



**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**

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From the Director General's Desk ▶

## Ensuring Sustainability for MSMEs

**E** DII has been working in the area of MSME growth and competitiveness for almost 40 years now. The issue of sustainability and growth have always been the pain points for MSMEs. MSMEs are often hard pressed for resources and hence reel away, several times, in the absence of protectionism, thus unable to survive competition. Adopting technologies, introducing measures that help them meet global standards is often difficult for MSMEs. Some strategic approaches, however, have proved relevant in terms of imparting competitive edge to MSMEs.



EDII's experience of cluster development has been rewarding in terms of placing MSMEs in several clusters on a higher pedestal in terms of access to market linkages, technology, infrastructure and related areas. When enterprises are co-located and linked through networks, cooperatives, consortia, or clusters, they benefit from considerable economies of scale and scope. Such an approach improves their access to markets and resources, as well as their capacity to integrate into local and global value chains and develop innovations.

For MSMEs, globalisation and trade liberalisation have brought new possibilities as well as new obstacles. Only a tiny portion of the MSME sector has been capable of identifying and exploiting these possibilities, and successfully dealing with the constraints. Cluster and Consortia approaches have helped combine small strengths of individual entrepreneurs to form a force.

Also, there is a well instituted Business Development Services Market ready to refurbish the MSME Sector. EDII has been actively working in this space, and has been sensitizing MSMEs to come forth to avail these services. Generic BDS Providers like accounting and financial consultants, tax consultants, labour law consultants, etc. are widely available. The Embedded BDS are by and large implanted in the buyer-seller relationship and feedback mechanisms. It is a two way process where the buyer and seller interact with each other and state their product preferences. Strategic BDS becomes critical in times of acute competition. Unfortunately though, the demand for strategic BDS is rather torpid, mainly because of a widespread lack of awareness. EDII has been directing efforts to bridge these gaps between entrepreneurs and professional consultancies. Hearteningly, EDII has been appointed as Project Management Consultant (PMC) for implementation of SIDBI Cluster Development Fund (SCDF) Scheme across all the states and UTs. The mandate of the project is to develop Industrial and Social Infrastructure for development of MSMEs in various clusters and industrial parks

The role of small business associations as potential or current BDS providers and important facilitators or brokers of BDS or a link between BDS buyers and suppliers is also critical.

Information asymmetries need to be bridged and MSME entrepreneurs need to be made more aware. The Government of India needs to be credited with bringing about several policies and reforms to address the issue. These pro-MSME policies convey the desire to reconcile economic growth with sustainability and social inclusion while also encouraging MSMEs to continually update their quality standards. On these lines, the recent Mega International Summit on MSMEs' Competitiveness & Growth, organized by the Ministry of MSME, GoI & EDII was very well received.

It's interesting to note how MSMEs are progressing from strength to strength, and moving towards becoming a strong pillar of the nation.

Best wishes !!!

- Sunil Shukla

## EDII's President visits the Institute...



*Shri Rakesh Sharma, President-EDII & MD & CEO, IDBI Bank Ltd. visited the Institute on 25th March, 2022. His interaction with EDII faculty & staff was inspiring and laid down the tenets for success ahead.*



*Dr. Sunil Shukla giving an activity update to Shri Rakesh Sharma*

### Congratulations !!!



*Former EDII Governing Board Member & Former Secretary, Ministry of MSME, GoI, Shri A. K. Sharma assumes charge as Cabinet Minister for Urban Development & Energy, UP. EDII's President, Shri Rakesh Sharma; the Governing Board & EDII family heartily congratulates Shri A. K. Sharma & wishes him the best for an illustrious political career.*

# COLLABORATIONS & ASSOCIATIONS



EDII entered into an MoU with Industries Dept, Bihar for strengthening entrepreneurship in the state. Seen during the MoU signing ceremony on 17th February, 2022 are Dr. Sunil Shukla, Director General - EDII with Shri Pankaj Dixit, Executive Director, Institute of Entrepreneurship Development, Bihar; Director (Industries) & Director (Technical Development), Dept. of Industries, Govt. of Bihar



On 1st March 2022, EDII collaborated with Lal Bahadur Shastri National Academy of Administration, (LBSNAA), Mussoorie to orient senior administrative officers to entrepreneurship and the ways and means of promoting it. Seen during the MoU signing are (3rd from L) Shri Srinivas R. Katikithala, IAS, Director- LBSNAA; (4th from R) Dr. Sunil Shukla, Director General - EDII with senior officials of LBSNAA and EDII.



Mr. Shibin Mohamed, Faculty EDII, during MoU signing, seen with (2nd from R) Prof. G Ravikumar, Registrar i/c, Anna University in the presence of (3rd from L) Prof. R Velraj, Vice Chancellor, Anna University; (R-L) Prof. R Saravanan, Director, Centre for Entrepreneurship Development (CED), Anna University; Mr. Sivarajah Ramanathan, CEO, Tamilnadu Startup & Innovation Mission and Prof. D Mohanlal, Director, P & D, Anna University

## VISIT OF DIGNITARIES TO CAMPUS...



*Dr. Sunil Shukla, Director General-EDII briefing Shri Jagdish Panchal, Hon'ble Minister of State for Industries, Gujarat, on how EDII is playing a role in perking the Industrial scenario in the State and the Country.*



*Dr. Sunil Shukla greeting Shri D K Singh, Secretary, Ministry of Cooperation, GoI on his visit to the institute on 1st March, 2022 to explore areas of association.*



*Dr. Sunil Shukla felicitating Dr. Gholamhossein Hosseininia, Hon'ble Deputy Minister of Cooperatives, Labour & Social Welfare and President of Technical & Vocational Training Organization (TVTO), Iran*



*Eminent Social Workers (5th & 6th from L) Shri Kashmiri Lalji & Shri Satish Kumarji, from Swadeshi Jagran Manch on a visit to the Institute. They are seen with Director General - EDII; Mr. S. B. Dangayach, Founder Trustee, Innovative Thoughts Forum and EDII faculty members*

## Towards Strengthening the Growth Accelerators Called MSMEs



29th March, 2022 : Release of Souvenir at Mega International Summit at the hands of (in the Center) Chief Guest, Shri Narayan Tatu Rane, Hon'ble Union Minister of MSME in presence of (3rd from L) Guest of Honour, Shri Bhanu Pratap Singh Verma, Hon'ble Union Minister of State for MSME, & (L to R) Dr. Sunil Shukla, Director General - EDII; Smt. Mercy Epao, Joint Secretary (SME), Ministry of MSME, GoI; Dr. Gholamhossein Hosseininia, Hon'ble Deputy Minister of Cooperative, Labour & Social Welfare, Iran & President TVTO, Tehran, Iran; Dr. Ali Chegeni, Ambassador of Iran to India & Dr. Amit Dwivedi, Associate Professor & Summit Incharge, EDII.

Ministry of Micro, Small and Medium Enterprises (MSME) and EDII organised a two-day summit (29th & 30th March) witnessing brainstorming sessions and panel discussions on the enhancements, challenges and growth opportunities in the MSME sector. Speakers and experts from India, Singapore, Peru, Lao PDR, Rwanda, Myanmar, Russia, Uzbekistan, Spain and Iran, shared their experiences at the summit. The summit was attended by entrepreneurs, academicians, policymakers, industry leaders, thought leaders, business chambers, industry associations, startups, social impact organizations, MSMEs and self-help groups from across the world. During the summit, experts deliberated on subjects such as challenges and opportunities in the MSME sector amidst the COVID-19 pandemic, incubation / acceleration in MSME growth, role of conducive policies and non-financial business development services in MSME competitiveness, and how MSMEs can work in consortia to achieve sustainability. Discussions revolved around MSMEs' competitiveness, internationalization of Indian MSMEs, technology and innovation, digital transformation of MSMEs, entrepreneurship ecosystem and emerging opportunities in the MSME sector, and gender and disadvantaged communities' entrepreneurship.

On 29th March, the Summit was inaugurated by Union Minister for MSME, Shri Narayan Rane. Shri Bhanu Pratap Singh Verma, Minister of State (MoS), MSME was the Guest of Honour.

The Summit, in totality, established the role of MSMEs in the growth and economic development of a country. The factors that were attributed to a well-evolved MSME sector included, emphasis on science & technology, policy making and an understanding of the broad spectrum of MSMEs including high-tech enterprises in the organized sector to several others across industry domains in the informal sector. The Summit brought forth some of the needs and concerns of MSMEs across countries. These were highlighted as the need and access to sustainable infrastructure, consortia approach to business, business development service, finance, technology, training, product diversification, marketing and branding, skilled labour and simplified regulatory mechanism.



*"For a long time now, MSMEs have been working amidst minimum resources and yet making a significant contribution to the GDP of the country. It is, therefore, necessary that these growth accelerators are handheld and strengthened. In this direction, various schemes of the government have opened up several avenues for MSMEs."*

- **Shri Narayan Rane**, Hon'ble Union Minister for MSME, Chief Guest at the inauguration of the Mega International Summit on MSME Competitiveness and Growth



*"India, with its focus on entrepreneurship, start-ups, innovations and MSMEs, is well placed at a remarkable time on account of interesting economic decisions and strategies. The discernible economic growth is a testimony to MSME development and revival..."*

- **Bhanu Pratap Singh Verma**, Hon'ble Minister of State (MoS), MSME, Guest of Honour at the inauguration of the Mega International Summit on MSME Competitiveness & Growth



*"Iran is considered an energy superpower. The country has a high quantum of natural resources backed by a substantial population of skilled and educated human resources, thus making it resilient and progressive on the fronts of science and technology. The Government of Iran is envisioning an S & T centre to ensure promotion of knowledge-driven enterprises. We are now also prioritizing collaborations between countries and promoting B2B endeavors to improve the MSME scenario."*

- **Dr. Gholamhossein Hosseininia**, Dy. Minister of Cooperative, Labour & Social Welfare & President - TVTO, Iran

*"On the turf of business, the worst hit were the MSMEs which are not so rich in resource reserve and have, therefore, been noticeably pressured under the consequences of COVID 19. The Govt. also rose to the occasion and announced amiable policies. Atmanirbhar Bharat Abhiyan came in as a ray of hope for Indian MSMEs."*

- **Ms. Alka Arora**, JS-ARI, Ministry of MSME, Govt of India



*"People, Planet and Profits vis-à-vis MSMEs are important and can be understood as right orientation, sustainable and environment friendly business models. Entrepreneurs have to be concerned about the environment. Profits are just an outcome of the work they deliver with the right mindset."*

- **Dr. K. Rangarajan**, Head, Indian Institute of Foreign Trade, Kolkata

*"A conducive entrepreneurship ecosystem and opportunities in the MSME sector are closely related. Today, it is good to see how well-meaning policies are bolstering the entrepreneurial quotient of the country which, in turn, is intensifying MSME growth & competitiveness."*

**Smt. Mercy Epao**, Joint Secretary (SME), Ministry of MSME, GoI



*"EDII has been closely associated with the Ministry of MSME on several important programmes and projects under cluster development, training and capacity building, research and policy advocacy. We look forward to imparting yet more scalability and extensibility to the MSME sector with carefully curated strategies."*

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

## EDII to Strengthen Entrepreneurial Ecosystem in Bihar



*Dr. Sunil Shukla, Director General - EDII felicitating (L) Shri Syed Shahnawaz Hussain, Hon'ble Minister of Industry, Govt. of Bihar & (R) Shri Brijesh Mehrotra, Addl. Chief Secretary, Industries Dept., Govt. of Bihar. Also present on the occasion were; Shri Pankaj Dixit, Director (Industries) & Director (Technical Development), Dept. of Industries, Govt. of Bihar & Senior Officials from EDII and the Industries Dept., Govt. of Bihar.*

On 17th Feb, 2022, EDII signed a Memorandum of Understanding (MoU) with the Bihar Government's Department of Industries to promote entrepreneurship in the state. EDII will conduct entrepreneurship development interventions across the state and will sensitize the stakeholders in the support system to create a conducive environment. The interventions will also ensure that the Institute of Entrepreneurship Development gets revived with a new strategy plan. Dr. Sunil Shukla, Director General, EDII, Dr. Raman Gujral, Director, Department of Projects-Corporates, EDII and Dr. Pankaj Bharti, Associate Professor, EDII presented an action plan before senior officials of the state government on the trajectory that could be adopted to enhance the entrepreneurship quotient in the state.

Present during the MoU signing event were; Shri Brijesh Mehrotra, Additional Chief Secretary, Industry Dept. Bihar; Shri Pankaj Dixit, Director (Industries) & Director (Technical Development), Dept. of Industries, Govt. of Bihar and Shri Santosh Kumar Sinha, Executive Director, Bihar Industrial Area Development Authority. The environment and the discussion echoed a strong resolve to achieve the mandate. On this occasion, Dr. Sunil Shukla, Director General - EDII said, "We at EDII are committed to train and empower different sections of society on the premise of entrepreneurship which is the future of the nation. Bihar is resource rich state and entrepreneurship development efforts in the state will sure lead to commendable economic growth. EDII already has a presence in some regions of the state, and with these recent developments, we look forward to further strengthening the entrepreneurial ecosystem in the state. The support that we are getting is commendable and we are greatly obliged to the policy makers and key advisors for helping us in this mandate."

To further work out the modalities of promoting entrepreneurship in the state, Dr. Sunil Shukla had detailed meetings with Honourable Minister of Industries,





*Dr. Sunil Shukla in discussion with Hon'ble Minister Shri. Giriraj Singh Rural Development and Panchayati Raj, Govt. of India*



*Dr. Sunil Shukla felicitating Shri Amir Subhani, Chief Secretary, Govt. of Bihar*

Bihar, Syed Shahnawaz Hussain and Honourable Minister of Rural Development & Panchayati Raj, Shri Giriraj Singh. The meetings helped deliberately on the ways and means that could be adopted in the state for streamlining entrepreneurship. Director General also discussed the way forward towards entrepreneurship development in Bihar with Shri Amir Subhani, Chief Secretary, Govt. of Bihar. The discussions yielded some tangible outcomes towards concretising entrepreneurship in the state.

To explore the possibilities of EDII's collaboration for strengthening entrepreneurship in bamboo and medicinal plants in Bihar, the delegation also met Shri Dipak Singh IAS, Principal Secretary, Environment Forest and Climate Change Department, Govt. of Bihar. The EDII team also visited the state office of Khadi Village and Industries Commission (KVIC) and Dr. Rajendra Prasad Multi Disciplinary Training Centre (RMDTC) at Patna. They had a brief interaction with RMDTC trainees and the KVIC Director, Dr. Hanif Mevati & team regarding possibilities for collaborations to promote village industries and support the entrepreneurial ecosystem in the state.

## **Towards Intensifying the Entrepreneurial Climate of Tamil Nadu**

In order to explore the possibility of strengthening entrepreneurship in Tamil Nadu, Dr. Sunil Shukla, DG – EDII visited the state, and had a series of significant meetings and brainstorming discussions with senior officials of the Govt. of Tamil Nadu including; Shri Anandrao Vishnu Patil, IAS, Principal Secretary to Hon'ble Governor of Tamil Nadu; Shri S. Krishnan, IAS, Additional Chief Secretary - Industries Department; Dr. Neeraj Mittal, IAS, Principal Secretary – Information Technology Department; Shri V. Arun Roy, IAS, Secretary - MSME Department; Shri C. Samayamoorthy, IAS, Agricultural Production Commissioner & Secretary, Agriculture & Farmers' Welfare Department; Shri R. Kirlosh Kumar, IAS, Secretary-Labour and Employment Department and Shri Prashant M. Wadnere, IAS, Additional Secretary - Finance Department. Dr. Shukla was accompanied by Dr. Satya Ranjan Acharya, Professor & Director, Dept. of Entrepreneurship Education - EDII.

## The Academia Affirms the Scope of Entrepreneurship as a Career

At a time when the academic fraternity is endorsing entrepreneurship as a potent career option, EDII, in association with several prominent universities is actively promoting innovations and connecting students with entrepreneurship. On this line, a 5-day training programme was organized by EDII for 24 professors of five universities from Uttar Pradesh, Madhya Pradesh & Chhattisgarh. The training started on 7th March and continued till 11th March 2022.



Dr. Sunil Shukla, Director General - EDII, inaugurated the training program. Stressing on the importance of entrepreneurship training, he said, "Entrepreneurship is now a way of life. It has to be imbibed in education in a manner that every child considers it as natural as any other career option. If the country is marching on the path of self reliance, this has to be the most potent option. Students need to understand the power of entrepreneurship." Dr. Shukla appreciated the Vice Chancellors of the universities saying that the leadership of the university at present is aware and dynamic, which is a good sign to entrepreneurship becoming a natural career option.

This programme was undertaken to make professors aware about the dynamics associated with the discipline of entrepreneurship. In this 5-day training programme, 24 participants from 4 universities of Uttar Pradesh and 1 university of Madhya Pradesh, 5 professors from Dr. APJ Abdul Kalam Technical University, Lucknow, 6 from Chhatrapati Shahu Ji Maharaj University, Kanpur, 4 from Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut, 4 from Madan Mohan Malaviya Technological University, Gorakhpur and 5 from Guru Ghasidas University, Bilaspur, Chhattisgarh were trained on various aspects of entrepreneurship course design and implementation so that they in turn ensure an outcome based entrepreneurship development programme being implemented in their respective university.



Dr. Amit Kumar Dwivedi, In-charge, Department of Policy Advocacy and Research, EDII, said, "The programme harnessed the possibilities of entrepreneurship, created awareness about various financial assistance schemes of the Central and State Governments, explored new courses that could be designed for students, imparted an understanding on motivating students to ideate and the nitty gritty related to pre incubation and incubation."



*Participants of the programme with (in the centre) Dr. Himanshu A. Pandya, Vice-Chancellor, Gujarat University; (on his R) Mr. H. K. Mittal, Senior Advisor, EDII; (5th from R) Dr. Sunil Shukla, Director General - EDII; (3rd from R) Dr. Amit Dwivedi, In-charge, Department of Policy Advocacy and Research, EDII and (8th from R) Mr. J. B. Patel, Distinguished Faculty, EDII.*

### EDII and Anna University enter into an MoA

EDII and Anna University (AU), Chennai have entered into an MoA to strengthen entrepreneurship through collaborative initiatives, programmes, research and policy advocacy. The collaboration shall focus on Capacity Building Programmes in Innovation, Entrepreneurship and Startups; Sector Specific Diploma Programmes in Entrepreneurship; Programmes on Entrepreneurship Awareness, Ideation and Innovation in addition to joint initiatives in Entrepreneurship research.

Four programmes announced as a part of the MoA, include:

- Advanced Diploma Programme in Entrepreneurship and Startups (ADPES)
- Faculty Development Programme in Entrepreneurship & Startups
- Online Certificate course in Entrepreneurship
- Online Certificate Startup course in Artificial Intelligence and Machine Learning

A Faculty Development Programme commenced on February 28, 2022 wherein 46 faculty members from colleges affiliated with Anna University participated. The programme aimed at strengthening the fundamentals about creating an enterprise and fostering innovation among the teaching community.

*EDII and Chhatrapati Shahu Ji Maharaj University (CSJMU), Kanpur jointly conducted a 5-day Faculty Development Programme on 'Entrepreneurship Course Curriculum Design, Development & Teaching', virtually during 21 - 22 & 24 - 26, March 2022. The programme was inaugurated by Dr. Sunil Shukla, Director General - EDII and Prof. Vinay Kumar Pathak, Vice-Chancellor, CSJMU. In all, 45 academicians from CSJMU participated in the programme.*

## Developing Industrial and Social Infrastructure for the Growth of MSMEs



*Ms. Smirti Bajpai, Manager-SIDBI, along with officials of SIDBI & EDII seen during the visit to Kalinganagar Industrial Area*



*Visit of Sr. SIDBI Officials to the proposed site workers' hostel at Kalinganagar*

Sustainability and growth of MSMEs can well be ascertained by addressing them in clusters on issues concerning technology, skills, market linkages, networking, access to capital, etc. One of the favourable ways to impart scalability to enterprises in a cluster is to ensure developed industrial and social infrastructure. This will help enterprises in the cluster, leverage resources and have convenient access to these.

EDII has been appointed as Project Management Consultant (PMC) for implementation of SIDBI Cluster Development Fund (SCDF) Scheme at PAN India level. The mandate of the project is to develop Industrial and Social Infrastructure for development of MSMEs in various clusters and industrial parks across all the states and UTs. EDII has extended support to SIDBI as PMC for implementation of projects in the states of Odisha, Haryana, Uttar Pradesh, West Bengal, Assam and Kerala. Projects include development of MSME Parks, workers hostels for MSME clusters / industrial estates, effluent treatment plants (ETP), water sewerage.

EDII Faculty & Project Head, Dr. Rajeev Sharma looked forward to more such promising initiatives in the forthcoming year.

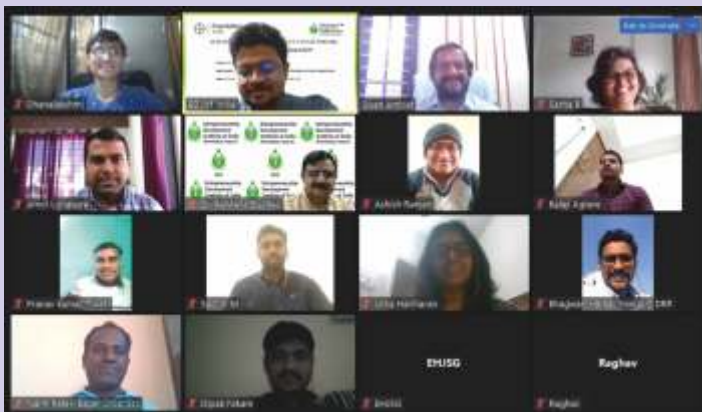
## More Power to Women... EDII and Bayer Foundation raise the baton

**S**low pace of development in rural India has been a matter of concern for years now. The reasons for the abysmal conditions of agricultural wage earners, small farmers and non-agricultural laborers are many; primary ones being their small land holdings, poor education, almost negligible access to resources, lack of awareness, less achievement motivation among several more. Women, in particular, have been relegated to a back seat, in these regions. It is important to put up a system that ensures social and economic well being of women & the disadvantaged by undertaking micro enterprise development, thus offering systematic and sustainable solutions to poverty and unemployment.

Malegaon, a tehsil / block in Nashik district of Maharashtra occupies 12 per cent area of the district. The economy of Malegaon is driven by two major sectors – the power loom industry and manufacturing of PVC pipes. Agriculture follows as the other most important source of livelihood. In Malegaon, participation of women in the workforce, is a mere 6.6 per cent. Given their enthusiasm to participate in income generation activities, it is important to skill them appropriately so that they get into their desired activities. Such a change in their orientation will also improve their social and economic status.

Against this backdrop, EDII has joined hands with the Bayer Foundation to implement Project UNNATI in Malegaon district.

The Project is being implemented in three phases, comprising; Vision Building & Leadership Training (VBLT) for empowering 100 SHG Heads / Leaders; Micro Skillpreneurship Development Training (MSDP) to impart training in Entrepreneurship and a selected Skill to 600 women members belonging to SHGs and Entrepreneurship Development Programme (EDP) to train and handhold 50 independent women wishing to start their own business.



*Project UNNATI was virtually inaugurated on 31st January 2022 in the presence of dignitaries including Ms. Sarita Bahl, Director, Bayer Foundation India; Dr. Amol Lohakare, DDM, NABARD and Dr. Raman Gujral, Director - Dept of Projects (Corporates) & Incharge - Southern Regional Office-EDII. The other EDII team members present were Mr. Shibin Mohamed and Mr.Sivan Ambattu. Bayer Foundation India Team comprised Ms. Sarita Bahl, Director Bayer Foundation India; Dr. Dhanalakshmi Ramachandra, CSRBP-Strategic Projects & Stakeholder Engagement; Ms.Uma Hariharan, Manager-CSR along with officials Mr. Naim Patel and Mr. Dipak Nigam. The Inaugural Ceremony was followed by the Training of Trainers' Programme on the same day.*

An important activity undertaken included Training of Trainers' Programme, which was organized for the Project Team of UNNATI during 31st January to 4th February, 2022. The participants were introduced to Entrepreneurial Competencies, Business Opportunity Identification, Market Survey and Research, Market and Project Feasibility, Resource Mapping, Baseline Survey and Analysis, Project Report Preparation, Book Keeping for small enterprises, SHG Norms, Risk Management, Analysis and Mitigation, Marketing, Branding, Pricing Strategy, Handholding and Support activities among other critical topics. The idea was to institute a cadre of trainers who could impart learning to help women come up as entrepreneurs. Simultaneously, EDII team has also initiated a baseline survey of SHGs and Vision Building and Leadership Training to set up a promising trajectory for achieving the mandates and goals.

The project will lead to an integrated and enabling ecosystem where inclusive growth becomes a norm. Building capabilities of women and ensuring micro enterprise creation will ensure balanced growth and development.



*Participants of the Vision Building and Leadership Training for SHG Heads of Malegaon, Maharashtra*

## Ensuring a Higher Incidence of Micro Enterprises

EDII Gorakhpur team conducted a Micro Entrepreneurship Development programme on Terrocotta for 30 participants from 06 SHGs of Hafiznagar village of Bhatahat Block of Gorakhpur district. The programme organized during 11 – 23 February 2022 was sponsored by NABARD under Micro Enterprise Development Program (MEDP) scheme. The objective of the training program was to ensure livelihood and income generation opportunities for the trainees (mostly SHG members) by way of placement or by helping them set up their own units. The programme inputs enhanced capacities of participants through appropriate skill upgradation in existing or new livelihood activities in farm or non-farm activities and enriched their knowledge on enterprise management, business dynamics and rural markets.

## Empowering Women Entrepreneurs from the Grassroots to Global



*Inauguration of International Conference on Empowering Women Entrepreneurs from the Grassroots to Global. Seen on the dais are (R-L) Ms. Bharati Suresh Chand, Founder & Managing Director, Global Edge Pharma, Malaysia; Mr. Tej P. Devkota, Director, Securities Board of Nepal Sebon, Nepal; Mr. Abbas Karimi, Research & Planning Deputy, Instructor Training Centre & Technical & Researchers, Iran TVTO; Dr. Sunil Shukla, Director General - EDII; Ms. Chimene Shetty, Director of Entrepreneurship & Industry Partnerships, Carnegie Mellon University, Africa; Dr. Amit Dwivedi, Asso. Prof. & Incharge, Dept. of Policy Advocacy & Research and Dr. Hari Baabu V, Faculty, EDII*

**E**mpowering Women Entrepreneurs from the Grassroots to Global. At a time when women entrepreneurs are proving their mettle as entrepreneurs, International Conference on 'Empowering Women Entrepreneurs from the Grassroots to Global' was just apt to impart all the necessary push to their entrepreneurial spirit. EDII organized an International conference on the subject, on 24th and 25th February 2022 under sponsorship support of Ministry of MSME (IC Section) Govt. of India. The Conference was attended by more than 800 industry practitioners, researchers, and educators.

It was modelled on the premise that women are at the core of society, and their capabilities can well be shaped to make them credible drivers of the economy as entrepreneurs. Women entrepreneurship denotes an essential engine of socio-economic growth for developing countries as it has a leading role in generating prolific work, achieving gender equality, and reducing poverty. Against this backdrop, plenary sessions were organized focussing on Opportunities and Reorientation of Business during the Pandemic Time; Transforming Homemakers into Entrepreneurs; Challenges and Solutions for Women Entrepreneurs in the MSME Sector; Inspiring and Supporting Women at the Grassroots to Rise to the Next Level; Women Entrepreneurship and the MSME Sector and Gender related Bias or Stereotypes that Hinder Entrepreneurship.

At the inauguration of the Conference, Dr. Sunil Shukla, Director General - EDII mentioned, "Women entrepreneurship has rightly gained prominence in the recent years with many women stepping forth to test their mettle. Promoting women entrepreneurship will assume significant relevance in the context of poverty alleviation, elimination of gender bias and inclusive development. Alongside probing the important indicators that can enhance the incidence of women entrepreneurship; this conference will also delve into policy frameworks to ensure a positive impact on the ecosystem for women entrepreneurship."

The conference had adopted a blended mode with around 700 national & 109 international participants joining online and 100 national & 7 international attending offline. Around 63 research papers were presented over the two days.

## Entrepreneur Trainer-Motivators and Educators Play a Pivotal Role

Entrepreneurial performance can be enhanced through proper training and mentoring. Hence the importance of trainers in the discipline of 'entrepreneurship' holds immense significance. EDII, having evolved the module to create entrepreneurs, brainstormed on making the process sustainable, and thus developed the Trainers' Training programmes to institute a cadre of trainers who could subsequently create entrepreneurs.

With the objective of enabling the entrepreneurs to learn the nuances of entrepreneurship and develop the motivation in them to overcome obstacles and take the plunge, the trainers undergo a comprehensive curriculum which includes: Achievement Motivation Techniques, Entrepreneurship Training, entrepreneurial strategies to generate business, business plan trainers are also trained in soft skills along with learning on the significance and various facets of hand-holding support to entrepreneurs.

Against this backdrop, EDII organised two National programmes during 4th to 8th January and 21st to 25th March, 2022 to institute cadres of trainer-motivators who could add pace to the process of enterprise creation. In all, 53 professionals from NGOs, Govt. support institutions, ED Cells, business counsellors and CSR division of corporates attended the training programme.

The participants were familiarised and trained in entrepreneurship development process, stages and interventions, identifying potential target groups and ways of promoting entrepreneurship among them, business opportunity identification & selection, designing & implementing a Entrepreneurship Development programmes and extending support to entrepreneurs in fund raising and other critical areas.



Programme Director, Mr. Prakash Solanki said, "This training platform witnessed the most motivated professionals who are keen on making a difference to the world of entrepreneurship and how people perceive this discipline. The participants were interactive and that made the sessions extremely insightful and replete with practical learnings."

The NABARD Karnataka regional office conducted an annual marketing event, 'Grameena Habba,' which provides rural artisans a platform to sell agricultural, handicraft, and handloom products in Bengaluru. The artisans under EDII and NABARD's Parisar project set up their stall on environmental friendly straw products.

The exhibition was inaugurated by Dr Shalini Rajneesh, IAS, Additional Chief Secretary Planning Department, Government of Karnataka. She admired the artisans' products and their alignment with the Sustainable Development Goals of eco-friendly consumption and production. During the five-day exhibition, the artisans generated an appreciable revenue.

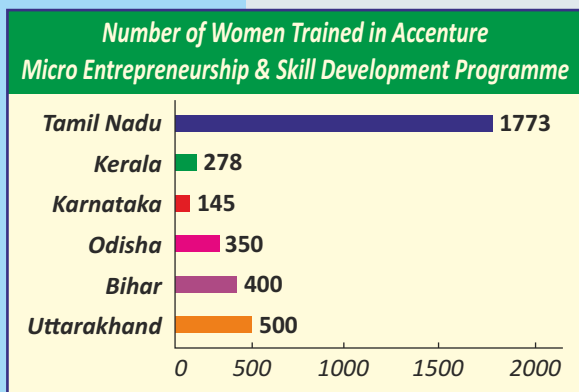
Project Parisar is a one-year project supported by NABARD for setting up Hub & Spoke model at Mysore of 'coconut leaf straw making' by 100 rural women from the region.

## Enhancing Skills for Better Lives... Accenture Project

Revitalizing and rehabilitating economies through entrepreneurship development has proved to be a tactical development strategy. Micro Entrepreneurship and Skill Development programmes have brought about pervasive changes on the landscape of rural India. EDII has been contributing significantly to enhancing the entrepreneurial and skill levels of rural populace. Alongside, improvement in technology, production standards, marketing and network building are stabilizing businesses in rural locales and leading to employment generation, asset creation and revenue generation. Programmes in Odisha, Bihar, Uttarakhand, Assam, Kerala, Tamil Nadu, Karnataka, Telangana, Andhra Pradesh are empowering the beneficiaries to wear the cap of entrepreneurs.

Activities over the last three months have led to noticeable incidences of livelihood creation and self-employment.

- Odisha, 350 women beneficiaries have been trained in Jute bag screen printing, mushroom cultivation, organic fertilizers and Paper Mache. The trained women beneficiaries formed self-help groups for Udhyaam registration and for creating credit linkages. 9 SHGs got approval for Rs. 60 lakh Credit linkage under Mukhya Mantri Krishi Udyam Yojana (MKUY).



- In Tamil Nadu, 1773 women beneficiaries were in various skillpreneurship programs such as palm leaf products, millet products, jute products, medicinal plants nursery, honey processing & packaging, Dehydrating fruits & vegetables, laptop bag making etc. The beneficiaries were subsequently guided and supported by project coordinators to start their own enterprise. 254 individual and group enterprises completed Udhyaam

registration for starting their business, while other beneficiaries are in the process of completing the formalities.

- In Coimbatore District, 76 women beneficiaries were supported to register for FSSAI license for starting their food processing enterprises. As a part of credit linkages, beneficiaries were linked to government credit schemes such as Prime Minister Employment Generation Programme (PMEGP), UYEGP, Tamil Nadu Rural Transformation Project (TNRTP), PM Formalization of Micro food processing Enterprises (PMFME) Scheme. One of group enterprises named Sabari Enterprises received Rs. 1,10,000 under TNSRLM Project in Kallaurichi District.
- In Bihar, 400 women beneficiaries were trained in dry mushroom packaging, organic fertilizers making, cloth upcycling & jute products and laptop bag making. All the beneficiaries are under the process of Udhyaam registration and bank credit linkages.
- In Haldwani, Uttarakhand 500 women got training in jute bag making & Moonj grass products making. Dr. Arvind Pandey, Cabinet Minister, Uttarakhand, distributed 10 jute bag stitching machines for the training centre to support this vocation. The programmes were conducted at the project locations of Udhasingh Nagar, Haldwani and Dehradun in Uttarakhand.
- In Karnataka, 145 women were training in post harvesting processed, organic fertilizers & organic vegetables. Udhyaam Registration & credit linkages of all beneficiaries is in process. Participants have got funding from BG pura FPO.



## Milestones...



### ***Sisir Sarat Mohatsav Bhubaneswar***

Sisir Saras, a national level rural fair was organized in Bhubaneswar by Odisha Rural Development and Marketing Society (ORDMS) in January, with an aim to create market linkages for rural producers. 3 SHGs working in area of paper mache and jute bag making participated in the fair. The SHGs touched an impressive income of Rs. 1,23,800.

### ***Saras Ajeevika Mela, Noida***

Two SHGs - Sutar Papermache and Maa Tarani from Accenture MSDP Orissa were selected by NIRDPR, ORMAS to set up their stalls in the domain of Odisha's Craft in Saras Ajeevika Mela organized by the Ministry of Rural Development. More than 300 craftswomen representing 25 states of India presented their handicrafts and artifacts.

### ***Gandhi Shilp Bazaar, Bengaluru***

Gandhi Shilp Bazaar - Exhibition-Cum-Sale was organized in Bengaluru from 27th Feb to 8th March, 2022 to promote

the sale of handicrafts, handlooms products produced in different parts of the country. Accenture MSDP beneficiaries from Tamil Nadu participated to showcase a wide range of products i.e., haats hand bags, lunch bags, purses, mats, pouches, table mats, cell phone pouches, doormats, baskets, pencil boxes, carpets and several other products designed and manufactured by them. A profit of Rs. 10,000 was recorded.

### ***WeAct Kiosk***

Women Entrepreneurs Access Connect Transform (WeAct), EDII organized a state level Self Help Group (SHG) Products Exhibition cum Sale in Pondicherry on 13th March, 2022.

About 50 women from Tamil Nadu & 7 from Puducherry displayed their products, including products made from jute, banana fibre, palm leaf, in addition to millet products, different varieties of masala, toiletries, cloth bags made from denim fabric, moringa products.

WeAct also organized an exhibition in Bengaluru for participants of post harvesting processes.

## Success Story

### ...Because they decided to give wings to their dreams



Thilaga, a 12th pass sombre looking woman was happy getting married and subsequently looking after her home and kids. But deep down she had 'buried' dream of doing something someday. She was unable to figure out anything and kept herself busy in household chores, till she met her neighbour, Mrs. Rajeesha. Mrs. Rajeesha also harboured entrepreneurial dreams. They both talked,

made friends and ensured a place for themselves in Accenture's Micro Skillpreneurship Development Programme (MSDP045) on making Millet Products. The programme was conducted for 26 days at Karumathampatti. They received training in making ready-to-eat healthy items comprising masalas, confectionary, chocolate and cookies mixes. The programme also trained them in the areas of packaging, labeling and marketing strategies. After successfully completing training together, they floated their unit in this sector, under the brand name of SUPER Foods.

Under mentoring and support of EDII, they registered their brand under FSSAI. Also, they registered UDYAM under MSME Sector. They have begun with focus on nearby markets and shops. They sold their Masala powders to nearby shops and depended heavily on customer feedback to improve their products. Hearteningly, today their markets include nearby districts as well. Today they have a diverse product range including nutri-malt, millet balls, instant mixes Sambar Masala, chana masala, biryani masala, coriander powder, rasam powder, ready-to-cook multigrain dosa Mix, ready-to-cook multigrain pancake mix, ready-to-cook multigrain Adai mix, idli powder and red chili powder.

The entrepreneurs say in unison, "Life couldn't have been better. We are enjoying our entrepreneurial journey. EDII and Accenture came like a mystical powers in our lives. We can never thank them enough."

## Green, Clean and Empowered Societies ...HCL SATTVA Project



*Women Entrepreneurs at work*

**H**CL Uday is HCL Technologies' community development programme that aims at creating 'green, clean and empowered societies.' EDII and HCL Uday have joined hands to float the project HCL SATTVA with the aim of providing employment and livelihood opportunities to women, thus ensuring that they step on to the mainstream with skills, knowledge and thus financial independence.

In Bengaluru, 67 women were provided skill training in Mushroom Cultivation & making of Jute Products under Women Skillpreneurship Development Programme (WSDP) 18 & 19. Women were also handheld in setting up their enterprises. Women from WSDP 16 & 17 not just started their production of jute bags and mushrooms but have also initiated selling them into Horticultural Producers' Cooperative Marketing and Processing Society (HOPCOMS) and exhibitions. EDII took stock of progress of all present and previous programme participants. The Institute extended guidance to them on fixing retail and wholesale prices, marketing, labelling and for improving product packaging.

To create awareness among women towards adopting entrepreneurship as a career, community mobilization and stakeholders' meetings were conducted by SATTVA project team at Jigani & Sarajapura Hobli locations. Through these campaigns around 112 aspiring women agreed to participate in the upcoming programmes.

In Madurai, potential women beneficiaries were provided skill training in making Millet products, Handicraft & designer blouses. 34 women successfully completed training in making designer blouses, handicrafts and completed millet products making. In addition to skill training, the women were also handheld in completing basic formalities related to enterprise setting up, such as creating brand name, upgrading their logo, packaging & labelling, making brochures and visiting cards and similar related tasks.

One of the landmark initiatives taken by SATTVA project team to promote the WSDP 1 - 5 women entrepreneurs has been to make them refreshment partner in all SATTVA project training and exhibitions at Madurai Location.

In Hyderabad, 115 women received training in making Hyderabad jewellery, handmade jewellery and jute/cotton bags. For the promotion of the products, beneficiaries were enrolled on various digital platforms such as Aleizone by ALEAP, myehaat by HCL Foundation, WeAct by Accenture and EDII as well as Instagram. Apart from that women enterprises were supported to participate in weekly markets in Asif Nagar Mandal. All WSDP trades were supported for market linkages, credit linkages and for obtaining all the necessary statutory compliances. Mobilization campaigns were conducted widely to mobilize potential women candidates.

Participation in HCL-F Partner Hyderabad Convergence Meet conducted at Balanagar Hyderabad, where Mr. M.A. Rahuff Project Coordinator presented SATTVA, Hyderabad Project. It is a platform for all the skill partners of HCL Foundation across India to interact and understand each other's project, progress and implementation strategies. This meeting was organised by HCL Foundation in all the three locations Bangalore, Hyderabad and Madurai.



In Bengaluru, women entrepreneurs from WSDP 13, 16 & 17 participated in the exhibitions at Banashankari & Banneraghatta, organized by Zila Panchayat on the occasion of women's day with support of SATTVA Bengaluru project coordinator. The exhibition provided an opportunity to market products and create a network of buyers.

In Madurai, for marketing millets product enterprises, SATTVA Madurai team partnered with HR Business Summit 'Talentia 22' which was organised by TSM Business school. The stalls were put up by project women beneficiaries to market their products. As a part of marketing campaign, a Millet product Exhibition was also conducted at Thiagarajar School of Management, Madurai on 8 January, 2022.

## Yuva Mela

On the occasion of National Youth Day, a virtual event was organised by HCL Foundation on a PAN India basis. Multiple activities were organized in the event like yuvakendra alumni meet, panel discussions with candidates & employers, placement support was explored, networking with employers was promoted among several other outcome-based activities that were initiated. Women entrepreneurs from WSDP 15 participated in the virtual event and shared their entrepreneurial journey. From Bengaluru, 34 women entrepreneurs and from Hyderabad 15 women beneficiaries participated virtually in the event.

## HCL Employee Engagement Programme

As a part of HCL employee engagement programme, SATTVA project team planned sessions at all three project locations. Sessions focused on digital marketing basics and techniques, social media marketing and other relevant topics. There were 20 sessions planned and the session was conducted online for Bangalore and Madurai locations.

## Women of Excellence Thalaivi Awards 2022



Dindugal District HR foundation awarded Women of Excellence Award Thalaivi 2022 to EDII- SATTVA women entrepreneurs Mrs. K. Saranya (Snegithi Millets) and Mrs. Kavitha Balaraman, Project Coordinator, EDII Madurai under the category of inspirational leaders. Mrs. K. Saranya, Snegithi Millets received Women of Excellence Thalaivi Award 2022; Ms. Radhika JA - Founder - QueenBee Paper Crafts & Creative Art from Chennai and Mrs. Kavitha Balaraman received Women of Excellence Thalaivi Award 2022 from Singer

and Folk Artist – Mrs. Rajalakshmi Senthil. The project has inspired both the awardees to pursue their entrepreneurial dreams with even greater resolve and vigour

## EDII & Rajasthan Patrika collaborate to promote inclusive growth

EDII and Rajasthan Patrika have entered into a collaboration to jointly organize Entrepreneurship Development Programmes for emerging women entrepreneurs. Against the backdrop that entrepreneurship is the need-of-the-hour, especially among the women community, the two organizations have joined hands to institute meaningful, outcome-based programmes and bring the results and interventions before the society at large to earn a winning response for the development tool of entrepreneurship. Dr. Amit Dwivedi, Associate Professor, EDII & Project Director, felt confident about witnessing a growth orientation in several women-owned micro enterprises, in the immediate future.

Training Programmes  
Conducted

04

Trades Covered

Tailoring & Fashion,  
Health & Beauty,  
Agriculture,  
Cottage Industries  
and Trading

Women Trained

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## Bolstering Development... Giving a facelift to Cottage and Rural Industries of Gujarat



*Mr. Brijesh Dave, Project Coordinator felicitating Shri Pravin Solanki, Commissioner of Cottage & Rural Industries, Govt. of Gujarat*

Cottage and rural enterprises are important for economic growth. The sector is significant in terms of the employment it creates, the use of natural resources it facilitates, and the non-farm activities it generates. EDII is implementing the 'Hastkala Setu Yojana' under the aegis of the Gujarat Government's Commissionerate of Cottage Industries.

The mandate of this initiative is to upgrade the rural entrepreneurship ecosystem by revitalizing cottage and rural industries on the cornerstones of skills, competencies and capabilities. The strategy advocates an outcome-based approach with focus on skill and entrepreneurship development and incubation led micro-entrepreneurship promotion. The project aims at integrating and enhancing the capacities and expertise of rural artisans / entrepreneurs through a well-developed mechanism. Since 2020, when the project commenced, it has today expanded to cover 33. While Ahmedabad, Banaskantha, Jamnagar, Kutch, Rajkot, and Surendranagar districts were covered in the first phase, the second phase, which began in May 2021, included the districts of Patan, Mehsana, Junagadh, Baroda, Dahod, Narmada, and Valsad.

In the last three months, the Project has ensured sensitization of 46 artisans through 1362 Entrepreneurship Awareness Camps. 56 Entrepreneurship Development Programmes conducted under the programme, have empowered 1388 beneficiaries by honing their skillsets based on their area of expertise and building new skill in response to the market demands and consumer preference.

Aside from training the artisans in the domains of modernizing the craft, ensuring a deep market penetration, adopting latest market trends, establishing credit linkages and adopting newer technologies, the Institute also provides opportunity to artisans to exhibit their products across India through various exhibitions. Such exhibitions are organized not only to display the best art forms but also to facilitate a fruitful networking and buyer – seller interactions. 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. 2,07,62,515.

A workshop was organized on 8th & 9th February under the guidance of Shri Pravin Solanki, Commissioner of Cottage & Rural Industries, Govt. of Gujarat. Placing emphasis on the implementation strategy, Shri Pravin Solanki said, "During the time of Covid19, the industry has witnessed several changes in market trends and customer preferences. Artisans need to upgrade themselves with new skills and innovative thinking so that they develop fresh perspective to growth and sustenance of business.



Dr. Satya Ranjan Acharya, Professor, EDII & Project Director, endorsed the views of Shri Pravin Solanki & encouraged the participants to continue building skills and pioneering new products. He added that such a skill base will bolster the rural economy with progressive enterprises.

## Celebrating the Skills and Artistry of India's Artisans

### .....Project Handmade in India



*A Coffee Table Book – Loom to Mall has been developed to trace the journey of weavers covered under the project Handmade in India in 6 handloom clusters spread across Gujarat, Orissa, Assam, Madhya Pradesh and Tamil Nadu. The Handbook captures the project interventions and the growth of weavers. The book was released at the hands of Shri Narayan Tatu Rane, Hon'ble Union Minister MSME,*

The Indian handloom industry is one of the finest identities of the country, representing the country's rich culture and heritage to the world. With its wide presence in the formal and the informal sectors, millions of people depend on it for a living. The sector depends on the artistry and skills of weavers, which has to be advanced and improvised regularly to ensure sustenance against the changing consumer preferences and market trends. In times when there is an influx of cheaper machine-made products, skilling and competency building of weavers and artisans becomes important.

EDII has taken on the task of upscaling the handloom industry by promoting innovation, creativity and entrepreneurial competence in the field. The Handmade in India (HMI) project is a three-year HSBC CSR effort that the Institute is executing with the goal to upskill the for brighter prospects. This would help the artisans expand their operations and escalate their business scenario.

A Handloom fashion show was organized in Salem cluster to promote handloom products and support weavers in the market linkage activities. The show aimed at creating awareness about the handloom silk products among people. The fashion show had Dr. Amin Hirenabhai Navinbhai, Director IIHT, Salem as Chief Guest and Mr. D. Karthikeyan Deputy Director - WSC, Salem as Guest of Honour. Dr. Raman Gujral, Director, Department of Projects-Corporates, EDII was also present on the occasion. The fashion show witnessed people from various sectors like Social influencers, Rotary Club members, influential women entrepreneurs, fashionistas and invited guests. 25 weavers displayed their products in the fashion show.



*Weavers from Maheshwar Cluster Participating in an Awareness Tour to Yeola and Paithan*

A 2-day exposure visit was planned for the weavers of Maheshwar Cluster at Yeola & Paithan (Maharashtra), known for its Paithani Sarees. The weavers got an insight into new ideas and new designs. They explored Paithani Design Craft, Weft insertion Techniques, Graph Making and other contemporary techniques.



*Fashion Show in Bargarh Cluster*

As a part of Market Linkage programme in Bargarh cluster, a fashion show was organized on 3rd March, 2022 at Swayam Siddha Bhawan, Bargarh to promote Sambalpuri products created by project beneficiaries. The event was inaugurated by Prof. Sanjeev Mittal, Vice Chancellor, Sambalpur University. The team collaborated with Ms. Minati Sahu an expert in the field of styling and modelling for guiding and preparing the participants of the event to make it successful. The event supported 'vocal for local' and encouraged people to explore handloom products and designs.



*The Haat - Premium Heritage Fashion and Lifestyle Exhibition at Rajkot*

The Haat – Premium Heritage Fashion and Lifestyle Exhibition at Race Course Ground, Rajkot was organised from 7th to 9th January 2022. The 3- day event provided a platform for small-scale enterprises and participants from across the country to showcase their wide range of ethnic designer jewelries, home furnishings and several other products. 2 weavers from Surendranagar cluster showcased their crafts of Patola and Tangaliya, earning revenue of Rs. 6,00,000.



*Network Meet at Surendranagar Cluster*

A network meet cum exhibition for artisans and weavers from Surendranagar cluster was held in Gandhinagar on 20 March, 2022 to showcase Tangaliya and Patola crafts. Various stakeholders associated with the HMI project were invited for the event to talk about the uniqueness of these craft. With 12 beneficiaries from Surendranagar cluster participating in the in the event, there seemed to be a clarion call for 'Vocal for Local'. Total Sales during the event is around Rs. 6 lakh plus orders.



## Access Connect Transform .....Project WeAct

**W**omen Entrepreneurs- Access Connect Transform (WeAct) is a one-stop platform for rural women entrepreneurs that provides them with handholding assistance to render their business competitive and sustainable. Conceptualized in collaboration with EDII, Accenture's WeAct (Women Entrepreneurs Access Connect Transform) provides hand-holding support to women entrepreneurs - nano and micro. Women entrepreneurs are supported under the broad avenues of Market Access, Knowledge & Networking, Mentoring, Product & Business Development and Technology. Presently 9 states and 1 Union Territory, viz; Andhra Pradesh, Karnataka, Kerala, Maharashtra, Rajasthan, Assam, Uttarakhand, Telangana, Tamil Nadu and Puducherry have been brought within the fold of the project. The sectors being addressed include; Food & Agro, Handicrafts and Household Supplies.

The activities undertaken in last three months are:

WeAct Exhibitions state wise WeAct Exhibition were held across Maharashtra, Uttarakhand, Bihar, Kerala, Pondicherry, Hyderabad to promote WeAct Members and to give a platform to various small scale enterprises to exhibit their products. The exhibition featured a wide range of products like Jewellery, Handicrafts, Household products, Food, Arts and Crafts, paintings, etc.

Nearly 171 WeAct members participated in the event and earned a revenue of Rs. 10,85,000/-



*Glimpses of the Exhibition held in Puducherry & Kerala*



*"WeAct is a platform that has seen businesses grow. The exhibitions, in particular, I must say, have been immensely useful in bringing small entrepreneurs to the forefront and giving them the much-deserved platform to grow. It has also connected women entrepreneurs with investors, mentors and other stakeholders."*

**- Dr. Raman Gujral, Prof. & Director, Dept. of Projects (Corporates)**

*"Many members of WeAct are involved in Food and Agro industry, the workshop was organized to provide new approaches towards food safety, packaging of food and planning sustainable businesses."*

**- Ms. B. R. Poornima, WeAct - Head**





*WeAct encouraged and supported Sharadamba Stree Shakti, Self Help Group to make nutritional chikki and supply to Anganavadi Kendra of Karnataka State. Ms. Veena was assisted in getting an order of chikki and she had successfully completed the supply of 2.8 lakh chikki pieces to the local administration. She is also being assisted in availing services from Canara bank to manage her working capital.*

## **A Food and Agro workshop in collaboration with Central Food Technological Research Institute, Mysore (CFTRI)**



*In partnership with CFTRI Mysore, WeAct organised a Food and Agro workshop for its members on March 11, 2022 at Vikasana Training Centre in Mandya.*

*Prof. Raghavendra, Master trainer of WeAct, conducted the workshop for around 30 participants. The workshop educated the participants on aspects related to food packaging, food safety and shelf life of food.*

## **Workshop on Financial Assistance**

*Two energizer workshops were organized on Financial Assistance for the entrepreneurs for Tridala Group of Karnataka, Anugraha Group of Kerala and Amruth Honey Group of Kerala. 53 members attended the workshop that provided the knowledge on financial planning and support to run a business successfully.*

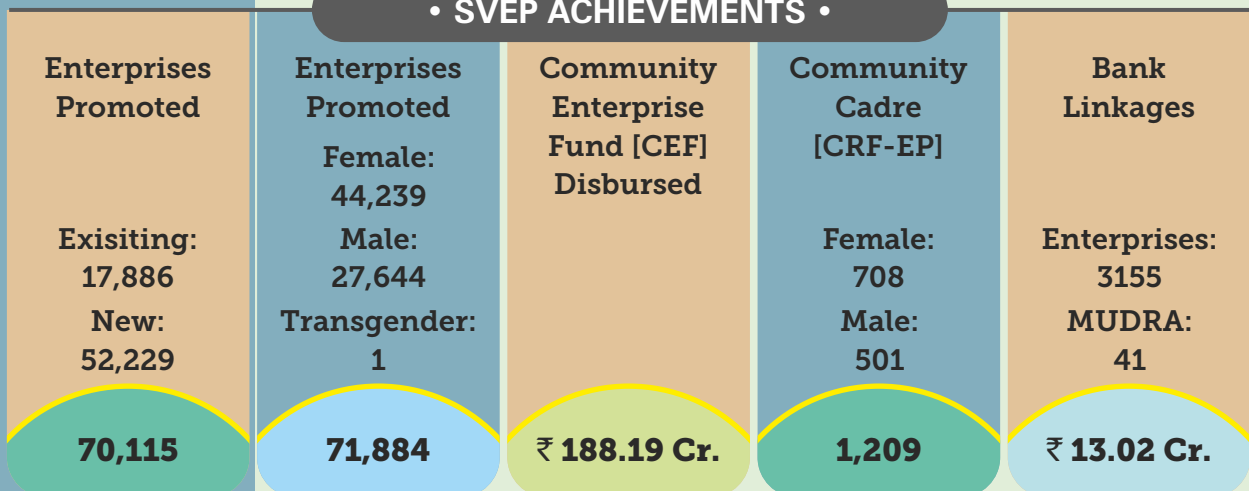
## Strengthening Village Entrepreneurship

### ...Startup Village Entrepreneurship Programme (SVEP)

**S**tart-up Village Entrepreneurship Programme (SVEP), the sub-scheme under Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY NRLM) is being implemented with the objective of helping members of Self Help Groups (SHGs) to setup small enterprises in rural area under non-farm sector.

EDII is functioning as the National Resource Organisation (NRO) and is currently implementing the programme in 80 blocks across 15 States.

#### • SVEP ACHIEVEMENTS •



### Major Highlights during January to March 2022:

- An exposure visit was conducted for the Block Resource Centre (BRC) members and Community Resource Persons-Enterprise Promotion (CRP-EPs) of the BRC Puri Sadar Block to SVEP Block Mahakalpada (Odisha) on 5th January 2022. During the visit, members of both the blocks interacted with each other and shared the good practices adopted in their respective blocks.
- In Thetaitanger Block of Jharkhand, Mr. Sushant Gaurav (IAS) District Collector, Simdega along with Ms. Manisha Sancha, District Project Manager and Ms. Sanjita Kerketta, District Manager skills non-farm visited SVEP supported enterprises of Common Service Centre, Oil Mill and Amrit Jal Dhara on 18th January 2022. The visit led to an understanding on the support received by the beneficiaries and the current status of their enterprises. Mr. Sushant Gaurav (IAS) District Collector, Simdega, District Collector talked about new growth avenues, focussing on expansion and diversification of these enterprises. He discussed how a winning path could be carved.

- An FSSAI camp for awareness and felicitation of SVEP entrepreneurs was organized on 15th March 2022 at Nandigram GP of Nandigram 1 block, East Medinipur District, West Bengal. In the event, more than 50 participating SVEP entrepreneurs were oriented by the FSSAI team regarding food, hygiene, safety and measures to be adopted and observed in their respective enterprises. After the orientation session, the FSSAI team visited the General Store, Tea Shop, and Fast Food shops promoted under SVEP in Nandigram Gram Panchayat and certified 13 enterprises under FSSAI.

## She fought, she persisted, she succeeded...



Poonam Surin has reasons to pride on her achievements. The 37-year old is the first woman from the tribal community of Gargarbahar, a minuscule village in Thetaitangar block of Simdega district in Jharkhand, to complete her graduation.

Being a graduate, Poonam wanted to start a career of her own and become financially independent. She is a part of the Gulab SHG and has been regularly saving since she joined the SHG in 2015. She acquired computers skills after her graduation and came up with the idea of starting a customer service center to provide online services to local people such as online government e-services like – Aadhaar Card, PAN Card, Money Remittances, Money Withdrawal,

Account opening, Insurance and Income certificate related formalities etc.

She approached the BRC with her plan. Slightly hesitant, she spoke about the inadequacies and fears as an entrepreneur, and expressed how she looked forward to enhancing her skills. She was helped in improving her entrepreneurial skills and with the help of CRP-EP, the business plan was prepared and submitted to the BRC. The committee sanctioned a loan of Rs 1,00,000 from the SVEP CEF to help her set up a bank services point. This is the first customer service center in Thetaitangar block which is completely run by a woman. More than 100 people use this customer service point every day. She charges a nominal fee for the online services and also earns a percentage of the money transactions made via their center. Profits depend on the number of daily transactions. The average income on a given day ranges between Rs. 1200 to 1500.

During the lockdown period due to COVID 19, her business did suffer on account of reduced number of transactions. But she managed to continue with proper safety measures and by educating her customers how compliances with proper measures could keep them safe and at the same time ensure that their work continues well. Her prudent thinking and hard work helped her survive the difficult times and ensured a regular flow of work.

Poonam expresses her gratitude to EDII for standing by her at all times.

*Sewapuri Block of Uttar Pradesh has been brought within the fold of SVEP interventions. Till March 2022, this block witnessed establishment of 207 Enterprises with 123 women entrepreneurs (59.42%) and 84 male entrepreneurs (40.58%). 94% entrepreneurs have been promoted from disadvantaged groups of OBCs, SCs and STs. Apart from this, 330 training programmes have been conducted in the block for Members of Community Based Organizations (CBOs), 39 for Community Resource Person Enterprise Promotion (CRP-EPs) and 207 for Skill Building of Entrepreneurs. Regular monthly handholding support is being extended to all 207 entrepreneurs.*

## Entrepreneurship Takes a Front Seat for Nation Across the World

Nations, across the world are investing in their human resource and equipping them with the right set of tools so that they can succeed in global business markets and generate meaningful opportunities for their country. Under the aegis of the Indian Technical and Economic Cooperation Division of the Ministry of External Affairs, Govt. of India, EDII undertakes capacity building programmes in diverse areas for professionals from different countries. Four such ITEC programmes were conducted virtually over the last three months. The programmes together trained 106 officials from 27 countries.

A glimpse into these programmes:

### Certificate Course in Digital Marketing

Digital marketing has picked up post pandemic with people realising the scope of enterprise creation in this area and the benefits that it can bring to companies. A two – week programme was conducted with the mandate to provide participants with insights about the advantages and importance of digital marketing. The programme also introduced the participants to various digital marketing channels, social media planning and creating WordPress Websites. The programme benefited 29 participants from 13 countries. EDII Faculty member, Mr. Shibin Mohamed anchored the programme. The course duration was March 14 - March 25, 2022.

### Industrial, Infrastructure & Sustainable Project Preparation & Appraisal

EDII conducted Training programme on 'Industrial and Infrastructure Project preparation & Appraisal' from March 21 to April 8, 2022 to train a group of 24 participants from 9 countries. The three-week programme was designed with the objective to improve and update knowledge in the areas of project preparation & appraisal techniques, decision-making process in the sectors of industrial, infrastructure & sustainable opportunities that would lead to improved viability, returns, and effective investment decisions.

The programme was attended by bankers, financial institutions' executives, government officials, business mentors & counsellors, professionals of business accelerators / incubators and business development services providers, angel investors, venture capitalists and bankers. Dr. Amit Dwivedi, Associate Professor, EDII was the Programme Director.

### Entrepreneurship and Small Business Promotion

EDII conducted the four- week programme, from 21st March – 15th April 2022, with the objective to develop a cadre of hardcore professionals to work for the promotion of economic activities in developing countries. They were equipped with tools and techniques to lead potential entrepreneurs to new enterprise

creation as also facilitate growth of existing small enterprises, thereby intensifying and strengthening the efforts of policy makers and planners towards economic development of their respective countries. The programme was anchored by Mr. Prakash Solanki, Faculty-EDII. The programme benefited 25 participants from 12 Countries.

## Technopreneurship: Creating Technology Enabled Startups and Ecosystem

This one-week programme, anchored by Dr. Satya Acharya, was offered with the objective of providing an introduction to technology venture creation and management through a mix of experiential learning, skill building and most importantly, mind-set shift. This fast-paced programme followed a structure that covered the major elements of start-up activity, focusing on key challenges faced in starting a technology venture. The course commenced from 28th March, 2022 and continued till 1st April, 2022. It was attended by 28 participants, including professionals from Government Institutions, Research & Development institutions, Chambers of Commerce & Industry and Business Development Organizations. 13 countries were represented.



*Chief Guest of the Valedictory session of eITEC Certificate Course in Digital Marketing was Shri Bibhash Lahiri, Under Secretary (Technical Cooperation), Ministry of External Affairs, Govt. of India. Mr Lahiri encouraged the participants to continue elevating their skill sets to ensure their professional growth. He also urged the participants to widespread the learning among their networks so that the country could benefit from more enabled professionals.*

## As India Amps up its Start up Scenario, EDII's TBI Shines Too...

Centre for Advancing & Launching Enterprises



(2nd from R)  
Dr. Gholamhossein Hosseninia,  
Deputy Minister of Cooperative,  
Labour & Social Welfare, Iran  
and President of TVTO, Tehran,  
Iran and (4th from R)  
Mr. Abbas Karimi Research &  
Planning Deputy, Instructor  
Training Centre & Technical  
Researches, Iran TVTO visited  
CrAdLE on 31st March 2022  
to interact with the startups  
and understand their  
innovations and mode of  
functioning.

India is at a highly advantageous position today with an increasing number of startups, year after year. Accent on innovation has increased and hearteningly, most entrepreneurs are embracing this change. They are gradually shifting their stance from profit making to innovation and research, in order to deliver products and services that match global standards. In this space, Business Incubators have come to play a significant role. The Technology Business Incubator 'Centre for Advancing & Launching Enterprises (CrAdLE)', hosted at EDII, is catalysed and supported by National Science and Technology Entrepreneurship Development Board, DST, Govt. of India. Till date, the TBI has incubated 79 startups.

Some of the significant activities undertaken in the last three months, include:

- 1) A panel discussion was organized on 'RISING CAPITAL: DOUBLE-EDGED SWORD'. The panellists included Shri Vinod Agarwal, Founder, Arunaya Organics Pvt. Ltd & Former Chairman, Confederation of Indian Industry (CII), Gujarat State Council; Shri Mihir Joshi, CEO Gujarat- Venture Finance Ltd; Shri Yash Shah, Co-Founder & CEO-Clientjoy and Shri Abhishek Jain, Co-founder-Naapbooks on various dynamics of running a startup.
- 2) An online 'CAPACITY DEVELOPMENT PROGRAM FOR INCUBATION ECO-SYSTEM ENABLERS' was organized during 31st January to 3rd February 2022. It was attended by CEOs & Incubation Managers across India. The event was graced by Dr. Sunil Shukla Director-General EDII and speakers including Ms.

Deepanwita Chattopadhyay, Chairman & CEO, IKP Knowledge Park; Dr. Abha Rishi, CEO, Atal Incubation Centre-BIMTECH; Mr. Chintan Bakshi, Partner in Incubation at CIE.CO; Mr. Rahul Patel, Vice-President (Strategic Initiatives) at Startup Incubation and Innovation Centre, IIT Kanpur; Mr. Sharukh Taraporewala, Head-Partnerships & Communication, Corporate Social Responsibility, HDFC Bank Ltd.; Ms. Priyanka Sharma, CSR Consultant Associated with T-hub; Mr. Yashwant Dev Panwar, Scientist for Patent Facilitating Centre (PFC) of Technology Information Forecasting and Assessment Council (TIFAC); Mr. Yamini Bhushan Pandey, Tech Startup Founder (Y Combinator Startup School Graduate); Mr. Hardik Maniar, Certified Chartered Accountant (CA); Mr. Ashutosh Mayank, Leading the digital and innovation aspects at HDFC Capital; Mr. Prajakt Raut, Founder of Applyifi; Ms. Nemessisa Ujjain, Project Director-Innovation at Hunch Circle Pvt. Ltd; Dr. Subhrangsu Sanyal, CEO of IIM Calcutta Innovation Park; Dr. A. Balachandran, Senior General Manager, VIT-Technology Business Incubator (VIT-TBI); Dr. R M P Jawahar, Executive Director, TREC-STEP (Tiruchi Regional Engineering College - Science and Technology Entrepreneurs Park) and Mr. H. K. Mittal, Former Head NSTEDB, DST and Distinguished Faculty, EDII.

The incubator organised sessions on Entrepreneurship Skills, Attitude & Behaviour Development; Achieving Problems Solutions Fit & Product-Market Fit among several other related areas to ensure that the start ups incubated at CrAdLE sail through without any hiccups at any point in their entrepreneurial journey.

## Women's Day Celebration, 8th March, 2022



*Dr. Sunil Shukla felicitating (L) Ms. Kruti Patel, Director, She & WE - Women Entrepreneurship Foundation and (R) Ms. Yogita B. Ahuja, Founder - Nuture me Learning Services & Director - Storycircle Edusaarathi India Pvt. Ltd.*

An exclusive event on **WOMEN IN STARTUPS: OPPORTUNITIES & CHALLENGES** was held at EDII focussing on the opportunities & challenges faced by women-led or women-focused startups in terms of their startup journey, raising capital, and their business strategy. Discussions also focussed on arriving at solutions for some of the atypical situations that women come across in business.



## *The Journal of Entrepreneurship Announces Special Issue on Entrepreneurship and the Craft of Teaching*



**The Journal of Entrepreneurship** (<https://journals.sagepub.com/home/joe>) is a tri-annual publication published with Sage Publications (ISSN: 0971 3557). Entrepreneurship Development Institute of India (EDII), ([www.ediindia.org](http://www.ediindia.org)) Bhat, Gandhinagar, Gujarat, reserves all copyrights. The Journal of Entrepreneurship is a multi disciplinary forum for publishing articles, research and discussion of issues that bear on and enfold the field of entrepreneurship. The Journal of Entrepreneurship is abstracted / Indexed in all data basis. The journal is peer-reviewed. The 31st volume of the Journal of Entrepreneurship was released in March 2022.

**The Journal of Entrepreneurship** announces **Special Issue on Entrepreneurship and the Craft of Teaching**. The Guest Editor of the Special issue is **Prof. Raymond Smilor, Emeritus Professor, Neeley School of Business, Texas Christian University, USA**. The articles will emphasize tools, techniques and approach to enhance teaching effectiveness, create more innovative classrooms, and advance the field of entrepreneurship.

The special issue contains the following research outcome from leading entrepreneurship professors and dignitaries:

- Re-Thinking Content : Teaching Students About Entrepreneurship Versus How to Be an Entrepreneur - **Michael H. Morris**
- The Creative Classroom - **Ray Smilor**
- Teaching Opportunity Recognition : Meeting the Challenges of Message, Method and Measurement - **Rebecca J. White and Giles T. Hertz**
- Novel and Creative Ways to Use Case Studies to Teach Entrepreneurship - **Greg Fisher**
- How to Use Simulation Games in the Classroom - **Ernest R. Cadotte**
- Creating Student - Centered Experiences : Using Design Thinking to Create Student Engagement - **Stacy Landreth Grau and Tracey Rocket**
- Entrepreneurship Teaching in India and the Region - **Sunil Shukla, Amit Kumar Dwivedi and Satya Ranjan Acharya**

To book your copy or enquiries, please contact

**The Editor**

**The Journal of Entrepreneurship at EDII**

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**Guest Editor : Prof. Raymond Smilor, Emeritus Professor, Neeley School of Business, Texas Christian University, USA. [www.raysmilor.com](http://www.raysmilor.com)**

As an author, public speaker, investor, consultant, and teacher, Dr. Raymond Smilor is an internationally recognized expert in entrepreneurship. He is Emeritus Professor of Professional Practice in Management, Entrepreneurship and Leadership at the Neeley School of Business at Texas Christian University in Fort Worth, Texas. He was vice president of the Kauffman Center for Entrepreneurial Leadership at the Ewing Marion Kauffman Foundation in Kansas City, Missouri, from its startup in 1992 through 2000, helped to build one of the most prominent organizations promoting entrepreneurship in the United States.

## PG Corner

### EDII Takes Pride in the Achievements of its Students...



**Manohar Lal – PGDM IEV (2020-22)**

Manohar Lal received a grant of Rs. 8.9 lakh from MoE AICTE and Rs. 50,000 from SSIP to develop a prototype for his equipment for fruit harvest protection.



**Shubham Soni – PGDM-IEV (2020-22)**

Subham Soni received a grant of Rs 5 lakh from MoE AICTE and Rs. 75,000 from SSIP for Ardent Sport.



**Kartik Kashyap – PGDM IEV (2021-23)**

Kartik Kashyap received a grant of Rs 50,000 from SSIP for Kalpvriksha Aquaponics



**Nimisha Unnarkar – PGDM-E (2020-22)**

Nimisah Unnarkar received a grant of Rs 25,000 from SSIP for Digital Products content creation and Marketing on Social Media.

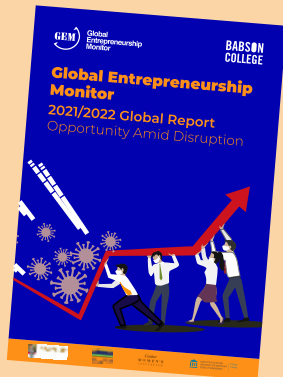


**Aadil Bandukwala – PG Alumni (2004-05) &**

Sr. Director, Marketing, HackerRank has been recognised among Influencers of 2022 by The ETHRWorld.



**Nimesh Pithava – PG Alumnus (2012-14)** featured in *Global Entrepreneurship Monitor, 2021/2022 Global Report* for his exceptional entrepreneurial growth and success.



ENTREPRENEUR HIGHLIGHT

**Nimesh Pithava**

Director of Sales and Marketing at Qualimark (India)

**How Resilience Helped a Family Business Survive and Thrive during the Pandemic**

As covered on page 70 of this Global Report, the motivation of some entrepreneurs is to continue a family tradition. Qualimark is an India-based business that is revolutionizing and disrupting the food-processing industry through innovative products, high-quality solutions and superior after-sales services. The company lives by the statement "Where Quality Meets Expectations" in designing, manufacturing and exporting technologically



superior and highly successful machines for the food-processing industry, all over the world.

Naval Pithava initially started Qualimark in 2001. His son, Nimesh Pithava, is the Director, Sales and Marketing at the company. A graduate from Entrepreneurship Development Institute of India, Nimesh's efforts in developing Qualimark's sales and marketing strategy has enabled it to scale operations and successfully export machines to 17+ countries around the globe. His efforts have also helped Qualimark products to reach 18 states in India.

COVID-19 was devastating for India. The world watched in grief as the country tried to combat the Delta variant in the spring of 2021. There were significant economic impacts as well. Like other industries, Qualimark also suffered badly. Said Nimesh:

*Our excellent and enthusiastic team supported us in keeping pace with the challenging environment. Their dedicated efforts in using multiple media platforms in sales and service has resulted in very positive customer satisfaction. The team's innovative thought processes made them think outside the box and deliver according to clients' expectations.*

Having survived this unprecedented global event, Nimesh believes that the family business's plans and futuristic approach have prepared them for future uncertainties. He credits Naval Pithava. Nimesh concluded:

*It was his positive dedication and proper guidance in the right direction that made us work for one goal. The one vision led us to heights of success and there are still many more ladders to climb.*



Global Entrepreneurship Monitor 2021/2022 Global Report



**Havyas K S & Nitin Singh – PG Alumni (2018-2020)** *Coffer*, a startup by alumni Havyas and Nitin Singh has been shortlisted among 75 startups from Ministry of Education as a part of Azadi ka Amrut Mahotsav celebration.

DD News @DDNews  
Havyas KS is in agritech #startup representing entrepreneurship development Institute of India, Ahmedabad. He has developed an Indigenously designed coffee Harvester i.e. portable & battery operated. It helps coffee state owners to save 40% of their time.

@MSDESIIndia



4:48 PM - Apr 6, 2022 - TweetDeck

**Beegle Agritech & Agri Products Pvt. Ltd.,** a startup founded by Havyas K S & Nitin Singh featured in DD News

# PG Corner

Meeting India's defence needs

## Guj startups take small but sure steps

From thermoregulatory winter clothing to machine-learning, AI-based holographic solutions, state-based startups develop vital applications

Kuldeep Tiwari  
@ahmedabadmirror  
TWEETS @kuldeep13MIRROR

**T**he Russian invasion of Ukraine is perhaps the first full-fledged war between two states in recent times. Bringing back in focus a country's independence when it comes to its defence requirements as nifty as winter clothing, arms and ammunition to AI-enabled guidance systems fitted in missiles and drones.

The Made in India and Atma Nirbhar Bharat programmes of the Centre has made defence one of its focus areas. Talking at the Defence Ministry's post-budget webinar, PM Narendra Modi had highlighted how only indigenous arms and technology, which no one else possesses or has, can bring a surprise on enemy forces.

There are several startups in Ahmedabad that are working in the defence sector using latest technology. These startups are part of the select few that will get to pitch their ideas before a consortium of investors including GVFI, Java Capital, GCCG, CBI, TII, Global, MLP, etc. More profiles three of them.

### Tetrel Innovations LLP

It was founded in November 2020 by Khushboo Patel (34) and Neel Panchal (31). While Patel did MDes (Apparel Design) from NID Gandhinagar, Neel Panchal completed P.G.D.M. (Business Entrepreneurship) from EDI, Ahmedabad.

The company has raised Rs 28 lakh from the state government



Thermoregulatory jacket (above left); Vartronics' remote collaboration device (right); Tetrel Innovations LLP co-founder Khushboo Patel (inset)

under the Startup Gujarat scheme.

Tetrel is working on thermoregulatory winter jacket for Indian soldiers deployed in the North and the North East at high altitudes. The challenge is that multiple layers of winter jackets add weight while restricting body movement. The jackets will use graphene to generate and retain heat using artificial intelligence. Tetrel was incubated at FDPU-IIC in Gandhinagar and IITUB.

### Futurotec Solutions LLP

The firm was founded by Suketu Modi (42), Mayur Patel (42) and Gautav Dave (46) in April 2019 in the field of holographic solutions for defence and aerospace.

Some of the products it has created include 3D holographic table, wall, room, stage and gaming arcade. Talking about their line of work, Modi said, "We would like to develop advanced visualisation technology like development of 3D sand model for better planning and decision making at the field level."

### Vartronics Techlabs LLP

Founded in 2017-18 by Stephen Serrao (42) and Ketan Kothari (43), it works in the field of immersive data visualisation platform for aerospace and defence applications. It uses machine learning for predictive modelling for strategic decisions.

Explaining about the startup, Stephen Serrao said, "We primarily focus on Extended Reality (XR) and Cognitive Computing to help industries adapt to strategy and technology, rethink their products and services, and redefine their relationships with customers, employees and partners." It has applications not only in the defence sector but also oil, manufacturing, disaster management, healthcare, entertainment etc.

Vartronics was incubated at Defence Design & Technology Incubator of India (DDTI), Karmaveer University.

It was the winner at Ideathon 2019 Defence/Homeland Security Category at Vibrant Startup and Technology Summit 2019.

Ahmedabad Mirror | Tue, 01 March 2022 | <https://paperkit.net/ahmedabadmirror.com/5054353>

Neel Panchal – PG Alumnus (2011-13) Founder of LHP Nanotechnologies & Tetrel Innovations was profiled in Ahmedabad Mirror on 1st March, 2022

## 'I was not taken seriously till I made the prototype'

Parth Shastri  
@timesgroup.com



**W**hen Namrata Diwakar revealed that she had a business idea to make vetiver (khus) curtains that will not only cool your house during summers but also repel mosquitoes, she was discouraged by almost everyone. The pharmacy graduate was already working with a private firm, so nobody considered the venture more than a 'hobby project'. It wasn't until she made a prototype that her husband saw merit behind the idea and backed her to the hilt.

"The idea was simple but effective: Instead of vetiver mats that is sprinkled with water to ensure a cool breeze during summers, I thought of turning a fabric made of vetiver and other aromatic crops into curtains that will also keep mosquitoes away. When I told my close ones about it, they did not think I was serious about it or was ready to devote my energy to it," she recounts. However, once she had her husband on board, things started rolling fast. Incubated at EDII's Cra-



Priyadarshini S (above); Namrata Diwakar

dle, the startup has raised Rs 35 lakh in funding. The promoters participated in Expo 2020 at Dubai where they got good response.

"The biggest challenge is to keep faith in oneself. We have already filed patent for the process as it is eco-friendly and will create job opportunities for weavers," she says.

Another startup at Cradle is Wet Acre which is founded by Priyadarshini S, a native of Tamil Nadu and the daughter of a farmer. "While we are at prototype stage with successful lab experiments, the core idea is irrigation by condensation," she says.

Her idea uses atmospheric water to irrigate crops through hygroscopic structures that can absorb atmospheric moisture.

Priyadarshini S – PGDM-E (2020-22) & Namrata Diwakar, CrAdLE Incubatee, were profiled in Times of India on 8th March, 2022

**MEDIA COVERAGE**

## PG Corner

PG students visit enterprises of PG Alumni as a part of industry visit



*Inox Trident Fasteners LLP,  
Bhavik Parmar (PGDM-E : 2021-23)*



*Mamta Industries  
Nandini Agrawal (PGDM-E : 2021-23)*





### Glimpses from EDII Alumni Meets...



Mumbai



New Delhi



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