

*An acknowledged  
National Resource  
Institute engaged in  
entrepreneurship  
education, research  
& training*



**ENTREPRENEURSHIP  
DEVELOPMENT  
INSTITUTE OF INDIA**

AHMEDABAD



## THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), an autonomous body and not-for-profit institution, set up in 1983, is sponsored by apex financial institutions, namely the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI). 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 multiplier effect on opportunities for self-employment,
- augmenting the supply of competent entrepreneurs through 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 intrapreneurs (entrepreneurial managers),
- improving managerial capabilities of small scale industries,
- sensitising the support system to facilitate potential and existing entrepreneurs establish and manage their enterprises,
- collaborating with similar organisations in India and other developing countries to accomplish the above objectives.

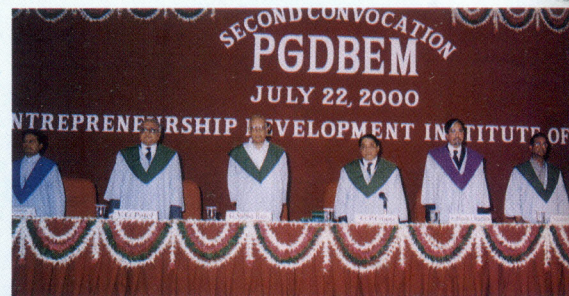
## EDI ADDRESSES ITS PROGRAMMES TO:

### TARGET TRAINEES

- Potential Entrepreneurs
- Existing Entrepreneurs
- Trainers
- Students
- Educated Unemployed
- Artisans
- Women
- Bankers
- Government Officers/Executives
- Ex-servicemen
- Technocrats
- Counsellors & Consultants
- Rural Poor
- Teachers
- Managers & Executives

### TARGET INSTITUTIONS

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



# THRUST AREA APPROACH

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

## ENTREPRENEURSHIP IN EDUCATION

Present educational system often does not 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 industry. need of the day, therefore, is to inculcate the spirit of enterprise into the psyche of the present generation. 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.

The pioneering endeavour of the Institute in launching its one-year PGDBEM has played a vital role in developing youth either to take up new enterprise creation as a career option, or join their family business.

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.



## 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 through a network of NGOs/VOs and state level 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. The EDI has developed and incorporated the modalities and techniques involved in the development of Self-Help Groups (SHGs). In order to offer a fillip to rural trainer motivators in the field and the 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 course 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 could play an effective role in hastening the pace of growth of entrepreneurs / enterprises.

With a vision to create 'world class' entrepreneurs, EDI has been undertaking a host of training programmes for existing entrepreneurs. This includes; Programme on Succession Planning for Entrepreneurial Continuity, a unique training programme to equip successors of family business with adequate skills and competencies to run family businesses 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 a systematic growth graph on the basis of knowledge acquired.

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

### PERFORMANCE IMPROVEMENT OF ED ORGANISATIONS AND ED PROGRAMMES

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 organisations. Capacity Building Programmes are, therefore, designed to address this need.

While EDI has contributed towards establishment of state level organisations viz., Institute/Centre for Entrepreneurship Development in several states of the country with an objective to institutionalise ED activities, it regularly organises Trainers' Meet and Chief Executives' Meet to foster linkages among trainers and Chief Executives of ED organisations and thus facilitate experience sharing. This apart, the Institute constituted 'Best ETM Awards' to encourage trainer-motivators, by recognising their efforts in the area of entrepreneurship training and development.



### ENTREPRENEURSHIP ENVIRONMENT AND SUPPORT SYSTEM

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 specialised efforts, and on the other hand, policies and schemes for creation and development of enterprises cannot succeed without 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 would help create an environment conducive to entrepreneurship, providing opportunities to potential and existing entrepreneurs to flourish.

### INNOVATION CENTRE

A National Facility for Science & Technology based Entrepreneurial Innovations sponsored by the National Science & Technology Entrepreneurship Development Board (NSTEDB), DST, Govt. of India, set up at EDI plays a facilitatory role in bringing ideas from laboratories to the industrial arena thus encouraging evolution of technology-driven enterprises by making available information on new and advanced technologies.

The Data Bank at the centre, facilitates potential entrepreneurs in selecting suitable projects, and existing entrepreneurs in technology upgradation/quality improvement.

This apart the centre facilitates one-to-one interaction between industry and R&D laboratories to bridge the existing gap in adopting appropriate technologies and facilitating technology tie-ups.



Through its specialised hi-tech EDPs, technology upgradation programmes and workshops on new products/processes, the Centre strives to support survival/growth of potential and existing entrepreneurs.

To provide additional inputs in the area of business opportunity identification and guidance to prospective and existing entrepreneurs, the centre regularly organises one-day sector specific seminars.

## STRATEGIC INTERNATIONAL PROGRAMMES

EDI has been declared as a 'Resource Centre' to fulfill 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. Intra-regional investment promotion and collaborations are also expected from this initiative.

EDI has also been vested with the responsibility of removing cultural barriers and informational asymmetries between Indian and West European Entrepreneurs. The European Union assignment under the ENTRIXIE project is also expected to promote collaboration between industrial sectors in India and that of Western Europe. In addition to these EDI has been regularly contributing by way of conducting developmental programmes for financial & ED related organisations across several continents.

## CENTRE FOR RESEARCH IN ENTREPRENEURSHIP EDUCATION AND DEVELOPMENT (CREED)

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 innovative 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 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.





## 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 organisations. 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.

## THE 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, a conference hall and fully furnished air-conditioned residential halls.

The 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 organisations. The collection includes books, directories, project profiles, working papers, periodicals, newsletters and videos.

The facilities are complimented by computerised databases of books, periodical articles, project profiles for faster access to information.

## THE 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 compliments the latest training technologies used in the programmes.



## EDI PUBLICATIONS

1. Entrepreneurship Development Programme in India and its relevance to Developing Countries  
- V. G. Patel Rs. 150/- US \$ 10
2. Developing New Entrepreneurs Rs. 250/- US \$ 20
3. Self-Made Impact-Making Entrepreneurs  
- G. R. Jain & Akbar Ansari Rs. 300/- US \$ 22
4. National Directory of Entrepreneur Trainer-Motivators and Resource Persons  
- Compiled by S. B. Sareen & H. Anil Kumar Rs. 190/- --
5. In Search of Identity  
- The Women Entrepreneurs of India Rs. 200/- US \$ 15  
- Ajit Kanitkar and Nalinee Contractor
6. A Manual on How to Prepare a Project Report  
- J. B. Patel & D. G. Allampally Rs. 150/- US \$ 10
7. A Manual on Business Opportunity Identification & Selection - J. B. Patel & S. S. Modi Rs. 200/- US \$ 15
8. Performance Improvement Booklets for Existing Entrepreneurs  
Rs. 50/- US \$ 4  
(Per Booklet)
  - i. Budgeting
  - ii. Energy Conservation
  - iii. Cost Consciousness for SSI Business Plan for SSI
  - iv. Cash Flow in Small Business Management
  - v. Understanding Value Engineering
  - vi. Basics in Export Marketing
  - vii. Just in Time
  - ix. Record-keeping in Small Business Management
  - x. Statutory Aspects in Small Scale Industries
9. Not Born - The Created Entrepreneurs  
- Jose Sebastian & Sanjay Thakur Rs. 200/- US \$ 15
10. New Initiatives in Entrepreneurship Education & Training  
- Edited by Gautam Jain & Debmuni Gupta Rs. 200/- US \$ 15
11. The Seven Business Crises & How to Beat them  
- V. G. Patel Rs. 225/- US \$ 16

12. A Handbook for New Entrepreneurs  
- Edited by P. C. Jain Rs. 595/-
13. Evaluation of Entrepreneurship Development Programmes  
- D. N. Awasthi & Jose Sebastian Rs. 250/- US \$ 20
14. Doing Business in India  
- V. Padmanand & P. C. Jain  
(Published by SAGE Publications) Rs. 425/- US \$ 109
15. The Journal of Entrepreneurship  
(Published by SAGE Publications)  
Annual Rate : Institutional Rs. 425/- US \$ 109  
Individual Rs. 265/- US \$ 38

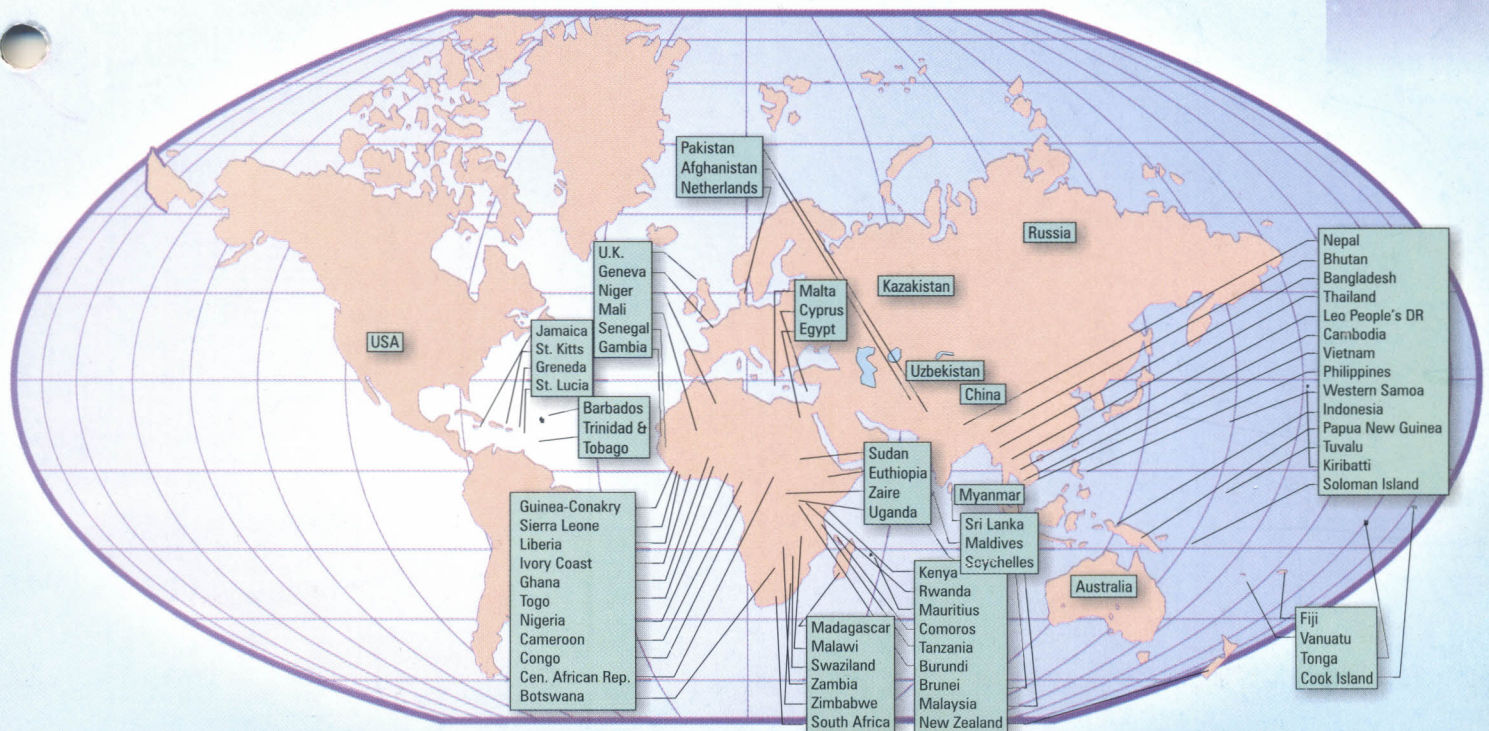
## EDI VIDEO CASSETTES

1. Five Success Stories of First-Generation Entrepreneurs Rs. 750/- US \$ 75
2. Assessing Entrepreneurial Competencies Rs. 750/- US \$ 75
3. Business Opportunity Selection & Guidance Rs. 750/- US \$ 75
4. Starting Crisis in Business Rs. 250/- US \$ 20
5. Cash Crisis in Business Rs. 250/- US \$ 20
6. Delegation Crisis in Business Rs. 250/- US \$ 20
7. Leadership Crisis in Business Rs. 250/- US \$ 20
8. Financial Crisis in Business Rs. 250/- US \$ 20
9. Prosperity Crisis in Business Rs. 250/- US \$ 20
10. Management Succession Crisis in Business Rs. 250/- US \$ 20
11. Planning for Competition & Growth Rs. 250/- US \$ 20
12. Problem Solving - An Entrepreneurial Skill Rs. 750/- US \$ 75
13. Jewels from the Dust - The Making of the Rural Entrepreneurs Rs. 250/- US \$ 20
14. The World of Women Entrepreneurs Rs. 250/- US \$ 20
15. Chhu Lenge Aasman (Hindi)  
(Docu-drama on Business in Five episodes) Rs. 2000/-

Note : Postage Charges will be extra



## INTERNATIONAL INTERACTION





## EDI Governing Body Members As on 26th February, 2001

**Shri S. K. Chakrabarti**  
(President-EDI)  
Chairman  
Industrial Development Bank of India  
Mumbai-400 005

**Dr. Yoginder K. Alagh**  
Vice Chairman & Professor  
Sardar Patel Institute of  
Economic & Social Research  
Ahmedabad-380 054

**Shri D. P. Bagchi**  
Chief Secretary &  
Chief Development Commissioner  
Government of Orissa  
Bhubaneshwar-751 001

**Shri Mohanlal L. Bagri**  
Adviser - SSI  
Government of India  
Mumbai-400 006

**Shri Subodh Bhargava**  
Adviser - EICHER  
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New Delhi-110 048

**Ms. Madhura M. Chatrapathy**  
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Bangalore-560 003

**Shri K. V. Kamath**  
Managing Director & CEO  
Industrial Credit & Investment  
Corporation of India Ltd.  
Mumbai-400 051

**Shri M. A. Krishnan**  
Chief General Manager  
(Development Banking)  
State Bank of India  
Mumbai-400 021

**Shri Y. C. Nanda**  
Chairman  
National Bank for Agriculture &  
Rural Development (NABARD)  
Mumbai-400 018

**Dr. Sailendra Narain**  
Former Managing Director  
Small Industries Development  
Bank of India (SIDBI)

**Shri P. V. Narasimham**  
Chairman & Managing Director  
The Industrial Finance Corporation  
of India Ltd.  
New Delhi-110 019

**Shri G. Subbarao**  
Principal Secretary  
Government of Gujarat  
Finance Department  
Gandhinagar-382 010

**Shri V. Venkateswarlu**  
Adviser (Market Research Development)  
Industrial Development Bank of India  
Mumbai-400 005

**Dr. V. G. Patel**  
Vice-President & Director  
Entrepreneurship Development Institute of India  
Ahmedabad-382 428



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E-mail : ediindia@ad1.vsnl.net.in Website : <http://www.ediindia.net> & <http://www.ediindia.org>

### EDI REGIONAL OFFICES

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**Guwahati Office** : Karam Chandani Building, 2nd Floor, Maniram Dewan Lane, Guwahati-781 007 **Cuttack Office** : Friends Colony Barraka Bati Road, Cuttack - 753 001