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EDI

Entrepreneurship Development Institute of India

Ahmedabad, Gujarat, India



*An Acknowledged
National Resource Institute Engaged In
Entrepreneurship Education, Research & Training*



THE INSTITUTE

Entrepreneurship Development Institute of India (EDI), an autonomous body and not-for-profit institution, set up in 1983 is sponsored by apex financial institutions, viz. the Industrial Development Bank of India (IDBI), IFCI Ltd., ICICI Ltd. and the State Bank of India (SBI), with active support from the Government of Gujarat. The Institute is registered under the Societies Registration Act-1860 and the Public Trust Act-1950. The Government of Gujarat pledged twenty three acres of land on which stands the majestic and sprawling EDI Campus.



The Mission

An acknowledged National Resource Institution, EDI is committed to entrepreneurship education, training and research. The Institute strives to provide innovative training techniques, competent faculty support, consultancy and quality teaching & training material.

EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well conceived and well directed activities.

In consonance with this belief, EDI aims at :

- Creating a multiplier effect on opportunities for self-employment
- Augmenting the supply of competent entrepreneurs through education and training
- Augmenting the supply of Entrepreneur Trainer-Motivators
- Participating in institution building efforts
- Inculcating the spirit of 'entrepreneurship' in youth
- Promoting micro-enterprises at rural level
- Developing and disseminating new knowledge and insights in entrepreneurial theory and practice through research
- Facilitating corporate excellence through creating entrepreneurs (entrepreneurial managers)
- Improving managerial capabilities of small scale industries
- Sensitising the support system to facilitate potential and existing entrepreneurs to establish and manage their enterprises
- Collaborating with similar organisations in India and other developing countries to accomplish the above objectives.

EDI Addresses Its Programmes To :

TARGET GROUPS

- Potential Entrepreneurs
- Existing Entrepreneurs
- Entrepreneur Trainer - Motivators
- Students
- Educated Unemployed
- Women
- Bankers
- Government Officers / Company Executives
- Technocrats
- Counsellors & Consultants
- Teachers

TARGET INSTITUTIONS

- State/National/International ED Organisations
- Non-Government Organisations / Voluntary Organisations
- Educational Institutions
- Industry Associations
- Banks/Financial Institutions
- Government Organisations
- Corporate Houses



THRUST AREA APPROACH

EDI's mission has led to the emergence of several training programmes around strategic thrust areas, thus imparting both competence and capability to initiate, nurture and expand business enterprises.



Entrepreneurship Education



The present educational system must seek to promote independent thinking, creativity, a spirit of enterprise and setting up of a realisable goal. While the environment and policies offer opportunities for sustainable self-employment to ensure contribution of the work force to the industrial economy, the approach would remain dysfunctional if it is not adapted or linked with the requirements of the industry. The need of the day, therefore, is to inculcate the spirit of enterprise into the psyche of the present generation. As a result, re-orientation of curricula with a focus on application-oriented educational inputs has become a priority. In other words, there is an urgent need to introduce entrepreneurship as a subject at all levels of conventional education.

Under this thrust area, EDI's interventions focus on carrying out research studies that lead to policy formulation; curriculum design; pedagogical methods of imparting education in particular; and human resource development, in general.

Graduate Programme in Business Entrepreneurship & Management has events play a vital role in developing youth to either take up new enterprise creation as a career option or join their family business.

The pioneering Open Learning Programme in Entrepreneurship (OLPE), a correspondence course with personal counselling, has given a boost to the process of New Enterprise Creation, nationwide. Entrepreneurial activities, such as; Summer Camps and students' entrepreneurship orientation visits, awaken youths and children to the need of entrepreneurship in society. Creation of a cadre of trained teachers and faculty members in teaching Entrepreneurship at the school as well as college level is also one of the focussed activities under this thrust area.

The pioneering endeavour of the Institute in launching its one-year Post

Micro Enterprise and Micro Finance Development

The Institute is engaged in rural development, poverty alleviation and employment generation through promotion of micro and small enterprises. Its Rural Entrepreneurship Development Programme (REDP) Model which enables rural people to become self-employed is institutionalised at the grassroots level through a network of NGOs/VOs and state institutions. The Institute also addresses the credit needs of trained potential rural entrepreneurs and regularly organises training programmes on Informal Micro Credit Delivery System (IMCDS) for strengthening partner NGOs in the area of informal credit. EDI has developed and incorporated the modalities and techniques involved in the development of Self-Help Groups (SHGs). In order to motivate rural trainer-motivators in the field and bankers who facilitate potential entrepreneurs in establishing their enterprises, the Institute has introduced the Best Rural Entrepreneur Trainer Motivators' and the Best Bankers' Awards.

Egged on with the belief that persons can be taught to manage and even launch an NGO, the Institute has launched its one year programme on Post Graduate Diploma in Management of NGOs to address this need among youth.



Performance and Growth of Existing Entrepreneurs

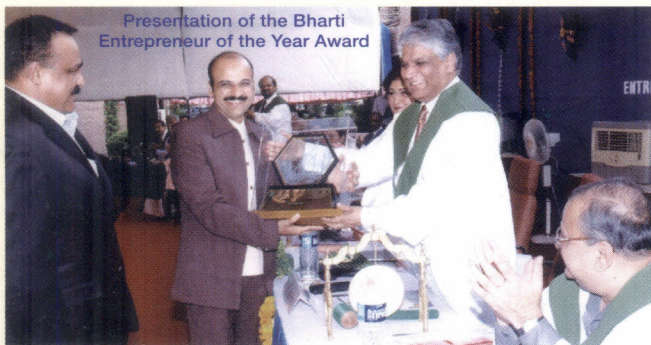


'GROWTH' or 'CHANGE' in an enterprise can be described as moving from one level, i.e. where the enterprise presently is to another elevated level, i.e. where the enterprise ought to be, at a future point of time. This would involve expansion, diversification, new product development, quality improvement, cost reduction, etc. Some entrepreneurs are quite clear about their destination and move towards it in a purposeful manner, whereas others drift aimlessly.

Training and counselling play an effective role in hastening the pace of growth of entrepreneurs / enterprises.

With a vision of creating 'World Class' entrepreneurs, EDI has been undertaking a host of training programmes for existing entrepreneurs. Primary among these are; Programmes on Succession Planning for Entrepreneurial Continuity, a unique training programme to equip successors of family business with adequate skills and competencies to run family business effectively; Intrapreneurship Programmes for the corporate sector to inculcate the spirit of 'enterprise' among SME managers/executives to ensure entrepreneurial vision within the enterprise and Growth-cum-Counsellors' Programmes for existing entrepreneurs to help them get an insight into their strengths and weaknesses and then plan systematically on the basis of the knowledge acquired.

EDI also has rich experience of working in and developing industrial clusters.



ED Organisations and Support System

Entrepreneurship is a grassroots activity being carried out by a large number of Entrepreneurship Development Organisations. This makes it necessary to conduct training programmes for Entrepreneur Trainer-Motivators of these organizations. Capacity Building Programmes are, therefore, designed to address this need. While EDI has contributed towards establishment of state level organizations viz., Institute/Centre for Entrepreneurship Development in several states of the country with an objective to institutionalise EDI activities, it regularly organises meets to build capacities of ED trainers thus facilitating experience sharing and ensuring better implementation of entrepreneurship development programmes.

Entrepreneurship related activities developed and implemented by EDI can hardly be successful without the support of the government, banking or term lending institutions. On one hand, where channelisation and focus on initiatives in knitting together all relevant players in the environment viz. policy-makers, policy administrators, entrepreneur-facilitators and potential / existing entrepreneurs, require special efforts, on the other hand, policies and schemes for creation and development of enterprises cannot succeed without an insight into the needs of an SME entrepreneur and his / her enterprise.

EDI is, therefore, involved in evolving appropriate training interventions, pro-active workshops and action research studies that help create an environment conducive to entrepreneurship, thus providing opportunities to potential and existing entrepreneurs to flourish.



Strategic International Programmes



EDI is an 'International Resource Centre' to fulfil capacity building requirements of developing countries in the area of Entrepreneurship Development and Investment Decision-Making. The UNIDO & Govt. of India sponsored, Inter-Regional Centre for Entrepreneurship & Investment Training has been set up at the Institute with the objective of developing and strengthening indigenous capacities of selected developing countries in Asian, African and Arab regions in the areas of Entrepreneurship and Investment Promotion. The focus is on capacity building of specific Focal Point Institutions in these regions through various training interventions followed by Pilot EDPs for New Enterprise Creation, assistance to established entrepreneurs to aid them in performance improvement and enterprise growth. EDI has also been regularly contributing by way of conducting developmental programmes across several continents for trainer- motivators, financial institution personnel, executives, etc. International agencies, such as, the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSI, British Council, Ford Foundation, European Union and ASEAN Secretariat have magnanimously supported the Institute. Under the banner of the Indian Technical & Economic Cooperation, Ministry of

External Affairs, Govt. of India, EDI conducts programmes for entrepreneur trainer-motivators, corporate executives, teachers, bankers, entrepreneurs, consultants, NGO professionals and policy makers from developing countries.

Entrepreneurship Development Centres in CLMV nations :

The Ministry of External Affairs, Govt of India has assigned to EDI the prestigious task of setting up Entrepreneurship Development Centres in Cambodia, Lao-PDR, Myanmar and Vietnam (CLMV nations). The Centres at Lao PDR, Cambodia and Myanmar have already been commissioned. The Centres will promote economic development through entrepreneurship development and capacity building.

International Centre for Cluster Competitiveness and Growth (IC³G)

Sponsored by the Office of the Development Commissioner, Small Scale Industries, Government of India, the International Centre for Cluster Competitiveness and Growth' seeks to infuse competitiveness among clusters in India and those across the globe by serving as a repository of knowledge, information and strategic plans. Providing technical and functional support to cluster development implementing agencies; conducting sensitisation workshops and seminars; building capacities of cluster development executives; offering monitoring and hand-holding support to cluster development implementing agencies are some of the prime activities of the Centre.

Holistic Growth has already been induced in 1500 enterprises in Jamnagar Brassparts Cluster and 2000 in Engineering Cluster, Rajkot. Food Processing, Rubber, Artisan Coir, Knitwear, Sports Goods, Pharmaceuticals, Medical Instruments, Seafood, Agricultural Implements and Leather Goods Clusters, have been particularly revitalised.

EDI has taken up the Auto Parts Cluster Development Project in Phagwara, Jalandhar and Ludhiana. The basic objective of this 3- year project is to bring about holistic development of the cluster through strategic interventions like technology transfer, productivity & quality improvement, rejection minimization, besides exploring diversification of opportunities.



Centre for Research in Entrepreneurship Education and Development (CREED)



intellectual and other resources at the Centre in their pursuit of knowledge on entrepreneurship.

The Centre organises a national seminar biennially, where scholars from across the country come together to share their views on issues related to entrepreneurship that are of contemporary relevance and interest.

Special Projects

Food Processing Industry based Entrepreneurship Development Programmes :

The Ministry of Food Processing Industries, Govt. of India has assigned to EDI, the task of promoting new enterprises in the food processing sector, in the states of Jammu & Kashmir, Himachal Pradesh, Punjab and Haryana, in addition to all the 8 states in the North Eastern region in the country.

The phenomenal result in the initially sanctioned six states of Gujarat, Maharashtra, Uttar Pradesh, Uttaranchal, Bihar and Jharkhand prompted the Ministry to extend the project to cover 18 states of the country in all. Implementation of the strategy has resulted in the setting up of 1967 units, creation of 7486 employment opportunities and total investment to the tune of Rs. 60.60 crores.

Centre for Governance Studies in Non Profits

EDI has collaborated with a leading Non Profit Organisation, Janvikas, to establish the Centre for Governance Studies in Non-profits. The Centre for Governance Studies will contribute substantially to enabling the non-profit sector organisations achieve the highest standards of excellence, good governance and value to civil society through conducting research, original conceptual work and action partnerships. The Centre will continuously redefine and set for itself the highest standards for value to its customers and stakeholders, good governance and operational excellence in meeting these objectives.

Interventions in the Handicrafts Clusters

The artisans in the handicraft sector face several problems viz.; lack of technology upgradation, inadequate capacity for sourcing the requisite raw materials as well as marketing of their products,

The Centre has been vested with the responsibility of serving as a bridge between academia and training and consultancy in the field of entrepreneurship. The Centre encourages inquiries into education, innovations in training methodology, impact of industrial policies, rural entrepreneurship and motivates credit delivery system in the field of entrepreneurship.

One of the major objectives of the Centre is to catalyse the process of building network of researchers and institutions in the sphere of entrepreneurship. 'The Journal of Entrepreneurship', a reputed academic publication of the Centre has established its credibility and identity among scholars in India and abroad as a unique forum to disseminate their valuable research findings, both theoretical and empirical to the academic fraternity at large.

Further, the Centre, through its short term research fellowship programmes, encourages young researchers to make use of the

inability to avail institutional credit, poor linkages with support institutions, absence of product innovation, and diversification and inadequacies in infrastructural facilities. Artisans in relative isolation are not able to address these problems on their own. Therefore, a cluster-oriented approach under AHVY (Baba Saheb Ambedkar Hastshilp Vikas Yojana) programme of Ministry of Textiles, Office of Development Commissioner (Handicrafts) has been initiated by EDI.

The Programme under AHVY aims at promoting rural artisan clusters as professionally managed and self-reliant community of enterprises based on the principles of effective member participation and mutual cooperation.

EDI interventions in the Handloom Sector

Realising the need to modernise the handloom sector, the office of the Development Commissioner, Ministry of Textiles, Govt. of India, launched the Integrated Handloom Cluster Development Scheme in 20 selected Handloom Clusters of the Country. EDI has been appointed as a National Resource Agency by the Ministry.

This project is an attempt to promote sustainable development in 20 clusters, across the country. As a National Resource Agency, EDI will train Cluster Development Executives, provide effective monitoring, mentoring and advisory (technical, managerial, needbased) services, sensitise and apprise policy makers about the constraints faced by the Handloom Clusters, provide an interactive forum to Cluster Actors and document 'Best Practices' in the clusters.

Faculty



The EDI faculty comprises researchers, academicians, consultants, extension workers and trainer-motivators. The core group is supplemented by visiting faculty from reputed academic institutions and professional organizations. In addition to managing EDI's own activities, the faculty extends its services and support to other institutions involved in entrepreneurship development at national and international levels.

EDI Campus

Set in a rural and amidst verdant surroundings, the aesthetically designed campus with a simple yet elegant structure is a judicious blend of the major influences on architecture - Hindu, Islamic and European. The buildings are developed around inner courtyards and loggias which are a major source of light and ventilation. The campus is interspersed with sprawling lawns, thick leafy trees and flora which match the quiet dignity of the solid facade that generates very specific elements and expressions. The buildings consist of offices, air-conditioned and well furnished seminar/lecture halls, conference hall and fully furnished air-conditioned residential halls.

EDI campus is one of the best maintained educational campuses anywhere in the world. The campus has been awarded the prestigious 'Aga Khan Award for Architecture'. The award jury adjudged it to be a place with an "inviting environment for work, interaction and repose".



EDI Library and Information Centre (EDILIC)

The EDILIC is a technologically updated centre with facilities of internet and computerised database searches giving access to latest information globally. The highly specialised collection is closely linked with the training programmes and research conducted by EDI and encompasses subjects related to entrepreneurship like Training, management, behavioural sciences, economics, gender issues, rural development and voluntary organizations. The collection includes books, directories, project profiles, working papers, periodicals, newsletters and videos.

The facilities are complemented by computerised database of books, periodical articles, project profiles to hasten access to information.

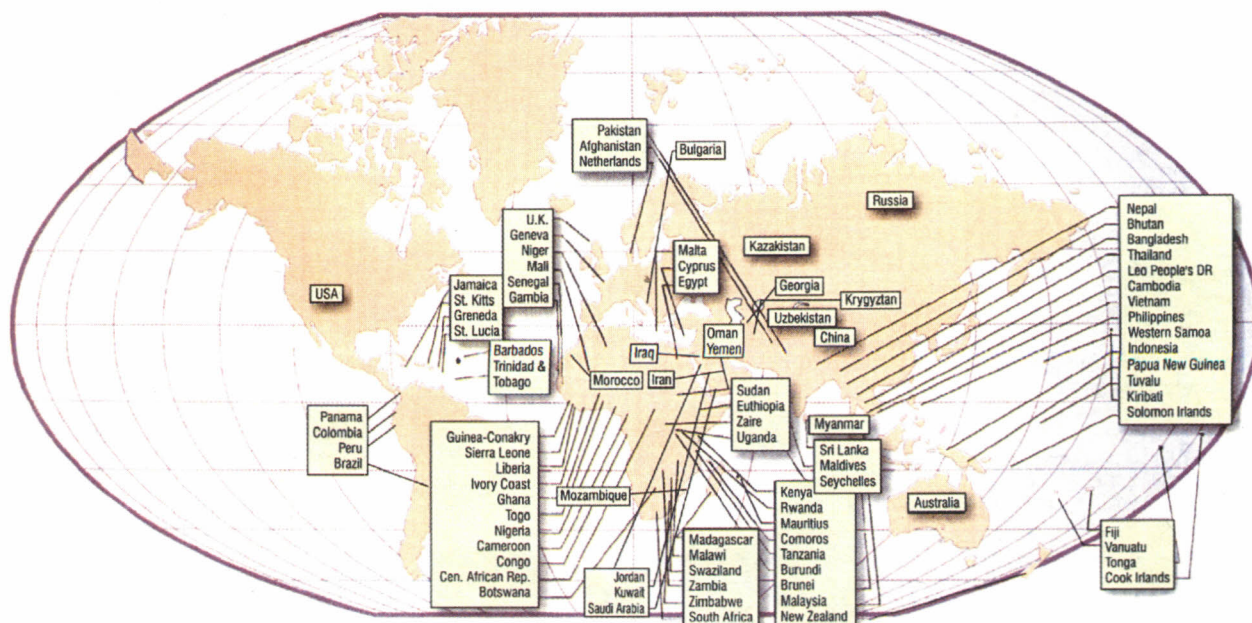
EDI Computer Centre

The Institute's computer centre is equipped with state-of-the-art technology keeping pace with diverse educational, training and research endeavours. Adopting a user friendly attitude, the centre continually updates its software inventory and complements the latest training technologies used in the programmes.

EDI Publications

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

International Interactions



EDI Video Cassettes

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

Note : Postage Charges will be extra.

EDI Governing Body Members (as on 31st October, 2006)

Shri V.P. Shetty
President-EDI
Chairman
Industrial Development Bank of India
Mumbai

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

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

Shri J. Chandrasekaran
General Manager (SME)
State Bank of India
Mumbai

Shri Anupam Dasgupta, IAS
Secretary (SSI & ARI)
Government of India
Ministry of Small Scale Industries
and Agro & Rural Industries
New Delhi

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

Dr. Chukka Kondaiah
Principal Director
National Institute of Small Industry
Extension Training (NISJET)
Ministry of SSI
Government of India
Hyderabad-500 045

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

Shri D. Rajagopalan, IAS
Principal Secretary
Industries & Mines Department
New Sachivalaya
Gandhinagar

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

Shri B.P. Singh
Executive Director
Human Resources Department
IDBI, Mumbai

Dr. Y.S.P. Thorat
Chairperson
National Bank for Agriculture & Rural
Development
Mumbai

Chairman & Managing Director
Small Industries Development Bank of India
Lucknow

The Chairman and Managing Director
IFCI Ltd.
New Delhi

Dr. Dinesh Awasthi
Director
Entrepreneurship Development
Institute of India
Ahmedabad



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

P.O. Bhat - 382 428,
Dist. Gandhinagar, Gujarat, India.
Tel. : +91-79-23969163, 23969161
Fax : +91-79-23969164
E-mail : ediindiaad1@sancharnet.in
Website : www.ediindia.org

EDI REGIONAL OFFICES :

Lucknow :
432 / 36, Kala Kankar Colony,
Old Hyderabad, Lucknow-226 007.
Tel. : +91-522-2780820
Telefax : +91-522-2780856
E-mail : edinro@sancharnet.in

Bangalore :
419 / 4 (Upstairs), 12th Main Road,
6th Block, Dr. Rajkumar Road,
Rajajinagar, Bangalore-560 010.
Tel. : +91-80-23119360
Telefax : +91-80-23119361
E-mail : ediro@giasbg01.vsnl.net.in

Guwahati :
H. No. 36, Nr. D.G.P. Office,
B.K. Kakoti Road, Ulubari,
Guwahati-781 007
Tel. : +91-361-2461063
E-mail : edinero@india.com

EDI BRANCH OFFICES :

Bihar :
Flat No. 101,
Brij Nandan Residency Apartment,
Rose Bud Nursery School Lane,
Opp. A.N. College, Boring Road,
Patna-800 013.
Tel. : +91-612-2271071
E-mail : edipatna@sancharnet.in

Orissa :
N-1/224, IRC Village, Nayapally,
Bhubaneswar - 751 015.
Tel. : +91-674-2554494
E-mail : ediero@rediffmail.com

Kerala :
C/o KILA Campus,
Mulamkunnathukavu
P.O. Thrissur - 680 581
Tel. : +91-487-2206241, 2206242
E-mail : edik@sancharnet.in