

# EDII Reports 109

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From the  
Director General's Desk



## ENTREPRENEURS CAN BE A RAY OF HOPE AMIDST PANDEMICS

The global spread of COVID-19 is alarming to the extent of not just costing people their lives but also impacting a huge blow to them financially. Arguably the most ruinous pandemic of our times, it has constrained almost every country of the globe in every possible way. The pandemic has inflicted an enormous human cost worldwide along with erosion of global market capital. This is also an unprecedented disaster, as unlike in prior instances, the entire world is reeling under the same threat, at the same time! The only thing deadlier than the spread of the virus is the back-breaking impact it will have on businesses. Once the dust settles, it is likely that business will find themselves at the lower rung of the ladder again.

However, fighting it is the only option and so we would like to believe that this is also the time to create opportunity out of the disruptions to not only bounce back but make long-term strategic plans to combat pandemics.



**Entrepreneurship  
Development  
Institute of India**

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Recently, Indian Government announced that Companies' spending on dealing with the pandemic will be considered as a CSR activity under the Companies Act. This was a prudent announcement as corporates struggle to sustain their businesses in the wake of COVID-19 outbreak. At the time of publication of this article, nearly 700 people have been infected by coronavirus and 18 people have succumbed to the infection in India. To help flatten the curve of this infection, the Union Government has announced lockdown throughout the country for 21 days. But this catastrophe requires much more to be dealt with, and this is where businesses and entrepreneurs, hailed for their entrepreneurial attributes can pitch in with new thinking and out-of-the-box strategies.

### CRISES MANAGEMENT

For many businesses and Companies, crisis is just a mere thought, something impending, and hence is not spelled out in details unless it hits them. This doesn't take away from the fact that many companies do envision hypothetical situations and have a plan, but not many are equipped even moderately to implement the Plan B during crunch times. Given the current scenario and the cascading impact pandemics have on each and every sector, it is imperative to have a 'pandemic planning' in a Company's Rule book. Companies need to earmark on resources and professionals who can help in such a planning during the time of crisis. As per a paper by EY, "COVID-19 and pandemic planning: How companies should respond," companies must incorporate pandemic planning considerations into existing resilience management activities to provide a comprehensive response and to provide continuity for their most critical products and services. In addition, they should consider establishing specific policies and procedures, better employee



communications, telecommuting and personal / family leave to minimize disruptions. Moreover, some companies given their capability, can invest or facilitate innovations around pandemic response and mitigation. Let me cite some instances - the Invest India Business Immunity Platform has been launched as a comprehensive resource to help businesses and investors get real-time updates on India's active response to COVID-19 (Coronavirus); Mahindra and Mahindra's automotive division has taken up a two-pronged strategy to produce ventilators at its factories; Vedanta Ltd has set up a dedicated Rs. 100 crore fund as part of its endeavour to combat the widespread outbreak of deadly COVID-19, with focus on three specific areas – livelihood of the daily wage worker, employees and contract workers and preventive healthcare; researchers at the Indian Institute of Technology

have developed a method to detect COVID-19 which can significantly reduce the cost of testing; SIDBI has announced loans @5% interest rate under SAFE to MSMEs producing goods and services to protect India against Coronavirus, are a few inspiring actions. These and several other instances bring out the competencies

of an entrepreneur in being resourceful, thinking new, creative and addressing a problem through ingenious ways.

### HOLISTIC CONTINGENCY PLAN

Pandemics such as H1N1, Ebola etc., from recent past have shown us that when faced with an adversity, the world still has limitations in detecting and responding to them. Increasing global inter-connectivity and inter-dependency makes the impact of a calamity all the more widespread. This certainly underlines the disastrous countenance an epidemic can take.

Entrepreneurs, when it comes to assessing risks, mainly perceive financial losses owing to market



pressures, reduced demand or accidents or natural disasters. As per a study by World Economic Forum, among businesses, the risk of infectious disease is rarely emphasized in their considerations of risk. The report further states that outbreaks of infectious disease may be inevitable, but the economic damage they cause is not. Helping companies properly understand these risks will enable them to reduce their exposure, improve their resilience and deliver key opportunities for public-private cooperation to strengthen global health security.

It is thus important that enterprises, large or small, should acknowledge the commercial consequences of pandemics and devise strategies to ensure the wellbeing of their employees and business partners. This would involve creating risk management teams to monitor externalities and develop plans to counter complex and uncertain crises with continuous sensing.

As per a compilation of analysis on HBR.org, many [business] leaders think crises management is not their job. That's why they hired risk mitigation and security experts. But creating organizations that are strong in the face of uncertainty requires a new mind-set—and that must be driven from the top down. What a leader needs to do in such situations is to create a near realistic scenario to prepare employees about uncertainties and conduct regular drills to make business and employees adaptive. Being conservative in financial planning is also the key here as in the wake of adversities, a cushion still remains.

### **DIVERSIFY**

Adversities and outbreaks can come in anytime and hence are difficult to predict. However, a pandemic like COVID 19 can put a business in an immensely vulnerable position. Factors such as location of a company's workforce, supply chain, market, consumer distribution, and infrastructure need to be considered to estimate a business's vulnerability to such outbreaks. It is never too early to diversify and distribute assets and operations to minimize

risks. As per an article by Constantinos C. Markides for Harvard Business Review, when facing the decision to diversify, managers need to think not about what their company does but about what it does better than its competitors. In other words, the decision to diversify is made not on the basis of a broad or vague business definition, rather, it is made on the basis of a realistic identification of strategic assets. In today's context, this diversification of assets is securing supply chain and to have back-up plans when one way fails.

### **TECHNOLOGY PREPAREDNESS**

Every business leader needs to ask oneself, "Do we have the technical capacity to work remotely." It is also time to think of that 'one time investments' in making the organization and employees equipped with technology and kit that can help them operate in the face of adversities. A central data bank of all important documents so that these are immediately accessible, a second line of human resource ensuring that a project doesn't suffer in the absence of one person, can help harness technology better.

### **INVOLVEMENT IN R&D FOR ERADICATION OF PANDEMICS**

While the Company's Act of India specifies a few avenues under CSR activities, it is time to expand it. There are evidences that through public-private partnership, infectious disease can be or have been eradicated. There can be concerted efforts to rope in more Companies, primarily those working in the field and/or by collaborating with organizations irrespective of their nature of business or leaning, to work on R&D for infectious disease.

The risk of infectious disease will always linger on mankind. Such catastrophic outbreaks may now occur more frequently, and pose a major threat to lives and livelihoods. Businesses no longer can afford to be on sidelines and be reactive. They need to be proactive and innovate much before a disaster strikes.

## Deliberations & Collaborations . . .



A tripartite MoU was signed between EDII, Dalit Indian Chamber of Commerce & Industry (DICCI) and Babasaheb Bhimrao Ambedkar University, Lucknow to deeproot entrepreneurship in Uttar Pradesh. Seen during the MoU signing ceremony are (3rd from R) Dr. Sunil Shukla, Director General, EDII; (3rd from L) Dr. Milind Kamble, Founder Chairman, Dalit Indian Chamber of Commerce & Industry (DICCI) and esteemed Board Member, EDII and (2nd from L) Dr. Prakash Bartunia, Chancellor, Babasaheb Bhimrao Ambedkar University with (L - R) Mr. Shashank Kunwar, President DICCI (UP Chapter); Dr. Sanjay Singh, Vice Chancellor, Babasaheb Bhimrao Ambedkar University; and (Left) Mr. S. Victor Babu Registrar, Babasaheb Bhimrao Ambedkar University



EDII and IIM Jammu signed an MoU to propagate 'entrepreneurship' among the students of IIM, Jammu. Seen during the MoU signing occasion are (R-L) Dr. Sunil Shukla, Director General, EDII and Prof. B.S. Sahay, Director, IIM Jammu. Also present was Mr. G.M.Dar, Executive Director, Jammu and Kashmir, Entrepreneurship Development Institute.





EDII and Dr. A.P.J. Abdul Kalam Technical University, Lucknow signed MoU in the presence of Hon'ble Governor of Chattisgarh Smt. Anandiben to widespread entrepreneurship among faculty members and students of colleges under the University.



Dr. Sunil Shukla and Shri Satyanarayan Dangayach, Founder Trustee, Innovative Thought Forum, signing MoU to enhance the entrepreneurial ecosystem in the country through short duration training programmes and workshops related to entrepreneurship development, policy formulation and implementation of various corporate and government sponsored programmes.

## Enterprising India ....**PROGRESSIVE** India:

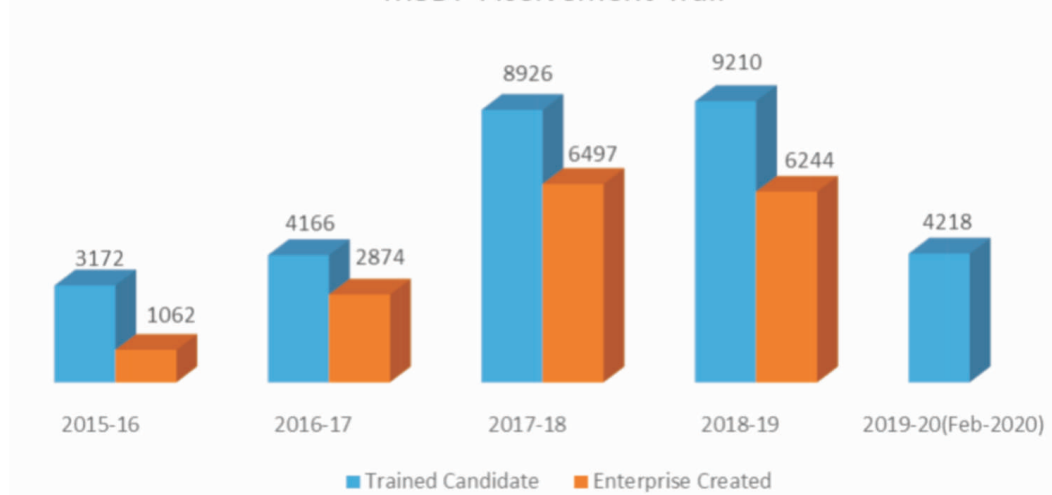
India with its vast population is a talent hub leading to vast scope for generating varied livelihood opportunities. With the education system focussed on imparting academic orientation, it is important to mentor people in general, and youths in particular on imbibing life skills and trade competencies to enable them to excel on the professional front. This also reduces the bridge between what the youths possess in terms of the academic learning imparted to them and what the market demands. Entrepreneurship is one area where skills can be imbibed and more and more people need to be introduced to this discipline as it will open up a new haven of opportunities for them. EDII has joined hands with Accenture in their 'Skills to Succeed' project which intends to develop micro entrepreneurs from among the rural women and youth from the marginalised and backward communities, thus promoting socio-economic

development through livelihood creation, employment generation, asset creation and revenue generation on a sustainable basis.

### Latest Updates:

EDII has entered the fifth year of successful implementation of Micro Skillpreneurship Development Programme (MSDP) supported through Skills to Succeed project by Accenture. The programme is being implemented in 10 states and one union territory through which rural unemployed, especially youth and women, are trained in entrepreneurship. This project has supported the training of more than 35,000 candidates and has created more than 25,000 entrepreneurs during the past four years. In the year 2019-20, EDII targeted to create more than 5000 women entrepreneurs through this programme.

MSDP Achievement Trail





By end of February 2020, 93 programmes had been completed, training 4218 individuals as a part of MSDP 2019-20. Women participation has increased at a substantial rate.

EDII has made special efforts to ensure product standardisation and improvement in quality of products. 26 products have been identified under the category of food products, handicrafts and household supplies which have been taken up across 165 programmes considering availability of raw materials, skill level, viability, market demand both at local and high end markets.

Through these 165 programmes, more than 7500 candidates have been provided skill and entrepreneurship training and mentoring support towards starting their enterprises. They were equipped with all the necessary registrations, certifications and licensing as mandated by the government. Maximum convergence with credit agencies and government departments was facilitated to guarantee better entrepreneurial ecosystem to the new entrepreneurs.

The trained entrepreneurs are making a living for themselves by production of various products across a variety of sectors.

#### Shobha says.....

“ Today I am making use of local resources and my skills to earn a decent livelihood. I had never thought that I could also do something which would be in such high demand . Today I have aspirations, each day presents a new opportunity to me. I don't look forward to just ending my day; rather, my objective is to end it fruitfully. I earn around Rs. 350 per day and I'm able to provide for my family. I want to take bigger challenges and surmount them to enhance my prospects. I owe everything to EDII. ”



### TRAINING OF TRAINERS

Women Entrepreneurs-Access Connect Transform (WeAct) is a one-stop forum for rural women entrepreneurs that provides them with hand-holding assistance to render their business competitive and sustainable. EDII in collaboration with Accenture, conceptualizes and implements WeAct. WeAct operates with the aim of promoting change in deprived, disadvantaged and vulnerable PAN-India women entrepreneurs.

On 25 February 2020, in Bangalore, a one-day workshop was arranged for trainers from Accenture grassroots funded MSDPs to give them insights into WeAct's vision, mission and workflow. Dr Usha Gopinath, Head, WeAct and

Dr. Raman Gujral, Professor & Director, Department of Projects- Corporate & Regional Director- Southern Regional Office inaugurated the Workshop. Mr Daniel Thomas, General Manager, Accenture also joined the Workshop to interact with the participants. The workshop saw participation of 40 trainers and EDII Coordinators. A goal and action plan to enrol its current entrepreneurs as participants of WeAct by May 2020 was framed. The workshop concluded with the coordinators assurance that the enrolment process and registration procedure for their women entrepreneurs will be carried forward.

# Awards Galore!!!



(4th from L) Shri Rakesh Sharma, President- EDII and CEO & Managing Director IDBI Bank Ltd. presenting certificate to EDII-Accenture supported mentor. Seen with him are (L-R) Dr. Amarlal. H. Kalro, Prof. Emeritus-Ahmedabad University, Academic Adviser-Ahmedabad Education Society and Board Member-EDII; Ms. Rajshree Paatil, Executive Director (Business Development) Surya Group and Board Member-EDII; Dr. Sunil Shukla, Director General, EDII; Dr. Raman Gujral, Professor & Director, Dept. of Projects-Corporate, EDII; Dr. Milind Kamble Founder Chairman, Dalit Indian Chamber Of Commerce and Industry (DICCI) and Board Member-EDII & Dr. Sailendra Narain, Former CMD, SIDBI and Board Member-EDII

Today, women are brushing aside their inhibitions and looking ahead to make a mark for themselves. EDII under the aegis of Accenture is helping them transform their lives. While women entrepreneurs have inspiring stories, it is also the trainers and mentors who need to be credited.

To acknowledge their contribution in the growth of society, EDII organized a felicitation programme on February 14, 2020 for mentors and women entrepreneurs who are making a difference in society and are crucial in building successful businesses.

EDII is proud to have honoured the Mentors who have extended unstinted technical support and guidance, and the Women Entrepreneurs who never lost focus on their goal despite odds.

EDII Governing Board members who felicitated the

winners included: Shri Rakesh Sharma, CEO & Managing Director, IDBI, and President EDII; Dr. Sailendra Narain, Former CMD, SIDBI; Dr. Milind Kamble, Founder Chairman Dalit Indian Chamber of Commerce & Industry; Dr Amarlal. H. Kalro, Former Director IIM Kozhikode, Ms Rajshree Paatil, Executive Director, [Business Development], Surya Group and Dr Sunil Shukla, Director General EDII.



Shri Rakesh Sharma, President, EDII & Managing Director and Chief Executive Officer, IDBI Bank Ltd. acknowledged the winners' passion to make a mark. He encouraged

them to leave their comfort zones and strive for bigger targets. He also complimented EDII for



developing micro skillpreneurs in India. He said that this is the need-of-the-hour and that EDII is contributing in a big way to the nation's development.

EDII honoured the Mentors with the SHRESTA UDYAMI GURU PURASKAR 2020. The winners include:

- Dr Saji Verghese: Innovator/English Professor who has been associated with EDII in training rural women in making straws from fallen coconut leaves
- Thirupuram Gopan: He gave a platform to showcase coir utility articles made by rural women in Kerala, in International Floriculture Trade Fair 2019 at Netherlands
- Mr Mahesh. D: An innovator, who has upcycled flowers from temples as raw material for making agarbattis and dhoop; also devised a new mould out of polypropylene for cost effectiveness
- Sister Archana Das: She has been relentlessly working for the upliftment of women from various parts of India



Dr Sunil Shukla, Director General, EDII said that micro entrepreneurship has been one of the most trusted and tested

solutions to break the cycle of poverty. He complimented the role of the mentors in the EDII journey of eco- friendly and sustainable projects for livelihood. "The enterprises are creating new job opportunities in the local areas and are skilling more and more people, leading to overall economic development of the region. EDII has observed that one micro-enterprise will create three direct and five indirect job opportunities on an average. MSDP has thus resulted in creation of about 60,000 local direct

employments through the enterprises," opined Dr. Shukla.

The women, who under the guidance of EDII Mentors have done remarkably well in their enterprise, were also felicitated. They were honoured with the SHRESTA UDYAM ABHIGNA PURASKAR 2020. The winners include:

- Ms Shobha Rani: From a village Chikkamudavadi, this woman entrepreneur is working with 30 other women in making coconut leaf straws and the mid ribs are converted into brooms by the elderly women of the same village.
- Mrs Vijaya: Fighting against her physical disabilities, she has been engaged in making candles and supplying to churches and other outlets in Kanyakumari.
- Ms Ruksaar: She makes exquisite jewelry out of silk thread. Her bangles, necklaces and ear rings have won heart and are in great demand.
- Ms Vanishree Praveen: With a very humble beginning, she has come a long way and today her products—different chutney powders are on the shelf of Walmart Hyderabad and there is no stopping her now.

Dr. Raman Gujral, Professor & Director, Department of Projects- Corporate & Regional Director- Southern Regional Office, EDII said, "MSDP is designed as a one-month training programme where the participants are provided training on entrepreneurship and on a skill which has economic viability. EDII helped them in acquiring technical support, quality management, packaging standards, licenses, certifications and registration, product testing and market linkages. This handholding gave confidence to the entrepreneurs during the initial stages of their entrepreneurial journey. Finally, they grew into sustainable enterprises and successful entrepreneurs."

## Organizations practice **ENTREPRENEURSHIP** to **STAY AHEAD**

In today's competitive environment, organisations need an Entrepreneurial leader who is not only a decision maker, adept front-runner but also an effective change agent. An organization that boasts of such pioneers, nurtures inventive and resourceful employees who ensure optimum growth. The fact that these skills can be cultivated makes the learning turf highly interesting and challenging. Given this scenario, EDII organized a five-day Orientation Programme on Entrepreneurship during 02 March to 06 March, 2020 for the officials of Commissionerate of Skill Development, Employment & Entrepreneurship, Government of Maharashtra.

The objective was to familiarise them with the application-orientedness of entrepreneurship in everyday affairs. The programme targeted results through a blend of intensive and immersive classroom interaction and field learning. Inputs focussed on entrepreneurship ecosystem, concept and dynamics of start-up enterprises, and usage of internet based applications wherein emphasis was laid on gender issues in Entrepreneurship, entrepreneurial motivation training, technology business incubation, need and importance of cluster development. Various government schemes supporting entrepreneurship in India were also discussed.



Participants seen with Dr. Sunil Shukla, Director General-EDII (3rd from L) and other esteemed faculty members of the institute.



Dr. Sunil Shukla, Director General, EDII in his concluding remarks during the valedictory function evinced the importance of continuous learning in order to match pace with the growing demands of the market. He added that Self-development and a continuous effort to learn assigns us our most powerful self with abilities that we never knew existed in us. He shared varied experiences to show how just a small change in approach and perspective could hugely impact in several positive ways, the overall prospects of an organization.

Mr. S.B. Sareen, Programme Director, spelling out the objectives of the programme expressed happiness over the growing importance of Entrepreneurship in India. He added the fact that be it any sector- private, public or academia – they can all play a meaningful role in bolstering entrepreneurship in varied ways.

The programme, would go a long way in providing a platform to key stakeholders to reflect upon new actions, choices, and strategies that could enrich the domain of entrepreneurship.

## Coir Products from Kerala at International Fair in Holland

Trainers of Micro Skill Development Programmes from Kerala participated in the International Floriculture Trade Fair at Vijfhuizen, Netherlands to exhibit their coir based products. This was organised with the support of Coir Board, Ministry of MSME, Government of India. The exhibition provided them a platform to showcase their latest products. The exhibition saw participation of more than 25000 trade visitors from 100 countries.

## Instilling Entrepreneurial Mind-set Among Students



Students of Unitedworld School of Business at the 3-day Entrepreneurship Immersion Programme organized during 29 – 31 January, 2020. The objective was to familiarise the students with Entrepreneurship and sensitise them towards opting for entrepreneurship as a career.

## Embracing **MARGINALISED** Identities

Societal wellbeing would be easy to achieve if development has its basis in 'inclusivity'. It is important that the benefits of development percolate across sections and societies. While several initiatives have been implemented in the past, it has not been entirely possible to bring the marginalised and the excluded within the folds of progress. In the recent years, a development strategy which has emerged as a trusted development ally has been 'Entrepreneurship'. The discipline has given individuals a new lease of life, the marginalised and the excluded have also immensely benefited. Entrepreneurship has imparted sustainable livelihood options to many and they have, in turn, created job opportunities for several around them. Keeping this motive in mind, EDII conducted four-week National SC-ST Hub (NSSH), Ministry of MSME sponsored Entrepreneurship Development Programme for SC-ST. The programme witnessed participants from different parts of the country viz; Gujarat, Madhya Pradesh, Karnataka and Assam.

These one-month programmes trained the participants in all aspects of setting up and managing their enterprise including selection of business opportunity, information and mentoring on new technologies, market research, government schemes, skill development, project report

preparation and preparing financial accounts. The participants were exposed to several networking opportunities and field experiences so that they could strengthen their skills by imbibing practical knowledge. The outcome of the programme was clearly visible in the participants developing entrepreneurial competencies and gaining in-depth understanding on business opportunity guidance, business plan preparation and enterprise launching. Soft-skill development and achievement motivation training were also areas that they strengthened.

EDII also assisted the participants in raising funds from financial institutions and government so that they feel confident in an area which most bothers wanna-be entrepreneurs. In all, 128 participants have been trained from four district of Gujarat; 81 from Madhya Pradesh and 100 from Assam.

The training was conducted in two phases; EDII identified the participants through written test and personal interview. The four-week of the programme ensured that the participants learnt the nitty –gritty of entrepreneurship and drew the motivation to take the plunge.

Shri. S. B. Sareen, Project Director said, "Communication skills, social learning and right attitude to work enable an entrepreneur to navigate not just through major crises but also through the daily chores of business. With the help of such programmes, guidance and mentorship, their skills will get sharpened. The aspiring youths will not just get into worthwhile initiatives, but will also positively impact the lives of several around them."

Smita Chetia Talukdar, Associate Faculty-EDII and Programme Director for EDPs in Assam said that this project is aimed at evoking a willingness to take risks and imparting an understanding on how dreams can be translated into reality by right knowledge, skills and attitude. She added that positive results would set in an encouraging change in society.



Participant being awarded certificate by Smt. Nayana Shrimali, Deputy Director, Ministry of Social Justice and Empowerment, Govt. of Gujarat





◀ Mr. Perumal, President, DICCI, Bangalore awarding certificate to a participant in the presence of Mr. R Manjunatha, President, Mysore SC/ST Industrialists Association

The programmes in Madhya Pradesh were headed by Dr. Hanif Mevati, Associate Faculty, EDII. Dr. Hanif Mevati said, “Entrepreneurship Development Programmes have been successful in addressing the problems of unemployment and lack of sustainable livelihood options. Entrepreneurial skills among

youth, especially those from marginalised sections can go a long way in opening up new opportunities for them. Knowledge on technical, financial, marketing aspects as well as and entrepreneurial and managerial skills groom them into assets for the nation.”



## THEIR SUCCESS SAGA

“This training proved to be a turning point in my life. It enhanced my self-confidence and helped me become mentally ready to take up self-employment. I imbibed skills of entrepreneurship, team-work, time management and all that goes into keeping an enterprise sustainable. After completing my training at EDII, my plans of becoming independent and self-employed got materialised”

**Dodiya Anil Kumar Vitthaldas**  
(Participant from Mehsana, Gujarat)

“From a very young age, entrepreneurship has interested me. This EDP gave me the confidence to make it big. I wish to take my unit of making masalas to the next level and in this effort I am receiving complete support from EDII. I have already identified machinery and equipment for the unit. EDII is helping me apply under PMEGP for funding support.

**Priya Kapse**  
(Participant from Bhopal, Madhya Pradesh)

EDII Bangalore regional office conducted an Entrepreneurship Development Programme for SC/ST youth at Mysore during 10 to 19 February 2020 with the support of Department of Industries and Commerce, Government of Karnataka. The programme witnessed 32 participants from the SC/ST community. The contents of the programme included topics like entrepreneurial competencies, business opportunity identification, information on government schemes for SC/ST candidates, business plan preparation etc.

Special guest sessions were conducted by subject experts from DIC Mysore, SIDBI Mysore, CFTRI, Canara Bank Regional Office Mysore, RUDSETI etc. The participants interacted with manufacturers, traders and potential customers during the survey task and were exposed to the demand and supply situation in the market. At the end of the programme, they prepared a detailed project report on their business ideas and pitched their ideas before the experts.

The Guests at the Valedictory function were Mr. L Lingaraju, Joint Director, DIC, Mysore; Mrs. L Meghala, Assistant Director, DIC, Mysore; Mr. Perumal, President, DICCI, Bangalore and Mr. R. Manjunatha, President, Mysore SC-ST Industrialists Association.

Participants felt that the programme was informative with exhaustive contents. They have rated the programme inputs as highly valuable and appreciated the training methodology and exercises included in the curriculum.



## 'ENTREPRENEURIAL' Women Scientists & Technologists .....

While entrepreneurship has been recognised as an important source of economic growth and inclusive development; testimonies have it that women make better front-runners and entrepreneurs. Women have established themselves as great leaders and implementers. They have even proved themselves when it comes to exhibiting entrepreneurial skills. It was, therefore, felt that that if women technologists were imparted entrepreneurial skills, the results could lead to exemplary accomplishments. Against this backdrop, EDII conducted National Training Programme on Entrepreneurship Development & Management for Women Scientists and Technologists with the Government Sector, during 10 to 21 February, 2020. The programme was sponsored by Department of Science and Technology, Govt. of India.

The programme witnessed participation from 23 women scientists and technologists from different science and technology institutions across India. The main objectives of the programme were to create awareness amongst women scientists and technologists about entrepreneurial competencies and sensitise them towards the discipline. The

programme sought to establish the importance of tech-based innovative business ventures.

The eleven-day programme focussed on various aspects of entrepreneurship, business opportunities identification & selection, information on support system & various schemes for assistance for new enterprise creation, business plan preparation and establishing & managing a new enterprise.

The participants also presented their action plans stating as to how they would make use of the inputs to ensure that their work reflects entrepreneurial practices. They felt that this new approach to work would bring in more inventiveness in their approach.

Dr. Kavita Saxena, Programme Director opined that the participants were able to derive a good understanding about entrepreneurship and its various nuances. She added that an amalgamation of technology and entrepreneurship will certainly reflect in the work sphere of the trained scientists.

Dr. Sunil Shukla, Director General, EDII encouraged the participants to put this new learning into use so as to enlarge their basket of choices. He also added that the trained participants could well integrate their novel ideas with the brilliance of entrepreneurship to achieve laudable milestones.





(Right) Dr. Sunil Shukla, Director General-EDII seen with (in the Centre) Chief Guest of the valedictory function Shri Tapan Misra, Distinguished Scientist, Sr. Advisor to Chairman, ISRO & Former Director, Space Application Centre and Dr. Kavita Saxena, Programme Director and Faculty, EDII.

The Chief Guest eulogised the contribution of women in society and the economy of the country. Shri Misra stated that an amalgamation of entrepreneurial orientation and their inherent innovative spirit could create to worth while leaders.

Shri Tapan Misra, Distinguished Scientist, Sr. Advisor to Chairman, ISRO & Former Director, Space Application Centre



Participants of National Training Programme on Entrepreneurship Development & Management for Women Scientists and Technologists seen with Dr. Kavita Saxena, Programme Director.

## Participants Opine...

*"Today's work environment has many opportunities for those who keep upgrading their skills. There needs to be more focus on creativity and innovation. This programme has triggered by ability to think afresh in addition to adding to the skill base. I am indeed thankful."*

Bhoomi Sandip Gajjar  
Scientific Officer –SD, ITER-INDIA  
Institute for Plasma Research (IPR), Ahmedabad

*"This course was a kind of an assurance to me that entrepreneurial traits can help me tap my potential to the fullest. Today I have competencies that have changed my attitude and approach to work. I plan to implement this knowledge so that there are benefits galore ."*

Sasikala V.B.  
Sr. Technical Officer,  
CSIR-CFTRI, Mysuru

## Scripting INSPIRING Stories in Rural INDIA

.....the Start-up Village Entrepreneurship Programme

Janakalyan Swarojgar Samity came into existence on November 23, 2019 under Manikchak Block of Malda district by a group of women. This does not sound like a great feat but when one delves deeper into the story, there are inspiring tales of valor and heroism that come to the fore. Manikchand block primarily comprises the minorities involved in farming as their main activity with women mainly restricting themselves to household chores.

The block had an SHG floated by Sabera Khatun, Leader of Janakalyan Swarojgar Samity and the women were reasonably engaged in activities that impacted their livelihood positively. During this time, however, they got to know that Manikchak Block hospital needed services of an SHG to run a hospital canteen. Sabera Khatun grabbed this opportunity and pursued the officials. They finally got the contract and started a canteen in the hospital for the patients. But upon delving into the business, the members realized that the terms of contract were

not easy to keep. Moreover as they lacked any experience in business and proper direction, they could not reach proper estimation and they went into debts,. The activity could not be sustained. It is at this time that they came to know about Start-up Villlage Entrepreneurship Programme being implemented by EDII (associated as National Resource Organization) under the aegis of Ministry of Rural Development and National Rural Livelihood Mission. Early counseling by SVEP West Bengal State Team and preparation of business plan set the ball rolling. The hospital authorities were consulted and workable business parameters were worked out. Janakalyan Swarojgar samity was also extended a financial support of Rs. 75000/-. Following this support and the counseling & training imparted, they revised their business model to eliminate the issues of credit and cash and to streamline the operations. Today this SHG bears an upbeat look; their systems have evolved, they are making a decent profit and sustaining their business.

There are many such inspiring stories across 61 blocks in 14 states where SVEP is being implemented.

Entrepreneurship is being touted as a redeemer for societies and people trapped in the clutches of unemployment and destitution. The Institute, with its result-oriented entrepreneurship development and skill-building initiatives, has greatly alleviated rural and urban poverty. As a National Resource Organization for the 4-year (till March 2021) Start-up Village Entrepreneurship Programme, EDII has been significantly





contributing to increasing the incidence of Village Entrepreneurship, thus promoting economic growth through sustainable livelihood options. SVEP is a sub scheme under Deendayal Antodaya Yojana – National Rural livelihood Mission.

Dedicated efforts focussed on developing local resources and creating a pool of village level community cadre [Community Resource Persons – Enterprise Promotion (CRP - EPs)] and building the capacity of the National Rural Livelihood Missions and SHG federations to monitor and direct the work of the CRP-EPs. So far, 302 female and 290 male community resource persons have been trained who are working in these blocks.

Till date, 35,572 enterprises have been promoted and Rs. 100.3 Crores have been disbursed. Also, 1205 enterprises have been provided with loans worth Rs. 5.63 Crores via various financial organisations. Under Udyog Aadhar, 7931 SVEP enterprises have been registered which would help the entrepreneurs receive a host of benefits, including credit linkages, ease in licensing and applicable concessions/subsidy. During January to February 2020, 3060 Entrepreneurs have been trained under the programme.

### State Wise Progress under SVEP

| Name of State   | No. of Blocks | No of CRP-EPs | Enterprises Promoted |              |              |
|-----------------|---------------|---------------|----------------------|--------------|--------------|
|                 |               |               | Group                | Individual   | Total        |
| Chhattisgarh    | 4             | 69            | 115                  | 5582         | 5697         |
| Gujarat         | 3             | 36            | 10                   | 2009         | 2019         |
| Haryana         | 4             | 35            | 1                    | 3385         | 3386         |
| Jammu & Kashmir | 2             | 34            | 0                    | 1219         | 1219         |
| Jharkhand       | 3             | 46            | 5                    | 1768         | 1773         |
| Madhya Pradesh  | 3             | 65            | 45                   | 4278         | 4323         |
| Odisha          | 8             | 94            | 0                    | 5999         | 5999         |
| Punjab          | 1             | 11            | 0                    | 683          | 683          |
| Telangana       | 2             | 23            | 0                    | 2191         | 2191         |
| Uttar Pradesh   | 5             | 90            | 1                    | 4340         | 4341         |
| West Bengal     | 7             | 89            | 54                   | 3887         | 3941         |
| <b>Total</b>    | <b>42</b>     | <b>592</b>    | <b>231</b>           | <b>35341</b> | <b>35572</b> |

### Sector wise Distribution of Supported Enterprises:

| Category      | Existing     | New          | Total        |
|---------------|--------------|--------------|--------------|
| Manufacturing | 875          | 2613         | 3488         |
| Service       | 3696         | 9195         | 12891        |
| Trading       | 6164         | 13029        | 19193        |
| <b>Total</b>  | <b>10735</b> | <b>24837</b> | <b>35572</b> |

### Caste and Gender Distribution of Entrepreneurs Promoted under SVEP:

| Caste        | Female Entrepreneurs | Male Entrepreneurs | Trans-genders | Total        |
|--------------|----------------------|--------------------|---------------|--------------|
| General      | 2909                 | 2625               | 0             | 5534         |
| Minority     | 615                  | 509                | 1             | 1125         |
| OBC          | 8332                 | 6163               | 0             | 14495        |
| SC           | 3795                 | 2857               | 0             | 6652         |
| ST           | 6718                 | 2315               | 0             | 9033         |
| <b>Total</b> | <b>22369</b>         | <b>14469</b>       | <b>1</b>      | <b>36839</b> |

## **ACADEMICIANS** from Uttar Pradesh **Probe** the nuances of **ENTREPRENEURSHIP** at EDII

**A**gainst the backdrop that entrepreneurship is the be-all and the end-all in today's context when it comes to inclusive growth, it becomes important to train academicians on imparting this learning to the pillars of future – our youth. EDII, therefore, conducted a 3-day Education Professionals' Development Programme during 21 - 23 February, 2020 for the academicians of Uttar Pradesh. The programme was designed to meet the entrepreneurship education requirements of Directors, Deans, Head of Departments and senior faculty of academic institutions affiliated with Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

The major objective of the programme was to expose the participating academicians to the comprehensive Entrepreneurship development process and equip them with skills to coordinate and organize entrepreneurship development related activities in their institutions. The programme was attended by 32 participants from across Uttar Pradesh.

The programme was designed following partnership between EDII and Dr. A.P.J. Abdul Kalam Technical University, Lucknow and it was recognized under Technical Education Quality Improvement Programme (TEQIP).

The programme was delivered through a blend of on-campus classroom interactions and field visits. Focus was on entrepreneurship teaching models & its various challenges, start up opportunities identification, value proposition and business model canvas. Psychometric assessments tool was also used for assessment on relevant dimensions of thinking and behaviour. The academicians were engaged in self-reflection, self-discovery through simulation activities.

Dr. Amit Kumar Dwivedi, Programme Director, highlighted the need for faculty group to keep abreast with latest developments in entrepreneurship so that the students continue to receive the right kind of mentorship. He added that



Participants seen with (7th from R) Dr. Sunil Shukla, Director General, EDII and other esteemed faculty members of the Institute.

the participants were confident about using the learning for entrepreneurship teaching to create an ecosystem for entrepreneurship on their campuses.

*"In countries where entrepreneurship has been flourishing the most; management and professional institutions play a key role in promoting entrepreneurship. I am glad that India is fast catching up. We as academicians can do our bit in establishing that this discipline is promising and that it can be pursued like any other career option. I am happy that we attended this programme as we got wonderful insights into structuring an entrepreneurship programme, developing the learning material covering all aspects of this very critical field and delivering the inputs to our students. I am sure India will very soon achieve its mandate of being hailed as a start-up nation."*

**Dr. Mrinal Kanti Manik**  
Director  
LDC Institute of Technical Studies  
Allahabad

## Knowledge SHARING.....

**M**r. Subhendu Kumar Mishra, a student of EDII's Fellow Programme in Management (2015-19 batch) cleared the Viva-Voce & Thesis defence on 9th March 2020. His FPM Thesis is on "Career Pursuits of the Younger Generation in Family Businesses- Role of Family Social Capital".

He completed his FPM under Dr. Sunil Shukla, Director General of the Institute, as his guide.



(From Right) Dr. Sunil Shukla- Director General, EDII and FPM Guide for Mr. Subhendu's FPM Thesis; Dr. Suresh Bhagavatula, Associate Professor IIM-Bangalore & External FPM Thesis Examiner, Mr. Subhendu Kumar Mishra; Dr. Sasi Misra, Prof. Emeritus IIM-Ahmedabad & Chair-FPM Executive Committee and Dr. Amit Dwivedi, Associate Prof. and In-charge Dept. of Policy Advocacy, Knowledge & Research and In-charge FPM



EDII faculty, Dr. Lalit Sharma presented a paper titled **Exploring Entrepreneurship Among STEM Women Mid-Career Break**. The paper was published in Journal of Small Business & Entrepreneurship. In this paper Dr Sharma has outlined the entrepreneurial intentions and levels of perceived barriers to entrepreneurship among women in STEM with mid-career break



## Bracing up **COUNTRIES** across the **WORLD** to bolster **ENTREPRENEURSHIP...**

With the growing complexities and interconnection of the world markets, the global business landscape is becoming increasingly competitive and challenging. And, to find opportunities amidst such complexities mandates skills and competencies that are result-oriented and target higher-order achievements. Competent human resource can ensure a positive change.

It is, therefore, in the interest of the nation to invest in their human resource and equip them with the right set of tools so that they not just compete and succeed in global business markets but also generate meaningful opportunities for their country.

With this motive, every year, EDII undertakes capacity building programmes in diverse areas for professionals from different countries. The programmes are sponsored by the Indian Technical and Economic Cooperation (ITEC) a division of the Ministry of External Affairs, Government of India. Three ITEC programmes designed over six weeks each were scheduled from January 6 to March 16, 2020. The programmes received a total of 69 participants from 26 countries.

A glimpse into these programmes:

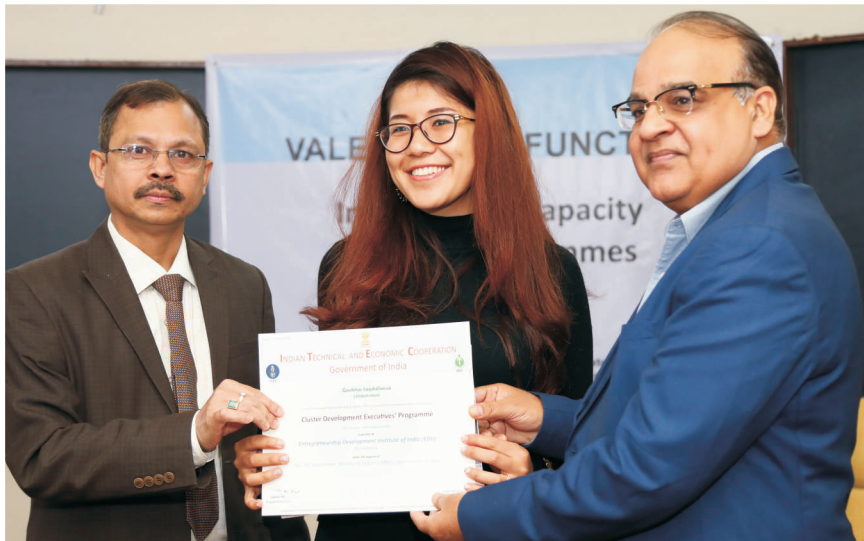
### **Cluster Development Executives Programme**

Agglomeration of small specialised enterprises, are unique to every country. If these units are supported

with the right set of tools in the areas of marketing, technology, production and networking, the benefit could be manifold for all the units in the agglomerate. Cluster development is a tried and tested approach which plays a crucial and decisive role in enhancing the competitiveness of the MSME sector. And, in order to infuse such effectiveness in clusters, a cadre of specialists hailed as the Cluster Development Executives play a key role. While EDII directly implements Cluster Development Programmes, it also trains and readies executives who can take up this task

Keeping this in mind, EDII conducted Cluster Development Executives' programme from January 6 to February 14, 2020. The programme witnessed a total number of 24 participants from eight countries viz; Bulgaria, Ethiopia, Kenya, Sri Lanka, Nigeria, Thailand, Tanzania, Uzbekistan. The participants were given a complete understanding of clusters and their dynamics, besides familiarising them with the nuances of successfully planning and implementing a Cluster Development Programme. The participants were equipped with skills in areas such as Business Profiling Instrument and Value Chain analysis, Action Plan Preparation, Implementation of Cluster Development Programmes.

Programme Director, Dr. Sanjay Pal said that uplifting clusters could be a solution to several of the problems faced by an economy and that



◀ (L) Dr. Sanjay Pal, Programme Director- Cluster Development Executives' Programme and (R) Dr. Sanjeev Chaturvedi, Sr. Faculty, EDII and Chairperson PGP, presenting certificate to a participant during the valedictory function.

prosperous clusters could contribute to economic growth and a thriving industrial landscape. In that sense, he expressed satisfaction over the way the participants had imbibed learning, with their respective countries in perspective.

The participants understood the significance of clusters and their contribution to local economy. The programme not just enabled the participants to harness their skills in the field of cluster development but also oriented them to a culture focussed at supporting industrial change and development.

### **Entrepreneurial management**

Change is the only constant. Organizations that accept this and live by this dictum prosper. Changes in the market are inevitable; sometimes these require major alterations in work strategies and modus operandi to survive the vicissitudes of markets and ensure maximum output from the given limited resources. This requires special skills and competencies, an upbeat attitude and the flexibility to adapt to changes.

EDII has designed and implements a programme in

Entrepreneurial Management wherein the focus is on imbibing entrepreneurial traits in employees so that they function with the goal of maximising their performance. One such training programme on Entrepreneurial Management was organized from February 3 to March 16, 2020. The programme received 22 participants from countries like Congo, Ethiopia, Fiji, Kenya, Kyrgyzstan, Liberia, Maldives, Niger, South Sudan, Tajikistan, Trinidad & Tobago, Zambia and Zimbabwe. The programme helped the participants sharpen their knowledge and skills and equipped them with attributes to practice entrepreneurial management effectively.

Programme Director, Dr. Amit Kr. Dwivedi, shared his insights on how entrepreneurial management plays a crucial role in ensuring maximum output from minimum resources. Emphasizing on entrepreneurial skill, Dr. Dwivedi enunciated how the programme turns officials into entrepreneurial managers.

The key inputs of the programme comprised well-designed modules which focussed on General Management Principles, Individual Processes,





Participants of ITEC sponsored international Programmes seen with (in the Centre) Dr. Sunil Shukla, Director General, EDII; (5th from L) Dr. Sanjay Pal, ITEC Programme Director- Cluster Development Executives' Programme and (2nd from R) Dr. Saji Kumar, ITEC Programme Director- Industrial, Infrastructure and Sustainable Project Preparation & Appraisal

Organizational Processes, Business Finance, Marketing Management, Operations Management, Human Resource Management and Entrepreneurship.

### **Industrial, Infrastructure and Sustainable Project Preparation & Appraisal**

Viable entrepreneurial ventures are the prerequisite of sound economies. Thus, economic growth of most developing countries can be upgraded by sharpening skills and capabilities in preparation and appraisal of pre investment studies. EDII conducted Training programme on 'Industrial and Infrastructure Project preparation & Appraisal' from Feb 17 to March 16, 2020 to train a group of 22 participants from 15 countries viz Afghanistan, Ethiopia, Fiji, Ghana, Guyana, Lesotho, Liberia, Madagascar, Mongolia, Nigeria, Oman, Tanzania, Uzbekistan, Zambia and Zimbabwe. The methodology implemented to impart learning included interactive sessions comprising case studies and field visits.

Programme Director Dr. Saji Kumar opining on the outcome of the programme said, "The Programme helped the participants improve and update knowledge in the areas of project preparation & appraisal techniques, decision-making process in sectors of industrial, infrastructure and sustainable opportunities. This will help the participants identify lucrative investment opportunities and as they delve into this, their knowledge in various areas of projects would continue improving as their base is now strong."

Field visits were also conducted where the participants were taken to different industries based in Gujarat such as GIFT City, Central Institute of Plastics Engineering & Technology (CIPET), Pashupati Cotspin Ltd., Field Master Innovation Limited, Madhur Dairy, Sadanand Leather Technology Gandhinagar etc.

The programme was well received.





ITEC participants on an exposure visit

## PARTICIPANTS SAY...

“The pedagogy of the programme, Industrial and Infrastructure Project Preparation & Appraisal, made it highly application-oriented. Also we visited several institutions to test the application-orientedness of the learning received in classrooms. I am glad that I attended this programme. My work will certainly experience new ways and methodologies, leading to better results.”

**Mohammad Tahir Omid, Afghanistan**

Industrial, Infrastructure and Sustainable Project Preparation & Appraisal

“The programme helped me acquire learning over a range of topics including planning, controlling, decision making and the like. We learnt about the finer nuances of effective functioning and optimal performance in an organization. I hope to benefit my organization with my newly acquired skills.”

**Yokwe Samuel Martin,  
South Sudan**

Entrepreneurial Management

“The course was well designed and delivered. The faculty facilitated learning through a diverse mix of methodologies. I am confident about making use of this knowledge and feel more informed and empowered. I will certainly share my learning with other professionals in my country so that there is more awareness about the new landmarks in the field.”

**Benyam Mesgina Ezra, Ethiopia**

Cluster Development Executives Programme

## THE BAMBOO SECTOR AND ENTREPRENEURSHIP OPPORTUNITIES...

In order to ensure participation of local populace in economic activities in the bamboo sector in Tripura, EDII participated in 30th Tripura Industries & Commerce Fair, 2020. This was a part of Bamboo-based Entrepreneurship & Livelihood Development Programme which was sponsored by National Mission on Himalayan Studies. The 18-day fair commenced from 29 January, 2020 and witnessed participation from neighboring countries like Bangladesh, Bhutan, Nepal etc. Business worth lakhs of rupees was generated from handmade rare exquisite products of artisans and craftsmen. The fair also helped in spreading message about the viability and eco-friendly nature of bamboo products.

The Institute also conducted three Entrepreneurship

Development Programmes (EDPs) of one week each at 'Ranirgaon', 'Charilam' & 'Nalchar' Bamboo Handicraft Clusters to equip the local resource persons. They were trained to explore the utility of bamboo and their skills and creativity were nurtured in developing bamboo based products. The programme benefitted 120 bamboo based artisans.

According to Dr. Sanjay Pal, Professor & Director, Dept. of Business Development Services and National Outreach, EDII "The bamboo sector has huge potential and it is very relevant for both economic development as well as environment protection. I am glad that with concerted efforts, the artisans are beginning to adopt a proactive role in reviving the art."

## AWARENESS PROGRAMME AND WORKSHOP UNDER DIGITAL MSME SCHEME

EDII has conducted five awareness programmes and four workshops to promote and encourage MSMEs to use digital technologies in their business operation for better quality of work and services. The awareness programmes and the workshops collectively benefitted 716 MSME representatives.





## ART BASED ENTREPRENEURSHIP PROGRAMME

A one-day workshop on promoting Art Entrepreneurship and Art based Enterprises was conducted in Kolkata. The workshop covered a wide range of topics such as; preservation of tradition skills and art; business opportunities centered around art; educating youth on art entrepreneurship; ways and means of promoting art based enterprises etc. The workshop proved to be an exceptional opportunity for the participants to learn the nuances of entrepreneurship and create enterprises in the domain of art. It was anchored by Dr. Jayanta Mohapatra, Faculty, EDII.



## SAY 'YES' TO SUSTAINABLE MSMEs

Under YES Bank supported project 'Say YES to Sustainable MSMEs in India', the Institute conducted 80 sensitization workshops on the importance of energy efficiency, which sensitized 1932 MSMEs. In addition to this, 32 health checkup camps were also organized for 2953 workers employed in the MSME sector. Workers in 2743 MSME units were sensitized about the necessity of adopting safety practices to reduce occupation health hazards. As a part of this project, Women Entrepreneurship Awareness programme was also organized wherein 109 women artisans from Gujarat and West Bengal were trained on various facets of entrepreneurship.





## CrAdLE ensures timely infusion of **RESOURCES** and **TECHNOLOGY** for **STARTUP**



*...centre for advancing & launching enterprises*

In the recent years, startups have garnered a lot of attention on account of their landmark innovations based on market needs and perceptions. Some successful startups are even slated to bring about a marked shift in the growth of the Indian economy. In the rise of startups, business incubators have a critical role to play. They perform a major role in the growth cycle of a startup by fostering them in the early stage, ensuring infusion of finance, technology and other critical resources and by expanding value-added services for facilitation of faster and more efficient growth of startups. EDII, with the support of NSTEDB, DST, Govt. of India hosts a technology incubator business – the Centre for Advancing and Launching Enterprises (CrAdLE). This was set up in 2016 for guiding, supporting and mentoring Start-ups. CrAdLE aims at fostering technology or knowledge based start-ups in manufacturing, food processing, renewable energy and healthcare segments. The incubator has so far incubated 38 start-ups since its inception. Over the last three months, some of the significant activities of CrAdLE include:

### **Engagement with Netherlands**

Netherlands Business Support Office (NBSO) visited CrAdLE startups, where startups presented their ideas and traced their growth stories. Also, Mr. Jan Dop, PUM Netherlands Senior Expert in waste water treatment visited CrAdLE startup – Phycoline Technologies to understand the phycoremediation technology which uses either macro-algae or micro-algae for removal or biotransformation of different pollutants & nutrients like organic/inorganic carbon, Nitrogen, Phosphorous, sulphates, heavy Metals etc.

The startups also got updated about the scenario in Netherlands and are looking forward to working out avenues of association.

### **Interactive session at IIC-LMCP**

A talk on National Innovation and Startup Policy during an event “Innovation Trends and Start-Up Opportunities in Pharma and Healthcare” at Atal Incubation Centre (AIC-LMCP), and MHRD-AICTE granted Institute Innovation Centre (IIC-LMCP) was received well.



Business Support Experts from Netherland visit CrAdLE

## PANELLIST WORKSHOP ON YUWAAH AT IACE



Session on 'How to make a Business Plan' during the event on 'The Right capital for Your Startup' at CIIE in association with Headstartup and TIE.

## HANDMADE IN INDIA

Crafts of India reverberate a culture of rich tradition and history. The Indian 'Handicraft' sector is abuzz with variety specific to a region and all these together make the country abound with uniqueness and diversity. The sector also acquires a distinct identity in terms of being source of livelihood for scores of people around the country. But, amidst a time where lives have become fast paced and complex, the richness of the handloom sector in India has got a few shades lighter due to various factors such as; lack of growth opportunities, inadequate market linkages, influx of cheaper machine made products, less innovation etc. Against this backdrop, under the support of HSBC Bank, EDII and Ernst & Young (EY) have collaborated to build entrepreneurship skills in about 5000 weavers across the country. This project, Hand Made in India, aims at building and evolving an entrepreneurial ecosystem around Handloom Clusters across the country. The project would be implemented over 3 years. In the first phase, the six selected handloom clusters are Bhuj and Surendranagar in Gujarat, Bargarh in Odisha, Kamrup in Assam, Maheshwar in Madhya Pradesh and Salem in Tamil Nadu.

The Institute has developed a revivification model for upgrading weaver skills, incorporating new age marketing techniques, ensuring increased availability of credit, leading to better income and enhanced quality of life in selected handloom clusters. Empowering women would be focused

upon as well. The weavers and craftsmen will be handheld to align initiatives with the latest trends so that they can compete in the global market.

### Goals of Handmade In India:

- Create intellectual capital by promoting/ understanding/undertaking value chain, market study, stakeholder mapping, contemporary systems and processes of the sector
- Develop capabilities of key stakeholders in design, networking, innovation and credit management
- Handhold key stakeholders by placing them in direct contact with big retailers and by undertaking international promotion
- Establish a cadre of mentors and trainers to benefit the industry and ensure sustainability
- Create common facility centres

### The last three months have been eventful with satisfying results. Here's a glimpse:

- Industry Round Table Discussion was organised at EDII Campus between EY and EDII on February 28, 2020 to facilitate creation of market linkages in the identified handloom clusters of Bhuj, Surendranagar and Maheshwar. The Meet enabled exchange of ideas on enhancing marketability of identified handloom products through better designs and technology. Key stakeholders of the handloom





value chain came together to discuss the challenges faced by the handloom sector and deliberated on the possible strategies and interventions to strengthen the value chain and achieve the programme outcomes for more than 3,000 target beneficiaries (weavers, artisans, job-workers, small traders and entrepreneurs) across six handloom clusters. Discussion centered around principal markets and export destinations for handloom products, forecasting the future demand related to styles, colour, fair trade policies, and digitalization of handloom industry and related areas. Valuable insights were shared and constructive inputs were noted at the end of the meeting. The meeting proved quite useful with experts sharing their ideas and opinions which would prove beneficial for the project.

- Project 'Handmade in India' (HMI) progress presentation was held at HSBC head office in Mumbai, to review and discuss the progress of project, future targets and objectives. Senior officials from HSBC, India; EY LLP were present in the meeting. It was discussed that 'Handmade in India' programme framework should be aligned with the United Nations Sustainable Development Goals and Design

Innovation should be focused upon as a part of the project. They suggested that alternative marketing channels should be identified apart from marketing of products through e-commerce. HSBC has agreed to extend support through its regional offices like Gujarat and Coimbatore to provide support in case of training sessions like finance assistance. Support in connecting weavers to Micro Finance Institutions (MFIs) would be undertaken as well.

- A series of exhibition-cum-sale were organized at various places. Artisans, weavers and traders got a platform to showcase their product innovations and benefited in terms of sale of their products.

Following are the details of exhibitions and capacity building programmes organized for various clusters:

#### MAHESHWARI CLUSTER (MADHYA PRADESH)

- Two-day Maheshwari Handloom textile exhibition was organized at Ashmia Mall, Bhopal during 7-8 March, 2020. The exhibition saw a good turnout. International Women's day was kept in mind while offering certain benefits to women customers and this



generated impressive results. The event was followed by a fashion show where women and youngsters walked the ramp with great pomp and glory. A quiz competition was also organized where participants were asked questions related to handloom. At the end of the event, the weavers and artisans from Maheshwar district interacted with the audience and discussed their hardships and challenges.

### BARGARH CLUSTER (ODISHA)

- Eight weavers attended a four-day exposure visit at CET, Bhubaneswar Art Silk Cluster at Gopalpur Jajpur district of Odisha during 10-13 March 2020.
- Four weavers participated in a two-day trade promotion at Promonade Mall, Basantkunj, New Delhi during 6-7 March 2020.
- Four weavers along with two team members of EDII took part in a two-day event on trade promotion and sale organized at two different Malls of Bhubaneswar during 14-15 March 2020.



### BHUJ CLUSTER (GUJARAT)

- A two-day trade promotion-cum-sale was organized at Empress Mall, Nagpur during 14- 15 March 2020. The event was attended by four weavers. It featured an exhibition and sale of handloom products which was followed by direct interaction with the weavers.
- Three weavers and one artisan participated in a two-day exhibition at hotel Sayaji, Indore on 6-7 March, 2020.
- One weaver and one artisan took part in a one day exhibition which was organized by GCCI Women Wing at Montecrist Banquet & Lawn on 14 March, 2020.
- As many as 348 weavers, 13 artisans and one trader from Bhuj cluster participated in various awareness and capacity building programmes organised by EDII.





### SURENDRANAGAR CLUSTER (GUJARAT)

- A ten-day exhibition Vasantotsav Hastkala Parv was organised at riverfront, Ahmedabad from 08 to 17 February, 2020 by iNDEXT-C, Ahmedabad. Patola weavers from Shri Bhavani Zari Resham Juth Hathvanat Udhyog Vankar Cooperative Society, participated in the event.
- A two-day mega exhibition-The HAAT - Premium Heritage Fashion and Lifestyle Exhibition was organised at Sayaji Hotel, Indore on 6th and 7th March 2020 by Faircare Exhibition Pvt. Ltd, Kolkata. The purpose of this event was to give a platform to various artisans to showcase their products/craft to diverse groups of people from elite and business class. 8 weavers (4 Patola and 4 Tangaliya weavers) participated in the event.
- A two-day exhibition-We Udaan 2020 was organised at Montecristo Banquet & Lawn, Ahmedabad on 7th & 8th march 2020. The event was organised by Business Women Wing Committee of Gujarat Chambers of Commerce & Industry on the occasion of International Women's Day under the sponsorship of Vajra Jewels. 4 weavers (2 Patola and 2 Tangaliya) participated in this event and displayed their products for sale.



### KAMRUP CLUSTER (ASSAM)

Three traders and weavers participated in a two-day exhibition which was organized at DLF Promenade Mall, New Delhi on 7-8 March, 2020. The exhibition showcased a range of Assamese traditional clothing, like; Mekhela Chador, Gamosha, Tasar silk sarees, shawals etc.





## Enabling the 'MARGINALISED' to Step Up .....

Employment generation, income and wealth creation, have not just been the goals of a country but at individual levels also, people have always aspired for these. Just as a country seeks to target optimum resource utilisation for achieving these goals, individuals too need to hone their skills in order to step up on to higher levels of achievement. It is especially the marginalised and the members of the SC/ST community who have aspirations but limited access to skills and education, and require efforts to come face-to-face with their latent potential. Training, education and counselling can create an ideal environment for achievement oriented and enterprising people. Towards creating such achieving societies, the National SC/ST Hub, Govt. of India has mounted capacity building programmes to hone soft skills as also entrepreneurial capabilities so that focussed new and existing entrepreneurs, especially from the SC/ST community, set up their enterprises and make them sustainable.

The programmes include subjects that are all a part of setting up and running an enterprise successfully and one such critical area is Marketing and Branding for Small Business. A capacity building programme in this area was, therefore, organized to impart key marketing and branding skills and knowledge to existing and prospective SC/ST entrepreneurs to promote entrepreneurship and SME development. The sub-objectives of the programme were to help the participants understand product positioning and value proposition, acquaint the participants with various marketing tools and techniques to be used to promote and strengthen their business, help them create an enabling environment for the growth of

small business and clarify the roles of relevant stakeholders in the business process.

3 such programmes on Marketing and Branding for Small Business were organised at EDII Ahmedabad Campus and Ajmer in Rajasthan. In all 71 participants were trained and equipped with skills.

Training programme on Developing Entrepreneurial Soft Skills was another theme-based programme, which was organised at EDII-Ahmedabad Campus and in Indore. The objective was to impart entrepreneurial traits, social and communication skills and other soft skills required for success as an entrepreneur. In all, 142 participants were trained.

On similar lines, Training programme on Digital Marketing was organised at Durg and Raipur in Chhattisgarh and Kota in Rajasthan. The objective was to provide working knowledge of various digital technology to benefit the businesses of all 92 participants.

Also, Training programme on Financial Management was organised in Ajmer, Jaipur in Rajasthan and Bhopal in Madhya Pradesh. The programme enabled the participants to understand the importance of financial management in the day to day operations of business. In all, 87 participants were trained.

Dr. Ishwar Kumar, Programme Director, Marketing and Branding for Small Business gave inputs on how initiatives should to be taken up by companies, since their inception, with regard to brand building. He discussed the basic requirements of branding and effective means of generating the required brand associations to create a positive image and required brand equity



Participants being awarded Programme Completion certificates by Mr. S.B Sareen, Director, Department of Projects- Government & In charge North-Eastern Regional Office

“Soft skills have a major role to play in today’s interconnected world where most of the work can be accomplished through virtual platforms. Entrepreneurs are most connected with people and that makes soft skills extremely important for them. They are judged on their ability to communicate, lead, present their products and services, negotiate and solve problems. All this together impact their prospects, hence this programme is crucial for entrepreneurs.”

**- Dr. Pankaj Bharti**

Programme Director, Entrepreneurial Soft Skills

“The world is evolving. While opportunities are rising, its complexities are increasing too. Skills and knowledge are mandatory to sustain and succeed. Gone are the days when entrepreneurs survived merely by virtue of being born in a business family. Today they need to keep themselves updated and in that light these theme based programmes are highly useful.”

**Dr. Hanif Mevati**

Programme Director, Digital Marketing and Financial Management

“This programme sought to instil need-based capabilities, knowledge, skills and behavioural attributes in participants and I am happy that their action plans indicate that they have imbibed the learning. And, we had planned the curriculum keeping in mind their application-orientedness. So, the participants realised just knowing is not enough, it is important to apply the learning.”

**- Mr. S.B. Sareen**

Programme Director

In a bid to bring the marginalized into the mainstream, the Govt. of Gujarat is also making efforts under the aegis of the Directorate of Scheduled Caste Welfare, Department of Social Justice & Empowerment. EDII has been given the onus of conducting Entrepreneurship Development Programmes (EDPs) with the objective of developing youths as entrepreneurs; and Small Industry Management Assistant Programmes (SIMAPs) with the objective to impart skill sets to the youth so that they become employable.

Over the last three months, 3 SIMAPs were organised at Sanand, Jetpur and Vadodara in Gujarat. In all 85 youths got trained. Overall, 5 SIMAPs have taken place and 152 youths have been trained, out of these 62 have been placed in different companies in sectors such as; ceramic, finance, engineering, services and many more.

## And they **LIT** the **PATH** for young **ENTREPRENEURS**.....

I believe there is no other profession in the world that is more important to society than that of a teacher." This is more than a quote by Dr. A. P. J. Abdul Kalam; it indicates the cornerstones of a winning society. The teachers play a prominent role in shaping our youths, they instil a distinct confidence in students to learn and implement their learning for bigger successes. Today, entrepreneurship, as a discipline, which is fast making a place for itself in society, needs faculty members more than ever before. The discipline needs teachers, the influence makers to educate students about the charms of being an entrepreneur, to tell them that entrepreneurship can be pursued like any other discipline and to teach them the finer nuances of entrepreneurship.

To ensure that we have an equipped faculty group, EDII has designed and offers National Faculty Development Programme to impart skills to teachers so that they in turn offer structured entrepreneurship programmes to students and counsel them on the benefits of adopting it as a career.

With the growing significance of entrepreneurship education, the faculty group has also accepted the onus of imparting extensive learning to stimulate critical thinking among students and bolster their entrepreneurial bent of mind. Over the last years, EDII has organized several Faculty Development Programmes across the nation to develop a cadre of resource persons with contemporary knowledge and skills to guide and motivate students to take up entrepreneurship as a career. As a part of this series of programmes, EDII organised DST-NIMAT

sponsored Faculty Development Programme in Thiruvananthapuram, Meghalaya and Kolkata.

The National Faculty Development Programme in 'Entrepreneurship & Start-ups' was organised in Thiruvananthapuram in association with Muslim Association College of Engineering, Venjaramoodu, Trivandrum (MACEW) and integrated Professional Forum, Trivandrum at MACEV Campus, Venjaramodu during 17 February to 29 February 2020.

The Programme was inaugurated by Prof. Umar Shehab, Director, MACEV Campus and Global Trainer & Strategist. The 12-day long programme covered a wide range of topics like New Enterprise Creation, Achievement Motivation Training, Entrepreneurial Competencies and their assessment, Interaction with Start-up entrepreneurs, Patent Filing, MSME, DIC Schemes, Design Thinking, Business Opportunity Identification, Company Registration Procedures, Business Plan Preparation, VC & Angel Funding, SIYB Game, Start-up Marketing & Business Pitching.

Study visits were arranged to Kerala Start-up Mission Incubator, FabLab Kerala and Nisha Industries. According to Programme Director, Mr. Shibin Mohamed T.K, "This programme did more than teaching; it brought the faculty closer to dealing with practical aspects that keep youths away from taking up entrepreneurship as a career."

On similar lines, DST-NIMAT sponsored FDP were conducted at Department of Management, North-Eastern Hill University, Tura Campus, Meghalaya during March 2 to 14 2020 where 33 participants





▲ Participants are seen discussing their business ideas during business opportunity identification exercise



▲ Participants seen during their field visit at Janbazar Shoe Cluster

attended the 13-day programme. Another FDP was conducted at University of Calcutta during 16-31 January 2020 where a total number of 20 participants attended the programme.

According to Programme Director of the FDP at Meghalaya, Ms. Smita Chetia Talukdar, "It is always a two-way learning process when participants include the faculty group. While the participants learnt the finer aspects of entrepreneurship, I also learnt about the choices and preferences of youths today. This helped me make necessary inclusions at every step and made learning even more application-oriented."

Mr. Gautam Mazumdar, Programme Director of the FDP at Kolkata said, "The programme was an endorsement that entrepreneurship is preferred but not opted for an account of myths associated with it

as faculty group expressed how eager students always were, about this discipline but hardly dared to venture out. They assured of offering programmes mentoring and counselling to students.

Training approach was based on adult learning principles/ experimental learning principles with focus on lecture-cum-discussion, case studies, role plays, simulation exercises, curriculum development, opportunity guidance and interaction with successful entrepreneurs for practical insights.

The Programme was effective in creating a unique platform for faculty group to engage in skill development (teaching and research), and identify best practices to deploy in their curricula to propagate entrepreneurship.

## Strengthening **COTTAGE** Industries & Rural **Entrepreneurship** Ecosystem in Gujarat

**E**DII conducted workshop on Strengthening Cottage Industries & Rural Entrepreneurship Ecosystem in Gujarat on 27 February, 2020. The event witnessed the gracious presence of Shri Mahesh Kumar, IFS, Managing Director, Gujarat State Handloom & Handicrafts Development Corporation Ltd. and Shri Sandeep Kumar, IAS, Secretary and Commissioner, Cottage and Rural Industries, Government of Gujarat.

Dr. Sunil Shukla, Director General, EDII set the tone of the event by welcoming the dignitaries. He enumerated how Gujarat takes a leap in the field of entrepreneurship in the global map. He further lauded the support of Gujarat Government to initiate this project.

Dr. Raman Gujral, Prof. & Head southern Region, EDII and also the Programme Director expressed his gratitude to all the departmental heads of Cottage Industries, Government of Gujarat for giving insightful inputs on the project. He shared his inputs regarding the project. He said, "The project would entail working on the complete value chain starting from the raw materials to the finished product in the selected villages of Gujarat". This project would become the first innovative project to transform rural

entrepreneurship ecosystem and will help in reaching out to the youths, artisans in the villages to get outcome-based results. To achieve the results, each district will have district centre to fulfil various need-based support required for the project. The project will cover 33 districts in a span of 3 years."

Shri Mahesh Kumar, IFS, Managing Director, Gujarat State Handloom & Handicrafts Dev. Corpn. Ltd discussed the importance of creating an eco-system so that all the stakeholders work together in an interdependent way. He mentioned that work in isolation will not provide the required impact and that an integrated approach is required for this project to provide the artisan sector of Gujarat, a dynamic ecosystem to thrive upon.

Shri Sandeep Kumar, IAS, praised EDII on their quick and dedicated approach and talked about the expanse of the project. He mentioned that the first stage of the project would involve 6 districts and discussed the importance of each and every stakeholder in this project.

The workshop proved to be exceptionally interactive and informative for all the stakeholders.



Participants seen during the workshop with (2nd from R) Dr. Sunil Shukla, Director General EDII and esteemed guests (3rd from R) Shri Sandeep Kumar, IAS Secretary and Commissioner, Cottage and Rural Industries, Government of Gujarat; (4th from R) Shri Mahesh Singh, IFS, Managing Director, Gujarat State Handloom & Handicrafts Development Corporation Ltd. Also seen with them are (R) Dr. Satya Ranjan Acharya, Associate Professor, EDII; (4th from L) Dr. Raman Gujral, Professor & Director, Department of Projects-Corporate and Regional Director - Southern Regional Office; (L) Mr. Brijesh Dave, Asso. Sr. Manager, (OLPE) EDII.



## PG Corner

### Dedication.... PERSEVERANCE & Awards GALORE .....

**K**rishan Mishra, a happy-go-lucky boy with simple needs and an endearing disposition from PGDBM batch 2001-02, truly believes that dreams are meant to come true for those who choose to fly. Krishan is a visionary in the true sense and finds motivation in every opportunity that promises to make the world a better place.

Today, it's nice to see that he has accomplished in the true sense. Countless awards stand as testimony... Proud recipient of the prestigious "Top 100 Leaders in Education" award for his notable contribution to the field of education, Krishan has come a long way.

His father was an Army officer and Krishan grew up with the learning that the best way to reach the top is by being the best man at the bottom.

Krishan nostalgically says, "Being an Army Officer's son, I loved the nomadic life, the uncertainty of the next posting, the excitement of packing and shifting

to a guest room, shedding tears for friends and then unpacking and settling down at another station, making new friends, and going to a new school. I interacted with people from diverse cultures and ethnicities. My discipline about time, table

etiquettes, and the way I dress up and interact with other people has all been shaped through the years." Krishan added.

He gives credit of his success to the values, ethics and discipline that were ingrained in him right from early childhood. "The construction of my values and disciplined behaviour had starting taking place during my school days. I fondly remember that I was in class eight, when one day, I found an expensive wrist watch

lying on the floor in the library hall. I immediately reported my school authority. They lauded my promptness and honoured me with Honesty Award. The owner of the wrist watch was no other than our school principal. It gave me immense happiness to





## PG Corner

see my parents who were filled with pride". Krishan recalls that this incident had sent a clear message to him that honesty is an enviable trait and no matter what he does in life, he will never compromise with honesty.

Krishan after completing his graduation in bachelors in Business Administration from Indore had started searching for meaningful options. It was then that he came across the Post Graduate Diploma in Business Entrepreneurship course of EDII. This generated interest in him, he did his research and applied for it. EDII imparted skills, knowledge and motivation in pursuing his dreams. He says, he explored entrepreneurship, spotted his areas of interest, readied his plans and decided to not just think big but also target his aims with a strategic plan. Krishan acknowledges the vital role that EDII faculty played as mentors and guides even after he had completed the course.

Today, Krishan has over 16 years of experience in business development and managing education business, channel partners and corporates. Today, Krishan heads Northern and Eastern India regions for Association of Chartered Certified Accountants and is responsible for ACCA's business development in the northern & eastern Indian markets. The ACCA is one of the world's leading professional accounting bodies, with around 219,000 members and 527,000 students in 179 countries.

It works with over 7,291 approved Employers

and 80 accountancy partnerships. Before this, Krishan had worked extensively as a National Coordinator for Allahabad Bank, UCO bank and had also managed Foreign and Rural Cooperative Banks.

Recollecting the pleasant memories at the institute, Krishan admiringly stated, "The motivational, skill building programme offered at EDII proved to be helpful in teaching judicious analysis of opportunities. Risk behaviours, SWOT analysis, marketing principles, entrepreneurial profiles and case studies offered at EDII helped me in enhancing my leadership skills.

On being asked about his future plans, Krishan admits that he believes in taking one step at a time and doing what he feels is right. To the new students and aspiring change makers Krishan's message is that - Any change has to first begin from within and no matter what situation one is in, it always helps to ask and remind oneself, what way is the action today gonna make the world a better place tomorrow.

The training at EDII continues to help Krishan to go back to books and studies. He is constantly adding to his skills. Krishan concludes, "A lesson I cherish and keep talking about is to plan your life's goal. A man who does not plan long ahead will find trouble at his door. EDII takes pride in Krishan Mishra's achievements and wishes him success in all his endeavours.



## PG Corner

### Studentpreneurs turn to online Learning

EDII switched to online learning for the students of its flagship programme Post Graduate Diploma in Management – Business Entrepreneurship (PGDM-BE) amidst lockdown due to outbreak of Coronavirus. The Institute conducted hours of online classes through Zoom and Google Classroom.

Explaining the need for digital learning in the current situation, Dr. Sunil Shukla, Director General, EDII said, “The Coronavirus pandemic has put a sudden stop to the world economy as almost all countries have resorted to lockdown measures to tackle the spread of the disease. It is heartening to know that despite major economies having shutdown, people

in these countries are trying to cope with the situation by working from home, wherever possible, and Education is no exception.”

In this tough time, EDII decided to harness its resources and continue with learning. “An entrepreneur faces lots of troubles before he/she becomes successful. The current situation is one such challenge for entrepreneurs. We are reinforcing the belief in our studentpreneurs that they are capable of handling such challenges. While learning is going on through regular classes, we are also guiding and mentoring them to draw lessons from the situation,” stated Dr. Sanjeev Chaturvedi, Sr. Faculty, EDII and Chairperson PGP.



A guest session on 'Musical Motivation' was held on 8 January, 2020 by Musical Motivational Speaker Mr. Vineet Tandon. He is India's one and only Musical Motivational Speaker and also a regular columnist in Dainik Jagran and counsels students on Career and Motivation. A TEDx Speaker, Vineet Tandon is the curator of a musical motivational talks. His sessions are a blend of music, poetry, bhajans, popular movie songs, inspirational quotes and spiritual insights. As per the students of EDII, they experienced a different kind of relaxation and they look forward to more such sessions in the future.



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