

EDII Reports III

July - September 2020

From the
Director General's Desk



The Pandemic and Entrepreneurial Responses

COVID-19 has created difficult conditions and situations for almost every sector. While some enterprises have faded in the face of adversity; some have sprung back with resilience and renewed resolve. Entrepreneurs have pivoted their businesses through repurposing and redirecting existing knowledge, skills, people and networks to

new needs that have emerged. From startups and individuals producing and selling face masks and shields to their local communities to local taxi startups turning into grocery delivery companies, the nature of innovation is often incremental but, at the same time, essential for survival and to adapt to the 'new normal'.

A repurposing approach of course is not without its challenges. Many of these entrepreneurs come from different knowledge domains and this poses a problem for those wanting to do business with them as it is difficult to judge their trustworthiness or legitimacy without a past reputation in that domain. Nevertheless, many entrepreneurial businesses have put on their thinking caps to meet new needs for goods or services, to some extent, borne out of the crisis.

One would, however, think that the way entrepreneurial business models and approaches got



**Entrepreneurship
Development
Institute of India**

affected by the pandemic would have an impact on how entrepreneurship is perceived as a career choice in the future. For a large number of enthusiasts, their inhibitions and apprehensions associated with an entrepreneurial career would further overpower their desire to be one's own boss. A number of startups have suffered during the pandemic yet, let me hastily add, we have also learned how it is also about moulding oneself according to the demands of the times. This is a unique situation which nobody had envisioned and hence even big business houses were not prepared to handle it. So, obviously there were massive problems but as they say in every crisis, there are opportunities. The past few months also brought in learnings with companies and individuals discovering their dormant abilities and competencies. I am happy to share how an EDII incubated startup, Phycolinc Technologies, woke up to the problems of farmers during lockdown and redirected its energies towards increasing productivity of crops using bio fertilizer. The startup has focused on raising farm income per hectare through quality and productivity improvement of crop. It is aiming at community level enterprise creation by supporting manufacturing of bio- fertilizer by entrepreneurs within the local community.

There are several coping responses that entrepreneurs have evolved. We see how manufacturers are today increasingly turning their focus on aftermarket services, not only as a means to enhance customer satisfaction but also as a revenue-generating opportunity.

Grocery and food retailers are responding to an unprecedented demand that strains the entire ecosystem. Their response has created an environment poised for innovation, with a need to realign supply chains, redefine what parts of the food workforce are essential, and gain a deeper understanding of how to connect with loyal customers.

Healthcare sector has seen a number of innovations to extend a helping hand to the present healthcare functioning. An alumnus of EDII, Harsh Shah has founded a startup named ShiUV India (OPC) Pvt. Ltd., which is focused on development of advanced disinfection technologies for various standard and customised applications. Their flagship product GermiWand is germicidal – i.e. it deactivates the DNA of bacteria, viruses and other pathogens and thus destroys their ability to multiply and cause disease. GW sterilizes any surface with powerful UVC light & kills up to 99% of surface germs and bacteria, including the Coronavirus strain (COVID-19).

So while there have been challenges, I would say, there have been innovations also amidst these challenges. The crisis has brought people and companies face-to-face with the need to increase their preparedness beyond just meeting financial hiccups, enhance their ability and competency to adapt to the new markets, and augment their responsiveness and resilience.

- Sunil Shukla

One of EDII's key promoters, the IDBI Bank Ltd., wins Reader's Digest Trusted Brand Award 2020

IDBI Bank Ltd. has won the Trusted Brand Award in the Banks- Private category. The judgement was reached on the basis of a consumer survey entitled Reader's Digest Trusted Brand, 2020.



(L-R) Shri Anil Fernandes, Associate Publisher, India Today Group handing over the Reader's Digest Trusted Brand Award 2020 to Shri Rakesh Sharma, President- EDII and Managing Director & CEO, IDBI Bank Limited

EDII Launches Policy Brief Series

The Policy Brief Series is a thoughtful initiative in the direction of creating awareness among policy makers, institutions, entrepreneurs and other esteemed audiences about major policy interventions. It aims to create a knowledge repository. The first Policy Brief which has been recently released discusses the details of the economic stimulus offered by the Govt. of India as a part of Atmanirbhar Bharat Campaign towards empowering MSMEs.



Celebrating the ideals of the Doyen, Dr. V. G. Patel

In celebration of life and ideals of the great leader and reformer Late Dr. V.G Patel who is also hailed as 'Father of Entrepreneurship Movement', EDII, in 2019, instituted Dr. V.G Patel Memorial Lecture Series. The Hon'ble Governor of Gujarat Acharya Devvrat delivered the 2nd Dr. V. G. Patel Memorial Lecture on 6th September 2020, virtually in view of the COVID 19 protocols. The topic was 'Entrepreneurial Opportunities in Natural Farming.' Also present on the occasion were Guest of Honour Prof. Anil Gupta, Founder of Honey Bee Network, SRISTI, GIAN & National Innovation Foundation; and Dr. Sunil Shukla, Director General, EDII.

Addressing the virtual audience on the unexplored entrepreneurial opportunities in agriculture and natural farming, Shri Acharya Devvrat ji Hon'ble Governorshri of Gujarat said that close to 70 % of our population resides in villages and is dependent on agriculture and therefore, it becomes important that we take this field with the seriousness it deserves and institute measures to escalate natural farming in every way, so that the farmers move up from

the level of subsistence to commercial farming. He added, "Amidst all the talks about healthy living and environment protection, a branch of farming gaining prominence is Natural Farming. The primary reason it is gaining grounds across the world is that it causes minimal damage to the environment, promises healthy produce and good health."

Guest of Honour, Prof. Anil Gupta enumerated how natural farming is an old age tradition but needs to be backed by extensive research for wider promotion and acceptance.

Dr. Sunil Shukla paid tribute to Late Dr. V.G. Patel recalling Dr. Patel's exceptional contribution to economic development of the nation through the concept of entrepreneurship. He then talked about the potential of entrepreneurship in all domains and highlighted how Governorshri is inclined towards promoting natural farming, another emerging area with potential galore.

Dr. Shukla also announced the winners of Dr. V. G. Patel Memorial Award for Entrepreneurship Trainer/ Educator/Mentor 2020 and awarded them with citation and cash prize.



Hon'ble Governorshri of Gujarat, Shri Acharya Devvrat addressing the gathering virtually on 'Entrepreneurial Opportunities in Natural Farming'



Dr. Sunil Shukla, Director General-EDII paying homage to Late Dr. V.G. Patel



Dr. Sunil Shukla presenting memento to Hon'ble Governor Shri of Gujarat, Shri Acharya Devvrat

Dr. V. G. Patel Memorial Award for Entrepreneurship Trainer/ Educator/ Mentor 2020

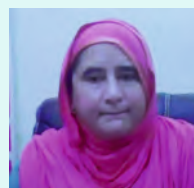
Dr. Patel had envisioned creating a cadre of entrepreneur trainer-motivators which he believed would impart sustainability to the entrepreneurship development movement. He was right in thinking so as today Entrepreneur Trainer-Motivators have come to play a major role in propagating entrepreneurship and sustaining its results. To pay our tribute to the late legendary, EDII

has, from this year, instituted 'Dr. V. G. Patel Memorial Award for Entrepreneurship Trainer/ Educator/Mentor'. The Award consists of a citation and a cash prize of Rs. 100,000/- to a professional for his/her outstanding performance/contribution in Entrepreneurship Training/Education/ Mentoring/Knowledge Creation, leading to setting up of enterprises. For 'Dr. V. G. Patel Memorial Award for Entrepreneurship Trainer/ Educator/Mentor' 2020, EDII received 87 entries from 84 institutions and 15 states across India. The Institute followed a three tier procedure of evaluation and selection. The winners are:



Dr. Pradeep Kumar Mishra, Professor, Department of Chemical Engineering and Technology, IIT (BHU) and Secretary & Coordinator, Malviya

Centre of Innovation Incubation and Entrepreneurship, IIT(BHU) Varanasi. Dr. Mishra is credited with noteworthy interventions in the areas of innovation, incubation and entrepreneurship.



Dr. Farahanaz Rasool, Deputy Director Extension Trainings, Directorate of Extension, Sher-e-Kashmir University of Agricultural

Sciences and Technology of Kashmir, Srinagar. Dr. Rasool's contribution is laudable as, she has ensured training and new enterprise creation amidst adversities and constraints of the state of Kashmir.

EDII features among top 25 institutes in ARIIA 2020 ranking

EDII features among top 25 institutes in ARIIA 2020 ranking

EDII has been ranked as one of the top twenty five institutes in the Atal Ranking of Institutions on Innovation Achievements (ARIIA)-2020. EDII is the only institute from Gujarat to secure the position in the category of 6th-25th private or self-financed institutes in ARIIA-2020 (with Band A). A total of 674 institutes/ universities from across the country had participated in six different categories for this ranking. Dr. Sunil Shukla, Director General, EDII complemented the entire team of EDII and CrAdLE (the Technology Business Incubator at EDII) for this milestone.

Under the ARIIA, institutions are ranked on innovation-related globally acceptable indicators. These indicators include successful innovation and start-ups and funding innovation and start-ups; intellectual property, technology transfer and commercialisation; annual budget spent on promoting and supporting innovation and entrepreneurship activities; IPR activities, pre incubation and incubation infrastructure and courses on innovation; IPR and entrepreneurship development.



**It was heartening to receive letter of appreciation from
Hon'ble Shri Bhupendrasinh Chudasama, Hon'ble Minister for Education
(Primary, Secondary and Adult), Higher and Technical Education,
Government of Gujarat**

BHUPENDRASINH CHUDASAMA



No. Edu(P&S), H&T, L&J, L&P/ /201
Minister,
**Education (Primary, Secondary and Adult),
Higher and Technical Education,
Law and Justice,
Legislative & Parliamentary Affairs,
Salt Industry, Cow-Breeding and Civil Aviation
Government of Gujarat,
Swarnim Sankul-1, 2nd Floor,
Sachivalaya, Gandhinagar-382 010**

Date :

Govt. of Gujarat - GTU's 5th Rank in ARIIA ranking 2020

I am pleased to learn that Gujarat technological University (GTU) has secured the 5th position in Atal Ranking of Institutions on Innovation Achievements (ARIIA) 2020 released by Shri. M. Venkaiah Naidu, Hon. Vice President of India on 18th August 2020.

It is indeed a matter of honor for the state of Gujarat that out of total 674 Higher Education Institutes participated across India in ARIIA 2020, Entrepreneurship Development Institute has secured rank under the category of Private or Self Financed Colleges/Institutions (HEIs in 6th to 25th Rank, Band-A).

India has moved up from 81st position in 2015 to 52nd position in 2019 in Global Innovation Index (GII) ranking and 78th position in Global Entrepreneurship Index (GEI). Entrepreneurship Development Institute promotes innovation and entrepreneurship approach among youth of Gujarat and Entrepreneurship Development Institute has also made a significant and leading role to strengthen the image of Gujarat as a state of Innovators and Entrepreneurs.

Such endeavors of Entrepreneurship Development Institute shall surely take the vision of our Hon. Prime Minister Shri. Narendra Modi on Atma Nirbhar Bharat.

My best wishes are with Entrepreneurship Development Institute.

(Bhupendrasinh Chudasama)

To
The Director,
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Bhat, Gandhinagar.

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EDII collaborates with Savitribai Phule Pune University's- Centre for Innovation Incubation & Enterprise

E DII and Savitribai Phule Pune University's Centre for Innovation, Incubation & Enterprise (SPPU's-CIIE) have partnered to provide direction and guidance to the youth for undertaking entrepreneurship as a career option. This collaboration will concentrate on education, training, research and institution building. In order to accomplish this, the Institutes will jointly develop and implement accredited courses and programmes in entrepreneurship development. It will also help in ensuring trained and qualified mentors and resource persons to ensure sustainable outcomes through Faculty Development Programmes which help in the growth of entrepreneurship. The collaboration would promote the access of students from University to EDII for practical training and

Under this MoU, a four-day Faculty Development Programme for faculty members of institutions under the aegis of Savitribai Phule Pune University would be launched from 26 Oct. focusing on imparting the teaching community an understanding on the critical aspects related to organizing Entrepreneurship Development programmes and mentoring students to adopt Entrepreneurship as a career.

industry experience in addition to entrepreneurship course-based instruction.

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Seen during the MoU signing ceremony are (Left Pic, 2nd from L) Dr. Milind Kamble, Founder Chairman- Dalit Indian Chamber of Commerce and Industry and esteemed board member- EDII with (Left pic, From R-L) Dr. Prafulla A. Pawar, Registrar, SPPU; Prof. (Dr.) Nitin R. Karmalkar, Vice Chancellor, SPPU and Dr. Apoorva Palkar, Member & Secretary, Centre for Innovation, Incubation & Linkage, Savitribai Phule Pune University. Also seen here with the copy of signed MoU is (Right Pic, in the centre) Dr. Sunil Shukla, Director General-EDII and esteemed faculty members of EDII

National conclave to formulate an action plan for promoting Cow-based Entrepreneurship



(In the Centre) Chief Guest, Shri Bhupendrasinh Chudasama, Hon'ble Minister for Education (Primary, Secondary and Adult), Higher and Technical Education, Law & Justice, Cow Breeding and Civil Aviation, Government of Gujarat along with (R-L) Dr. Vallabh Kathiria, Chairman, Rashtriya Kamdhenu Aayog and Dr. Sunil Shukla, Director General, EDII lighting the ceremonial lamp to mark a beginning to the workshop

E DII in association with Rashtriya Kamdhenu Aayog (RKA) Ministry of Fisheries, Department of Animal Husbandry & dairying, Govt. of India, organized a one-day National Conclave on “Cow based Entrepreneurship: Potential, Opportunities and Challenges” on 29th September 2020. The conclave aimed towards formulating a strategy and action plan for Rashtriya Kamdhenu Ayog to promote and encourage cow-based entrepreneurship in India. The chief guest for this conclave was Shri Bhupendrasinh Chudasama, Hon'ble Minister for Education (Primary, Secondary and Adult), Higher and

Technical Education, Law & Justice, Cow Breeding and Civil Aviation, Government of Gujarat.

The main outcomes discussed at the conclave to make cow-based entrepreneurship reach grassroots were: creating entrepreneurship avenues and an enabling eco-system for cow-based economy; identifying cow-based products for diversification and new enterprise creation; promoting cow-tourism; and developing custom-design capacity building programs for cow-shed/milch owners, start-ups etc. In this context, the conclave collated new ideas, experiences and underlying opportunities



Shri Bhupendrasinh Chudasama addressing the audience



(Centre) Chief Guest - Shri Bhupendrasinh Chudasama, being felicitated



Dr. Sunil Shukla, Director General, EDII felicitating to Dr. Vallabh Kathiria

and challenges shared by practitioners for entrepreneurs to ideate, create and nurture new age cow-based entrepreneurship.

In his address, Shri Bhupendrasinh Chudasama, said, "We should come forward in highlighting the importance of indigenous cows and various usages of cow-based products. We should also identify and promote potential cow-based opportunities and help evolve talent in this sector. We are hopeful that Rashtriya Kamdhenu Aayog and EDII will take this vision further by creating opportunities in cow-based entrepreneurship and by highlighting various initiatives and schemes by central and state governments to create awareness among farmers about by-products of the cow. This will also encourage potential start-ups to bring in their innovation and application to this sector. We are sure that EDII can play an important role in promoting cow-based entrepreneurship across the country."

Shri Vallabh Kathiria, Chairman, Rashtriya Kamdhenu Aayog, addressed the audience and explained the importance of promoting cow-entrepreneurship. "In the changing times, there is a need to double on and off-farm income for the Indian



An exhibit of cow-based products at the Conclave

agriculture sector. Cow-based entrepreneurship can be a key proponent in this regard. Apart from milk products, there is a huge potential in creating new types of enterprises based on cattle input and outputs. Although a niche domain, but with right interventions and intent, cow-based economy can be a prolific sector that could provide several employment opportunities at the grassroots level,” said Shri Kathiria. RKA and EDII are jointly planning to promote cow entrepreneurship across the country by organizing capacity building programmes and orienting more and more people towards this discipline.

The conclave also highlighted the importance of research and development on cow-based entrepreneurship, and better cow preventions and livestock.

Dr. Sunil Shukla, Director General, EDII, said,



“There is a need to enhance knowledge and capacity building of the existing and potential cow-based entrepreneurs. The domain remains unexplored, and with research and in-depth study, effective strategies and interventions can be laid down. This will help in the implementation of the initiative and also make sure that entrepreneurs gain the most from this new-age venture. This will also help in the growth and formalisation of the sector in the long run.”

The conclave was attended by representatives from Government and Agro sector. More than 80 delegates from across the country, involved in the sector, participated in the Conclave with all COVID protocols in place. Various products, health products made of cow dung and urine, etc. were displayed at the conclave to give current and potential entrepreneurs an insight.

Strengthening COTTAGE Industries & Rural Entrepreneurship Ecosystem in Gujarat

E DII conducted the first Entrepreneurship Awareness Camp on Strengthening Cottage Industries & Rural Entrepreneurship Ecosystem in Gujarat on 28 September, 2020 to kick-start the project 'Strengthening Cottage Industries and Rural Entrepreneurship Ecosystem in Gujarat'. The event witnessed the gracious presence of Shri Sandeep Kumar, IAS, Secretary and Commissioner, Cottage and Rural Industries, Government of Gujarat and Mr. D.M. Shukla, Director (Technical), G.A.S and Executive Director, iNDEXT-c.

Dr. Sunil Shukla, Director General, EDII set the tone of the event by welcoming the dignitaries and the participants. He expressed his gratitude for the support given by Gujarat Government for the initiation on this project and enumerated how this project will help in boosting rural entrepreneurship ecosystem in Gujarat.

Shri Sandeep Kumar, IAS, discussed about the project and said, "The project will be a unique outcome based and technology enabled entrepreneurship development

model which will lead to the revival of Cottage Industries. Every stakeholder in this project will play an important role which will help in the attainment of the goals in overall." He appreciated the institute's dedicated approach which is leading to the expansion of the project on time.

Dr. Satya Acharya, Associate Prof. & In-charge- Dept. of Entrepreneurship Education and State Programme Implementation Lead of the project briefed the participants about the project flow which will be done in various stages in a span on 3 years covering 33 districts of Gujarat. The project implementation will be started in Ahmedabad, Rajkot, Kutch, Jamnagar, Banaskantha and Surendranagar districts during the first phase. Gujarat Cottage Industries Development Centre (GCIDC) would be set up in each district which will operate as the Entrepreneurial Hub of the district. This will be a one stop platform providing all the needs like Skill Development, Entrepreneurship Development Training, Mentor Exchange, Credit Linkages, Market Linkages and Branding & Outreach. A team would be set up

as well in each GCIDC Centre comprising District Lead & Market Linkage Expert, Entrepreneurship Expert, Credit Linkage Expert, Promotions & Outreach Expert and M&E Expert to assist the artisans at every corner.

The awareness programme was attended by 30 artisans from Ahmedabad which was extremely informative to them.



Shri Sandeep Kumar, IAS, Secretary and Commissioner, Cottage and Rural Industries, Government of Gujarat addressing the participants. Also seen are (R-L) Mr. D.M. Shukla, Director (Technical), G.A.S and Executive Director, iNDEXT-c and Dr. Sunil Shukla, Director General, EDII

This is the first innovative project to transform rural entrepreneurship ecosystem which will help in reaching out to youths, artisans in the villages to get outcome based results. To achieve the results, each district will have Gujarat Cottage Industries Development Centre (GCIDC) to fulfil various need-based support required for the project. The project will cover 33 districts in a span of 3 years.

EDII collaborates with Savitribai Phule Pune University's- Centre for Innovation Incubation & Enterprise - contd... from page#08

The MoU was signed in the presence of Dr. Milind Kamble, Founder Chairman- Dalit Indian Chamber of Commerce and Industry (DICCI) and esteemed Board Member of EDII; Dr Nitin R. Karmalkar, Vice-Chancellor, SPPU and Dr Sunil Shukla, Director General, EDII.

Dr. Milind Kamble, Founder Chairman- Dalit Indian Chamber of Commerce and Industry (DICCI) and esteemed Board Member of EDII said, "Together our mandate should be to orient more and more students towards entrepreneurship and ensure that India is hailed as a start-up nation."

Dr Nitin R. Karmalkar, Vice-Chancellor, SPPU expressed, "It is necessary to facilitate entrepreneurship thought process among students' community. They need to be mentored and nurtured to convert their aspirations into an entrepreneurial career."

Dr Sunil Shukla, Director General, EDII said, "In the present scenario, there has been a renewed focus on entrepreneurship globally as a solution provider. More than ever, entrepreneurship is seen to be taking a leading role in fighting COVID-19. It is imperative to create an entrepreneurial ecosystem that is resilient and resourceful owing to external changes."

Faculty Group Takes the Onus of Deep-Rooting Entrepreneurship



Dr. Sunil Shukla, Director General, EDII interacting virtually with Prof Anil D Sahasrabudhe, Chairman, AICTE during the inauguration of the AICTE Training and Learning (ATAL) Academy FDP initiative

EDII conducted a Faculty Development Programme (FDP) on Dynamics of Strategy (Entrepreneurship Perspective) as a part of AICTE Training and Learning (ATAL) Academy FDP initiative, this year. 73 participants from 23 states across the country attended this programme.

All India Council for Technical Education (AICTE) has taken various quality initiatives to promote technical education in the country which also includes enhanced impetus on development of the faculty teaching in the colleges across the country.

The AICTE Training and Learning (ATAL) Academy has been conducting various Faculty Development Programmes (FDPs) for imparting/upgrading faculty knowledge in entrepreneurship and emerging areas. Given the COVID-19 crisis, this year around 562 FDPs in various emerging areas are going to be conducted in online mode. 68 such FDPs commenced from 21st Sep 2020. These sixty-eight FDPs were conducted by various renowned organizations of the country.

The virtual inauguration of 68 ATAL online FDPs was conducted on 21st Sep 2020. Hon'ble Chairman, Prof. Anil D Sahasrabuddhe, AICTE was the Chief Guest. Also present on the occasion were Prof. M P Poonia, Vice Chairman, AICTE and Prof. Rajive Kumar, Member Secretary, AICTE.



**Prof. Anil D Sahasrabuddhe,
Chairman, AICTE:**

“The new national education policy talks about both employability and creation of entrepreneurship through excellence, and here excellence is the watchword.

Education and Excellence, if these two come together, both employability and entrepreneurial abilities will be created among all graduates”



**Prof. M P Poonia, Vice Chairman,
AICTE:**

“The good thing that AICTE could bring is that in the institutes not only conventional teaching is done, but students are also encouraged to convert their ideas into useful products. AICTE has announced financial assistance and prizes to these students. There is an effort for holistic development enabling learners to bring out their core strength.”



**Prof. Rajive Kumar, Member Secretary,
AICTE:**

“ATAL Academy is able to bridge the gap between institutes of different categories, and the institutes from remote areas. 23

States are participating and 43 emerging areas are discussed in the FDP. Integration of industry in this Faculty Development Programme was mandatory and the gap between local industry and the institutes were bridged.”



Dr. Sunil Shukla, Director General, EDII:

“This is an extremely thoughtful initiative. An entrepreneurial perspective to deciphering strategies and understanding its nuances will definitely lead to multiple positive outcomes.”

A Ray of Hope Amidst Turbulence

...Start-up Village Entrepreneurship Programme

Determination can move mountains.... The inspiring story of Jai Maa Jagdambe SHG in Chhattisgarh's Naxalite-torn area affirms the saying. The state continues to face the difficult issue of naxals with some villages getting drastically crippled to even think of a normal life. Despite all adversaries, a group of women from Bastar has been courageously charting the course to success. The perseverance of the SHG members of Jai Maa Jagdambe of Karmari village in Bastar, Chhattisgarh has seen them through in enterprise creation, sustenance and employment creation.

Karmari village people usually gather raw cashews and sell them to forest department or to some private dealers to earn their livelihood. In 2008, a cashew processing unit was built in Karmari village by the State Forest Department but this unit, for various

reasons, closed within 6 months. During one of the orientation sessions of SHGs, the SVEP team found that there was scope for restoring the unit. They approached the forest department for the building that housed the unit and machinery support, and requested assistance from Jagdalpur College of Agriculture for forward linkages. For the group enterprise of cashew unit, the SVEP team developed a business strategy for which ten women entrepreneurs of Jai Maa Jagdambe SHG were identified. The BRC loan approval committee also defined the scope, and approved a loan of Rs 50,000 for the enterprise.

The CEF loan was primarily used to repair and sustain the machinery required for the production of cashew nuts. In addition, the unit was made operational with the aid of SHG members by acquiring 15 quintals of raw cashew nuts. In October 2018, the unit



started running and presently sells raw, full, half and four-quarter cashew nuts in the market. The revenue has steadily risen to Rs 90,000 to Rs 1, 00,000 per month. The profit, which is divided amongst the members, has enhanced their lifestyle.

Start-up Village Entrepreneurship Programme (SVEP) accounts for several such heartening and successful stories. The project covering 68 blocks in 14 States is helping members of Self Help Groups (SHG) to set up small enterprises in rural areas under non-farm sector is the sub-scheme under Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM).

EDII has been functioning as the National Resource Organisation (NRO) for this programme and is significantly enabling economic growth through sustainable livelihood means.



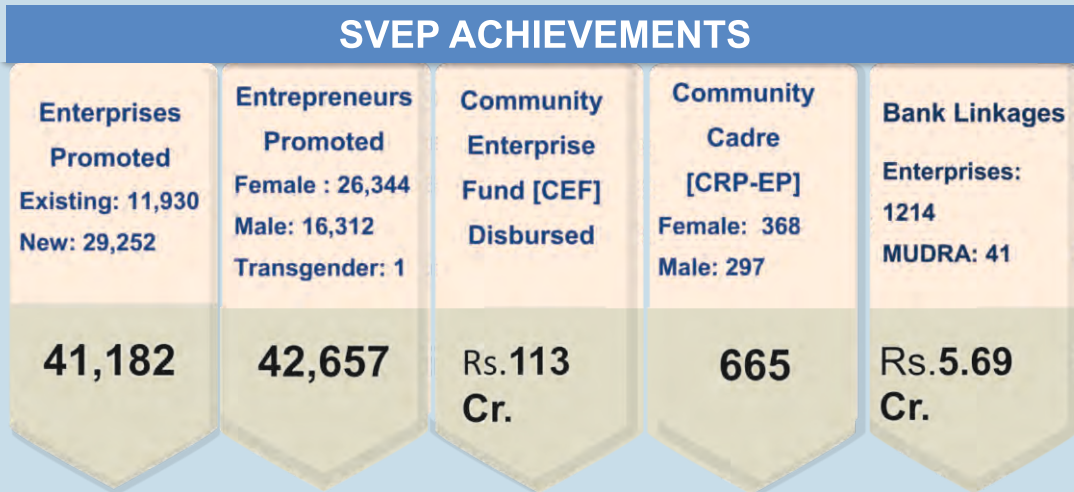
We had necessary infrastructure and resources but didn't have technical knowhow and forward linkages. SVEP helped us to restore the cashew unit as well as our livelihood. Entrepreneurship Development Programme (EDP) under the project SVEP, has enhanced our skills to manage the enterprise and has made us self-sustainable.



- Bodebai, Entrepreneur,
Jai Maa Jagdambe Cashew Unit,
Karmari, Bastar, Chhattisgarh

State Wise Progress under SVEP

| Sr. No. | Name of State | No. of Blocks | No. of CRP-EPs | Enterprises Promoted | | |
|--------------|-----------------|---------------|----------------|----------------------|--------------|--------------|
| | | | | Group | Individual | Total |
| 1 | Chhattisgarh | 4 | 69 | 134 | 5931 | 6065 |
| 2 | Gujarat | 3 | 21 | 13 | 2333 | 2346 |
| 3 | Haryana | 4 | 34 | 2 | 4028 | 4030 |
| 4 | Jammu & Kashmir | 2 | 31 | 0 | 1342 | 1342 |
| 5 | Jharkhand | 3 | 46 | 5 | 1970 | 1975 |
| 6 | Madhya Pradesh | 5 | 92 | 50 | 5289 | 5339 |
| 7 | Odisha | 8 | 91 | 0 | 6441 | 6441 |
| 8 | Punjab | 1 | 8 | 0 | 879 | 879 |
| 9 | Telangana | 2 | 23 | 0 | 3691 | 3691 |
| 10 | Uttar Pradesh | 5 | 90 | 1 | 4693 | 4694 |
| 11 | Uttarakhand | 2 | 30 | 0 | 140 | 140 |
| 12 | West Bengal | 7 | 86 | 62 | 4125 | 4187 |
| 13 | Assam | 3 | 44 | 0 | 53 | 53 |
| Total | | 49 | 665 | 267 | 40915 | 41182 |



SVEP trainees' contribution to COVID Care during March-July 2020... a period when the country was struggling to meet the demand for COVID-19 essentials. Their foresight helped them sail through the difficult times.

| Enterprises | No. of Enterprises Engaged | No. of Units Produced/Sold |
|-------------------|----------------------------|----------------------------|
| Mask Making | 484 | 957450 |
| PPE Kit | 17 | 1758 |
| Sanitizer (50 ml) | 8 | 3829 |
| Total | 509 | |



Sector Wise Distribution of SVEP supported Enterprises :

| Category | Existing | New | Total |
|----------------------|----------|-------|--------------|
| Manufacturing | 973 | 3031 | 4004 |
| Service | 4187 | 11097 | 15284 |
| Trading | 6770 | 15124 | 21894 |
| Total | 11930 | 29252 | 41182 |

Several activities were put on halt due to the pandemic. The pandemic also impacted the operations of enterprises mainly owing to the liquidity crunch. Hence, to analyse the ground situation and the status of enterprises, mentors and CRP-EPs of each block have been conducting surveys. The idea is to understand the situation and build a strategic plan to aid and guide the enterprises. The government's mantra of 'vocal for local' will indeed help enterprises become self-reliant and bring rural micro enterprises to the forefront of the economy. This will ultimately lead to the creation of entrepreneurial environment and help them become Atmanirbhar Bharat.

Online training on SVEP software for mentors

An online session for mentors was planned by the Institute with the support of Ministry of Rural Development during 10-14 August 2020 keeping in mind the lockdown norms. 20 participants from Andhra Pradesh, Bihar, Jharkhand, Madhya Pradesh, Odisha, Rajasthan and West Bengal participated in this online training programme on SVEP software. The participants were made familiar with the features of the SVEP web and mobile app. Practice sessions and an online test for the participants were also conducted as a part of this training programme.

On the Trajectory of Youth Employability and Entrepreneurship

The world today is in the clutches of unemployment; the youth is pressured about making it big amidst a plethora of choices that leave them disorganized. India, blessed with demographic dividend, is instituting measures that focus on giving the right direction and support to its youth. Several policy measures and assistance are seeking to make the environment conducive for the youth so that they adopt entrepreneurship and don the role of entrepreneurs. The idea is to enable them to become job creators instead of job seekers. The pace on the road to youth empowerment has greatly increased against the backdrop of much needed boost to start up and entrepreneurship across nations.

EDII, with youth entrepreneurship and start ups as its primary domains, collaborated with TCS iON, a strategic unit of Tata Consultancy Services to launch the TCS iON Youth Employability & Entrepreneurship Programme (YEEP) for students undertaking vocational courses. The launch ceremony was organised on the occasion of World Youth Skills Day.

TCS iON is a strategic business unit of Tata Consultancy Services focused on enabling institutions, government departments and organizations from multiple industry sectors to be efficient in their recruitment/admissions process, learning and skilling and overall business operations with the use of 'Phygital' platforms. These are platforms that overlay digital technologies over physical assets. TCS iON delivers this with a unique IT-as-a-Service model that provides easy-to-use, secured, integrated, and hosted solutions in a build-as-you-grow and pay-as-you-use business model.

TCS iON YEEP has a phygital model which is targeted at the holistic growth of young people who are learning or have completed their diploma, ITI and other educational programmes by developing their life, their career and their entrepreneurial skills. It provides well-researched immersive learning materials, community assessments and strategies to analyse and develop themselves. Students can also evaluate and apply for employment opportunities in industry and receive guidance

from a local network of subject experts on different aspects of self-employment.

The institute will assist YEEP students by offering information and knowledge on all facets of enterprise development and sustenance and mentor them in opportunity identification and conceptualizing the enterprise with the assistance of local mentors under the guidance of EDII experts.



Venguswamy Ramaswamy, Global Head, TCS iON said, “The need of the hour is to equip the youth of India with entrepreneurial skills to encourage self-employment.

We are optimistic that this program will empower them to progress towards self-sufficiency, boost their self-confidence and enable them to write their own success stories.”



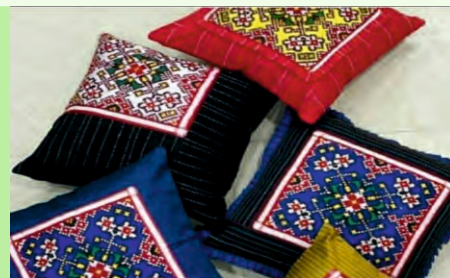
Dr Sunil Shukla, Director General, EDII, said, “These are the times when businesses need to implement knowledge, skills and attitude to succeed. These three factors will emanate the ability to

withstand crises and major catastrophes. Understanding the market and its dynamics is very important for every entrepreneur in today's times. TCS iON Youth Employability & Entrepreneurship Programme will spur creative entrepreneurship and develop our youths as competent entrepreneurs.”

The initiative will open the gates for youth to entrepreneurship as a career option. The mandate is to drive in that entrepreneurship can be learnt like any other option and inhibitions attached with the discipline can well be overcome with well planned training and counselling.

- EDII conducted a 3-day session on Entrepreneurship Development which was organized by DMI-St. John the Baptist University, Malawi. The webinar series titled, 'Scholars Skill Enrichment Programme' was organised for the students of DMISJBU, Malawi, and DMI-St. Eugene University, Zambia. It was streamed live at both the Universities. More than 500 students participated.
- Mr. Ganapathi Batthini, Librarian, EDII delivered an invited talk on Intrapreneurial Librarian for the Webinar on “Future of Librarianship: From Dos to Discovery”. The event was organized by Pandit Deendayal Petroleum University, Gandhinagar on June 5, 2020.

HANDMADE IN INDIA



Indian art and craftsmanship is widely admired and revered for its creative finesse and innovation. Every region of the country is known for its intrinsic and unique craft but unfortunately these crafts have not gathered popularity and acceptance that they deserve. Handicraft sector serves as a means of livelihood for several hundred people across India -be it rural, semi-rural or urban areas, with these crafts mainly following the genealogical pattern of growth. Yet the question that hovers over is – despite these advantages, why has the sector lagged behind. The answers that meet one's eyes are - lack of prospects for expansion, insufficient consumer linkages, proliferation of machine-made cheaper goods, minimal innovation etc. The sector bawls for a turnaround.

With the objective of revivifying the handicrafts sector of selected regions of the country and restoring the livelihood of artisans, EDII and Ernst & Young (EY) have partnered under the sponsorship support of HSBC Bank. The mandate is to build entrepreneurship skills in about 5000 weavers across the country. This initiative, Hand Made in India, seeks to create and grow an enterprise ecosystem across the country across Handloom Clusters. The project would be implemented over 3 years

in which during the first phase, six selected handloom clusters have been identified. These 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 and introduced a growth model so that the weavers could see a marked improvement in their skills, understand how the market forces operate and integrate innovation & marketing strategies with consumer demands.

However, just when the pace of interventions had picked up, COVID 19 affected rather aggressively. But this did open up new challenges, and the institute buckled up to enthuse new spirit and competency in artisans to ensure good work. Various awareness programmes were conducted across all the clusters to address their challenges and to train the artisans to ensure that they move on with renewed rigor. As per the guidelines issued by the Gol, the cluster offices started training programmes in small batches with 8-10 members. The interventions conducted in the clusters were Design intervention, Credit Linkage, Market linkage, Capacity building, Business development and Enterprise Development.

Some developments over the last months:

- **Surendranagar Cluster :**

Virtual Exhibition of Patola and Tangaliya weavers

A virtual event was conducted on the lines of Government of India's 'Make in India' initiative for the weavers in Surendranagar cluster. The event was conducted during August 1- August 3, 2020 so it could align with the National Handloom week celebration. 20 weavers of Patola and Tangaliya were selected for displaying their products during the exhibition. A virtual platform was created to host the event and promotions and marketing was made across social media platforms for larger outreach of the event. A detailed product catalogue of the weavers was made exclusively for the event. 20 stalls of each of the weavers were created and products were displayed with their price. Simultaneously, EDII-HMI stall was created to showcase new and innovative products developed through design interventions like silk patola masks, tie, cushion covers, clutches and silk patola jacket (koty).

The weavers were given orientation and training in using PayTm, Google Pay accounts and creating Gmail and Facebook accounts so that they could have direct interaction with the customers and even respond to customers post event.

Around 400 visitors attended the event across India from cities like Ahmedabad, Surat, Jamnagar, Baroda, Mumbai, Pune, Delhi, Chandigarh, Kolkata etc. The event got international presence as well since the

weavers received product enquiries from UAE, USA and Canada. The event was a huge success which was seen in the overall sale of Rs. 7,44,200/-

This event not only provided the weavers a direct platform to showcase their products but also removed the issue of middlemen and made them directly accessible to the customers.

Tangible outcome for weavers:

- Got opportunities for market linkages during the time of pandemic
- Got access to new markets
- Weavers found a new confidence. They realised how there were alternatives to doing business if they were updated and informed.
- For the first time the art of Patola and Tangaliya got visibility on Digital Platform
- The weavers interacted directly with the customers and got to feel their pulse

- **Bargarh Cluster:**

- **Capacity Building Awareness Programme for Weavers**

In 6 Bargarh district villages, the HMI Barharh Cluster team organized Capacity Building Awareness programmes for weavers. The awareness programme was successfully carried out with an eye on all safety measures instituted in view of the COVID 19 pandemic. 164 weavers participated in small batches so that social distancing and other protocols could be observed. The objective of the training was to create awareness among weavers about the need to upgrade their skills and competencies so that their craft could see better markets and acceptance, over a period of three years. The objective was also to probe the existing technical glitches and marketing gaps so that the same could be addressed for better prospects of the weavers.

- **Workshop on Design Development and Training**

EDII organized workshop on Design Development and Training in 4 villages of Bargarh cluster. The workshop saw participation of 68 weavers in small batches. The workshop facilitated necessary support in an integrated and comprehensive manner to the weavers, so that they could upgrade their product designing skills and get empowered to meet

the challenges of the market and global competition in a sustainable and self-reliant manner. Mr. Suryakant Dwivedi, Subject Matter Expert briefed the weavers about Computer aided Textile Design (CATD) system and its usage. Mr. P. Meher, National Awardee and local designer shared his experience about aesthetic appeal of Motifs and their importance in design.

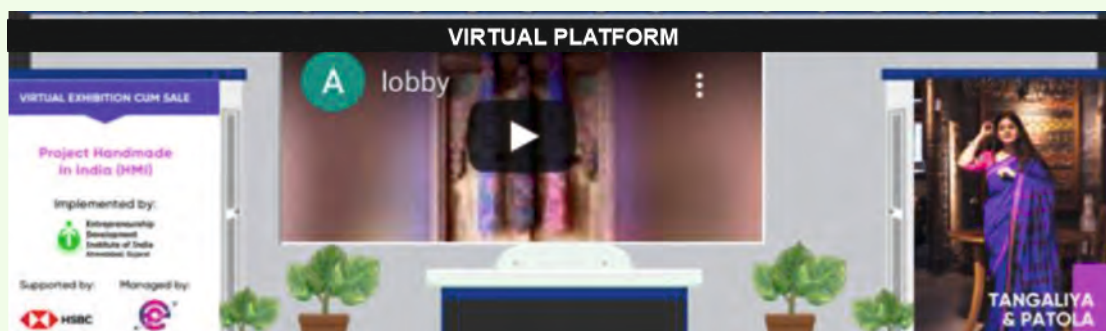
- **Training Programme on Market Linkages**

Training Programme on Market Linkages was conducted in 2 villages of the Bargarh cluster. 25 weavers attended the same. Mr. Deepak Goel, Director, Imperial College, Bargarh was invited to discuss topics like; Central / State Government developmental schemes for weavers, basics of Micro /Social Enterprise Promotion and Management, types of marketing channels and the Indian Handloom scenario. The weavers drew learnings about the market environment and marketing of handloom products through various platforms. They were also oriented about India Handloom Brand and Mark as a marketing strategy.

- **Kamrup Cluster**

She dazzles all with her entrepreneurial feats

Hira Medhi is a 34-year old resident of Kamrup district in Assam. She had to





Participants seen during the training

leave her studies after completing her 12th standard to support her father in weaving work so that she could add to his income.

Hira inherited the skill of weaving, observing and helping her parents in the loom since her childhood. She wove 'Anakata Gamocho', a specially designed scarf worn by the groom during the wedding ceremony. The market price of one such piece ranges from Rs 500-700 depending on the intricacy of the design.

Hira participated in a Handloom Awareness Programme organized in her village under HMI project. She learnt about the importance of product standardization for establishing a hold on the market. The HMI team gave her towards running a profitable weaving business and imparted the skills required to tap newer markets with carefully planned diversification.

She was linked to Pragjyotish Cooperative Society Ltd, Sualkuchi for marketing 'Anakata Gamocho'. Today, Hira is ready to take on new challenges such as Karbi traditional dress 'Pekok' for which the Cooperative society has a ready market.

Owning two looms at present, Hira has plans to add one more loom to her unit and engage a person to help her meet the high demand. Hira is thankful to HMI team for the market linkages arranged for her and looks forward to greener pastures.

- **Bargarh Cluster**

Weaving Magic

Subashini Meher comes from a traditional weaving family whose major source income is from weaving activities. She together with her husband works on their pit loom which is erected in their house. Besides weaving she also undertakes the work of dyeing in different colours. Alongwith the members of her family, she produces Sambalpuri Ikat sarees and sells her produce at the nearby local market.

On hearing about the design training workshop, she participated in it and learnt about the importance of design for the growth of a business, drafting designs of graph paper and new colour combinations. Before participating in this programme, she purchased designs from the market.

Today she uses her knowledge in creating her own designs and weaves sarees accordingly. Earlier she earned Rs. 1800 to 2000 per saree but today she sells her product in the range of 2600-2800 rupees per saree, in the local market. Her monthly income has gone up by 3000-4000 rupees. Other weavers in the vicinity have drawn inspiration from Subashini and have started looking out for innovations that can enhance their business prospects.

Innovative Thinking Spurts Success for These Entrepreneurs

...EDII and Accenture Enhance Livelihood Options for Scores of Women

Micro Skillpreneurship Development Programme (MSDP), conducted by EDII with support from Accenture has helped many a women find their footing in terms of stable and viable livelihood options. Women from rural areas of Karnataka, Telangana, Assam, Madhya Pradesh, Uttarakhand, Goa, Pondicherry, Tamil Nadu, Kerala and Andhra Pradesh received training in identifying and adding value to local

products, thus creating a market for them and making them much sought after. A women group enterprise formed by participants of MSDP programme came up with an innovative value addition to create income and employment while supporting local farmers.

Farmers of Kanyakumari- Thirunalveli region depend on cultivating crops that require less water due to scarcity of water in

MSDPs are designed to motivate and develop entrepreneurs towards establishing 'Local Resource & Demand based Sustainable Micro-enterprises' by providing practical exposure and theoretical inputs. The project focuses on developing micro entrepreneurs among rural youth and women, thus promoting employment generation, asset creation, and revenue generation. Through practical exposure and theoretical inputs, potential entrepreneurs are encouraged to establish 'local produce and demand based sustainable micro enterprises'.

the region. Ground nut/Peanut is organically cultivated by small and marginal farmers here. The harvested groundnut is dried in sunlight and stored in gunny bags. They sell the produce when the prices go up in the market in few months. However, 2020 brought in a spell of bad luck for these farmers with the Pandemic and the subsequent lockdown hitting them hard. The market for groundnut fell severely due to the lockdown and an overall blow to general market cycle.

The participants of MSDP110, Tata Colony, Thirunalveli, like true entrepreneurs, identified an opportunity. While they understood that wholesale market will not fetch good price any time soon, they tried exploring local retail market. 10 women participants of MSDP 110, under the leadership of Ms. Rajeshwari, came

together, to start a group enterprise based on local organic groundnut in the brand name 'Grandma's Products'. They procured organic groundnut from local farmers, roasted them and packed them in to packets of 50g. The innovative package design and printing tasks were supported by EDII trained trainer in Kanyakumari. Eco-friendly paper packets were printed with stylish designs. Each packet was priced at Rs.10/- for direct sales and Rs.8/- per packet when given to shops for sale.

Post lockdown, the women entrepreneurs packed and took it for sales to local shops, stalls near local temples and churches. The sale started on 14 August 2020 through direct as well as retail routes. By August 31, 2020, these enterprising women had sold 56 kg of roasted groundnut. The wholesale best price for organic groundnut in



Kanyakumari *Uzhavar Santhai* (Farmer's Market) is Rs.90/- per kg. The new packaging and innovative ideas fetched Rs. 10/- for 50 g of groundnut, thus making it Rs.200/- for 1 kg of groundnut. The women entrepreneurs happily announce that there was a profit of Rs. 3360/- in 15 days.

Today the entrepreneurs have an inspiring story to narrate. They realise the power of innovative thinking; they endorse that if one door gets locked, the other opens and that opportunities always exists, just that they need to be spotted with a keen eye. They have dreams galore. They know there is still an untapped potential in the retail market. Also, understanding the entire process of a business operation, they realize how

planning and analysis at every stage impacts the price and other factors of the final product. For example, they recall how ensuring affordable pricing for packaging of the product helped them a lot.

They are also planning for diversification in products and sales strategies. Small packaging of raw groundnut (non-roasted), in packets of half or one kg will enable them to cater to household demand as ground nut oil is traditionally prepared at households of these region. They can reach directly to the end customer by cutting a long array of middle men. Items like peanut candy; other peanut based snackable items are also being explored.

With plans for diversification in place, these

About TATAkudi Village

All the 88 houses in this village are inhabited by rehabilitated families from Tsunami affected areas. All of them had lost all their belongings, including their houses in the Tsunami disaster of 2006. Some had even lost their close family members.

The village has been constructed by TATA spending 2.2 Crores in 13 Acres of land provided by Government of Tamil Nadu

Life hasn't come back to normal since the disaster hit them. They make ends meet on daily income from fishing activities.

MSDP 110 was initiated in the village with the participation of 48 women. The training focused on imparting entrepreneurship skills on developing coconut based products including coconut leaf straw. As a part of the programme, Common Facility Centre has also been established in the village for enterprises to work together.

women entrepreneurs have already applied for FSSAI central registration.

This entire experience has left the women all charged up to think anew, take calculated risks, understand the formalities and take the plunge with proper guidance in place. They have not just explored a new avenue by creating a sustainable product but have also created employment opportunities. All charged up, they smile and announce, “We can do it.”



Women Entrepreneurs of 'Grandma's Products'



Entrepreneurship Development Institute of India (EDII)

Ministry of MSME, Government of India, Sponsored

Under the National SC-ST Hub Scheme

One Week Programmes for SC-ST youth (Male/Female) : No Fees



Ministry of MSME
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**Only 30 Participants
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Post COVID-19 Business Revival in India: The Role of BDS Providers



- Dr. Sanjay Pal

Professor and Director Dept. of Business
Development Services & National Outreach
EDII

The recent outbreak of coronavirus (COVID-19) across the globe has brought in serious troubles for all. The world is fighting COVID-19 crisis, but what is equally worrisome are almost everyone is contemplating the post crisis consequences. Many world leaders, country heads, institutions, media and researchers are highlighting different aspects of this phenomenon. The most worrying of them is the state of micro, small and medium enterprises (MSMEs) and informal businesses, which are directly linked to the livelihood of a large section of Indian society. In the months of lockdown, economic activities have almost frozen, resulting in a huge unrest among the people, especially those living at the bottom of the pyramid. Since MSMEs and informal businesses have lesser means to sustain this crisis, the struggle for survival is conspicuous. Given such a situation, a slew of measures are required to place MSMEs back on saddle. Although several financial and non-financial measures, incentives, and strategies have been put forth by the government and other regulatory bodies, the situation continues to be dismal.

BDS support can help MSMEs visualize the situation that is unfolding and suggest solutions that can be adopted to reduce temporary disruptions caused by the pandemic, i.e. breakdown of machinery, migration of skilled labour, lack of capital, inconsistent demand, logistics issues, etc. MSMEs will have to be guided on how to reduce costs, increase profit margins and compete favourably. It is very important to re-work on both demand side and supply side problems, particularly when it is very difficult to generate sizeable demand in most of the non-essential product categories. In situations when customers or suppliers are finding difficulty in reaching out to each other, BDS can help MSMEs in visualizing better solutions by applying abductive thinking so that they are able to restore supply chain and operations, protect workforce from leaving, maintain productivity while adopting new ways of working, use digital technologies for customer acquisition and sales fulfilment based on a rapid-response-n-rapid-adaptation policy. MSMEs, now, will also have to think long-term with a no-regret policy and try to develop a more elastic and digital friendly workforce, resilient

distribution channels, reliable raw material suppliers, etc. through training, trust building and partner engagement. While the cost of production would be low, standards and quality of products will be high and it will be comparable with their foreign counterparts, thus being able to compete in the international market as well. Both government supported and private BDS can be extremely helpful to MSMEs in developing a proper and transparent communication with customers and employees, rejuvenate the level of motivation among employees and partners, suggest cheaper sources of investment, develop mitigation strategies which can work in different time intervals and intensity of problem, rebuild business networks, help in accessing emergency support, and avail grants, sops, and incentives provided by the government and financial institutions to bring back the business on track.

Some of the initiatives which MSMEs can adopt for themselves with the support of BDS providers during post pandemic are:

- Take BDS support to avoid business disruptions due to liquidity crunch. BDS (financial) help can be used to assess short term liquidity (including cash balances) and take necessary measures to meet operational payments and avoid maximum chances of business disruptions¹.
- MSMEs will have to revisit both short-term and long-term business planning and redevelop their business strategies in the light of COVID-19 crisis. It is very likely that their financial and operational requirements are going to be drastically dissimilar to what they might have predicted earlier and, therefore, will need adjustments based on the emerging post-COVID scenario. This might require them to make necessary changes in the capital structure considering the likely decrease in earnings, deferral of non-essential capex, and necessity to diversify funding sources. While they have to bring back the activities on track, they will be also required to closely evaluate cost structures and cut down on excess spend and explore ways of having lean assets (disposal of non-core assets) to optimise carrying costs and make balance sheets lean¹.
- BDS might be required to avail benefits of non-financial government incentives and sops to MSMEs announced to fight COVID crisis. For example, incentives for manufacturing and assembling locally, raw material import, export incentives, export market development, technology upgradation, energy efficiency, waste management, vendor development, product design and development, marketing and branding etc.
- BDS for Inventory management (Lean Inventory), supply chain and to make necessary changes to solve operational problems with regard to market promotion, raw material supply, logistics, labour supply, OHS, retrieval and proper utilization of receivables.
- BDS support in assessing employee welfare policies, develop alternative working strategies that can create least disruptions during disaster

situations, identify technologies that can aid in decreasing such disruptions in future.

- Identify and develop alternative supply chain scenarios which can deal with the post pandemic situations as it unfolds, work on product reengineering, raw material substitution, and rework on customer acquisition and pricing strategies.
- BDS support for overall financial management-cash (working capital), taxes, refunds, disclosures, management of unpredictable revenue and profits, assess resources needed to overcome this temporary situation, and development of long term strategies.
- Develop digital infrastructure and avail benefits of government schemes for digital upskilling. Adoption of digital technologies will also prepare them for future crisis management.
- Online business diagnostic tools could be developed to capture data from MSMEs, which could be analysed through advanced data analysis techniques, for scenario planning and offer suggestions for MSMEs on different aspects.
- Through BDS and other technical support, businesses in India can reorient and redevelop their competitive advantage through innovation, skill development, training, and technology upgrading.

The pandemic can weaken the capabilities of MSMEs and may hamper their productivity and growth. In such cases, BDS can come to their rescue. Although in the present situation, it is very difficult to capitalize on opportunities available for business gains, it has definitely served as a wake-up call to help understand the complex system of business we were operating in. In this case, it has made us rethink and reconsider the business model that might work and help businesses survive the changes that are likely to emerge after COVID-19 pandemic. It has also made us contemplate as to how the customers will behave in the post pandemic era and the cognitive, attitudinal and behavioural responses to the marketing cues, i.e. their newer ways of consumption. Digital modes of businesses have experienced lesser barriers during the pandemic in comparison to the traditional mode of business. So the 'new normal' has its own rules and dictates that demand changes and alterations in our modus operandi. BDS may not be a solution to all the business related problems but definitely a friend, philosopher and guide that can help solve most of these problems that MSMEs have been facing lately.

Reference

1. Potential Impact of COVID-19 on the Indian Economy, KPMG India Report (Accessed on 30 April, 2020, Source: <https://home.kpmg/content/dam/kpmg/in/pdf/2020/04/potential-impact-of-covid-19-on-the-indian-economy.pdf>)

EDII Launches 'PGDM in Innovation, Entrepreneurship & Venture Development (IEV)' Course

E DII, a pioneer in entrepreneurship education, has launched a new AICTE approved course - 'PGDM in Innovation, Entrepreneurship & Venture Development (IEV)'. The course is designed to enhance creative leadership, financial skills for entrepreneurs, and business-innovations planning. The two-year full-time AICTE approved programme offers the know-how and expertise required to strategize for viable business enterprises amidst the start-up movement in India and worldwide.

Dr Sunil Shukla, Director General, EDII expressing his views during the launch of the programme, said "Indian entrepreneurs face two major challenges in scaling up their ventures. First involves raising funds at a reasonable cost and second revolves around navigating through the complexities of innovation in the product or service offering. Hence, the new programme focuses on both these aspects in detail and aims to facilitate the management of innovations and venture

development from foundation to advanced stages."

Dr Shukla further stated that start-ups in their early years have very limited resources to raise funds as Private Equity and Venture Capital enter at a much later stage. "However, most of the start-ups; despite good business models, fail because they are unable to raise angel capital. This programme will develop financial skills of entrepreneurs and help them in applying their entrepreneurial skills in real-life situations. For the first time we are combining our academic and business incubation expertise to provide a holistic course layout," he added.

The programme also includes a residency and venture establishment phases, which will run over four semesters at CrAdLE which is the Institute's Technology Business Incubator at EDII, catalysed and supported by NSTEDB, DST, Govt. of India.

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|  | Entrepreneurship Development Institute of India, Ahmedabad | Ranked among top 25 Institutes in India, under SFI category by ARIIA-2020 |
| | ADMISSIONS OPEN <small>AGAINST VACANT SEATS</small> <small>AICTE-Approved 2-year, full-time PG Programmes</small> | Honoured with AICTE Award for Supporting Start-ups |
| Post Graduate Diploma in Management - Entrepreneurship | | |
| PGDM-E (2020-22) <small>AIU Recognised & NBA Accredited</small> | | |
| For details and to apply, Visit : www.ediindia.ac.in/ www.ediindia.org M : 9825528918 / 7573978987 Email : pgp@ediindia.org | | Eligibility : <ul style="list-style-type: none"> • Graduation with minimum 50% marks • No Management Test Scores required |
| Applications are also invited for PGDM-Innovation, Entrepreneurship & Venture Development (IEV) | | |

Towards Building Entrepreneurial Leadership

An entrepreneurial leader showcases a personality that goads him/her to persist, foster innovation and ensure optimal development within available resources. These are the people who inspire, educate, mentor and advise others to pursue higher-order achievements. The most appealing part of this process of entrepreneurship development is that entrepreneurs can be created through well devised training and mentoring intervention. Given this backdrop, EDII organized a one-week Virtual Trainers' Training Programme on Entrepreneurship during 24 to 28 August, 2020. The objective of the programme was to create a cadre of development professionals in the field of entrepreneurship.

Inputs focussed on Unleashing Entrepreneurship, Entrepreneurship Development Process: Stages and Innovation; Promoting Entrepreneurship amongst the Potential Target Groups; Identifying potential entrepreneurs: Methods & Tools; Business Opportunity

Identification & Selection; Content Designing on Entrepreneurship; Planning and implementation of entrepreneurship development activity; Support Network and Fund Raising; Handholding Support; Documentation and proposal writing was laid upon.

The programme addressed 33 participants (24 male, 9 Female) from 14 states namely (J&K, Uttarakhand, UP, Andhra Pradesh, Telangana, Tamil Nadu, Gujarat, MP, Maharashtra, Goa, Rajasthan, Odisha, Kerala and Karnataka). The participants were from Universities, Academic Institutions, Development Organizations, Govt. Institutions, E D Cells, TCO (Technical Consultancy Organizations) and VOs (Voluntary Organizations).



Mr. Prakash Solanki, Programme Director emphasised on the increasing demand of entrepreneurship for boosting the nation's economy. "Each and every area and domain, has a significant role in fortifying

entrepreneurship in its unique ways, and hence it becomes urgent to focus efforts on creating entrepreneurs across sectors and sections of society,” he said.



Mr. S.B. Sareen, Director-Projects - Govt., expressing his views, said, “Entrepreneurship is one of the most powerful solutions to the rising problems of unemployment and poverty gripping the nation. India with a range of opportunities, a supportive policy environment and a strong institutional infrastructure, makes an

encouraging canvas for entrepreneurship development and its sustenance. Programmes like these give us huge hope. I am glad this Trainers' programme was successful.”

The programme was well received, and the encouraging response says that it would go a long way in evolving a feasible framework for development and growth of the country on the premise of entrepreneurship. Participants acknowledged a noticeable improvement in their learning and attitude, and were confident about inspiring many on an entrepreneurial journey.

PARTICIPANTS OPINE...



Each and every session was insightful and helped us enhance our knowledge. We got clarity about the entire entrepreneurship development process

-Dr. Simanthini K., Asst. Professor, DSATM, Bangalore.



It has ignited a spark in us to work with more perseverance and enthusiasm in this very important domain area in the state of Jammu & Kashmir

- Dr. Farahanaz Rasool, Deputy Director- Extension Training, Sher-I Kashmir University of Agricultural Sciences and Technology of Kashmir, Srinagar (J & K)



Programme is very useful and all critical entrepreneurial concepts were covered well. I have gained the confidence and the knowledge to contribute to this significant development area. Innovative ideas and creative thinking will from now on be my aides to ensure optimal contribution to entrepreneurship

-Dr. M. V. P. Chandra Sekhara Rao, Professor, RVR&JC College of Engineering, Guntur (AP).



Centre for Advancing & Launching Enterprises

Entrepreneurship is a means to generate employment and wealth, and thus promote growth. In the entrepreneurial process, business incubators have come to play a major role in terms of nurturing enterprises at an early-stage and helping them overcome teething troubles; providing all-equipped business environment for operation; extending value added services viz. legal, financial, technical, IPR, mentoring etc. to incubates; strengthening business skills/knowledge of incubates; providing a platform for speedy commercialization of technologies developed in academic and R&D institutions of the country and facilitating business networking for better and faster enterprise growth.

Given India's potential for growth in entrepreneurship and start-ups, EDII, set up a Technology Business Incubator, the CrAdLE (Centre for Advancing and Launching Enterprises) in the year 2016 and has been since guiding, supporting and mentoring start-ups. National Science and Technology Entrepreneurship Development

Board, DST, Govt. of India extended sponsorship support to it. Till date, more than 30 start-ups have been mentored/handheld by CrAdLE in four niche segments of manufacturing, food processing, renewable energy and healthcare

Over the last two – three months, CrAdLE undertook the following events:

ISBA & HDFC Bank Smart Up Webinar

A webinar was organized on August 28th, 2020 by CrAdLE- EDII in association with Indian STEP & Business Incubator Association (ISBA) & HDFC Bank to create awareness about various interventions of HDFC Bank to support startups under their Smart Up initiative. The event was attended

CrAdLE EDII in Association with ISBA
WEBINAR
HDFC BANK SMARTUP

SPEAKER - MS PALLAVI PARAB
Dept. VP Startup Division
HDFC Bank

WHEN - 11.00 AM, August 28, 2020
REGISTRATION - <https://bit.ly/3267ZBG>

Logos for CrAdLE, ISBA, and HDFC Bank are displayed at the bottom.

by eminent officials of HDFC and CrAdLE. Ms. Pallavu Parab, Dept. VP Startup Division, HDFC Bank was the guest speaker. The event saw participation of 39 startups that gained insightful information on the SmartBuy Platform, SmartUp Portal, Comprehensive end-to-end banking solutions, Custom solutions in response to specific queries, CSR Support through incubators, Corporate Connect and many more. The webinar will help in assisting startups achieve goals with smart financial tools, advisory services, alliances and technology.

Government Funding Schemes for Startups

A webinar, to brainstorm on different funding schemes for startups by Government, was organized on 24th August, 2020. It was orchestrated by Mr. Javid Shaikh, Incubation Manager, CrAdLE. The webinar helped startups understand the various schemes according to their needs and requirements. While several of their inhibitions were put to rest and their queries addressed, they also felt confident about planning big moves.




WEBINAR

GOVT. FUNDING SCHEMES FOR STARTUPS

TIME : 4.00 PM
DATE : AUGUST 18, 2020
REGISTRATION : <https://bit.ly/3kiuivY>

CrAdLE
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**CrAdLE EDII
Webinar**

IPR for Startups

September 4, 2020 • 4.00 PM
Speaker - Mr. Padmin Buch, IPR Expert
Registration - <https://bit.ly/2QEDRYN>

Intellectual Property Rights

On September 4th, 2020, CrAdLE organized a webinar on Intellectual Property Rights which was addressed by Dr. Padmin Buch, IPR Expert. He elaborated on the importance of the IPR and the challenges that startups face due to this. Intellectual Property Rights enables a startup which has developed an innovative device to compete effectively against large companies after patenting its invention.

Prototype with 3-D Printing

Mr. Ahmed Ali , Assistant Technology Developer and FabLab Manager at Technology Business Incubator, Indian Institute of Public Health , Gandhinagar(IIPHG) was the guest speaker of the webinar 'Prototype with 3-D Printing' held on September 9th, 2020. Mr. Ahmed Ali assisted startups in their technology stack and shared useful knowledge related to the same. This would help startups build prototypes using digital fabrication technologies.

WeAct... Lets Join Hands to Bolster Prospects

Virtual Energizer Workshop

In order to enable an understanding on withstanding the current market turbulence and shift to virtual exhibitions and buyers-sellers meets, WeAct ensured that members were trained in different aspects of business development. In line with this objective, the first ever, Virtual Energizer Workshop was conducted by Accenture Consultants for WeAct Members and Partners on 'Tips on Selling'. Since most of the members hail from rural areas with limited access to resources and language barrier, WeAct Team conducted a micro workshop on 'How to make a sales pitch scale your business' in vernacular languages with 200 members including Partners such as Urmul, Read India and Mann Deshi. The Energizer workshops are

being organized by WeAct on a regular basis with Subject Matter Experts. In order to facilitate, product specific workshops are also being conducted in vernacular languages.

The focus was on business related topics, including marketing strategy and branding techniques; importance of statutory compliances; how to make a business plan; financial schemes and Product specific design inputs.

Mask Bulk Order

Hailing from a small town in Madurai district, Smt. Maheshwari, 43, a tailor by profession, wanted to do something in her free time to increase her family income. She enrolled in the rural women entrepreneurship programme. Her

enthusiasm ensured that she learnt about the nuances of effectively identifying and tapping new business opportunities. Soon, she was making a variety of jute products that could be sold at retail shops. And then, much to her joy, the Tamil Nadu Govt's opportunity came knocking at her doorstep. Maheshwari makes us proud just as all the 60 women entrepreneurs enrolled under WeAct programme who are working for Tamil Nadu Govt and contributing meaningfully in the task of making 1,00,000 masks to be distributed across households.

Grit and Resolve Speak.....

Smt. Dhanalakshmi is an entrepreneur from Virudhunagar, Tamil Nadu. She used to



Women Entrepreneurship- Access Connect Transform (WeAct) is a one-stop forum for rural women entrepreneurs that provides them with handholding assistance to render their business competitive and sustainable. Conceptualized in collaboration with EDII, Accenture's WeAct (Women Entrepreneurs Access Connect Transform) platform provides structured hand-holding support to women nano and micro-entrepreneurs. Using this platform, women entrepreneurs can access market information, financial guidance, connect with peers and also attend appropriate training to bolster their business and livelihood options. This initiative is currently supporting women entrepreneurs in Andhra Pradesh, Karnataka, Kerala, Maharashtra, Rajasthan, Assam, Uttarakhand, Telangana and Tamil Nadu.

grow Moringa Tree and sell the leaves in the local market. It is during this time that she got to know about the Training being offered under MSDP (EDII). She joined this programme and expressed her desire to explore potential for business related to Moringa. She was extended guidance and mentoring, and she learnt how to process Moringa leaves into powder, did value-addition and today revels in her success. She made instant Moringa Parappu powder and also procured basic FSSAI license.

She uses a portion of her house for drying and processing the Moringa powder.

Smt. Dhanalakshmi is seeking to procure all the required statutory documents with the help of WeAct to register with E-Commerce and Retail Market.



E-COMMERCE

Matching pace with the fast developing trend of E-Commerce, WeAct is also ensuring that its members explore various E-Commerce platforms and adopt this new way of doing business. Today several of its members are on e-commerce platforms including Amazon; Amazon Karigar and CostBo

Smiles All the Way:

- The members of WeAct have received enquiry of reusable face masks and 500 ml 30 Nos. bottles of Sanitizer from Schneider Electric India, Bangalore Office for their CSR activity.



(L) Dr Nandeesh V.Hiremath, Professor (HR & Entrepreneurship) and Faculty Mentor – ELIC (Entrepreneurship Learning & Incubation Centre)/ Start-up Cell, Indus Business Academy, Bangalore inaugurating the virtual buyer-seller event.

- 5 SHGs making handicraft products from Uttarakhand have been connected with Amazon Karigar. NSRDS, Implementing partner of WeAct is supporting them. Registration process has been completed and the product photoshoot is in process.
- One Member from Assam has been connected to Amazon Karigar, The registration process has been completed and product photoshoot is in process.
- One WeAct Member from Bangalore has been connected to a Bulk Buyer

from Delhi for toiletry products. Product samples have been shared and product feedback has been received from the buyer. Alterations were carried out as per the buyer's feedback and the products thus developed, got selected.

VIRTUAL BUYER-SELLER MEET

WeAct organized an event to support disadvantaged entrepreneurs from remote areas to showcase their products and match the requirements with identified large buyers across India. The event was held on 18th September 2020 using Zoom platform.

PG Corner

COVID Heroes Get Recognized and Honoured....

C OVID -19 has impacted the whole world and the aftermath of this crisis has been frightening. But these troubled times have also seen the birth of several messiahs who have bailed people out of crisis. These are entrepreneurs characterized by strength, resolve and determination to not just stand amidst crisis but give back to society; these are the entrepreneurs who are thinking new, bringing in innovation to help lessen the impact of the pandemic.

Several of EDII's Post Graduate Programme students have donned the cap of entrepreneurs and have gone ahead to prove that resilience and creativity are their biggest weapons against crisis. EDII alumni are working and bringing out innovative solutions

in the times of pandemic, and are being recognized for their innovative thinking.

One of the alumni, Ms. Hetika Shah has developed nanofibre-based virus protective sustainable "4S SHIELD" which has been a great support for the frontline workers.

Hetika Shah comes from a small town called Halol in Panchmahals, Gujarat. She grew up amidst talks and discussions on business. She pursued Mechanical Engineering and started worked on a project of industrial safety equipment at Sanctuary Innovative Safety Equipment Ltd. Given her technical background and the experience that she was deriving, Hetika spotted a need amidst the present crises and floated her plans to set up a mask manufacturing firm. Hetika says, "A person wears a mask to protect them from



virus, bacteria, etc. whereas this '4S Shield' mask, gives assurance of covering all entry points of the human body with better filtering capacity than N95." Her idea was to help frontline workers treating COVID-19 patients much more effectively. She received EDII training and mentoring in prototype development, and SSIP funding of Rs 1 lac with EDII's intervention. The unit was set up in flat seven days with EDII's involvement in market promotion. The product is being sold

to pharma and manufacturing industry frontline users.

To honor the work of such unsung heroes of our community for undertaking exceptional feats during this pandemic, Royal Challengers Bangalore in the 13th season of Indian Premier League has come up with an initiative called 'My COVID Heroes'. Hetika Shah was chosen by the team RCB for this initiative. The team proudly flaunted a jersey with the message "My COVID Heroes" featuring the names of Heroes, both during training and matches for the entire IPL tournament. RCB through its social media handles will promote stories of Hetika and many such Heroes.

Dr. Sunil Shukla, Director General, EDII expressed his happiness saying, "We are really proud of our students and alumni who have showed immense courage during these difficult times and are significantly contributing to society. It feels good to note that EDII is paving way for new and innovative ventures that have unparalleled social value."



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