



**Entrepreneurship
Development
Institute of India
Ahmedabad**

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From the Director General's Desk

IPO Initiative... Way to the Public Market

We have witnessed how much technology has impacted our day-to-day lives in the last several decades. It has given the startup ecosystem in India a boom. Because of the robust ecosystem that exists now, India has experienced extraordinary development in startups over the last several years. This has been largely facilitated by policies and programmes such as Make in India, Atmanirbhar Bharat, Digital India, and others. Such programmes are designed to support Indian startups to grow and flourish, eventually leading to the economic growth of a country.



Indian markets have been very generous in valuations, which turns out profitable for investors all around. IPOs in Indian markets are a feasible choice for the startup these days. That is the reason, many Indian startups eyeing the public market and applying for an IPO which is also regarded as a benchmark of maturity on part of the company going public.

We are fortunate and proud that Naapbooks Limited, one of our CrAdLE incubatees, has achieved this milestone by filing for an IPO on the BSE SME platform. CrAdLE is the incubation centre of EDII that provides companies with hand-holding assistance. Since 2017, it has provided all required assistance to Naapbooks Limited, when and where required. Naapbooks Limited has made a fantastic journey to the public market in such a short time.

It has not only met this goal but has also piqued the interest of numerous other EDII startups. Many more EDII startups, I believe, will attain the same level or greater success as Naapbooks and achieve.

I wish them luck in their future journey...

- Sunil Shukla
Director General, EDII

A Warm Welcome !!!



EDII extends a warm welcome to **Shri Manoj Mittal, Managing Director & Chief Executive Officer, IFCI Limited**. Shri Mittal has a track record of over 3 Decades in propelling organizational growth and profitability through strategic leadership, multi-functional expertise, building / optimizing organizational processes. His key roles include being a part of the development of SIDBI Vision 2.0 and its successful implementation to emerge as a financially stronger impact institution. EDII looks forward to his expertise in emerging stronger in key domain areas.



EDII is happy to have **Shri B. Sankar, Chief General Manager (SME & Supply Chain Finance), State Bank of India** on the board. Shri Sankar has been handling the entire Chennai Circle comprising 1261 Branches and 169 other offices as Chief General Manager since June 2020. He is credited with introduction of several innovations in the banking sector. His lead role in significant tasks and in diverse capacities has recast several banking structures and processes to become even more outcome-based. EDII looks forward to having his guidance in scaling up its operations.



EDII extends a warm welcome to **Dr. Rajiv Gupta, IAS, Addl. Chief Secretary, Industries & Mines Department, Government of Gujarat**. Dr. Gupta, with vast national and international experience, has held various senior positions, including those of Collector & District Magistrate, Executive Director of Sardar Sarovar Nigam, Managing Director Tourism, Secretary (Water Resources), Commissioner (Higher & Technical) Education and many more. He has also been associated as an expert on 'Water Law' with Institute of International Law at International Court of Justice, The Hague, Netherlands. The Institute is fortunate to have his mentorship and looks forward to working even more closely with the Govt. of Gujarat on significant development projects.



EDII looks forward to growing under the guidance of **Shri S. Ramann, Chairman and Managing Director, Small Industries Development Bank of India (SIDBI)**, who is a 1991 batch Indian Audit & Accounts Service officer and was the CEO of National E-Governance Services Limited, India's first Information Utility. Earlier, he was appointed as the Principal Accountant General, Jharkhand, the C&AG of India. He has held the positions of Executive Director of SIDBI from August 2011 – July 2013 and Chief General Manager, ISD from December 2006 – August 2011. The Institute looks forward to his acceptance on the EDII Board.



Remembering the ideals of the Pioneer, Dr. V.G. Patel



6th Sept, 2021 : Smt. Anandiben Patel, Hon'ble Governor of Uttar Pradesh addressing the audience during the 3rd Dr. V. G. Patel memorial lecture series.

Dr. V. G. Patel, one of the pioneers of Entrepreneurship Development Movement in the country has given us a treasure in the form of knowledge in the discipline of entrepreneurship, for continuous growth and progress. It is important to keep celebrating his principles and faiths to remind ourselves that the higher the incidence of entrepreneurship, the more will be the indices of growth and progress for the country. Sadly, Dr. Patel had left for heavenly abode on April 4, 2019.

Dr. V. G. Patel Memorial Lecture - 3rd in the series was conducted by EDII to honour the life and beliefs of Dr. V G Patel who was not only a remarkable leader but devoted his life to promoting entrepreneurship who is also known as the 'Father of the Entrepreneurial Movement' by the entrepreneurship fraternity.

The third lecture in the series was held virtually on September 6, 2021, at the EDII Campus. The ceremony was timed to coincide with Padma Shri Dr. Viharidas Gopaldas Patel's 82nd birthday.

EDII was privileged to have Honorable Governor of Uttar Pradesh, **Smt. Anandiben Patel** to deliver lecture on the topic 'Importance of Entrepreneurship Education in Higher Learning Institutions'. Also, present on the solemn occasion were Guest of Honour **Shri Bhupendrasinh Chudasama**, Hon'ble Education Minister, Gujarat State; and **Dr. Sunil Shukla**, Director General, EDII.



Smt. Anandiben Patel addressed the virtual audience about how it is important to strengthening entrepreneurship education in higher learning institutions, saying, “Higher learning institutions can play a critical role in shaping student-mindset. They need to design and offer courses that are at the intersection of innovation, business skills and entrepreneurial mindset. It is important to equip students with knowledge on business skills and entrepreneurial competencies. Such a blend will escalate their confidence and knowledge, yielding in impact-making businesses. It is also desirable to expose students to business ideas and help them identify as to which ideas can primarily go through the incubation process”.

The Hon'ble Governor noted that she had recently attended an EDII Vice Chancellors' Meeting in Lucknow to discuss the importance of entrepreneurship education in higher education institutions that had received encouraging feedback. She further said that the country needs to encourage more students to pursue entrepreneurship as a career option.



Guest of Honour, Shri Bhupendrasinh Chudasama, Hon'ble Education Minister, Gujarat State, congratulated EDII on organizing the annual lecture series to promote entrepreneurship education and further the legacy of Dr. V. G. Patel and highlighted the importance of nurturing an enabling start-up ecosystem to foster entrepreneurship. He said, “Gujarat is one of the first states to come up with Student Start-up Innovation Policy to spur the entrepreneurship at the institutional level. We are also conducting two hackathons every year where participating students are encouraged to find solutions for important issues through their ideas. The state has created a conducive ecosystem by establishing a Gujarat Startup Innovation Hub, I Hub, where startups are provided with networking, co-working, lab, mentorship, and funding facilities.”



Dr. Sunil Shukla remembered the late Dr. V. G. Patel's outstanding contribution to the nation's economic development through the concept of entrepreneurship. He emphasized the significance of entrepreneurship in development of youths and said, “The youth has to be skilled and equipped to anticipate, exploit and lead the change. With entrepreneurship education, youths will be able to dispel their doubts and develop the confidence to drive the nation forward. Our institutions of higher learning can become centers of excellence where new ideas are commensurate with the changing times.”



Dr. Shukla also announced the winners of the Dr. V. G. Patel Memorial Award for Entrepreneurship Trainer / Educator / Mentor 2021.

Dr. V. G. Patel Memorial Award for Entrepreneurship Trainer / Educator / Mentor 2021

Dr. Patel also envisioned cultivating a cadre of entrepreneur trainers and motivators, which he believed would ensure the entrepreneurship development movement's long-term viability. He was correct in his assessment as today Entrepreneur Trainer-Motivators play a significant role in promoting entrepreneurship and sustaining its results. EDII has instituted the 'Dr. V. G. Patel Memorial Award for Entrepreneurship Trainer / Educator / Mentor' to honour the late legendary. The Award consists of a citation and a cash prize of Rs. 1,00,000/- to a professional for his / her outstanding performance / contribution in Entrepreneurship Training / Education / Mentoring / Knowledge Creation, leading to the setting up of enterprises. For 'Dr. V. G. Patel Memorial Award for Entrepreneurship Trainer / Educator / Mentor' 2021, EDII received 77 nominations from across India. The Institute followed a three-tier procedure of evaluation and selection. This year the esteemed jury declared joint winners. They are :



**Mr. Sunil Chandak, President,
Udyogwardini Shiksha Sansthan,
Nashik, Maharashtra**

He has devoted 36 years to ensuring entrepreneurship development in society across target groups, including women, disadvantaged communities, SCs / STs, VRS employees, socially & economically deprived sections, technologists, and many others.



**Dr. Venkatesh Babu, Dean,
Bharath Institute of Higher Education
and Research, Chennai, Tamil Nadu**

Dr. Babu, who hails from a humble background, has successfully nurtured entrepreneurship excellence in academics. He has trained 258 trainees and has ensured the creation of 156 enterprises.



On 22nd July, 2021, EDII organized a Vice-Chancellors' meet at Lucknow under the guidance of (in the center) Smt. Anandiben Patel, Hon'ble Governor of Uttar Pradesh. Also present in the meet were (Extreme R) Shri Pankaj Jani, OSD to Governor; (4th from R) Smt. Monika Garg, ACS, Dept. of Higher Education, Govt. of U.P.; (5th from R) Shri Dinesh Sharma, Dy. Chief Minister of U.P.; (7th from R) Shri A. K. Sharma, Former Esteemed Governing Board Member of EDII; (8th from R) Shri Mahesh Gupta, ACS to Governor; (9th from R) Dr. Sunil Shukla, Director General - EDII, and Senior EDII Officials with the participating Vice-Chancellors.



On 23rd July, 2021, Shri O. P. Sakhlecha, Minister of MSME, Science and Technology, Govt. of M.P. visited EDII to explore the possibilities of entrepreneurship among various sectors and sections of people so that the economy of Madhya Pradesh could experience multiplier growth with enhanced skills and competencies.

Towards building a strong Agrarian Economy...

Utkal Alumina International Ltd. - An Aditya Birla Group Initiative

Due to the poor economic conditions in rural areas, many youngsters from rural communities relocate to urban areas in search of decent employment opportunities. Due to languishing agricultural incomes, young people from rural areas no longer prefer to work in agriculture farms. This trend can be addressed by introducing a changed approach to agriculture, seeking to blend it with entrepreneurial approaches.

It is important to float a contemporary approach that aims at imbibing latest knowledge on agri business, entrepreneurship, business and life skills training and technical training. Such an exposure will impart a more sustainable livelihood to the rural populace, thus deterring migration to urban locales. In view of this need, EDII in association with Aditya Birla Group's Utkal Alumina International Ltd (UAIL) has launched the project 'UDAYMEE'. The three-year project initiated in 2021 aims to foster non-farm and agri-allied

entrepreneurship among youngsters from Rayagada's Kashipur Block and Kalahandi's Thuamul Rampur Block.

To facilitate the project goal, EDII in collaboration with UAIL conducted a one-day orientation programme on 09th July 2021 at Kashipur, Rayagada, in which 50 potential entrepreneurs participated. The objective of the programme was to sensitize young entrepreneurs about the importance of entrepreneurship in the non-farm and agri-allied sector to raise the sustainability of rural agriculture entrepreneurship.

The orientation programme was conducted by Dr. Subrata Kumar Biswal, Faculty, EDII who expressed that it was a good sign that the youth from rural areas were taking interest in entrepreneurship, seeking to learn, establish linkages and explore newer options in the agricultural value chain.



Participants of the Orientation Programme on Project "UDAYMEE"

Of Entrepreneurship, Livelihoods and Growth...

Bhutan to Step on to a New Trajectory



Dr. Sunil Shukla, Director General, EDII interacting virtually with His Excellency Lyonpo Loknath Sharma, Hon'ble Minister of Economic Affairs, Royal Government of Bhutan

Institution building is an important mandate of EDII. The Institute has been working in a collaborative frame with the Govt. of India to set up EDII-like centres, globally. With the support of the Ministry of External Affairs, Govt. of India, EDII adopted a concept-to-completion approach to set up centres at Cambodia, Lao PDR, Myanmar, Vietnam, and Uzbekistan.

Since the past few years, the Royal Government of Bhutan has been emphasizing and showing increased commitment towards entrepreneurial activity with the objective of securing larger economic goals. Interestingly, most of the significant policies like the Economic Development Policy, Small and Medium Industry Policy, etc., have stressed entrepreneurship. Despite these interventions, the entrepreneurship landscape of Bhutan is still at a nascent stage. In order to strengthen the entrepreneurial index of Bhutan, under the aegis of Ministry of External Affairs, EDII has taken the onus of setting up an Entrepreneurship Development Centre in Bhutan to nurture and sustain entrepreneurship development.

As a precursor to the establishment of the Centre, EDII has organised a two-day virtual policy makers' workshop to gain insights on Bhutan's entrepreneurial calibre and needs. A total of 25 policy makers from Bhutan took part in the workshop to share their experiences and participate in the process of strategy formulation.

The two-day virtual session was inaugurated on July 12th 2021. While the Chief Guest was His Excellency Lyonpo Loknath Sharma, Hon'ble Minister of Economic Affairs, Royal Government of Bhutan, the Guest of Honour was Her Excellency, Ms. Ruchira Kamboj, Ambassador, Embassy of India, Thimphu, Bhutan. Also present on the occasion were Dr. Sunil Shukla, Director General, EDII; Mr. S B Sareen, Director, Dept. of Projects (Govt.), EDII; Dr. Raman Gujral, Director, Dept. of Projects (Corporate), EDII and officials from Royal Government of Bhutan.



Commenting on the initiative, His Excellency Lyonpo Loknath Sharma said that Bhutan is a country which has a beaming young population that is raring to go, and so it is important to create opportunities for them. The Hon'ble Minister recalled the visit of Shri Narendra Modi, Prime Minister of India and Shri Piyush Goyal, Union Minister of Industry and Commerce, to Bhutan wherein, during discussions, emphasis was placed on bolstering entrepreneurship. Hon'ble Lyonpo Loknath Sharma stressed on the significance of setting up an ED centre in Bhutan and added that it was heartening for him and his country that EDII is handling this very important task. He added that in Bhutan various departments and agencies are oriented towards working for the development of the youth, and urged EDII to integrate its efforts with theirs and create a wholesome and customised implementation plan.



Speaking about the initiative, Her Excellency, Ms. Ruchira Kamboj, Ambassador of India to Bhutan, said, "I am happy that today we have started discussions on the feasibility of setting up an Entrepreneurship Development Centre in Bhutan. It is the need of the hour! I am glad that EDII has undertaken this task. I am certain that the Centre will work towards promoting entrepreneurship and entrepreneurial avenues in Bhutan." Ms. Kamboj highlighted the uniqueness of Bhutan, adding that it is a country which managed extremely well during COVID and is gradually moving towards showcasing a very high prosperity index.



Describing the significance of an entrepreneurship centre, Dr. Sunil Shukla, Director General- EDII said, "India has been proud of its contribution towards the development of Bhutan, and entrepreneurship is an important aspect of that. The upcoming Centre will not only mentor new-age entrepreneurs but will also facilitate growth of existing enterprises. In this context, EDII will undertake a feasibility study to understand the potential of setting up an Entrepreneurship Development Centre in Bhutan, which will help fulfil the mandate of the Royal Government of Bhutan in terms of industrial development, job creation, and overall economic development."

The Workshop stressed on the importance of assessing the situation on the ground level to understand the demand-supply gap in terms of entrepreneurship training and capacity building. Based on the probe and deliberations a feasibility study has been submitted, based on which work will commence soon.

The primary objectives of this Policy Makers workshop were to;

- ➔ gain insights on Bhutan's entrepreneurial calibre and needs to design customized interventions.
- ➔ understand Bhutan's entrepreneurial landscape.
- ➔ derive an understanding on the resources that could be appropriately harnessed.
- ➔ take advice and inputs of senior policymakers and experienced professionals for preparing a feasibility study report on setting up BIEDC.

The participants were also briefed on the need and importance of entrepreneurship, strategic action points to be undertaken, setting up the BIEDC, role and responsibilities of various developmental institutions in strengthening entrepreneurship in Bhutan etc. Deliberations and discussions took place focussing on the following themes:

- ▶ Entrepreneurship Development Process: Rationale, Stages & Interventions.
- ▶ Institutionalization Strategy.
- ▶ Constraints Faced by Entrepreneurs & Support needed.
- ▶ Role of Various Institutions in Promoting Entrepreneurship.
- ▶ Scope & Potential for Entrepreneurship in Bhutan.
- ▶ Suggestive Policy Measures for Entrepreneurship in Bhutan.
- ▶ Setting-up BIEDC: Action Plan.

The participants expressed their gratitude to the MEA, Govt. of India, Embassy of India-Bhutan and EDII, Ahmedabad for this important initiative which they believe will help a large number of Bhutanese youth to become entrepreneurs and start contributing to the economic and industrial development of Bhutan.

Bhutan Prioritizes Entrepreneurship

EDII has always shouldered its responsibility of extending a helping hand to support the Govt. of India in strengthening bilateral ties. Since 2001, EDII has been conducting programmes on entrepreneurship and capacity building for countries under the aegis of Indian Technical and Economic Cooperation (ITEC) Programme, Ministry of External Affairs, Govt. of India. EDII undertakes several capacity building programmes for working professionals from over 135 countries.

The objective is to train, build capacities and mentor entrepreneurs, bankers, policy makers, development functionaries and professionals from varied areas associated with entrepreneurship. The Pandemic did disturb plans but EDII resolved to continue imparting training and giving as much exposure as possible to the beneficiaries.

E-ITEC courses were, therefore, conducted for the officials and youths of Bhutan. The main focus of the course was on perpetuating knowledge on entrepreneurship so that existing entrepreneurs and the potential ones, especially the youth learn the finer nuances of entrepreneurship.

An E-ITEC course on Capacity Building Programme to Develop a Cadre of Mentors / Counsellors on Entrepreneurship was held during 19th July to 30th July, 2021. The programme's main objective was to develop the capacities of the Mentors/Counsellors and

create a cadre of well-trained human resources who could meet the needs of potential and existing entrepreneurs by extending guidance to them in setting up their own venture. A sustained supply of such handholding and mentoring would create an enabling ecosystem for entrepreneurship development. During the two-week course, 10 mentors from Bhutan were guided on Understanding the Entrepreneurship Ecosystem, Establishment Process & Problem-Solving.



Dr. Pankaj Bharti, Faculty, EDII interacting with the participants of e-ITEC course on New Enterprise Creation and Skill Up-gradation Programme

Another e-ITEC course on New Enterprise Creation and Skill Up-gradation Programme for Bhutanese Youth on Impact Enterprises was held during 2nd August to 27th August, 2021.

The four-week programme prepared youths to become business creators and developers. It also instilled in them the ability to identify entrepreneurial opportunities that existed but had remained untapped, and the need to identify and use technical solutions for tapping new markets. 15 participants were trained on understanding the process of entrepreneurship development.

Participants Opine.....



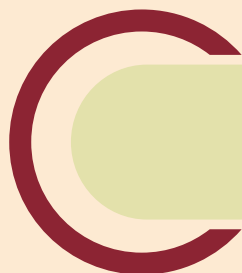
"I am happy to attend this programme. Bhutan is a small country with a very high happiness quotient. So the people here are happy in their small world. Yet there are certain day to day issues that sometimes make life a little cumbersome. These could be addressed by entrepreneurs if they come out with some result-oriented solutions. Well, I would like to be in that league. I wish to become an entrepreneur and EDII has given me the start that I wanted."

Ms. Tshering Lhamo (Participant of e-ITEC New Enterprise Creation and Skill Up-gradation Programme for Bhutanese Youth on Impact Enterprises 2-27 August, 2021)



"Entrepreneurs do not become by chance. Such percentage is low. In today's times, the successful ones are those who study the market, the environment, scan opportunities and then move ahead with a well laid out plan. And for this, a cadre of counsellors/mentors can be very useful for a country. Bhutan needs to spur its entrepreneurial quotient and in that mandate of the country, we mentors and counsellors can play a major role. On behalf of all participants, I thank EDII for giving us such good knowledge and exposure."

Mr. Dipan Pradhan (Participant of e-ITEC Capacity Building Programme to Develop a Cadre of Mentors / Counsellors on Entrepreneurship - 19-30 July, 2021)



CBSE Teachers get connected to Entrepreneurship Teaching...

Entrepreneurship plays an important role in the economic growth and development of the country. It has emerged as a significant career option for students in the present scenario. Thus, there is a need to sensitize the students so that they learn and understand the basic ideas and concepts of Entrepreneurship and adopt this discipline as a career. In this regard, CBSE and EDII have joined hands to promote entrepreneurship training for teachers so that they can play the role of mentors.

EDII has been playing a lead role in policy advocacy to ensure that favourable policies are floated, including the ones focussed upon ensuring that students get oriented to entrepreneurship from a younger age itself. Dedicated to this cause, EDII is also associated with many regulatory bodies including CBSE.

EDII in association with CBSE has initiated an endeavour to create a cadre of teachers who can plan, design and teach entrepreneurship in addition to extending need-based mentoring and counselling support to students. Against this backdrop, EDII developed a customised model comprising three six day programmes. In all, the three programmes sensitized 1000 teachers. The inputs focussed on Entrepreneurship Idea Generation, Business Opportunity Identification, Feasibility Studies, Business Plan Preparation and Project Planning & Development. The teachers were also guided on mentoring students about selecting entrepreneurship as a career. The Participants were awarded with the certificate of 'Training on Entrepreneurship Teaching.'



"With growing focus on entrepreneurship, the significance of such initiatives remain unmatched. If we want entrepreneurship to play a major role in national development, we need to direct more focussed efforts towards creating a knowledge infrastructure to which the students can keep returning to, in case of any apprehensions or requirements related to a career in the field. I am sure, such programmes will go a long way in strengthening the entrepreneurship base in the country.

- Biswajit Saha
Director,
Skill Education & Training, CBSE



"Despite the growing awareness about entrepreneurship, persuading students to opt for it as a career, continues to remain a challenge. Here the role of educators in stressing on the significance of entrepreneurship is critical. This initiative is certainly beneficial in imparting knowledge on pedagogical tools and approaches to develop entrepreneurial mindset among students."

- R. P. Singh
Joint Secretary,
Dept. of Skill Education, CBSE



Skills that Ensure Success...

Accenture's 'Skills to Succeed' Project

Women have moved beyond their limited involvement to float micro enterprises that help them unleash their entrepreneurial and leadership potential.

Under the aegis of Accenture, with an aim to bolster micro entrepreneurship among women, EDII is implementing the project - 'Skills to Succeed'. Under the project, the Institute is implementing Micro Skillpreneurship Development programmes (MSDPs) to promote livelihood among rural populace, especially women in the semi-urban and rural areas of Andhra Pradesh, Assam, Odisha, Karnataka, Kerala, Bihar, Maharashtra, Puducherry, Tamil Nadu and Uttarakhand. The mandate is to strengthen local economies by promoting entrepreneurship, innovation and impactful employment among women.

The programmes encompass the entire process of New Enterprise Creation from idea generation to setting up of enterprise to managing the enterprise profitably. Four weeks of classroom training with practical sessions were conducted at 165 different project locations. During these sessions, participants were trained in entrepreneurial competencies, all about new enterprise creation & management, identifying their customer segments, skills for pricing and selling, marketing, networking and soft skills. Over the last three months, EDII implemented the Micro Skillpreneurship Development programme (MSDP) at the following locations:



Madhubani printed face masks prepared by trainees during training programme held in Madhubani district

Bihar : EDII launched the project in Bihar in 2021. Bihar has been one of the worst hit places during the pandemic with migrant labour population getting gravely affected. Hence in a bid to see the migrant workers sail through troubled times, EDII conducted MSDPs here to render them self-employed. Out of 200 beneficiaries trained in four programmes, 75 were from migrant families. The training programmes were held in the districts of Begusarai, Darbhanga, and Madhubani.

The Institute also ensured hand holding support for the trained beneficiaries. 85 participants were assisted in obtaining their udhyam registration, 20 registered under PMEGP loan scheme, and the others have invested their own financial capital in operating their business. All 200 have started their own small business.



Women Entrepreneurs seen during the training programme.

TAMIL NADU : EDII team conducted 26 Micro Skillpreneurship Development Programmes (MSDP) in which 1331 participants were trained at different locations across Tamil Nadu. About 70% of trainees started their enterprise after undergoing the training programme. The Institute has been proactive in providing handholding (marketing / loan / branding or any other need-based requirement) and mentoring support to the trainees post completion of their training programme. 67 SHGs, JLGs and other Groups have been formed.

All beneficiaries were provided information / guidance for UDYAM registration, FSSAI license and were facilitated to purchase raw material at economical prices. About 37 loan applications of beneficiaries were processed under various Central and State government schemes. The

total amount of the loan sanctioned is Rs 31.8 Lakhs.

KERALA : EDII conducted 7 training programmes in Kerala, covering 348 beneficiaries. Out of these, 123 women set up their business, including group enterprises.

After the training, women contributed an initial investment of Rs. 6,00,000/- EDII enrolled selected units in the WeAct platform and now they are in the process of exploring more funds from various banks and other government programmes like Kudumbashree with the support of other implementing partners.



Products developed by the beneficiaries at MSDP training, Odisha



ODISHA : In Odisha, a total of 300 entrepreneurs were trained under six MSDPs during the last three months in different trades like; jute products and jute bags, paper bags, paper covers, decorative paper items made of Paper Mache, dry fish processing, millet products and health mix and coir products. The programmes covered the districts of Khorda, Balasore, Puri, Keonjhar.

ASSAM : In Assam, 207 women were trained in artistic weaving, organic fertilizers and pottery trade. Of these, 38 individual & group enterprises have been created. 79% of enterprises have

obtained UDYAM registration under this programme. Marketing linkages were established through digital platforms and direct selling to local vendors and tea estates. 8 enterprises were handheld for procuring loans under PMEGP.

So far, the Institute has provided training to 7896 beneficiaries under 165 MSDPs. Out of a total of 7896 beneficiaries, 3500 were trained in the last three months. Till now, 5946 beneficiaries have started new businesses.

“We can't believe we are living our dream”

A group of five friends, M. Vinnarai from Mettupatti in Dindigul District, C. Mariyammal from Mangalapuram, M. Juliyet Fathima from Anthoniyar Street, P. Savithiri from Periyar Nagar and J. Josephine Latha from Mettupatti, were from economically weak families who struggled to meet ends meet. They felt compelled to engage in some sort of income-generating activity in order to help their family overcome financial difficulties. However, they were clueless about the road ahead and completely unaware about the processes and formalities of setting up and managing an enterprise.

One of the friends came to know about a Micro Skillpreneurship Development Programme being offered in their village, Dindigul, in the domain of manufacturing toiletries and face masks. He brought his friends as well who attended the programme

after clearing the selection process.

During one-month of rigorous training, they learned about making soap oil, detergent powder, cleaning agents, liquid detergent, shampoo, varieties of soaps etc. They were also taught to make sanitizers and face masks. Soon the friends could see a ray of hope and floated their enterprise - ANGEL PRODUCTS, with an initial investment of Rs. 15000/-. Together they started making and marketing soap oil, phenyl, and face masks. They started marketing their products to nearby stores, department stores and in their neighbourhood. Today, they receive regular orders and have started earning Rs. 3000/- month individually.

They say in unison, “We thank EDII – ACCENTURE for giving direction to clueless youths like us and bringing the best out of us.”

Women Entrepreneurs - Access Connect Transform (WeAct) is a forum for women entrepreneurs of rural regions to provide them with handholding assistance to render their business profitable and sustainable.

EDII has partnered with Accenture to implement the WeACT forum, which supports nano and micro women entrepreneurs by providing a platform for them to network and represent their products, allowing them to gain entrepreneurial knowledge & technological know-how, and undertake product improvement. WeAct is a one stop platform for rural women entrepreneurs who wish to improve their businesses. The project rests on the pillars of market exposure, product creation, networking, and incubation and mentorship.

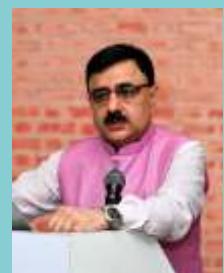
WeAct distributed kiosks to its members, so that they are able to set up their stall at various local festivals and gatherings to sell their products and generate sales. This contribution has helped micro entrepreneurs market their products, connect with buyers and generate decent profits.

GoCoop is a platform that connects artisans, weaver co-operatives and clusters directly with consumers across the world. In collaboration with the GoCoop, WeAct gave an opportunity to its members to participate in a 5-day exhibition that was conducted in Ahmedabad and Pune. In Ahmedabad, they installed two stalls of sarees. The total sales recorded was of Rs. 2.2 lakh in the during these exhibitions.



Exhibitions held by the beneficiaries of WeAct in collaboration with GoCoop

“EDII has instituted special measures to ensure a high success rate of enterprise setting up by the trained women. The Institute understands that rural women entrepreneurs will have their own typical concerns and inhibitions which will have to be addressed in ways suited to their situations and circumstances. Hence the Institute has devised customized solutions that have placed the women entrepreneurs in highly advantageous position. WeAct and this arrangement with GoCoop is an all-powerful platform that has delivered tangible results.”



- Raman Gujral
Director – Projects, EDII



Unshackling Happiness Unlimited... Project SATTVA... An HCL CSR Project

Women entrepreneurship has gained focus in the recent past by academia, researchers, policy makers and development institutions in view of the role that the discipline plays in promoting social inclusion and alleviating poverty and discrimination for women.

EDII, devoted to the cause, collaborated with HCL under the SATTVA Project, as a part of HCL CSR project, 'HCL Uday' to equip community institutions such as SHGs, Cluster / Block / District level Federation through a well-designed programme so that they in turn could train and handhold community women on their path of entrepreneurship. The objective is to address 330 urban poor women from Bangalore, Hyderabad and Madurai in 11 Women Skillpreneurship Development Programme (WSDP) over a period of 12 months in the year 2021-22.

HCL Foundation launched My Ehaat, an e-commerce portal on 15th August, 2021 for the beneficiaries to enable them to establish market linkages. EDII Sattva Team registered the beneficiaries under My E-haat and a product photoshoot was organized at Bangalore and Hyderabad Common Facility Centre (CFC). Products of registered beneficiaries were uploaded with photos and descriptions of the products.



7 women entrepreneurs participated in the Food Market cum exhibition hosted by the Yaadhum Market in Madurai as part of Market Connections. An exposure visit was organized for entrepreneurs of WSDP from Bangalore on 28th August to Jute Bag Manufacturing Unit at Peenya, Bangalore.

In Madurai, to celebrate Women's Equality Day, the EDII team conducted training on 'Impact of Digital Marketing Online Session' for Women Entrepreneurs. 20 brands of Women entrepreneurs were launched in the presence of Chief Guest, Mr. M. Ravikumar, Director, Rural Development and Self Employment Training (RUDSET) Institute, Madurai



along with HCL Foundation SPOC (Special Point of Contact) and HCL Volunteers. Mr. Ravikumar said, "Branding of a product is extremely important to sustain its value in the market. In these times of competition, it is important to establish the uniqueness of a product to make it carve a niche in the market." Mr. Ravi Kumar explained the concept of Push and Pull Marketing, in addition to the process of Udyog registration and other government-related schemes to women entrepreneurs.

Hardships were tough, but determination was tougher

Mrs. Baddula Sangeetha hails from Asif Nagar, Hyderabad. After the sudden demise of both her parents' death, she was struggling to make ends meet to support her five siblings. Her brother who was earning INR 15000/- was the only bread winner of the family. But COVID made matters worse as he lost his job during this time.

Baddula knew a little about tailoring and contemplated taking up menial jobs to keep the family going. But just around this time, she heard about Women Skill Development Training Programme being offered by EDII. Baddula enrolled for the one-month jute training programme. She learnt sewing and stitching and all the fine intricacies involved in making jute products. She started making jute bags, and eventually launched her own enterprise. She also managed to convince a few women in her village to join her enterprise. Baddula floated a full-fledged enterprise, where orders started coming in and profits started growing.

Women associated with her also started supplementing their family income. "Challenges either make you or break you. I chose to be made. Thanks to EDII and HCL's support that I could soon find a direction. This project is sure a boon to several women like me," Baddula signs off.





EDII organized an Online Workshop on **Case Study Development for The Journal of Entrepreneurship** on 26th July 2021. **Prof. Prashant Salwan**, Professor of Strategy and International Business, Indian Institute of Management, Indore conducted the workshop. More than 250 authors, researchers, academicians, researchers and professionals participated in the workshop.

The Journal of Entrepreneurship (JoE) is India's leading scholarly outlet for research in the area of entrepreneurship and small business. With over 30 years of publication history, JoE will be published thrice a year jointly by EDII and Sage Publications. It is read and referred the world over.



EDII Celebrates 75th Independence Day with its faculty, staff, students & alumni from across the country.

Gujarat Motivates Women to go The Entrepreneurial Way...

Entrepreneurship has begun to appeal to women who have many a time proved their mettle as entrepreneurs. Today women are stepping forth in big numbers to brave the vicissitudes of the entrepreneurial world. EDII has been promoting women entrepreneurship for a long time now through various programmes, projects and policy advocacy.

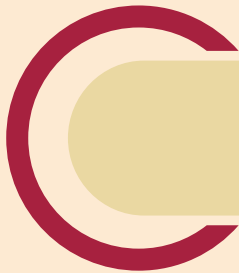
In a novel initiative, EDII with the support of Gujarat Women Economic Development Corporation Ltd. (GWEDC), Govt. of Gujarat is implementing a project to promote entrepreneurship among the women of Gujarat. The project's objective is to improve entrepreneurial skills among women of Gujarat so that they create their own enterprise and earn a sustainable livelihood. Over one year, the project aims to sensitize 3850 women about entrepreneurship through Entrepreneurship Awareness Programmes (EAPs) and train 1050 potential women, entrepreneurs, through Women Entrepreneurship Development Programmes (WEDPs).

EAPs are being organised to raise awareness about entrepreneurship prospects and government programmes related to them. These were aimed at advising potential women entrepreneurs on how to get started in entrepreneurship and educate them on Government schemes that can assist them in starting their business. So far, 110 EAPs have been conducted by the Institute, thus sensitizing 5294 women entrepreneurs.

The WEDPs, which are aimed at training women entrepreneurs on setting up and managing an enterprise focus on imparting inputs related to scanning the environment and selecting a business opportunity, building a business plan, entrepreneurial skills and related areas. The participants are also exposed to the practical side of entrepreneurship so that they assess the credibility of classroom learning on the field. Till now, the institute has trained 1187 women entrepreneurs under 35 WEDPs. 318 women have already commenced business in the areas of food, garment manufacturing, textiles, and in the services sector.



Participants of the Women Entrepreneurship Development Programme seen during valediction ceremony. Seen here is (L-R, 2nd from R) Shri K.K.Nirala, IAS, Commissioner, WCD, GoG; (3rd from R) Dr. Sunil Shukla, Director General, EDII felicitating a participant during the ceremony



Entrepreneurship Trainers Get Acquainted with New Knowledge

While Entrepreneurship is a major generator of innovation and inclusive growth, Education is one of the most fundamental foundations for economic development. From the primary level, entrepreneurship education plays a critical role in shaping the attitudes, skills, and culture of the young aspirants because Entrepreneurship is not a static phenomenon, it is a dynamic process.

Most state governments have envisioned entrepreneurial development as a set of activities to enhance individuals' and groups' knowledge, skills, and attitudes in order to prepare them to take on the role of entrepreneur.

A trainer should have adequate knowledge and expertise in the subject they are teaching to their students. The Entrepreneurship Trainers' Training Programme is designed to help trainers develop their entrepreneurial skills and knowledge so that they will be able to provide effective training and guidance to budding entrepreneurs. Training is an excellent means or tool for erudition for these reasons. EDII is conducting various Trainer's Training Programme across India to foster entrepreneurship and to create a cadre of well-trained 'Entrepreneurship Trainers' at the national level.

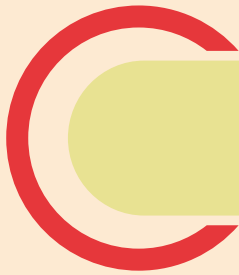
After the success of the first three Trainers' Training programmes, EDII announced the 4th Virtual Programme in the series held during 5-9 July, 2021. 31 Participants / Trainers / Professors have participated in the programme from 13 states namely Assam, Kerala, Karnataka, Uttar Pradesh, Madhya Pradesh, Gujarat, Rajasthan, Tamil Nadu, Telangana, Andhra Pradesh, Chhattisgarh, Maharashtra and Odisha.

The programme provides detail about Entrepreneurship Development Process, Promoting Entrepreneurship amongst the Potential Target Groups, Method and Tools of Identifying potential entrepreneurs, Business Opportunity Identification & Selection, Content Designing on Entrepreneurship, Planning and Implementation of Entrepreneurship Development Activity, Documentation and Proposal writing.

Interacting with trainers Mr. Prakash Solanki, Project Director, said, "We are fortunate to train 134 trainers at the national level under this virtual training programme. The trainers can provide the best guidance and mentorship to the young aspirants and inspire them to choose entrepreneurship as a career option."



Addressing to participants, Dr. Sunil Shukla, Director General, EDII added, "I hope this training has definitely added value to your knowledge and skills. This will lead to better training for budding entrepreneurs and together we can raise the flag of the entrepreneurship movement."



Empowering Lives...

Startup Village Entrepreneurship Programme (SVEP)

Rural India has resources, talents and potential that need to be channeled appropriately to unleash this amazing wealth of the country. Several government programmes are being oriented towards the cause to ensure its assimilation into the mainstream. One such programme is the Startup Village Entrepreneurship Programme (SVEP). SVEP is the sub-scheme under Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) with the mandate of helping members of Self Help Groups (SHGs) to set up small enterprises in the non-farm sector. EDII has joined hand with SVEP to promote entrepreneurship in the rural areas.

EDII has been functioning as the National Resource Organisation (NRO) for this programme and is currently implementing SVEP in 78 blocks across 15 States. Out of these 79 Blocks, enterprise promotion has been initiated in 57 Blocks. The status of the implementation in the blocks is as mentioned below:

During the last three months following are the major activities that were undertaken are :

Online Training Conducted for State Rural Livelihood Mission (SRLM) Officials of New SVEP Blocks - New SVEP blocks have been sanctioned by the Ministry of Rural Development, Govt. of India, in Arunachal Pradesh, Nagaland, Tripura, Sikkim, Assam, Goa, Jammu & Kashmir, Karnataka, Odisha, Punjab, Rajasthan, Telangana, and West Bengal. An online training programme was conducted from July 20th to July 24th, 2021, to provide insights into the objectives of the project to SRLM officials from these respective States and UTs. EDII trained 32 officials from these 13 states on SVEP implementation and the SVEP Software.

On-Campus training conducted for Block Resource Centre (BRC) Members of Gujarat : According to the project guidelines, the respective Project Implementing Agency (PIA) should hand over the Startup Village Entrepreneurship Programme to the associated Block Resource Centre after four years of intervention (BRC-Community Institution). EDII, on completion of project, in three Gujarat blocks, will hand over the developed SVEP Eco-system to BRC. From the 9th to 13th August, 2021, EDII conducted an on-campus training programme for 22 BRC members from all three blocks of Gujarat in order to ensure a smooth transition. The participants received training on the SVEP implementation, processes and software.

Online Training Conducted for EDII Mentors : For new and existing SVEP blocks, EDII has selected 15 Mentors. The training of these block mentors was conducted virtually during August 2nd to 6th 2021. The participants received training on the SVEP implementation, processes, and software.

Recognition



Ms. Meera Didi, who hails from Madhya Pradesh's Sohagpur Block was trained by EDII as a CRP-EP. Her success journey was portrayed in the state-level event "मुख्यमंत्री मध्य प्रदेश से महिला स्वयं सहायता समूह का उन्मुखीकरण एवं संवाद कार्यक्रम" organized at Bhopal, Madhya Pradesh on 16th September 2021. She was honoured by Shri Shivraj Singh Chouhan, Hon'ble Chief Minister, Madhya Pradesh.

Minister for Rural Development, Government of Uttar Pradesh, Shri Rajendra Pratap Singh inaugurating the SVEP BRC office in Sewapuri block, Varanasi, Uttar Pradesh.



"SVEP is committed to accomplishing the mandates of development that India has set before itself. For equitable growth, it is important for the country's social fabric to showcase an equal representation by the diverse sections and sectors of people that it houses. And, to ensure this, rural pockets need to be given equal opportunities and avenues for sustainable development. SVEP is a major step forward towards building rural India."

*- Dr. Rajesh Gupta,
Faculty, EDII & In-charge*

75 आज़ादी का अमृत महोत्सव

The Government of India launched Azadi Ka Amrit Mahotsav to commemorate 75 years of India's independence showcasing the magnificent history of its people, culture, and achievements. In this regard, the Ministry of Rural Development, Govt. of India had declared 6th September, 2021 to 12th September, 2021 as 'Amrut Mahotsav Saptah'. To celebrate the 'Amrut Mahotsav Saptah', a series of events were organized by the SVEP Blocks of EDII.

During this week, a total of 37 EDII SVEP blocks of 10 states (Assam, Jharkhand, MP, Odisha, Haryana, UP, West Bengal, Punjab, Gujarat & Uttarakhand) promoted 1052 entrepreneurs and distributed Rs 3.07 Cr. of loan, with 52 lakh being distributed to the Sewapuri Block of Varanasi. Activities like rallies, painting competitions, rangoli competitions were also planned to bring out the cultural essence and creativity. New SVEP enterprise inauguration, Sewapuri BRC inauguration and the award ceremony for the best performing Community Resource Persons – Enterprise Promotion (CRP-EP) and Cluster Level Federation (CLF) were also organized.



Glimpses of the celebration of 'Amrut Mahotsav Saptah' held in various blocks of SVEP

Decoding Opportunities in Blockchain Technology

To increase the awareness of blockchain technology among startups, EDII partnered with Digital University, Kerala (DUK) and Kerala Blockchain Academy (KBA), an initiative of Govt. of Kerala under the Indian Institute of Information Technology and Management, Kerala (IIITMK). The technology is vastly adopted by many foreign companies especially by banking and insurance companies while many Indian companies are in the process to implement this technology. Along with KBA and DUK, EDII launched a certified programme series on 'Blockchain Startup'. The programme aimed at equipping entrepreneurs with the requisite skills, knowledge and attitude to understand and deal impactfully with the issues and challenges faced by startups that are leading in the Blockchain Technology Sector.

The first programme of the series was conducted from 7th June to 24th June which was attended by 35 participants. The 14- day second BlockChain startup programme began from 6th September for students, aspirants and existing entrepreneurs who want to grow in Blockchain Technology sectors. 23 participants attended the programme that focussed on 6 days of blockchain training and 8 days of entrepreneurship and management training.

Mr. Shibin Mohamed T K, Programme Coordinator, EDII, explained “Several companies are still unaware of the potential of block chain technology. It is gradually unfolding its advantages before corporates in terms of better security and transparency for enterprises.” He added, that this technology would be a boom in the technology sector.” The participants gained insightful knowledge of the different aspects of entrepreneurship and the integration of Blockchain Technology at work.

They Say...



Uttio Putatunda - The Work-A-Frolic Man - 1st ***
Business Strategist | Ideas Evangelist | Sales Growth Spec...
2d • 🗨️

Learning is a continuous process and to sustain in today's world, it needs to be planned and executed on a regular basis

Completed "Certified Blockchain Startup Program" by the Digital University Kerala in association with Kerala Blockchain Academy and Entrepreneurship Development Institute of India.

The best part was that both the institutes were dedicated and made us attend the full course live for few weeks on a daily basis without being getting bored at any point of time.

It was indeed a great opportunity to get connected with KBA and EDII and all other fellow learners from varied domains and expertise. Cherished the experience and would like to get associated with both the institutes in my future endeavours.

[#learning](#) [#opportunity](#) [#entrepreneurship](#) [#startup](#)
[#pinknblueasia](#)



Hemlata K. - 2nd [+ Follow](#) ***
Technologist and Head Digital Team In...
12h • Edited • 🗨️

With its continuous direction and effective training, the "Certified Blockchain Startup Program" by Kerala Blockchain Associate and Entrepreneurship Development Institute of India, has been enriching. The experience was completely immersive because of the interactive sessions. I appreciate the faculty's assistance not only throughout our courses but up to today in various areas of building a blockchain product and solutions.
[#blockchain](#) [#entrepreneurship](#) [#QodequayTechnologies](#)

Addressing the Socio-Economic Network of the Agri Sector

Agriculture has huge scope of commercialization, and India being hailed as an agricultural land holds potential galore. However, given the age-old processes practiced in major parts of country, there is an urgent need to introduce the farmers to modern ways of production and trading of farm produce. Agri entrepreneurship, therefore, is a revolutionary stream of academics to create farmer-entrepreneur or people who delve as entrepreneurs in the area of agriculture. Courses on agri entrepreneurship are introducing students to novel approaches of dealing in agricultural products and inputs, creating knowledge infrastructure, networking etc to introduce entrepreneurial responses in the chain of agri activities.

EDII conducted a 5-day AICTE Training and Learning Academy (ATAL) supported Faculty Development Programme on "Agri Entrepreneurship" from 23rd to 27th August. 115 participants from 18 states of the country participated in the programme. The online programme trained professionals to function as 'Resource Persons,' mentoring and motivating young students to pursue a career in agri-entrepreneurship.

The inauguration of the programme took place in the presence of Chief guest Prof. Prem Kumar Kalra, Director, Dayalbagh Education Institute and Prof. Rajive Kumar, Member Secretary, AICTE has been the guest of honor. Dr. Mamta Rani Agarwal, Adviser-I, ATAL Academy and Dr. Amit Dutta, Deputy Director, ATAL AICTE were also present on the occasion.



Prof. Prem Kumar Kalra addressing the participants said, "As an academician, I understand the importance of constantly updating one's knowledge and skills. Certain domains are dynamic and register a constant change. Agri-entrepreneurship is one such field. Given that the role of a mentor increases manifold. So you all as resource persons would be playing a crucial role. My best wishes to all of you."

The programme focused on imparting inputs on topics like Understanding Indian Agriculture and Agribusinesses, Entrepreneurship Development Process, Creativity and Innovation and Government Schemes for Agri-enterprises and Issues and Challenges for Agri-entrepreneurship.



The ATAL academy has been offering Faculty Development Programmes on a variety of topics in order to improve faculty knowledge and abilities. Prof. Rajive Kumar, Guest of Honour, opined, "AICTE has been conducting FDPs on various topics to upgrade the skills of professionals and faculty members. AICTE has been highly focused about imparting learning and enhancing knowledge of the academia."

At the Valedictory Function of the programme, expressing their views, the participants opined how the programme had exposed them to the concept of inducing entrepreneurial dynamics in the field of agriculture. They stated that EDII had brought them face-to-face with the fact that agri entrepreneurship could well promote food security, better livelihoods and prosperity for scores of people.

A 5-day online Faculty Development Programme in Entrepreneurship sponsored by AICTE under the AICTE Training and Learning (ATAL) Academy was organized during September 20 - 24, 2021. In all 101 faculty members from, 24 states completed the training programme.



Preserving and Promoting Cottage and Rural Industries

Cottage and rural industries play a critical role in development. The sector is important in terms of the employment opportunities that it generates, utilization of natural resources and generating non farm activities for urban areas. In view of the advantages that accrue, EDII under the aegis of the Commissionerate of Cottage Industries, Government of Gujarat, is implementing the project 'Hastkala Setu Yojana'. This first-of-its-kind project aims at transforming rural entrepreneurship ecosystem by resurrecting the cottage and rural industries on the premise of new skills and competencies.

The project commenced in 2020 and was planned to be conducted in phases. In the first phase, Ahmedabad, Banaskantha, Jamnagar, Kutch, Rajkot and Surendranagar districts were covered. The second phase that started from May, 2021 covers Patan, Mehsana, Junagadh, Baroda, Dahod, Narmada and Valsad districts. The project plans to cover 33 districts in a span of 3 years.

The institute creates responsiveness to entrepreneurship through Entrepreneurship Awareness Camps and subsequently organizes Entrepreneurship Development Programmes in the identified districts to provide hands-on training and guidance to artisans, weavers and rural entrepreneurs. So far, 13000 artisans have been sensitized and 3100 have enrolled for entrepreneurship development programmes. In the last three months, EDII conducted 182 Entrepreneurship



Participants of the 'Hastkala Setu Yojana' seen at work during the skill-cum-entrepreneurship training programme

Awareness Camps where around 5104 artisans benefitted. In addition, the Institute also conducted 25 Entrepreneurship Development Programmes where 713 beneficiaries were trained in effectively transforming and upgrading the existing ways and means of doing business to upgrade their business prospects.

EDII provided inputs in the domains of modernizing the craft, ensuring a deep market penetration, adopting latest market trends, establishing credit linkages and adopting newer



Artisans showcasing the intricate designs developed.

technologies. The Institute is also helping artisans showcase their products across India through physical and virtual exhibitions. In the last three months, the revenue generated by the artisans with the support of EDII's interventions through exhibitions, B2B as well as retail sales is to the tune of Rs. 76,28,224/-

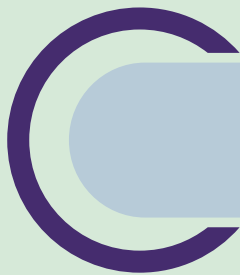
The artisans are gradually gearing up to adopt all the latest measures and ways of escalating their business. They are adopting new methodologies to understand the market leanings, and are orienting their work accordingly. Even during the pandemic, their shift to novel approaches kept them afloat.

“India has an unparalleled tradition of handloom and handicraft practices with several cottage and rural industries in this space. This sector is not only a deep expression of our cultural heritage but also plays an important role in generating employment and livelihood for scores of people. This project ensures that the weavers and artisans imbibe knowledge and skills to escalate their business prospects. While the Government plans and schemes are committed to ensue positive changes, we are ably supported by EDII in this mission.”

- **Shri Rakesh Shankar, IAS, Secretary and Commissioner, Cottage and Rural Industries, Govt. of Gujarat**”

“The Government has been working closely towards upskilling the weavers, artisans and entrepreneurs of cottage and rural industries. The interventions are based on indepth research and contemporary market trends. Together with EDII, which is our implementation partner, we are geared towards floating a wholesome entrepreneurial ecosystem so that profitable and sustainable businesses become extensive.

- **Shri Rinkesh Patel, Executive Director - Indext-C, Govt. of Gujarat**”



Celebrating India's Artistic Wealth and Wisdom

Every handloom artisan, weaver and a craftsman has a story to narrate.....through every piece that they craft they spin a tale of exclusivity, style and individuality. While the uniqueness of the handloom sector is remarkable, the unstructured nature of the sector and the unharnessed potential does keep the stakeholders feeling amiss.

EDII, under the aegis of HSBC and in association with EY, has been working to improve and hone the entrepreneurial abilities of weavers and craftsmen in the districts of Bhuj, Surendranagar, Maheshwar, Kamrup, Bargarh and Salem. EDII looks forward to improving the entrepreneurial climate by imparting training, mentoring and guidance to handloom weavers so that they experience a rise in their business prospects.

EDII's Project 'Handmade in India' (HMI) has trained more than 6207 handloom weavers from the selected clusters. Training focusses on skill upgradation, product & market development, technical finesse, digital marketing, portfolio development, and online payment channels.

On 7th August 2021, across the HMI project locations, the cluster team celebrated National Handloom Day. Let's catch a glimpse.

The EDII Surendranagar team collaborated with Multitasking Mommies (MTM), a community of over 1500 businesswomen who operate in the



Noted designers interacting with weavers of Surendranagar Cluster during an exhibition at Ahmedabad.

fields of entrepreneurship, community support, and women empowerment to commemorate the day. The team organized a Networking Meet of Patola and Tangaliya weavers with 16 designers, boutique owners, and fashion bloggers and influencers from Ahmedabad. Post the networking meeting; as a part of market linkage intervention, Surendranagar's 8 weavers (4 each from patola and tangaliya), took part in the event and displayed their products to the visitors. The weavers drew insights from designers on product innovation, colour preferences and market trends. The event marked around 600 audiences. Certain products like the trendy jackets, Kurti and sarees were in demand. Cumulatively, there was a sale of ₹ 2,92,200/- in just three hours.



*National Handloom day
Celebration at Bhuj Cluster*



*Dr. Raman Gujral, Prof. & Director, Dept. of
Projects - Corporates, EDII with weavers at
Bhuj Cluster event*

The Bhuj cluster celebrated handloom day by organizing a knowledge-sharing workshop with weavers so that they could benefit by introducing meaningful changes in their products. Craft experts from various organizations were called to share their experiences and knowledge with weavers of Kutch in the presence of K.P Der, General Manager DIC – Kutch and Project Director, Dr. Raman Gujral.

“Project HMI will sure bring about a transformation in the Handloom sector in terms of better market ties, exposure to latest market trends, product development, strong institutional support and a high entrepreneurial quotient among the weavers. I am glad to witness such encouraging response from the weavers to new knowledge. They are optimistic and eager to evolve.”

- Dr. Raman Gujral, Project Director

“I am happy that EDII took the initiative to rejuvenate Kutchi art and represent it at the national and global levels. This is a heritage artform evolved by the tribal community of Kutch District and must be preserved given the uniqueness that it adds to the Indian handicraft and handloom sector.”

- Shri K. P. Der General Manager DIC – Kutch

The Kamrup and Bargarh Clusters celebrated National Handloom Day together by conducting a meet for knowledge upgradation of weavers. Dr. Annapurna Devi Pandey, Professor, University of California, USA; Mrs. Ilakshee Nath, Consultant, Handloom Sector; Dr. Siddique Ali Ahmed, Senior Scientist, Central Silk Board, Bangalore; Dr. Raman Gujral, Project Director, enlightened the artisans and weavers on the latest trends of doing business, consumer preferences, significance of being creative and employing new age ways of product promotion.



*Workshop on fashion photography
at Maheshwar cluster*

Maheshwar cluster planned a unique workshop as part of the Business Development intervention to encourage weavers and impart distinctiveness to products. The weavers were trained to use the social media platform for product promotion. The weavers displayed their product photographs on several e-commerce platforms, wrote about the product descriptions, set the price and announced attractive offers to connect with the buyers. To make the weavers understand how to showcase their products elegantly, a fashion photography session was planned so that Maheshwari weavers could understand the nitty gritty of promotion.

The cluster also organized an exposure trip to Bagh village for facilitating learning on Bagh Print, a hand block print from Bagh. It was a programme to raise awareness about the Bagh Print method and to educate weavers about the process and benefits of Bagh Print. It was specially designed for weavers, master weavers, entrepreneurs and artisans. Weavers learned about how to use Bagh Print as a value addition on Maheshwari Saree. This print mainly comprises blocks carved on motifs to depict floral themes such as Jasmine, Mushroom, Lahariya, and so on. Some of the prints in the collection were inspired by the intricate latticework found on the Taj Mahal and other forts.



*Session by Master Printer in Bagh
village during the exposure visit*



Buyer - Seller meet at Salem cluster

The HMI-Salem Cluster had arranged a Handloom Buyer-Seller Meeting for trained beneficiaries. As a part of the Market Linkage training programme, an awareness session was held on September 6, 2021, in Venkatachalam Colony, Allikuttai, in collaboration with the Inner Wheel Club of Salem North. Beneficiaries / SHGs from the HMI-Salem cluster were invited to this meeting in order to interact with the buyers.

Sighted as an exemplar, in 'INDIA TODAY' Magazine, Oct' 04 in their Special Issue, 'The Quest for Happiness'



EXEMPLAR

Handmade in India

Happiness delivery. Has brought cheer to the lives of 6,000 traditional handloom weavers since 2019 by training them on new developments in the business, helping their product volumes improve by 42 per cent and revenue by 75 per cent

By M.G. ARUN

On a bright September morning, scores of men and women from in and around Surendranagar, some 120 kilometres from Ahmedabad, gather at a handloom training centre run by the Entrepreneurship Development Institute of India (EDII), an autonomous body set up in 1983 by a clutch of Indian banks and financial institutions. Most of them are from traditional weaving families that are now struggling to catch up with the big changes in design, marketing and technology. Some of them are young, with wanting interest in the slow-paced, presumably

low income-generating handloom business, and are at the centre to learn from the experts the global prospects of the business and how it can be run more professionally.

What started as an initiative by the EDII and consulting firm ET, supported by HSIC in 2019, has grown into a large project with far-reaching impact despite two waves of the pandemic, with the centres at Surendranagar and five other clusters training over 6,000 handloom weavers so far. The other clusters where training is imparted are Bhuj in Gujarat, Maheshwar in Madhya Pradesh, Kamrup in Assam, Bargarh in Odisha and Salem in Tamil

MANDANI DAVE



LOOMING LARGE EDII's Dr. Sunil Shukla (right) with Bangaliya weaver couple Chandubhai and Girabai at Dedadara village in Gujarat

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA, FOUNDED: 1983
Ahmedabad, Gujarat

Nadu. "Our primary concern is how to offer customised help to develop new designs, help weavers access credit and find new markets, and leverage the new technologies for doing so," says Dr Sunil Shukla, director general, EDII. Since most of the weavers belong to the informal sector, the training centres also help them do business in a structured fashion, and enrol as enterprises for better visibility and viability.

The Indian handloom sector has a variety of products categorised under 'wearables' such as the thin cotton towels, saris, shirts, pants and shawls, and 'non-wearables', such as bags, purses, mats, caps, towels, bed linen, carpets and curtains. The 'Third Handloom Census (2009-10)', recorded nearly 2.8 million households engaged in weaving and allied activities, 87 per cent in rural areas. The northeast accounted for nearly 65.2 per cent of

EDII also helps organise exhibitions (virtual due to the pandemic), on-line buyer-seller meets and market development. A virtual exhibition in 2020 saw interest from buyers in the UAE, US and the UK. Weavers also need assistance in credit management since their past defaults have made banks wary of giving loans. Following these interventions, overall sales volume for these weavers' products has increased by 42 per cent, and revenues were up 75 per cent, claims Shukla. "This is something that has brought us immense joy," says Shukla. Since 2019, as many as 290 new handloom designs have been developed.

Rameshbhai Chauthan, 38, a weaver based in Ahmedabad, joined his father's family occupation after failing his class 10 exam. Their joint family was earning Rs 20,000 to Rs 25,000 a month. However, two years

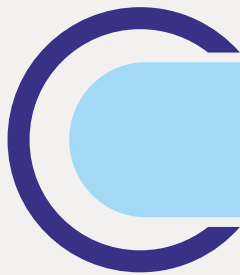
HAPPINESS MANTRA

"It gives me and my team great happiness to see weavers escalate their business and the younger generation take interest in carrying forward the family legacy"

— DR SUNIL SHUKLA, DIRECTOR GENERAL, EDII

ago, Chauthan joined EDII's centre and learnt new designs, and digital marketing. His family now makes around Rs 50,000 a month, reaching out to clients even outside the state, using WhatsApp to communicate with clients and share their designs. "At a recent exhibition in Ahmedabad, I made Rs 1.2 lakh in just two hours," says Chauthan. Anand Rathod, 23, another weaver who benefitted from EDII, is helping two younger people set up their looms right from scratch, and also training other weavers in his village use digital marketing. Noting, it seems, brings more happiness than paying it forward. ■

The total handlooms operational in the country. The sector provides employment to 4-3 million weavers, mostly women, most of them illiterate or semi-literate. There is lack of credit, awareness of customer preferences, proper marketing and promotions, as well as technological backwardness, paucity in new designs and weaver numbers. The biggest challenge, Shukla says, is the next-gen's disinterest in traditional business. To overcome their hesitation and apprehension towards the new ways of doing business, several confidence-building measures had to be taken. Besides training weavers to run their businesses as enterprises,



Centre for Advancing & Launching Enterprises (CrAdLE)

The Technology Business Incubator, 'Centre for Advancing & Launching Enterprises (CrAdLE)', catalyzed and supported by the National Science and Technology Entrepreneurship Development Board (NSTEDB), DST, Govt. of India and hosted by EDII has been incubating startups, and ensuring that they graduate from the TBI with a sustainable business and operational base.

CrAdLE has been guiding, supporting and mentoring startups in the domains of manufacturing, food and Agri-Business, healthcare and renewable energy. Till Date, 67 startups have been supported by CrAdLE. The following are the activities undertaken by CrAdLE over the last three months:

- **Webinar on 'Opportunities for startups in the Indian ecosystem and approach to develop sustainable startups'**

CrAdLE & Strinovation Foundation jointly organized a Webinar on 'Opportunities for startups in Indian ecosystem and approach to develop sustainable startups' on the 8th July 2021. The objective of the webinar was to increase women entrepreneurs in the startup ecosystem. The webinar brought out the need to orient more and more women to float their startups. The various schemes and strategies of the Govt. at the central and the state levels to support women entrepreneurs were also discussed. The webinar discussed the ways that could be adopted to avoid failures. The winning strategies of successful startups were deliberated upon.



(R) Mr. O. P. Thakur, Joint Director, Ministry of Skill Development & Entrepreneurship, Government of India visited CrAdLE to learn about the workings of the TBI. Shri Thakur also interacted with some of the startups.

- **Webinar on Traits of Successful Startups**

Participants at the Webinar on 'Only 10% of Startups Succeed, Learn the Traits to be One of Them.' On September 3rd, 2021, students from Government Commerce College, Naroda, Ahmedabad, visited CrAdLE to learn about Startup and Incubation Ecosystem, Gujarat Government's Startup Schemes, and Idea Pitching. Students were given the opportunity to pitch their idea and incubate themselves at CrAdLE.

EDII & CrAdLE in association with HDFC Bank organized a Webinar on HDFC Bank SmartUp - A Smart Solution for Startups. Mr. Parthiv Gandhi, Startup Evangelist addressed the startups. HDFC Bank SmartUp assists in achieving the startup goals with smart financial tools, smart advisory services, and technology. EDII is a startup partner for the HDFC Bank SmartUp Program.



Seen during the AGM of CrAdLE on 29th September is (2nd from L) Dr. Jaimin Vasa, MSME Chair, promoted by Gujarat University with (R-L) Dr. Sunil Shukla, Director General, EDII; Mr. Harkesh Mittal, Sr. Advisor, EDII and Mr. S.B. Sareen, Director, Dept. of Projects - Government, EDII. Also on the occasion an MoU was signed between Dr. Jaimin Vasa, MSME Chair, promoted by Gujarat University & EDII. Under the collaboration, research in entrepreneurial opportunities will be undertaken and MSMEs will be assisted in comprehending business changes, their implications and adopting appropriate strategies.

Notable Achievements of CrAdLE Startups

- **Omspace Rocket and Exploration Pvt. Ltd.**

CrAdLE startup Omspace Rocket and Exploration Pvt. Ltd are developing a reusable rocket to launch nanosatellites. The use of this innovation has already been forecasted by founder Mr. Ravinder Raj, as the worldwide application of nanotechnology is expanding and is expected to grow from 1.8 billion USD in 2020 to 4.8 billion USD by 2025, at a CAGR of 21.3 %. Defense intelligence, civil, commercial, and / or government utilize nanosatellites for communication, earth observation, remote sensing, scientific research, biological experiments, academic training, reconnaissance, and various other uses.

Naapbooks Limited of CrAdLE creates a new height... Becomes the first Incubated Startup to come out with an IPO

One of the early incubatees of the Centre for Advancing and Launching Enterprises (CrAdLE) of EDII, Naapbooks Limited, has created a memorable moment by filing for IPO on BSE SME platform. The cloud-based accounting application provider issue opened for a public offering on September 1, 2021.

Naapbooks was founded in 2017 by Ashish Jain, Abhishek Jain, and Yaman Saluja. It began its journey with a cloud-based accounting application that offered automated processes and secure data management and now it has completed projects such as E-Auction, Aadhar based Payment Solution, E-Voting, and Order Management Solution with its presence in more than 5 Indian states, 500+clients.

To scale up and gain more industry exposure, the firm got incubated in 2017 by CrAdLE, EDII. Naapbooks is a CMMI Level 3 company and certified with ISO 9001. Speaking about their journey, Ashish Jain, Founder and CEO of Naapbooks Limited, said, "When we started

4 years ago, we had our knowledge and skillset to guide us. We are fortunate to have received guidance from CrAdLE and EDII at an early stage which gave us a sound understanding of scaling up. Today, we have made a niche for ourselves in the cloud accounting automation field and arguably are one of the early players in this field. The IPO is a result of many sleepless nights and the sheer hard work of the team to make a big move towards growth and expansion. Funds from the IPO will help us to ideate, innovate and develop better products and services."

After being oversubscribed, Naapbooks Limited was launched on the BSE Startup Board. In this regard, a bell-ringing ceremony was held on 15th September 2021, graced by the presence of Hon'ble Shri Ranjeeth Kumar J. IAS, Commissioner, Micro Small and Medium Enterprises, Gujarat, as Chief Guest; Mr. Ajay Thakur, Head, BSE SME Startups, as a Guest of Honour; Dr. Sunil Shukla, Director General, EDII, and CA Vikas Jain, Partner, VCAN & Co.



Seen during the bell ringing ceremony are (2nd from L) Chief Guest, Shri Ranjeeth Kumar J, IAS, Commissioner, MSME, Gujarat; (3rd from L) Guest of Honour, Shri Ajay Thakur, Head BSE SME; (4th from L) Dr. Sunil Shukla, Director General, EDII with (Extreme L) CA. Vikas Jain, Partner, VCAN & Co.; (2nd from R) Mr. Ashish Jain, Founder & CEO, Naapbooks Limited and (R) Mr. Yaman Saluja, Co- Foudler, Naapbooks Limited.



Shri Ranjeeth Kumar complimented the Naapbooks team and threw light on the enabling ecosystem of Gujarat facilitating the growth of startups. He explained, *"The Department of MSME, Gujarat proactively assists the growth of start-ups right from the idea generation stage. There are several schemes and policies that help start-ups address the challenges they face. Gujarat is fortunate to have one of the best startup ecosystems in India. It is a proud moment for Gujarat that one of its startups has got listed in BSE. We have a subsidy scheme of 5lacs for listed IPOs."*

- **Shri Ranjeeth Kumar J,**
IAS, Commissioner, MSME, Gujarat



Shri Ajay Thakur said "Entrepreneurship encompasses major challenges, and showing courage and drive to get listed is in itself an achievement. It's fantastic to see such a young company get listed on the BSE and file for an IPO. I hope many more startups get inspired. BSE is the first stock exchange to start a startup platform." Shri Thakur appreciated EDII for nurturing young minds and making them successful entrepreneurs. The Guest of Honour also complimented Gujarat for introducing a subsidy scheme for listed IPOs.

- **Shri Ajay Thakur,**
Head BSE SME



Dr. Sunil Shukla expressed how heartening it was to see one of the Institute's startups getting listed on BSE. Dr. Shukla elaborated on EDII's role in imparting an entrepreneurial routing to the country by orienting youths towards the pursuit of entrepreneurship as a career. *"It is overwhelming to see one of our start-ups come this far. So many of our trainees are into successful businesses and have received good funding support. I am sure very soon many others will also follow suit."*

- **Dr. Sunil Shukla,**
Director General, EDII



PG Corner



*EDII welcomes the New Batch of
Post Graduate Diploma in Management – Entrepreneurship &
Post Graduate Diploma in Management – Innovation, Entrepreneurship & Venture Development.*



Dr. Sunil Shukla, Director General EDII with Dr. Satya Ranjan Acharya, Associate Professor & Incharge - Dept. of Entrepreneurship Education, EDII addressing the new batch of students virtually.

PG Corner

That Additional Edge Comes from this Illustrious Network.....ENTREPLEXUS

Alumni meets play an important role in networking and experience-sharing. Entreplexus is one such platform where EDII Alumni establish a close connect with their Alma Mater and among themselves to leverage on each other's strengths. Over the last three months, EDII Alumni Association (EDIAA) conducted three alumni meets.



Dr. Sunil Shukla, Director General EDII, seen with the members of new Alumni Association



Mr. Alakh Verma, CEO, Centriq Inc. addressing the alumni during the 7th virtual meet



Glimpses of the Alumni meet held virtually

Every Meet was attended by over 100 alumni from across India and abroad including Uzbekistan and Africa. The Alumni went down memory lane, glimpsing into the history of EDIAA, discussing the mandate, the line of action for structured work for future, discussing their business journeys and milestones.



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