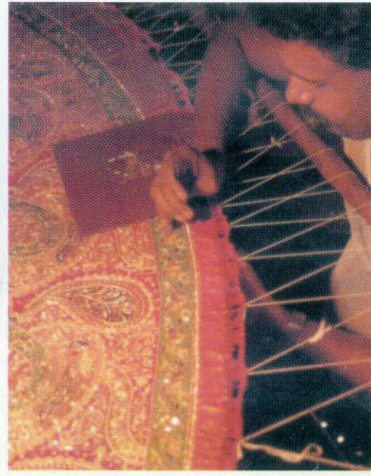




# EDI-EU Project for Economic Regeneration of Kachchh & Saurashtra (EDI - EU PERKS)



Co-Financed by  
the European  
Commission



**ENTREPRENEURSHIP  
DEVELOPMENT INSTITUTE OF INDIA**  
Ahmedabad, Gujarat, India.

## The Need

Amidst a scenario where the economy across the world is assuming competitive dimensions in view of the increased challenges to growth and success, the economy of Kachchh and Saurashtra suffered a severe blow on account of the devastating earthquake of 26th January, 2001. Clusters of industries, households and cottage industries disappeared, not just disrupted. Initiatives towards economic and social regeneration became a pressing need.

EDI, therefore, conceived a comprehensive package of intervention, in March 2001, targetting enterprise development and enterprise revival. A series of interactions and negotiations finally led to sanction of the project 'Economic Regeneration of Kachchh & Saurashtra', by the European Union.

## Aims & Objectives

The prime objective of the EDI-EU Project for Economic Regeneration of Kachchh and Saurashtra (EDI-EU PERKS) is to bring about economic rehabilitation in the region by implementing projects to train individuals to take up income and employment generation activities, facilitating existing entrepreneurs to come up again and conducting programmes to revive industrial / artisan clusters.

The Project aims at

- Creating sustainable livelihoods through small and micro enterprise development
- Reconstruction through corporate linkage and industrial rehabilitation
- Capacity building of NGOs through training interventions

## Salient Features

- Poverty alleviation through training-cum-facilitation interventions by 25 NGO partners
- To be accomplished in two years time period
- The cost for creating one gainful source of income: only EUR 47.43
- Targets at most deprived and needy households
- Women form 50% of the beneficiaries
- Community participation ensured through needs assessment preceding the intervention
- Stakeholder linkage ensured through sensitization and follow-up support
- Draws upon the strong linkages with the other development happenings in the region
- Capacity building of NGOs to sustain the intervention for years to come

## Project Activities

The task will be accomplished by partnering with around 25 NGOs located in the region. 100 NGO functionaries and 15 rehabilitation advisors will be developed to deliver the necessary inputs. The Project comprises a number of activities.

- (i) **Needs Assessment Survey**, the primary step, would focus on identifying the support needs of existing and potential entrepreneurs and emerging natural resource based and environment friendly opportunities in the affected areas. This will be followed by **Workshops of Stakeholders** wherein the emphasis would be on sharing the findings of the survey and evolving an action plan with the support of government officials, donors, NGOs, bankers, office bearers of industry associations, independent consultants and opinion leaders.

(ii) In the **New Enterprise Development** strategy the preliminary focus will be on **Capacity Building of NGO Functionaries**. The planned and specifically designed capacity building programmes will equip 100 NGO functionaries with skills to initiate and conduct various entrepreneurship development related activities. These trained personnel, in association with EDI faculty experts and resource persons, would then take up :

- **80 Entrepreneurship Development Programmes (EDPs)**, which will focus on imparting training to potential entrepreneurs on various aspects of initiating, conducting and operating their businesses successfully. Exposure will also be given on managing new technologies. The EDPs will train 2000 entrepreneurs and target at setting up 1500 enterprises, thus generating 15000 employment opportunities.
- **135 Rural Entrepreneurship Development Programmes (REDPs)**, wherein the main emphasis and stress would be on rural and appropriate technologies. REDPs impart training to 3375 potential rural entrepreneurs, leading to the setting up of 2700 micro enterprises. This strategy will thus generate 10800 employment opportunities.
- **25 Group Entrepreneurship Development Programmes (GEDPs)**, which envisage that the membership of the group is product based and every individual is owner of his/ her unit. For input purchase and output disposal all members will be trained to join hands. The entrepreneurs would also be trained and imparted skills that help them break conventional practices in business operation and adopt new result yielding competitive ones. Consortiums would be formed to give them technology, marketing and financial leverage. 2500 artisans will be trained with a target of creating 2250 enterprises, generating employment opportunities for 2250 people.

(iii) For Industrial Reconstruction, one **Capacity Building Programme** to train 15 Rehabilitation Advisors will be put up. With the help of these Advisors, two Industry Reconstruction Activities viz. Industrial Rehabilitation Programme and Corporate Linkage Programme will be implemented.

- Under the **Industrial Rehabilitation Programme**, 195 enterprises will be helped in the preparation of rehabilitation plans for their units, identification of suitable technologies, etc. A counselling-cum-consultancy cell will also be set up for such entrepreneurs with 15 EDI developed rehabilitation counsellors and consultants. A series of one-day workshops at various centres will be organised to create awareness among the affected entrepreneurs, conduct feasibility studies and develop rehabilitation plans for them.
- **Corporate Linkage Programmes** would undertake the task of networking and matching of around 25 corporate houses with around 260 small and medium enterprises for possible sub-contracting, ancillarisation and technology upgradation.
- **EDI - EU project for Economic Regeneration of Kachchh and Saurashtra** is prestigious in terms of magnitude, context and comprehensiveness. Successful completion of the work may help develop replicable models of economic regeneration in disaster - struck regions across the globe and thus earn development status to entrepreneurship.

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute set up in 1983, is sponsored by national financial institutions; the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI). The Government of Gujarat pledged 23 acres of land on which stands the sprawling EDI campus.

EDI's pioneering activities in entrepreneurship development training have established the fact that people from all walks of life can become business owners. It has demolished the myth that entrepreneurs are born, and not made. Entrepreneurship can be developed through planned interventions. To pursue its mission, EDI has helped set up twelve state-level exclusive entrepreneurship development centers and institutes.

One of the priority areas for EDI is to identify, motivate, train and create micro and rural entrepreneurs through self-employment and small business development programmes. EDI, with valuable support of the Ford Foundation, undertook a pioneering three-year three-state experiment to develop a replicable model for Rural Entrepreneurship Development, during 1986-90. It is being implemented by about 150 Voluntary Organisations all through out the country. The Institute has completed 13 years of fruitful partnership with NGOs in implementing Micro Enterprise Development Programmes (MEDPs) and other related programmes, particularly in rural areas. The Institute has conducted 610 MEDPs during the decade, training 15,243 rural youths.

Besides MEDPs, the Institute has also been working towards capacity building of NGOs and sensitising environment and support system. So far, the Institute has trained 325 trainer-motivators from over 200 NGOs. More than 150 NGOs are actively engaged in organising MEDPs, either in collaboration with EDI or independently. In various workshops about 250 Chief Executives of NGOs were sensitised on the strategy of micro-enterprise development. In the programmes on micro-credit, about 100 professionals from NGO sector have been developed to manage credit operations. To facilitate smooth flow of credit, EDI has also been sensitising bankers, through NGO-BANKER Interface programmes. In three such programmes, we have sensitized 40 bank managers towards the needs of the MED trainees. Under the managerial capacity building programmes targetted towards sustainable development of NGOs, more than 100 Chief Executives / Senior Functionaries of NGOs were trained in the states of U.P., H.P., Rajasthan and Haryana.

These successes and commitments have culminated in recognition of its achievement by the Government of India and the State Governments. In the international arena, the entrepreneurship development efforts by sharing resources and organising training programmes, have helped EDI earn accolade and support from the world Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation and several other renowned agencies.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (ESCAP), Bangkok, Thailand, has declared EDI a 'Centre of Excellence'.

Entrepreneurship development is a continuing mission for EDI and in the years to come, it will face continuous challenges that beckon, with characteristic quality and zeal.



**EDI - EU Secretariat**

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