



Entrepreneurship
Development
Institute of India
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From the Director
General's Desk



PLANNING TOWARDS POST COVID WORK

The year 2020 had sprung up problems for all sectors. And, just when it seemed that the economy had gradually started looking up in 2021, things turned dismal again. However, when everywhere there are talks of about how bad things could be, I would like to focus on the positives; how there are efforts that reverberate good times ahead. The government is mindful about the interventions that are going into the critical sectors of Agriculture, Healthcare, Infrastructure, MSMEs, Education and Startups. Education, as an area, has continued, but remained far from flourishing and needs focussed efforts. Govt.

decisions to establish higher education commission and nine education clusters, train 56 lakh school teachers through the National Initiative for School Heads and Teachers for Holistic Advancement (NISTHA), introduce online modules covering the entire gamut of adult education, and similar initiatives in the same vein, will soon see a start and go a long way in making the education sector competitive and self-reliant in a post COVID scenario. We also look forward to welcoming a new brigade of thinking students as the students begin to get tested on their conceptual clarity, analytical skills and application of knowledge to real-life situations. If we recall, the Union Budget for the first time underscored the importance of innovation and, I must say, it is a significant move. With the intentions to promote startups, announcements have been made to extend exemption on Capital Gains tax from investments in Startup by another year. In addition, startup innovators would now be allowed to form One-Person Company without restrictions and paid-up capital or turnover norms. Also, setting up of a Fintech hub in GIFT City will not only attract various startups players in the segment (especially



unicorns/IT and ITes companies) but also boost the start up ecosystem of the state of Gujarat and the country.

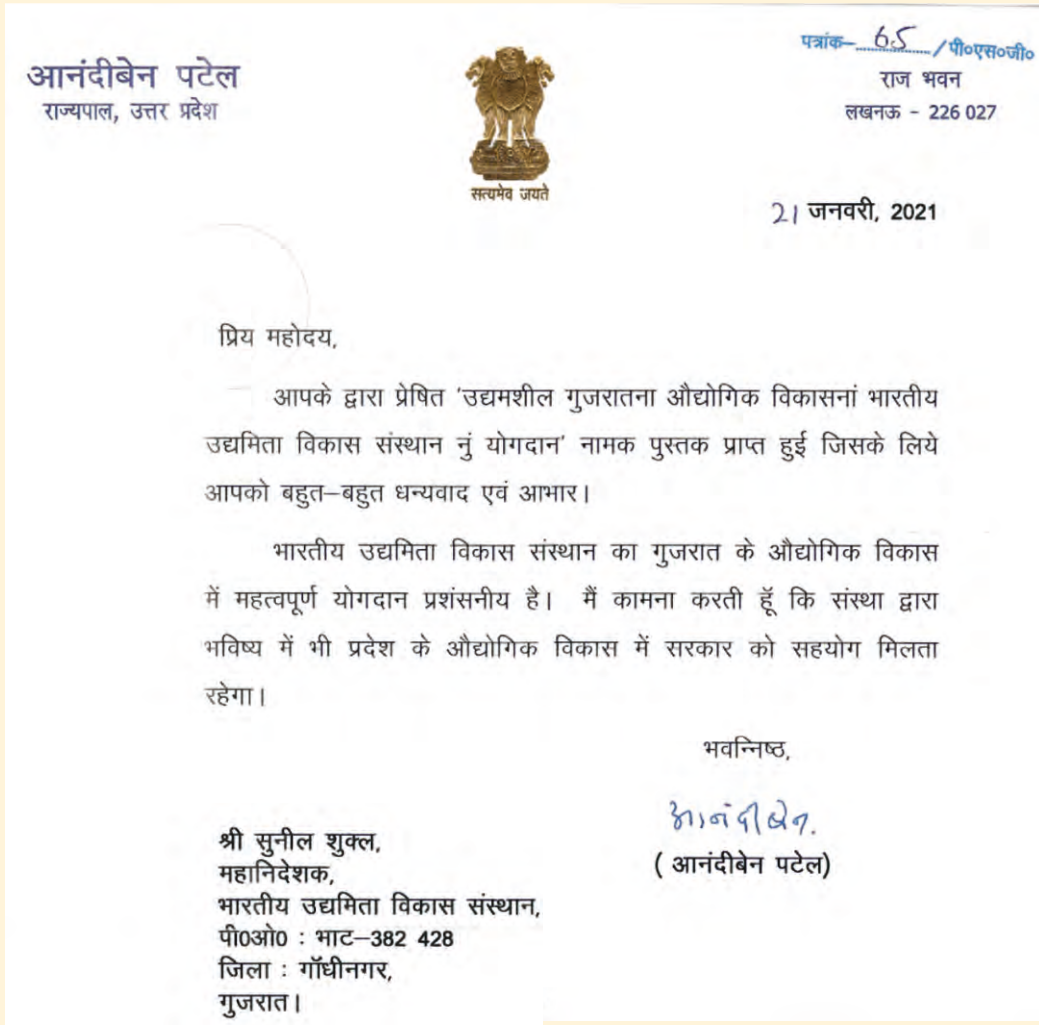
We are all reeling under the stress created by COVID 19. Well today the times are gloomy but this too shall pass. Our health care system with the country bestowing trust in vaccination, this drive has gathered pace. I would like to believe that very soon we all would be in ensconced in a secured space.

At EDII, we have continued to spur entrepreneurship through online programmes and counselling sessions. Wherever possible, we have also conducted physical classes, maintaining all protocols. Entrepreneurship has a history of surviving both good and bad times. And, I would urge entrepreneurship aspirants and all others not to lose hope. Times shall change with brighter notes that would beckon all of us.

Best wishes!!!

-Sunil Shukla

*It was heartening to receive letter of appreciation from
Hon'ble Smt. Anandiben Patel, Governor of Uttar Pradesh*



A Warm Welcome



Shri B. B. Swain, IAS
SECRETARY (MSME) MINISTRY OF MICRO,
SMALL & MEDIUM ENTREPRISES,
GOVT. OF INDIA

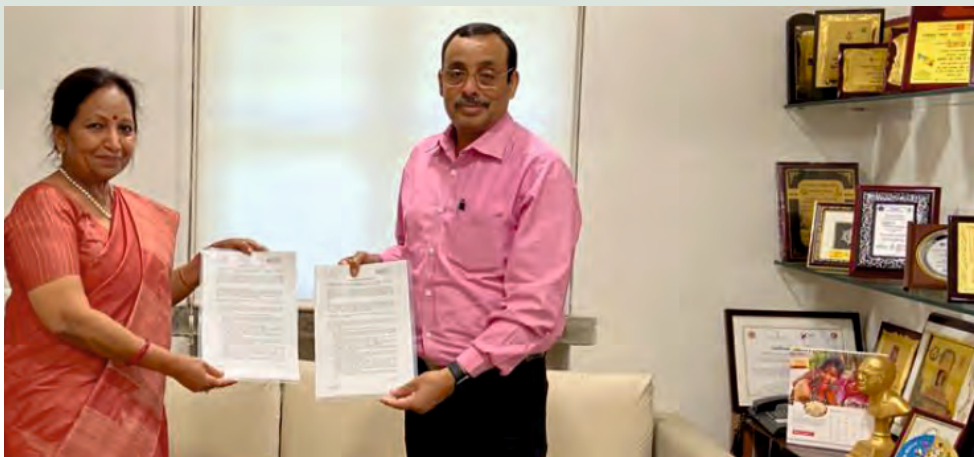
EDII extends a warm welcome to Shri B.B. Swain (IAS), Secretary, Ministry of Micro, Small and Medium Enterprises, on its Governing Board. Shri Swain has also served on important positions such as those of Special Secretary in the Commerce Ministry. He is a 1988 batch IAS officer of Gujarat cadre.



Shri Sunil Kumar Bansal
Deputy Managing Director
IFCI Ltd.

EDII extends a warm welcome to Shri Sunil Kumar Bansal, Deputy Managing Director, IFCI Ltd., on its Governing Board. Shri Bansal is a Chartered Accountant and holds Diploma in Treasury and Forex Management from ICAI. He has more than 35 years of rich experience as an Investment Manager, Financial Consultant and Development Banker.

Collaborations...



EDII and Usha Martin University, Jharkhand signed an MoU to propagate and widespread entrepreneurship amongst students through various entrepreneurship development interventions. Seen during MoU signing are (L-R) Dr. Madhulika Kaushik, Pro-Vice Chancellor, Usha Martin University and Dr. Sunil Shukla, Director General, EDII



EDII collaborated with council of Handicrafts Development Corporations (COHANDS) to promote the cause of handicrafts, offer courses/training programmes on cluster development and entrepreneurship, undertake handicraft related projects and setup Craft Incubation Center. Seen during MoU signing are (R-L) Shri. V. P. Thakur, Executive Director, COHANDS; Prof. Piyush Sinha, Chief Mentor, SVEP, EDII; Dr. Rajesh Gupta, Faculty & Incharge SVEP, EDII and Mohd. Fazal, Technical Advisor, COHANDS

AICTE Lilavati Awards 2020



(2nd from L) Shri Ramesh Pokhriyal 'Nishank', Hon'ble Education Minister honouring EDII with the Lilavati Award 2020 on Women Empowerment. (2nd from R) Mr. Harkesh Mittal, Distinguished Visiting Faculty, EDII accepted the award on behalf of EDII in the presence of (L) Prof. Anil D Sahasrabudhe, Chairman, AICTE and (R) Prof. M P Poonia, Vice-Chairman, AICTE

EDII has been honoured with the AICTE Lilavati Awards 2020 on Women Empowerment. The Institute was adjudged as first runner-up for the sub-category of women entrepreneurship amongst the 456 teams who took part in a contest initiated by AICTE.

Lilavati Awards is an innovative step by AICTE that is aimed at motivating girls to join higher education. This year's Lilavati award's theme was empowering women and was spread across 6 sub themes: Women's Health, Self-Defense, Sanitation and Hygiene, Literacy, Women Entrepreneurship, and Legal Awareness.

Speaking about the achievement, Dr. Sunil Shukla, Director General, EDII, said, *"It is a proud moment for all of us at EDII. We have been working towards*

promoting entrepreneurship as a viable career option and bringing academic rigor in this field for more than 35 years. It is heartening to see entrepreneurship taking center stage as a means to economic development and women empowerment. Through our several targeted courses and projects, we have been training and mentoring women entrepreneurs in rural areas as well. Many of our current students and startup incubatees are women who have demonstrated innovation and pragmatism in their respective enterprises."

Through several training programmes and focused course work, the Institute has been training women to become entrepreneurs. In addition, the Institute is promoting entrepreneur networking and adequate business skills to ensure their long-term survival and growth.

14th BIENNIAL

FOURTEENTH

CONFERENCE ON ENTREPRENEURSHIP

Fostering Entrepreneurial Growth / Ecosystem

Entrepreneurship in India has gathered pace, making the country one of the top Startup hubs globally. Today people are open to entrepreneurship as a career option. Students from prestigious institutions are opting out of the placement process to set up their own venture. Entrepreneurship has come a long way from family firms to ambitious startups and social enterprises. One potent reason behind increasing faith in this discipline is meaningful research which has prompted changes and has made it known to

the wider society that the domain abounds with opportunities. Research in the realm of entrepreneurship has been a significant force that illustrated patterns and complexities in this sector, and ensured that right initiatives were put in place.. Keeping this in mind, EDII's Centre for Research in Entrepreneurship Education and Development (CREED) has been organizing Biennial Conferences on Entrepreneurship for the past 24 years to explore the different facets of entrepreneurship and to provide a platform to



Seen virtually during the inaugural function of the 14th Biennial Conference is Chief Guest Dr. Achyuta Samanta, Founder - Kalinga Institute of Technology and Kalinga Institute of Social Sciences. Dignitaries (L-R) Mr. H. K. Mittal, Sr. Advisor, EDII; Dr. Rajeev Sharma, Conference Chair and Assoc. Professor (Retd.) IIM Ahmedabad and Dr. Sunil Shukla, Director General, EDII lighting the ceremonial lamp to mark the beginning to the 14th Biennial conference.



Chief Guest Dr. Achyuta Samanta, Founder - Kalinga Institute of Technology and Kalinga Institute of Social Sciences and the dignitaries (R-L) Mr. H. K. Mittal, Sr. Advisor, EDII; Dr. Rajeev Sharma, Conference Chair and Assoc. Professor (Retd.), IIM Ahmedabad and Dr. Sunil Shukla, Director General, EDII releasing the GEM India Report 2019-20 on the occasion of the inaugural function of the 14th Biennial Conference.

Scholars from across the nation and the world to share their findings. During February 25- 27, 2021, the Institute hosted the 14th Biennial Conference on Entrepreneurship.

The 14th International Biennial Conference was inaugurated by Chief Guest Dr. Achyuta Samanta, Founder - Kalinga Institute of Technology and Kalinga Institute of Social Sciences. The inaugural function was also attended by Dr. Rajeev Sharma, Conference Chair and Assoc. Professor (Retd.), IIM Ahmedabad; Mr. H. K. Mittal, Sr. Advisor, EDII, Ahmedabad and Dr. Sunil Shukla, Director General, EDII. This three-day Conference witnessed participation (through offline and online modes) by academicians, practitioners, thinkers

and researchers engaged in the field of Entrepreneurship from prestigious national and international institutions. Over 180 papers were received, out of which 114 papers were accepted for presentation. Academicians from Nepal, South Africa and Nigeria also presented papers.

Dr. Sunil Shukla, Director General, EDII in his welcome speech introduced Dr. Achyuta Samanta to the august gathering as a noted academician, social entrepreneur cum innovator and an institution builder who fought adversities and ensured that he set up the prestigious Kalinga Institute of Industrial technology and the Kalinga Institute of Social Sciences.



In his inaugural speech, Chief Guest Dr. Achyuta Samanta said, “The COVID 19 has ensued a spate of uncertainties for all, with entrepreneurs also getting severely affected. The pandemic situation brought into cognizance the need for security, social justice and cleaner planet. Several entrepreneurs rose up to the occasion, learnt to adapt, innovate and succeeded whereas several others waned amidst the crisis. So, the lesson is that entrepreneurs need to be taught to anticipate crises and develop a preparedness to deal with every situation. Research in entrepreneurship is, therefore, an urgent need, and extremely important to bring out the aspects that need to be focussed upon. I am glad that such conferences are organised where scholars exchange learnings and cull out new ways and means to propel entrepreneurship.”



Dr. Rajeev Sharma, Conference Chair and Assoc. Professor (Retd.), IIM, Ahmedabad gave a briefing on the conference agenda. Dr. Sharma informed that the themes to be covered in the Conference would include; Entrepreneurship Perspectives & Practices, Entrepreneurship Education, Women Entrepreneurship, Social Entrepreneurship, Innovation, Agripreneurship, Sectoral Entrepreneurship, Startups, Incubators & Accelerators etc. Dr. Sharma said, “The Conference would promote and advance the understanding of entrepreneurship theory and research in these areas which would be of great value to all people who can help promote entrepreneurship in their respective sectors and



regions.”

Mr. H. K. Mittal, Senior Advisor, EDII said, “Entrepreneurship is certainly a domain that India associates itself with and must be promoted. The recent pandemic situation gave rise to several mask manufacturers at all levels, including the grassroots. But what is even more heartening is that India had never manufactured PPE kits before and today the country is exporting these kits. Also, we gradually moved on to producing ventilators, air purifiers and vaccines. So India abounds in potential tech-entrepreneurship. We need to exploit this potential and adopt ways that help us move on to promising trajectories. This Conference is a big step in the direction.”

The conference was a success among the researchers, leading to intellectually stimulating discussions and strategies. It promoted greater outreach of entrepreneurship, thus deepening understanding on the finer aspects of the discipline.



Dr. Sunil Shukla, Director General, EDII reviewed the changing scenario of entrepreneurship and the need, therefore, to research the emerging trends and patterns. He expressed by saying, “I hope this Conference would serve as a platform to researchers and academicians from across the world to generate a productive, enlightening and exciting synergy, and will provide an opportunity to professors, practitioners and thinkers in India and abroad to assimilate, communicate and disperse their experiences and experiments.”

Release of Publications

The Inauguration of the Fourteenth Biennial Conference on Entrepreneurship at the Entrepreneurship Development Institute of India also saw the release of two publications – Global Entrepreneurship Monitor Report 2019-20 and the Conference Proceedings.

- The Global Entrepreneurship Monitor (GEM) Survey is the largest annual study of entrepreneurial dynamics in the world. GEM was conceived in 1999 and has since been venerated for the credibility and coverage of its research. The GEM India Report 2019-20 is an outcome of collective efforts of GEM India consortium that strives to capture and understand the current state of affairs in Indian entrepreneurship. This report provides information on entrepreneurship ecosystem prevailing in the country and entrepreneurial activities being carried out in various states.
- Conference Proceedings comprising 113 Abstracts on the subjects of:
 - Entrepreneurship Theory and Practice
 - Entrepreneurship Intentions and Perspectives
 - Entrepreneurship Education and Capacity Building
 - Science and Technology Entrepreneurship and Entrepreneurship Policy
 - Entrepreneurship Eco-system and Family Business
 - Entrepreneurship in the MSME sector
 - Startups and Incubators
 - Regional and International Entrepreneurship
 - Social Entrepreneurship
 - Women Entrepreneurship
 - Entrepreneurial Responses to Pandemic (COVID 19) and Entrepreneurship in Disadvantaged Communities.
 - Functional Areas of Entrepreneurship



*Inclusive society ... Progressive Society***CENTRE** *for*
EMPOWERMENT
of **Differently Abled**

World over, societies are manoeuvring with approaches that include the differently abled in their development plans. Survival itself has always been a challenge for the differently abled; it has, therefore, been important to carve out ways and methods that integrate them in the mainstream. Societies and policies have always sought to institute plans and methods to evolve an inclusive approach to growth. However, much is still desired as the differently abled continue to struggle on the fronts of living and livelihood. To create awareness an equitable and amiable environment for them EDII recently signed an MoU with Directorate of Social Defence and Gujarat State Handicapped (Divyang) Finance and Development Corporation, Social Justice and Empowerment Department, Govt. of Gujarat to establish a Centre for Empowerment of Differently Abled (CEDA) at EDII Campus. As a National Resource Institute in the field of entrepreneurship education, EDII has taken upon itself the onus of equipping people across the country through entrepreneurship training so that they develop knowledge, skills and attitude to set up sustainable new enterprises.

The centre will help in promoting entrepreneurship, employability and livelihood activities among the differently abled. The entire project is aimed at unleashing the entrepreneurial potential of the

differently abled through capacity building and training to ensure enterprise creation, employability and sustainable livelihood options.

Through all-inclusive approach, the centre will help in sensitisation of 11,500 participants thus resulting in improved economic patterns; higher incidence of employment, entrepreneurship and livelihood, inclusive growth, empowerment, setting up of close to 4800 enterprises and generation of around 9600 employment opportunities.

The significant activities under the aegis of the Centre, conducted over the past few months include:

- **Workshop of Experts / Counsellors**

EDII conducted a workshop of Experts/Counsellors on 2nd January, 2021 with the aim of increasing public awareness and creating sensitivity among people about the issues and concerns that the physically challenged face in terms of leading a fulfilled life or pursuing rewarding livelihood options.

The workshop was conducted with an objective of imparting skill development and entrepreneurship training to the differently abled through a series of interventions like community outreach activities.



Seen during an interactive session of the workshop of Experts/Counsellors are (2nd from R) Shri G N Nachiya, Director, Social Defence, Gujarat State; (L-R) Dr. Amit Dwivedi, Nodal Officer, CEDA & In-charge Department of Policy Advocacy, Knowledge & Research, EDII; Shri Vishnubhai Chaudhry, Khodiyar Education Trust and Mr. Prakash Solanki, Faculty, EDII

The event was held in the presence of noted government officials - Shri Manoj Aggarwal, IAS, Addl. Chief Secretary, Social Justice & Empowerment Department, Government of Gujarat and Shri G N Nachiya, Director, Social Defence, Gujarat State. The event saw participation of more than 61 organizations and 72 participants from various NGOs who work for and with differently abled individuals and entrepreneurs.

The event began with Dr. Sunil Shukla, Director General, EDII welcoming the guests and participants. He expressed his sincere thanks to honorable Prime Minister Shri Narendra Modi for giving the word 'Divyangan' to the Differently Abled. He expressed how it is important to facilitate their all-round development, and through the right skill building, mentoring and counselling, they can well be integrated into mainstream social structure. He said, "With EDII's three decades

of experience in the field of entrepreneurship at national and international levels, the Institute is confident about intervening to make them self-employable and self-sustainable through capacity building programmes in skill development and entrepreneurship."

The workshop was followed by two panel discussions where discussions centered around business opportunities, tech based startups, importance of various departments at the Government level for development of the differently abled in Gujarat and related areas. The panel discussions were headed by key speakers belonging to reputed organizations working specifically for this target group. They provided insights into the prevalent restrictive environment for the differently abled who have limited opportunities in front of them. Scope and opportunities were discussed at length.



An interaction with Divyang Entrepreneurs during a panel discussion.

The event concluded with Shri Manoj Aggarwal emphasizing on the importance of education and awareness for inclusive growth of Divyangjan. He expressed conviction about the efforts being undertaken towards skill building and entrepreneurial strengthening through which, he stated, the Divyangjan can be made self-sufficient to break the shackles of gloom to enhance their prospects.

• **Trainers' Training Programme (TTP)**

EDII organised 5 day specialised Trainers' Training Programme during 18-22 January 2021 for the professionals working in the disability sector. The programme was attended by 36 participants from various parts of Gujarat and they were equipped with entrepreneurship skills, so that they could employ these in the field to empower persons with disabilities. The main objective of this training programme was to train the trainers from various organisations and develop their entrepreneurship skills. They were

- ✓ explained about entrepreneurship and entrepreneurs.
- ✓ Trained in entrepreneurship development process for persons with disabilities.

- ✓ Imparted learning on different tools and methods to identify potentials entrepreneurs.
- ✓ Trained in documentation and other skills required to work with divyangjan

Hence, around these objectives, the topics that were designed included; Disability and Sustainable Livelihood, Entrepreneurship Development Process, Business Opportunity Identification, Soft Skill Development and Skill Building. The sessions were a blend of interactive classroom discussions and activity based learning which helped the participants understand the finer nuances of entrepreneurship for divyangjan.

Dr. Amit Dwivedi, Nodal Officer, CEDA emphasised on the increasing demand of entrepreneurship for every section and sector to boost the nation's development. He said, "Each and every individual across all segments and sections of society has a significant role in fortifying entrepreneurship in his/her unique ways. Through these training programmes, CEDA will help to facilitate their all-round development. right skill building, mentoring and counselling, they can well be integrated into mainstream social structure."

Mr. G. N. Nachiya, Director, Social Defence, Gujarat Government, presented certificate to the participants post completion of the training and expressed happiness at the work being done for Divyangjan. Shri Nachiya urged the participants to utilise their training in building a promising life and motivating several others like them to find a direction by setting up their enterprise.

The programme was well received and the positive feedback indicates that a viable mechanism for the country's development and growth under the framework of entrepreneurship for the differently abled, would go a long way. Participants admitted that their perspective changed and that they were now aware of several new ways to forge ahead.

- **Seminar on Entrepreneurship Development and Skill Building**

As a part of centre's activity, a seminar was held on March 31, 2021 in which NGOs working for the empowerment of differently abled, successful specially-abled entrepreneurs took part and exchanged their views. During the seminar, the various interventions of the centre were discussed and that the centre will help them in setting new businesses, industrial units and will give them guidance on available opportunities and train them. The centre would work for their skill development and improve their employment opportunity which would bring in positive changes in

their life. 24,000 Divyangjan in five years would be empowered by the Centre.

A panel discussion was held and the differently abled people who were successful in their respective fields shared their experiences. During the seminar, all these entrepreneurs and other participants shared their experiences with specially-abled persons and gave their suggestions to Centre and Gujarat Government on introducing various schemes that will be beneficial for Divyang entrepreneurs.

Participants say...

"The programme changed my perspective and now all I can visualise is as to how I can empower divyangjan as an entrepreneur. I am completely focussed on solutions instead of the gaps and lacunae. I thank EDII for the support and the updated information provided to us."

- Dr. Chirag Upadhyay,
J. D. Patel Pragati Foundation

"The management of the training was excellent. All the sessions were connected to each other and imparted a clear understanding on our role as facilitators. The interactive sessions were really informative and provided in-depth knowledge on the aspects of entrepreneurship needed for the differently abled."

-Ms. Priti Purohit,
B. M. Institute of Mental Health,
Ahmedabad

New SKILLS...New Resolve... for Faculty at JKEDI

Given the increasing inclination towards entrepreneurship, startups and innovations among students, but at the same time an inhibition in taking the plunge, the role of educators as mentors increases. Persuading students to shed their inhibitions and making them realise that entrepreneurship can be pursued like any other discipline, is a huge challenge. Educators are a brigade who can perform the role of mentors, counsellors and knowledge givers to ensure that students fulfil their dreams of becoming entrepreneurs. Support from various quarters to budding entrepreneurs has further necessitated a key role on the part of educators. More so, because entrepreneurship is still laden with uncertainties that remain an enigma for students in the absence of proper counselling and training. Faculty group, therefore, comes to play an extremely significant role.

EDII, in its capacity of a national resource Institute in Entrepreneurship Education, equips educators across the country to impart entrepreneurship training and counselling to students. These Faculty Development Programmes train educators so that they can further train youths to develop knowledge, skills and attitude to pursue entrepreneurship. These programmes play an important role in strengthening the entrepreneurial base across the country.

Recently EDII took the onus of training the youths of J & K as a part of its recent collaboration with Jammu and Kashmir Entrepreneurship Development Institute (JKEDI). Under the aegis of 'Mission Youth of J&K', JKEDI and EDII will provide mentoring and training to young and potential entrepreneurs, particularly in the fields of tradition, tourism, trade and technology. Furthermore, attention would be paid to SC&ST entrepreneurs.

The Institute conducted the first Faculty Development Programme (FDP) as a part of this MoU. The FDP was conducted to deepen knowledge on entrepreneurial education among the faculty group so that they could implement and ensure successful completion of entrepreneurship development related projects.

The 5-day programme with the faculty members of JKEDI was conducted during 22nd Feb – 26th Feb at EDII campus. The programme was focussed on the finer nuances of Entrepreneurship, Innovation and Incubation so that faculty group could equip themselves with contemporary knowledge in the field and employ it in imparting training in entrepreneurship to their students.

All 12 participants got acquainted with the systematic process of development of entrepreneurship in their institutions. The curriculum involved various teaching models and



Participants of JKEDI seen during a classroom session of the Faculty Development Programme.

related frameworks like; startup opportunity identification, value proposition and business venture model. The course covered diverse topics, including entrepreneurship development process, skill and behavioural training, resource building, business opportunity identification, business profile preparation, small business management and knowledge-based information inputs.

The faculty members credited the programme for making a tangible contribution to their knowledge and creating tremendous understanding in them about entrepreneurship.



Dr. Satya Acharya, Associate Prof. & In-charge, Dept. of Entrepreneurship Education opined on the importance of these programmes and said, "The goal of FDPs is to provide assistance to the academicians in their professional development which would ultimately help in improving the students' learning. For this, it is very crucial for the faculty to have in-depth knowledge and understanding of the intricate aspects of entrepreneurship training and counselling. The vibrant batch of faculty who stepped into the role of students made the programme indeed memorable."

Participants Opine...

I am happy that I participated in this programme which had engaging curriculum. I gained insights into structuring a programme with well-conceived content that covers all facets of entrepreneurship. As an educator, I am sure about motivating our youth to pursue entrepreneurship as a career so that they partake in the growth of the nation.

Dr. Mehraj ud Din Bhat
Faculty/Incharge, Trainings
JKEDI

AGRI *Entrepreneurship to* EMPOWER *Rural India*

70 percent of India resides in rural areas. Most of these people depend on agriculture and allied activities for livelihood. Some sustain; some barely survive. Agriculture in most regions is, to a great extent, devoid of innovation and is not in sync with the latest trends or the market demands. Entrepreneurship in agriculture has the potential to induce dynamism in this field. Agri business is an emerging domain that comprises agricultural and contract cultivation, seed supply, fertilizer, farm machines, farm equipment, wholesale and distribution, marketing, food production and so on. Agri-business requires an entrepreneurial approach with an understanding of the market and consumer dynamics. Alterations in consumer preferences, demand for nutritive food, increased rural unemployment, food grain wastage due to lack of stockpiling etc., have tremendously risen scope for agri-business opportunities in India and across the globe.

Against this backdrop, EDII organized a 4- week Institutional Development training programme on 'Agro Based Entrepreneurship' under World Bank NAHEP Project. The training programme was held during Feb 15 to March 12, at the campus for B.Sc agriculture students of five accredited colleges

under Acharya N. G. Ranga Agricultural University (ANGRAU). The objective of the programme was to enhance awareness of the concept and practice of agriculture-related entrepreneurship. The focus was on imparting an understanding and skills in the areas of pitching, market, consumer behavior, and inculcating entrepreneurial spirit and competence to set up venture in different areas related to agriculture.

The programme was attended by 40 participants and the sessions covered varied topics including; agri business plan, agri logistics & value chain, market research, business opportunities identification, soft skills for interpersonal communication, business model canvas, team building & leadership, agri innovations and related areas. The sessions were quite interactive with a blend of classroom discussions and practical approach.

Expressing his views, Dr. Satya Acharya, Programme Director said, "This training programme must push start a new wave of thinking, this unleashing a new era of entrepreneurship. Agri entrepreneurship abounds in opportunities and several young people, are exploring its potential. I am glad this programme was well received. The business plans are promising. I see many pioneers in the making."

The participants appreciated the knowledge received. They expressed having got exposure to new opportunities and scope in the area of agri entrepreneurship.



*Dr. Pankaj Bharti,
Faculty, EDII
interacting with
the students of
Acharya N. G.
Ranga
Agricultural
University during
the training*

School Entrepreneurship deepens in relevance with CBSE and EDII joining hands to strengthen it

Pioneer in entrepreneurship education, EDII has been actively involved in creating an entrepreneur friendly society and ecosystem. The Institute advocates the importance of impressing upon the ideals of entrepreneurship at a young age. To facilitate development of entrepreneurial personality among children and youth, EDII has been regularly undertaking several initiatives and activities.

In line with this mandate, EDII in association with CBSE organised an orientation programme for school teachers on 'Inculcating Entrepreneurial Mindset among Students.' The session was attended by over 1000 school teachers, principals and parents of various CBSE schools across India. The aim was to strengthen entrepreneurship programme in schools by training and familiarising teachers on the relevance of introducing students to the concept of entrepreneurship at an early age.

To instil self-confidence, problem-solving competence and innovation among school students, CBSE has introduced a course on entrepreneurship for all its affiliate schools in Classes XI & XII.

Speaking about the need to create awareness among teachers and to orient them about entrepreneurship education, Dr. Biswajit Saha, Director, Skill and Education Training, CBSE, said, "Creation of an entrepreneurial mind-set cannot be separated from the core curriculum. The new education policy categorically focusses on this aspect. A lot of innovation and creative thinking also needs to come from the faculty group. Faculty members need to come forward with their ideas on embedding entrepreneurship in the main curricula." Dr. Saha also suggested conducting contests for students/teachers as well as faculty development trainings to make learning more meaningful.

The session was conducted online and covered topics like role of entrepreneurship in national

development; expanding scope of entrepreneurship in social, corporate and public sectors; entrepreneurial mind-set among school students; entrepreneurial and employability skills & techniques for developing entrepreneurial mindset among school students.

Dr. Sunil Shukla, Director General, EDII, expressing his opinion said, "Like any other subject, entrepreneurship is also a dynamic and practical field, which requires a certain level of familiarisation and orientation to stay in pace with latest trends. Initiatives like 'Atmanirbhar Bharat,' 'Start-up India,' 'Swachh Bharat,' etc. have had a positive impact on entrepreneurship. The new education policy also gives substantial focus on encouraging entrepreneurship and, in this context, training of teachers is going to be a key focus area. Hence, it is important to help teachers understand the modalities of entrepreneurship, counselling and guidance." Dr. Shukla discussed various pedagogical tools and approaches to develop entrepreneurship at the school level.

The interactive session also touched upon various policies and schemes introduced by the Government to help in the growth of entrepreneurship in India. In addition, the session delved into making classroom learning of entrepreneurship experiential.

Mr. R. P. Singh, Joint Secretary, Department of Skill Education, CBSE and Dr. Lalit Sharma, Faculty, EDII, also addressed the participants and spoke about the various nuances and perspectives of entrepreneurship to the attendees.

Both CBSE and EDII felt the need to work jointly towards developing entrepreneurship education at school level. Dr. Sunil Shukla offered to provide short term training to school teachers on teaching entrepreneurship. He also offered to provide mentoring and guidance support to schools. The suggestion was welcomed by CBSE and the modalities of working jointly were discussed.

Startup Village Entrepreneurship Programme (SVEP)

The women of Mahamaya SHG in Rampur Village of Khurud, Chhattisgarh came together to start an enterprise 'Bihaan Herbal Soap Making Unit' with an aim of becoming financially independent and to support their families. These women had been earlier working as farm labourers and due to seasonal employment, they were not able to lead quality life.

They attended one of the SHG meetings conducted under SVEP. After some meetings, it was suggested to start a herbal soap manufacturing unit since it can be initiated at a small scale with limited use of machines. This could also be undertaken by women without disturbing their household chores.

In order to accomplish this, the CRP-EP prepared the business plan and in the meanwhile, the SVEP Team arranged a visit to Saffron Biotech Ahmedabad for the SHG members to get a 3 day technical Training on soap making which was crucial for the success of the venture.

Another major factor was market which was established with the help of SRLM. It was decided that these soaps would be manufactured under a single brand "Bihaan" and the products would cater to Govt. Hospitals, Schools, and Hostels and to the communities of Kurud Block. In order to diversify the product range, it was also decided that along with Herbal soap, Glycerine Soap (purely from coconut oil) could also be introduced.

The business plan got approved by BRC and they got a funding of Rs. 80,000 under the project. With this, they placed an order of 500 Kg. raw materials

for their first production and made soaps which were displayed during the Aajeevika Divas. They earned Rs. 12000 from the exhibition and appreciation & motivation from various District & State Government Officials. By the end of the exhibition, they were able to get many orders under "Swachh Bharat Abhiyan". They also liaised with Kirana stores which are supported under the SVEP scheme to sell their products.

The women participated in several exhibitions and successfully supplied their products in various government programmes. The results and appreciation motivated them and positively impacted their lifestyle. They are now planning to expand their product range and provide customization options to their clients.

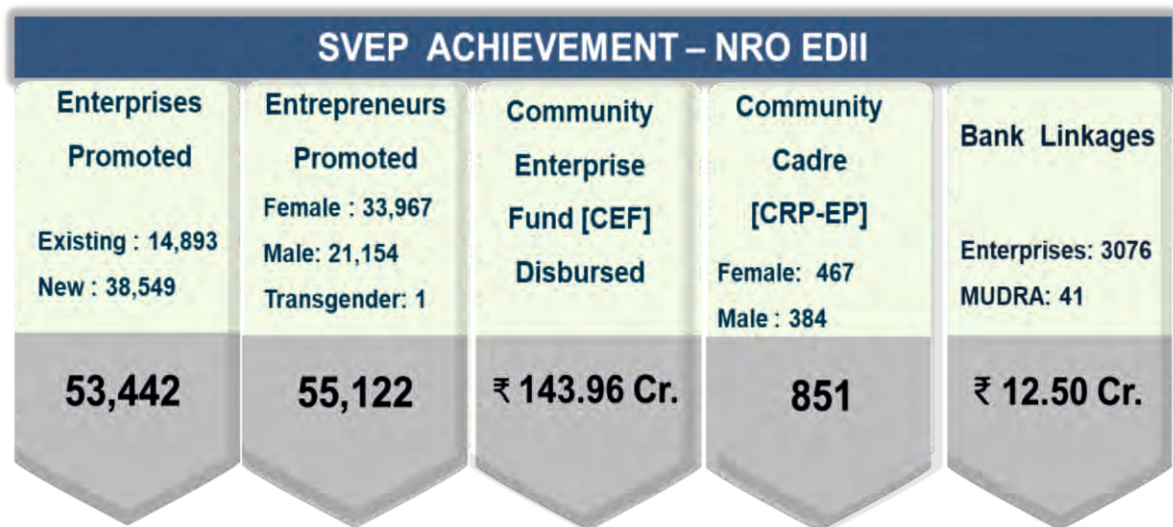
"The success of this enterprise has helped us spread wings and become the bread earners of the family. But all this would not have been possible without both monetary and non-monetary support received under the programme"

**-Mahamaya SHG,
Bihaan Herbal Soap
Making Unit, Rampur,
Kurud, Chhattisgarh**



Women Entrepreneurs of -Mahamaya SHG, showcasing Bihaan Herbal Soaps in Chhattisgarh

Startup Village Entrepreneurship Programme (SVEP), the sub-scheme under Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) has the objective of helping members of Self Help Groups (SHGs) and their family members to set up small enterprises in rural area under non-farm sector. EDII has been functioning as the National Resource Organisation (NRO) for this programme and currently implementing SVEP in 75 blocks across 15 States.



Sector wise Distribution of Supported Enterprises:

Category	Existing	New	Total
Manufacturing	1332	4167	5499
Service	5266	14896	20162
Trading	8295	19486	27781
Total	14893	38549	53442

Caste and Gender Distribution of Entrepreneurs Promoted

Caste	Female Entrepreneurs	Male Entrepreneurs	Transgender	Total
General	4938	3759	0	8697
Minority	939	699	0	1638
OBC	12693	9199	0	21892
SC	5953	4467	1	10421
ST	9444	3030	0	12474
Total	33967	21154	1	55122

➤ **Status of SVEP supported Enterprises amidst COVID 19:**

A study has been conducted to understand the status of SVEP supported enterprises and would mainly focus on functional enterprises, effect on operation of enterprises due to COVID – 19 pandemic and status of CEF repayment. This study will help to understand the situation of enterprises on ground so as to firm up future strategies.

➤ **Trainings in Phase 1 Blocks for Exit Strategy:**

Phase I blocks sanctioned during 2017 are in the last year of project implementation and the activities have been completed in 16 Blocks of 8 states. A plan for completing the enterprise promotion targets and undertaking capacity building programme in these blocks are in their final stages.



Training Programmes conducted under SVEP

➤ **SVEP orientation in DPR approved Blocks:**

The Detail Project Reports (DPRs) of 10 blocks (UP-4, Maharashtra-4, Madhya Pradesh-2) have been approved by Ministry of Rural Development in Empowered Committee Meeting. CRP-EP selection and BRC set up have been completed in these blocks. SVEP orientation of CBO Members and CRP-EPs have been also initiated.

➤ **Newly sanctioned Blocks & Baseline Survey Activities:**

EDII has signed MoU with Telengana (1 Block-Chinnakodur), Haryana (2 Blocks-Nuh & Tohana), Chhattisgarh (2 Blocks-Ambikapur & Baikuntpur) & Himachal Pradesh (1 Block-Mandi) for SVEP implementation. In Telengana, the Baseline Survey activity has been completed and DPR has been submitted to Telengana SRLM.

WOMEN *take the* Baton...

Entrepreneurship as a discipline can be reinforced only with women playing an important role in the domain. Women have proven themselves as adept leaders and entrepreneurs. The entrepreneurial turf has many a successful saga by women entrepreneurs who have risen from a scratch.

EDII has contributed significantly to women entrepreneurship through various focused programmes and projects. In line with this motive, under the sponsorship of Gujarat Women Economic Development Corporation Ltd. (GWEDC), Govt. of Gujarat, EDII initiated the project 'Promoting Entrepreneurship among Women in Gujarat'. The prime objective of the project is to develop entrepreneurial capacity and business resourcefulness among women for sustainable livelihood option through enterprise creation. The goal of the project is to sensitize 3850 women through Entrepreneurship Awareness Programmes (EAPs) and train 1050 potential women entrepreneurs under customized Women Entrepreneurship Development Programmes (WEDPs) within a year. The project will cover 33 districts across Gujarat.

So far, field survey of 33 districts has been completed and 108 viable business opportunities

have been identified, out of which 52 viable project reports have been prepared and submitted to GWEDC. 91 EAPs have been conducted and 4436 women have been sensitized which have surpassed the targeted goal of sensitizing 3850 women. Till date, 902 women have been trained under 27 WEDPs.

Through these EAPs, the participants got information on entrepreneurship, viable business opportunities for women in Gujarat, support network for women to set up enterprise, information on various Govt. Schemes for women entrepreneurs, preparing a business plan and various other aspects involved in setting up and running a business venture.

The women participants identified their ventures in the areas of food processing products, textile products, plastic products, service sector, leather products manufacturing, garments manufacturing detergent products making, data entry, computer services etc. The participants were also provided with field exposure and institutional visits to gain practical insights. The women trained under the programme are also being provided with handholding support required to set up their business ventures.



Mrs. Manisha Chandra, IAS, Managing Director, GWEDC, Govt. of Gujarat addressing the participants. Also seen are (R-L) Dr. Sunil Shukla, Director General, EDII and Mr. Prakash Solanki, Faculty, EDII

WOMEN ENTREPRENEURS RISE AND SHINE

Global Links Impact Investment Forum (GLIIF) Project...

EDI initiated the Global Links Impact Investment Forum (GLIIF) Project to develop a platform for providing Institutional Networking support to women entrepreneurs for their startups & early growth enterprise having potential to create social and environmental impact. The Global Links Impact Investment Forum (GLIIF) is a network of small business entrepreneurs, students, academia, incubators, impact investors, and bankers who together promote sustainable and socially impactful entrepreneurship among women. This one-year project would entail working with Impact Investors and other stakeholders in the Eastern and North-Eastern states of the country. The broad objective of this initiative is to promote women entrepreneurship by providing a platform to small business women for networking and by increasing awareness about the prevalent business ecosystem. The idea is to enable maximum use of available resources so that they can grow organically.

The website of GLLIF (www.gliif.in) has been launched and a series of 12 webinars on various topics like women entrepreneurship, funding opportunities, impact investment and many more have been conducted during January to March 2021.

A one-day workshop was conducted with Women Entrepreneurs at Guwahati, Assam on 5th February. The workshop aimed at understanding the roadblocks as perceived by potential women entrepreneurs and the students, and the opportunities that they could explore to shine as entrepreneurs. The workshop addressed various issues and concerns of existing and potential women entrepreneurs, and guided them on the way forward. A similar one-day workshop was organised with University Students and Women Entrepreneurs at Kolkata on 27th February.



Participants at the GLIIF Guwahati Workshop

The BRAND... HANDMADE *in* INDIA

India is home to crafts, grounded in its culture and heritage. Skilled artisans from different regions, across the country, give a peak into the rich cultural heritage through crafts that embody a history and a tale of the bygone era. Crafts are the wealth that the country has always sought to treasure. Apart from being the source of livelihood to many, they are the identity of real India. But the fact remains that the times are changing and with that, tastes and preferences of consumers are also undergoing a change. The artisans need to evolve their skills and understand the dynamics of the markets and business better to survive against the influx of cheaper, machine-made goods.

EDII has taken upon itself the onus of altering the handloom landscape and adopting a wholesome vision that unleashes modernity, innovation and creativity in the sector. The Institute is implementing the 3 – year Hand Made in India (HMI) project under HSBC's CSR initiative. The mandate is to build the capacity and skills of weavers so that they step up their operations and function with an entrepreneurial bent of mind to benefit from the upbeat market scenario for handloom sector.

• Hand Block Printing Workshop

Workshop on Hand Block Printing was conducted in Maheshwar cluster as a part of Awareness Training Programme. The artisans, weavers and entrepreneurs got to know about this art form which was fairly new to them. The participants were trained on various techniques, origin of Block Print and types which will prove beneficial to them to meet the new and trendy demands of the consumers.



E-Catalogues of various art forms have been readied. Seen here is a product of Tangaliya art from Surendranagar Cluster in an e-catalogue.



Weavers of Maheshwar cluster seen during a training session on Hand Block printing.

“

The handloom is not just a source of livelihood for weavers and artisans, but also an environment friendly, energy saving form of art that has secured India's presence in millions of homes across the globe. What is even more precious are the hands behind these crafts- the artisans, most of whom come from the marginalized sections of society



Project Handmade in India aims to facilitate the sustainable development of the handloom clusters by building solutions for value chain improvement, resolving operational challenges, undertaking entrepreneurial training, improving capacity, and strengthening market linkages through specific need-based interventions. Additionally, the project is to assist in the establishment of new enterprises to facilitate growth for the industry and generate livelihood.

-Dr. Raman Gujral, Prof. and Director, Dept. of Projects - Corporate

- **Product Photography for Surendranagar Artisans.**

As a part of business development intervention, product photography was done for publicizing the products at a large scale, thus ensuring that the consumers find it appealing. This initiative would help the weavers in developing E-catalogue as well as Printed catalogue. The uniqueness of this measure rests in the weavers' stories that precede the products' details. The skillsets explained convinces the customers better

- **Workshop on Product Development and Design Intervention**

The workshop was conducted in the Kamrup cluster in Assam where selected weavers were trained to weave diverse products with improved quality to meet the market requirements. Now, the weavers in this cluster are able to produce some of the finest quality furnishing materials such as cushion covers, curtains, table runners, mats etc.

- **Market Linkage Intervention**

As a part of Market Linkage Intervention, A Buyer Seller Meet was organised in Surendranagar and Salem Clusters to discuss the potential market and to sell the handloom products from the Cluster. The meet was organised to understand market trends, consumers' preferences,

and expectations from weavers in terms of products, pricing, quality, etc. and also to establish amiable relationship between the traders and weavers as also to facilitate trade. An interaction between the traders and weavers proved beneficial in understanding the demands and requirements from both the ends.

The artisans of Surendranagar, Bhuj and Maheshwar Clusters participated in the offline exhibitions in different cities as a part of Market linkage interventions. The weavers received good response in the exhibitions, resulting in good orders. The weavers had been trained to use digital modes for online transactions and were also provided with soft skills training for attending to customers and handling queries.

Exposure visit and Market Study tour was conducted through the Cluster offices to help beneficiaries receive information regarding various handloom markets, working techniques and to get in-depth knowledge about diverse crafts. The exposure visit provided the weavers an opportunity for exchange



Buyer Seller Meet at Surendranagar Cluster

- and learning of best practices. Weavers got exposed to creativity and ways to improve the productivity and craft.
- **Awareness Session on Handloom Mark**

An intervention on Handloom mark was conducted to explain to the weavers the importance and benefits of having a Handloom Mark. The weavers were informed as to how such initiatives could improve their price negotiation in the local and international market. The participants were explained about the logo and patent using various examples. The process of getting the Handloom mark, documents required and application process were also explained.

Other outcome based interventions that were taken up, included design development, productivity improvement, natural dyeing, fabric quality check, handloom mark, enterprise development, capacity building, udhyam registration, credit management, social media marketing and digital marketing.



Bhuj Weaver seen during an exhibition in Mysore.



Market study tour for Jacquard Technology



Design intervention held at Bargarh Cluster

success story

40 year old Mr. Ashish Keshware, is a Handloom Manufacturer & Trader who runs a Handloom shop & Hotel named 'Hotel Ashray & Ashray Handloom' near Maheshwar. He provides employment to other small weavers as well. Several tourists and celebrities from various fields (i.e. Bollywood, Sports, Politics and Social Work) come to his shop to purchase Maheshwari Sarees and other Handloom Material.

Ashish visited EDII-HMI project office in June 2020 as part of Udyog Aadhar Registration drive and came to know about the project in details. He had since long been wanting to learn Digital Marketing for the promotion of his products. So with this mandate, he attended the Digital Marketing- Social Media Marketing workshops. The workshop proved beneficial to him. Even before this training, he was into social media marketing but was not getting results, but this training completely altered his level of understanding as he learnt about using various apps and filters useful in



Digital Marketing. He also got exposed to several other social media platforms like WhatsApp Business, Facebook Page & Paid Posts, Spark post, Instagram, YouTube videos, Google Maps & Google My Business, Weebly Websites & InstaMozo Payment links. Also, he got trained in photography

***A glimpse into the product manufactured by
Mr. Ashish Keshware, Maheshwar Cluster***

skills and product photoshoot which benefitted him and his sales started to increase. Post Lockdown, his sales increased upto 70 % through digital marketing. He also attended the exhibition “Shrungar Exhibition” through sponsorship of EDII – HMI: at Vapi Gujarat and sold Maheshwari Saree worth Rs. 59000. Also, he received order of Rs. 24000/- from a wholesale buyer and established contacts with 6 wholesale buyers from this exhibition. Mr. Ashish Keshware expressed his thanks and gratitude to EDII-HMI Porject for training him and expanding his understanding on business and the contemporary ways and means that can be employed.



WOMEN...

Rise with

MORE POWER

As a part of its 'HCL Uday' Urban CSR project, EDII has collaborated with HCL Foundation under the SATTVA Project, to train urban poor women from Bangalore, Hyderabad and Madurai. The SATTVA project is aimed at building the power of Community institutions such as SHGs, Federations of cluster/block/district levels. This programme is designed to educate and thus provide urban disadvantaged women with new opportunities. The aim is to ensure that women generate sustainable income generation options.

Participants are trained in a skill which has the scope of being developed into an enterprise, locally. This ensures sustainable sources of income for the participants in their own locality. The project aims at training 450 urban poor women from Jigani in Bangalore, Keerathurai in Madurai and Asif Nagar in Hyderabad through 15 Women Skillpreneurship Development Programmes (WSDP), over a period of 12 to 15 months.

Women Skillpreneurship Development Programme (WSDP)

WSDP is a four-week training with a blend of entrepreneurship development sessions, product

manufacturing skill training, in addition to interaction with Bankers, interaction with successful entrepreneurs and awareness sessions specifically designed for women. In a training programme organized recently, EDII trained 30 urban poor SHG. Post completion, EDII handholds trained women entrepreneurs to establish their enterprise and scale up their business activities.

WSDP is committed to encouraging women to promote change by building careers for themselves and many others. Women have shown that they are better entrepreneurial leaders, and with such training and counselling interventions, many more women can become entrepreneurs.

WSDP at Jigani, Bangalore

In Bangalore, the SATTVA Project is being initiated in Jigani industrial area under Integrated Community Development Approach of HCL Foundation. 153 Women have been trained under WSDP for making cloth bags, paper bags, toiletry products and jute products.

EDII trained women entrepreneurs started their group enterprise named WE Ojas Consumer



Women Entrepreneurs at work



Women Entrepreneurs showcasing Jute and Toiletry products during an exhibition.



Entrepreneurs at Common Facility Centre at Jigani, Bangalore

EDII trained women entrepreneurs started their group enterprise named WE Ojas Consumer Products (Jute Products), WE Pragathi Hygiene Products (Toiletry Products), WE Samrudhi Consumer Products (Jute Products), WE Shudh Products (Toiletry Products) and HM Enterprises (Toiletry products).

As part of post-programme support, EDII has set up Common Facility Centre (CFC) for trained women entrepreneurs at Vaderamanchanahalli, Jigani in Bangalore. The CFC facilitates women entrepreneurs to come together, employ latest techniques and manufacture their toiletry products. ,

WSDP at Asif Nagar, Hyderabad

In Hyderabad the project is being implemented in Asif Nagar, an urban poor community. WSDP women entrepreneurs have been trained in making designer masks, hyderabadi jewellery, handmade jewellery, jute/cotton/paper bags and millet products.

WSDP women entrepreneurs from Asif Nagar, Hyderabad participated in two exhibitions on 6th February 2021 and 7th February 2021. Event was organized by Baigan Vines and The Grand Royal Souq at King's palace & Alhaadi Lifestyles at King's



EDII supported women entrepreneurs by making available sewing machines to them.

Kohinoor Convention. The women entrepreneurs participated in the exhibition and made massive sale during the exhibitions, and also received on ground experience to interact with urban customers.

WSDP at Madurai, Tamil Nadu

In Tamil Nadu, the project is implemented in Keerathurai, an urban slum in Tamil Nadu. Women entrepreneurs have been trained on millet products, masala products, green entrepreneurship, and cotton bags. 92 women entrepreneurs are trained. Women Entrepreneurs making masala and millet products participated in the NABARD MABIF - Buyer-Seller Meet, FPO-Start-up Immersion & Exhibition on 26th Feb 2021 and 27th Feb 2021.



An entrepreneur with cloth bag manufactured by her



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NSTEDB Division, DST, New Delhi

Centre for Advancing & Launching Enterprises

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

India ranks third in the world after USA and China according to 'State of the Indian Startup Ecosystem' in terms of number of Start-ups. Given India's growth potential, fund infusions and the trust of investors have significantly increased. EDII's Technology Business Incubator, CrAdLE (Centre for Advancing and Launching Enterprises) initiated in the year 2016 has been guiding, supporting, and mentoring 60 start-ups as on date. The incubator is supported and catalyzed by NSTEDB, DST, Govt. of India and aims at fostering technology/knowledge based entrepreneurial startups in four niche segments of manufacturing, food processing, renewable energy and healthcare.

The activities undertaken under the aegis of CrAdLE during January to March 2021 include:

- **Digital Event- Mirchi Startup Express**

CrAdLE-EDII in association with Radio Mirchi had organized MIRCHI STARTUP EXPRESS to invite innovative Startup Ideas from different parts of the State. The event provided a platform to people to present their ideas to industry experts. The Grand Finale of this event was organized on 5th February, 2021 at the EDII Campus. The panel was chaired by Shri D R Parmar, Joint Industries Commissioner (Startup Gujarat Cell), Government of Gujarat along with Shri Pankaj Tibak, Head – FICCI Gujarat Council, Shri Bithindra Biswas, Business Director - Gujarat & MPCG of Radio Mirchi and Shri Sanjay Randhar, Advisor & Mentor – CrAdLE. A total of 13 ideas were presented in the Grand Finale and based on their innovation quotient, market potential and scalability, top 5 best ideas were selected by the judges. The winners include Show My Parking, Portable Sanitizer Machine, Robofun Lab Pvt. Ltd., WASH Toolbox & Befriend+.

- **Awareness Sessions**

Sessions on 'Customer Acquisition Process' and 'Government Funds for Startups' were organized at The Maharaja Sayajirao University of Baroda on 18th and 19th February, 2021. Mr. Sunil Kumar, CEO, CrAdLE addressed the participants on 'Customer Acquisition Process', and talked about customer acquisition at the marketplace, the marketing funnel, digital marketing strategies, customer life cycle etc. Mr. Javid Shaikh,



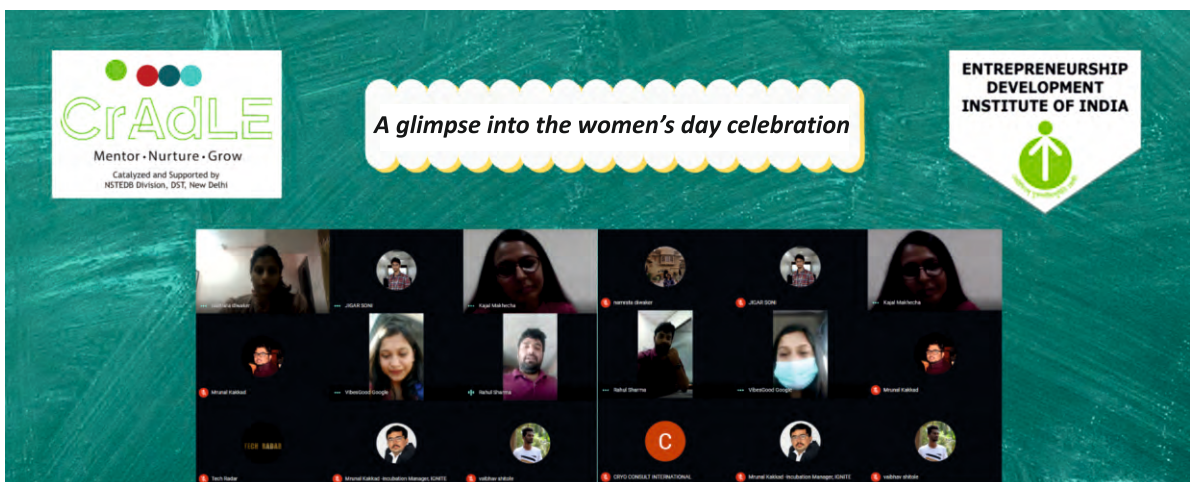
Dignitaries during the Mirchi Startup Express; (L-R) Shri Pankaj Tibak, Head – FICCI Gujarat Council; Dr. Sunil Shukla, Director General, EDII; Shri D R Parmar, Joint Industries Commissioner (Startup Gujarat Cell), Government of Gujarat and Shri Bithindra Biswas, Business Director - Gujarat & MPCG of Radio Mirchi.

Incubation Manager, CrAdLE delivered a talk on 'Government Funds for Startups'. He discussed funding sources and gave an overview on the function and mandates of Biotechnology Industry Research Assistance Council (BIRAC), Small Business Innovation Research Initiative (SBIRI), Biotechnology Industry Partnership Programme (BIPP), The National Science & Technology Entrepreneurship Development Board (NSTEDB), NIDHI-SEED Support System, NIDHI-Entrepreneurs-in-Residence, NIDHI-Promotion and Acceleration of Young and Aspiring technology entrepreneur (NIDHI-PRAYAS),

Student Startup & Innovation Policy (SSIP), etc.

- **Women Entrepreneurs**

CrAdLE organized an event on International Women's Day on March 8, 2021. The event was held over virtual platform where women entrepreneurs shared their startup journey. Aspiring entrepreneurs, students, researchers, startups, innovators, and ecosystem stakeholders had been invited to attend the event.



The POTTERY *Cluster* *set to get* REVAMPED

The role of MSMEs in the development of economies, across countries, has always been appreciated. India's industrial and artisanal growth can be comfortably credited to MSMEs with most of these reflecting a high growth potential. Given such an important role that MSMEs play, it is important to hone their skills so that they employ contemporary measures to keep pace with the market and to scale better. EDII has improved growth prospects of several artisanal and industrial clusters across the country. The Institute is now geared to implement a customized revivification model to train 'Pottery Cluster' artisans in Gorakhpur district. The project has been approved by Government of Uttar Pradesh and DC-MSME, Govt. of India.

EDII has been conducting Cluster Development Programme in Pottery Cluster in Gorakhpur district for artisans to upgrade their entrepreneurial skills and abilities and encourage them in setting up own entrepreneurial ventures. The Institute would be mentoring 200 micro and small enterprises, 32 women owners and 36 individuals from scheduled caste category. Key Intervention expected under Cluster Development is technology improvement, product quality, marketing expertise, and quality designing. The main objective of the project is to establish a Common Facility Centre (CFC) where different kinds of high value machinery will be available for all artisans of this community for use to develop their products with value addition. This

will also help them in their socio-economic development.

Mr. Prabhu Srivastava, Associate Faculty at Lucknow explains, "Uttar Pradesh has a rich heritage of conventional crafts, and when we talk about Gorakhpur, we see how this place has established a different style of pottery cluster toys that comes in various forms. These are made through methods that are pollution free. The principal objective of providing training to these artisans is to ensure that they are able to improve their business prospects by encouraging them to set-up their own venture. There are issues related to quality, productivity, export and brand building in pottery cluster, and this project aims to address all these issues. Through entrepreneurial skills, they would be able to expand their products' reach to more markets and earn more by eliminating the services of middle-men. The training will also include modules on financial literacy and business strategies."

Apart from strengthening the entrepreneurial skills of pottery artisans', EDII will also train them on establishment process, marketing strategies including branding through online medium, communication and negotiation skills, technology adaptation and pricing strategy. The institute will also assist them in getting financial support for above activities.



(2nd L-R) Shri Sidharth Nath Singh, Hon'ble Cabinet Minister, MSME & Export Promotion, U.P. Government interacting with Mr. P. N. Srivastava, Associate Faculty, EDII, during his visit to the Gorakhpur Terracotta Cluster at Gulhariya Village on 13th January 2021 to understand the manufacturing process of Terracotta Products, problems faced by the artisans and requirements of Common Facility Centre (CFC).

Achievement...

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Dr. /Prof /Mr. /Ms. Ms. Kavitha Balaraman

has been awarded the **Best Paper** (Runner up) under Faculty category for the paper titled **Culture, Employee Well-Being and Engagement Relationship: An Empirical Study**

in SIMSARC'20 conducted (online) on 21-23 December, 2020.

Knowledge Partner: **BROKERS**

Conference Convener: **Dr. Arti Chandani**

Conference Chairperson: **Brig (Dr.) Rajiv Divekar**

Conference Partner: **UNIVERSITÀ degli STUDI di CATANIA**

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Ms Kavitha Balaraman's paper titled 'Culture, Employee Well being and Engagement Relationship an Empirical Study' was adjudged as the second best paper in SIMSARC'20, Symbiosis. Ms Kavitha Balaraman is EDII Project Coordinator-HCL Sattva Project at Madurai.

PG Corner

Transcending **HARDSHIPS** *to Create a BETTER World*

P. Rajasekhararaju's story is in itself a book of wisdom. Coming from humble background, he never waited for things to improve and opportunities to be presented before him. He carved his own trajectory and made it big.

Rajashekhararaju's life has been a struggle. He belongs to a family that earned its living by farming paddy. But this did not yield enough to help them meet two square meals. Barely sustaining, Rajashekhararaju only became stronger with every hardship that came his way. Right from childhood, for want of means, he learnt to make the maximum of resources, a trait which he says helped him later at every step and he, therefore, could generate more than his peers from the available resources.

Born in Prakasam District in Andhra Pradesh, Rajashekhararaju, did his schooling from an ordinary government school and completed his B.Sc. and M.A in Social work from Acharya Nagarjuna University in Guntur. He heard about EDII's PG Programme in Management of NGOs from a friend and was convinced about pursuing it but the decision was not easy for him as managing financial resources made everything appear bleak. His father took a loan to sponsor his education and also borrowed money from a friend to help him pay the fees. Rajashekhararaju took admission in Post Graduate Diploma in Management of NGO (PGDMN) in 2008 at EDII. He says, "It wasn't easy as I had never moved out of my hometown and so adjusting at an entirely new place where the culture



RAJASHEKHARARAJU
PGDMN 2008

was so different from the place I came from was difficult but I credit the support that I received from everyone at EDII which made me feel at home in a few days. Language barrier also distressed me. But gradually everything started falling in place. I got the best exposure here. I saw field realities, worked there and got a chance to test my classroom learnings at the grassroots."

Rajashekhararaju feels his life experienced a sea change at EDII. He worked hard at EDII, fared well and secured a good job for himself in the social sector.

He worked with EFFORT organization where he was team leader for NABARD project in Nellore for 4 years. From here he moved up the ladder with a resolve to help society. He successfully worked with Ambuja Cement Foundation as Project Officer and then went on to become the Director of Bengal Gram Producers Company Ltd. From 2012-2020, he has worked as the Head of CSR in Dalmia

PG Corner



Recognition ...

Cement (B) Ltd for Belagavi (Karnataka) and Kadapa (Andhra Pradesh) regions. Presently, he is working as Manager- Administration (CSR, CA and Sustainability) with Zuari Cement Ltd.

Rajashekhararaju is a committed social worker and gives his all, when on the field. He has won several prestigious awards that not just adorn him, but also make his alma mater proud. Water Hero Award in 2020, National Manufacturing Today Award in 2014, National Green tech Golden Award in 2014, CII Sustainability Award in 2016, ET Global CSR Leadership Award in 2018, National MT CSR Excellence Award in 2018, Smart AP Foundation Best CSR Award in 2018, Rotary Karnataka CSR Award in 2020 are just some of the honours that he wears with pride.

Rajashekhararaju considers his family as his greatest strength and draws motivation from the

way they take each day as it comes and step ahead with the resolve to make the most of a given day. He considers hardships to have enriched his life by giving him experiences and the ability to think innovatively to deal with them. A true social worker, he swears by integrity, trust and respect. He signs off urging everybody to contribute in some way or the other to social well-being, "You don't have to be a social worker to do your bit. Just try to spot a problem in the field of education, healthcare or any area which you believe in lacking in some way, and make your own small contribution. One day the results will be astonishing."

EDII takes pride in Rajashekhararaju's work and sends him best wishes in his journey of making the world a better place!!!



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