



# NEW EDI-EU PERKS



Co-Financed by  
the European  
Commission

EDI- EUROPEAN UNION PROJECT FOR ECONOMIC REGENERATION OF KACHCHH & SAURASHTRA

**Dr. V. G Patel**  
Director, EDI

## EDI-EU SPEARHEAD TEAM

Dr. Dinesh Awasthi  
*Project Chief*

Dr. KVSM Krishna  
*Director-Planning*

Mr. Bipin Shah  
*Director-Implementation*

Mr. Kirti Vakil  
*Project Leader*

Mr. Shiv Bhusan Sareen  
*Project Leader*

Mr. Nabarun Sen Gupta  
*Coordinator-R&M*

Mr. Pramod Srivastava  
*Associate Coordinator*

Dr. Ananth Panth  
*Associate Coordinator*

Mr. Neeraj Sharma  
*Field Associate-Bhuj Office*

Mr. Rajesh Panchasara  
*Field Associate-Rajkot Office*

Ms. Rucha Thakkar  
*Field Associate-WED*

Ms. Lalita Krishnan  
*Manager-D & R*

Mr. C.A. Patel  
*Manager-Accounts*

Mr. Sivan A.  
*Central Secretariat*

## EDITORIAL TEAM

Nabarun Sen Gupta  
Editor

Nikhilesh Desai  
Managing Editor

Julie Shah  
Associate Editor

## Editorial

Networking, which we understand as affiliating with people or a group, to advance common interests, has great power to promote common goals and objectives.

Network or linkages among individuals, firms and institutions have come to dominate organisational structures and its operations. Evidences also bear that entrepreneurial activities are easier to sustain in networks. Networks enable growth through generation of new combinations, which render competitive edge to organisations.

The mega EDI-EU project for Kachchh and Saurashtra is noticeably marked by the spirit of team work and co-operation. A group of around 25 NGOs working together encourages participative approaches by conducting regular meets and gatherings. It is indeed heartening to mention that a culture of co-operation and collaboration has given distinct clarity to objectives, besides encouraging planned efforts.

Almost 100 trained NGO functionaries are today implementing various entrepreneurship development related activities in association with EDI faculty experts and resource persons.

Group-based enterprises being promoted also depict a unique ability to work together with other operators to obtain resources jointly or to jointly build capability and strength. In this issue, we have discussed the possibility of group-based enterprise in converting 'Gando Baval' (*Prosopis juliflora*) into a promising market commodity.

We hope to strengthen our activities and initiatives by your feedback and responses, so do keep us posted about your opinion and comments.

**- Nabarun Sen Gupta**

## PERPEUG Partners' Meet

EDI organized the first Post Earthquake Rehabilitation Project of EU-Gujarat (PERPEUG) Partners' Meet on November 23, 2002 to explore the possibility of bringing about synergy among various projects being carried out under Post Earthquake Rehabilitation Project of EU-Gujarat (PERPEUG). Officials from International Organisation for Mitigation (IOM); Disaster Mitigation Institute (DMI); Self Employed Women's Association (SEWA); Help Age International; Rural Development Trust and Entrepreneurship Development Institute of India attended the meeting.

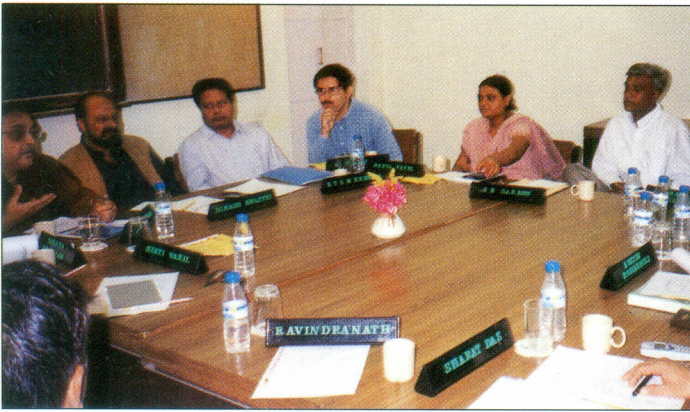
Dr. Dinesh Awasthi, Director Designate, EDI & Project Chief, while welcoming the Partner Members, emphasized on the need for developing synergies and joining hands to strengthen the rehabilitation efforts. The representatives from various organisations briefed the house on the activities under their respective projects and identified areas where synergies could be developed.

Some projects identified for future collaboration were :

- ◆ EDI- SEWA- Help Age International: Support for obtaining financial assistance and Marketing tie-up of products.
- ◆ IOM-EDI: Collaboration on vocational training of migrating salt pan workers.
- ◆ SEWA-EDI: Building business perspectives of landless and poor. *(Contd.)*

"Whatever you can do  
or dream you can,.....  
begin it. Boldness has genius,  
power & magic in it."

*- Johann Von Goethe*



*EDI-EU Project Officials seen interacting, with the partner NGOs during the partners' meet*

- ◆ Help Age International-EDI : Support to carry out business development.
- ◆ Rural Development Trust - EDI : Build capacities of weavers and establish marketing linkages.
- ◆ Disaster Mitigation Institute - EDI : Collaboration for providing business guidance to the beneficiaries.
- ◆ Ratnanidhi Charitable Trust - EDI : Support in capacity building of beneficiaries.

The meeting provided the partners an opportunity to get insights into the activities of partner NGOs and also to brainstorm on the future course of action. Sharing of information, through newsletters and documents was considered essential.

## **Performance of Rural and Urban Enterprise Development Program :**

### ***A Summary***

During the month of November 2002 in almost all locations spread across the districts of Kachchh, Surendranagar, Jamnagar & Rajkot, EDP, REDP and GEDP were in progress in full swing. The NGOs involved provided inputs to the trainees on various aspects which facilitate setting up of an enterprise. In most cases selection of potential entrepreneurs was made after detailed screening of participants. The prime objective of this was to develop necessary linkages with the departments and the banks which would provide financial assistance for project proposals from these entrepreneurs at a later date. Various input sessions were conducted. This included Achievement Motivation Training, Business Opportunity Guidance, Market Survey and Preparation of Project Proposals, etc. In addition, guest speakers from Banks, District Industries Centers, District Rural Development Agencies and technical organisations were also invited to give orientation and information to the trainees on their schemes and the mechanism to take advantage of these schemes. This helped in building confidence and developing enthusiasm among the trainees. Successful entrepreneurs from the

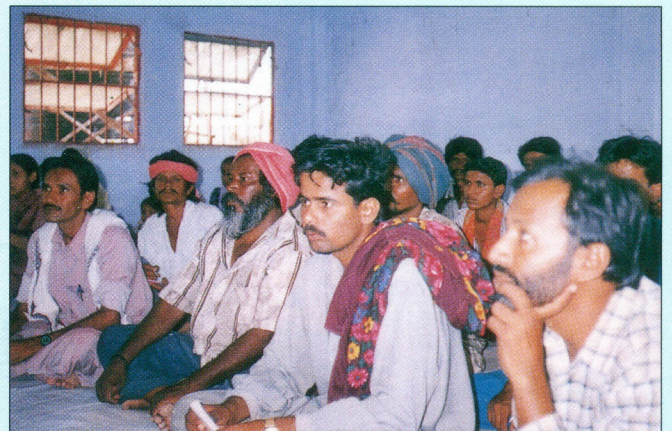
local areas were also called as resource persons. This was done to motivate the trainees and also to help them get an insight into the pre requisites for their success. These sessions were planned and executed in a logical sequence. In many locations these inputs were handled by the EDI team along with trained trainers.

Many of these input sessions were interactive in nature. The NGOs made use of various institutions in the villages and urban locations to impart these trainings. They used schools, colleges, offices and other premises.

Reports obtained from the NGOs give data on various demographic features. The data as obtained tells us that issues related to socially as well as economically disadvantaged sections of the society have been adequately addressed. It has been noticed that women constitute almost 37 % of the population. There are variations across districts and across programs. The spread across districts shows that the concentration is almost 37% in Kachchh, signifying major emphasis in this district. Since data on GEDPs is yet to be received from Kachchh, the percentage is likely to go around half of the total trained so far. This signifies the concentration of efforts in this region.



*REDP session being handled by, Mr. Kirti Vakil, Faculty and Trainer, EDI*



*REDP Trainees attending sessions*

## Manufacturing Charcoal

### SCOPE FOR GROUP ENTERPRISE AMONG WOMEN

Charcoal is an age old refined form of wood fuel. It is an important energy source for domestic cooking and also has a wide range of industrial and processing applications. Promotion of improved system of production of charcoal for enhanced produce, distribution and utilization of this wood energy for households and industrial consumption is indispensable.

The social forestry and wasteland development programs in Gujarat provide an excellent opportunity to meet the demand of necessary raw material of charcoal. Energy plantation on various types of lands has been undertaken on a large scale by the social forestry wing of the state government under the community forestry programme. Of the twenty four districts in Gujarat the four project districts (Kachchh, Surendranagar, Jamnagar & Rajkot) together account for almost (42%) of the charcoal produced. Villages supplying sizeable quantities of charcoal are located adjacent to the desert – the little Rann of Kachchh. Wastelands is also available in large quantity in this region. Charcoal is made from Prosopis Juliflora and charcoal manufacturing provides employment during the non-

agricultural season. Charcoal manufacturing opens up avenues of income generation for the poverty-struck population, particularly the landless. This opportunity has immense potential as:

- ◆ the demand for Charcoal from industry is increasing.
- ◆ the mother plant grows well in less rainfall and high-risk ecological regions where agriculture is not a major supporter in the household economy.
- ◆ these areas have sizeable wastelands.

The Kolis (also called AGARIAS) community (a lowly placed social group) who have skills in manufacturing charcoal is actively involved in its manufacturing. Presently the trade is controlled by certain middlemen who obtain all the necessary permission from various authorities and employ this community for manufacturing purposes. The Kolis are paid wages. The production cycle takes 25-30 days and fetches on an average 1000/- to 1500/- Rupees per family. However, the trading is done at a much higher rate. Manufacturing normally starts around October-November and continues till May- June. The peak season is between February and May.

However production of charcoal is subject to departmental controls involving certain laid down and well defined procedures.

### Production to Supply Process

The individual farmer submits an application to the Revenue Department seeking permission to cut Prosopis Juliflora

The Revenue Authority visits the site and gives permission for harvesting

An application is submitted to the Forest Department for permission to convert Prosopis into charcoal.

Forest official visits the site to estimate the likely quantity of charcoal that would be produced and gives permission for conversion.

Farmers / producers then apply for transportation permit (TP)

Pass is issued for transporting where truck numbers, number of bags loaded, time of departure, estimated time of arrival, route to be taken are noted.

Charcoal is carried to the market with the TP.

## EDI-EU PERKS

### GEOGRAPHICAL COVERAGE



## The European Union (EU)

The European Union, previously known as the 'European Community' is an institutional framework for the construction of a united Europe. It is a unique, treaty-based, institutional framework that defines and manages economic and political cooperation among its fifteen European member countries. The Union is the largest stage in the process of integration begun in the 1950s by six countries-Belgium, France, Germany, Italy, Luxembourg and the Netherlands - whose leaders signed the original treaties establishing various forms of European integration. While common EU policies have evolved in a number of other sectors since then, the fundamental goal of the Union remains the same: to create an ever closer union among the people of Europe. Presently 15 European countries; viz. Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden and the United Kingdom of Great Britain and Northern Ireland are the members of European Union.

Principal objectives of the Union are to establish European citizenship; ensure freedom, security and justice; promote economic and social progress and assert Europe's role in the world. EU is run by five institutions, viz. European Parliament (elected by the people of the Member States); Council of the Union (composed of the governments of the Member States); European Commission (driving force and executive body); Court of Justice (compliance with the law); and Court of Auditors (sound and lawful management of the EU budget).

### Gujarat Earthquake & EU

On the day of the Earthquake the Commissioner for External Relations, European Commission (EC), Mr. Christopher F. Pattern was on his visit to India. Knowing about the tragedy, he not only offered his condolences but also showed his solidarity with the ill-fated people of Gujarat which culminated into an assistance of Euro 100 million (Rs. 400 crores) for relief and rehabilitation efforts in the region. EDI is privileged to be a partner of EU in this effort.

## The EDI

Entrepreneurship Development Institute of India (EDI), is an autonomous and not-for-profit Institute set up in 1983, by IDBI, IFCI Ltd., ICICI Ltd., SBI and Government of Gujarat. EDI has been spearheading entrepreneurship movement throughout the nation through education, research and training.

It set before itself the role of a 'Resource Centre of Excellence' that conducts programmes on New Enterprise Creation, Enterprise Growth, Business Counselling Skills, Capacity Building of Teachers, Entrepreneur Trainer-Motivators, Bankers & Managers / Executives of Business Organisations, etc.

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. It is being implemented by about 350 Voluntary Organisations throughout 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 a cadre of 586 Rural Entrepreneur Trainer-Motivators.

The Institute has also been working towards capacity building of NGOs and sensitizing environment and support system. 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 sensitizing bankers, through NGO-BANKER Interface programmes.

These successes and commitments have culminated in recognition of its achievements at national and international levels.

At the international level the Institute is supported by reputed bilateral and multilateral agencies viz, the World Bank, Commonwealth Secretariate, UNIDO, ILO, FNSI, British Council, Ford Foundation and the European Union which has extended support to its project for 'Economic Rehabilitation of Kachchh & Saurashtra.'

## Our Partner NGO

### Gramya Vikas Trust (GVT)

For the people living in the hinterland of Dwarka, Gramya Vikas Trust(GVT) undertook the successful 'Porbander Experiment' done by Diamond Jubilee Trust to tackle the problem of salinity ingress. "Porbander Experiment" was a simple project of planting Casuarinas trees on the coast side as a corridor to check the salinity of the land and evaporation of moisture.

The geographical and social conditions of 'Okha Mandal' (Difficult terrain as the hinterland of Dwarka) have a clear bearing on the ideology and strategy adopted 'Gramya Vikas Trust', Dwarka. The programs launched by it are in response to specific conditions of the area. The wind break (sharu) project is meant to save the vegetation of the area from onslaught of saline breeze, whereas well recharge project has been launched to nullify ingress of saline water in soil and increase the level of portable water in wells. In the same way, the construction of check dams is meant to utilize the last drop of rainwater for the welfare of the locals. As part of their integrated rural development project, GVT started an awareness campaign amongst the women folk of 'Okha Mandal' area. Mahila mandals (women's groups) are formed and these simple women are able to move the Government machinery in bringing electricity to the village where seven years ago the poles were erected as a political costume.

GVT is a pioneer in the village and surrounding villages. They use PRA (Participatory Rural Appraisal) to identify the problem in implementing watershed program of the Government. GVT has undertaken six Watershed Development programmes in seven villages. It undertook construction of a 4-kilometer long bund along the coast in two villages, which aimed at harnessing the rainwater of the catchments area.

GVT will be implementing some of the EU project programs (REDP and GEDP) which will help the landless groups from the area make a living.

### Gramya Vikas Trust, Jamnagar

Phone: (02892) 34309, 34791

Contact Person

Prof. D.S. Ker, Chairperson.

EDI-EU Secretariat

### Entrepreneurship Development Institute of India

(Via Ahmedabad Airport & Indira Bridge), P. O. Bhat 382 428 Dist. Gandhinagar, Gujarat, India

Tel : (91)(079) 3969161, 3969162, 3969163 Fax : (91)(079)3969164

E-mail : ediindiaad1@sancharnet.in Website : <http://www.ediindia.org>

Project Offices

### EDI-EU Secretariat

Rajkot : Revenue Karmachari Society, 1st Floor, Behind Veerani School

Suresh Chamber Street, Rajkot Tel : (0281) 467954

### EDI-EU Secretariat

Bhuj : G.F.4, Orient Colony, Opp. V.D. High School, Bhuj. Tel : (02832) 21266