



**Entrepreneurship
Development
Institute of India
Ahmedabad**



From the Director General's Desk

On the Threshold of a New Beginning

The EDII Business Strategy 2025-2035, released on February 3, 2025 in the 131st Board Meeting of EDII, is a futuristic plan encompassing a gamut of domains, with focus on diverse industry segments and academia. Every plan of action has been envisioned with the aim of inducing visible progression in the targeted sector. The Business Strategy is progressive and dynamic, envisioning widespread germination of new enterprises, graduation of the existing ones to higher levels, all-out international outreach, prevalence of high technology-driven startups/enterprises, extensive support to entrepreneurship by the academia, corporates & the Government, and entrepreneurship promotion centres across countries, being some of the most critical mandates backed with a definite plan of action.

The challenge to 'outperform and do better' underpins the new strategy. Need I add, the Business Strategy 2025-35 has visualized major outcomes for each of its existing department and the new ones which have been formulated. The Institute will continue to spearhead PAN-India as well as international work with careful reengineering and new developments, based on the learnings derived from spin-offs of its mega projects. Also, in the development of the Strategy, Government's initiatives to promote entrepreneurship and start-ups have been studied at a deeper level so that EDII can align with the national priorities to establish entrepreneurship as a true change agent.

Replicable developmental models, unprecedented strengths and innovative practices have been the hallmarks of EDII, yet every few years, the Institute undertakes an in-depth analysis of external and internal factors so that there is a stronger base to introduce changes for time-relevant, tangible results. Well, I also need to add that EDII derives its resilience and vision from its eminent Board of Governance. Without the guidance, diverse perspectives and suggestions of EDII's Board Members under the leadership of President Shri Rakesh Sharma, MD & CEO, IDBI Bank Ltd. this massive work would not have been possible. Consultations with stakeholders at various levels also tremendously influenced brainstorming and judicious decision-making.

As we nurture our core values of Integrity, Dedication, Excellence, Accountability and Inclusivity, we remain committed to mainstreaming entrepreneurship, thus building a positive, growth-oriented environment and making a notable contribution to the growth of the country.

- Sunil Shukla



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131st Governing Board Meeting ...Deliberations and Perspectives

The Institute's 131st Governing Board Meeting was conducted on February 3, 2025 under the Presidentship of Shri Rakesh Sharma, Managing Director & Chief Executive Officer, IDBI Bank Ltd. Esteemed Board Members released EDII Business Strategy 2025-35, and deliberated on the potential opportunities and avenues. The Strategy will have a distinct focus on striking a balance with sustainable development goals, across various initiatives, particularly when it comes to the implementation methodology of Government and Corporate projects.



Awards Galore...

Devbhoomi Udyamita Yojana Gets Honoured with the Prestigious SKOCH Award

Devbhoomi Udyamita Yojana (DUY), initiated and supported by the Higher Education Department, Govt. of Uttarakhand and implemented by EDII has been honoured with the SKOCH AWARD. The Project has won Gold Medal under the category of 'Education'. Project DUY competed with over 40 entries to secure this Award.

The SKOCH Award is India's highest independent civilian honour, and salutes people, projects and institutions for their extraordinary achievements in contributing to society.



Receiving the award from (3rd from R) Mr. Sameer Kochhar, Chairman, SKOCH Group, on behalf of EDII and the Government are (2nd from R) Dr. Ranjit Kumar Sinha, Secretary of Higher Education Department, Govt. of Uttarakhand; (1st from R) Dr. Deepak Pandey- Asst. Director, Dept. of Higher Education, Govt. of Uttarakhand and Nodal Officer, DUY, Uttarakhand; (1st from L) Dr. Shailendra Kr. Singh, Assistant professor and Nodal Samarth; (3rd from L) Official from SKOCH Group (2nd from L) Dr. Amit Kumar Dwivedi, Professor & Director - Department of Government Projects, EDII.

Ms. Noorjahan Nasser, a WeAct member, received the 'Michael Boyce Outstanding Entrepreneur Award 2024-2025' from the University of Notre Dame in 'Urban Poverty and Business Initiative' Category. Her 'distinguished achievements in building a business' were recognized. EDII has secured this prestigious Award for the third consecutive year.



On March 7, 2025, Utkal Alumina International Ltd. was honoured with 7th Indian Chamber of Commerce (ICC) Social Impact Award 2025 for Project Udyamee in Large Enterprise Category.

The EDII-Goa Centre Completes the First Successful Year of Interventions

Goa has a thriving startup ecosystem with a mix of diverse culture, infrastructure, manpower, and development orientation. Goa is an ideal base for entrepreneurs facilitating an environment that is supportive and enabling a startup with both technologically innovative and globally competitive environments. The EDII- Goa Centre, set up on March 12, 2024, with the support of EDC Limited, Goa (which is the Centre's Nodal Agency), is focused on catalysing entrepreneurial growth in Goa. The Centre serves as a hub for fostering entrepreneurial thinking, attaining economic self-reliance and building a more substantial support system for upcoming and existing entrepreneurs. Entrepreneurial excellence in Goa is sought to be achieved through skill development programmes, capacity-building initiatives and personal mentoring.



The first anniversary of the EDII-Goa Centre coincided with completion of 50 years of EDC Limited, Goa. Celebrations were marked with the presence of Dr. Pramod Sawant, Hon'ble Chief Minister of Goa. Also present were (1st from R) Shri B. S. Pai Angle, Managing Director, EDC Limited; (1st from L) Dr. V. Candavelou, IAS, Chief Secretary of Goa and (2nd from R) Dr. Sunil Shukla, Director General, EDII.

During the event, a document on the one-year journey of EDII - Goa Centre was released by the esteemed guests.



Dr. Pramod Sawant complimented EDII and EDC Ltd. for joining hands in promoting entrepreneurship in the state. He said, "We align our goals with that of the Nation's, and move ahead with the mission of making India, the fastest growing economy with entrepreneurship being a huge driver of growth. On the front of entrepreneurship, while tourism reigns supreme, we now want people, especially youths, to explore other potential sectors and areas. EDII and EDC Ltd are effectively ensuring that Goa witnesses a cohort of new entrepreneurs pioneering novel ideas and innovations."



On the occasion, Shri B. S. Pai Angle, Managing Director, EDC Limited said, "Our missions are perfectly aligned with EDII and under the aegis of the EDII Goa Centre, we are committed to bringing about a notable wave of inclusive development in terms of skill and capacity building, entrepreneurship development training and empowerment across target groups."



Expressing his views, Dr. Sunil Shukla, Director General, EDII, stated, "We are committed to propelling Goa's youth and MSMEs to new heights of entrepreneurship. I am thankful to the EDC Ltd. and the entire State Machinery, under the leadership of Hon'ble Chief Minister Dr. Pramod Sawant for envisioning a vibrant hub of innovation and entrepreneurship in Goa and Beckoning EDII to design and implement a result-oriented model."

In one year, more than 700 students have been trained and more than 250 potential ideas of aspiring entrepreneurs have been handheld.

Over the last two months, several impactful activities have been successfully conducted under the aegis of the EDII-Goa Centre. 2 Entrepreneurship Development Programmes (EDPs), organized in collaboration with EDC Ltd., were held during February 20-22 and March 17-19, 2025. The programmes were attended by 104 participants. The participants developed knowledge, skills and attitude needed to become entrepreneurs. The programmes covered essential topics of entrepreneurship, business planning, marketing strategies, financial management and legal compliances. The attendees were also guided on potential business opportunities.

Additionally, 11 Entrepreneurship Awareness Programmes (EAPs), in collaboration with EDC Ltd., were organized in Goa. The programme sensitized 564 youths of the state on the charms of being an entrepreneurs and encouraged them to consider entrepreneurship as a career, explore innovative ideas and start & grow their own businesses.

In collaboration with District Rural Development Agency (DRDA), Pre-SARAS Training was conducted, which was attended by 173 participants. The focus of the programme was to train Self-Help Group (SHG) members in 'Product Presentation and Selling'. The training covered essential topics of branding, labelling, packaging, and stall set up.

The EDII-Goa Centre is effectively bringing together the governmental, institutional and industrial mechanisms to ensure a feasible and encouraging entrepreneurship ecosystem where people do not shy away from delving into the rewarding domain of entrepreneurship.

Entrepreneurship Research and Revelations ...the 16th Biennial Conference



(R) Prof (Dr.) T.V. Rao, Founder and Chairman, T. V. Rao Learning Systems Pvt. Ltd., Ahmedabad & Former Professor of Indian Institute of Management, Ahmedabad and (L) Dr. Sunil Shukla, Director General, EDII, releasing Abstracts' compilation of the papers selected for presentation at the 16th Biennial Conference.

Entrepreneurship encompasses multiple functions, approaches and perspectives. A probe into its various dimensions is helping clear the underlying dimensions, making it an all-powerful tool for growth and evolution. As a National Resource Institute in the field, EDII has been actively promoting entrepreneurship research and creation of a cadre of scholars in entrepreneurship. In 1994, EDII commenced the unique Biennial Conferences on 'Entrepreneurship'. Over the years, these conferences have proven to be a potent platform for researchers, educationists, and practitioners to share their research studies and findings in different areas of entrepreneurship development.

The 3-day 16th Biennial Conference commenced on February 26th at the Institute's campus. During this conference, over 148 research papers and studies by scholars from more than 9 countries on the themes of Entrepreneurship Theory and Practice, Entrepreneurship Education, Entrepreneurship Ecosystem, Psychology and Entrepreneurship, MSME Entrepreneurship, Technology and Digital Entrepreneurship, Startup and Innovation, Green and Sustainable Entrepreneurship, Social Entrepreneurship, Culture, Tradition and Value-based Entrepreneurship, Women Entrepreneurship, Rural Entrepreneurship and Nascent Entrepreneurship and New venture Creation & Family Business, were presented. Five best paper awards were presented to national and international researchers.



The conference was inaugurated by Chief Guest, Prof (Dr.) T.V. Rao, Founder and Chairman, T. V. Rao Learning Systems Pvt. Ltd., Ahmedabad & Former Professor of Indian Institute of Management, Ahmedabad. He stated, "In today's fast-paced economy, entrepreneurship development is crucial to driving economic growth and professional advancement. I believe entrepreneurship is a mission, a powerful force where individuals leverage technology and innovation to solve real-world problems, creating a better future for all. Given the significance of the domain, it is important to undertake regular research and policy advocacy to impact entrepreneurship promotion. This is a unique platform. I am sure the conference revelations will lead to noticeable influence on entrepreneurship."



Addressing the gathering, Dr. Sunil Shukla, Director General, EDII said, “The Biennial Conference consistently provides a platform for the researchers and educators worldwide, to share their ideas and innovations which are important for understanding the complexities of entrepreneurship. By bringing together leading researchers and educators, this forum facilitates dissemination of research revelations, fostering new perspectives and shaping the future of entrepreneurial practice, thus empowering aspiring entrepreneurs with the knowledge they need to succeed.”



Dr. D.M Pestonjee, Psychologist and esteemed academician, the Chief Guest at the valedictory function stated, “Entrepreneurship was, for a long time, believed to be a natural instinct, but that it can be taught has now come to be accept and endorsed widely. I urge PhD. scholars to undertake research on the various phases on entrepreneurship and their impact on entrepreneurs. Several critical issues still need to be addressed.”

Vice Chancellors'/Directors' Conclave



As a part of the conference, a Vice Chancellors'/Directors' Conclave was also held to discuss the Innovations in Entrepreneurship Education. Universities from across the country were represented, moderated by (1st from L) Prof. (Dr.) Hariivansh Chaturvedi, Director General, IILM Delhi, New Delhi. The panelists included (L to R) Prof. (Dr.) Deepak Kumar Srivastava, Director, Indian Institute of Management Ranchi; Prof. (Dr.) Rajat Moona, Director, Indian Institute of Technology Gandhinagar; Prof. (Dr.) Rajul K. Gajjar, Vice-Chancellor, Gujarat Technological University, Ahmedabad; Prof. (Dr.) Ravi P Singh, Provost, Adani University, Ahmedabad; and Prof. (Dr.) Sameer Sood, Director, National Institute of Fashion Technology, Gandhinagar.

Doctoral Colloquium



Another important event of the conference was the Doctoral Colloquium where the PhD. scholars and FPM students from across the country, were mentored and guided on their research work. Seen here are (L to R) Dr. Arun Kumar G, Professor, Department of Management Studies, Indian Institute of Technology Madras, Chennai; Dr. Sunil Shukla, Director General, EDII; Dr. Satyajit Majumdar, Professor, Centre for Social Entrepreneurship & Dean, School of Management and Labour Studies, Tata Institute of Social Sciences Mumbai and Dr. Kailash BL Srivastava, Professor, Department of Humanities and Social Sciences, Indian Institute of Technology Kharagpur, Kharagpur.

Best Doctoral Awards were presented to Ms. Tanaji Pavani Prabha, Ph.D Scholar, BITS Pilani (Hyderabad) and Mr. Ashutosh Mishra & Ms. Anuja Sharma, FPM Scholars, EDII.

Entrepreneurship Immersion Programme



Entrepreneurship Immersion Training Programme for Acharya Institute of Graduate Studies, Bangalore, was held at EDII from March 4 to 8, 2025 and March 11 to 15, 2025, for 47 participants. The programme aimed to equip students with the necessary skills and mindset needed to pursue entrepreneurship as a viable career option. It provided hands-on exposure to real-world business scenario, including market dynamics, business planning, financial management and risk assessment. Through interactive sessions, field visits, and case studies of successful entrepreneurs, students gained practical insights into opportunity identification, business model development and customer acquisition strategies. The programme fostered problem-solving abilities, creativity, and resilience, preparing students to start their own businesses or adopt an entrepreneurial approach in any career path.

Annual Startup Summit - 'Empresario 2025' on Future innovation



Chief Guest, Dr. Dhan Singh Rawat, Hon'ble Minister of Health, Education and Cooperative, Government of Uttarakhand; (R-L) Shri Dinesh Ramesh Gurav, IAS, Director, Higher and Technical Education, Government of Gujarat; Shri Prakashbhai Varmora, MLA, Dhrangadhra, Surendranagar; Dr. Ranjit Kumar Sinha, Secretary, Higher and Technical, Govt. of Uttarakhand; Dr. Sunil Shukla, Director General, EDII and Shri R.D. Barhat, Joint Commissioner of Industries, Government of Gujarat inaugurating the Annual Startup Summit, 'EMPRESARIO 2025'.

For supporting Uttarakhand youths in their entrepreneurial feats, the Govt. of Uttarakhand has collaborated with EDII. In just one year, 400+ enterprises have come into being and several more are in the process of getting set up. It is a meaningful contribution contribution to the Vision of Viksit Bharat.

Empresario, the Annual Startup Summit is an exclusive platform for start-ups, new age entrepreneurs, industry mentors, investors, and the student community to network, share entrepreneurial experiences, gain incredible new insights and pledge to become an indispensable part of the ever-thriving start-up ecosystem. Empresario, a first-of-its-kind platform, initiated in 2012 and has since grown to become one of the largest entrepreneurship gatherings. EDII organized Empresario 2025, the Annual Startup Summit during March 6-7, 2025. The two-day Startup Summit was the 13th Annual Flagship Event underlining the theme - 'Future Innovation'.

The various events during Empresario 2025 emphasized on adopting innovations, rising above the fear of failure and understanding that Entrepreneurship is THE development tool which can ensure growth and success.



"The concept of entrepreneurship and startups is picking up in the country. Today is the time of innovators, innovations, ideas, incubation and investors. The youths must step forth and tap the opportunities that lie before them. They just have to ideate and the rest will automatically fall in place in the strong entrepreneurship ecosystem that the country is focussing on. Gujarat has always been acclaimed for its entrepreneurial potential. I believe the students are fortunate to get this education and that too in the state of Gujarat."

- Dr. Dhan Singh Rawat

Hon'ble Minister of Health, Education and Cooperative, Government of Uttarakhand



"India has the finest amalgamation of institutions, policies, incubation and accelerators. The present time is the most beneficial for prospective startups, and of course being in Gujarat is an added advantage. The students of entrepreneurship have the best of resources, mentorship and training, so I would urge them to make the best use of it and go ahead without the fear of failing."

- Dr. Ranjit Kumar Sinha

Secretary, Higher and Technical, Govt. of Uttarakhand



"I urge all entrepreneurship aspirants to take calculated risks; speak to experts, visit institutions, train, read and educate themselves. Many entrepreneurs put their best brains in executing their ideas; but somewhere they forget to look at the larger market or to connect with people and new ideas. So network as much as possible to keep yourself updated with the market, and you will succeed. I extend my best wishes to students. May you dream big and become noted achievers."

- Shri Prakashbhai Varmora

MLA, Dhrangadhra, Surendranagar, Gujarat



"Gujarat has always been at a place where entrepreneurial spirit thrives, and events like Empresario play a significant role in inspiring students and young innovators. The New Education Policy will be a great propeller to entrepreneurship as the focus is on nurturing creativity, critical thinking, skill development, thus giving students the tools they need to become successful entrepreneurs."

- Shri Dinesh Ramesh Gurav

IAS, Director, Higher and Technical Education of Gujarat Government



"As Gujarat continues to evolve, the Industrial Policies of the state continue to foster a dynamic entrepreneurial ecosystem. MSMEs and SMEs, in particular, are integral to our industrial landscape, and through capacity-building and policy advocacy, we are working to ensure that Gujarat remains a hub for innovation and entrepreneurship. By fostering innovation and providing the right support, we are enabling entrepreneurs to thrive and contribute to a self-reliant Gujarat."

- Shri R.D. Barhat

Joint Commissioner of Industries, Government of Gujarat



"The Annual Startup Summit is a big networking platform, and networking makes a huge difference in enhancing boundaries, curating opportunities and developing knowledge for an entrepreneur. I stress on the significance of dedication, integrity and commitment for an entrepreneur. To the potential and existing entrepreneurs and startups, my advice would be that you continue thinking anew, co-opting resources, networking and experimenting."

- Dr. Sunil Shukla
Director General, EDII



Mr. Ashneer Grover, Former Founder & MD BharatPe addressing students, existing and aspiring entrepreneurs at the Annual Startup Summit 'Empresario 2025', at EDII.

The two - day summit witnessed several interactive sessions from notable speakers like Shri Ashneer Grover, Former Founder & MD BharatPe ; CA Abhinav Malvia, Managing Partner, J K Patel & Associates; Shri Archit Somani, Managing Director, TraCoMo Automation & Camera System; Shri Sunny Vaghela, Founder & CEO, Techdefence Labs; Shri Yogesh Brahmkar, Innovation Director, Ministry of Education's (MOE's) Innovation Cell, Govt. of India; Shri Gagan Goswami, Owner Heritage Infraspace Pvt. Ltd.; Shri Ravindra Bhojani, CBRE; Shri Loveleen Garg, Chief Planner - GIFT City and Shri Jignesh Vohra, Owner – Polaris Group of Companies.

The summit also included a big pitch round aimed at garnering investments for viable ideas. More than 40 startups and 28 students pitched their products and services in front investors. Additionally, an exhibition was also organized on EDII campus to showcase the innovative ideas of over 45 startups including EDII's Technology Business Incubator's (CrAdLE) Startups, EDII Alumni & Students and programme beneficiaries.

‘Proactive and Forward-Looking Policies that Support Innovation & Growth Underpin India’s Entrepreneurial Success’ ...*Global Entrepreneurship Monitor India Report 2023-2024*

Global Entrepreneurship Monitor India Report 2023-24 was released on March 6th, 2025 during the Annual Startup Summit, 'EMPRESARIO 2025'. The Global Entrepreneurship Monitor (GEM) Survey is the largest annual study of entrepreneurial dynamics in the world. GEM was conceived in 1999 and has since been acclaimed for the credibility and coverage of its research. With the Indian entrepreneurial eco-system's increasing emphasis on the significance of entrepreneurship, the GEM-India Consortium is also assuming a foremost role understanding the varied dimensions of entrepreneurship in India. The GEM-India Consortium is also spreading its wings to involve regional and state-level entrepreneurship institutions to ensure maximum reach in researching the multiple dimensions of Indian entrepreneurship. EDII leads the India chapter of the GEM survey.

EDII has brought out 11 GEM Reports since 2011. Like all surveys, for the 2023-24 Report as well, the study was conducted using a well-established research methodology, providing coherent indications about individuals' attributes and their activities in different phases of entrepreneurship.



The Global Entrepreneurship Monitor (GEM) India Report 2023-24 was released by (Centre) Dr. Dhan Singh Rawat, Hon'ble Minister of Health, Education and Cooperative, Government of Uttarakhand, in presence of (3rd from L) Dr. Ranjit Kumar Sinha, Secretary, Higher and Technical, Govt. of Uttarakhand; (4th from R) Shri Prakashbhai Varmora, MLA, Dhrangadhra, Surendranagar; (3rd from R) Shri Dinesh Ramesh Gurav, IAS, Director, Higher and Technical Education of Gujarat Government; (2nd from L) Shri R.D. Barhat, Joint Commissioner of Industries, Government of Gujarat; (4th from L) Dr. Sunil Shukla, Director General, EDII; (2nd from R) Dr. Satya Ranjan Acharya, Professor & Director - Dept. of Entrepreneurship Education, EDII; (Extreme L) Dr. Amit Kumar Dwivedi, Professor & Director - Department of Government Projects, EDII and (Extreme R) Dr. Pankaj Bharti, Associate Professor, EDII.

The GEM Report 2023-24 : Revelations

- 82.5% of population perceived that there is a good opportunity to start a business.
- 81.6% of individuals perceived that they have confidence in their ability to start a new business.
- The ease of starting a business has been positively perceived, with 81.1% indicating it is easy to begin a new venture in India.
- The rate of Total Entrepreneurial Activity (TEA) in India stands at 12%.

Gujarat Specific Results:

- In Gujarat, the perceived opportunity for starting a business is higher at 83.5%, marginally surpassing the national average, highlighting a strong entrepreneurial mindset in the state.
- Gujarat shows an impressive 82.8% of individuals perceived that they have confidence in one's ability to start a new business.
- The state's ease of starting a business is also favorable, with 82.5%.
- Total Entrepreneurship Activity (TEA) in Gujarat stands at 10.6%, indicating potential for further growth in entrepreneurial activities in the state.

People harbour business ideas, but their decisions are influenced by many factors. Their own entrepreneurial attributes, conduciveness of the environ, feasibility of the business idea, funding support etc. build their attitudes and perceptions about entrepreneurship. The GEM report 2023-24 delves into several key indicators, leading to a wholesome understanding on the present entrepreneurial scenario and giving way to avenues and means of escalating entrepreneurial aspirations and intentions.

National Faculty Development Programme on Entrepreneurship

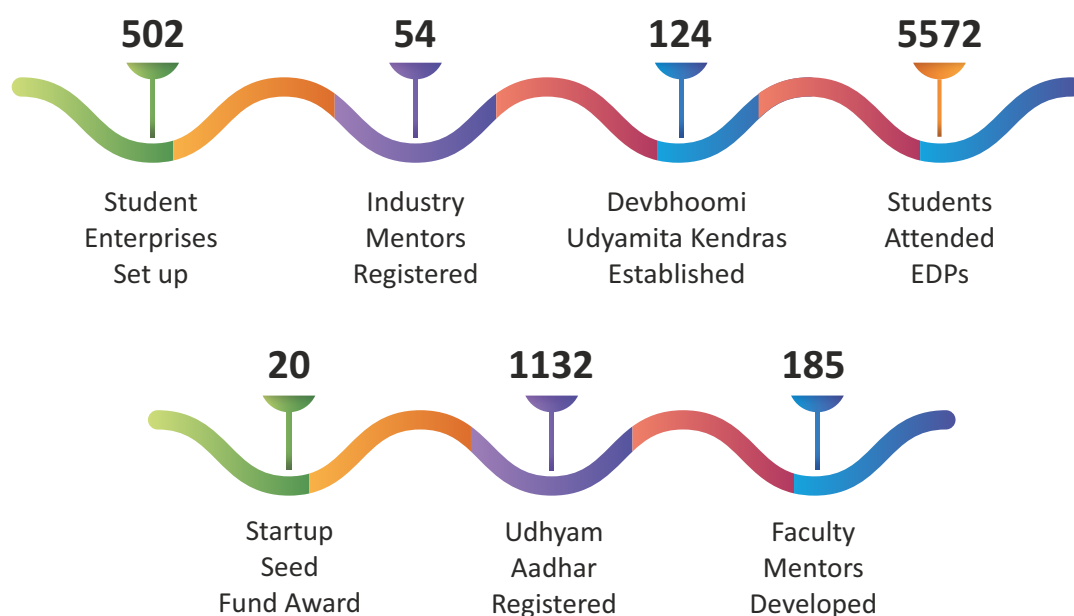


With the support of Department of Science and Technology, National Science and Technology Entrepreneurship Development Board (DST – NSTEDB), Govt. of India, National Faculty Development Programme (FDP) on 'Entrepreneurship' was conducted at EDII during February 10-21, 2025. The objective of the programme was to guide and train participants with the necessary skills and knowledge related to entrepreneurship principles, processes and strategies. Dr. Pankaj Bharti, Associate Professor, EDII was the Programme Director.

The Rapidly Growing Entrepreneur-friendly Uttarakhand

...The Devbhoomi Udyamita Yojana

Uttarakhand offers cutting edge advantages to new entrepreneurs and start-ups. impressive infrastructure, connectivity with the rest of the country, availability of diverse resources and favourable policy framework make it a sought-after location for entrepreneurs. The state is focused on fostering an ecosystem that encourages and supports entrepreneurship. The state launched the Devbhoomi Udyamita Yojana (DUY) in September 2023, initiated and supported by the Higher Education Department, Govt. of Uttarakhand to promote entrepreneurship and provide a potent platform to aspiring and existing entrepreneurs across the state. EDII was roped in as implementing agency for the project. Through a well-designed, locally relevant module, EDII has been striving to promote and strengthen an entrepreneurial ecosystem in the state. The results are encouraging.



In past two months, several impactful activities have been successfully conducted in Uttarakhand under the Devbhoomi Udyamita Yojana.

A Workshop on Leveraging Corporate Social Responsibility (CSR) for Higher Education and Entrepreneurship Development in Uttarakhand was organized on 24th February 2025 at Secretariat Office, Chief Secretary's Conference Hall, Dehradun. The workshop was organized by EDII in collaboration with the Govt. of Uttarakhand. Around 31 delegates and actively discussed the significance of aligning CSR goals with the state's vision of fostering a sustainable ecosystem that nurtures young talent, drives innovation and accelerates socio-economic growth. The workshop was inaugurated by Hon'ble Minister of Higher Education, Govt. of Uttarakhand, Shri Dhan Singh Rawat.

A Mega Startup Event was also organized on February 11 & 12, 2025, at Doon University Campus under the Devbhoomi Udyamita Yojana. The event highlighted innovation and entrepreneurship, bringing together startups, mentors and students, thereby strengthening Uttarakhand's entrepreneurial ecosystem through collaborations and networking. Over 60 student products were showcased. The event saw a footfall of more than 800 individuals including entrepreneurs, students, government officials, professionals and investors.



(3rd from R) Dr. Ranjit Kumar Sinha, Secretary, Higher Education, Govt. of Uttarakhand inaugurated the Mega Startup Event. Other dignitaries at the event included; (R-L) Dr. Anju Agrawal, Director, Higher Education, Govt. of Uttarakhand; Dr. Sunil Shukla, Director General, EDII; Prof. Surekha Dangwal, Hon'ble Vice Chancellor, Doon University, Dehradun; Smt. Radha Raturi, Chief Secretary, Govt. of Uttarakhand; Mr. R.K. Sudhanshu, Principal Secretary to CM; Dr. Devendra Bhasin, Hon'ble Vice Chairman, Higher Education Upgradation Committee, Uttarakhand; Mr. Shailesh Bagouli, Secretary, Hon'ble Chief Minister; Prof. R.S. Rawat, Hon'ble Vice Chancellor, Kumaun University, Nainital; Prof. Om Prakash Singh Negi, Hon'ble Vice Chancellor, Uttarakhand Open University.

Additionally, under a sensitization drive, 26 two-day bootcamps were conducted across various government colleges and universities in Uttarakhand under the DUY Yojana. The camps sensitized students about entrepreneurship as a career and the immense startup opportunities that they can delve into. The camps encouraged students to explore potential business ideas and pursue entrepreneurial journey.

65 twelve-day Entrepreneurship Development Programmes (EDPs) were also organized across various government colleges and universities in Uttarakhand. Additionally, 33 more EDPs are currently ongoing and are to conclude in the month of April with the objective of training and mentoring selected youths for enterprise creation. Beneficiaries, between 18 to 45 years, were selected through an entrepreneurship mapping test. The programme provided information and training on various aspects of starting and managing a business, financial literacy, networking, promotion and business management.

Uttarakhand is actively scanning its own advantages, strengths and the overall scenario, to continually reinforce it with relevant interventions for a wholesome entrepreneurial environ.

Leadership and Capacity Building Programme



EDII with the support of Gujarat Skill Development Mission (GSDM) organized a five-day leadership and Capacity Building Programme during March 3rd to 7th 2025. The Programme, divided into two batches, was attended by 56 ITI principals. The programme aimed to equip ITI principals with effective leadership and management skills, empowering them to play a crucial role in the entrepreneurship and skill development ecosystem, thus shaping the future workforce of their institutes. The programme focused on bridging the skill gap by offering demand-driven courses aligned with industry needs.

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Nurturing Skills, Globally ...ITEC, Ministry of External Affairs Supported Capacity Building

EDII has been extending support to several developing nations, helping them embark on a successful journey as intrapreneurs and entrepreneurs. Under the aegis of Indian Technical and Economic Cooperation Programme (ITEC) Division of the Ministry of External Affairs, Government of India, EDII plays a key role in strengthening skills and talents, globally. Till now, the Institute has organized more than 195 training courses encompassing various facets of entrepreneurship and has groomed over 4900 professionals from over 130 countries. While these courses build skill and capacities of officials, they also strengthen bilateral and regional ties. Significant programmes over the last two months include:

- **New Enterprise Creation and Skill Upgradation in French Language**

EDII pioneered the launch of a unique programme on 'New Enterprise Creation and Skill Upgradation' in French language. The programme took place from January 29, 2025 to February 11, 2025. 16 professionals from 9 ITEC partner countries attended the programme. The participants were equipped with the knowledge and skills to identify entrepreneurial opportunities, leverage untapped markets, and create business ventures by applying existing technologies to new markets.



Shri Amar Singh, Under Secretary [TC], Ministry of External Affairs, Govt. of India was the Chief Guest at the Valediction of the programme. He Stated, "Gujarat has nurtured entrepreneurship since time immemorial. And it just right that the programme happened at Ahmedabad, I am sure you all must have learnt a lot beyond classrooms as well and got a practical peek into entrepreneurship. Take back the learning with you and put them to excellent use."

Dr. Prakash Solanki was the Programme Director. He appreciated the proactive participation of participants in the learning process.



Dr. Sunil Shukla, Director General, EDII with the participants of New Enterprise Creation and Skill Upgradation programme.

- **Promoting Innovation, Incubation & Entrepreneurship**

The programme commenced on February 19 and concluded on March 4, 2025. 19 participants from 9 countries attended this especially designed programme aimed at promoting innovations through entrepreneurial interventions. Incubation Managers, Academic Professionals, Business Counsellors, Trainer-Motivators, Business Promotion Officers and Executives of Government Organizations engaged in Investment/Business Promotion attended the programme. As Course Director, Dr. Satya Ranjan Acharya explained, “This programme was structured in four critical modules, covering key challenges faced by professionals and incubation managers.”

Through a unique pedagogy, involving classroom teaching, sharing experiences, visits to incubators & institutions, the participants got exposed to best practices and strategies that suit local conditions and environment for greater effectiveness.

- **Technopreneurship: Creating Technology Enabled Startups and Ecosystem**

EDII launched programme for Officials from Kurdistan Region of Iraq on Technopreneurship: Creating Technology Enabled Startups and Ecosystem on February 24, 2025. The programme concluded on March 7, 2025. 26 participants from Kurdistan Region of Iraq attended the programme.

The Technopreneurship course provided knowledge on technology venture creation and management through a mix of experiential learning, skill building and mind-set shift. This fast-paced programme covered the major elements of start-up activity, focusing on key challenges faced in starting a technology venture.

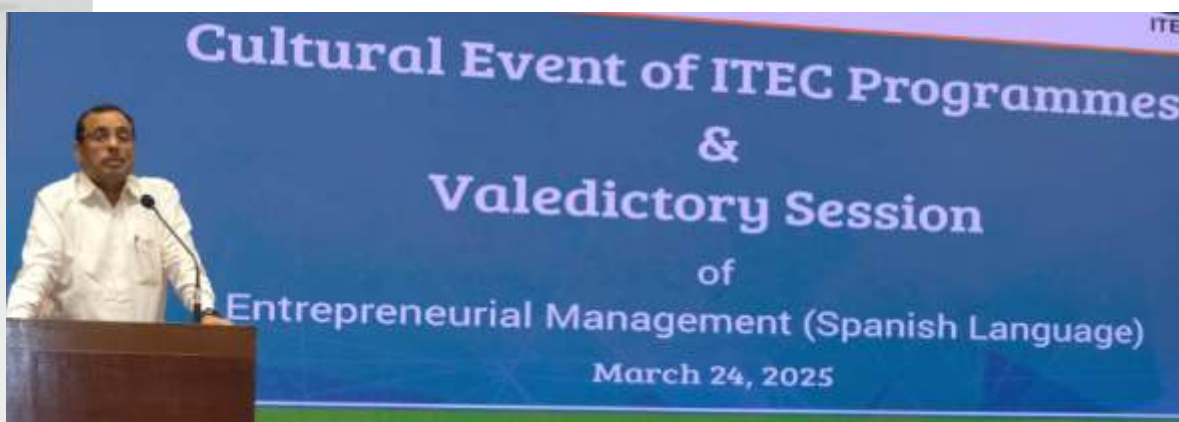
The Course module covered essential areas such as Technology Entrepreneurship and Technopreneurial processes, Technopreneurship to solve rural/urban issues, Technology Ventures & Commercialization (Patents, Licensing, Legal services), New Venture Creation and Management, Product Development & Entrepreneurial Marketing, Development of Startup Ecosystem, Ecosystem enablers: Mentors, Investors, Incubators, and Funding agencies, Government, Nodal Institutions, R&D Institutions and Policy Frameworks.



Officials from Kurdistan Region of Iraq participated in Technopreneurship: Creating Technology Enabled Startups and Ecosystem programme.

- **Entrepreneurial Management (Spanish Language)**

The programme began on March 12 and concluded on March 25, 2025. 57 Policy-makers, Business Owners, Managers, Executives and Working Professionals from 12 countries participated. They drew learning on developing an organizational framework and implementing entrepreneurial management practices that foster entrepreneurial culture at all levels within the organization. The programme also exposed the participants to the culture and practices that define the country. They got acquainted with several folk dance forms and even learnt the famous 'garba' of Gujarat, arrangements for which were made by EDII in assistance with Department of Sports, Youth and Culture Activities, Govt. of Gujarat. The participants also presented a mesmerising 'garba' dance performance along with their country folk dances and songs, at the Valedictory event.



Dr. Sunil Shukla, Director General, EDII, appreciated the active participation of trainees in sharing their experiences and country management practices. He emphasized on the significance of learning which happens over networking and outside classrooms during interactions. Dr. Shukla appreciated the dance performances and the involvement and eagerness of the participants to get familiar every aspect of the country.



Participants of Entrepreneurial Management (Spanish Language) performing Garba at the Valedictory Ceremony.

- **Entrepreneurship Education, Knowledge Management and Policy Research**

The programme commenced on March 18 and concluded on 31 March 2025 With the aim to enable participants to develop customized entrepreneurship education policies, strategies and programmes. It focused on fostering resilient early-stage entrepreneurs, grooming family business successors, supporting women entrepreneurs and nurturing intrapreneurs. Participants were guided to initiate and conduct programmes on entrepreneurship, research and establish Entrepreneurship Development Cells to raise awareness on entrepreneurship. They were also trained to develop business incubators within institutions to support students in developing bankable business plans and start-ups. As informed by Course Director, Dr. Pankaj Bharti, "The course was divided into six modules covering vital aspects of Education Policy, Entrepreneurship Education Process and Capacity Building and Institutionalization of Entrepreneurship Education and Research.

30 Government/private sector officials, Principals, teachers, deans, professors, lecturers, Heads of business incubators, women entrepreneurs, small business consultants and media representatives from 17 countries benefitted.

EDII remains dedicated to enhancing the capabilities of professionals from developing nations, fostering entrepreneurship, promoting best practices and accelerating skill development, thus contributing to the growth of sustainable entrepreneurial ecosystems across the globe.



Dr. Sunil Shukla with the participants of Entrepreneurship Education, Knowledge Management and Policy Research at the valedictory function.

Harnessing Entrepreneurial Potential for Growth in Chhattisgarh

Chhattisgarh, rich in natural resources and strategically located in central India, is emerging as a key entrepreneurship destination. The state is focused on creating opportunities to foster entrepreneurship. Its growing young population is cultivating a thriving ecosystem for entrepreneurial innovations. With these advantages, Chhattisgarh is well-positioned to play a significant role in propelling India's entrepreneurial aspirations. EDII-Chhattisgarh Centre for Entrepreneurship Development in Raipur, an initiative of the Department of Industries & Commerce, Chhattisgarh and EDII, focuses on nurturing entrepreneurial culture in Chhattisgarh by developing skills, knowledge and mindset across a wide range of individuals. In February and March, some significant activities were undertaken.

On March 1st, 2025, the Chhattisgarh Industry Dialogue was organized by Department of Commerce & Industries, Govt. of Chhattisgarh. During the event, certificates were distributed to five selected trainees from Entrepreneurship Awareness Programmes, which were conducted between December 2024 to February 2025 under the aegis of the EDII-Chhattisgarh Entrepreneurship Development Centre. This initiative was a joint effort of Dept. of Commerce and Industries, Govt. of Chhattisgarh and EDII.



Shri Vishnu Deo Sai Ji, Hon'ble Chief Minister, Chhattisgarh addressing the delegates. Also present were: (L – R) Ms. Ankita Pandey, Director, Ministry of MSME, Govt. of India; Shri Rajat Kumar, (IAS) Secretary, Dept. of Commerce & Industries; Shri Lakhn Lal Dewangan Ji, Hon'ble Minister, Commerce & Industries, Govt. Of Chhattisgarh; Shri Amitabh Jain, (IAS) Chief Secretary, Govt. of Chhattisgarh; Shri Subodh Singh, (IAS) Principal Secretary of CM, Govt. of Chhattisgarh and Dr. Sunil Shukla, Director General, EDII.

Also present at the event were Shri Vishwesh Kumar, (IFS) Managing Director, Chhattisgarh State Industrial Development Corporation (CSIDC), Govt. of Chhattisgarh; Shri Alok Trivedi, Joint Secretary, Dept. of Commerce & Industries, Chhattisgarh; Shri Pravin Shukla, Additional Director, State Investment Promotion Board, Dept. of Commerce & Industries, Chhattisgarh and the EDII team at Chhattisgarh.



Dr. Sunil Shukla addressing the delegates on EDII's interventions in promoting MSMEs, entrepreneurship and innovative startups in Chhattisgarh.

The event covered some of the significant topics against the backdrop of entrepreneurship and industry. Shri Rajat Kumar ji, Secretary, Department of Commerce & Industries, Govt. of Chhattisgarh shared insightful information on the topic - Advancing Industries: Recent Reforms & Achievements. Hon'ble Chief Minister, Shri Vishnu Deo Sai Ji threw light on the advancements on the entrepreneurial landscape in Chhattisgarh. The event also saw the launch of the Programme - Raising and Accelerating MSME Performance (RAMP). Dr. Sunil Shukla highlighted the strategic advantages of the State that make it an economic powerhouse and brought forth how EDII was committed to escalating the levels of entrepreneurship among the people.



On February 11th, 2025, two Self-Help Group (SHG) enterprises, Sanskriti Boutique & Karigari and Unnati Creations were inaugurated at NTPC Sipat, Bilaspur, Chhattisgarh. The event was organized and coordinated by the Sangwari Mahila Samiti, the CSR Department of NTPC Sipat and EDII.

The guests present at the event included Shri Promod Kumar Sahu, Additional General Manager (HR-CSR), NTPC Delhi; Shri Anil Shankar Sharan, General Manager Operation & maintenance NTPC Sipat; Smt. Kiran Singh, President, Sanyukta Mahila Samiti; Smt. Ayesha Mishra, President, Arpita Mahila Samiti; Smt. Sadhna Pandey, President, Sangwari Mahila Samiti; Smt. Anupama Shrivastava, President, Priyadarshini Ladies Club; Ms. Sheeba Roberts, Asst. Faculty, EDII and other senior members.

Additionally, a 2-day Entrepreneurship Awareness Programme (EAP) under Chhattisgarh Entrepreneurship Development Centre was held on February 24 & 25, 2025. This joint Initiative of Dept. of Commerce & Industries, Govt. of Chhattisgarh & EDII took place at Govt. J. Yoganandam Chhattisgarh College, Raipur. The programme sensitized 145 students of the benefits of adopting entrepreneurship as a career.

EDII's interventions under the aegis of the EDII-Chhattisgarh Entrepreneurship Development Centre, aim at complementing the state's efforts through focused activities, to bring about skilled, self-motivated and action-driven set of people from across target groups, such as women, youths, farmers, disadvantaged sections, professionals etc. Diverse activities are being undertaken towards achievement of these goals.

Fostering Entrepreneurial Minds across Educational Campuses

...InnovateEDU

'InnovateEDU: Fostering Entrepreneurial Minds' is a unique three-year programme, wherein in collaboration with institutions across India, the focus is on building a strong inclination towards entrepreneurship education. The InnovateEDU programme works in consonance with institutional objectives, faculty development and ensuring student career readiness among students. EDII offers strategic insights to colleges and universities that align with National Institutional Ranking Framework (NIRF) and National Assessment and Accreditation Council (NAAC) parameters, aiming to enhance institutional rankings and accreditation outcomes. InnovateEDU enables institutions to participate actively in India's growing entrepreneurial landscape through regular industry connections, funding opportunities, and periodic support. The initiative will uniquely integrate the National Education Policy (NEP) 2020 objectives of experiential learning, multidisciplinary education and inclusivity.

The programme has three core verticals: Value-added integrated entrepreneurship programmes for Faculty & Students, Entrepreneurship Course Work & Research, and Workshops & Boot Camps. In the foundational year, the programme focuses on core entrepreneurship principles while it emphasizes on social and technological entrepreneurship in the 2nd and 3rd years.

In January 2025, when the applications were opened to Higher Educational Institutions (HEIs) across India, 30 institutions applied, out of which 10 were selected for the first-level presentation, held on March 5, 2025, at the EDII Ahmedabad campus. Representatives from these HEIs gave a peek into the entrepreneurship ecosystem in their respective institutions and the challenges face by them.

This initiative marks a significant step in strengthening entrepreneurship education in India, aligning institutions with the vision of nurturing the next generation of innovators and entrepreneurs.



Representatives from Higher Educational Institutions (HEIs) with (5th from R) Dr. Sunil Shukla, Director General, EDII.

AI Accelerator Programme ...in Collaboration with Infibeam Avenues Limited

Organizations across sectors are increasingly recognizing the value of AI/ML in enhancing their efficiency. Understanding that the world is moving towards automation and intelligent systems, EDII collaborated with Infibeam Avenues Limited and Phronetic AI (AI business unit of Infibeam Avenues Limited) to launch the one-of-its-kind EDII-Infibeam 'AI Accelerator Programme'. This exclusive programme has been carefully designed to empower startups and MSMEs by extending the benefits of AI and ML.

This innovative three-month programme began on March 10, 2025 with the objective of training participants to use AI/ML technology to optimise their operations by understanding the market, addressing business concerns, improving processes/products/services, and thus taking data/market-driven decisions. Startups, MSMEs, Chief Technology Officers, and aspiring entrepreneurs will now have an opportunity to learn how to leverage the power of AI and ML for business excellence and growth. The Programme Pedagogy integrates experiential learning, case-based analysis, and hands-on training with AI/ML tools to ensure participants gain practical and strategic insights. A series of webinars were also launched to spread awareness about the potential of AI and ML. The first webinar, conducted on March 18, 2025, was led by Mr. Prashant Ullegaddi, Senior ML Manager at Phronetic AI. The session was attended by 15 participants. It focused on providing a foundational understanding of AI and ML, covering basic concepts and their real-world applications across industries.

While Dr. Piyush Sinha, Senior Professor, EDII is overseeing the implementation of the programme, Dr. Reshmi Manna, Associate Professor, EDII is coordinating the intervention. This programme underscores a commitment to advancing AI technology and fostering an entrepreneurial ecosystem that leverages cutting-edge solutions for enhancing their efficiency, productivity, and decision-making processes.

Incubation & Accelerator Managers' Capacity Building Programme



Addressing the audience at the inaugural session is Shri Hiranmay Mahanta, CEO, iHub. Other dignitaries at the event included (R-L) Mr. Nikhil Suthar, Lead Partnerships, India Accelerator; Shri B.H Talati, IAS, Director of Technical Education, Govt. of Gujarat; Shri Yogesh Brahmkankar, Innovation Director, Ministry of Education's Innovation Cell, Govt. of India and Dr. Satya Ranjan Acharya, Director, Department of Entrepreneurship Education, EDII.

Incubation & Accelerator Managers's Capacity Building Programme was conducted during March 17th - 22nd, 2025. The training programme was organized by EDII under sponsorship of the Education Department, Government of Gujarat and was supported by iHub Gujarat, SSIP, and India Accelerator. The programme covered key aspects of best incubation practices, startup mentoring, funding strategies, ecosystem building, operational management and policy frameworks through expert-led sessions, case studies, and hands-on workshops. More than 105 Participants from across Gujarat participated including Faculty members, Incubation Managers, Entrepreneurship Cell Coordinators, and other stakeholders from Department of Technical Education, Govt. of Gujarat, Department of Higher Education, Govt. of Gujarat, SSIP Grantee Institutes & Universities.

Crystallizing the Blueprint for Implementation of EDII Business Strategy 2025-35

March 22, 2025 will go down the chronicles of EDII as the day which witnessed a historical dissemination of the EDII Business Strategy 2025-35.

A massive all-India participation of over 325 EDII members from 68 locations (20 states and 1 UT), in-person and virtually, led to diverse and encouraging view points on drawing an action plan for implementation of the EDII Business Strategy 2025-35. EDII faculty and staff from Head Office, Regional and Project Offices actively participated. The meeting began with a detailed presentation by Dr. Sunil Shukla, Director General of the Institute, on the key points of the Business Strategy. Dr. Shukla led the post presentation discussions, ensuring that all points were addressed and incorporated for effective implementation.

In order to crystallize ideas further, breakout sessions were conducted on the themes of Innovation and Technology; National Education Policy (NEP) – 2020 Implementation; School Entrepreneurship Education; Skill Development; MSME Artificial Intelligence (AI); Incubation Support; Diversity, Equity & Inclusion (DEI); Family Managed Businesses; Rural Entrepreneurship; Temple Based Economy; Foreign Languages & Business Practices and Marketing & Branding Service Division. The moderators of the breakout sessions presented an assemblage of ideas for further assimilation into the strategy. The moderators included; Dr. Raman Gujral, Professor & Director- Department of CSR Partnerships; Dr. Satya Ranjan Acharya, Professor & Director - Department of Entrepreneurship Education; Dr. Amit Kumar Dwivedi; Professor & Director - Department of Government Projects; Dr. Pankaj Bharti, Associate Professor; Dr. Prakash Solanki, Associate Professor; Dr. Rajeev Sharma, Associate Professor & In-Charge - Department of SME Development; Dr. Abdul Razak, Associate Faculty; Dr. Ananthavalli Ramesh, Associate Faculty; Dr. Sheetal Thomas, Associate Faculty; Dr. Bhaskar J. Saud, Assistant Professor; Dr. Kirtika Chetia, Assistant Professor and Dr. Anju Karna Pandey, Assistant Professor.





The Food Processing Sector Gets an Entrepreneurial Curve

... Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme

India's food processing industry is growing rapidly and plays a crucial role in the nation's economic development. This sector holds immense potential to increase export earnings while also boosting domestic growth. To promote the growth of food processing industry, in 2020, the Ministry of Food Processing Industries (MoFPI), Govt. of India launched the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme under Aatmanirbhar Bharat Abhiyan. The scheme is designed to address the challenges faced by micro-enterprises and tap the potential of groups and cooperatives in supporting the upgradation and formalization of these enterprises. EDII has been actively working across all districts of Gujarat, implementing all components of the scheme.



In the past two months, large-scale promotional events for the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme were successfully held across 17 locations across Gujarat. The events aimed to increase awareness about the PMFME scheme, which provides financial assistance, technical support, and capacity-building to formalize and strengthen micro food processing enterprises. In total, more than 550 participants attended the programme, including aspiring entrepreneurs, existing food processors, Self-Help Groups (SHGs), and Farmer Producer Organizations (FPOs).

This initiative has played a crucial role in empowering local entrepreneurs, promoting sustainable business practices, and fostering the growth of Gujarat's food processing sector.

Celebrating Inclusivity ...International Women's Day

International Women's Day was observed with great fervour at EDII campus. The event focused on panel discussions around women empowerment, their advancing roles in society and emergence of well-known women entrepreneurs. The distinguished speakers in the panel included Ms. Anar Patel, Founder & Director, Craftroots and Gramshree Trust, and Ms. Priyanshi Patel, Founder - Olixir Oils, Founder & Managing Trustee - Karma Foundation.

Through a series of questions and answers, Ms. Anar Patel, Founder & Director, Craftroots and Gramshree Trust emphasized how we as a society need to support women in breaking social barriers and handhold them in donning the role of enablers. "Women getting stronger representation in the mainstream will lead to a significant growth for the economy. A conducive support system that instils confidence in women and encourages them to rise above the fear of failure will also work wonders on helping women rise and shine," Ms. Patel said making a strong point.



Speaking on the general mindset of women as they step into the outside world, Ms. Priyanshi Patel, Founder - Olixir Oils, Founder & Managing Trustee - Karma Foundation, said, "Women do step out with big dreams but as they progress towards the top, their participation and representation decreases glaringly. Women should refrain from creating an invisible glass ceiling of contentment; instead they must strive to rise, continuously." She also emphasized on how the society also needs to stop stereotyping women and give them a warmer welcome for bigger, unconventional roles.



Opining, Dr. Sunil Shukla said, "There has been a growing awareness about raising the social and economic status of women in society with increased focus on education, training and skill development. We want more and more women to come to the fore and break stereotypes and barriers that hinder growth. We all want to witness an inclusive and equitable society. We need to make space for women who have for long been subjugated to stereotypes and highly typical roles. We can achieve this by encouraging women to become economically independent, focus on networking and avoid crumbling under peer pressure."

The event enthused great interest in the audience with discussions centering around the ups and downs of an entrepreneurial journey for women and the ways and means that can be implemented to ensure their success.

About Crafts and Their Rich Legacy ...The Hastkala Setu Yojana

The Hastkala Setu Yojana is a transformative initiative aimed at bringing Gujarat's rich handloom and handicraft traditions into the global spotlight. Focused on supporting artisans and entrepreneurs across the state and dedicated to preserving and promoting the unique crafts, initiative has safeguarded the artistic heritage of Gujarat through a well thought-out training and counselling model.

In collaboration with EDII as a knowledge and implementation partner, the Commissionerate of Cottage & Rural Industries, Government of Gujarat, has played a key role in empowering artisans of the state. Till Now, 9371 artisans have been trained under the domain-based Skill Training programmes. In last two months, 34 entrepreneurs enrolled in the Yojana, thus taking the total number of enrolled artisans to 21692.

The 'Threads of Unity' – a Co-operative workshop was held on March 7th, 2025, and was inaugurated by Dr. S. J. Joshi, IAS, Executive Director, iNDEXT-c. The workshop featured two insightful session on Sustainable Packaging Practices and Onboarding on Flipkart Samarth. Over 60 co-operatives participated in the workshop and 45 co-operatives showcased their products.



Padma Shri Awardees Shri Bhanubhai Chitara, Mata Ni Pachhedi artisan and Shri Lavjibhai Parmar, Tangaliya artisan being felicitated at the Threads of Unity workshop at EDII. Also present was (2nd from R) Dr. S. J. Joshi, IAS, Executive Director, iNDEXT-c.

Promoting India's Heritage through GI Products ...Rang Soota GI Mahotsav

The Intellectual Property Facilitation Centre (IPFC), a strategic initiative under the Ministry of Micro, Small, and Medium Enterprises, Government of India is designed to empower MSMEs by enhancing their intellectual property (IP) capabilities. The IPFC Scheme being implemented by EDII. IPFC addresses these gaps by providing a one-stop solution for IP filing support, fostering innovation, and sustainable growth among MSMEs. One of its key activities is to offer support for drafting and filing patents, trademarks, designs and Geographical Indications.

In alignment with its mission to support Geographical Indication, EDII, in collaboration with the Gujarat Chamber of Commerce & Industry (GCCI) Business Women Committee, organized the Geographical Indication (GI) Mahotsav, 'Rang Soota' Promoting India's Heritage through GI Products from March 21-23, 2025 at Sindhu Bhavan Hall, Ahmedabad. The exhibition celebrated India's rich cultural heritage by showcasing over 50 GI-tagged crafts from across the nation. Artisans showcased a diverse range of crafts including Phulkari, Jodhpur Bandhej Craft, Sojat Mehndi, Patan Patola, Mata Ni Pachhedi, Gujarat Suf Embroidery, Kutch Rogan Craft and many more.

A Business-to-Business (B2B) Meet was also organized on March 21st, offering an opportunity for bulk sales and access to new customers and markets. This initiative aimed to expand the reach of Geographical Indication (GI) products and support the growth of artisans, economically. The event also featured cultural event, including Kutchi folk music performance on March 21st and puppet show on March 22nd. This Mahotsav served as an important platform for preserving and promoting India's rich cultural heritage.



(2nd from R) Shri P.N. Solanki, Joint Director, MSME and (1st from R) Dr. Sunil Shukla, Director General, EDII, inaugurated the exhibition, organized by EDII and GCCI, showcasing over 50 crafts promoting India's heritage through GI products.

Empowering MSMEs Through Training and Skill Development

...Entrepreneurship & Skill Development Programmes

Training and skill development can hugely impact performance and efficiency of MSMEs. Recognizing this, a series of entrepreneurship and skill development programmes were conducted under Entrepreneurship & Skill Development Programmes Scheme, supported by Ministry of Micro, Small and Medium Enterprises, Govt. of India. The programmes address multiple concerns, building skills and empowering participants to implement new learning in their businesses.



A one-week residential Advanced Entrepreneurship and Skill Development Programme (A-ESDP) on Robotics and Automation was held during March 17-21, 2025. The programme witnessed participation from 20 MSME entrepreneurs. The programme included 4 sessions each day along with exposure visits, aiming to train and sensitize the participants on various robotics and automation solutions for business operations. The participants stated that they received hands-on experience which gave them the confidence to implement the dynamics of robotics and automation in development and management of business operations.



An Advanced Management Development Programme (A-MDP) on Tendering and Public Procurement through GeM was held at the Institute from February 24 to 28, 2025. 25 MSME entrepreneurs and supervisory staff participated in the programme. This one-week programme built capacities of participants in understanding management processes and abiding by them. The understanding that they received, they stated, enhanced their decision-making capabilities, which would reflect in improved productivity and profitability.



Over the last two month, two Entrepreneurship Skill Development Programmes (ESDPs), one Management Development Programme (MDP), and three Entrepreneurship Awareness Programmes (EAPs) were held across various districts of Madhya Pradesh, benefiting 227 participants from diverse backgrounds. These programmes were supported by the Ministry of Micro, Small and Medium Enterprises, Govt. of India and aimed to enhance entrepreneurial skills and promote inclusive economic opportunities for all.

Between October 2024 and March 2025, a total of 43 programmes (21 EAPs, 16 ESDPs, and 6 MDPs) were organized across 19 districts of Madhya Pradesh, training over 1,123 participants under the ESDP scheme of Ministry of Micro, Small and Medium Enterprises, Govt. of India. These initiatives have played a vital role in strengthening the entrepreneurial ecosystem by equipping aspiring entrepreneurs from marginalized communities with essential skills and knowledge for sustainable business and growth.



The Round Table Consultation on Return on Investment (ROI) study was successfully conducted at CII, Bangalore and Gurgaon bringing together 38 participants from diverse sectors, including manufacturing, services, and education.

The consultation delved into Diversity, Equity, and Inclusion (DEI) investments and financial impact, where participants shared insights on budget allocations, training programs, and ROI measurement challenges. Many organizations highlighted improvements in employee engagement, productivity, and retention, attributing these to structured DEI initiatives. The discussion also covered policy implementation strategies, leadership involvement and methods to overcome resistance within organizations.

Supporting Entrepreneurship in Rural Locales ... The Startup Village Entrepreneurship Programme

Promotion of rural entrepreneurship has taken multiple forms. It is being targeted strategically at different levels to ensure growth and drive economic development. Startup Village Entrepreneurship Programme (SVEP) is an ambitious sub-scheme under Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM), aimed at helping members of Self Help Groups set up small enterprises in rural areas under non-farm sector.

Currently, SVEP is being implemented in 38 blocks of 12 states. Work has already got completed with astounding results in 44 blocks of 11 States.

SVEP Highlights :

1,08,499

Enterprises
promoted till date

₹ 61.68 Cr.

Loan Amount
Disbursed

17,753

Udyam
Registrations Facilitated

Glimpses into activities over the last two months:



Ms. Gunjan Devi, SVEP-supported entrepreneur from Akbarpur block, Uttar Pradesh, was recognized by Shri Keshav Prasad Maurya, Hon'ble Deputy Chief Minister of Uttar Pradesh, and Smt. Pooja Ranjan, Director, Uttar Pradesh State Rural Livelihood Mission (UPSRLM). Ms. Gunjan Devi was applauded for her remarkable success in the bakery business during the Lakshpati Didi programme, organized by UPSRLM at Lucknow. Smt. Vijay Lakshmi Gautam, Minister of State for Rural Development along with other senior officials, graced the occasion, reaffirming the government's commitment to women's empowerment and rural entrepreneurship.

The Ministry of Rural Development (MoRD), Government of India, approved two blocks of Tripura - Kumarghat Rural Development block, Unakoti district and Kalacharra Rural Development block, North Tripura for implementation of the SVEP interventions. EDII signed an MoU with Tripura Rural Livelihood Mission (TRLM). As a part of the initiative, a five-day training programme was conducted from February 21-25, 2025 at Kumarghat block where 16 Community Resource Persons - Enterprise Promotion (CRP-Eps) were trained in conducting baseline survey. This collaboration aims to promote entrepreneurship, generate sustainable livelihoods and drive economic growth in Tripura.



EDII, as a National Resource Organization is working with the Odisha Livelihood Mission (OLM) to strengthen rural entrepreneurship through SVEP and non-farm activities. Under this initiative, a three-day training programme, held from February 19 to 21, 2025, equipped Mission officials with essential skills to support micro enterprises, enhance financial linkages and navigate legal processes. This training enhanced the outreach and impact of SVEP, providing better support to rural entrepreneurs in Odisha.

Women entrepreneurs from Kelapur, Maharashtra, showcased their handmade and locally crafted products at the Saras Mela during February 1-5, 2025, in Yavatmal, Maharashtra. This event was organized by Maharashtra State Rural Livelihoods Mission (UMED). The stall was visited by Mr. Sarang Agarkar, District Mission Manager, Belapur, Maharashtra and the District Mission Management Unit team, who recognized and appreciated the efforts of SVEP.

Ms. Sita Singh Patel, from Sohagpur Block, Madhya Pradesh, is a true inspiration for women entrepreneurs. A transformative 56-day capacity-building training at EDII equipped Sita with the skills and confidence to lead and create meaningful change in her community. As a Community Resource Person for Enterprise Promotion (CRP-EP), she discharged her duties, leading to the establishment of 103 enterprises in her community. Sita mentors women and supports them in establishing their ventures as well as in their business growth. Her entrepreneurial journey began with a loan of ₹20,000 to purchase a photocopying machine. She later expanded her business with ₹50,000 loan through the SVEP. Her dedication and hard work earned her the 'Lakhpatri Didi' certificate, recognizing her achievements.

"Attending the Republic Day celebrations in New Delhi", says Sita was one of the most memorable moments of her life. She was invited by Ministry of Rural Development, Government of India, along with other 'Lakhpatri didi' certificate holders for the recognition. Sita credits National Rural Livelihoods Mission (NRLM), Madhya Pradesh State Rural Livelihoods Mission (MPSRLM), and EDII for their support in shaping her entrepreneurial trajectory. Today aspiring women entrepreneurs look up to Sita for mentorship and inspiration.

Micro Enterprise Development : Uttrakhand



57 women Community Resource Persons- Enterprise Promotions (CRP-EPs) from Uttarakhand successfully cleared the Micro Enterprise Development (MED) certification exam. The exam recorded an impressive 89% passing rate. The 32-day MED training equipped CRP-EPs with vital entrepreneurial, financial and business management skills, which will enable them to mentor rural entrepreneurs, promote sustainable enterprises and drive financial independence in their communities. This achievement highlights the successful collaboration between the Uttarakhand State Rural Livelihoods Mission (USRLM), National Academy of RUDESTI (NAR) and EDII.

Fostering Innovations and Productivity in Clusters ...The National Rural Economic Transformation Project (NRETP)

The Ministry of Rural Development (MoRD) has launched the National Rural Economic Transformation Project (NRETP) to promote cluster development in non-farm sectors. As a Technical Support Agency (TSA) to State Rural Livelihood Missions (SRLMs), EDII is engaged in providing technical assistance to approximately 1740 artisans in 4 clusters. In the last two months, the following activities were undertaken in various clusters:



Dr. H.K. Patil, Minister of Law, Justice, Human Rights, Parliamentary Affairs and Legislation and Tourism, Government of Karnataka visited the stall and appreciated the efforts of artisans.

The Channapatna toy cluster participated in the International exhibition on 28th February, 2025, where they showcased their products. This exhibition highlighted the skill and creativity of local artisans and also provided an important opportunity to expand the reach of the Channapatna toy cluster in global markets. The artisan recorded a sale of 24,100 in 2 days.

Dahod Pottery Cluster, Gujarat

The Khadi and Village Industries Commission (KVIC) launched a ten-day hands-on training programme to upskill artisans of the Dahod Pottery Cluster, with the aim of enhancing their craftsmanship and boosting their livelihood opportunities. The programme trained 100 pottery artisans, equipping them with modern machinery and advanced crafting techniques to significantly improve production efficiency and product quality.



Badarwas Jacket Cluster, Madhya Pradesh

The Badarwas Jacket Cluster participated in the Mahakumbh Mela, Prayagraj, where they showcased their handcrafted jackets. The Mahakumbh Mela provided a valuable platform to artisans to display their craftsmanship. It allowed them to connect with more customers and expand their market reach. In all, Rs.27,000 worth of sale was recorded.



Kolhapuri Chappal Cluster, Maharashtra

Master artisans from the Kolhapuri Chappal cluster showcased their exquisite craftsmanship at the iconic Red Fort, New Delhi, during a seven-day event organized by the Footwear Design & Development Institute (FDDI). Artisans Mangesh Chougule and Dattatray Satpute represented the Kolhapuri Leather & Chappal Work Producer Company Ltd. (KLCWPCL).

During the event, artisans explored new design concepts, market trends, and product standardization with the support of FDDI students. The collaboration between EDII and FDDI reinforced the belief that traditional craftsmanship can thrive in modern markets with the right exposure and support.

Dausa Leather Cluster, Rajasthan

A two-day workshop, from February 24 to 25, 2025, brought together key stakeholders to strategize and create a roadmap for structured growth and sustainability in the cluster. Representatives from EDII-National Resource Organisation and Rajasthan-State Rural Livelihood Mission played a pivotal role in the workshop. The Board of Directors and master artisans from the cluster also contributed by way of valuable insights, fostering a collective vision for sustainable growth and development.



The project has been delivering tangible results in terms of enhanced financial ability, technical and production capacities and access to dedicate resources.

Armed Forces Personnel Nurture Their Entrepreneurial Inclination

EDII initiated a programme for vesting defence personnel with the skills and knowledge required to pursue successful entrepreneurial ventures after their service. In recognition of the unique needs and aspirations of the armed forces, the Institute has tailored this training specifically for Junior Commissioned Officers (JCOs) and personnel of other ranks (ORs) from the Indian Army, Navy, and Air Force. In collaboration with, Directorate General Resettlement, Department of Ex-Servicemen Welfare (Ministry of Defence), this 12-week course, initiated from February 10 and will continue till May 2, 2025. This course will equip 37 defence personnel with essential tools for transitioning into civilian life and launching their own businesses.

The course covers a wide array of entrepreneurship related topics, including business ideation, planning, financial management, marketing, leadership, and the practical execution of business strategies. Through a balanced mix of lectures, interactive workshops, guest speaker sessions and practical exercises, the programme aims to instil a comprehensive understanding of entrepreneurship. Each week focuses on a specific area, ensuring that participants are well-prepared and are ready to move to the next facet of entrepreneurship learning. Practical learning exposure to industries, incubation facilities and institutions impart knowledge of business operations and growth factors.



Major Mansor Ahammad from 16 Maratha Light Infantry addressing the participants.

The programme aims to facilitate the resettlement of armed forces personnel by nurturing their entrepreneurial competencies and aspirations.

CSR Partnerships for Entrepreneurial Success

EDII is successfully implementing CSR initiatives in collaboration with corporate partners. Training, mentorship, and handholding support has been visibly unleashing success women, tribal communities, disadvantaged, marginalized and Persons with Disabilities (PwDs). The efforts have been steering meaningful change and empowering aspiring entrepreneurs. Association with noted corporates including Accenture, HSBC, Standard Chattered Bank, IDBI Bank, HAL are helping EDII bring about significant social and economic change.

Empowering women through skill-based training and mentoring support to enable establishment of sustainable enterprises is one of the core areas under EDII CSR partnerships. In the past two months, over 1015 women have received training and guidance in production, marketing, and networking strategies, enabling them to unlock their potential, develop essential skills and launch sustainable enterprises. Programmes including Subhalakshmi Udyogini (supported by Vedanta Alumina); Micro Skill Entrepreneurship Programmes (under the support of Hindustan Aeronautics Limited (HAL), and Project UDAYA (under TATA Communications) have supported women empowerment through new enterprise creation.

Skills to Succeed - Micro Skillpreneurship Development Programmes (MSDPs) supported by Accenture is focussed on refurbishing livelihoods in 14 states and 1 Union Territory. Till date, 144 programmes have been completed and 7369 beneficiaries have been trained. Out of these 5391 enterprises have been set up in diverse areas including food processing, candle making, soft toys manufacturing, etc.

Another unique platform, WeAct (the Chambers of Commerce for Women) is supported by Accenture and implemented by EDII. WeAct is committed to empowering rural women entrepreneurs across 17 states and 2 union territories by providing market access, networking opportunities and business improvement strategies, thereby increasing business profitability. Weact has onboarded more than 18192 members. Project HandMade in India (HMI) supported by HSBC aims at promoting and preserving India's rich artisan traditions and craftsmanship. Till date, over 1508 artisans & weavers have been enrolled and in last two months, more than 396 artisans & weavers in Bhuj and Erode participated in the programme. Over the last two months, four exhibitions were conducted at Gujarat, Maharashtra and Rajasthan where weavers generated sales of RS. 6,40,895.

On March 7 2025, exhibitions were held across six major Accenture locations in India. This event provided a platform to showcase WeAct's products and services. A total of 420 WeAct members benefited & 21 enterprises participated in the exhibition, generating appreciable sales.



Dr. Sunil Shukla, Director General, EDII inaugurated the live multi-craft exhibition which had live demonstrations on the making of the craft. Dr. Sunil Shukla trying his hand at Jacquard loom.



The Industry Round Table Meet and Thought Leadership Seminar held as part of the HMI project focussed on 'Digital Transformation and Tech for Sustainable Craft: Engaging New Entrepreneurs'. Panel discussions were on 'Sustainability Learning Exchange: A Cooperative Initiative for Artisans and Specialists to Share Insights and Strategies'.

Over the last two months, concerted efforts were also put in the direction of revitalizing rural and peri-urban communities in Dehradun (Uttarakhand), Kashipur (Odisha), and Kamrup (Assam) under Project Revitalising Innovation for Sustainable Enterprises (RISE) supported by IDBI Bank Ltd. 88 beneficiaries have been trained under 3 Technology-based entrepreneurship development programmes (TEDP).



At Advantage Assam 2.0 held in Guwahati, Assam, delegates from 56 countries along with Indian entrepreneurs came together. MSDP beneficiaries had the opportunity to showcase their products to dignitaries.

He Revolutionizes 700 Years Old Weaving Technique ...the legend Lavjibhai Nagjibhai Parmar (Padma Shri Awardee)



Lavjibhai Nagjibhai Parmar, an artisan specializing in the ancient handloom craft of Tangaliya, has been shortlisted for the prestigious Padma Shri Award 2025 by the Government of India for his extraordinary contributions to the Tangaliya craft. For over 700 years, the Dangasia community of Surendranagar has been practicing the Tangaliya. Lavjibhai inherited the intricacies of this art from his father, and has adopted it as his livelihood for over four decades. The Tangaliya art has also been granted Geographical Indication (GI) tag.

As a master weaver, Lavjibhai has not only contributed significantly to the craft but has also trained more than 40 youths, ensuring that the younger generation stays connected to the craft. Lavjibhai is a beneficiary of Project HandMade in India. He recently attended the Industry Roundtable Meet & Thought Leadership Seminar held at EDII on March 11, 2025.

During the event, EDII acknowledged his efforts by honouring him. Lavjibhai shared, "I have received training in natural dyeing, digital marketing, and online payments through EDII. Additionally, participating in EDII's exhibitions has helped me reach out to customers and feel the pulse of the market." Lavjibhai established a Common Facility Center, where 12 weavers work together to preserve the craft. He plans to sell Tangaliya products through e-commerce platforms and create more employment opportunities. His contributions to the craft have earned him numerous awards.

CSR Roundtable Meet



Dr. Raman Gujral, Professor and Director, Dept. of CSR Partnerships addressing the delegates. (3rd from R) Shri Shivnarayan Balajee Sigha Roy, Additional Secretary, Backward Classes Welfare Department, Govt. of West Bengal also brought rich perspectives to the table.

EDII organized a Roundtable Meet for Corporates to 'Support, Activate and Build Assured Livelihoods (SABAL) for Persons with Disabilities (PwDs) under CSR Actions'. This pivotal roundtable meeting brainstormed on creating a better world for PwDs through an effective synergy between government, corporates and institutions. Senior officials from Department of PwD and CSR leaders from leading corporate entities attended this groundbreaking meet. The 'Meet' took up the agenda of sensitizing society at large and instituting interventions and measures that ensure establishment of 3000 new enterprises by PwDs, including 1500 technology-driven and 1500 general enterprises.

Micro Entrepreneurs from Uttar Pradesh Gain Financial Literacy and Develop Digital Awareness ...Project Saksham

Financial landscapes could be complex but financial literacy can make it easy to navigate through such challenges. Rural micro entrepreneurs especially need such an orientation to steer through regular financial dealings. To fulfil this requirement, EDII has collaborated with the Bajaj Finserv to implement Project Saksham in five districts of Uttar Pradesh. This initiative is aimed at providing training to micro-entrepreneurs on the finer nuances of financial dealings, savings, government financial schemes, digital awareness and alertness for avoiding digital fraud.

Over the past two months, EDII successfully conducted 25 three-day Entrepreneurship Awareness Programmes (EAPs) under Project Saksham, supported by Bajaj Finserv Limited. These EAPs successfully developed financial literacy and inclusion among 1000 existing and aspiring micro-entrepreneurs from Varanasi, Mau, Ayodhya, Gorakhpur and Kushinagar.



Mr. Nishit Patel, Senior Programme Manager, SVEP, EDII delivering a talk on 'Entrepreneurship Development & Startup Opportunities' at the four-day Namo Sakhi Sangam Mela, organized by Gujarat Livelihood Promotion Company (GLPC) during March 9-12, 2025, at Jawahar Maidan, Bhavnagar. The Mela showcased remarkable contributions of women-led enterprises and Self-Help Groups (SHGs).

The Journal of Entrepreneurship Gains Recognition



The 33rd volume of the Journal of Entrepreneurship (& 3rd Special Issue), focusing on 'Entrepreneurship and Society' was released by Prof (Dr.) T.V. Rao, Founder and Chairman, T. V. Rao Learning Systems Pvt. Ltd., Ahmedabad & Former Professor of Indian Institute of Management, Ahmedabad. This issue has been edited by Prof. (Dr.) Suresh Bhagavatula, Professor of Entrepreneurship at Indian Institute of Management, Bengaluru.

The Journal of Entrepreneurship (JoE) has been recognized and included in the Italian indexing database of the National Agency for the Evaluation of Universities and Research Institutes (ANVUR).

ANVUR is a prestigious organization responsible for evaluating the quality of academic research and higher education institutions in Italy. As part of its evaluation process, ANVUR classifies academic journals based on rigorous assessment criteria and assigns ratings that reflect their scholarly impact and excellence. ANVUR has assigned Class A status to the The Journal of Entrepreneurship in multiple areas of research under its unique classification system. This recognition underscores the Journal of Entrepreneurship's commitment to publishing high-quality research in the fields of business, management, entrepreneurship, and innovation. Being classified as a Class A journal reinforces its status as a leading publication for scholars, researchers, and practitioners seeking to contribute to and engage with cutting-edge entrepreneurial research.

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PG Corner



5th March, 2025: To establish the significance of entrepreneurship as a viable career option, EDII arranged a brainstorming session between Deans/Principals/Directors of colleges and Institutes, final year Engineering students and representatives from the media, at Kolkata. Two of EDII PG alumni based at Kolkata - Mr. Gopi Krishan Sonthalia, (PGDM-BE 2006-2007), Proprietor - Jayshree Electric Works, Electric Motors Hiring & Repairing and Mr. Rounak Agarwal, (PGDM-BE 2011-2013), Director- Gitakshi Mercantile Pvt. Ltd. and BD Infra Projects Pvt. Ltd. - also participated.

Campus Immersion Programme for the First Batch of PGDM-Online



The Institute recently welcomed students of the Post Graduate Diploma in Management-Online (PGDM – Online), for their first campus immersion programme. Held from March 1 to 3, 2025, the three-day immersion programme was designed to foster experiential learning, facilitate meaningful interactions with faculty members and industry experts, and encourage peer networking.

During the three-day programme, sessions covered the topics of Quantitative Techniques for Market Research; Effective Entrepreneurship; Legal Aspects of Business; Digital Marketing for Entrepreneurship; Financial Management; Costing for Decision-Making and other important segments. An engaging activity at the CrAdLE, EDII's Incubation Centre, further enriched the participants' understanding on incubation opportunities.

Participants expressed their appreciation for this opportunity to engage in hands-on learning and network with peers and mentors.

PG Corner



March 8, 2025: Dr. Sunil Shukla, Director General, EDII with EDII Alumni at the reunion of Alumni on the occasion of Annual Startup Summit - 'Empresario 2025'.

Ecstasy 2025



On March 28, 2025, EDII hosted the musical extravaganza, Ecstasy 2025. Renowned singer and artist Shirley Setia performed. The concert was held at the campus lawns and witnessed a huge turnout of students and guests.

PG Corner

The Glorious; the Eminent: PG Alumni Carving Their Own Success Paths

This section features PG Alumni excelling as business/social entrepreneurs. Let's meet the two alumni entrepreneurs selected to be featured in this issue.

Mr. Yogendra Patidar
8th Batch Alumnus (2005-06)
CIVOM
TEDx Speaker
President of EDII Alumni Association 2024-25



Yogendra, a first generation entrepreneur, co-founded CIVOM in 2012, inspired by the innovative library designs in Australia. What began as an idea has now evolved into a powerhouse of 150+ bright minds, pioneering extraordinary concepts backed by rigorous research and development. Beyond education, he has also co-founded enterprises in food processing, infrastructure development and wet-lamination coating & converting. In January 2024, Yogendra Patidar was honored with the prestigious Business World 40 Under 40 Award, recognizing him among India's top changemakers. His groundbreaking work in Education & Learning Innovation earned him this coveted accolade. Yogendra also actively supports several social causes through Prophetic Foundation and Shiv Om Sai Trust.

Mr. Hemal Prajapati
EDII 11th Batch Alumnus (2008-2010)
Harihar Bricks Mfg. Company
Turnover: 15 Cr.
Secretary of EDII Alumni Association 2024-25



As a brick manufacturer and an industry enthusiast, Hemal Prajapati leads Harihar Bricks Mfg. Company, a pioneering force in Gujarat, India. With a rich legacy of producing high-quality facing and exposed bricks, he has played a key role in setting benchmarks for excellence in construction industry. His company initially specialized in manufacturing bricks tailored for European decorative purposes. Today, he proudly operates India's first brick store, offering over 300 varieties and exporting to multiple countries. A recent milestone includes supplying bricks for the prestigious Swaminarayan Temple in Abu Dhabi. Through these initiatives, Hemal is redefining the way construction materials are perceived and utilized in modern architecture. Beyond his entrepreneurial endeavours, Hemal is also actively involved in industry and community development.



Collaborations, Associations & Deliberations...



February 4, 2025: Dr. Sunil Shukla, Director General of EDII, extends his greetings to Shri Pankaj Joshi, the newly appointed Chief Secretary of the Government of Gujarat.



February 26, 2025: EDII entered into an MoU with IILM Institute for Higher Education, Delhi for promotion of entrepreneurship through offer a joint Postgraduate Programme in Entrepreneurship and Family Business Management.



March 25, 2025: Dr. Sunil Shukla, Director General, EDII delivered opening remarks at the webinar on 'Explore Trade Opportunities in India', organised by the Embassy of India, Thailand and Institute of Small and Medium Enterprise Development, Thailand (ISMED). Dr. Shukla threw light on the vast Indian market and the growing & viable investment opportunities in India.

WORKSHOP ON BUSINESS PROMOTION THROUGH INTERNET



With Social Media Promotion opening up umpteen opportunities for business, we recall the first workshop on 'Business Promotion through Internet' conducted by EDII in 1999. Here's a report

Chief Guest of the inaugural function, Shri S.K. Nanda, Managing Director, Gujarat State Financial Corporation, delivering his address.

A 3-day Workshop on Business Promotion through Internet was organised during July 28 - 30, 1999 on campus. This workshop was sponsored by SIDBI.

The Chief Guest for the inaugural function was Shri S.K. Nanda, Managing Director, Gujarat State Financial Corporation. Shri Brij Mohan, Chief General Manager, SIDBI was also present on the occasion.

In the inaugural function Dr.V.G. Patel, Director & Vice-President of EDI thanked Shri Nanda & Shri Brij Mohan for their valuable support to new and existing entrepreneurs. Dr. Patel made a special mention of the entrepreneurs (i.e. participants) who had managed time from their busy schedule to attend this very important programme in a new area of technology.

Shri S.K. Nanda in his inaugural speech said that what should come through this workshop is a very deft handling of tool to see that brilliance and creativity are marketed. He urged the participants to know the strength of the area in which they are interacting and operating. According to him the spirit of innovation in a person is the most important thing and after an innovative product is made, Internet, he said is the most appropriate option for promotion. Shri Nanda concluded by pointing out three important areas which the participants should aim at - first, identify unknown frontiers in the areas they operate and interact; second, become the most important marketing cap for the persons interacting with i.e. they should promote linkages between the Internet users and small and rural entrepreneurs in their marketing efforts and charge for the services only after the deal is over. And third, aim at earning name from the Internet, i.e. market oneself.

According to Mr. Abhinav Paranjpe, the Programme Director, the 3-day Workshop aimed at creating an awareness on Internet resources and services, thus enhancing knowledge and skills of the participants in using the Internet; equipping participants with technical and economic aspects of Internet usage and developing skills to design websites for business promotion.

The valedictory function of the workshop was organised on 30 July 1999. Mr. Jay Majithia, Managing Director, Babul Technologies, was the Chief Guest for the function. Dr. V.G. Patel who was also present in the function, expressed happiness over the fact that people from different parts of country and different fields had come for this Workshop and said that this showed the importance people attach to technology. He urged the participants to always aim for a step beyond their activities. He brought to everybody's notice the prevailing competition in every field and emphasized how important it was for people to do a little better than others in order to survive.

Mr. Majithia remarked that the participants of this workshop had got a good opportunity to grow in business. He advised the participants to draw maximum benefit from the learning provided and pointed out some of the tips on how to grow in business with the help of Internet.

According to the participants, the workshop had brought about a tremendous change in terms of their knowledge. They found the classes highly interactive and enriching. They all agreed that the exposure they had got in these 3-days was tremendous.



Overwhelming

EDII Ahmedabad reposted



Dr. Pramod Sawant @DrPra... · 13 Mar
 Attended the 50th Anniversary celebration of @edc_goa Limited and the 1st Anniversary of the EDII Goa Center. On this occasion unveiled the EDII website and souvenir in the presence of Chief Secretary Shri Candavelou, Shri B. S. Pai Angle, EDII Director General Dr. Sunil Shukla, [Show more](#)



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Higher Education Uttarakhand · 05 Mar
 सतत प्रगति पथ पर उच्च शिक्षा

मा मंत्री उच्च शिक्षा डॉ. चन सिंह रावत द्वारा भारतीय उद्यमिता विकास संस्थान के इंफोसॉल्यूटिओन्स इवेंट में प्रतिभाग करने हेतु अहमदाबाद पहुंचने पर महानिदेशक भारतीय उद्यमिता विकास संस्थान डॉ. सुनील शुक्ला द्वारा गर्मजोशी से स्वागत किया गया।



Sage India @SagePubIndia · 27 Feb
 Inaugurated by Prof. T. V. Rao, Chairman of TVRLS, former IIM-A professor, and a pioneer of HRD in India, the 16th Biennial Conference on Entrepreneurship at EDII has commenced. With scholars from 9+ countries and 148 research papers, the event, supported by Sage, also marked the [Show more](#)



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Directorate General of Resett... · 06 Mar
 Retiring JCOs & ORs from Army, Navy & Air Force undergoing #DGR sponsored Entrepreneurship Training at EDII Ahmedabad from 10 Feb to 02 May 25 attended the Annual Start-Up Event of EDII @niten_chandra @SpokespersonMoD @adgpi @IAF_MCC @IndiannavyMedia @IsSouthern



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HCLFoundation @HCL_Fo... · 13 Mar
 We had the privilege of being part of the 16th Biennial Conference on Entrepreneurship 2025 at Entrepreneurship Institute of India (EDII) Ahmedabad, a dynamic platform bringing together academicians, researchers, corporates, and ecosystem enablers. The conference [Show more](#)



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