



Programme Package 2008-2009



**Entrepreneurship Development
Institute of India
Ahmedabad, Gujarat**

9th CONVOCATION POST GRADUATE DIPLOMA PROGRAMMES JUNE 09, 2007



Shri Ruia delivering the convocation address.

Seen during the 9th EDI-PG Programmes' Convocation are (5th from L) Shri Shashi Ruia, Chief Guest of the Ceremony and Chairman, Essar Group, (6th from L) Shri V. P. Shetty, President, EDI, (4th from L) Dr. Dinesh Awasthi, Director, EDI and (1st from L) Dr. Sunil Shukla, Chairperson, PGP's along with esteemed EDI Governing Body Members.



Dr. Hameed addressing the distinguished gathering

Seen during the inauguration of the Workshop are (R-L) Mr. Gagan Sethi, Founder Member, Centre for Governance Studies in Non-Profits; Chief Guest, Dr. Syeda Hameed, Hon'ble Member, Planning Commission; Dr. Dinesh Awasthi, Director, EDI and Smt. Manjulika Gautam, IAS, Senior Advisor, Planning Commission.



The Global Issues and Sustainable Development (GISD), Division of Swiss Agency for Development and Cooperation has appointed the Institute to broadbase Entrepreneurship in the Greater Mekong Sub-region through an array of entrepreneurial interventions. Seen on the dais during the inauguration of the first workshop of the project in Vientiane, Lao PDR are (R-L) Dr. Suchat Katima, Director, Mekong Institute; Dr. Phonphet Boupha, Dy. Director General, Ministry of Education, Lao PDR; H. E. Mr. Suresh K Goel, The Ambassador of India, Lao PDR; H.E. Mrs. Sengdeuane Lachanthaboun, Vice Minister, Ministry of Education, Lao PDR, Dr. Dinesh Awasthi, Director EDI; Dr. Sailendra Narain, Regional Advisor, GISD-SDC and Dr. Sunil Shukla, Programme Director & Chief Faculty, EDI



(As on 30th March, 2008)

Shri Yogesh Agarwal
President-EDI &
Chairman
Industrial Development
Bank of India
Mumbai

Dr. Yoginder K. Alagh
Vice Chairman &
Professor Emeritus
Sardar Patel Institute of Economic
& Social Research
Ahmedabad

Shri D.P. Bagchi, IAS (Retd.)
Ex-Chief Secretary, Orissa

Mrs. K. Rama Devi
President
Association of Lady Entrepreneurs
of Andhra Pradesh
Hyderabad

Dr. Chukka Kondaiah
Director General,
National Institute
For Micro, Small & Medium
Enterprises (NIMSME)
Ministry of MSME, Govt. of India
Hyderabad

Ms. Soundara Kumar
Chief General Manager (SME)
State Bank of India
SME Business Unit
Mumbai

Shri Rajendra Malla
Chairman & Managing Director
Small Industries Development
Bank of India
Lucknow

Dr. Sailendra Narain
Chairman
Centre for SME Growth &
Development Finance
Navi Mumbai

Shri D. Rajagopalan
Principal Secretary
Industries & Mines Department
Govt. of Gujarat
Gandhinagar

Shri P.H. Ravikumar
Managing Director & CEO
National Commodity & Derivatives
Exchange Ltd.
Mumbai

Shri B. Ravindranath
Executive Director
Industrial Development
Bank of India
Mumbai

Shri Umesh Chandra Sarangi, IAS
Chairman
National Bank for Agriculture &
Rural Development
Mumbai

Shri P.S. Shenoy
Chairman
Board of Directors
IFCI Ltd.
Gandhinagar

Shri Jawhar Sircar
Additional Secretary
and Development Commissioner
(MSME)
Ministry of Micro, Small &
Medium Enterprises,
Govt. of India, New Delhi

Dr. Dinesh Awasthi
Director
Entrepreneurship Development
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GOVERNING BODY MEMBERS OF EDI

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THE INSTITUTE & ITS MISSION

Entrepreneurship Development Institute of India (EDI), a wholly autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions; the Industrial Development Bank of India Ltd., IFCI Ltd., ICICI Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus.

EDI's pioneering activities in entrepreneurship development training have established that people from all walks of life can become business owners. It has demolished the myth that entrepreneurs are born, and cannot be made. Through well-conceived training interventions and capacity building activities, over last 25 years, EDI has equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped set up fourteen state-level exclusive entrepreneurship development centres and institutes.

EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well-directed activities. This, in turn, led to the emergence of several training programmes, workshops and research projects, thereby advancing the frontiers of theories and practices of entrepreneurship and effectively contributing to the nation's economic vitality.

Realising that the gigantic task of creating entrepreneurs nationally and internationally can only be accomplished with a collaborative effort, EDI has established linkages with a nationwide network of organisations and institutions committed to entrepreneurship development. Even though much has been realised, far more remains to be done and EDI continues with its mission of augmenting manifold the nation's aggregate capacity to develop its entrepreneurial potential.



Planning for the Year



2008-09



Indian Entrepreneurship for long was largely understood as the genealogical system of passing down the reins of family business to newer generation. Cases of first generation successful entrepreneurial ventures were rarely heard. Moreover, setting up small enterprises was not thought of as an area that required training and such a trend led to more failures than sustainable ventures. However, the scenario did experience a positive change in 1971 with the launch of the first ever training initiative in entrepreneurship.

Today, it is encouraging to see how new entrepreneurs are being created, every year, through entrepreneurship training. Business schools have opened their doors to entrepreneurship inputs. For years, these institutions concentrated on creating efficient managers-the graduates would inevitably land up with high paying jobs as executives at Fortune 500 companies. They were trained to manage an already existing business enterprise and work towards the upward flow of profits. Of late though, management institutions are waking up to the fact that entrepreneurship is an equally challenging option and there are opportunities galore, yet unexplored. Prestigious management schools

such as; IIMs, Indian School of Business, Business Management Associations, Nirma University and others have incorporated entrepreneurship inputs as part of their curricula.

So much so, that around 11 students opted out of the recent placements at IIM, Ahmedabad alone. They chose to pursue their dreams and explore the uncharted terrain of entrepreneurship. These are the groups of students who exude confidence to move ahead in a crowd. Unfortunately, however, such a response to entrepreneurship is seen only in smaller, restricted groups. The awareness is not widespread. Aim higher and achieve more through entrepreneurship, is not the message which goes well with everybody. That is mainly because of lack of insight into the process of venture creation. False fear of risks and failure overpower their enthusiasm to take the plunge.

This realization only makes us work out yet more focused strategies for better results. Playing its role, in the forthcoming year, the institute will conduct a large gamut of activities for potential/existing entrepreneurs, policy makers, faculty groups, youth and other target groups.

In order to make a particular target group sight the activities formulated especially for it, and in the process position the activities for more worth while results, the thrust areas have now evolved into 'Centres'. These would work as umbrellas from where activities would be coordinated.

It is also encouraging to note that recognition for the discipline of entrepreneurship is coming by. Our Post Graduate Diploma in Management- Business

Entrepreneurship recently earned AICTE approval and would now be conducted as a two-year full-fledged course. This is an endorsement of entrepreneurship going places. And, in this walk up the alley, support of corporate houses adds to our spirits. Emphasizing on the relevance of entrepreneurial traits in any vocation that one takes up, the Zydus Cadila Group of Companies has joined hands with EDI to offer its Post Graduate Programme in Corporate Entrepreneurship & Management, through distance learning and contact sessions, to its executives.

In the coming year the Institute also looks forward to making more and more youths entrepreneurial and as a step in this direction, it has joined hands with the Jain Group of Institutions, Bangalore to offer entrepreneurial inputs to management students.

As far as sector specific activities are concerned, apart from cluster development initiatives, we would be promoting food processing enterprises, under the new sanction from the

Government of India, in the states of Andhra Pradesh, Karnataka and Rajasthan. Also in another landmark move, EDI has been appointed as a National Implementing & Monitoring Agency for NSTEDB, Department of Science & Technology, Govt. of India.

As EDI completes 25 years in spearheading entrepreneurship across nations, I state with satisfaction that the work in the area, much to the benefit of various target groups, has not just grown but also got its due recognition.

The forthcoming year will establish the trend, and work towards supporting market demand for entrepreneurship. The Institute will conduct programmes for varied target groups under its result-driven Centres. We have shifted strategy to come out with a wholesome plan that reaps rich results.

- Dinesh Awasthi
Director, EDI



A Glimpse into Major Achievements

2007-08



Entrepreneurship Education

Students of EDI Post Graduate Programmes – Post Graduate Diploma in Business Entrepreneurship and Management and Post Graduate Diploma in Management of NGOs – consolidated their belief further in the sooth that 'entrepreneurship can lead to a future full of promises', during the Convocation Ceremony organized on 9th June, 2007 at EDI campus. The Chief Guest on this auspicious day was Shri Shashi Ruia, Chairman, Essar Group. 78 students successfully completed the course and were awarded diploma : 16 in New Enterprise Creation, 21 in Family Business Management, 7 in Agri-Entrepreneurship, 9 in Services Management and 25 in Management of NGOs.

The PG Course also earned AICTE approval and would now be conducted as a two-year residential programme under the title of Post Graduate Diploma in Management – Business Entrepreneurship.

Also, towards supporting educational institutions in imparting entrepreneurship related inputs to students so that more number of students across the country accept this discipline, the institute collaborated with the Jain Group of Institution to offer a new course entitled, '4-year Integrated Programme in Entrepreneurship and Family Business Management'.

EDI has been conducting Faculty Development Programmes on a regular basis so that the teachers continue to work towards keeping entrepreneurship alive as a promising career option. In the year 2007, EDI conducted 10 Faculty Development Programmes across the country with the support of NSTEDB, Department of Science and Technology, Govt. of India. With this, the Institute has till date conducted 64 such capacity building programmes for faculty group.



Dr. Rakesh Mohan, Deputy Governor, RBI delivering the 3rd EDI-Bharti Annual Lecture. Also seen are (R-L) Dr. Sunil Shukla, Chief Faculty, EDI; Ms. Mamta Saikia, Vice President, Bharti Foundation, New Delhi; Dr. Y. K. Alagh, Chairman, Institute of Rural Management, Anand; Dr. Dinesh Awasthi, Director, EDI and Mr. S. B. Sareen, Convener, Bharti Entrepreneur Award Committee.

The 16th National Summer Camp on Entrepreneurial Adventures at EDI for college-going youth, organized during 7th-16th May, 2007, achieved the objective of arming 32 youths from 6 states with oodles of confidence and entrepreneurial traits. In the same vein, the 14th National Summer Camp on Entrepreneurial Stimulation for Children in the age group of 12–16 years during 29th April - 4th May 2007 with 86 children from as many as 7 states equipped them with unique competencies and characteristics which ensured that they emerged as confident and upright individuals.

28th March, 2008 was special in the history of EDI as it celebrated the EDI-Bharti Day. Two events became the hallmark of the evening – the 3rd EDI-Bharti Annual Lecture and Presentation of Bharti Entrepreneur of the Year Award 2007. Spirit of entrepreneurship, innovation and growth are indeed moving up the ladder and in this process, the financial sector has a significant role to play. The Distinguished Speaker of the evening, Dr. Rakesh Mohan, Deputy Governor, Reserve Bank of India took a closer and deeper look into this and imparted critical insights. The Bharti Entrepreneur of the Year Award 2007 was presented to Mr. Ashit Doshi, Managing Director, Doshion Ltd.,



Ahmedabad and Bharti Entrepreneur of the Year Award (Special Prize) went to Shri Sardarsinh Ladhubha Jadeja, Managing Director, Geeta Machine Tools Pvt. Ltd., Jamnagar.

Micro Enterprise and Micro Finance Development

Implementation of strategies to revive Handloom Clusters is in full swing. Integrated Handloom Cluster Development Scheme of the Office of the Development Commissioner, Govt. of India is well grounded in the belief that these clusters will rise to new challenges and awaken to a new dawn, if given a direction. EDI, appointed as a National Resource Agency, extended hand holding support to 20 clusters selected for revival, besides playing the role of an implementing agency in three clusters, viz, Varanasi, Gwalior and Sonapur.

As a part of its role as NRA, EDI organised a Buyer-Seller Meet-cum-Expo (Handloom Clusters Expo 2007) at Pragati Maidan, New Delhi, during 22 August – 02 September, 2007. In all 2200 buyers – exporters, merchandisers, retailers and other buying houses were invited to this Expo. The event was inaugurated by Hon'ble Textile Minister, Shri Shankarsinh Vaghela in the presence of Shri B. K. Sinha, Development Commissioner (Handloom), Ministry of Textile, Govt. of India, New Delhi. New product range from the North-East and South Clusters including some innovative designs from northern clusters evoked interest among buyers. The total sale and orders worth Rs. 11,929,262/- was realized during the event. Besides, tie-ups with mega retail stores like Reliance, Fab India, Libas, Anokhi have been formalised. Subsequent to successful implementation of the Handloom Expo in New Delhi, EDI organised a similar event in Ahmedabad during October 26 – November 04, 2007. It received tremendous response in terms of total sale out of Rs. 50.01 lac as well as received bulk orders from buyers like FAB India, Reliance and the like. This led to an equally successful exhibition at Mumbai during January 22 – 30, 2008 where the total turnover generated through retail sales was to the tune of Rs. 72 lac. The total sales and orders generated worth Rs. 93 lac.



Shri J. J. Irani, President, CII, New Delhi (2nd from L) during a meeting at EDI to learn about the developments in the project (sponsored by CII and managed by EDI) to make the SC/ST community entrepreneurial. Also seen are (L-R) Mr. Vimal Ambani, Vice President, CII, Gujarat Circle; Dr. Dinesh Awasthi, Director, EDI and Mr. Bipin Shah, Project Director & Sr. Faculty, EDI

In the year 2007, EDI launched a Confederation of Indian Industry, New Delhi sponsored Entrepreneurship Development Programme for SC/ST Community. Seven locations across India; viz, Ahmedabad, Aurangabad, Bangalore, Bhubaneswar, Guwahati, Hyderabad and Lucknow were selected for intervention subsequent to preliminary survey and feasibility study. The project led to creation of 70 enterprises and 206 employment opportunities.

A one-day workshop on 'Problems and Prospects of Rural Entrepreneurship' was organized on 4th May, 2007 at Hubli, Karnataka especially for women to make them aware about the entrepreneurial opportunities available. This interactive workshop also addressed the inhibitions that women harbour before taking the plunge. More than 55 women benefited from the inputs.

Giving 'marketing' an important place in the overall business model, EDI conducted 2 SIDBI sponsored programmes on Rural Marketing for NGOs. The major objective of the programme was to develop a cadre of trained NGO professionals in the field of rural marketing. All 50 participants who benefited were also imparted expertise in developing marketing strategy for their organizations and implementing actions which would lead to successful marketing of rural products on a sustainable basis. Also, the institute conducted, SIDBI sponsored 8-week programme entitled, 'Certificate Course to Develop a Cadre of Rural Business Development Service Providers' to develop grassroot consultants who could offer business development services to existing micro enterprises as also



Centre for Governance Studies and Non-Profits

A national workshop on 'Strengthening Governance in the NGO Sector' (supported by the Planning Commission, Govt. of India) was organized at the Institute on January 23, 2008. 25 delegates representing NGO functionaries, planning commission members, researchers and bureaucrats attended the workshop. The workshop brought forth innovative ideas towards strengthening governance in NGOs that would help develop specific approaches and systems that need to be adopted as a roadmap towards implementation of the policy.

International Interactions

Impressed with the results of an experimental workshop on 'Unleashing Entrepreneurship for Development & Trade' in Bangkok, Thailand, early in 2007, GISD Division of the SDC assigned to the Institute a series of activities to be implemented in the GMS region over the next two years. Five Awareness Workshops and a research study followed by a dissemination seminar with a view to strengthening entrepreneurship movement in the region were the highlights of the Project. As a part of this project, EDI organized the first workshop in Vientiane, Lao PDR, during October 29 – November 01, 2007. Besides Mekong Institute (MI), the Lao-India Entrepreneurship Development Centre (LIEDC) supported the workshop as a local partner. About 40 delegates representing the government, academia, industry, women associations and media from all the six GMS countries participated in the workshop.

At the instance of UNDP, EDI Director visited Myanmar during April 22 – May 13, 2007 to evaluate UNDP's project on 'Human Development Initiative' in Myanmar. The assignment involved visiting the project site followed by developing a detailed evaluation report. Dr. Dinesh Awasthi, Director-EDI visited about 15 project locations spread across the Delta region and North China state of the country.

A high level delegation led by Dr. Dinesh Awasthi, EDI – Director visited Tashkent in Uzbekistan, early in the year 2007 to finalize the modalities of setting up the Uzbekistan-India Entrepreneurship Development Centre in Tashkent.

Dr. Dinesh Awasthi, Director, EDI and Mr. J. S. Wijeratna, Vice Chancellor, University of Kelaniya, Sri Lanka, signing the Memorandum of Understanding (MoU) for Bilateral Institutional Cooperation. Also seen are (L-R) Mr. S. B. Sareen, Programme Director; EDI Mr. Guy De Fontgalland, International Advisor, EDI; Mr. Ajith Medis, MBA Programme Coordinator, UoK and Mr. Karunarathne, Registrar, UoK

aid setting up of new ones. The Advanced Trainers' Training Programme on Rural Entrepreneurship, during October 08 – 26, 2007 for 21 extension officers of NGOs / VOs sensitized them to the complexities and challenges in micro enterprise creation and management.

Sponsored by the Deshpande Foundation, USA, the Institute took up activities that focus on promoting entrepreneurship in five district head quarters of north-west Karnataka.

Performance Improvement of ED Organizations and Support System

With the objective to upgrade the skills of the banks' and financial institutions' personnel in formulating and appraising projects evolving risk assessment methodology, EDI conducted a Training Programme on 'Credit Risk Assessment Based Project Appraisal & Entrepreneur Assessment' during October 22 – 27, 2007. 20 professionals from esteemed banks, financial institutions and credit guarantee organizations attended the programme.

EDI trained 39 officers from MSME Development Institutes to adopt the role of cluster development executives so that they could implement developmental strategies and also monitor the impact in the Cluster Development Executives' Programme conducted during December 18 – 29, 2007. The programme was supported by Development Commissioner (MSME), Ministry of MSME, Govt. of India. Participants got an understanding of the internal dynamics of clusters.



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Subsequent to this visit, a 15-member Uzbekistan Delegation led by the Chairman of State Committee of the Republic of Uzbekistan on De-Monopolization, Support of Competition and Entrepreneurship, visited EDI during May 24 – 29, 2007 to get hands on experience into establishing the centre in Tashkent. The delegation had wide ranging discussion on promoting micro, small and medium enterprises in their country. They also got an insight into the EDI model and approach of promoting entrepreneurship.

An 'MBA Enrichment Programme in Entrepreneurship' for 45 students from the University of Kelaniya, Sri Lanka was organized at EDI during August 20 – 26, 2007. The primary objective of the programme was to impart an understanding to the participants on various aspects of entrepreneurship as also motivate them to adopt entrepreneurship as a career. 10 senior faculty members were also a part of the programme and a Faculty Development Programme was conducted for them simultaneously, to impart them an understanding on how to teach entrepreneurship.

In an attempt to extend a helping hand to lesser developed countries, Indian Technical and Economic Cooperation, Ministry of External Affairs, Govt. of India appointed EDI to conduct a few programmes for such countries and thus impart knowledge to professionals from different fields and help strengthen bilateral relations. Programmes on 'Use of English Language in Business Communication', 'Gender Centric Entrepreneurship and Economic Development', 'Governance and Management of Non-profit Organizations', 'Business Development Service Providers for Micro Enterprise & Micro Finance', 'Entrepreneurship & Small Business Promotion', 'Computer Applications for SMEs' and 'Industrial and Infrastructure Project Preparation & Appraisal' were conducted.

International Centre for Cluster Competitiveness and Growth

EDI's cluster development programme at auto parts clusters in Jalandhar, Ludhiana and Phagwara and 12 other cluster across the country work with the mission of making these

clusters globally competent. Around 4000 entrepreneurs in the auto parts cluster have benefited. Besides several seminars on making businesses viable as also awareness workshops, and introduction of latest technologies have led to improved productivity and quality, minimal rejections and adoption of best manufacturing practices. Information on 200 national and 20 international quality standards have also benefited enterprise owners. Counseling and workshops on energy saving practices, surface engineering, indigenization of auto parts and government schemes have brought about major successes.

EDI also extended handholding support to 'Bearings & Bearing Components' Cluster', 'Gold Ornaments' Cluster', 'Brass & Bell Metal Cluster', 'Leather Goods' Cluster', 'Leather Footwear Cluster' and 'Agricultural Implements' Cluster'. The institute's interventions opened up new possibilities and avenues for the clusters.

EDI did try to consolidate success in growth in every section of the society by offering programmes which were in tune with the times and contemporary in nature. The forthcoming year, we are sure will see a significance enhancement in terms of contributions.



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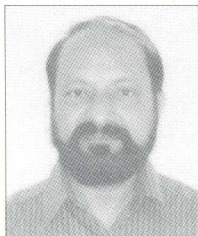
EDI- Faculty



Dinesh N. Awasthi

Ph. D. (Economics), Gujarat University.

An Economist with extensive experience in Entrepreneurship training, teaching and research. Worked extensively on policy issues related to SMEs. Worked with several multilateral agencies like ILO, UNIDO, UNDP, as a Consultant on several international assignments. Has four books, about 45 research papers and 13 research reports to his credit. His areas of special interest are: policy research, cluster development, sub-sector analysis, micro-finance and rural banking, rural entrepreneurship and NGOs. Dr. Awasthi is a Member of various Apex Committees and Core Groups of Ministries of MSME, Urban Employment and Poverty Alleviation, Department of Science & Technology, National Commission for Enterprises in the Unorganised Sector, etc.



Paul Ben Abraham

M.Sc. Agriculture (Horticulture),
PGDMM, PGDHRM, CAIIB

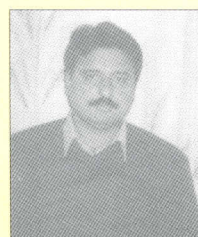
Post Graduate in Agriculture with specialization in horticulture. Also acquired Post Graduate Diploma in Marketing Management & Human Resource Management. 12 years of experience in various capacities, such as; Agricultural Specialist in a reputed NGO, Assistant Project Manager (Training) in an E.E.C. aided project, Credit Manager for Agriculture, Micro Finance, Retail Products & Priority Sector in a scheduled commercial bank.



Tarun Bedi

B. E. (Civil), M. A. (Sociology)

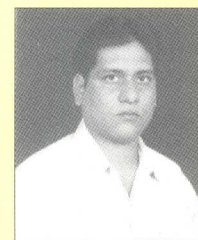
Has 15 years of experience in the field of Entrepreneurship Development and two years of experience in the area of rehabilitation of Adolescents engaged in hazardous occupation. Involved in promotion of cultivation and processing of medicinal and aromatic plants through training and counselling for the last 7 years. Besides other EDI activities, he works as Cluster Development Executive for handloom cluster.



Pankaj Bharti

Ph. D. (Psychology)

Specialises in Social Psychology, Organisational Behaviour and Research Methods. Trained in conceptualising and developing measurement tools for Social Science Research. Associated in more than sixteen national as well as international research projects. Current interests include preparation of cases and resource material and constructing tools for promoting entrepreneurship.



Meena Bilgi

M. Phil. (Social Work)

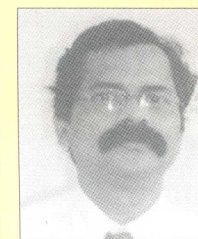
As Social and Gender Development Specialist, she has more than two decades of extensive experience in Rural Development through Management of Natural Resources, Livelihood Enhancement and Entrepreneurship Development. She has worked on national and international projects funded by DFID, RNE, SDC, UN agencies, World Bank etc. She has many published articles to her credit.



Siddhartha Sankar Dash

M. Sc (Asian Institute of Technology, Bangkok), Ph.D (Business Administration)

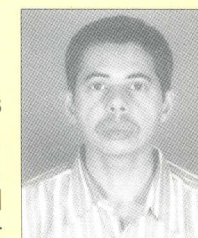
Has around 21 years of extensive experience in micro, small and medium enterprise development, youth enterprise development, teaching, research and consultancy. Worked as an Entrepreneurship Development Expert for the Commonwealth Secretariat, London for Malawi, Africa, Dominica, St. Lucia, West Indies. Has 2 books and 22 research papers to his credit. His areas of expertise are Entrepreneurship & Small Business Management in LDC, HIPC and Small Island Countries.



Saamil Dave

BE (Mech.), MBA (HRD), PGDMM

20 years of experience in various industries like paints, pharmaceuticals, dairy, beverages and water management. covering various facets of industrial experience like maintenance, plant engineering, project implementation, purchase and stores, supply chain management and project engineering. At present, working with IC³GT Cell involved in Cluster Development activities of EDI.



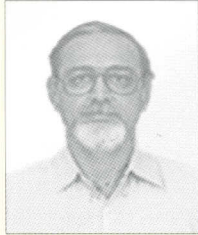


EDI- Faculty

Ajay Dixit

B. A.

More than 3 decades of experience in the field of Entrepreneurship Development at national as well as international level. An experienced Business Counsellor, specializing in training of trainers, training existing entrepreneurs for their growth and teaching 'Family Business Management'. Also provides capacity building support to NGOs and is involved in promoting Social Entrepreneurship and CSR.



Raman Gujral

M. Com.

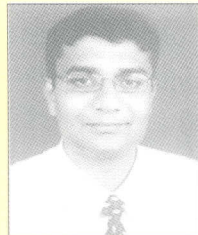
Specialises in small enterprise development, various aspects of industrial project identification to project formulation. 18 years of experience in the area of training and development of entrepreneurs. Has extensive experience in developing different modules on entrepreneurship development, development orientation programme for support system officials, etc. Associated with various publications on entrepreneurship and marketing of agro produces.



Rajiv Joshi

BBA, PGDMM, MMM, MIMA

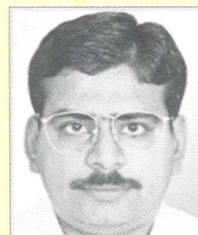
12 years of cross-functional and cross-cultural experience in academics and industry. Published articles and papers on Advertising, Marketing, General Management and Services Marketing in various magazines and journals. Teaches Entrepreneurial Marketing, Corporate Entrepreneurship and Services Management courses at the Institute. An Accredited Management Teacher (AMT) certified by AIMA.



Umesh K. Menon

M. Com., MBA (Finance), AICWA

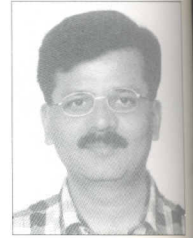
Specialises in the areas of finance and accounts with 17 years experience in Government and Industry. Presently involved in counselling existing entrepreneurs for growth; training bankers and investment promotion officers in the area of project appraisal; teaching finance, accounts and small business management to PG students. At present working on Millennium Cities Initiative (MCI) in 7 cities of Africa for developing Industrial Infrastructure and Policies.



Manoj Mishra

PDFM, FRI, Dehradun

Heads the Centre for Micro Enterprise, Micro Finance & Sustainable Livelihoods. Providing hand holding and mentoring support to the informal / unorganized sector in the area of Handloom, Handicraft and also the village industries and Khadi sector. Specializes in Rural Development, particularly in the areas such as; strategic management, social engineering, monitoring and evaluation of REDPs. 14 years of experience in providing support to various national and international projects in the area of project management, diagnostic studies, pre-feasibility assessment and planning and implementation of programmes in the area of sustainable livelihoods, Micro-enterprises (particularly farm and off-farm sector), Micro-finance, Agri-business and Business Development Services for MSMEs etc.



Sasi Misra

Ph.D. (Psychology)

University of California

Institute Professor at EDI

Ford Scholar, Harvard Business School;

Visiting Professor, McGill University,

Canada; University of Munich and University

of Bamberg, Germany. An Alexander

Humboldt Fellow (Germany), Shastri Indo-Canadian Fellow (Canada) and Commonwealth Faculty Research Fellow (UK).

Currently, he is Editor of The Journal of Entrepreneurship. Has over 50 publications in prestigious national and international journals. He has been Senior Professor of Organizational Behaviour at IIM-Ahmedabad for over three decades and Vice-Chancellor, Behrampur University, Orissa.



Ramkrishna Mistry

M. Com.

Was associated with research organisations and NGOs, before joining EDI, as a Faculty and Academic Coordinator for NGO Management programme. He has worked on various developmental issues with more focus on HIV/AIDS and Reproductive and Child Health. Was actively involved in training, evaluation and NGO networking & coordination for various projects. Has good experience in working with rural as well as urban communities in Gujarat.





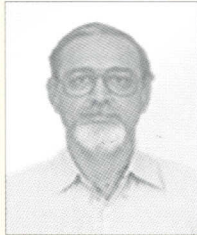
EDI-

Faculty

Ajay Dixit

B. A.

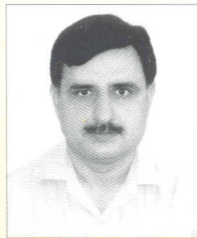
More than 3 decades of experience in the field of Entrepreneurship Development at national as well as international level. An experienced Business Counsellor, specializing in training of trainers, training existing entrepreneurs for their growth and teaching 'Family Business Management'. Also provides capacity building support to NGOs and is involved in promoting Social Entrepreneurship and CSR.



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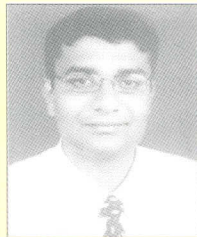
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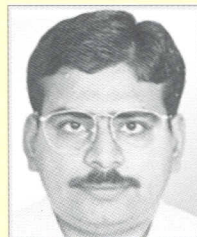
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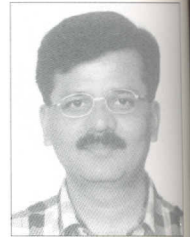
Specialises in the areas of finance and accounts with 17 years experience in Government and Industry. Presently involved in counselling existing entrepreneurs for growth; training bankers and investment promotion officers in the area of project appraisal; teaching finance, accounts and small business management to PG students. At present working on Millennium Cities Initiative (MCI) in 7 cities of Africa for developing Industrial Infrastructure and Policies.



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EDI- Faculty



V. Padmanand

M. Phil. CRENIEO, M. Phil., Cambridge, UK, PGDMM

An SME and Private Sector Specialist, with over 6 published books on entrepreneurship and cluster development. Has also served as Member of the Planning Commission, Govt. of India (working group related to cluster development). Served as international UN (UNIDO, ILO, etc.) expert for cluster, enterprise development and private sector development related initiatives in developing countries / India. Serving as Distinguished Visiting Faculty at EDI.



Sanjay Pal

M. Sc. (Economics), MBA (Marketing)

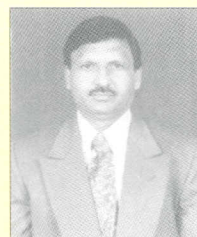
Specializes in Cluster Development and Rural Marketing. Handling activities of the International Centre for Cluster Competitiveness, Growth and Technology (IC³GT) and also engaged in providing strategic and management support to the MSME clusters in different states. Conducted a series of Cluster Development Programmes within the country and outside. Carried out research on various facets of clusters and BDS market in India. Also has experience of handling Rural Marketing programmes, targeting the NGO sector and teaching in the Post Graduate Programme of the institute. About 12 years of experience of working with SMEs and NGOs.



Vinod Paratkar

B. Com., PGDM

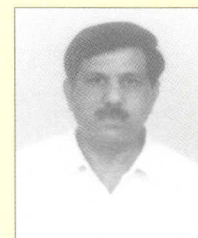
Involved in research in HRM practices and business strategies, cross cultural aspects, studies in fruit and agro processing industries, TBI in India, potential survey, labour market survey for ILO, training of trainers & teachers. Engaged in the field of Entrepreneurship Development for last 25 years and has experience in working with many international organisations like UNIDO, UNDP, IFAD, SNV, UNODC, ILO, EC, IICCI etc. A Regional Facilitator of ILO for Entrepreneurship Education and a Master Trainer for KAB. Presently, Advisor at the Lao India Entrepreneurship Development Centre (LIEDC), Vientiane, Lao PDR.



D. M. Parikh

B. E. (Mech.), M. Tech (Ind. Mgt; IIT, KGP)

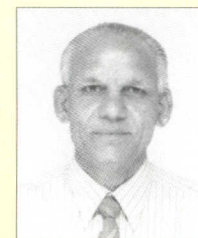
An engineer with Industrial Management Education at post-graduate level. Equipped with 30 years experience in industrial activities. About 7 years as an Industrial Engineer with exclusive experience on productivity improvement, line balancing as well as various diagnostic studies for facility improvement and improving efficiency of industrial resources. About 20 years of extensive experience in all facets of Development Banking. For last 3 years involved in conducting training programmes on Credit Risk Assessment for Project Appraisal and Growth Also conducts international training programmes.



J. B. Patel

B. Sc. (Chem.), B. Sc. (Tech.)

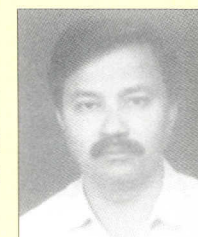
More than 3 decades of experience in the areas of business opportunity identification, project formulation, project appraisal, counselling and guiding entrepreneurs. Conducted more than 10 international programmes and worked as an expert in a number of developing countries in the above fields. Also Local Representative for the Netherland Senior Experts Organisation.



C. R. Patnaik

PGDM

20 years of experience in conducting Rural Entrepreneurship Development Programmes. Currently involved in imparting behavioural inputs in REDPs.



Rajkumar Phatate

B. Com., MBA (Marketing and Finance)

A seasoned entrepreneurship trainer/teacher with more than 22 years of experience in facilitating and training in areas such as; new enterprise creation, capacity building of existing entrepreneurs and Entrepreneur Trainer Motivators. Has 3 years of experience at international level in institution building. His areas of interest include group enterprise development, cluster development, facilitating knowledge ventures, entrepreneurship education and performance improvement and growth of existing SMEs.





EDI- Faculty

N. Ramesh

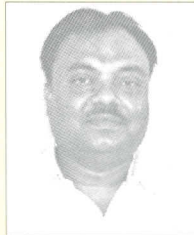
M. Sc. (Chemistry)

Specializes in identifying business opportunities in the areas of Food Processing, Electronics and IT. 23 years of work experience as an Entrepreneur Trainer Motivator.

**Arvind Sahay**

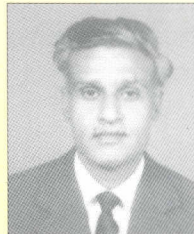
Ph. D (Con.), M. Sc. (Stat), PGDCA

Specializes in micro enterprise creation and entrepreneurship development activities. 13 years of work experience in Entrepreneurship Development with specialization in training and development of entrepreneurs by coordinating "Science & Technology Entrepreneurship Development Project" and "Rural Industries Programmes" with special focus on project evaluation. Presently based at Northern Regional Office at Lucknow.

**S. B. Sareen**

Diploma in Textile Technology,
D.I.M., D.I.M.O. (Hons.), D.M.M.

Twenty four years of experience in conducting entrepreneurship related training programmes on New Enterprise Creation, Business Counselling and Growth for Existing Entrepreneurs and Faculty Development. Specialises in training Resource Persons (trainers) at national and international levels.



Worked in various countries and has been involved as Country Director Sudan in the Inter Regional Investment Promotion Programme of UNIDO. Visiting faculty at DA-IICT. Member of State Level Advisory Committee of SISI, Govt. of India and Member of the National Expert Committee of NSTEDB, Dept. of Science & Technology, Govt. of India. At present looking after two mega projects of Govt. of India; DST sponsored – NIMAT; & MoFPI, sponsored – NEC project.

Bipin H. Shah

B. Sc. (Chem.), MBA (Finance)

A business management specialist with 34 years of experience in consultancy and industry in the areas of project formulation and appraisal, project planning and

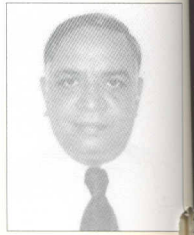


enterprise establishment & management. Has been Managing Director of Gujarat Industrial & Technical Consultancy Organisation Ltd. and Member of the Governing Council of CDC, Ministry of S&T, GOI. Also worked as President for 6 years in Chemicals and Pharmaceutical Companies. He is on Experts panel of UNIDO, UNDP & EXIM Bank of India. Specialises in plastic industry and has exposure in chemical and pharma sectors.

K. K. Shaw

B. E. (Hons.) Mechanical, PGDBM

Specialisation in technology related to design and development, forging, castings, machining, fabrication, metallurgy, heat-treatment and plating science. Presently engaged in cluster development of engineering sectors. Experience in transfer of technologies from advanced countries for manufacturing hi-tech aerospace equipment, machine tools and automobiles in India.

**Sunil Shukla**

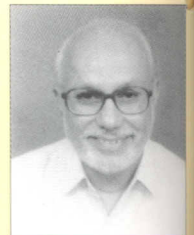
Ph. D. (Psychology), Utkal University

Behavioural scientist, engaged in entrepreneurship teaching, training, research and consulting. Has been working for medium to large sized companies for strategic planning and capacity building of managers, as intrapreneurs, and help create conducive climate for corporate entrepreneurship. Currently involved in a project aimed at creating awareness for entrepreneurship and foreign trade in Greater Mekong Subregion Countries. He is the Chairperson of EDI's PG Programmes.

**B. B. Siddiqui**

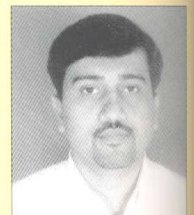
Ph. D. (Psychology) Gujarat University

Specialises in Clinical and Organisational Psychology. Trained to conduct personal growth laboratory training programmes and group dynamics. Currently involved in programmes on HRD, Organisational Behaviour, Personality and Leadership Development. A registered Counsellor-Psychologist with Rehabilitation Council of India, New Delhi.

**Prakash Solanki**

B. Sc. (Chem.), PGDPPT, PGDBM, PGDRD, LL.M.

Specialises in new enterprise creation and entrepreneurship development activities. 10



EDI- Faculty



years of extensive experience in entrepreneurship development through different ED activity models. Expertise in implementation of ED programmes and capacity building of NGOs. Presently involved in the national project on food processing industries sponsored by the Ministry of Food Processing Industries, Gol, Urban Poverty Alleviation Project sponsored by Gol & UNDP and DST – NIMAT project sponsored by Ministry of Science and Technology, Govt. of India.

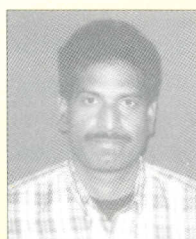
Promod Srivastava
M. A. (Economics)

Specialises in promoting micro enterprises in rural areas and provides extensive back-up support to NGOs in their capacity building.



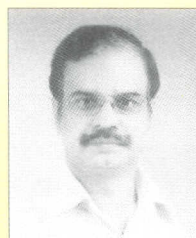
P. N. Srivastava
M. Com.

Involved in successful organisation of REDPs in Bihar and Jharkhand. 14 years of work experience in providing training inputs in various programmes of EDI such as: REDPs, EDPs, TIPs, NGO Banker Interface, IMCDS, RIP, STEDs, Sanitation Project for UNICEF and coordinating field projects.



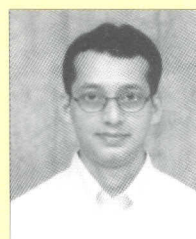
V. S. Sukumaran
MBA (Finance), LL. B, PGDTD, PGDHRD

Specialises in Group Entrepreneurship, Micro & Small Enterprise Development and Micro Credit. About 16 years experience in enterprise development. Presently engaged in cluster development, sub-sector analysis and business counselling.



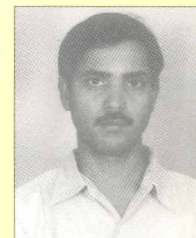
Thimmappa K.
Ph.D (Agricultural Economics)

Specializes in the areas of production economics and agricultural marketing. Worked with the Centre for Management in Agriculture, Indian Institute of Management, Ahmedabad and Pandit Jawaharlal Nehru College of Agriculture and Research Institute, Union Territory of Pondicherry before joining EDI. His research and consultancy interests are in the areas of market research, agribusiness competitiveness and agricultural trade policy issues.



Subhransu Tripathy

Ph. D (Economics), JNU New Delhi, M. A. (Sociology)



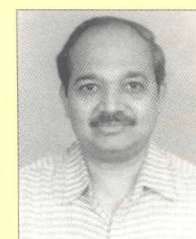
Has worked as Assistant Professor, Centre for Rural Studies at the LBS national Academy of Administration, Mussoorie for seven years and worked as Researcher in reputed Economic Research Organization for one year. Completed research on rural development, participatory approaches, micro finance, land reforms and the NPO sector. Areas of interest are Econometrics, Micro & Macro Economics and Development Economics.

D. D. Trivedi
M. Com., B. A.



A Management Consultant, associated as a Distinguished Visiting Faculty with EDI. Has also been associated with Management Institutions like IIM-A, MDI, UTI Institute of Capital Market. He is on the Board of Directors of a number of companies and also actively involved in NGOs working in the fields of micro-finance and micro-insurance. His areas of specialisation are Financial Management and Corporate Strategy.

Mayank Upadhyay
ACWA



Specialises in the areas of finance, management accounting, project planning and strategic management with extensive experience in development banking, commercial banking, management consulting and NGO management. Involved in conceptualising and conducting a number of national and international programmes in corporate financial strategic planning and management, investment decisions, risk analysis, and developing control systems.

Jignasu Yagnik
M. Sc. DCO, MBA



Specialises in the areas of information technology and statistical analysis. Associated with research and academics for more than 20 years. Involved in many state and national level research projects. Current interests include; data-base management, computer aided data analysis, data mining, e-CRM and VBA programming.



CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH

Vision

- o To act as a key resource centre for policy-level interventions, curriculum design, resource material and human resource development in entrepreneurship education at the national and international levels.
- o To undertake and support research in entrepreneurship and disseminate the findings through seminars, workshops and publications of repute.

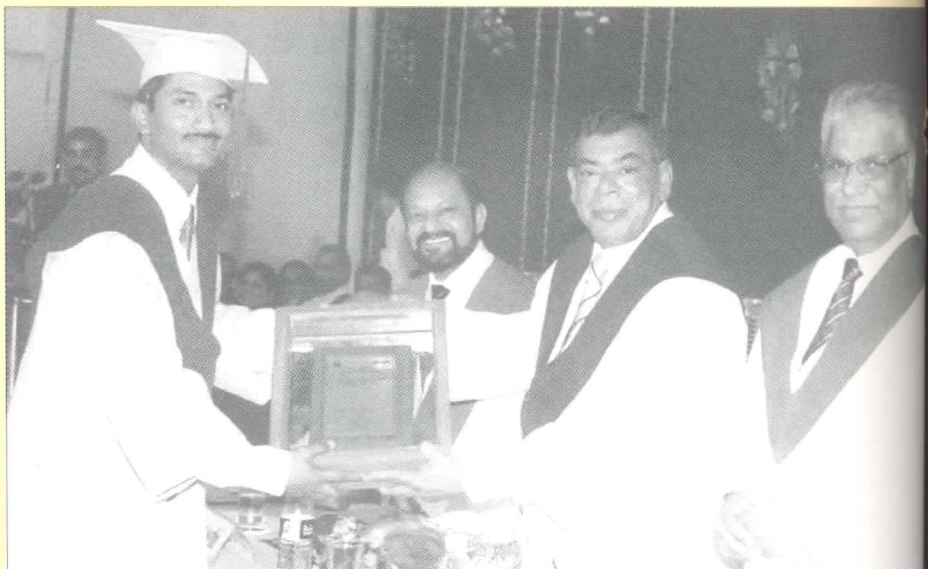
Entrepreneurship education not only develops winning personal qualities but also provides an opportunity to create employment for self and for others. Entrepreneurship, self-employment and enterprise creation provide a solution to the crises of both unemployment and under-employment. In this context, re-orientation of our education system towards entrepreneurship, would set in an encouraging trend with youngsters displaying a natural bent towards entrepreneurship as a career option. Interventions such as, offering entrepreneurship course on a regular basis and through correspondence, inculcating the spirit of entrepreneurship through organizing camps and workshops, developing capacities of faculty members involved in teaching entrepreneurship at school and college levels and creating awareness through Orientation Programmes will sure remove inhibitions among youth and motivate them to take the plunge.

The Centre for Entrepreneurship Education & Research would therefore orchestrate all activities related to entrepreneurship education and research under one umbrella to bring about a crucial link between theory and practice in the field of entrepreneurship. The Centre, besides institutionalizing entrepreneurship in institutions of higher

learning, would act as a forum to bring scholars from across the country to share their views related to entrepreneurship that have contemporary relevance and interest.

Entrepreneurship, we say, is the need of the hour and, thus, this discipline must get recognition as only then the youth would endorse its benefits. In addition to its regular activities, the Institute will also explore possibilities of obtaining university status to establish independent identity, striking collaborations with national and international institutions for joint researches, courses and exchange programmes for widening the scope and boundaries as also launching new courses including Doctoral Programmes. To encourage research in entrepreneurship, EDI will provide fellowship support and also undertake joint research projects with Indian and overseas universities and institutions.

Entrepreneurship education needs to gain firm ground to change the face of the economy. It is only under such a scenario that we would witness a longer queue of job providers than job seekers. And our efforts would surely show us productive and efficient youth, par excellence.



Suvendu Rout, student of Post Graduate Diploma in Management of NGOs receiving the 'Bharti Student of the Year - 2007' at the hands of the 9th Convocation Chief Guest, Shri Sashi Ruia, Chairman - Essar Group.



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CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH



Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives & Outcome
1.1 Educational Programmes					
1.1.1	Post Graduate Diploma in Management- Business Entrepreneurship (PGDM-BE), 1st year of the 2 year programme	EDI Campus	2 years	Graduates, Family Business Wards	To train students to become successful entrepreneurs and thus challenge the conventional job-seeking mind-set.
1.1.2	Post Graduate Diploma in Management of NGOs (PGDMN)	EDI Campus	1 year	Graduates, Employees, NGO Nominees	To motivate students to set up/ professionally manage an NGO.
1.1.3	Integrated PG Diploma in Entrepreneurship and Family Business Management (IPGDEFBM) 1st batch- 2nd year 2nd batch-1st year	Jain Group of Institutions (JGI), Bangalore & EDI Campus	4 years	Graduate students, specifically from commerce stream of JGI & interested in developing family business	To continue with the joint initiative of EDI and JGI, Bangalore, to offer need-based inputs on entrepreneurship and family business for a select group of students.
1.1.4	Integrated PG Diploma in Corporate Entrepreneurship and Management (IPGDCEM)	Jain Group of Institutions (JGI), Bangalore & EDI Campus	4 years	Graduate students of JGI interested in working with the corporate sector	To offer a new programme together with JGI, Bangalore, to groom a select batch of graduate students and impart them traits of entrepreneurial managers.
1.1.5	Open Learning Diploma in Business Entrepreneurship (OLPE)	National	1 year	Graduates & Under Graduates with three years of work experience	To develop potential entrepreneurs through Distance Learning. Expand the reach through institutional network and make more youths entrepreneurial.
1.1.6	Orientation Programme for OLPE Counsellors	EDI Campus	3 days	New OLPE Counsellors	To orient counsellors on course management and enhance their counselling & marketing skills.
1.1.7	Convention of OLPE Learners	EDI Campus	1 day	OLPE Learners	An interactive forum to take feedback and gauge the progress of learners for improving the effectiveness of the programme.
1.1.8	Post Graduate Programme in Corporate Entrepreneurship and Management (PGP-CEM)-Based on Open Learning Mode.	EDI Campus	1½ years	Field Managers of Zydus Cadila	New programme to groom 'entrepreneurial' managers. No new enrolments, but on-going 150 learners to be supported with the help from regional offices and select nodal agencies.
1.2 Sensitization of Youth and Children : 'Catch Them Young'					
1.2.1	Entrepreneurship Awareness Camps (50 Nos.)	NRO/CRO/ Bangalore	3 days each	College Students	To use the EAC forum to sensitize the students' community towards the 'Charms of Being an Entrepreneur' and orient them towards entrepreneurship and self-employment.
1.2.2	17th National Summer Camp on Entrepreneurial Adventures for College Going Youth	EDI Campus	2 weeks May 11-20, 2008	HSC & College Students	To help youth identify innovative and challenging career options and plan these entrepreneurially. A good opportunity for youth to tap their latent potential for achievement.
1.2.3	15th National Summer Camp on Entrepreneurial Stimulation for School Children	EDI Campus	1 week May 4-9, 2008	12-16 yr. old students (7th - 10th std.)	To inculcate entrepreneurial values among children at a tender age. A forum to interact with parents as well.
1.2.4	Orientation Visit of Students to the Institute	EDI Campus	1 day each	School & College Students (including B-Schools, Engg. Colleges)	To orient students towards the 'Charms of Becoming an Entrepreneur' as also motivate them to become self-employed.



CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH

1.3 Capacity Building Programmes in Entrepreneurship Education					
1.3.1	Faculty Development Programmes (10 Nos.)	A'bad (2), Indore, Udaipur, Gangtok, Puri, Nainital, Varansi, Jammu, B'lore, Trivandrum, Pondicherry	2 weeks each	Teachers of Universities, Engg. Colleges, B- Schools, etc.	To develop professional skills in teachers of higher education towards teaching the subject 'Entrepreneurship' effectively.
1.3.2	Certificate Course for Development of Responsible MSME Association's Executives in Clusters	EDI Campus	6 months	Executives from MSME Associations working in Clusters/ Industry Promotion Officers	New and pilot project, to build capacity of Industry Associations by addressing the problems arising mainly due to functional lapses in select MSME clusters by providing competent human resources to manage the affairs of the associations effectively.
1.3.3	Sensitization Workshop on Promoting Entrepreneurship in the S & T Institutions	Nainital	1 day	VCs, Heads of Universities, Directors, Principals and Sr Professors of Engg. Colleges, B- Schools, etc.	To debate, deliberate and explore options to promote Entrepreneurship in Science & Technology institutions, specifically in Uttar Pradesh & Uttarakhand. The event helps evolve state-specific strategy to involve S&T institutions as also identify the thrust areas for S&T based entrepreneurship development in these states.
1.4 Research & Dissemination					
1.4.1	Journal of Entrepreneurship	-	Bi-annual	Academic Community	To share research findings with the academic community and enhance the boundaries of knowledge in entrepreneurship.
1.4.2	Short-term Fellowships in Entrepreneurship	EDI Campus	2-12 weeks each	Researchers	Up to 5 fellowships to ED trainers, teachers, researchers to work on specific themes.
1.4.3	International Seminar on 'Current Trends in Entrepreneurship Research'	EDI Campus	3 days	Educationists/ Policy-makers/ Officials from the ED Institutions	To organize a biennial research seminar at an international level for researchers and academicians with an objective to provide a platform to share experiences and latest innovations in the field of entrepreneurship.
1.5 Others					
1.5.1	Bharti Centre for Entrepreneurial Initiatives - Best EDP-trained Entrepreneur Award - Fellowships for PGP students - Archive on Achievers - Annual Lecture on Entrepreneurship	EDI Campus	Through out the year	PG Students, EDP Trained Entrepreneurs	To showcase the significance of entrepreneurship training by awarding EDP trained entrepreneurs and also to sensitise youth through a host of activities to take up Entrepreneurship as a career option.
1.5.2	Long-term Programme on Vocational Guidance & Skill Development	Bhubaneswar	8 months	Displaced Families	A combination of soft skill development inputs along with vocational training and entrepreneurship education to help prepare a batch of displaced families in the Lanjigarh area of Orissa towards self-employment/ gainful employment.

CENTRE FOR MICRO ENTERPRISES, MICRO FINANCE AND SUSTAINABLE LIVELIHOOD



Vision

To become an acknowledged resource, action-research and policy advocacy centre for institutions promoting micro-enterprise, micro-finance and business development services with focus on NGO / Non-Profit governance both within the country and among developing economies.

The central question in development concerns the nature of economic transformations and how these affect social and political structures and patterns of well-being.

Micro enterprise, as a sector, in the Indian economy, generates massive employment opportunities; produces necessary goods and services to cater to the local requirements and contributes significantly to the development and growth of the nation. It helps inculcate growth with equity viz; both women and men alike; mobilize savings and internal financial resources for entrepreneurial activities; and above all, fosters a development path towards larger enterprises. Creation of micro enterprises are considered as an effective tool for sustainable livelihood, poverty alleviation and employment generation.

Similarly, economics of micro finance makes it a compelling anti-poverty strategy. With a loan of a small amount, one can start a small business, repay the loan and still own the productive assets. Experience of EDI in addressing both the market and empowerment approaches to micro-enterprise and micro finance development has yielded positive results. It can be seen as a substitute for welfare programmes or direct efforts to support labour and address economic inequality. Even in terms of narrow aims of increasing beneficiary incomes, micro-enterprise and micro finance development can succeed for vast majority of poor (rather than a small number of better-off). EDI's model is a step towards an "all-win", "bottom-up" solution to a wide range of development problems with a main focus on wider strategy for poverty alleviation. Over the past decade, micro enterprise and micro finance programs have emphasized the significance of providing business development services, such as marketing assistance, training and technology related services.

The Centre for Micro Enterprise, Micro Finance & Sustainable Livelihood concentrates on capacity building, taking up innovative implementation projects particularly in a cluster mode with reference to the informal sector economy. It

undertakes applied research for bringing out the challenges and opportunities faced by the sector. The studies, undertaken by the Centre also concentrate on the impact of existing interventions and the outcome suggests appropriate modifications with regard to policies and regulations. Networking with other organizations involved in similar kind of activities helps the Centre in effective dissemination of learning.

During the year, activities would be conducted with the objective to ;

- strengthen knowledge and develop skills of development professionals to inculcate proper understanding on the issues involved in micro enterprise, microfinance & micro insurance sector.
- impart knowledge on designing appropriate micro finance products, delivery system, portfolio management and also conduct studies & research.
- implement informal sector Programmes/ initiatives in the area of Micro Enterprise, Micro Finance and bring in necessary synergy among various players / stakeholders.
- conduct impact studies, documentation, diagnostic studies, evaluation and action research individually or in association with various networks, national and international organizations on various subjects specific to the sector.



CENTRE FOR MICRO ENTERPRISES, MICRO FINANCE AND SUSTAINABLE LIVELIHOOD

Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives & Outcome
2.1 Rural and Micro Enterprise Related Programmes					
2.1.1	Pilot Project on Micro Enterprise Business Information Counsellors	North East & Orissa	1 year	Rural - Urban based youth, retired bankers, finance experts	Training of micro enterprise business counsellors and establishment of sector based enterprises in under served clusters
2.1.2	Rural Industries Project (RIP) Support to SIDBI	Rae Bareli Kushi Nagar Dhenkanal	5 years	Artisans	To extend marketing and technological support to beneficiaries of the training programmes organized by SIDBI-assisted NGOs.
2.1.3	Skill-cum-Technology Development Programme using Science & Technology (2 Nos.)	Rae Bareli Rudrapur	3 months to 12 months	Artisans/Entrepreneurs	To provide knowledge on new technologies and upgrade skills of artisans/rural entrepreneurs for enhancing their productivity.
2.1.4	Skill training through Science & Technology	Rae Bareli, Gorakhpur, Bhopal	3 months	Women	To improve skills of women in specific science and technology related trade.
2.2 Capacity Building Programme For Micro Enterprise and Micro Finance Development					
2.2.1	Advanced Trainers' Training Programme for Professionals of NGOs	EDI Campus	3 weeks	NGO Functionaries/ RIP Agencies	To sharpen skills of NGOs for organizing REDPs.
2.2.2	Training Programme to develop a cadre of Rural Business Development Service Providers / Consultants for Rural /Micro Enterprise Development	EDI Campus	8 weeks	Fresh Graduates / NGO Nominees/ Operating Consultants	To develop a cadre of micro enterprise consultants to provide business development services to micro entrepreneurs and also extend professional support to NGOs in activities like RIP, cluster development, micro finance and other areas.
2.2.3	Training Programme on RIP Coordinators (2 nos.)	Bhopal, Puri	1 week each	Fresh Graduates / NGO Nominees/ Operating Consultants	To develop a cadre of micro enterprise consultants to provide business development services to micro entrepreneurs and also extend professional support to NGOs in activities like RIP, cluster development, micro finance and other areas.
2.3 Professionalisation of NGOs					
2.3.1	Training Programme on Marketing of Rural Products (2 Nos.)	EDI Campus/ Regional	1 week each	NGO Functionaries	To build capacities of NGOs for marketing of rural products in an effective way.
2.4 Sensitization of Environment and Support System					
2.4.1	NGO - Banker Interface (2 Nos.)	Regional	3 days each	NGOs and Bankers	To sensitize bankers towards the needs of REDP trainees and help NGOs establish linkages with banks.
2.5 Kudumbashree : An Integrated Development Approach for Entrepreneurship Development in Kerala					
2.5.1	A package consisting of Appreciation Workshop/ Trainers' Programme / REDPs/ Performance Improvement Programmes/ Business Counsellors' Programme, etc.	Kerala	3 years Throughout the year	Existing Entrepreneurs	A special project with an integrated package for development and sustenance of Group Entrepreneurship in Kerala.

CENTRE FOR MICRO ENTERPRISES, MICRO FINANCE AND SUSTAINABLE LIVELIHOOD



Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives & Outcome
2.6 Capacity Building & Research in Micro Finance & Micro Insurance					
2.6.1	Capacity Building for NGO Professionals in Micro Finance Systems/Policies, Procedure and Delivery	EDI Campus	3 weeks	NGO Professionals	To sharpen skills of NGO Professionals on Micro Finance.
2.6.2	Certificate Course in Micro Finance and Micro Insurance	EDI Campus	3 months	Fresh Graduates	To create a cadre of NGO professionals for Micro Finance & Micro Insurance.
2.6.3	Action Reserch on Effectivness and Efficacy of Micro Credit Development System in Urban Areas	EDI Campus	Throughout the year	Urban based Micro Finance Institutions	To understand the reasons for high transaction cost and approaches for better micro finances delivery system in urban areas.
2.6.4	Action research project on Micro Finance Linked Micro Enterprise Development	EDI Campus	Through-out the year	Micro Enterprise Units, Micro Finance Institutions, Micro Insurance Promoters	To document the present status, need, diversity and possible interventions of micro insurance in facilitating establishment of micro enterprises.
2.7 International Programmes					
2.7.1	International Programme on Business Development Service Providers for Micro Enterprise and Micro Finance	EDI Campus	6 weeks Jan.05- Feb.13, 2009	NGO Functionaries/ Banks and Government Officials	To develop a cadre of professionals in developing countries who could organize micro enterprise and micro finance programmes.
2.7.2	International Programme on Governance & Management of Non-Profit Organizations	EDI Campus	6 weeks July 21- Aug.29, 2008	Members of Governing Body/CEOs/ Officers of Non-Profit Organizations/ Employees of Donor Agencies	To enable Non-Profit Organizations/NGOs to achieve the highest standards of excellence towards inculcating good governance (NPOs)/NGOs and best management practices.



Seen during the inaugural function of the workshop on 'Problems and Prospects of Rural Entrepreneurship' is a participant of the Programme lighting the ceremonial lamp. Also seen are (R-L) Mr. Ajay Dixit, Faculty, EDI; Mr. Mannivannan, IAS, Commissioner, Hubli-Dharwad Metropolitan Council, Hubli; Mr. Ladad, Secretary, Chamber of Commerce and Industries, Hubli and Mr. N. Ramesh, Faculty-EDI



CENTRE FOR MICRO ENTERPRISES, MICRO FINANCE AND SUSTAINABLE LIVELIHOOD

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CENTRE FOR MICRO ENTERPRISES, MICRO FINANCE AND SUSTAINABLE LIVELIHOOD



Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives & Outcome
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2.6.2	Certificate Course in Micro Finance and Micro Insurance	EDI Campus	3 months	Fresh Graduates	To create a cadre of NGO professionals for Micro Finance & Micro Insurance.
2.6.3	Action Reserch on Effectivness and Efficacy of Micro Credit Development System in Urban Areas	EDI Campus	Throughout the year	Urban based Micro Finance Institutions	To understand the reasons for high transaction cost and approaches for better micro finances delivery system in urban areas.
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CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES

Vision

- o To create world class entrepreneurs and facilitate growth of small business entrepreneurs and enterprises into medium and large.
- o To create an environment conducive to entrepreneurship by knitting together all relevant players viz., support system institutions, governments and potential/existing entrepreneurs.
- o To become an International Resource Centre to institutionalize Entrepreneurship Development and Investment Promotion activities in developing/developed countries.

While the small scale industry sector plays a vital role in boosting the economy, the present times sure call upon it to master the new rules of governing competition. The competitive environment today demands the sector to offer quality products at competitive prices with more reliance on modern technology and reduced response time. It is encouraging to note that the Government, realizing this need, has come forward with a huge support infrastructure that provides subsidized business development services, thus facilitating easy access to quality raw material, machinery, modern technology, credit on favourable terms, support in domestic and export marketing, quality improvement, entrepreneurial and managerial training, consultancy and counseling services to small industry owners. The institute also, by virtue of first hand experience of working with this target group for over two and a half decades, plays an active role in augmenting such efforts as also initiating innovative measures in this area. Also, entrepreneurship development training activities play a significant role in propelling small industry owners towards success.

The Centre for SMEs and Business Development Services would act as a brain trust for strengthening entrepreneurship at national and international levels. The centre would impart a winning edge to SMEs by way of its services and by parading a focused approach to strengthen the market of business development services. The forthcoming year will see the Centre organizing

programmes on New Enterprise Creation for potential entrepreneurs, Growth and Performance Improvement programmes for existing small entrepreneurs, Succession Planning for Entrepreneurial Continuity for equipping wards of successful entrepreneurs with entrepreneurial knowledge and Intrapreneurship Development Programmes to develop entrepreneurial managers within the organization.

Knowledge economy as we hail the present times, will hold success only for 'aware' entrepreneurs, especially in sector-specific fields like IT, ITES, Biotechnology and other technical as also service sector specific areas. The institute would intervene with training in these areas. Programmes on skill and attitude development of officers and bank managers engaged in appraising project as also the entrepreneur-behind-the-project would be taken up, thus imparting knowledge on contemporary concepts in project formulation and appraisal, credit risk assessment methodology and evaluation of proposals. Research studies, sensitization and awareness workshops and capacity building programmes for Policy Makers and Small Industry Association Executives would be targeted to evolve them as business Development Service Providers rather than performing the role of mere facilitators.

At the international level, the Centre, with the support of other international organizations would institutionalize ED approach and related activities in developing countries under the sponsorship of Indian Technical and Economic Cooperation (ITEC), Ministry of External Affairs, Govt. of India. Keeping pace with the present day needs, the Centre would also focus on cluster development, extend mentoring support to family managed firms, strike collaborations with selected industry associations for enterprise networking and partnership promotion, facilitate match-making and pre-partnership interactions amongst entrepreneurs (within India and abroad), explore possibility of developing portal for networking among MSMEs at national and international levels and set up an incubation centre to help conceptualize and develop innovative business ideas.

CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES



Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives & Outcome
3.1 New Enterprise Creation Related Activities					
3.1.1	Science & Technology Entrepreneurship Development (STED) Projects	Firozabad Udhamsingh-nagar Gorakhpur	4 year project each	Entrepreneurs	A long term on-going project to ensure setting up of at least 50 enterprises, in a year, based on S&T inputs in each of the STED Project.
3.1.2	Sector based integrated EDPs - Technical EDPs (3 Nos.)	Rae Bareli Gorakhpur Varanasi	1 year Throughout the year	Entrepreneurs	To develop existing clusters through business counselling/technology upgradation with forward and backward linkages.
3.1.3	Integrated EDP	Lucknow	6 weeks	Entrepreneurs	To develop existing clusters through business counselling/technology upgradation with forward and backward linkages.
3.1.4	Entrepreneurship Development Programme (EDP)	Gorakhpur	6 weeks	Potential entrepreneurs	To encourage and motivate potential entrepreneurs to set-up new units through EDP approach.
3.1.5	Technical EDP on Jaggery	Chamarajana- nagar (Karnataka)	6 weeks	Entrepreneurs	To establish sector specific enterprises and improve the performance of existing entrepreneurs.
3.1.6	Technology based Entrepreneurship Development Programme (TEDP)	Lucknow Rae Bareli Bhopal	6 weeks each	Potential entrepreneurs	To encourage and motivate potential entrepreneurs to set-up technology based new units through EDP strategy.
3.1.7	Entrepreneurship Development Orientation Programme (3 Nos.)	Rae Bareli (2 Nos.) Kushinagar (1 No.)	1 week each	Potential entrepreneurs	To sensitize potential entrepreneurs for taking up entrepreneurship as a career option.
3.2 Recognizing the Contribution of EDP-trained First Generation Entrepreneurs					
3.2.1	Bharti Entrepreneur of the Year Award	EDI Campus	1 day	First Generation Entrepreneurs Developed through EDPs	To establish the credibility and impact of EDPs and ED institutions.
3.3 Programme for Support System					
3.3.1	Training Programme on Project Appraisal and Entrepreneur Assessment	EDI Campus/ Bank Training Centre	1 week	Project Appraisal Officers of Banks/Financial Institutions	To strengthen the capabilities of officials from banks and financial institutions in the areas of Project Formulation, Appraisal and Entrepreneur Assessment.
3.4 International Programmes for SME Growth					
3.4.1	International Programme on Use of English Language in Business Communication	EDI Campus	6 weeks Sept. 08- Oct. 17, 2008	Managers/ Executives/ Owner- Managers from developing countries	For entrepreneurs and managers/executives of corporate houses to sharpen their communication skills (with emphasis on English language) for effective business transactions.
3.4.2	International Programme on Entrepreneurship & Small Business Promotion	EDI Campus	6 weeks Jan. 05- Feb. 13, 2009	Professionals engaged in Small Business Promotion	A comprehensive training package to train Entrepreneur Trainer-Motivators and Business Counsellors of developing countries for initiating, planning and implementing ED activities and to groom them for effective business counselling.
3.4.3	International Programme on Organisational Entrepreneurship	EDI Campus	6 weeks Sept. 08- Oct. 17, 2008	Managers of SMEs and entrepreneurs from developing countries	To sharpen managerial skills of entrepreneurs and senior executives of SMEs, leading to performance improvement of enterprises.



CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES

3.4.4	International Programme on Computer Applications for SMEs	EDI Campus	6 weeks Nov.10- Dec.19 2008	Entrepreneurs/ Middle & Senior level Executives of SMEs	For entrepreneurs and middle/senior level executives of SMEs to update their knowledge in the area of computer applications for enhancing the productivity level of enterprises.
3.4.5	International Programme on Industrial & Infrastructure Project Preparation and Appraisal	EDI Campus	6 weeks Feb.16- March 27, 2009	Bankers, Business Development Officers of Financial Institutions	To upgrade appraisal techniques and improve decision making process so that there is improved viability and returns.
3.4.6	International Programme on Business Research Methodology & Data Analysis	EDI Campus	6 weeks Feb.16- March 27, 2009	Entrepreneurs/ Middle & senior level executives of SMEs/ Professionals engaged in Small Business Promotion	To enable participants to carry out research and improve their proficiency in selection of analytical tools and interpretation of statistical data to solve business problems.
3.5 Creating Entrepreneurial Greater Mekong Sub-region (GMS)					
3.5.1	Awareness Workshops on 'Unleashing Entrepreneurship for Development & Trade'	China Vietnam Cambodia	4 days each	SME entrepreneurs and policy-level stakeholders of GMS	To spread and strengthen entrepreneurship in GMS through capacity building, research, networking and increasing regional and global trade under prevailing WTO regime.
3.6 Research & Study					
3.6.1	Evaluation Study of Vendor Development Programmes conducted by Ministry of Micro, Small and Medium Enterprises, Government of India	All India	14 weeks 1st to 2nd Quarter	Vendor Development Programme beneficiaries from SSIs and LSIs	The prime objective is to evaluate the impact and efficacy of VDPs conducted by MSMEs under the Ministry in various states and make an assessment of benefits received by target beneficiaries.



Participants of the International Training Programme on Governance and Management of Non Profit Organizations seen with (5th from R) Dr. Dinesh Awasthi, Director-EDI; (4th from R) Mr. Subhranshu Tripathy, Programme Director and other members of the faculty group.

INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS, GROWTH AND TECHNOLOGY (IC³GT)



Vision

To foster global competitiveness & growth of MSMEs in cluster through a range of technical, managerial, capacity building, handholding and advisory services.

India's industrialization, dramatic shift in development processes and policies have opened up avenues to usher in radical changes on the industrial scenario, leading to global entry and acceptance of Indian products and services. Inadequate responses, half-baked changes and woeful lack of awareness have kept the Indian economy far behind its peak. Excessive reliance on traditional practices and age-old formulae have beset the Indian industrial scenario with innumerable problems, especially the small-scale industry sector. Step-matching with the changing economic environment has become urgent.

Traditional knowledge, the base of several Indian industries has not been supplemented by innovative researches and technologies, thus making this winning resource a reason for the fragile condition of several Indian clusters.

These SMEs, if addressed as clusters, can gain advantages on the fronts of quality, technology, raw material purchase, common facility centre, competition, export, etc. SMEs, in clusters, experience the much required upsurge, amidst the demanding global scenario. India has a rich foundation of clusters and initiatives to boost various functional areas of a cluster by pinpointing the anomalies that cloud them, can lead to their dynamism.

However, if it is important to find reasons for slowdown of clusters, it is also equally urgent to introduce result-oriented approaches and systems that help these clusters, not just grow but grow at a sustained pace. It is important to introduce a spectrum of activities, conduct researches on emerging principles and replicable models, disseminate information, ensure policy level interventions, etc., to introduce advancement in clusters, from a broader perspective. A centralized planning, implementation and control system in the form of an umbrella organization will bring forth, in totality, the dynamics of turn-around strategies, activities and advocacy. International Centre for

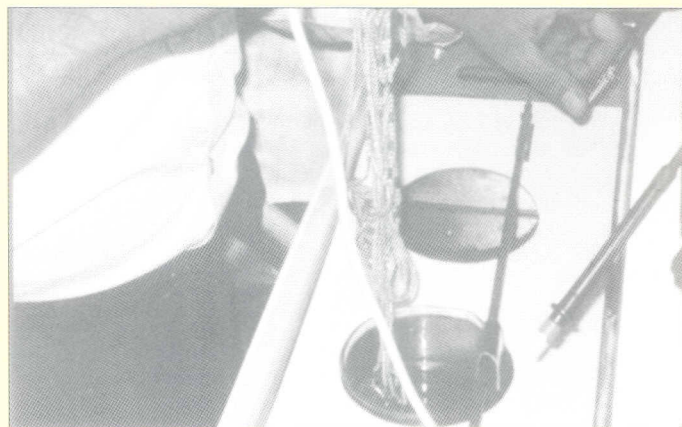
Cluster Competitiveness, Growth and Technology (IC³GT) would now cater to this requirement.

A package of interventions have been planned as a part of the responsibility. Several technologies have already been transferred, with entrepreneurs graduating up swiftly. The aspects of technology, production, marketing, export, etc., no longer bewilder entrepreneurs of the cluster.

EDI's background, experiences and accomplishments in various clusters, across the nation, made the Office of the Development Commissioner, Micro, small & medium enterprises, Govt. of India, set up the International Centre for Cluster Competitiveness, Growth and Technology (IC³GT) at the Institute. EDI's experience, resources, expertise and network will be effectively marshaled to ensure that the Centre serves as a repository of knowledge, information and strategic plans.

In addition to providing strategic support to the 12 MSME clusters, 23 Handloom Clusters, 5 Village Industries Clusters, 7 Khadi Clusters and 7 Coir Clusters, the Centre will also directly engaged in developing diverse MSME Clusters.

To achieve the desired goals, the Centre, during the year, will also organize workshops training and capacity building programmes for the cluster development executives, entrepreneurs, their managers and supervisors on various enterprise and cluster specific issues, so that they can adopt a cluster based holistic development approach.



A technology demonstration at Thrissur Gold Ornaments' Cluster to enhance the glitter of gold ornaments



INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS FOR GROWTH & TECHNOLOGY

Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
4.1 Integrated Cluster Development Programme					
4.1.1	Cluster Development Programme in the Auto Parts Cluster	Jalandhar, Ludhiana & Phagwara	3 years	Entrepreneurs manufacturing Auto-parts	Holistic development of the cluster through technology/enterprise upgradation programme and personal counseling.
4.1.2	Handholding, Guidance and Monitoring support to the 12 clusters taken up under IC3G	12 clusters spread across 12 states in India	3 years	Entrepreneurs and artisans working in these clusters	Guidance and support to the clusters to facilitate smooth implementation of cluster based development programmes.
4.1.3	Benchmark Study in Kerala Clusters.	Mallapuram, Kannur	8 months	Entrepreneurs	For understanding present business performance of select clusters and realizing their growth potential vis-à-vis benchmark cluster.
4.1.4	Act as a 'National Resource Agency' for 20 Pilot Clusters under the Integrated Handloom Cluster Development Scheme	National (13 states)	4 years	Handloom Sector	Hand-holding and mentoring support to implementing agencies involved in IHCDP at 20 pilot handloom clusters identified by Govt. of India.
4.1.5	Cluster Based Handloom Sector Interventions at Varanasi, Sonapur, Chanderi (Gwalior)	Varanasi, Sonapur, Chanderi (Gwalior)	4 years	Handloom Sector	An integrated package of skill upgradation, market related interventions, consortium formation, promotion of Public-Private Partnerships, export development, design related interventions etc., to ensure revitalization.
4.1.6	Handholding & Mentoring Support to 5 Village Industries Clusters (to act as Technical Agency for select Implementing Agencies in West, North, South & Central Zones)	Valsad, Moradabad, Goa, Sindudurg, Raipur	4 years	Village Industries	To provide handholding and mentoring support to implementing agencies in conducting various cluster development activities in Village Industries Clusters
4.1.7	Handholding & Mentoring Support to 7 Khadi Clusters (to act as Technical Agency for select Implementing Agencies in West & North Zones)	Surendranagar, Sultanpur, Gorakhpur, Rae Bareli, Haldwani, Nanded, Saharanpur	4 years	Khadi Industries	To provide handholding and mentoring support to implementing agencies in conducting various cluster development activities in Khadi Industries.
4.1.8	Handholding & Mentoring Support to Coir Industries (to act as Technical Agency for select Implementing Agencies in West & South Zones)	7 Clusters Kerala - 4, (Beyapore, Mangad, Vaikom, Chirayinkeezh) Gujarat - 1, (Mahua) Lakshadweep-1, Goa- 1 (Panjim)	4 years	Coir Industries	To provide handholding and mentoring support to implementing agencies in Coir Industries.
4.2 Workshops					
4.2.1	Workshop/Seminar/ Counseling on Health and Safety	Jalandhar, Ludhiana & Phagwara	1 month	Entrepreneurs	To create awareness about health and safety norms in industrial units.



INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS FOR GROWTH & TECHNOLOGY

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4.1 Integrated Cluster Development Programme					
4.1.1	Cluster Development Programme in the Auto Parts Cluster	Jalandhar, Ludhiana & Phagwara	3 years	Entrepreneurs manufacturing Auto-parts	Holistic development of the cluster through technology/enterprise upgradation programme and personal counseling.
4.1.2	Handholding, Guidance and Monitoring support to the 12 clusters taken up under IC3G	12 clusters spread across 12 states in India	3 years	Entrepreneurs and artisans working in these clusters	Guidance and support to the clusters to facilitate smooth implementation of cluster based development programmes.
4.1.3	Benchmark Study in Kerala Clusters.	Mallapuram, Kannur	8 months	Entrepreneurs	For understanding present business performance of select clusters and realizing their growth potential vis-à-vis benchmark cluster.
4.1.4	Act as a 'National Resource Agency' for 20 Pilot Clusters under the Integrated Handloom Cluster Development Scheme	National (13 states)	4 years	Handloom Sector	Hand-holding and mentoring support to implementing agencies involved in IHCDP at 20 pilot handloom clusters identified by Govt. of India.
4.1.5	Cluster Based Handloom Sector Interventions at Varanasi, Sonapur, Chanderi (Gwalior)	Varanasi, Sonapur, Chanderi (Gwalior)	4 years	Handloom Sector	An integrated package of skill upgradation, market related interventions, consortium formation, promotion of Public-Private Partnerships, export development, design related interventions etc., to ensure revitalization.
4.1.6	Handholding & Mentoring Support to 5 Village Industries Clusters (to act as Technical Agency for select Implementing Agencies in West, North, South & Central Zones)	Valsad, Moradabad, Goa, Sindudurg, Raipur	4 years	Village Industries	To provide handholding and mentoring support to implementing agencies in conducting various cluster development activities in Village Industries Clusters
4.1.7	Handholding & Mentoring Support to 7 Khadi Clusters (to act as Technical Agency for select Implementing Agencies in West & North Zones)	Surendranagar, Sultanpur, Gorakhpur, Rae Bareli, Haldwani, Nanded, Saharanpur	4 years	Khadi Industries	To provide handholding and mentoring support to implementing agencies in conducting various cluster development activities in Khadi Industries.
4.1.8	Handholding & Mentoring Support to Coir Industries (to act as Technical Agency for select Implementing Agencies in West & South Zones)	7 Clusters Kerala - 4, (Beyapore, Mangad, Vaikom, Chirayinkeezh) Gujarat - 1, (Mahua) Lakshawdeep-1, Goa- 1 (Panjim)	4 years	Coir Industries	To provide handholding and mentoring support to implementing agencies in Cair Industries.
4.2 Workshops					
4.2.1	Workshop/Seminar/ Counseling on Health and Safety	Jalandhar, Ludhiana & Phagwara	1 month	Entrepreneurs	To create awareness about health and safety norms in industrial units.

INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS FOR GROWTH & TECHNOLOGY



Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives & Outcome
4.2.2	Workshop/Seminar/Counseling on Brand Building	Jalandhar, Ludhiana & Phagwara	1 month	Entrepreneurs	For exploring possibility of improved brand image.
4.2.3	Workshop/Seminar/Counseling on Export Packaging	Jalandhar, Ludhiana & Phagwara	1 month	Entrepreneurs	Improved Awareness of Export packaging.
4.3	Manual Preparation				
4.3.1	Preparation of Frequently Asked Questions manual.	Jalandhar, Ludhiana & Phagwara	1 month	Entrepreneurs	Dissemination of information to cluster actors.
4.4	Technology Development				
4.4.1	Technology development of fluxing system for hot dip galvanizing technology	Jalandhar, Ludhiana & Phagwara	1 month	Entrepreneurs	Improvement of quality of hot dip galvanized components.
4.5	Capacity Building for Cluster Development				
4.5.1	Training of BDS in auto parts technology	Jalandhar, Ludhiana & Phagwara	6 months	Entrepreneurs	Sustainability of auto parts cluster on completion of project.
4.5.2	Cluster Development Programme involving soft skills- Engineering Cluster	Vadodara, Surendranagar, Ahmedabad, Surat	3 years	SMEs in the Engineering sector.	Capacity Building of entrepreneurs.
4.5.3	Cluster Development Programme involving soft skills- Engineering Cluster	Ghaziabad, Varanasi, Aligarh	3 years	SMEs in the Engineering sector.	Capacity Building of entrepreneurs.
4.5.4	Cluster Development Programme for Office of Commissioner, Textiles, Mumbai	EDI Campus	3 months 3) phases)	Powerloom Sector	To develop a cadre of Cluster Development Executives for the Office of Textile Commissioner, Mumbai.
4.5.5	Sensitization Programme for Regional Officers of Textile Commissioner's Office on Cluster Development.	EDI Campus	5 days	Powerloom Sector	To orient and apprise regional officers on methodology, process and approaches involved in cluster development
4.6	New Initiatives				
4.6.1.	Creation of R&D Facility Center for the Diesel Engine Cluster at Rajkot.	Rajkot	3 years	SMEs in the Diesel Engine Cluster.	To introduce high-tech diesel engines in the Cluster as a part of product diversification.
4.6.2.	Enterprise creation for manufacturing improved Diesel Engine Parts and therefore creation of employment / poverty alleviation	Agra	3 years	SMEs in the Diesel Engine Cluster	New Enterprise creation / employment generation / poverty alleviation
4.6.3.	Implementing BDS for SMEs in identified clusters	Rajkot	2/3 years	SMEs in the Rajkot, cluster	To offer market oriented BDS and increase the flow of credit to Indian SMEs to enhance their competitiveness.



CENTRE FOR SOCIAL ENTREPRENEURSHIP & CORPORATE SOCIAL RESPONSIBILITY

Vision

To create a cadre of social entrepreneurs who initiate a large number of sustainable social enterprises that help in empowering the marginalized sections of the society.

If some entrepreneurs shape the economy of a nation, it is also true that yet others create sustainable livelihood options and contribute to social development. These are social entrepreneurs who devise breakthrough strategies that usher in sweeping changes in societal well-being. Creating social entrepreneurs has, therefore, now become an important aspect of EDI's prime orientations. The Institute commits itself to creating social entrepreneurs to bring about significant social change. It seeks to float activities under the Centre for Social Entrepreneurship to be institutionalised at EDI.

Social entrepreneurs are change agents devoted to transforming societies by

- recognising and relentlessly pursuing new opportunities leading to innovative developmental strategies.
- involving themselves in the process of innovation, adaptation and learning to give a new dimension to livelihood conditions of people.
- exhibiting best practices in terms of accountability and transparency towards the outcomes of their endeavours.

A spirit of volunteerism is what forms the premise of their mission. Their unique foresight guides them through opportunities which they tap to establish a new world order. Getting bogged down by functional and bureaucratic hindrances is not the nature of social entrepreneurs; instead they seek alternatives in times of failure of one approach to improve the basic material and social well-being of folks. Social enterprise development programme to be conducted under this thrust area would spearhead social entrepreneurship, thus creating social entrepreneurs who recognise the inherent disadvantages rooted in the society and come out with innovative rectification measures that reshape the social landscape of the country. The six month

programme would, therefore, develop skilful and competent social entrepreneurs who would formulate holistic and sustained initiatives towards development. The programme would also assist these entrepreneurs by helping them identify their area of inclination and setting up their social enterprises.

Sensitisation workshops in universities and colleges across the country have also been planned to give an upsurge to the field of social entrepreneurship and to create awareness about the concept among youth.

Research and documentation in any field is important and these help catch the anomalies so that they can be addressed and transformed into best practices. The Institute would, therefore, also focus on bringing out case studies and success stories on social entrepreneurs across the country. A documentation of exemplary performances would surely give the necessary thrust to the movement.

Leading corporates have today come to play a very important role in creating developed, wholesome societies. Corporate Social Responsibilities (CSR) as an area, has attracted the sensitivities of many a big national business hero. EDI has stepped forward to support corporate houses in promoting social development through projects under the corporate social responsibility segment.

A social vision, concern and awareness guides the efforts of EDI under this thrust area. The programmes are aimed at creating social entrepreneurs who display the ability to cope with myriad social issues and turmoils plaguing the society.

Social entrepreneurs will no longer work in seclusion. Through an innovative and focussed approach, EDI seeks to mainstream the discipline of Social Entrepreneurship and those devoted to societal well being.

CENTRE FOR SOCIAL ENTREPRENEURSHIP & CORPORATE SOCIAL RESPONSIBILITY



Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives & Outcome
5.1 Centre for Social Entrepreneurship					
5.1.1	25 case studies of successful social entrepreneurs of India - An EDI publication	EDI Campus	April - October 2008	Successful Social Entrepreneurs of India	To document success stories of those existing social entrepreneurs who have contributed significantly in creating and enhancing social values.
5.1.2	1-day National Workshop on Social Entrepreneurship	EDI Campus	1 day	Social Entrepreneurs	To provide a platform to social entrepreneurs to share their experiences and recommend strategies to develop more social entrepreneurs through training interventions.
5.1.3	Social Enterprise Development Program (SEDP)	EDI Campus	8 Weeks	Potential Social Entrepreneurs	To identify, select and train potential social entrepreneurs to help them start their own social enterprises through an 8-week intensive, non-residential programme.
5.2 Corporate Social Responsibility					
5.2.1	Micro Enterprise Development Programmes (6 Nos.)	Karnataka	1 month each	Under-represented groups	To support growth of micro enterprises through trained NGO officials particularly amongst communities experiencing high unemployment and economic decline.
5.2.2	Micro Enterprise Development Programmes (20 Nos.)	Karnataka	1 month each	Potential Entrepreneurs	To involve corporate houses towards development of society at large by way of getting their support in creating micro enterprises leading to self-employment and employment generation.
5.2.3	Micro Enterprise Development Programmes (40 Nos.)	Chhatisgarh	1 month each	Potential Entrepreneurs	To support growth of micro enterprises through trained NGO officials particularly amongst communities experiencing high unemployment and economic decline.



CENTRE FOR WOMEN ENTREPRENEURSHIP & GENDER STUDIES

Vision

To act as a repository of knowledge in the area of women entrepreneurship development and carry out activities to break the barriers that inhibit women from emerging as successful entrepreneurs.

Contemporary women know how to make powerful statements of entrepreneurial grit and success. But while their perspective and aspirations are perfectly in place, they are heavily bogged down by factors that obstruct their entrepreneurial potential from coming into full play.

Knowledge in the area of business development to promote women entrepreneurship is at a nascent stage. But what is encouraging is that the government and also many esteemed organizations have stepped forth, urging women to grow and strive for entrepreneurial success. Gender mainstreaming is the need of the day and can be achieved with a focused and integrated approach towards women entrepreneurship development. Empirical evidences suggest that women are weighed down by circumstances which are 'women specific' and these then hinder their mobility, access to information, services and also resources. There is, therefore, a need to offer effective market driven business development services to potential women entrepreneurs to bring about a shift in their attitude,

motivation, knowledge and working style. There is a growing realization that business development service providers, who work in the field of promoting women entrepreneurship should develop strategies on gender mainstreaming in business development, apply gender-sensitive policies and practices for women empowerment, gender equality and equity.

This would also help deal with gender bias that exists against both existing and potential women entrepreneurs. And, with more competent women entrepreneurs dealing with hurdles that face them, the conspicuous pattern of male dominance in society would also be challenged.

The Centre for Women Entrepreneurship and Gender Studies, at the Institute, will encourage potential women entrepreneurs to come forward, establish their ventures and become self-sufficient through training interventions; expose them to appropriate technology, extend support to existing women entrepreneurs; and, organize seminars, workshops to bring about interactions between women entrepreneurs and support system officials to facilitate creation and development of business enterprises. The Centre would, therefore, promote self-dependency in women and work towards evolving women into 'aware' and confident entrepreneurs.

CENTRE FOR WOMEN ENTREPRENEURSHIP & GENDER STUDIES

Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives & Outcome
6.1	Research & Dissemination				
6.1.1	Development of case studies on successful Women Entrepreneurs	Regional	1 year	Women Entrepreneurs	To understand gender issues involved in women entrepreneurship. The document can be used as training material for advocacy.
6.1.2	Gender Sensitization Training for Personnel of Corporate Sector	EDI Campuis	1 day	Corporate Sector	To involve corporate sector in mainstreaming women into livelihood projects.

ACHIEVEMENTS UNDER STRATEGIC THRUST AREAS



ENTREPRENEURSHIP EDUCATION

Sr. No	Activities under this thrust area	Achievements till March 31, 2008
1.	One-year Post Graduate Programmes (Launched in August 1998) Total number of students enrolled in 10 batches	813
2.	Open Learning Programme in Entrepreneurship (OLPE) Launched in January 1995 Number of batches announced Number of learners enrolled - Number of S&T learners - Number of Non-S&T category - Number of women learners	52 6854 4710 2144 1309
3.	Number of Faculty Development Programmes (FDPs) in Entrepreneurship - No. of teachers trained	68 1461
4.	Number of National Summer Camps on Entrepreneurial Adventure for Youth (17-22 years) - Students participated	16 544
5.	Number of Summer Camps for School Children (12-16 years) - Students participated	24 886
6.	National Seminar on Current Researches in Entrepreneurship - Delegates participated	7 336
7.	National Workshop on Entrepreneurship Education in Vocational Schools & Technical Institutions - Delegates participated	1 37
8.	National Workshop on Approaches to Entrepreneurship Education - Delegates participated	1 17
9.	Number of 1-Day Orientation Programmes on Entrepreneurship Organised for Gujarat Schools - Students participated	172 8400
10.	PG Students benefited through a full-fledged Entrepreneurship Training Module	15

MICRO ENTERPRISE AND MICRO FINANCE DEVELOPMENT

Sr. No	Activities under this thrust area	Achievements till March 31, 2008
1.	Number of MEDPs Conducted - Number of micro entrepreneurs trained - Number of micro enterprises set up	690 17284 9506
2.	Number of Trainers' Training Programmes Organised - Number of rural trainers trained	37 911
3.	Number of National/Regional Workshops on RED strategy for NGOs - Number of NGO officials sensitized	19 677
4.	Activities on Informal Micro Credit Delivery System (IMCDS) : - Trainers' Training Programmes organised - NGO trainers trained - Number of Workshops for CEOs of NGOs on IMCDS - Number of CEOs attended - Number of NGO officials re-trained on IMCDS Refresher Course	5 134 7 182 60
5.	Number of Capacity Building Programmes for NGOs on Sustainability - NGO trainers trained	3 48
6.	Number of Policy Sensitisation Workshops organised for Sustainability of NGOs - Number of officials sensitised	5 275
7.	Support to Rural Industries Programmes (RIP) Project of SIDBI in Rae Bareilly (U.P.) : - Number of Rural Youth influenced through Entrepreneurship Awareness Meetings/Camps - Business Counsellors Developed - Total Number of Units Promoted - Employment generated - Number of Bankers Sensitized through Orientation Programmes - unemployed youth counselled	2338 25 221 668 64 1126
8.	International Delegations on Micro Enterprise Development : - Sri Lankan delegates - From Nepal - Bangladesh	66 60 10
9.	Number of Programmes Conducted on Financial Management & Accounting for NGOs - Number of NGO officials trained	10 229
10.	Number of Training Programmes for Developing Rural Business Development Service Providers - Number of Rural Business Development Service Providers Developed	7 146
11.	Number of Training Programme on Rural Marketing - Number of Officers Trained	9 228
12.	Number of NGO officials trained in Advanced Training Programme on Micro Finance	22



PERFORMANCE AND GROWTH OF EXISTING ENTREPRENEURS

Sr. No	Activities under this thrust area	Achievements till March 31, 2008
1.	Succession Planning for Entrepreneurial Continuity (SPEC) - Number of programmes conducted - Number of successors groomed	18 280
2.	Performance Improvement Programmes (PIPs) for Existing Entrepreneurs (9 programmes exclusively for women) - Entrepreneurs trained	128 5697
3	Small Industry Management Assistant Programmes (SIMAPs) - Young graduates developed	37 868
4.	Total Number of Growth-cum-Counsellors' Programmes Conducted - General Growth Programmes - Growth Programmes exclusively for Women Entrepreneurs - Technology-oriented Growth Programmes - Export-oriented Growth Programmes - Total number of entrepreneurs geared up - Total number of business counsellors developed	21 9 1 2 9 469 433
5.	Growth-cum-Counsellors' Programmes in association with State-level ED Organisations - Entrepreneurs influenced - Counsellors developed	35 64
6.	Total Number of Region/ Product-specific Export Workshops - Business with CIS countries : Number of potential exporters developed - Business with South Africa : Number of potential exporters developed - Software Exports : Number of potential exporters developed - Business with Australia : Number of potential exporters developed	4 23 55 37 13
7.	Functional Programmes on Strategic Management - Entrepreneurs trained	4 62
8.	Intrapreneurship : Corporate Executive Programmes for Zydus-Cadila Group of Companies - Area Business Managers (ABMs) trained in 18 basic programmes - ABMs trained in 10 Theme-specific Programmes - Regional Business Managers (RBMs) trained	363 210 72
9.	Workshops organized for Zydus-Neuro Sciences - Executives of Neuro Science Division - Executives of Sri Lankan Division	3 33 12
10.	Number of Executives of Developing Countries trained through International Management Education Programmes (MEPs)	135

PERFORMANCE IMPROVEMENT OF ED ORGANISATIONS AND ED PROGRAMMES

Sr. No	Activities under this thrust area	Achievements till March 31, 2008
1.	National Trainers' Course - Trainers developed	22 384
2.	Functional Trainers' Programmes on : Entrepreneur Selection, Motivation, Counselling and Competencies - Professionals trained Business Opportunity Identification & Guidance - Professionals trained Project Report Preparation - Professionals trained	4 50 4 80 4 67
3.	Capacity Building of Organisations : Trainers Trained - Central Silk Board - Khadi & Village Industries Commission - Kerala Horticulture Dev. Programme (KHDP), Cochin - Rural Dev. & Self Employment Training Institute (RUDSETI) - Indo Dutch Project Management Society (IDPMS) - Entrepreneurship Development (ED) Cells of Engineering Colleges - Tata Iron & Steel Company (TISCO) Ltd., Jamshedpur - Karnataka State Women Dev. Corpn. - Tamilnadu Corpn. For Development of Women - Kudumbashree, Kerala	90 45 52 55 22 19 8 22 184 53
4.	Number of 'Agripreneurs' trained through Training Programme on Agri-Clinics & Agri-business Centres	70



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4.	Number of 'Agripreneurs' trained through Training Programme on Agri-Clinics & Agri-business Centres	70

ENTREPRENEURSHIP ENVIRONMENT AND SUPPORT SYSTEM



Sr. No	Activities under this thrust area	Achievements till March 31, 2008
1.	Entrepreneurs' Meet Number of ED Orientation Programmes for Officers of DICs/ Banks/ Financial Institutions - Number of officers sensitised	11 26 568
2.	Number of Extension Motivation Programmes for Support System Officials - Officers trained	12 240
3.	Number of FBFI Programmes for Credit/ Appraisal Officers of Banks/ Financial Institutions - Officers trained on the interview technique	19 342
4.	Business Counsellors Programme for Small Industry Development Officers (SIDOs) - Number of officers trained	48
5.	Intrapreneurship Programme for Govt. Officials of Jammu & Kashmir - Officials trained	26
6.	NGO Banker Interface - Number of NGO-CEOs participated - Number of Bankers participated	24 352 330
7.	Workshops on Women Entrepreneurship : Gender & Entrepreneurship Development under GPTP of GoI - Number of resource persons trained (5 states) - Number of workshops organised in 2 states (UP & MP)	22
8.	Training Programme for Developing Cluster Development Agents (CDAs) - Number of support system officials trained as Cluster Development Agents	16 399
9.	Training Seminar for Executives of Industry Associations - Number of Executives Sensitized	2 33

STRATEGIC INTERNATIONAL PROGRAMMES

Sr. No	Activities under this thrust area	Achievements till March 31, 2008
1.	Programmes for Training Entrepreneur Trainer Motivators (ETMs) for Developing Countries - Total number of trainers trained Number of Polytechnic Teachers trained as Resource Persons for Commonwealth Association of Polytechnics in Africa (CAPA)	21 408 18
2.	Number of programmes on Industrial Project Preparation & Appraisal for Developing Countries - Number of appraisal officers trained	19 377

STRATEGIC INTERNATIONAL PROGRAMMES

3.	Number of Inter-Regional Workshops on Entrepreneurship for Policy-makers of African/ Asian/ Francophone and CHOGRM member countries - Countries participated	4 35
4.	UNIDO Project on Women Entrepreneurship - Number of women entrepreneurs trained - Number of women entrepreneur trainer-motivators trained - Number of financial/ appraisal officers dealing with projects of women entrepreneurs trained	21 25 22
5.	Technical Training provided to Women Entrepreneurs of Developing Countries - Number of women entrepreneurs from Sri Lanka - Number of women entrepreneurs from Nepal	20 19
6.	International Training Programme on Micro Enterprise & Micro Finance Development - Number of NGO professionals from developing countries trained	11 195
7.	Achievements under UNIDO & GoI-sponsored Inter-Regional Centre (IRC) Training Programme on Industrial Project Preparation & Appraisal - Number of Appraisal Officers trained In Bahrain for Arab Region : - Number of Professionals trained under Training of Trainers for New Enterprise Creation - Number of Potential Entrepreneurs trained for New Enterprise Creation - Number of Business Counsellors groomed for Growth of SMEs	7 119 27 20 12
	In African Region : - Number of Support System Officials attended the Preparatory Workshop in Mozambique on Interventions to Facilitate Investment Promotion in Mozambique - Number of participants in the Seminar on Project Identification, Formulation & Screening conducted in Mozambique - Number of professionals trained under Industrial Project Preparation & Appraisal organized in Mozambique - Number of Business Counsellors groomed in Mozambique for Growth of SMEs - Number of Mozambican Entrepreneurs benefited from Enterprise Upgradation Programme - Number of Trainers trained in Industrial Management organized in Tanzania	27 23 15 23 14 15



EDI Publications and Audio-Visual Programmes

Sr.No.	Name of Publications INR (Rs.)	PRICE	
		USD	(\$)
1	Entrepreneurship Development Programme in India and its Relevance to Developing Countries - V.G.Patel	150/-	10
2	Developing New Entrepreneurs	250/-	20
3	Self - Made Impact - Making Entrepreneurs. - G.R.Jain & Akbar Ansari	300/-	22
4	National Directory of Entrepreneur Trainer - Motivators and Resource Persons - Compiled by S.B.Sareen & H.Anil Kumar	190/-	-
5	In Search of Identity - The Women Entrepreneurs of India. - Ajit Kanitkar & Naline Contractor	200/-	15
6	A Manual on How to Prepare a Project Report - J.B.Patel & D.G.Allampally	150/-	10
7	A Manual on Business Opportunity Identification & Selection - J.B.Patel & S.S.Modi	200/-	15
8	Performance Improvement Booklets for Existing Entrepreneurs	50/-	4
	1. Budgeting	(Per booklet)	
	2. Energy Conservation		
	3. Cost Consciousness for SSI		
	4. Business Plan for SSI		
	5. Cash Flow in Small Business Management		
	6. Understanding Value Engineering		
	7. Basics in Export Marketing		
	8. Just in Time		
	9. Record-Keeping in Small Business Management (Hindi)		
	10. Statutory Aspects in SSI		
9	Not Born - The Created Entrepreneurs - Jose Sebastian & Sanjay Thakur	200/-	15
10	New Initiatives in Entrepreneurship Education & Training - Edited by Gautam Jain & Debmuni Gupta	200/-	15
11	The Seven Business Crises & How to Beat Them - V.G.Patel	225/-	16
12	A Handbook for New Entrepreneurs - Edited by P.C.Jain	595/-	-
13	Evaluation of Entrepreneurship Development Programmes - D.N.Awasthi & Jose Sebastian	250/-	20
14	Doing Business in India - The Street Smart Entrepreneurs - V.Padmanand & V. G. Patel	425/-	109 (1 Yr.)
15	Short Steps Long Leaps Stories of Impact Making Rural Entrepreneurs - Edited by Dr. Dinesh Awasthi	Published by Sage	
17	The Journal of Entrepreneurship	Published by Sage	

Sr.No.	Name of Publications	PRICE	
		INR (Rs.)	USD (\$)
1.	Five Success Stories of First Generation Entrepreneurs	750/-	75
2.	Assessing Entrepreneurial Competencies	750/-	75
3.	Business Opportunity Selection & Guidance	750/-	75
4.	Starting Crisis in Business	250/-	20
5.	Cash Crisis in Business	250/-	20
6.	Delegation Crisis in Business	250/-	20
7.	Leadership Crisis in Business	250/-	20
8.	Financial Crisis in Business	250/-	20
9.	Prosperity Crisis in Business	250/-	20
10.	Management Succession Crisis in Business	250/-	20
11.	Planning for Competition & Growth	250/-	20
12.	Problem Solving - An Entrepreneurial Skill	750/-	75
13.	Jewels from the Dust - The Making of the Rural Entrepreneurs	250/-	20
14.	The World of Women Entrepreneurs	250/-	20
15.	Chhu Lenge Aasman(Hindi) (Docu-Drama on Business in Five Episodes)	2000/-	-
	Note : Postage Charges will be extra.		



Under the Handloom Cluster Development project, sponsored by the Office of the Development Commissioner Handloom, Ministry of Textiles, Government of India, EDI has been appointed as a National Resource Agency to work towards revitalization of 20 Handloom Clusters across the country. As a part of its intervention strategies the Institute organized Exhibition-cum-Buyer Seller Meet at Delhi, Mumbai and Ahmedabad. Seen here is Shri Shankar Singh Waghela, Honourable Minister of Textiles (extreme right) during the inauguration of the Handloom Expo in Delhi.

Dr. Rakesh Mohan, Dy. Governor, RBI (extreme right) presenting the Bharti Entrepreneur of the Year Awards 2007 on the EDI-Bharti Day, celebrated on March 28, 2008. The recipient of the Bharti Entrepreneur of the Year Award 2007 was Shri Ashit Doshi, Managing Director, Doshion Ltd., Ahmedabad and that of the special award was Shri Sardarsinh Ladhubha Jadeja, Managing Director, Geeta Machine Tools Pvt. Ltd.



EDI Alumni has established itself as a body with a futuristic vision, giving valuable direction and learning to the past and the present PG students. Seen during the inauguration of the Alumni Meet-2008 is (in centre) Chief Guest, Mr. Devang Nanavati, a Distinguished Lawyer and Lead India Finalist with (L-R) Dr. Dinesh Awasthi, Director-EDI and Dr. Sunil Shukla, Chairperson, EDI-PG Programmes & Chief Faculty, EDI



Chief Guest of the inauguration of the EDI-PGP Alumni Meet-2008, Mr. Devang Nanavati, addressing the alumni

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