

EDII

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From the
Director's Desk



Startups... Changing the Business Landscape

It has always been important to dispel the myths and inhibitions associated with entrepreneurship to ensure that this discipline flourishes. The recent plans and schemes, and the steps instituted by the policy makers have significantly encouraged startups and entrepreneurial talents and capabilities. These focussed efforts have generated significant entrepreneurial response. Gujarat, as

also India, has created conducive conditions for the growth of startups. New ideas and innovations in a variety of sectors from agriculture and healthcare to energy and technology are successfully transforming the economy and society in favour of an entrepreneurial career. The startup culture which has ensued has resulted in the much desired 'innovation based' development; a trend which is certain to leave sustainable positive impact on economy. The country has a presence of favourable institutions, guidelines and procedures to regulate and stimulate innovative ideas. With this emerging technology orientation, we are poised to enter an exciting startup era. And the most heartening aspect is that the youths are showing faith in entrepreneurship. They are determined to succeed. That certainly is a sign of progress. I look forward to seeing more and more youths syncing their ideas with their resolve to succeed as an entrepreneur. Entry of more youths in the startup realm will take us even more far.

I am glad we have support of many thinking minds in instituting a progressive regime. My compliments to all.....

Best wishes...

- Sunil Shukla



Entrepreneurship
Development
Institute of India

A Warm Welcome...

EDII is privileged to be joined by new czars and experts from various fields, on its Governing Board. The Institute extends a warm welcome to them:

Shri Narayanan Sadanandan
Ms. Rajshree Paatil
Dr. Amarlal Kalro

Shri Narayanan Sadanandan is currently Executive Vice President and Group Head Investment Banking Group at SBI Capital Markets. Shri



Narayanan Sadanandan has specialization in Cost Financials and Management Accounting with 32 years of banking experience in Retail, Commercial & International Banking with State Bank of India. He has held important positions including those of DGM and Chief Operating Officer (Corporate Accounts Group); CEO, SBI Frankfurt; General Manager (Financial Institutional Group - International Banking Department) and Executive VP & Group Head Capital Market Group, SBI. We welcome him on Board.



Ms. Rajshree Paatil is Executive Director, Business Development with the Surya Group, Pune. Ms. Paatil is a renowned professional in the field of training & development and Administration. She is skilled in planning, organizing, and leading training programs and ensuring proper execution at all levels. Her areas of specialization include strategic planning, business, advisory, growth and profitability strategies, business plans, succession planning and other critical aspects related to operations and development. EDII intends to draw great learning from Ms. Paatil's expertise.



Dr. Amarlal Kalro is an educationist with 50 years of experience in academic institutions in India and abroad. He has contributed extensively to educational policy and establishment of educational institutions. He is presently Professor Emeritus, Ahmedabad University and Academic Advisor, Ahmedabad Education Society. He is a recipient of several scholastic excellences.

Prof. Kalro lends his advice and expertise to several institutions and organizations. His insights and experience will certainly sharpen EDII's academic destination and orientation. We extend a warm welcome to Prof. Kalro.

Gratitude...

EDII bids farewell and puts on record its heartfelt gratitude for Shri Vishwanath Ramling and Dr. Yoginder K Alagh who have completed their term on EDII's Board. EDII extends its most sincere thanks to them for their critical level of insight.

Prof. Y. K. Alagh,

an internationally renowned Economist, is Vice Chairman and Professor Emeritus



at the Sardar Patel Institute of Economic and Social Research, Ahmedabad. He was a Minister of State for Science and Technology and Power for Government of India. Dr. Alagh has been Vice-Chancellor of Jawaharlal Nehru University and has held several other prestigious positions on various important Committees of the Government. His rich and varied experiences were a great learning resource.

Shri. V. Ramling is

the Chief General Manager (CGM) of SME Business Unit in State Bank of India. Shri Ramling is a seasoned



banker with experience of over 37 years across multiple departments and positions. In addition to his challenging role as Head of SME Business Unit he has also led the Network as General Manager in Mumbai Circle. His experience & foresight as also practical approach on decision making has been widely acclaimed.

He is quick to foresee the changes in SME industry dynamics. His contribution to EDII has been phenomenal.



Remembering Dr. Dwijendra Tripathi

Professor Dwijendra Tripathi, considered as the doyen of Indian business history, passed away in Ahmedabad on 5th September, 2018. Aged 88, the great teacher Dwijendra Tripathi departed on Teachers' Day. He was one of the brightest scholars in independent India bringing original insights in business history, which is rare as this space is crowded with Western thinkers.

Dr. Tripathi had a close association with EDII. Earlier to EDII, he was connected with the Indian Institute of Management, Ahmedabad (IIMA) for almost three decades i.e. from 1964 till 1990. A former faculty member at IIMA, Dr. Tripathi was also the dean for four

years and was on the Board of Governors for three years, till 1990. He was also the General President of the Indian History Congress in 2002-03.

Upon getting associated with EDII, Dr. Tripathi helped in institution building tasks; conceptualized new training models and launched new activities to strengthen research and publications. One of his most notable contributions has been the launch of Succession Planning for Entrepreneurial Continuity (SPEC) in 1993 at EDII for training successors of business families for entrepreneurial endeavours.

EDII family will forever carry his memories and pays heartfelt tribute to him.

Chinese Students to Learn Business Hindi at EDII

The course received students from Yunnan Minzu University (YMU) and Guangdong University of Foreign Studies (GDUFS). All students are third year students from their respective college.

A total of seven Chinese students will receive training of '**Business Hindi**' at the institute and will also acquire lessons on entrepreneurship during the 9 month Advanced Business Hindi Certificate course which started in the month of September, 2018 and will conclude in the month of June, 2019.



Empowering Youths...

India, just like other Asian countries is going through a critical stage of realising the demographic dividend through 4 Es – Education, Employability, Employment and Entrepreneurship. India's population including skilled, educated or employed people - show potential to excel with the right orientation. Several initiatives such as; Skill India, Start-up India and Make in India are focussed on impacting economic growth through human capital development and digital empowerment.

Quality of education and skills imparted to the youth along with entrepreneurial orientation can visibly impact India's economic progress which largely depends on harnessing resources resulting in entrepreneurship. Hence, there is a need to train and mentor youths to become job creators by becoming entrepreneurs. Simultaneously, a conducive ecosystem has to be instituted to facilitate entrepreneurial intentions towards which the Government has initiated worthwhile measures.

Supporting this agenda, the Confederation of Indian Industries (CII) organized a summit on Skills, Education and Entrepreneurship to create a vibrant platform for dialogue and discussions on empowering enterprises with skilled workforce. The two-day summit aimed at bringing together key stakeholders who are into policy framework, policy advocacy and implementation in the areas of skills, education and entrepreneurship.

The summit threw light on various aspects of skill training, education and entrepreneurship and covered different topics related to policy framework, partnerships, business models and many more. Over the two days, emphasis was laid on exploring avenues

for aligning skills with mainstream education, crafting strategies for upskilling and reskilling to keep pace with emerging technologies and future jobs, significance of incubation and acceleration support for start-ups in the development sector, fostering creativity among youths, importance of digitized and green economies and societies, ensuring holistic and outcome-based skills to meet the needs of the industry and promote entrepreneurship, creating sustainable models for livelihood enablement in rural India and several related aspects.

The plenary session of the summit covered skills for youth employment and entrepreneurship which was headed by eminent speakers like Dr. OP Goel, General Manager, Bosch Limited; Dr. Gayatri Vasudevan, CEO, LabourNet Services India Pvt. Ltd.; Dr. Raman Gujral, Senior Faculty, EDII and Mr. Prasenjit Kundu, CEO, SkillSonic India Pvt. Ltd.

The session highlighted the role of skills in the sustainable development agenda and offered an opportunity to engage with the challenges underpinning youth unemployment and ways to identify viable solutions to boost youth employment.

During the session, experts discussed the ways in which employers and employment services can support youth to fulfil their professional potential and develop innovative strategies for pursuing entrepreneurship.

Dr Raman Gujral shared various cases on how skill development has addressed the challenges of youth employment and has facilitated initiation of businesses in the labour market in various contexts.



Seen on the dais is Dr. Raman Gujral, Sr. Faculty, EDII with (from L-R) Dr. OP Goel, General Manager CSR & Head – Vocational Training (India), Bosch Limited; Mr. Sujiv Nair, Chief Executive Officer Telangana Academy for Skill and Knowledge, Department of ITE&C, Government of Telangana (Session Moderator); Dr. Gayathri Vasudevan, CEO, LabourNet Services India Pvt. Ltd (extreme R)



Product Selling Made Easy

Workshop on Selling Techniques in
Association with Yes Bank

Market for a business decides its prospects. If a business has a huge market and continues to increase its market expanse, its prospects will obviously be encouraging. Marketing and selling depend entirely on strategic techniques which in turn leads to establishing existing markets and capturing new markets. Successful selling requires creativity, innovation and constant brainstorming on new ways to bring in customers. Successful salesmen use out-of-the-box marketing and advertising techniques to sell products. No one method is better than another — the best method is what works for the entrepreneur.

In order to address this issue, EDII joined hands with Yes Bank to conduct a workshop for the members of South Gujarat Information Technologists Association (SITA) in Surat on 20th July, 2018. The workshop was conducted by Dr. Kavita Saxena, Faculty, at EDII, where key selling issues were addressed with focus on innovative sales techniques and role plays. Around 25 young entrepreneurs participated in the event and discussed the problems and shortcomings in their respective businesses.

The workshop covered various product selling techniques including soft skills training where the participants were given a thorough idea on objection

handling and customer interaction through role plays. The entrepreneurs also discussed the hurdles they face, and every problem was addressed with thorough discussion among the peers present in the workshop. Aspects like leadership, creativity and problem solving were elaborately discussed. Dr. Saxena also covered the topics on key business challenges like customer profiling, customer pain points, modern selling techniques, soft skills training and customer handling.



"Most of the participants were from technical background and appreciated inputs on soft skills. Simulation exercises, role plays and discussions kept the interaction lively with a lot of experience sharing.

- Dr. Kavita Saxena,
Faculty - EDII

The Next Generation Entrepreneur or Manager?



Dr. Sunil Shukla was one of the distinguished speakers at the conference

The Economic Times
Family Business
Roundtable Conference

India ranks third in the world in terms of family-owned businesses, after China and the US. Some of these businesses have not only survived the wrath of time but have also continued to generate employment for lakhs of people and are adding to the state GDP. However, some of them in today's day and age are finding it difficult to pull through, particularly with the next generation taking over the reins of the business merely by virtue of being born as a successor.

Usually, however scions of today are highly educated, mostly overseas in good colleges, and they return with fresh ideas and global perspectives. But possessing an entrepreneurial bent of mind is a different ball game altogether. They are trained to function as excellent managers but when it comes to playing the role of an entre-

preneur more often than not, they fail to perform. Most family businesses, therefore, start dwindling by the second or third generation.

The ET Family Business Roundtable Conference discussed exactly this - the Next Generation: Entrepreneur or Manager? The discussions centered around helping the successor understand his/her role and aligning the same with that of the organization's. Necessary traits as also distinct characteristics among successors, remained the focus of the session.

The idea behind this initiative was to recognise the contribution of family businesses to the growth of India's economy, and bring out insights that would help smaller family businesses around the country manage their challenges better; help scions understand larger as well as narrower family business issues; and encourage innovation and growth in family businesses and in the larger economy.



Dr. Sunil Shukla along with other distinguished speakers at the Family Business Forum in Pune

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Bhopal just got WOWed with HP – World on Wheels



*Dr. Kunwar Vijay Shah, Minister, Department of School Education, Madhya Pradesh inaugurating the HP WoW vehicle
Also seen is (on the left) Dr. M. Hanif Mevati, MP State Project Director; HP-EDII WoW Project*

HP's World on Wheels builds on the commitment to reinvent digital learning across the globe. Under the project, HP has introduced 20 seated computer and IT enabled vehicle powered by green energy and backed by numerous software suites and cloud integration. The bus offers a mobility solution to help bridge the digital divide between urban and rural areas by bringing easy information technology access to the isolated and disadvantaged groups. The HP World on Wheels or (HP WoW) is a project sponsored by (HP) Inc.; and implemented by EDII. The project also aims at promoting IT enabled education through e-learning modules. In addition, entrepreneurship and skill development courses will help train school children, rural youth and communities, among others by acting as a Community Service Center (CSC). The HP WoW Bus also aims to benefit the local population for a hassle free linkage to Government programs and initiatives.

In the current partnership with EDII, HP has contributed a total of 5 vehicles across Gujarat, Madhya

Pradesh, Orissa, Uttar Pradesh and Andhra Pradesh

The launch of HP- WoW in Bhopal was scheduled on 7th August, 2018. It was inaugurated by Hon. Dr. Kunwar Vijay Shah, Minister, Department of School Education, Madhya Pradesh.

Dr. M. Hanif Mevati, MP State Project Director, HP-EDII Project made a presentation on lab features and proposed action plan to spread digital literacy and awareness about entrepreneurship. Supporting the HP initiative he said, "The HP-WoW bus will spread digital literacy and awareness about entrepreneurship in all the villages and schools. This campaign aims to cover maximum higher secondary schools of different districts of the state."

Lack of education, especially in the rural areas is a major problem and with this innovative program, students from rural areas and youth would especially be able to imbibe basic computer skills in addition to enhancing their overall awareness.

“Today the world is being governed by digital skill and information technology. This WoW programme will help the rural youth master IT skills as per the demand of the world. I am sure this will help these youths find their place in society.”
Dr. Kunwar Vijay Singh, Chief Guest and Minister of Department of Education, Madhyapradesh said during the launch.

Thus, the initiative WoW will not only bridge the 'Digital Divide' gap between those who can benefit from technology and those who cannot but will also provide extension to education campaign on health, water, sanitation and other such issues in rural areas thereby, spreading awareness in the community.

Celebrating Entrepreneurs and Entrepreneurship

Entrepreneurs play a crucial role in economic development and pave the path for growth. The country needs to nurture entrepreneurs so that innovations and inventions could be fostered. On the World Entrepreneurs' Day 2018, EDII associated with ASSOCHAM, as a knowledge partner. The Institute developed a knowledge paper on Entrepreneurship and Startup Ecosystem in India, which gives a peek into the evolving entrepreneurship and start up ecosystem, and also throws light on how it can be leveraged to strengthen entrepreneurship at the

national level. The paper highlights encouraging trends that India has witnessed in the last few years in the area of entrepreneurship and startup ecosystem. One of the major highlights of the paper is compilation of various initiatives taken by the Centre, Various Ministries and different States to Promote Startups in India. The paper gives a snapshot of government schemes like Make in India, Startup Action Plan, Stand up India, Atal Innovation Mission, key benefits under MUDRA Bank and AICTE Startup Policy.

The Knowledge Paper developed by Dr. Kavita Saxena Faculty-EDII and Mr. Mayank Patel, CEO, CrAdLE was released in Delhi in an event organized by ASSOCHAM at the hands of Ms. Sunita Sanghi, Senior Advisor, Ministry of Skill Development & Entrepreneurship on 21st August, 2018, i.e., the World Entrepreneurs Day.



Ms. Sunita Sanghi, Senior Advisor, Ministry of Skill Development & Entrepreneurship (3rd from L) releasing the Knowledge Paper. On her left is Dr. Sunil Shukla, Director - EDII. Also seen are (L-R) Mr. Sanjay Nandrajog, CEO, Sahaj E Village Ltd., Ms. Ritu Marya, Editor-in-Chief, Entrepreneur Media India and (R-L) Mr. M. H. Reddy, Chairman, NDC Eco Motors Pvt. Ltd. and Mr. Sandeep Aggarwal, Founder, Droom Technologies Pvt. Ltd.



Clusters in Development

Addressing units in a conglomeration have always brought in benefits of reduced risks, expanded customer base, better efficiency and bargaining power as also large markets. EDII has been addressing these clusters or conglomerates on various aspects of business to enhance their potential to perform. The interventions are on the fronts of marketing, technology, networking, ergonomics and general awareness. One of the significant aspects of ensuring sustainable benefits is to set up a Common Facility Centre.

For Kalyanpur Brass & Bell Metal Cluster of East Medinipur district, EDII is working towards setting up a Common Facility Centre (CFC). The CFC will provide value added cost effective services such as; melting, hot rolling, circle cutting, spinning, polishing, artifacts manufacturing, metal testing as well as raw material support to 130 micro enterprises of

Kalyanpur Brass & Bell Metal Cluster. The cluster will achieve standardized quality, new products and higher productivity. This CFC will generate additional employment for 200 persons.

EDII is also addressing the Bijaypur Mulberry Silk Cluster in Murshidabad district. This is a mulberry silk saree (Garad) production cluster where a total of 151 artisans are involved in Garad silk saree production. The interventions will increase productivity and new products with application of creative designs. The



EDII members with workers at Kalyanpur, Brass & Bell Metal cluster of East Medinipur District.



Work in progress at the clay tiles cluster

objective of interventions is also to remove health hazards by addressing Occupational Health & Safety (OHS) issues. A CFC which has been planned will also reduce the cost of production and increase employment by many folds.

EDII has also provided time to time support to Murlu Clay Tiles Cluster including assistance in setting up of CFC. The CFC will provide services like blunging, ball milling, pug milling, making decorative tiles and improvised firing to the micro-enterprises of the cluster. The CFC will also be instrumental in reviving the market of this cluster.

EDII has been engaged as Project Management Consultant by Directorate of MSME, Govt. of West Bengal for extending support to Magrahat Silver

Filigree Cluster to set up Common Facility Centre. More than 200 micro enterprises will benefit from the CFC.

For the CFC at Rajganj Plastic Engineering Cluster in Jalpaiguri district, plant and machinery have already been installed. Work will commence shortly. Nearly 50 enterprises in plastic product manufacturing are the beneficiaries of this cluster.

As a Lean Management Consultant for the Janbazar Leather Artisans' Group which comprises 10 footwear manufacturing enterprises, the Institute has introduced notable best practices. This project is supported by Dept. of MSME, Govt. of India and Directorate of MSME, Govt. of West Bengal. Certain areas like visual management, tools management, improvement in Plant Layout – Storage System, Packaging & Handling Improvement, Introduction of Kaizen, MIS-Record Keeping and Waste Management are focused upon with an objective of cost reduction upto 20% for the footwear manufacturing units of Janbazar.

Cluster interventions have placed several clusters on a high growth trajectory. EDII addresses clusters with the objective of identifying promising factors on various fronts, and subsequently addresses them to drive growth.



Dr. Sanjay Pal, Senior Faculty, EDII with visitors at a Common Facility Centre (CFC)

Successors Comprehend their Role.....

Family businesses have come to occupy an integral place in the Indian and global context. Family Businesses contribute to a major proportion of the GDP of their country globally. The distinctiveness of family business lies in their unique demands where transfer of the business across generations is intertwined with the transformation of the business itself. This transition is achieved with an understanding of values and business ethics leading to continuity and diversification of business.

For this realization to dawn upon the next generation, family business successors need to be oriented to the values, ethics and practices of family business in addition to the nuances of entrepreneurship.

Family Business Leadership Clinics

With Pandesara Weavers, Surat

Recently EDII conducted a Family Business Leadership Program in association with Yes Bank for Pandesara

Weavers in Surat, Gujarat. A total of 40 participants, Presidents and committee members from 10 different weaving clusters of Surat attended this workshop. The main issue addressed in this workshop was related to multigenerational family businesses and ways to sustain and transition them.

Mr. Vimal Bakewala, Secretary, PWEC gave a brief about the entire workshop the problems and being faced by family businesses and the change in the pattern of thinking of the current generation.

Mr. Riken Shah, Faculty at EDII briefed about the Family Business Leadership concept based on a few examples and case studies. While noted Family Business Counsellors gave thorough presentations on Family Businesses of India as well as across the world, the various other topics covered included issues and concerns in multigenerational family business; succession and transition in family business and professionalization of family businesses.



(L-R) Mr. Riken Shah
(Faculty Member, EDII),
Dr. Hitesh Shukla
(Expert on Family Business),
Mr. Devarshi Desai
(SPOC, YES Bank) &
Mr. Vimalbhai Bakewala
(Secretary, PAWEC)
at a Family Business Clinic



Dr. Hitesh Shukla, Family Business Counsellor, interacting with the participants

With Label Manufacturers Association of India (LMAI)

The programme was sponsored by Yes Bank with EDII as the knowledge partner. A total of 55 entrepreneurs from the member units of **LMAI** spread across India attended the workshop.

The programme sensitized the participants about the importance of the participating and contributing to family business. The main agenda of conducting this programme was to help the current generation of entrepreneurs contribute to their family business through their own leadership style. The programme also gave future direction to participants, besides imparting learning on new approaches to businesses. The learning inspired and empowered them to expand their family business across industries and beyond borders.

With Chitra Industries Association (CIA)

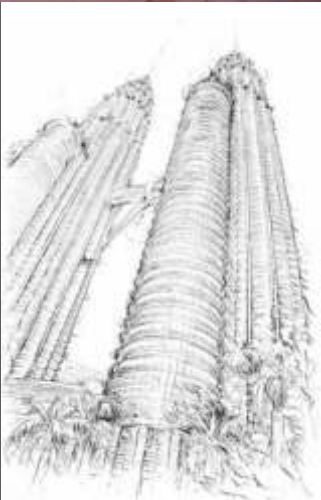
60 members from various industries of Chitra Industries Association attended the workshop. The workshop was scheduled on 21st September, 2018 at Bhavnagar. Mr. Riken Shah, Faculty, EDII briefed the participants about the Family Business Leadership approach with emphasis on various interventions implemented under Yes Bank's CSR initiative - 'Say Yes to Sustainable MSMEs in India'.

Dr. Hitesh Shukla, Family Business Counsellor took a session on issues and concerns regarding multigenerational family business and how to develop or integrate high potential next gen leaders in family businesses. The workshop concluded with a vote of thanks by Chitra Industries President, Mr. Dilip Kamani.

Family Businesses are major drivers of economic growth and it is important to ensure that they do not run into complexities. These clinics are therefore, a major initiative towards ensuring that family businesses continue to flourish in the changing times and even during transition in leadership.



Mr. Nalin Mehta, Vice President CIA giving welcome speech. On the dias (from left to right) are Mr. Riken Shah, Faculty Member, EDII; Mr. Trushant Joshipura, CBL-YES Bank; Dr. Hitesh Shukla, Expert-Family Business; Mr. Dilip Kamani, President-CIA; and Mr. Meghal Modi, CRCB- YES Bank



EDII Training Trainers in Malaysia

The Majlis Amanah Rakyat or MARA is a Malaysian government agency which was formed to aid, train and guide officials, in the areas of business and industry. This organization mainly works on sectors like Entrepreneurship and Education and has more than 11000 employees. EDII being a National Resource Institute in the field of entrepreneurship research, education, training and institution building, was invited by MARA to conduct a Training of Trainers' programme at their Campus in Malaysia from 16th to 27th July, 2018.

The Training of Trainers' Programme Model was finalized in consultation with MARA officials keeping in mind their requirements and goals. The programme focussed upon imparting knowledge on the nuances of entrepreneurship in addition to aspects related to systematic implementation of Entrepreneurship Development. The three modules that EDII focussed on were: Entrepreneurs and Entrepreneurship; Business Opportunity Identification & Business Plan and Achievement Motivation Training. A total of 31 participants attended the programme.



Mr. Prakash Solanki, Faculty, EDII with participants during a session

The first module on Entrepreneurs and Entrepreneurship addressed the need and importance of entrepreneurship. Apart from covering topics on process & identification and selection of potential entrepreneurs, topics on ways to approach financial institutions were also covered. This module was handled by EDII Faculty, Mr. Prakash Solanki

Mr. J B Patel, Distinguished Visiting Faculty at EDII, handled the second module that addressed issues related to Business Plan and Business Opportunity Identification. He covered topics on ways to link business opportunities with entrepreneurs and



Participants with Mr. J B Patel, Distinguished Visiting Faculty EDII

profiling of potential business ideas. This module helped participants clear doubts on business projections, costing and financial risks involved. Mr. Patel also discussed breakeven point of businesses and implementation of business plan and scheduling to ensure smooth flow of the company.

The last module was related to soft skills and motivation training exercises where case studies were discussed related to communication, creativity and problem solving in an organization. Mr. Raman Gujral who headed this module also emphasised on goal

setting behaviour and optimum task performance.

Participants expressed their satisfaction over the learning imparted and opined that they were now more confident about dealing with various aspects of entrepreneurship and planning entrepreneurship related activities. MARA found this entire programme beneficial for their employees and expressed interest in planning similar programmes in the near future with EDII.

- Entrepreneurs & Entrepreneurship
 - Business Opportunity Identification
 - Business Plan
 - Achievement
- Motivational Training were primarily focussed upon



The participants at MARA campus with Mr. Prakash Solanki, Faculty, EDII

India Gears up on the Entrepreneurial Path...

It has been 3 years since the Startup India Scheme has been introduced by honourable Prime Minister Shri Narendra Modi to promote emergence of small and medium scale businesses. First announced on 15th August 2015, the Startup India Scheme was by far one of the most successful initiatives by the Government of India. Under this scheme, a huge ecosystem of entrepreneurs, investors and incubation centres, research institutions came together to target issues through solutions like mentorship programmes, tax and fiscal benefits, patent rights reform and many more. Investments for the start-ups were encouraged and the Government made it even easier by waiving off the angel tax. The central bank eased restrictions on foreign venture capitalists as well, who were investing in Indian start-ups.

As a result, several regional start-up hubs have mushroomed across India in the last five years, fueling sector-based innovation in information technology, artificial intelligence, finance, healthcare, biotechnology, agriculture, and logistics. India is now the world's third largest

technology start-up hub with 1,000 new companies that were incorporated in 2017 alone.

With Start-ups culture contributing majorly to the Indian economy, it is encouraging to note that Gujarat is at the forefront of promoting technology led start-ups in India. Duly encouraged by the entire value chain of incubators, mentors, state government, private sector and academic institutions, Gujarat has more than 10 incubators supported by Department of Science and Technology (DST) and 8 out of these are a part of academic institutions alone. This is evident from the fact that the state has the highest number of Technology Business Incubators (TBIs) supported by DST and the incubators and accelerators are mostly targeting budding entrepreneurs from Tier-2 and Tier-3 cities.

Ahead of Vibrant Gujarat, Startup and Technology Summit which was held during 11-13 October, 2018, a workshop was organized by the Institute of Engineers at Rajkot on 14th August, 2018 that hosted more than 100 engineering students from

Three Pillars of Startup India Scheme:

- Simplification & Hand-holding
- Funding Support & Incentives
- Industry-Academia Partnership & Incubation.

various colleges of Saurashtra and Kutch region. Dr. Satyaranjan Acharya, Faculty Member & Acting Chairperson, PGP, EDII addressed the students at this workshop and encouraged them to actively participate for the Student Start-up and Innovation Policy (SSIP) which aims towards enhancing the start-up propensity among the students of universities, colleges and institutions.

Speaking on various initiatives by the Government for budding start-ups, Dr. Acharya said, "The start-up initiatives of the state pave the way for a stronger, technically-advanced and entrepreneurially-sound society. The students must especially step forward to benefit from a scenario where accelerators, innovators, incubators, policymakers, corporates and academia work in sync to float a viable start-up-laden economy,"

Mr. M K Das (IAS), Principal Secretary, Industries & Mines Department & EDII Governing Body Member informed in a recent conference that the state has provided financial assistance of Rs 22 crore to 175 start-ups in last two years as a part of facilitating establishment of 2,000 start-up firms during the

Dr. Acharya furthermore added that Gujarat takes pride in having the highest density of incubators supported by the Department of Science and Technology (DST), Department of Biotechnology and other Central and State Government Departments.

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The speakers comprised family business members, successors, independent family business experts and academicians. Some of the well-known speakers at the event were Mr. Rajan R Navani, VC and MD of JetSynthesis and Mr. Firdaus Variava, Managing Director, Bharat Floorings and Tiles.

Rajan R Navani, VC & MD, JetSynthesis, a third generation family business owner said that the first generation family-business owners were both entrepreneurs and managers as they had little resources and very high aspirations. "For the second generation, it really comes down to one's risk-taking appetite because when you acquire more wealth you want to protect it." He further elaborated on how his company entered into this digital businesses and revived its entrepreneurial spirit. "Times are disruptive and there are many external factors that affect a company's growth making it imperative for us to keep shifting gears between being an entrepreneur and a manager."

Stressing on passion being crucial to drive a business, Dr Sunil Shukla, Director, EDII, emphasised that a successor needs to identify newer opportunities for expansion, diversification or internationalisation of the company and know when to exercise his managerial skills. "Passion is the key to the success of any business, not only a family-led one. I think the next generation has to possess both – managerial as well as entrepreneurial skills," he said.

Firdaus Variava, MD, Bharat Floorings & Tiles explained how he has encouraged communication within his family, and shared his plans related to business expansion.

Different viewpoints, and changing times of the next generation of family businesses may be up against many odds but how well they handle them and manage to take forward their legacy that their forefathers so painstakingly built will have to be seen and ensured.



SVEP: Boosting Rural Enterprises

The Start-up Village Entrepreneurship Programme (SVEP) was announced in 2014-15 with a mission to create sustainable self-employment opportunities for youths residing in selected villages.

EDII was selected as the National Resource Organization (NRO), for the Government of India's Startup Village Entrepreneurship Programme (SVEP). Under this, the institute initiated the programme in 42 blocks across 11 different states namely: Gujarat, Madhya Pradesh, Haryana, Jammu & Kashmir, West Bengal, Odisha, Jharkhand, Chattisgarh, Telangana, Punjab and Uttar Pradesh in association with the respective State Rural Livelihood Mission (SRLM)

In order to ensure that the program caters to all sections of the villages in the blocks, dedicated efforts have been made. During this quarter, a total of 10885 entrepreneurs have been brought under the fold of SVEP out of which 6255 were female and 4630 were male entrepreneurs.

Mentor Training at Block Level:

Recently, SVEP at EDII conducted an orientation programme for Block Mentors who are responsible for implementation of the programmes at the block level. Its purpose was to orient the Block Mentors about the SVEP and to provide them with the necessary skills and knowledge required, to effectively implement the programme at the field level. The training examined the following key aspects:

- NRLM's (National Rural Livelihood Mission) context and the inception of the SVEP
- The processes and tools used in the implementation of SVEP and
- Sub-sector analysis & revision of basic business skills

A total of 16 individuals from 5 different states completed the training program. The training

State	No. of blocks – ongoing implementation (2016-18)	New blocks – activities being initiated (2018 onwards)	Total no. of blocks
Gujarat	3	0	3
Madhya Pradesh	3	0	3
Haryana	2	2	4
Uttar Pradesh	2	3	5
Jammu & Kashmir	2	0	2
West Bengal	2	5	7
Odisha	2	6	8
Jharkhand	1	2	3
Chattisgarh	4	0	4
Telangana	2	0	2
Punjab	1	0	1

included a variety of techniques such as lectures, case studies, documentaries, group presentations, reflection, simulation games, field visits, written exams and more. The orientation program was a learning experience for both the organizers as well as the participants who are now well-prepared to work on the field.

Success Story – Purna Canteens

'The Iron Lady of Mirzapur District' - Pankali, a 28 year old SHG member, came up with an idea of opening a canteen at the local police secretariat for better income options. She approached Mr. Mukesh Pandey, SVEP's Chanve Block Mentor, to seek approval and financial aid for the canteen.

Running successfully for 3 months now, Pankali does a monthly sale of INR 35000 by serving police officers with healthy organic food and gets an average monthly profit



of INR 15000. Her husband, who earlier worked in Delhi, came back to help her run the canteen. The husband and wife duo have been successfully running the canteen everyday from 5 am to 7 pm.

Meticulous and well versed with the basics of business management practices, she regularly updates the financial records of her business. The USP of her canteen is that she only uses organic produce to prepare the food.

Software Training Conducted for BRP-EP on VIT Software at block level in:

- ♦ Nighasan, Arajiline, Duddhi Blocks of Uttar Pradesh
- ♦ Silli, Thetaitangar, Kolibera Blocks of Jharkhand
- ♦ Bawani Khera and Tauru Blocks of Haryana

A GLIMPSE INTO ACHIEVEMENTS

Coverage

No. of States Covered: 11

No. of Blocks: 42

On-going implementation: 24 Blocks

To be initiated in: 18 Blocks

Capacity Building & Enterprise Promotion:

Trained entrepreneurs & community resource persons: 10885

Female Entrepreneurs: 6255

Male Entrepreneurs: 4630



Accenture and EDII handhold micro entrepreneurs...

Microenterprises are gradually making it big. Street dealers, carpenters, machine shop operators, jewellers, food stall owners or farmers – microentrepreneurs come in all types, and their businesses vary in size and scale. This diverse group requires a variety of support to grow and improve. Several people who start small, possess the potential but on account of lack of means and resources they continue to operate at a micro scale.

Considering that microenterprises contribute significantly to economic growth, social stability and equity, it is important to handhold the entrepreneurs and ensure that they grow. The objective should be to make the sector most important wherein people get trained to run their business in the most effective ways, and thus make a comfortable living.

Also, amidst millions vying for jobs, the formal sector is unable to accommodate all. Hence microenterprises offer a viable option in terms of creating economic opportunities through sustainable enterprises.

With the mandate of extending support to these micro-enterprises and small businesses, Accenture Bangalore came forward with a one-of-a-kind CSR event where different micro-entrepreneurs were invited with their product offerings for sale at the Accenture office in Bangalore.



Customers seen at the Accenture CSR Event

The event was used as a platform to train the owners on business strategies, selling techniques, marketing, business ethics and hygiene related issues.

Involved in implementation, the institute invited various micro-entrepreneurs from Kanyakumari, Coimbatore, Nagaccoil, Hyderabad, Bidadi and Kushalnagar to present their products for sale at the event.

The enterprises that participated were mainly engaged in the manufacturing of handmade jewellery, paper quills, sea shells and hand-made toys, bags, food and honey based products.

The entrepreneurs were of the opinion that such events should regularly be organised as these teach

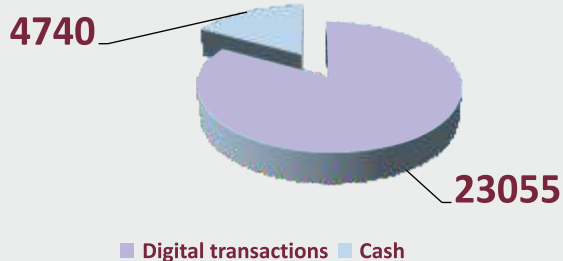
them the nuances of business besides helping them catch the pulse of the urban customers. The micro entrepreneurs also opined that the exposure gave them a boost of confidence.

The event had tangible benefits and will be organized more frequently to enable micro entrepreneurs impart mettle to their business.

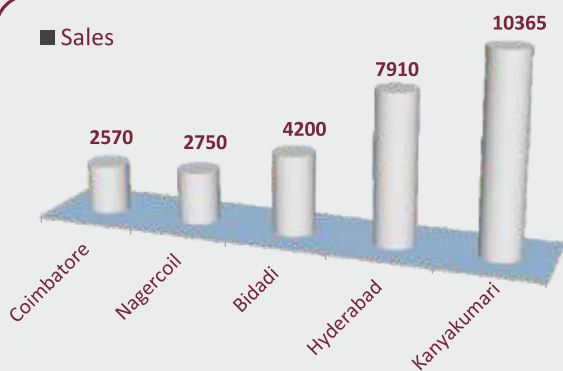


Participants at the event on 21st August, 2018

Sales Made on 21st August, 2018 in just 3 hours



■ Sales



The region wise sales made at the event (in rupees)

Some of the Major Observations of This Event:

- ▶ Innovative selling techniques were applied which could be observed in packaging of products, varieties etc..
- ▶ Language wasn't a barrier and the customers were easily communicating with the stall owners
- ▶ All the hygiene aspects were well taken care of especially while handling food items
- ▶ Various new methods were adopted for customer retention
- ▶ Around 83% of the total transactions were digital and were done either through Paytm, Phonepe or TEZ

EDII Hosts Vibrant Gujarat Start-up Summit Roadshows across India

VG startup session hosted by EDII at IRMA, Anand



Participants at the VG startup session organised by CrAdLE (The Technology Business Incubator at EDII) at BITS Edu Campus, Vadodara

Vibrant Gujarat Start-Up and Technology Summit 2018' (VG-STs), the forerunner to the 9th edition of Vibrant Gujarat Global Summit, 2019 was organised in association with Federation of Indian Chambers of Commerce & Industry (FICCI) and Gujarat Electronics & Software Industries Association (GESIA), during 11-13 October 2018 at the Exhibition Centre, Helipad Ground, Gandhinagar, Gujarat. Atal Innovation Mission- Niti Ayog and Invest India were mentor and guide partners while Entrepreneurship Development Institute India (EDII) and PwC were the Knowledge Partners.

Designed as a platform for innovators and entrepreneurs from across the world to meet and interact, Vibrant Gujarat included a notable line of expert speakers addressing a range of challenges and doubts related to entrepreneurship. The rapid advancement of technology along with policies such as the

VG startup session headed by Dr. Satyaranjan Acharya, Asso. Sr. Faculty, EDII, in Raipur



'Smart Cities' initiative has paved way for the young generation to innovate and take charge leading to a startup revolution. Hence, this year the focus is on technology as a catalyst to entrepreneurship.

As a special addition to the mega event, the Vibrant Gujarat Startup and Technology Summit 2018 hosted roadshows in more than 30 cities across India to spread awareness about all that the Summit had to offer. This year, the Summit in association with the Government of Gujarat had put up a grand challenge with cash prizes of more than Rs. 2.5 crores. The themes for this challenge included AgriTech, HealthTech, Governance 2030, FinTech, Smart and Shared Mobility, Women-Centric Solutions, Maritime and Military Intelligence and Manufacturing 4.0. Entrepreneurs, across the

country were encouraged through these roadshows to participate.

With an aim to promote the Summit, EDII Ahmedabad as a knowledge partner along with IRMA, Bits Edu Campus, Nehru Group of Institutions, 36 Inc, Calcutta University and IITG Guwahati being institution partners co-hosted the roadshows.

The roadshows featured presentations on the Grand Challenge and gave the participants an opportunity to clarify their queries, followed by a panel discussion on the Entrepreneurial Ecosystem. The response received from the start-up community, enterprises, incubators, students and investors was overwhelming. Great footfall was observed during all the roadshows across India.





CrAdLE of Innovations...

Launched in the year 2016, CrAdLE (Centre for Advancing and Launching Enterprises) has been guiding, supporting and mentoring more than 20 startups at the EDII campus. Hosted at EDII campus, CrAdLE is a Technology Business Incubator set up with the support of NSTEDB, DST, Govt. of India. It aims towards fostering technology or knowledge based entrepreneurial startups in four niche segments of manufacturing, food processing, renewable energy and healthcare by:

- nurturing them 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 incubatees
- strengthening business skills/knowledge of incubatees
- providing a platform for speedy commercialization of technologies developed in academic and R&D institutions of the country.
- facilitating business networking for better and faster enterprise growth

CrAdLE looks forward to facilitating speedy commercialisation of technologies developed in academic and R&D institutions thereby creating a robust network for better & faster enterprise growth.

Having raised a total of 11 seed fundings for various startups incubated at CrAdLE, the incubator continues to nurture startups' passion and business idea and imparts a conducive support system to ensure sustainability and scalability of the startups. Recently, in the last quarter, CrAdLE welcomed 2 new startups in its incubation center.

1. **ArKidzoo** (www.arkidzoo.com)

ArKidzoo offers an interactive fun based learning products for kids. It merges learning elements with that of technology popularly known as Augmented Reality to make learning entertaining and thereby to generate curiosity and interest among children.

2. **Vardhman Envirotech**

This startup has come up with Neerain – Raintap which is simple, scientific and sensible rooftop rainwater harvesting filter which is compact, user friendly and requires negligible maintenance.

These two companies have recently joined as incubatees at CrAdLE and aim to make it big in the industry. Apart from incubating these two startups, CrAdLE witnessed many more achievements in the startup ecosystem front.

Session on Unit Economics & Startup at KCG, July 2018



Mr. Mayank Patel, CEO, CrAdLE, addressing the participants at the session ▶

Mr. Mayank Patel, CEO, CrAdLE delivered a lecture on Unit Economics & Startup at Knowledge Consortium of Gujarat (KCG) on 20th July, 2018. He discussed basics of unit economics for startup founders and emphasized on its importance at all stages of development. He talked about the two main aspects – Customer Acquisition Cost and Life Time Value (LTV), their interconnection and the way they affect the startup growth. A wide number of participants attended the workshop and hugely benefitted from it.

Seminar for Entrepreneurship Awareness for the NextGen, August 2018



Mr. Mayank Patel, CEO, CrAdLE, addressing the participants at the session

A seminar for Entrepreneurship Awareness was conducted at the **Indrashil University, Mehsana**. The main objective of conducting this seminar was to educate the students and faculty members at the university about various facets of entrepreneurship as an alternative career option as also to highlight the merits of pursuing such an option.

Headed by Mr. Mayank Patel, he addressed the participants on various topics like identification of opportunities, mechanism of product selection, technical and commercial aspects of Small Scale Industry (SSI) units and communication skills.

Session on Gujarat Government Policies for Startup at SSIT, Gandhinagar, September 2018



“Four of the initiatives have already achieved a turnover of over Rs.1 crore whereas, six have already started commercial sale of their products. For any incubator, these figures are encouraging”, said Mr. Mayank Patel, CEO at CrAdLE.

Recently, EDII conducted a session on Gujarat Govt. Policies for Startups, wherein various different policies laid down by the Govt. were discussed and elaborated. Certain policies like student startup policy, science, technology and innovation policy, IT & Electronic Startup policy were discussed during this session.

14 CrAdLE ventures get funding

Out of the 26 startups incubated at CrAdLE, 14 of them have received funds from Gujarat Government, three have got debt funds from a private bank while one received funding from venture capitalist.

Innersense: The startup provides organic innerwear for women and has managed to get Rs. 50 lakh from CGTMSE (Credit Guarantee Fund Trust for Micro and Small Enterprises) scheme and an additional Rs. 2.5 crore investment from venture catalyst.

Keepsake: The company provides manipulator for industries with adaptive control system. With customers such as Indian Railways and L&T, the venture has got orders worth Rs. 2.5 crore apart from Rs. 50 lakh under CGTMSE scheme.

D'Bello: The venture provides vegetable source of vitamin D2 and begun with commercializing the vegan powder for vitamin deficiency in Indian population. The startup has received a grant of Rs. 10 lakh from the state government and achieved an annual turnover of Rs. 30 lakh.

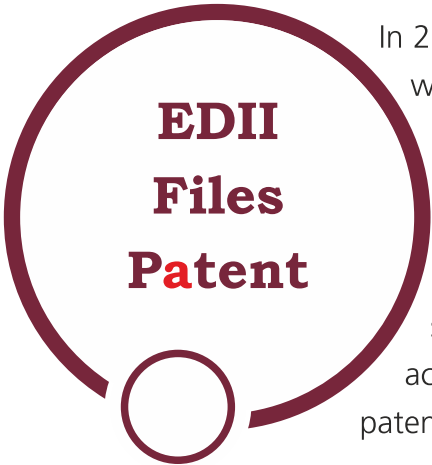
Other achievements of CrAdLE:

- CrAdLE received a grant of Rs. 25 lakhs from HDFC Bank under their CSR activity.
- CrAdLE startup Phycolinc awarded Rs. 21.25 lakhs from grant by HDFC bank.
- Phycolinc also received Rs.48 lakhs as grant from BIRAC under scheme Sparsh.
- Two more CrAdLE incubated startups - LHP Nano and Bits & Board Technologies received Govt. of Gujarat grant of Rs. 10 lakhs for prototype development under Scheme for Startup/Innovation.
- Keepsake Automation generate a sale of Rs. 2 Cr. till now. This startup also got a debt fund of Rs.1 Cr. from Yes Bank under CGTMSE scheme. Earlier they raised a Rs. 50 lakhs from the same bank under the same scheme.
- Ms. Menka Gurnani, Co-founder D'bello – Hidaa Lifesciences awarded by GIS Trend Setter Award.

CrAdLE intends to take about 10 startups annually and prepare 50 successful ventures over the next 5 years. *“While we are investing in all major sectors, our thrust areas include manufacturing, agriculture, technology, healthcare and renewable energy,”* said Dr. Sunil Shukla, Director at EDII.

*Technological Innovation
by EDII*

**A process for
removal of iron oxide scales
from stainless steels
using the descaling salt bath
at elevated temperature**



In 2013, EDII applied for one of the path breaking patents which involves the process of removal of oxide scales from stainless steel surfaces through descaling salt bath at elevated temperatures. The process uses a liquid to immerse the stainless steel (austenitic or martensitic grades of steel) components which disintegrates the scale deposit. The components are then treated with an acidic solution to offer an excellent finished surface. The patent has finally been granted in the year 2018.

TITLE OF INVENTION:

An elevated temperature chemical process for removal of iron oxides from austenitic and martensitic grades of stainless steel.

Background:

Normally austenitic grades of stainless steel are of 300 series while martensitic grades of stainless steel are of 400 series. The industries use both the grades of stainless steels. Some grades of stainless steel, such as 440/A/B/C and 420 can be hardened. Products like surgical scissors, surgical knives, forceps, needle holders, clamps, and chisels are made of hardenable grades of stainless steels. Odd configurations of parts are generally forged. The forging process results in forging scale on the exterior parts of the components. Besides, several automobile components, and parts of machine tools, food processing machinery, pharmaceutical machines and various other types of machines also have components made of iron and alloy steel which are forged to give them the desired shape. Parts like; crank shaft, connecting rods, spanners etc. are made up of alloy steel and develop forging scales which need to be removed.

The scale is removed by the mechanical process of shot blasting. This process has several limitations and inadequacies. The principal problem arises from the inability of blasting steel shots in inaccessible cavities on the steel surface.

These limitations demand an alternative method which could conveniently and completely remove forged scales from the steel surface. The process will successfully remove forging scales from forged components of 300 and 400 series of stainless steel. The process can also be used to remove forging scales from iron and alloy steel parts.

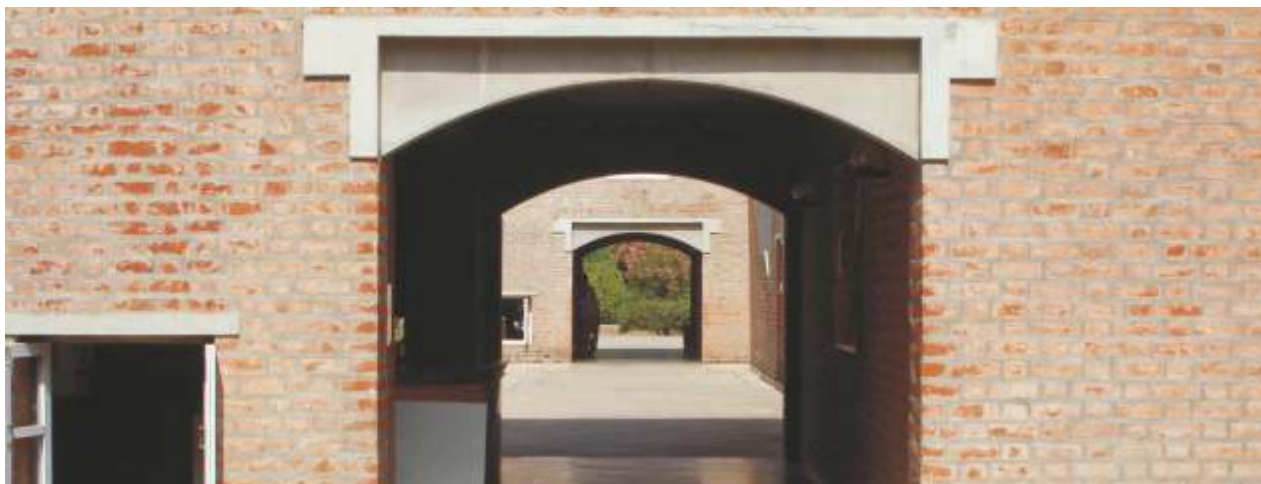
The Solution:

The elevated temperature descaling salt bath process has hence been invented. This innovative process uses a liquid at an elevated temperature which can very well go into the cavities without diffusing into the forged components.

The new process ensures no forging scale on the forged surfaces of the instruments. The components are subsequently treated with an acidic solution to offer an excellent surface finish. The forged components are free of forging scales.

The inventor of this technology and Faculty – EDI, Mr. K.K. Shaw calls this a breakthrough development, that is convenient and promises mammoth improvement over the conventional method of shot blasting.





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