



**Entrepreneurship
Development
Institute of India
Ahmedabad**

Partnering with Corporates in CSR Projects





EDII has been successfully recognising opportunities and offering entrepreneurship and skill development training to artisans, women, PwDs, startups, youths and unemployed, leading to sustainable livelihood / micro enterprise creation options for them. The Institute has been devoted to training and orienting those at the grassroots to set up new enterprises for material and social well being. I am glad, that with corporates endorsing the power of entrepreneurship, we will continue to progress with remarkable results.

- Dr. Sunil Shukla
Director General, EDII

About Entrepreneurship Development Institute of India

Entrepreneurship Development Institute of India, Ahmedabad is an apex body in the domains of entrepreneurship education, training, research and institution building. It works in a collaborative frame with various Government Ministries and Departments as well as renowned corporates. Social Entrepreneurship & CSR is one of the key focussed areas of the Institute. EDII has successfully associated with Corporates in implementation of several development projects, thus ensuring inclusive growth of communities.

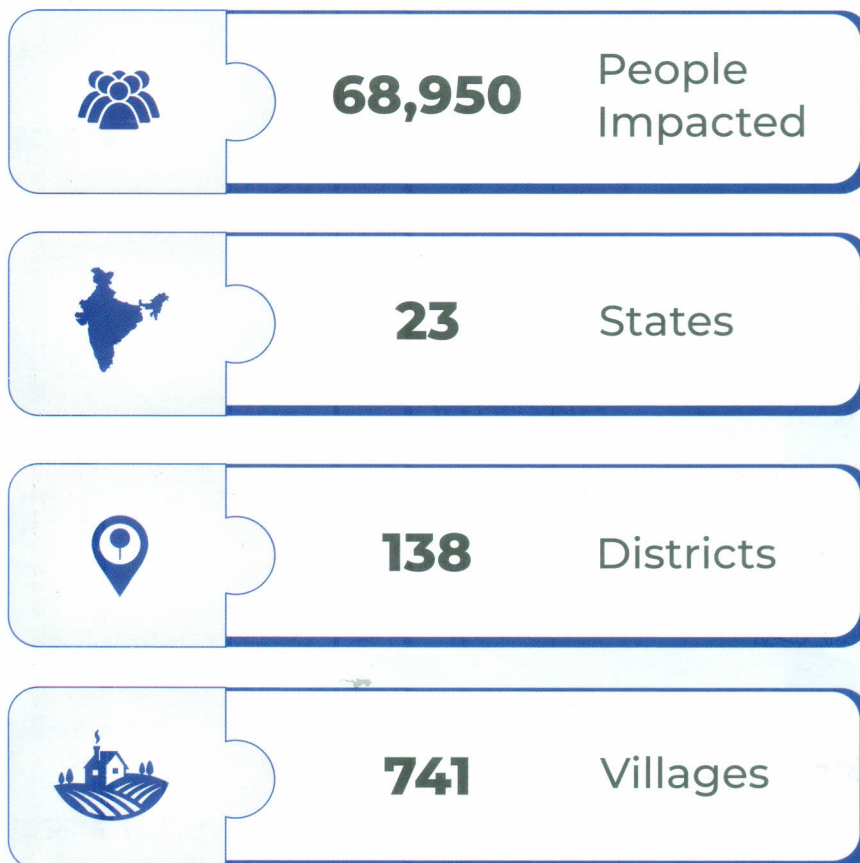
Under CSR initiatives, the Institute has targeted skill building and new enterprise creation in a host of sectors including, agro and food processing; handicrafts and handloom, non-farm and agri-allied entrepreneurship; tourism and several more. To ensure a high incidence of New Enterprise Creation, generation of livelihood opportunities as well as employment options, the Institute undertakes:

- **Awareness Creation**
- **Skill and Entrepreneurship Training**
- **Domain Skill Training**
- **Mentoring & Handholding Support**
- **Marketing and Networking Support**
- **Access to Sources of Finance and Convergence with Govt. Schemes**

Interventions:

- Conducts comprehensive skill training programmes that provide participants with the required knowledge, skillset and mindset to start and manage their businesses. These programmes cover various aspects of entrepreneurship, including business planning, market research, financial management and marketing strategies.
- Offers guidance on business ideas, business plans and assistance to navigate through the challenges of starting a venture.
- Ensures networking opportunities for participants to connect with industry professionals, potential investors, customers and other entrepreneurs.
- Enables access to financial support for New Business Creation/diversification.
- Imparts exposure to friendly government schemes.
- Guides on developing bankable project report, thus helping participants develop confidence in their project to take calculative risks and design strategies that can align with market demands and trends.

Results till date under CSR Projects



Our Partners Opine...



We're proud to partner with Digital Vidya, Startup India, Dharma Life and Entrepreneurship Development Institute of India, Ahmedabad to make our programmes come to life. By working together, we can give more people access to great jobs that help them support their families and communities.

- Ms. Sheryl Sandberg
Former Facebook COO



We are dedicated to creating valuable opportunities for the youth in the country. Our collaboration with EDII will provide a platform to nurture and empower young individuals, positioning them as the future workforce and positively impacting the youth employment rate.

- Mr. Muralikrishnan B
President at Xiaomi India



Skill development has really played a big role in bringing women to the forefront. Along with women, the society as a whole also needs to be sensitized so that there is an encouraging systemic change. HSBC's HMI project has focused on skilling women and empowering them by ensuring sustainable livelihood options for them. Today these trained women beneficiaries are financially independent and are in a much better place to think creatively and implement winning business strategies for growth.

- Mr. Romit Sen
Sr. Vice President, Corporate Sustainability, HSBC India



The need-of-the- hour is to equip the youth of India with entrepreneurial skills to encourage self-employment. We are optimistic that the 'Youth Employability and Entrepreneurship Programme' will empower them to progress towards self-sufficiency, boost their self confidence and enable them to write their own success stories.

- Mr. Venguswamy Ramaswamy
Global Head, TCS iON



HSBC's efforts are aimed at creating equal opportunities for all sections of the society and act as a catalyst for those who share our vision. The vision of the project 'HandMade in India', implemented by EDII, is to develop entrepreneurial competencies among weavers and artisans who deal with a diverse range of challenges like lack of product diversification, limited market exposure and digital platforms. I would like to thank all those who are contributing in this project and for encouraging and empowering those around you.

- Aloka Majumdar
Head of Corporate Sustainability, HSBC India



Ongoing CSR Projects

ACCENTURE - Skills to Succeed

Accenture's Skills to Succeed 2020 project aims at identifying and stimulating unexploited entrepreneurial potential in women, disadvantaged as also other sections, thus addressing the vulnerability of rural and urban micro entrepreneurs, emphasizing on innovations, incubation and research. EDII, as the implementing agency of this project, took the onus of conducting Micro Entrepreneurship Development Programmes in eight southern Indian states of Karnataka, Telangana, Tamil Nadu, Kerala, Andhra Pradesh, Maharashtra, Goa and Puducherry.

WeACT (Access Connect & Transform) Chamber of Commerce for Women Entrepreneurs – CoC

Conceptualized in collaboration with EDII, Accenture's WeAct (Women Entrepreneurs Access Connect Transform) platform provides structured hand-holding support to women micro entrepreneurs. Using this platform, women entrepreneurs can access market information, financial guidance, connect with peers and also attend appropriate training to bolster their business and livelihood options. The project thereby fosters rural women entrepreneurship in India through the 4 pillars of WeAct: Market Exposure, Product development support, Networking, Mentoring & Incubation. This initiative is currently supporting women entrepreneurs in Andhra Pradesh, Karnataka, Kerala, Maharashtra, Rajasthan, Assam, Uttarakhand, Telangana and Tamil Nadu.

The Vedanta Alumina Limited (VAL)- Project Udyogini

EDII associated with the Vedanta Alumina Limited (VAL), a sister concern of Vedanta Research, a London Stock Exchange listed corporate house, to increase employability of the people displaced due to the commissioning of its project.



Completed CSR Projects

Bayer Foundation - Project UNNATI

EDII joined hands with the Bayer Foundation to implement Project UNNATI in Malegaon district. The Project has been implemented in three phases comprising, Vision Building & Leadership Training (VBLT) for empowering 100 SHG Heads / Leaders; Micro Skillpreneurship Development Training (MSDP) to empower 600 women members belonging to SHGs; and Entrepreneurship Development Programmes (EDPs) to train and handhold 50 independent women wishing to start their own business.



HCL Foundation - Project SATTVA

EDII partnered with HCL Foundation to train urban poor women from Bengaluru, Hyderabad and Madurai, as part of their Urban CSR programme 'HCL Uday' under the thematic pillar, 'Strengthening Women Collectives'. Project SATTVA focuses on building the inner strength of community institutions such as SHGs, Cluster / Block / District level Federation.



HP - World on Wheels (HP-WoW)

HP World on Wheels (HP - WoW) project, sponsored by Hewlett Packard (HP) and implemented by EDII offered a solution for digital empowerment of the nation, by bringing easy IT & information access to isolated and disadvantaged groups. The objective was to promote IT enabled education through e-learning modules, entrepreneurial and skill development courses to help train school children, rural youth and communities, among others by acting as a Community Service Centre (CSC).



ITC - Mission Sunehra Kal, for Women Agriculturists

As part of ITC's CSR interventions, Institute worked towards improving India's agricultural landscape through women agriculturists under Agro Management Programme (AMP). The institute has setup Custom Hiring Centers (CHCs) in Shirur near Pune. Capacity building programmes have been conducted to train Joint Liability Groups (primarily women) to start CHCs. Members of Maharashtra State Rural Livelihoods Mission and Mahila Arthik Vikas Mahamandal (MAVIM) have been provided training to pursue sustainable livelihood opportunities.

Walmart - Women Entrepreneurship Development Programme

EDII was engaged by Walmart to impart training to women entrepreneurs under its 'Women Entrepreneurship Development Programme (WEDP 3.0)' The WEDPs aimed at building capacity of Women Owned Businesses (WOBs) across India by imparting professional and life skills to build robust and sustainable businesses.





YES Bank - Say YES to Sustainable MSMEs

EDII collaborated with YES Bank Ltd. to catalyze sustainable growth of MSMEs in India. This project was a part of YES Bank's flagship programme 'Say YES to Sustainable MSMEs'. The objective was to improve working conditions of those workers working at MSMEs, and enhance energy efficiency in MSMEs across India to reduce emission of CO2.

Amazon

Amazon and EDII joined hands to enhance the employability of youth entrepreneurs / existing retailers, startups, college students and Business Development Service Providers by honing their entrepreneurial and technical skills. The training covered various aspects of online business so that budding and existing online retailers could understand the nuances of creating and managing their digital catalogue, updating their listings and managing e-mail based communication.

Facebook - Boost Your Business

EDII, in collaboration with Facebook launched the project 'Boost Your Business (BYB)' – which aimed at equipping the entrepreneurs with skills to use Facebook effectively for digital marketing and monetising their businesses online.



Ongoing CSR Projects



Completed CSR Projects





Best Ethical Practice Award for Project Udaya, by TATA Communications



Saksham Award 2022 by Bayer Foundation for project UNNATI



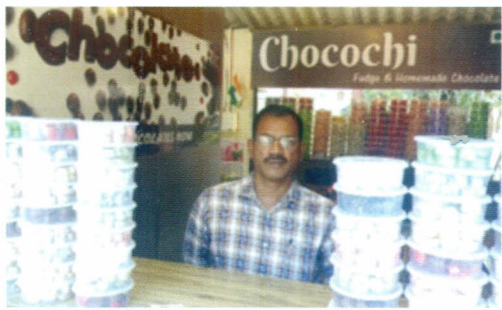
AICTE Lilavati Award 2020 on Women Empowerment (First Runner-Up)



Awarded the prestigious SKOCH Award for Project Hastkala Setu



Best Practice Presentation Award at Partnering for Change Event 2022 by HCL Foundation



Our beneficiaries get appreciated...



Project Udyamee conferred with '10th CSR Times Silver Award' under the category Sustainable Livelihood Project



Project HMI beneficiary from Gujarat receiving state award on National Handloom Day



Project Udyamee entrepreneur awarded in MSME exhibition organized by DIC, Rayagada



Winners of project HCL Sattva on the occasion of International Women's Day at Madurai



HCL Sattva project beneficiary honoured with the Prestigious Michael Boyce Award 2022



Project HMI beneficiary awarded the 'Swachh Sujal Shakti Samman 2023' by Ministry of Jal Shakti, GoI



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