

EDI

REPORTS

Message from the 10th Convocation

June 27th was another landmark day for the Institute. The Convocation Ceremony for the 10th batch of students of the Post Graduate Diploma in Business Entrepreneurship and Management and Post Graduate Diploma in Management of NGOs was organized on this day with great aplomb.

FROM

THE DIRECTOR'S DESK ▶▶

This year, it was more than the excitement which the convocation ceremony every year generates; there was immense satisfaction and a few messages which, I believe, went across to all.

After ten years of the courses and twenty-five years of the Institute, it is heartening to note that the demand for formal training in entrepreneurship is constantly on the rise. People do not question courses on Entrepreneurship; rather they weigh entrepreneurship training and management training on an equal plane – the choice depending entirely on one's career objective. Young men and women from various fields are being attracted to self employment. This encouraging trend somewhere tells me that entrepreneurship could also be the answer to the high levels of brain drain that the country is faced with. The reasons that have been cited for this exodus are; bright career prospects, big money and a better quality of life. And, running one's own business successfully takes care of all these aspirations - career, money and quality of life.

70 bright students from diverse educational backgrounds, receiving their diplomas, therefore, did inspire confidence in me. After all, their growth means the growth of the nation. We began the Post Graduate Programmes as first-of-their-kind, application-oriented courses and not as one of those conventional 'recognized' ones. I feel happy to mention that the question of recognition never cropped up as a hindrance in terms of response to the courses; rather the courses were much sought after because of their quality and relevance of inputs.



FROM THE DIRECTOR'S DESK

Yet, the fact was that we were talking about entrepreneurship of the new era; we were trying to pit it against the popular management courses and most importantly, we were seeking to replace the job seeking mindset of society with the 'job creating' one. Recognition, therefore, was necessary to give this training its due stature. We are glad that the Post Graduate Diploma in Business Entrepreneurship and Management has been recognized by AICTE and will now be offered as a two-year full time course entitled, Post Graduate Diploma in Management – Business Entrepreneurship.

The most important message, however, came from our Convocation Chief Guest, Shri Venugopal N. Dhoot, Chairman and Managing Director, Videocon Group. Shri Dhoot called upon the outgoing students to begin life as entrepreneurs now because “this is the best of times to strike out” on their own when there is no dearth of business opportunities. Suggesting what he described as “a few lasting mantras”, Mr. Dhoot said entrepreneurs must reinvent themselves periodically in terms of strategies, goals, etc., be enthusiastic, patient and passionate about business, and never give up. They must also remember that there are no opportunities without attendant risks and vice versa. Such a great achiever, yet Shri Dhoot is so well grounded in reality. We took a lesson from his achievements and entrepreneurial personality.

I am glad that mega corporates have also stepped forward with support in various forms. This has encouraged students and strengthened their faith in entrepreneurship. The recent example of concern and generosity is Shri Dhoot's contribution of Rs. 51 lakh towards EDI's infrastructure development. We thank him heartily for lending us a helping hand and being an integral part of this national mission.

The journey has been long and in this journey, we have received support from various quarters. We gratefully acknowledge these. We look forward to receiving the same kind of encouragement and support from all, always.

Dr. Dinesh Awasthi
Director - EDI

ENTREPRENEURSHIP EDUCATION



These Youths Think Big 10th Convocation of EDI-PG Programmes



Seen during the convocation ceremony are (4th from R) Chief Guest, Shri Venugopal N. Dhoot, Chairman and Managing Director, Videocon Group; (3rd from R) Shri Yogesh Agarwal, President-EDI and Chairman & Managing Director-IDBI Bank Ltd. with (R-L) EDI Governing Board members, Shri D. P. Bagchi, Ex-Chief Secretary, Orissa; Dr. Y. K. Alagh, Vice Chairman & Professor Emeritus, Sardar Patel Institute of Economic & Social Research; Dr. Dinesh Awasthi, Director-EDI; Dr. Sailendra Narain, Chairman, Centre for SME Growth & Development Finance; Shri B. Ravindranath, Executive Director, IDBI Bank Ltd. & Chairperson, PG Programmes, Dr. Sunil Shukla.

They marched like an academy of achievers; confidence writ large on their faces; their gait spelt determination – These were the 70 students who had donned the Convocation Caps on 27th June, 2008 at EDI's sprawling campus.

At this 10th Convocation of the '**Post-Graduate Diploma in Business Entrepreneurship and Management**' and '**Post-Graduate Diploma in Management of NGOs**', 70 students were awarded the certificates : 24 in New Enterprise Creation, 17 in Family Business Management, 2 in Agri-Entrepreneurship, 6 in Services Management and 21 in Management of NGOs.

The Chief Guest of the function was Shri Venugopal N. Dhoot, Chairman and Managing Director, Videocon Group.

Dr. Dinesh Awasthi, Director – EDI, in his welcome address, appreciated Shri Venugopal Dhoot's determination, motivation, persistence and knowledge, which, he said, had made Videocon a much – appreciated household name today. Shri Dhoot, announced the Director, had diversified and expanded Videocon Industries from a billion dollar company into a multi-billion dollar business conglomerate spanning the globe. Under the leadership of Shri Dhoot, added Dr. Awasthi, Videocon Industries is today a trusted name across 35 countries and has presence in diverse businesses, such as; consumer electronics, telecommunications, oil exploration, glass manufacturing, semi-conductors and entertainment. Dr. Awasthi hailed the passing out students as the pillars of the future. He advised them to focus all their energies on their goal of becoming a successful entrepreneur.



Shri Venugopal N. Dhoot, Chairman and Managing Director, Videocon Group addressing the students and the audience.

Shri Yogesh Agarwal, President – EDI and Chairman – IDBI Bank Ltd., endorsed the importance of training in entrepreneurship. Shri Yogesh Agarwal then went on to emphasize the significance of a fool-proof plan for entrepreneurs to succeed. And this, observed Mr. Agarwal, was the winning trait of Shri Venugopal Dhoot. Extending a hearty welcome to Shri Dhoot, Mr. Agarwal complimented him for creating an environment conducive to innovation, creativity and action. Shri Agarwal called this convocation ceremony special as this, he informed, was also the silver jubilee year of EDI. Talking about the popular phenomenon of entrepreneurship, the President expressed happiness over the recognition of EDI's PC course by AICTE. Emphasizing on Education

in Entrepreneurship, he informed that EDI had joined hands with the Jain Group of Institutions, Bangalore to offer entrepreneurial inputs to its Management students and had also been appointed as a National Implementing & Monitoring Agency for NSTEDB, Department of Science & Technology, Government of India to promote entrepreneurship among students with science and technical background. President informed that EDI had also signed a Memorandum of Understanding with the University of Kelaniya, Sri Lanka to set up an Entrepreneurship Development Centre in the University. Shri Agarwal then spoke on EDI's initiatives in bolstering the performance of Handloom, Handicraft and the Auto-parts clusters; creating over 2900 Food Processing enterprises and developing entrepreneurship on foreign lands. The President concluded by congratulating the passing out students and advising them to work hard, trust their business know-how as well as their instinct. President – EDI awarded diplomas to students.



President-EDI and Chairman-IDBI, Shri Yogesh Agarwal awarded certificates to successful candidates

The Chief Guest of the Convocation awarded medals for best performance to meritorious students. The Bharti Student of the Year Award (sponsored by Bharti Foundation, New Delhi) was also presented to Sumit Sontakke, student of Post Graduate Diploma in Business Entrepreneurship and Management with specialisation in New Enterprise Creation.



Shri Venugopal N. Dhoot presenting the Bharti Student of the Year Award to Sumit Sontakke. Also seen is Dr. Dinesh Awasthi, Director-EDI.

Bharti Foundation, New Delhi a leading telecommunication network, sponsored 'Bharti Centre for Entrepreneurial Initiatives' has been established at the Institute to motivate youths to opt for entrepreneurship as a career option. As a part of the Centre's activities, the Bharti Student of the Year Award has been instituted. It comprises a citation, trophy and cash award of Rs. 50,000.

The Chief Guest, Shri Dhoot in his convocation address observed that the time ahead is good for business and that there is no dearth of business opportunities in today's world, especially in India. He said, "In the last 4-5 years, the Indian economy has been growing at an average rate of 8% plus. More importantly, Indian economic growth is more sustainable than that of most emerging economies, including China. This is because while most emerging economies are export-led, the Indian economy is driven to a large extent by domestic consumption that accounts for a significant proportion - 64% - of our GDP."

The Chief Guest also pointed towards the favourable demographics saying that 54% of the Indian population of a billion plus is under 25 years.

Sharing some of his thoughts on entrepreneurship, he talked about the traits of a successful entrepreneur. He explained, "Entrepreneurs are good at spotting and creating opportunities where none exist. As they say, entrepreneurs see what everyone sees, but DO what no one else has DONE before!" He added that an entrepreneur must get excited by the opportunity element and not be deterred by the risk element embedded in any opportunity.

Another attribute of successful entrepreneurs that he pointed out was the passion that drives entrepreneurs and their ability to influence people around them with this. A successful enterprise, informed the Chief Guest also calls for leadership of a tall order; one that can deal with ambiguity and is quick at taking decisions.

Suggesting a few lasting mantras that could prove helpful, the Chief Guest listed out the following:

- Any entrepreneur worth his salt should click the "Refresh" button and reinvent himself – in terms of strategies, goals, et al, from time to time, especially in the fast globalizing world.
- The world over there has never been a level playing field. Learn to compete on "unlevel" playing fields and prove your mettle.
- Keep playing your part to the full and be patient.
- Life throws a number of opportunities your way. Make the most of them. And as the punch line in the popular Shah Rukh Khan – M S Dhoni Videocon TVC says : *Whatever role life gives you, play it big.*

The function concluded with a vote - of - thanks by Dr. Dinesh Awasthi. Students later shared their business plans with Shri Dhoot and also other distinguished guests. They were visibly excited and enthused with the spirit of achievement.

Yet another 'YES' for Entrepreneurship Education

The country needs trained, aware entrepreneurs who do not crumble under the vagaries of business pressure. A school of thought advocates orienting minds towards the discipline of entrepreneurship from the time that these are young. Entrepreneurship education imparted at the right time strengthens the latent entrepreneurial resolve in an individual by imparting necessary inputs in formulating feasible business plans, mobilizing resources and managing an enterprise.

The National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India, has been promoting entrepreneurship training in the academic curricula of Science & Technology institutions. It has also been making a significant contribution in setting up Entrepreneurship Development Cells in many of them.

The Department of Science & Technology, Govt. of India has appointed EDI as its nodal agency for implementing, monitoring & evaluating their training programmes in entrepreneurship.

Making it Easy for EDI-PG Students



The Institute signed a Memorandum of Understanding with the Corporation Bank on the sanction of loans to EDI-trained students on a preferential basis. Dr. Dinesh Awasthi, Director-EDI and Shri M. Narendra, CGM, Corporation Bank, at the memorandum signing ceremony. Looking on (in the centre) is Shri Y. S. Jain, DGM, Zonal Head, Corporation Bank, Gujarat.

EDI will coordinate and monitor programmes for promoting entrepreneurship amongst Science & Technology target group at the national level. It will also work as a vital link between the NSTEDB and EDCs / STEP's / State ED organizations / NGOs and other implementing agencies for conducting various programmes. The major role of EDI will be to promote the programmes, coordinate, organize Advisory Committee Meetings, Monitoring Committee Meetings, and keep a regular track of progress. The activities are being monitored by Mr. S. B. Sareen, Project Director.

Achievements Within Reach

Someone has rightly said, 'Smile is a curve that sets things straight'. So can one imagine what 51 smiling faces could together achieve? Anybody's instant reaction on seeing these 51 exuberant youths would obviously be – “what is it that they've discovered and are celebrating?” Perhaps Akash Purkait from Vadodara, sums it up well, “the summer camp at EDI boosted my confidence and gave me a chance to exhibit my business creativity. And, I am celebrating these new strengths.”

Summer Camp on Entrepreneurial Adventures for Youth, which EDI has been organising over last 16 years, is a platform for youths to realise their hidden potential, add to their strengths and capabilities, and hone their in a way that these become their winning traits.

“Coming together of 51 youths from diverse backgrounds and 5 states of India, as also one from Dubai (U.A.E.) and one from the U.S.A., in itself created an ambience that nurtured learning,” remarked Malay Gala from Mumbai.

The camp focused on entrepreneurial motivation development exercises, evaluation and development of entrepreneurial traits and competencies, visits to institutions of repute to analyse the process of creation, exposure to potential opportunities existing in industry and other occupations, self-assessment through specially designed psychological tests, career and psychological counselling and formal and informal



Shri Jaynarayan Vyas awarding certificate of successful camp completion to one of the participants. Also seen are (L-R) Dr. Dinesh Awasthi, Director-EDI and Dr. Sunil Shukla, Camp Leader

interaction with successful entrepreneurs.

Simulation exercises to impart an understanding on issues such as; problem solving, decision making, team building, creativity and related themes were also well taken.

And as 17 year old Shaili from Ahmedabad, puts it, “I am a changed person. I know I would never have such an experience again in my life. Learning through games was a strategy well executed, and the knowledge that I have gained as a result, will remain with me all through my life.”

Youths even got to experience the spirit of enterprise. Based on the guidance of EDI experts and their own creativity, they even set up their small enterprises, and earned money by working strictly within EDI campus. Ask them about this and they say smiling, “We now understand what hard earned money actually means”.

The valedictory function of the camp took place on 20th May, '08. The Chief Guest for the function was Shri Jaynarayan Vyas, Minister of Health and Family Welfare, Govt. of Gujarat. Shri Vyas encouraged the participants to understand the tough challenges of the present day market and grow into competent, trained and well informed individuals so that, when in the garb of



Chief Guest at the Valedictory Function of the Summer Camp on Entrepreneurial Adventures for Youth, Shri Jaynarayan Vyas, Minister of Health and Family Welfare, Govt. of Gujarat, addressing the participants.

entrepreneurs in future, they did not face hurdles.

Enlightening all, the Hon'ble Minister said that a would-be entrepreneur must possess the ability to take legitimate risks, plan everything with the motive of earning profits and be determined to succeed. Shri Vyas advised students not to shy away from failures in life, instead look ahead and spot the opportunities to grow, which are in plenty today.

Hon'ble Minister concluded his speech by wishing good luck to the students and reminded them to use this learning as a springboard to success. Hailing EDI as one of the finest institutions in the field of Entrepreneurship, Shri Vyas called this Summer Camp the stepping stone for the participants and urged them to understand the traits that make a successful entrepreneur.

Dr. Dinesh Awasthi, Director, EDI encouraged the participants to implement the learning and revert to EDI in case they came across any obstacle in life. Dr. Awasthi hailed them as pillars of the future and advised them to hone their skills and shun their weaknesses.



Chief Guest of the Valedictory Function of the Summer Camp on Entrepreneurial Stimulation for Children, Shri Sunil Trivedi, Principal, Delhi Public School, Ahmedabad addressing the participants. Shri Trivedi stressed on cultivating certain traits, like those of creativity, innovativeness etc., in children to develop them into well-rounded personalities. He observed that the EDI Summer Camps for children were inculcating result-oriented and winning qualities in them.

The Institute also conducted the National Summer Camp on Entrepreneurial Stimulation for Children in the age group of 12 to 16 years during 4-9 May 2008. 82 children from 7 states participated. Mental gyms, motivation and creativity exercises, puzzles, value education, presentations and learning through success stories and meetings with achievers were the highlights of the camp. The achievers who were invited to interact with the participants were Ms. Aishwarya Majmudar, Winner of the show, 'Little Champs' on Star Plus; Mr. Dhvanit Thakkar, renowned Radio Jockey; Ms. Pooja Parikh, national badminton player; Ms. Prutha Desai, an epitome of courage-she not just survived the oddities of the

2001 Gujarat earthquake but also emerged a winner, and Mr. Amish Saheba, Cricket Umpire.

And, as we ponder over the make over that these camps have brought about, we recall the words of Dr. Sunil Shukla, the Camp Leader, "Both the Camps succeeded in driving in an unstoppable spirit to succeed. Activities structured keeping in mind the psyche of youth, successfully inculcated the spirit to go ahead and take the plunge."

At EDI camp, spirited teens learn career skills

Summer camp teaches schoolchildren how to realise their potential & develop capabilities; the institute has been running the camp for the past 15 yrs

Ankur Parikh
If one thought entrepreneurial skills can be inculcated only in young adults, then perhaps one needs to change his notion. It is possible that somebody who is in school could train himself in how to think big for himself. Banking on this concept, the Entrepreneurship Development Institute of India (EDI) at Bhat village on the outskirts of the city has just finished helping 82 school-children from all over India. The objective behind the week-long "National Summer Camp on Entrepreneurial Stimulation for Children" was to help them realise their hidden potential and develop their capabilities for a better career. EDI strongly believes the programme makes children come out of any stereotype thinking and aspire big in life. Says Sunil Shukla, chief faculty at EDI: "The main objective of the programme is to help children realise their hidden potential and develop their capabilities to meet the challenges ahead by fostering entrepreneurial traits among them."

The programme targets children in the age group of 12-16. At the camp, the young participants get to interact with high achievers so that the students could draw inspiration from their lives. For this, EDI invites people who have made a mark in areas such as sports, business, music, art & culture.



(L) Kids, confident with the new acumen picked up from EDI, pose for the camera (R) The imposing campus of Entrepreneurship Development Institute of India —Piyush Patel/DNA

Springboard

Name: National Summer Camp on Entrepreneurial Stimulation for Children
Age group: 12-16 years
Application process: begins in January
Selection: on first come, first served basis
Lodging, boarding facilities: on EDI campus
Expenses: for one-week camp is Rs6,000
Details: on EDI's official website

have seen many students who had participated in it are now well settled in life. The camp helps children realise their potential and develop capabilities to achieve their goals," pointed out Awasthi. So who knows if any of the participants could grow up to become a Tata, an Ambani or a Birla? Or just excel in whatever fields they choose!



Since we started this camp 15 years back, we have seen many students who participated in it are doing well in life. The camp helps children develop capabilities to achieve their goals."
—Dinesh Awasthi, EDI director



This is the first time I have come to Gujarat. Here I learned many things, especially time management. We learned things through entertainment and this is a very good concept."
—Priyanka Chakraborty, class X student from Ranchi, Jharkhand



I want to establish a non-governmental organisation. This camp has helped me in different ways to achieve my goal."
—Ranmaya Raul, a student from Orissa



I used to be an introvert and I realised that this trait doesn't help if I want to be an entrepreneur. Now I am trying my best to open up. I want to start a business related to financial services and here I learned how to take the initiative."
—Prachi Jain, a student from Nasik, Maharashtra

For them adventure is all about taking a plunge into the world of entrepreneurship, reports Kumar Manish

This vacation, they built companies and earned profits!

Times of India
May 20, 2008

At a time when their classmates are chilling out in some exotic location, this group has been busy learning the secret of success of India Inc stalwarts like Dhruvbal Ambani and Laxmi Nivas Mittal. These 51 youngsters, most of whom are school students, from across the country may well go on to script the next big business success saga in India.

For they are participating in the National Summer Camp on Entrepreneurial Adventures for Youth at Entrepreneurship Development Institute of India (EDI), Ahmedabad.

The camp is aimed at helping these youth to realise their hidden potential and develop their capabilities.

We first tried individually but failed to earn anything. Then we formed a company and turned out to be among the highest profit earners.

"These innovative entrepreneurial exercises gave me an idea of how business works and taught me how to deal with different situations," added Gala.

Akash Purkai, Class X student from Vadodara said, "The camp boosted my confidence and gave me a chance to show my business creativity. I willingly decided to join the camp, as it is more constructive than anything else."

JUST FOR YOUTH

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In simulation exercises, a hypothetical common workplace scenario is created and students are instructed for company formation, earning profits and problem solving. In one of the simulation exercises, these young students were handed over virtual money and told to make profits in a limited period of time.

"I was eager to join this camp ever since I found out about it from a family friend. I found the idea of spending summer vacations picking up entrepreneurship skills very exciting," says 17-year-old Snehal Singh, who hails from Mumbai.

About his learnings from the exercise, Malay Gala, a Class X student from Mumbai, said, "It was a new experience for us.

ENTREPRENEURSHIP EDUCATION

Cheers to the Spirit of Entrepreneurship- The EDI-Bharti Day



Seen on the dais is (3rd from L) Dr. Rakesh Mohan, Deputy Governor, Reserve Bank of India and the distinguished speaker of the evening, with (R-L) Dr. Sunil Shukla, Chief Faculty, EDI and Convenor, Bharti Centre; Ms. Mamta Saikia, Vice President, Bharti Foundation; Dr. Y. K. Alagh, Chairman, Institute of Rural Management, Anand; Dr. Dinesh Awasthi, Director, EDI and Mr. S. B. Sareen, Convenor, Bharti Entrepreneur Award Committee.

29 March 2008 had a different fervour. It was one of those days devoted to spurring entrepreneurship on to greater levels - A ceremonious celebration of entrepreneurship and also the people who nurture its spirit. It was the EDI-Bharti Day. The Bharti Centre for Entrepreneurial Initiatives, a joint effort of EDI and the Bharti Foundation, New Delhi aims to promote entrepreneurship through a host of activities in education, research and training. Following this mandate, the Third Annual Lecture and Presentation of the Bharti Entrepreneur of the Year Awards were planned for the EDI-Bharti Day. The Centre functions under the able leadership of Dr. Sunil Shukla, Professor-EDI and Convenor, Bharti Centre.

The distinguished speaker was Dr. Rakesh Mohan, Dy. Governor, Reserve Bank of India. Dr. Mohan also presented the Bharti Entrepreneur Awards -2007. Dr. Y. K. Alagh, Chairman, Institute of Rural Management, Anand, presided over the event.

The function commenced with the welcome address of Dr. Dinesh Awasthi, Director, EDI. Dr. Awasthi applauded the achievements of Dr. Rakesh Mohan and called it the good fortune of Amdavadis to have got a chance to welcome Dr. Mohan and get a peek into the role of the financial sector in the growth of the Indian economy.



Dr. Rakesh Mohan delivering a talk on 'Innovation and Growth : The Role of the Financial Sector'.

The topic of Shri Mohan's discourse was 'Innovation and Growth: The Role of the Financial Sector.' Dr. Mohan said that the subject of innovation and growth is important to central banks that have come a long way from the growth rate of 3-3.5 per cent in 1950s to around 5.5 per cent in 1980s, 5.8 per cent in 1990s, and most recently to a sustainable growth path of around 8.5 per cent plus. But an even more striking aspect which he pointed out was that if we took into account the decline in the rate of population growth from 2.2 per cent for 40 years during 1960-90 to 1.8 per cent in the 1990s and further down to 1.6 per cent currently, the growth in the per capita GDP has seen a tremendous push from around 1.6 per cent a year in the 1950s to around 7



Dr. Y. K. Alagh, Chairman, Institute of Rural Management, Anand, and President of the event addressing the audience.

per cent per year in the present times. And, with such a high rate of economic growth, the distinguished speaker said the progress of the country is now very palpable. Low and stable inflation is what Dr. Mohan termed as essential, adding that high and uneven inflation enhances risk and is hence inimical to innovation and risk taking. Dr. Mohan reminded all that we needed to ensure not just low and stable inflation and financial stability but also a sustained growth pattern so that in India entrepreneurship could flourish.

Talking about the 'Conditions for Innovation and Growth', Dr. Mohan stressed on the need for a supportive financial system and an innovative nurturing environment through national innovation systems. In conclusion, the distinguished speaker said, "Financial market stability, price stability, checking inflation and bringing interest rates to manageable levels will be required to sustain growth momentum and to flourish investment, innovation and growth."

President, Dr. Y. K. Alagh, emphasized on the need for low and stable inflation so that innovative and entrepreneurial behaviour could get a boost. Tracing some parameters that foster productive growth, Dr. Alagh, talked about the significance of both global

and domestic factors, and emphasized on the role of the financial sector in identifying and financing new ideas and, thus, new entrepreneurs.

The Bharti Entrepreneur of the Year (2007) Awards were also presented on this occasion. Mr. S. B. Sareen, Award Committee Convenor, introduced the winners.

The winner, Mr. Ashit Doshi, MD, Doshion Ltd., is a dynamic entrepreneur with a passion of achieving the impossible. Mr. Doshi took the reins of almost a dead organization way back in 1993 and carved out a path for himself and his small company. Student of the Intrapreneurship Development Training Programme of EDI, Mr. Doshi, introduced environment-friendly technologies in the company to achieve sustainable growth. Today, from a loss making organization, Doshion Ltd., the 'one-stop water management solution provider', attained a turnover of Rs. 240 crore in the year 2006-07 and registered 100% growth. With unique leadership quality, Mr. Doshi, today heads a team of 950 people.

The Bharti Entrepreneur of the Year 2007 (Special Award) was presented to Mr. Sardarsinh Jadeja of Geeta Machine Tools Pvt. Ltd., Jamnagar, a trusted name in manufacturing Machine Tools and specialized industrial



Shri Ashit Doshi, Managing Director, Doshion Ltd. receiving the Bharti Entrepreneur of the Year Award at the hands of Dr. Rakesh Mohan.



Shri Sardarsinh Jadeja, Managing Director, Geeta Machine Tools Pvt. Ltd. receiving the Bharti Entrepreneur of the Year 'Special' Award at the hands of Dr. Rakesh Mohan.

machines. Mr. Jadeja started his career as an Apprentice on daily wage of Rs. 1/- per day. He underwent Entrepreneurship training organized by the Centre for Entrepreneurship Development, Gujarat and learnt various critical aspects of business. Hailing from a non-business family, Shri Jadeja started his small repair workshop by buying a lathe machine on installment basis from the company he was working with. Expanding the business boundaries, he converted his small unit into a private limited company. Today, Mr. Jadeja is the proud owner of eight different companies, with a turnover of 20 crore and a workforce of 450 employees.

Also present on this occasion was Ms. Mamta Saikia, Vice President, Bharti Foundation. Explaining the ambitious plans of the Foundation, Ms. Saikia said that Bharti was all set to start 500 primary schools across India, in the next two – three years, on land plots granted by the local panchayats. She added, “We also plan to set up 50-70 senior secondary schools once the primary school project is complete. We also look forward to imparting vocational training to the students.”

An event that inspired everybody....EDI looks forward to organizing more such events that put Entrepreneurship in the forefront.

THE NEW ACADEMIC SESSION SHOWCASES THE ENTREPRENEURIAL RESOLVE OF 79 STUDENTS

The EDI courses, 'Post Graduate Diploma in Management – Business Entrepreneurship' and the 'Post Graduate Diploma in Management of NGOs' started on 7 July 2008 with 79 students. Welcoming the students on the campus, Dr. Dinesh Awasthi, Director – EDI, emphasized the advantages of these courses, that would give the students a cutting edge over others in the market. Dr. Awasthi talked about the significance of entrepreneurs in the Indian economy and reminded the students of the critical role that they would soon play in it. Dr. S. S. Dash, Chairperson, PGDM-BE, briefed the students on the structure of this course, and Shri Ramkrishna Mistry, Coordinator-PGDMN, talked about the PGDMN course and the importance of the social sector in the Indian economy. An icebreaking session ensured that the students were at ease in the new environment.

Zydus Officers Unleash Their Potential



'New trends replacing the old ones', is a phrase we often come across. While professionals are experiencing this change in their sphere of work, businesses especially have to be mindful of new paradigms if they wish to compete. Despite changes or market turbulence, as economists term it, there are new opportunities and avenues which one has to develop an eye to spot. Organisations are, therefore, widely resorting to 'training' to develop that critical eye in their professionals. Training and guidance can substantially push up operational efficiency of executives.

EDI, backed with years of successful experience in



Mr. Ashok Bhatia, Head Zydus SBU-7 inaugurating the programme. Also seen are (R-L) Mr. Suryanarayana, Vice President (HR), Zydus; Dr. Dinesh Awasthi, Director-EDI and Dr. Sunil Shukla, Programme Director.

conducting programmes to enhance entrepreneurship and intrapreneurship skills, designed the **Post Graduate Programme in Corporate Entrepreneurship and Management** for 150 officers of the Zydus Group, a leading pharmaceutical company of the country. The programme was inaugurated at the Institute, on 4th February, 2008. To develop creative and innovative human resources, EDI conceived this three-phased programme for Zydus Cadila executives and managers. The objective of the programme is to create Corporate Entrepreneurs (Intrapreneurs) with skills and competencies that take Zydus to its objective of achieving high. The programme will help the officers develop entrepreneurial, managerial and leadership skills, besides knowledge, skills and attitude for effective sales and marketing.

This **18-month programme** has been thoughtfully designed to include learning through personal contact sessions (at EDI), self instructional study material, intensive counselling, project report preparation and evaluation methodology to gauge the competencies and learning acquired by the officers. Corporate Entrepreneurship; Entrepreneurship and Intrapreneurship; Managerial Effectiveness; Strategic Business Management; Sales and Marketing; Organisational and Human Behaviour; Finance and Accounts; Operations and Quality Management; and Information and Communications Technology would be covered.

Mr. Ashok Bhatia, Head Zydus SBU-7, was the Chief Guest of the inauguration of the programme. Mr. Bhatia called the programme extremely significant in the light of the responsibility that lay on the shoulders of Zydus officials towards making the company a 3 billion dollar one by 2015. Mr. Bhatia talked about the changed business environment today where managers need contemporary strategies and skills to excel. Mr. Bhatia emphasised on the importance of money, ideas and people to succeed in business. He said that with the presence of ideas there is no dearth of money but what is required is a set of skilled and dependable people who can work in an organization as if it were their own. Here, Mr. Bhatia stressed on the role of EDI, mentioning that the institute had pitched in to develop 'people'. He urged all officers to stretch themselves, work hard and think of this course beyond just getting a certificate. He



Seen during the inaugural function are (2nd from-R) Chief Guest Mr. Ashok Bhatia, Head Zydus SBU-7; (R-L) Mr. Suryanarayana, Vice President (HR), Zydus; Dr. Dinesh Awasthi, Director-EDI and Dr. Sunil Shukla, Programme Director.

concluded by asking them to 'unlearn', 'learn' and 'relearn', and be the torch bearers to the rest of the people at Zydus.

Mr. Suryanarayana, Vice President (HR), Zydus feels that this programme is all-encompassing in its coverage and will raise the knowledge levels of officers, ensuring that they match world-class standards and stand as role models for their fellow colleagues.

Dr. Dinesh Awasthi, Director-EDI delivered the presidential address during the inauguration of the programme. Dr. Awasthi called the programme, innovative with the objective of giving the participants what the industry requires from them. He congratulated the participants for opting for this course and thus taking a lead in the market. He motivated them to make the best of this programme and use the learning to help Zydus achieve its mega objective. Giving insights into the concept of Corporate Entrepreneurship, Dr. Sunil Shukla, Programme Director requested all to rise to the occasion and discover how each one has the potential to contribute significantly to Zydus's leapfrogging growth.

Youths Can Be Trained To Survive Challenges

Surviving in a challenging and demanding environment has always been a challenge for man. And, one of the severities of such a challenging environment is the incidence of unemployment among the educated urban youth of the country. Dealing with this crisis and finding ways of sustainable livelihood options for the youth is one of the major issues facing the think tank of the country.

Urban areas abound in infinite opportunities and have a history of entrepreneurship emerging from various needs. EDI, with sponsorship support of Ministry of Urban Poverty Alleviation, Govt. of India has launched a project entitled, 'Promotion of Micro Enterprises in Urban Areas' to motivate and train people to take up entrepreneurial roles. In line with such initiatives, to deliberate on the strategies that maximize the impact of such an endeavour, the Institute organized a National Workshop on Entrepreneurship Development Strategy for Promotion of Micro Enterprises in Urban Areas. The workshop was a part of the Government of India – UNDP



Seen on the dais is (3rd from R) Dr. Harjit Anand, Secretary, Ministry of Housing & Urban Poverty Alleviation, Govt. of India with (R-L) Shri Ashok Malhotra, Programme Officer, UNDP; Dr. Dinesh Awasthi, Director, EDI; Dr. K. P. Kannan, Member, National Commission on Enterprises in the Unorganized / Informal Sector, Govt. of India and Shri Alkesh Sharma, National Project Coordinator, Govt. of India – UNDP Project.

project entitled 'National Strategy for Urban Poor'. Deliberations emphasized on the need to groom the urban youth so that they take advantage of the opportunities thrown open by the new world. It was felt that achievement motivation training, opportunities counselling, market survey and project plan guidance, as also imparting inputs on managerial and technical aspects, would tap the latent entrepreneurial potential in people and lead to setting up of micro enterprises in urban areas. The workshop was attended by planners and policy-makers from the Government of India and state governments, officials from the Urban Development Ministry, UNDP, NGOs, ED organizations and financial institutions. It was inaugurated by Dr. Harjit Anand, Secretary, Ministry of Housing & Urban Poverty Alleviation, Govt. of India. Dr. K. P. Kannan, Member, National Commission on Enterprises in the Unorganized / Informal Sector, GoI presided over the inaugural function.

Dr. Harjit Anand appreciated the results generated in seven states that EDI has worked in, thus

applauding the entrepreneurial qualities cultivated in potential entrepreneurs. He emphasized on the significance of abilities and how these could create unique selling ideas, and help youth marshal financial and human resources effectively. Dr. Anand complimented EDI on playing a monitoring and mentoring role at the national level by designing the curriculum, organizing demonstration training programmes, developing a cadre of trainer-motivators and providing all academic support to state and local organizations in creating trained entrepreneurs on a large scale.

Dr. K. P. Kannan, Member, NCEUI, Govt. of India, in his presidential address stressed upon skill formation training of potential entrepreneurs and added that states could play an important role in this. He said that if the target in the 11th Plan is to create 70 million jobs in the next five years, urban areas need to contribute at least 20 million new work opportunities. He concluded, “the need of the hour is to motivate and groom potential entrepreneurs who could take advantage of opportunities by converting them into commercially viable propositions.”

EDI looks forward to creating a cadre of trained entrepreneurs who can create jobs for themselves as also for others.



Dr. Harjit Anand addressing the planners and policy makers on motivating and training youths to set up micro enterprises in urban areas.

The First Round-Table Conference on 'Management Librarians and Their Role in Promoting Research'

Management Libraries Network (MANLIBNET) is a network of Librarians from Indian Management Institutions. MANLIBNET-Gujarat Chapter organized the First Round-Table Conference on "Management Librarians and Their Role in Promoting Research" on 17th May 2008 at EDI. Around 75 delegates from various institutions participated in this event. Prof. Omprakash K. Gupta, Former Director, Nirma Institute of Management and Professor of Management and Marketing, Prairie View A & M University, was the Chief Guest and inaugurated the conference.

The objective of organising this conference was to provide a forum to management library professionals to discuss the

strategies and the mechanism of sharing latest information among the members. It also provided an opportunity to establish a network among management and other specialised libraries to share information and explore the possibilities of cooperation in the field.

MANLIBNET was established in the year 2000 and registered as a Society under the Societies Regulation Act 1860. It is a national movement which compiles and disseminates important information using modern technology.

Mr. H. Anil Kumar, Librarian, Indian Institute of Management, Ahmedabad and the recipient of 'Best Librarian Award 2007' is heading the Gujarat Chapter.



Seen during the inauguration is (3rd from L) Chief Guest, Prof. Omprakash K. Gupta, Former Director, Nirma Institute of Management and Professor of Management and Marketing, Prairie View A & M University with (L-R) Dr. Sunil Shukla, Professor, EDI; Mr. H. Anil Kumar, Librarian, Indian Institute of Management, Ahmedabad and Mr. B. Ganapathi, Librarian, EDI.

PERFORMANCE AND GROWTH OF EXISTING ENTREPRENEURS



We 'Entered' the World of 'Enterprising' Parsis

The very word, 'Parsi embroidery' brings to mind images of elegance, eliteness and finesse; words which also best describe one of the most cosmopolitan communities in India – the Parsis. Their elevated status in India is founded on distinctly cognizable spirit of enterprise, industriousness and philanthropy - No wonder the Tatas, Wadias, Godrejs and Jeejeebhoys are households names today.

not have formal training in entrepreneurship or management. It helped them understand the key external and internal factors and the growth process of a business. The participants were happy to set achievable growth targets.

Some of the key facets of a successful entrepreneurial personality, i.e., keeping an eye on opportunities and expanding/diversifying at the right time; establishing linkages with financial institutions, entrepreneurs and support system and ensuring sustained growth, were areas emphasized upon with each participant's business in view.



Participants of the programme seen with (3rd from R) Dr. Dinesh Awasthi, Director, EDI; (2nd from R) Shri D. M. Parikh, Programme Director and distinguished members of the EDI faculty group.

The session on Production focussed on ABC analysis of the business, TQM model, quality culture and wastage reduction methodology.

The sessions on Financial Management included an introduction to investment decisions, evaluation of the project and working capital management to guide the entrepreneurs in assessing the financial viability of their projects. A special session on sources of finance for Micro, Small and Medium Enterprises (MSMEs) in India as also information on various promotional and developmental schemes of the central and state governments for MSMEs was particularly appreciated.

So do we say that they control a significant share of trade and commerce in India? Yes, they do. And to that spirit, EDI saluted by conducting a unique Entrepreneurship Development Programme for 27 Parsi entrepreneurs, from the small and medium enterprise sector. The programme was supported by the World Zarathusti Chamber of Commerce-Mumbai. The six-day programme enhanced entrepreneurial skills of these businessmen who did

Dr. Dinesh Awasthi, Director, EDI in his session on Business Response to the New Economic Policy, recounted the opportunities available to MSMEs, in the present day economic environment. Dr. Awasthi also introduced the participants to the techniques of assessing parameters for preparing a Growth Plan for their business.

Towards the conclusion of the programme, the participants also made presentations on SWOT Analysis of their Business and Calculation of Net Present Value (NPV) of their Business. An audio-visual presentation by the National Entrepreneurship Network (NEN) on

Performance and Growth of Existing Entrepreneurs

achievers, like; Nandan Nilekani, Kiran Mazumdar Shaw and Vijay Malya imparted an understanding on strategies and winning strengths.

Programme Director, Mr. D. M. Parikh said, "The enthusiasm of participants made the task of learning easy for them. They appreciated how knowledge, skills and initiative can do wonders to the prospects of an enterprise. I am sure they will use this learning to not just grow but also to sustain this growth."

Doing Business... the Modern Way

There are people who draw instant admiration for their unusual feats. These are the ones who have successfully put behind their crises and have moved ahead to create their own niche. They definitely need to be recognized and applauded and, most important, supported, so that they grow in their sphere of work. Citi Micro Entrepreneur Awards Programme, launched in India in 2004 has identified and awarded forty such entrepreneurs who have risen despite hindrances. Their exemplary performance is an inspiration for many.

Although these entrepreneurs have been successful in creating their own place in society, they need to grow with the times, understand market dynamics and continuously change their strategies to ensure sustained growth of their business. 'Partners in Change', a Delhi based NGO, concerned about supporting such entrepreneurs, approached EDI to train the entrepreneurs awarded under the Citi Micro Entrepreneur Awards Programme, to begin with, on aspects of successful management of a business.

The institute, therefore, organized a one week programme on Campus.

The objective of this programme was to help all forty micro entrepreneurs improve their performance and become growth



Seen during the inauguration are (L-R) Mr. S. B. Sareen, Programme Director; Mr. Viraf Mehta, Chief Executive, Partners In Change, New Delhi; Dr. Dinesh Awasthi, Director, EDI; Ms. Aloka Mazumdar, Asst. Vice President, Community Affairs, citi Foundation India; Prof. K. Mamkottam, HRM & Industrial Relations, Delhi University and Mr. Prakash Solanki, EDI Faculty.

Performance and Growth of Existing Entrepreneurs

oriented over a period of time. The participants were imparted an understanding on Business Communication; Importance of Public Relations in Micro Enterprises; Importance of Micro Finance in Micro Enterprises; Taxation in SSI, Book keeping and Accounts; Importance of Building Brands in Micro & Small Enterprises; Rural Marketing & Export Potential; Credit Linkages & Schemes of Assistance for Micro Entrepreneurs; Quality & Time Management; Raw Material Sourcing; Technology Up-gradation; Cost Reduction and Product Diversification.

Mr. S.B. Sareen, Programme Director felt that the participants had been exposed to latest knowledge and had learnt how to create an enabling and a conducive environment for the growth of their ventures. The participants stated that the programme had breathed soul into their determination.



EDI Director, Dr. Dinesh Awasthi addressing the audience at the SME Excellence Award function organised by the Corporation Bank, Ahmedabad.

EDI Faculty Felicitated



Mr. N.Ramesh with Shri. M.V.Rajashekarana, Former Minister of Planning, Government of India.

EDI faculty Shri N. Ramesh received the 'Mother Teresa Excellence Award', instituted by the 'International Integrity Peace & Friendship Society' in recognition of his contribution to society for developing entrepreneurs. Shri Ramesh received the award at the hands of Shri M. V. Rajashekarana, Former Minister of Planning, Government of India.

REHABILITATING THE TSUNAMI AFFECTED

EDI, with the support of the International Labour Organisation, conducted Three Micro Enterprise Establishment Programmes at Karunagappali, Clappana and Panmana Panchayats of Kollam District to rehabilitate the tsunami affected people of the region. Out of 89 people who were selected for the programme, 26 have already set up their ventures. The rest have prepared their business plans and are in the process of setting up.

INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS, GROWTH AND TECHNOLOGY

Ensuring Advantages of Scale and Scope... the Cluster Development Strategy

Understanding market trends and needs, and evolving strategies to live up to these is a challenge for businesses. Clusters in India, possess the potential to burgeon, provided they stick to the new rules of business. Office of the Development Commissioner (MSME), Govt. of India, has recognised EDI as its nodal agency and assigned to it the responsibility of extending hand-holding support to 12 clusters, across India. The objective is to revitalise these clusters and place them on the path of growth.

An Annual Review Meeting to take stock of progress in the twelve clusters, was held at New Delhi during 16-17 April 2008. Shri Jawhar Sircar, IAS, Additional Secretary and Development Commissioner, (MSME), Ministry of MSME, Govt. of India presided over the meeting. The motive was to evaluate the progress made in the 12 clusters, and decide the future course of action.

While addressing the Cluster Development Executives (CDEs), Shri Sircar stressed on striking a balance between soft and hard skill development interventions so that the Cluster Development Programme turns out to be result-oriented and impact-creating. He added that the programmes must ensure that the advantages reach the



The Institute conducted a Cluster Development Officers' Programme during March 17-June 20, 2008 for 11 officers of the Ministry of Textiles, Govt. of India for imparting training to them to revitalise the power loom sector. Seen on the dais during the valediction are (L-R) Mr. D. M. Parikh, Programme Director; Mr. B. D. Chatterjee, Dy. Director, Office of the Textile Commissioner, Ministry of Textiles, Govt. of India; Mr. S. P. Verma, Deputy Director, Office of the Textile Commissioner, Ministry of Textiles, Ahmedabad Regional Office and Mr. Sanjay Pal, Programme Director.

unit level. Shri Sircar also emphasized on the need for all the activities to be demand driven. He felt that the cluster stakeholders should be thoroughly involved in the decision making process as they are the ones who are aware of the strengths and weaknesses of a cluster. Appreciating the efforts of EDI and the results generated, Shri Sircar said, that in addition to imparting training, the Institute must also focus on mentoring and counselling to keep up the motivation of entrepreneurs. A presentation on the growth of each cluster was made and Shri Sircar noted the developments with satisfaction. The clusters have progressed as below:-

Shantiniketan Cluster : (Leather Goods)

- ❖ The cluster participated in a Leather Goods Fair at Kolkata. Sales order worth Rs.25 lakh was garnered.
- ❖ The cluster participated in the Trade Fair at Silpa Baniya Mela at Bauipur. Sales order worth Rs.5 lakh was garnered and direct sales worth Rs.25000 were achieved.
- ❖ The cluster participated in the Magh Mela Fair at Santiniketan resulting in sales order worth Rs.2 lakh and over the counter sales of Rs.25000.
- ❖ Proposal for setting up a Common Facility Centre (CFC) has been submitted to Development Commissioner (MSME). The Office has given prima facie approval and the Government of West Bengal has borne expenses related to land and building. The total cost of the CFC is about Rs. 2.00 crore. Activities for establishing the CFC will commence soon.

Agra Cluster :(Leather Footwear)

- ❖ A seminar on Govt. schemes was organized by the Cluster Development Executives

(CDEs) to enlighten the entrepreneurs on the schemes of the government so that they could benefit from these. Officials from DIC, KVIC, NABARD, Banks, UPSIDC, UPFC, MSME-Development Institute, Lead Bank explained their schemes for promotion of MSMEs. 55 Artisan-cum-Entrepreneurs attended the programme.

- ❖ Exposure visits that EDI undertakes for cluster entrepreneurs impart tremendous knowledge to entrepreneurs on trends in vogue. What is also encouraging to note is that entrepreneurs understand the need to change in order to survive and excel. Subsequent to a visit to the International Leather Fair in Chennai, one of the units M/s Connex Footwear received orders for shoes of worth Rs. 50,000/-.
- ❖ Efforts have been made towards procuring financial support from the Canara Bank for the members of the 'Agra Juta Laghu Udyog Utpadak Samiti' so that they can upgrade their units in view of the market demands. The Canara Bank has agreed to sanction credit card limit upto Rs. 5.00 lakh each to 10 units without collateral security. Remaining units will also be covered soon.
- ❖ Small artisans of Agra footwear cluster are facing severe shortage of working capital. Action was taken to ensure that these artisans get Canara Bank Credit Card with a limit of Rs. 25000. Credit Cards have been issued to 191 artisans under the Swarojgar Credit-Card-Scheme.

Thrissur Cluster :(Gold Ornaments)

- ❖ Common Facility Centre (CFC), a modern Workshop of the Fine Gold Manufacturers' Consortium, Poochinnipadam commenced work.
- ❖ A one-day training programme for gold artisans

was organized by the Bureau of Indian standards, Thiruvananthapuram to give the entrepreneurs an insight into new technologies, designs and market situation.

Sharpening the 'Cluster Perspective' in Kerala :

With the support of Kerala Bureau of Industrial Promotion, a study has been undertaken on seven clusters in Kerala to identify areas that need intervention. The project is being jointly executed by EDI and the Foundation for MSME clusters.

CLUSTERS BEING ADDRESSED IN KERALA

Garment Clusters	Alapuzha, Ernakulam, Malappuram
Wood Clusters	Kannur, Malappuram
Home Furnishing Cluster	Ernakulam
Soft Toys Cluster	Kottayam

Marketing and technology being the prime areas in the success of an enterprise, experts have already visited about 30 units in each cluster to collect information and identify the need for intervention. As there are 3 furniture clusters in this project, a two-day Design Workshop was organised for the benefit of entrepreneurs. Experts from National Institute of Design, Ahmedabad conducted the workshop which was attended by about 40 entrepreneurs. Understanding the benefits that Common Facility Centres (CFC) accrue to a cluster and its entrepreneurs, initiatives have also been taken towards setting up a CFC.

Also, in the Auto Parts Cluster at Jalandhar, Ludhiana and Phagwara, around 70 units were exposed to 48 national and international standards of manufacturing auto parts. The entrepreneurs were made aware of the qualitative needs of auto parts manufacturing for exporting the same to developed countries.

Market savvy contemporary approaches to business is the need of the day. Cluster entrepreneurs swear by this understanding, and will soon come a full circle.

INTERNATIONAL INTERACTIONS



Wielding the Best of Strategies to Succeed



Dr. Dinesh Awasthi, Director-EDI awarding certificate to a participant during the valediction of the international programmes on 'Business Development Service Providers for Micro Enterprise and Micro Finance' and 'Entrepreneurship and Small Business Promotion.' Also seen are the Programme Directors of the two programmes (R-L) Mr. Manoj Mishra and Mr. S. B. Sareen.

Indian Technical & Economic Cooperation, Ministry of External Affairs, Govt. of India's initiative of inviting developing countries to get an exposure to Indian experiences and expertise, as also seeking to maintain bilateral relations with them is indeed commendable. EDI by virtue of being a National Resource Institute in Entrepreneurship has been selected by the Ministry to impart learning to professionals from developing countries in a variety of areas. Over the past few months, the Institute has conducted training programmes on various subjects and for varied target groups.

(a) The international programme on Business Development Service Providers for Micro Enterprise and Micro Finance had been planned primarily to sharpen knowledge and develop skills in planning and implementation of Micro Enterprise & Micro Finance projects. An in-

depth orientation to identification of viable business opportunities, key business management areas, Business Development Service (BDS) for the growth of micro enterprise and micro finance, and marketing was provided to ensure holistic understanding of the sector.

Professionals from government departments, non-government organisations, micro finance institutions, self help groups in addition to policy makers and independent consultants from seventeen countries attended the training programme.

In keeping with the requirements of the sector, the curriculum was divided into three Modules, with Module-1 focussing on Micro Enterprise Development (MED); Module-2 on Micro Finance Development (MFD) and Module-3 emphasizing on the Role, Importance and Emergence of Business Development Services in Micro Enterprise and Micro Finance.

The participants expressed confidence about being able to appraise methodologies for providing escort services (Business Development Services) for micro enterprise and micro finance development, besides having understood the role, importance and contribution of micro enterprise and micro finance for sustainable economic development. Programme Director, Mr. Manoj Mishra felt that the curriculum was successful in imparting knowledge and developing skills and behavioural attributes to plan, initiate and implement micro enterprise and micro finance projects effectively.

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(b) The world has entered the age of entrepreneurs and entrepreneurship, and does hold promises for the entrepreneurially inclined. The smarter of the lot is busy planning and organising for a successful future. No wonder then, this world is fraught with competition; simple terms like, markets, quality, technology etc. hold meaning only when founded on efficiency. Budding entrepreneurs need to

acknowledge the dynamics of the present day and arm them accordingly. EDI, into the business of creating entrepreneurs, has been taking this learning to potential entrepreneurs through entrepreneur trainer-motivators. Entrepreneur Trainer-Motivators (ETMs) play an important role in training people how to set up their business ventures, and raising their motivation to achieve. ETMs also, however, need to acquire new tools and techniques to lead potential entrepreneurs to enterprise creation, as also facilitate growth of existing small enterprises with an equal verve. The programme, Entrepreneurship and Small Business Promotion was organised to address this need. It developed a cadre of hard core professionals to work for the promotion of economic activities by creating entrepreneurs in developing countries. They were equipped with techniques to train potential entrepreneurs to set up enterprises and also counsel existing small enterprises so that sustenance or growth is ensured. This initiative of ETMs is also likely to intensify and strengthen the efforts of policy makers and planners towards economic development of their respective countries.

39 participants comprising small business counsellors, entrepreneurship trainer-motivators, small business promotion officers, bankers, NGO functionaries and government officers attended the programme. Representation from 25 countries was in itself a multiversity of learning.

The programme imparted skills to identify and analyze constraints and barriers to entrepreneurship development and, subsequently devise appropriate strategies; initiate, plan and implement entrepreneurship development activities for creation of small enterprises; and, effectively counsel the entrepreneurs in various areas such as: enterprise selection, implementation and management of new enterprises as well as survival, growth and diversification of existing enterprises.

Mr. S. B. Sareen, Programme Director believes that such programmes are the need of the hour as they give a massive thrust to the much desired phenomenon of self-employment. The rising rate of self-employment, however, he feels, does inspire confidence and motivates us to work even harder.

(c) Mr. Jignasu Yagnik, Director of the Programme on Computer Applications for SMEs aptly says, "In the

recent years there has been a significant diffusion of information technology (IT) in the small and medium enterprise segment. However, because of resource constraints, their daily use of software has remained sub-optimal. SMEs need professionals with skills to use advanced computing tools for decision support, internet/intranet services, e-commerce etc. to gain competitive advantage”, and incognizance with this need, the programme, Computer Applications for SMEs, sought to prepare SME representatives to efficiently and effectively, use IT for their daily business functions.

It equipped the participants with intermediary and advanced skills and techniques for effective and efficient use of Microsoft Office, Software Suite and other softwares for SMEs. The training enhanced individual and organizational software usage competencies leading to improvement in ROI in IT.

Specially designed keeping in view the needs of participants associated with the SME sector, the programme received overwhelming response which reinforced the need to consolidate such IT skills in the small and medium enterprise sector. 21 participants comprising IT professionals, business facilitators, consultants / counsellors /

analysts, representatives of development institutions, executives of government organisations engaged in investment / business promotion, and functionaries of non-government organizations engaged in SME promotion, representing twelve countries attended the programme.

Participants expressed confidence in understanding applicability and use of a variety of advanced functionalities of office productivity suite. MS Office 2003 Professional; use of Project Management Software; creation of smart applications using macros, queries and report objects and use of Visual Basic for Applications as a programming tool were some of the areas where they felt even the most miniscule issue had been dealt with, and that they felt 'confident'.

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- (d) A systematic approach to identification of industrial and infrastructural opportunities, formulation of industrial projects and their appraisal opens up new vistas for industrial development. This, however, requires skills and expertise and, therefore, demands appropriate human resource development efforts. The training programme on 'Industrial and Infrastructure Project Preparation and Appraisal' has been designed against this backdrop.

The programme helped 32 officials from 23 countries sharpen skills in business idea identification, investment and infrastructure project formulation, appraisal and financing, leading to prudent investment decisions for sustainable economic growth.

Participants of the programme represented development financial institutions, commercial banks, government institutions framing policies, development bodies participating in industrial development, business and management development organizations and organisations involved in infrastructure development.

The modules that the course curriculum was divided into imparted an understating on :



Seen during the valediction of the programmes, 'Industrial and Infrastructure Project Preparation & Appraisal' and 'Computer Applications for SMEs' are (R-L) Shri Jignasu Yagnik, Programme Director (Computer Applications for SMEs); Dr. Dinesh Awasthi, Director, EDI and Shri D. M. Parikh, Programme Director (Industrial and Infrastructure Project Preparation & Appraisal).

- the process of business idea generation and formulation,
- screening for pre-feasibility studies.
- identifying data requirements and analyzing their suitability for preparation of industrial and infrastructure project feasibility studies and
- the stages of feasibility report preparation.

The participants felt confident about applying various techniques and integrating the data gathered into a full-fledged business plan as also assessing a promoter on entrepreneurial competencies. Delving into the importance of environmental impact study and economic analysis on industrial and infrastructural projects, claimed the participants, gave them useful and practical insights. Carrying out computer supported comprehensive appraisal, viability and sensitivity analysis through Computer Model for Feasibility Analysis and Reporting (COMFAR), a UNIDO developed software is the cornerstone of taking rational industrial investment decisions. The participants got indepth information in the area. Shri D. M. Parikh, Programme Director, expressed happiness over the positive reactions of the participants.

'Is it a lá 'Rise of the Phoenix ?' - Afghanis return with a conspicuous resolve

Reconstruction is what Afghanistan is working hard towards after times that have pushed it back by decades. Training its people to take up this task is one of the logical ways of approaching the massive responsibility. And, amidst the massive changes that are taking place in the socio-economic environment of Afghanistan, an understanding of communication at the interpersonal and organizational levels becomes important.

Although latest technologies and machines are often considered synonymous with modern 'communication'; words, sentences and style continue to give this word its real meaning. Afghani professionals, looking forward to striking global association, therefore, need to get familiar with both, i.e., modern technologies, such as the internet and media, and also the dynamics that make communication result-oriented, such as; the right use of words, correct and positive constructions, and globally accepted trends when it comes to certain business tools.

Also, English has come to be accepted as a common language of communication across nations and Afghanis looking beyond their country for opportunities, need it as their stepping stone to success.

Against this backdrop, the Institute conducted a 12 week (during February 18 – May 09, 2008) course for officials from Afghanistan on English Language and Business Communication.

The curriculum for this 12-week course had been designed in a way to suit the requirements of the front-runners of this country, viz, government / private organization officers, entrepreneurs and teachers. The curriculum was interactive in nature focusing on written, verbal and non-verbal communication skills, thus imbining an understanding of the art of delivery and tight writing, and rules of business communication.

The 5 modules of the curriculum together aimed at familiarising the participants with the use of English Language in Business Communication by placing emphasis on language mechanisms; imparting an understanding on English as a Tool for Global Communication wherein emphasis was on the need to

understand any two conflicting cultures by noticing certain fundamental perceptions; sharing contemporary concepts in Organisational Communication with focus on Internal Written Communication and External Written Communication; and delving into the importance of Managing Specific Challenges at Work through Effective Communication wherein participants got insights into identifying a problem, dealing with conflicting perceptions, agreeing to disagree, negotiating successfully and managing conflicts at work.

All 25 participants comprising government / semi government officers were motivated to observe classroom proceedings and react to these so that they learnt to structure their ideas and concepts. Visits to some premier institutions of Ahmedabad for exposure in general, but more so, for exposure to contemporary and widely accepted tenets of business communication were appreciated by the participants. Ms. Julie Shah was the Director of the programme.

With such an exposure to Afghan officers the Institute hopes to make a significant contribution in the socio-economic development of the country.



Participants of the programme seen with (6th from R) Dr. Dinesh Awasthi, Director-EDI; (7th from R) Ms. Julie Shah, Programme Director and other distinguished members of the EDI faculty group.



*Ms. Primrose R. Sharma, Additional Secretary (TC)
Ministry of External Affairs, Govt. of India
addressing the delegation at EDI.*

INTERNATIONAL INTERACTIONS

Em 'powered' to Perform... the Youth and Women of this Country

A country's socio-economic structure, if flexible, can provide opportunities to all sections, irrespective of gender, to grow. Youth and women, in particular, must be encouraged and supported to adopt mainstream roles for an economy's balanced, all-round growth.

Gujarat has noticeably been inclined towards ensuring youth and women empowerment through a variety of initiatives; one of the very significant ones being that of making them entrepreneurial through appropriate training interventions and guidance. EDI, a National Resource Institute in the field of entrepreneurship teaching and training, has been making worthwhile contribution to this field. To provide an insight into EDI's strategies and methodologies, the Ministry of External Affairs, Government of India, organised a visit of 70-member African delegation to EDI. They visited the institute in two groups. The visits were planned to promote economic relations with the 54-member continent of Africa by sharing Indian experiences in youth and women empowerment. The delegation, as a part of its exposure trip, visited institutions/organizations engaged in the field, in Gujarat and other parts of India. The groups consisted of parliamentarians to NGOs to government officials.

Interactions with experts at EDI helped them understand the strategies that had proved worthwhile in promoting youth and women empowerment in India, and which could be replicated in a developing country context, like the African continent. Delegates learnt about the possible opportunities for youth in the new emerging economy, role that the state govt. could play in helping women and youth come to the forefront, the challenges facing these target groups, especially women, and the ways of dealing with them.

The delegates appreciated the insights provided into initiatives which could open way to self reliance, independence and a standing in society.



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