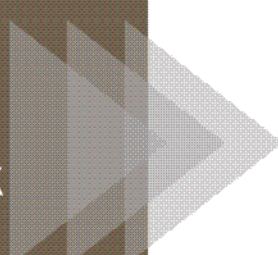


EDI Reports 90

From the
Director's Desk



Entrepreneurship Augurs a Sound Future



News about vacant seats in professional courses and institutes enrolling much below their capacities has been rife in newspapers in the recent months. While the reasons are many - arbitrary permits and sanctions to colleges, indiscriminate mushrooming of colleges of all kinds and hues, lack of quality teaching and services, and so on, I believe one of the pressing reasons has also been the shrinking job market. This phenomenon has greatly influenced the decision of students to opt for professional courses. One thing is certain - the time has come when a mere degree does not hold significance, what matters is one's knowledge, expertise and skill-set. And if such is the trend I am glad we are in to witness the difference that we have long awaited. I am happy that students are giving a thumbs-up to application-oriented courses where the focus is solely on skill, aptitude and

knowledge and its application. This will ensure a society buzzing with enterprising and creative youth.

Only a few years back very few students opted for a course in entrepreneurship. This small bunch, I would say thought ahead of their time

(cont....)



**Entrepreneurship
Development
Institute of India**
Ahmedabad

From the Director's Desk

and relied on an entrepreneurship course to get their feet resolutely on the ground. They did well. They became examples for not just many other students but also many well known management schools that floated courses on entrepreneurship. But today unlike most management courses, entrepreneurship courses have registered an impressive number of responses. I am happy to note the sharp increase in registrations.

Out of 100 students enrolled for EDI entrepreneurship course, close to 55 are from technical fields - they are engineers, pharmacists and management graduates. That they have chosen to earn their post graduation degree in entrepreneurship and not their field, establishes that entrepreneurship is now in the league of much sought after 'technical courses.' And that sure is a happy bent of affairs. Our youth has arrived - they have started thinking about capitalizing on creative and innovative thinking, strong networking and on the study of the diverse options and demands of the consumer market.

EDI and other institutes offering entrepreneurship courses did not register retardation in terms of turn out. On the contrary, the response has been encouraging than all the previous years. They know it's a lot easier today with loans, infrastructure and the best of human resources available at an affordable price. And, fortunately with training to approach this discipline, they know they wouldn't be languishing in crises; they would find avenues to grow and gain. Besides academic lessons, a course in entrepreneurship dwells on hard core success mantras of life, for the students - The significance of quick and accurate decision making, a tactical bent of mind to extract information by

approaching the right sources/sensing an opportunity, managing people, innovations and technology and so on. They learn that faltering in business or even life, does not mean failure.....it is only when you lose the motivation to get up and go, that you encounter failure. I am glad that our youth today is quite an aware lot. I urge them not to get inhibited with the myths associated with entrepreneurship; instead embrace the discipline but only after complete understanding and knowledge. Comprehend market imperfections, accept them, plan amidst them and come out as a visionary entrepreneur who keeps complacency at bay.

The trend in EDI's Post Graduate Programme in Development Studies has also been pretty heartening. In addition to more techies getting inclined towards the cause of social development, the overall response to the course has also been commendable. Well, that needs a mention as it shows the conscientiousness of our youth to serve the deprived, the needy and the marginalized.

Gender mainstreaming is another area that we have always been trying to target. Our effort has always been to make women enterprising and enable them to participate in economic activities. Women Entrepreneurship Development is, therefore, being pursued as a strategy to advance the economic status and prospects of women, globally. I am happy that this year in both our PG Programmes, the number of women students is fairly high. This is in sharp contrast to all the previous years where the number used to be miniscule.

So, we are meeting our targets and this certainly bodes well for future.

-Dinesh Awasthi

There are Miles to Go.....

Miles to Go.....

Gracefully clad and hooded, the students were an epitome of all things positive. And, so was the poise in their walk which complimented their confidence to take on the world. 95 Students of EDI's 'Post-Graduate Diploma in Management - Business Entrepreneurship' and 'Post-Graduate Diploma in Management - Development Studies' portended the dawn of a new cadre of entrepreneurs. The Convocation alleyway exuded a magnificent aura as the students took their first step towards success.

This was the 14th Convocation of EDI's PG programmes, on April 13, 2013 at EDI.

The Chief Guest of the function was Mr. Rajiv Takru, Secretary, Department of Financial Services, Ministry of Finance, Govt. of India. Mr. R. M. Malla, President-EDI and Chairman-IDBI Bank Ltd. was also present on the occasion.

In all 95 students were awarded diplomas - 87 in 'Post-Graduate Diploma in Management - Business Entrepreneurship' (12 in Agri. Entrepreneurship, 21 in Family Business Management, 31 in New Enterprise Creation and 23 students in Services Management) and 8 in 'Post-Graduate Diploma in Management - Development Studies'.



Seen during the Convocation are (in the centre) Chief Guest, Shri Rajiv Takru, IAS, Secretary, Department of Financial Services, Ministry of Finance, Govt. of India; (4th from R) Shri R.M. Malla, President-EDI & Chairman-IDBI Bank Ltd. and (3rd from L) Dr. Dinesh Awasthi, Director-EDI with EDI Governing Body Members (R-L) Shri Anand T. Kusre, Nominee Member of ICICI Bank Ltd.; Shri P. S. Shenoy, Ex-Chairman, Bank of Baroda; Shri Sushil Muhnot, Chairman and Managing Director, Small Industries Development Bank of India; Dr. Sailendra Narain, Chairman, Centre for SME Growth & Development Finance and Shri B. Ravindranath, Executive Director, IDBI Bank Ltd.



And the award winners exult.....

The function commenced with the welcome address of Dr. Dinesh Awasthi, Director-EDI. He called Shri Takru a seasoned and accomplished bureaucrat with experience across ministries, institutes and organizations and informed all that he was especially selected by Hon'ble Finance Minister, Shri P. Chidambaram for the prestigious position of Finance Secretary. Further, talking about the future

plans of EDI, Dr. Awasthi mentioned that EDI had been roped in by the External Affairs Ministry, Govt. of India for setting up Centres in African countries in addition to Uzbekistan. He mentioned that the Institute would also be introducing more academic courses on 'Social Entrepreneurship and Business Entrepreneurship', 'SME Banking & Financial Services' and 'Development Sector Management' to reach out even more widely to those who look forward to building businesses in new and emerging areas. Dr. Awasthi talked about EDI's focus on initiating a unique Agri-Entrepreneurship Programme and using the cluster revitalization experience in stabilizing many more dormant artisanal and industrial clusters. Information that EDI would conduct Skill Development Training Programmes for ancillary units supporting the automobile industry in Gujarat, and that the Institute would also encourage knowledge-based industries, drew applause. Emphasizing on research by EDI and the faculty members, Dr Awasthi informed the house, "India took part in the Global Entrepreneurship Monitor (GEM) Survey 2012 which is the largest annual study of entrepreneurial dynamics in the world. The GEM survey provides data for researchers, knowledge on global entrepreneurship for educators and practitioners, and information to guide policy makers in formulating effective and targeted policies and programs to stimulate and support the efforts of entrepreneurs. EDI conducted the National Expert Survey and the findings have been included in the

GEM Global Report 2012.” Dr. Awasthi concluded by extending a warm welcome to all present.

Shri R. M. Malla, President-EDI and Chairman-IDBI Bank Ltd., emphasized on the growing significance of entrepreneurship and highlighted the achievements of EDI over the past year. Mr. Malla stated that IDBI's association with EDI came out of a strong sense of commitment and taking it further, IDBI has decided to give collateral free loans upto ₹ One Crore to deserving projects of EDI students. He then urged the students to work hard and seize this opportunity and surge ahead. Talking about the all-encompassing coverage of the PGPs' curricula, the President said that with a fervour to expose its students to global entrepreneurship practices, the Institute has even forged associations with leading universities across the globe. EDI's contribution in boosting science and technology entrepreneurship was also highlighted by the President. Talking about the international achievements of the Institute, Shri Malla said, “Last year in thirteen international capacity building programmes, around 500 officials were trained at EDI. Considering that finance, innovations and incubation and social entrepreneurship reflect global impulses today, training in these areas had been especially focussed upon, among other critical areas.” Advising the outgoing students, Shri Malla said that they must anticipate the market changes and exploit these to their benefit. The President concluded by extending his congratulations to EDI for its diversification plans in terms of activities and infrastructure. He congratulated the passing out students and urged EDI to continue with the same progressive vision and make meaningful contribution.



Students of Post Graduate Programmes seen during the Convocation

President – EDI awarded diplomas to students.

The Chief Guest of the Convocation awarded medals for best performance to meritorious students and delivered the Convocation address.

Chief Guest Shri Takru complimented EDI for conducting such crucial PG programmes. He added that institutions impart technical degrees but the real lessons are learnt only in the outside world, and thus motivated the students to gain rich experience and learn from it. “In order to succeed you need to possess some qualities besides your technical skills and degrees,” he said. Highlighting some basic qualities, the Chief Guest listed integrity, honesty, loyalty, and the conviction to hold on to one's basic goodness and ethics as the primary ones. He advised the students not to take shortcuts to success. The success Mantra that he shared with the students was to be different, think-out-of-the-box, and allow the mind a free play. He concluded by asking the children not to give up despite failures but continue trying.

The function concluded with vote of thanks by Dr. Dinesh Awasthi.

Letting Them Be.....

It's a summer camp that emphasizes on gaining knowledge not by rote learning but by experimenting and experiencing. It encourages children to let their creativity loose and give vent to their imagination. Students experience a strong influence on their intellectual and psychological growth. EDI's Summer Camps for Children and Youth targets all these and more. The camps have heightened the curiosity of the participants to learn and imbibe, by exposing them to new concepts and real world applications and ways. For one, these camps are different as their basis is emphasis on entrepreneurial competencies, skills and attitude. The results are conspicuous in children not only in terms of raised confidence levels but also with regard to their abilities of decision making, innovating, problem solving and creativity. Parents of participants have also reported a distinct improvement in the social skills of these children who they say, are more at ease in communicating with diverse groups of people.



Participants of the 'National Summer Camp on Entrepreneurial Stimulation for Children' seen with (11th from R) Dr. Dinesh Awasthi, Director-EDI; (to his right) Dr. Rushi Ghadawala, Space Scientist; (11th from L) Dr. Pankaj Bharti, Camp Leader and eminent Faculty Members of EDI associated with the camp

National Summer Camps on Entrepreneurial Stimulation for Children

The 22nd and 23rd National Summer Camps on Entrepreneurial Stimulation for Children were organized during 28 April to 3 May, 2013 and 19 May to 24 May, 2013. In all, 194 children in the age group of 12-16 years participated in these camps from across the country. Inculcating entrepreneurial skills by encouraging children to think 'out-of-the box', the camps trained children through mental gyms, motivation and creativity exercises, puzzles, value education, presentations and learning through success stories and interactions with achievers. The achievers with whom the participants interacted were Dr. Prutha Desai, an epitome of courage-she not just survived the brutality of the 2001 Gujarat earthquake but also emerged a winner; Dr. Rushi Ghadawala, Space Scientist and Ms. Pooja Chaurushi, Triathlon Sports Person (Junior Eklavya Award winner). The achievers discussed the highs and lows of their life, and tried to



Chief Guest of the Valediction of the 22nd Summer Camp on Entrepreneurial Stimulation for Children, Ms. Anju Sharma, IAS, Secretary, Women & Child Development, Govt. of Gujarat addressing the participants. Appreciating the objective of the camp, Ms. Sharma, spoke about the relevance of values in life. She advised the students to never let go off the creativity, curiosity and the spirit of innovation in them. Ms. Sharma observed that the EDI Summer Camp for Children has been inculcating result-oriented and winning qualities in children, thus creating a strong foundation for their future



Chief Guest of the Valediction of the 23rd Summer Camp on Entrepreneurial Stimulation for Children, Ms. Sonal Mishra, IAS, Commissioner, Employment & Training, Govt. of Gujarat presenting an award to a participant. Ms. Mishra emphasized on the power of decision making and explained how one must always try to fine tune ones abilities. She warned students from crumbling under any sort of pressure in life. Ms. Mishra, taking examples from her life, advised the children to trust certain competencies in them to sail through even the most difficult of situation

inculcate the values of hard work, perseverance and patience in children. A vibrant question-answer session at the end of each meet ensured that the children had learnt that life has not been a bed of roses for even the most successful person and that their cannot be a substitute to hard work and determination. The class room sessions also made them set higher goals for themselves and see more possibilities for a brighter future.

A workshop with parents apprised them on the strengths and weaknesses of their ward/s. Parents were also briefed on the ways that they could employ to ensure that the strengths in the children overpowered their weaknesses.

Camp Leader, Dr. Pankaj Bharti said, “We are trying to do our bit by grooming these children and making them capable of facing extreme situations in life. Entrepreneurial skills and competencies, once a part of their personality, will ensure smooth sailing. That’s the reason our focus is on arming these little ones with such abilities.”



Participants of the 'Summer Camp on Entrepreneurial Adventures for Youth' seen with (8th from R) Dr. Dinesh Awasthi, Director-EDI; (to his left) Ms. Ruzan Khambatta, successful Woman Entrepreneur with business in Information Technology; (5th from R) Dr. Pankaj Bharti, Camp Leader and eminent Faculty Members of EDI associated with the camp

National Summer Camps on Entrepreneurial Adventures for Youth

'Youth is wasted on the Young' is a famous quote by the well-known Dramatist, George Bernard Shaw where he tries to point out how in the absence of right direction and inspiration, a young one's life can become unproductive. However, the same youth can achieve mega milestones under right mentorship and encouragement.

With the objective of enabling youths to identify and tap their potential, the Institute organized 23rd and 24th Summer Camps on Entrepreneurial Adventures for Youth in the age group of 16-22 years during 6 May – 15 May, 2013 and 27 May – 5 June, 2013. In all, 127 youths participated during these camps. They represented 12 states of the country.



Chief Guest of the Valediction of the 23rd Summer Camp on Entrepreneurial Adventures for Youth, Padmashri Kartikeya Sarabhai, Director, Centre for Environment Education presenting certificate to a participant. Shri Sarabhai named sincerity and honesty as the mantras for success. He urged to students to stretch themselves to their limits and use the available resources to achieve the maximum. The Chief Guest said that the century belongs to the youth and while it is our responsibility to make it convenient for them, the youth must also step forth to take the onus of transforming the society for the better. Shri Sarabhai added that this is a big responsibility and calls for a lot of commitment. It is here, said he, that this camp and its training would prove useful. He called upon the participants to trust their competencies and move towards making them stronger by the day



Chief Guest of the Valediction of the 24th Summer Camp on Entrepreneurial Adventures for Youth, Dr. Gauri Trivedi, Gujarat's first woman IAS officer addressing the participants. Dr. Trivedi congratulated the participants for successfully completing the camp and motivated them to be a successful person. She asked the students to always trust four 'golden' terms - Confidence, Effective Communication, Knowledge and Hard work. Dr. Trivedi expressed that the students must always explore and never let complacency set in

What they said

“The approaches adopted were unique and I can experience that my perspective has changed. I am more at ease with myself now and can, therefore, focus better and think better. I have developed a strong sense of identity and can reason well with myself to reach a decision. Attending this camp was the best decision of my life. I have also made some wonderful friends from across India.”

- **Jeet Adani**, Ahmedabad
23rd National Summer Camp on
Entrepreneurial Adventures for Youth

“It was a well structured camp where although we were in the class, sometimes for hours at a stretch, we did not feel the boredom of classroom learning. So many interesting methodologies were adopted that we worked almost the whole day but never felt fatigued. We yearned for more, and according to me, that was the best thing about the camp. It has raised a curiosity in us to learn, to know and always be ready to face any condition, irrespective of the circumstances.”

- **Janhavi Mehta**, Mumbai
22nd National Summer Camps on
Entrepreneurial Stimulation for Children

The camps focused on entrepreneurial motivation development, evaluation and development of entrepreneurial traits and competencies, visits to institutions of repute to analyze the process of creation, exposure to potential opportunities, self-assessment through specially designed psychological tests, career and psychological counseling and formal and informal interaction with successful entrepreneurs.

Achievers were invited to interact with the participants and gave them to understand that no great man's life has been without tribulations but it is the approach to these problems that either made them rise or fall like a pack of cards. The invited achievers were – renowned artists, Mr. Makrand Shukla and Mr. Archan Trivedi; well known self made entrepreneurs, Mr. Jay Ruparel and Mr. Sunil Gajjar; Mr. Nadeem Jafri, Owner of Hearty Mart, Ahmedabad; Ms. Ruzan Khambatta, a successful Woman Entrepreneur and Dr. Manoj Vora, who became the only Gujarati to climb the Mt. Everest. A mix of practical and theoretical inputs give the participants an insight into the abilities that are needed to take a call on major decisions and situations in life. They could also chart out their career path.

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Training to Hone Their Skills

Entrepreneurship training is as much about knowledge and business skills as it is about creativity, initiative, innovation, risk-taking and the ability to manage. Moreover, just as other disciplines, entrepreneurship also undergoes progression and advancement, and the mentors involved in imparting competencies and skills also need to be updated on developments.

With this in view, EDI conducted the **'Master Trainers' Training Programme in Entrepreneurship for Directors and Faculty Members of Rural Development and Self Employment Training Institute (India) (RUDSETI) / Rural Self Employment Training Institute (RSETI)**'. The programme was sponsored by the Ministry of Rural Development, Govt. of India and was conducted during 17 to 29 June, 2013. 23 participants comprising

11 Directors from RSETI, 11 Directors from RUDSETI and a consultant Faculty from National Academy of RUDSETI participated in this programme.

The main objective of the programme was to enhance the skills of Directors and Faculty Members so that they could don the role of master trainers in imparting entrepreneurship training.

Over 2 weeks of training programme, the participants underwent sessions on Selection of Potential Entrepreneurs, Business Opportunity Identification and Guidance, Business Counselling, Achievement Motivation Training, EDP Process, Communication Skills for Trainers, Micro Business Plan and Interaction with REDP and EDP trained Entrepreneurs in villages of Dodiya and Ahmedabad.



Participants of the programme 'Master Trainers' Training Programme in Entrepreneurship for Directors and Faculty Members of RUDSETI/RSETI' seen with (in the centre) Dr. Dinesh Awasthi, Director-EDI; (on his left) Ms. Renuka Kumar, Director, Ministry of Rural Development, Govt. of India and (6th from L) Dr. Manoj Mishra, Programme Director

Participant opines.....

“This training programme has greatly benefited me. The curriculum was a prudent amalgamation of practical exposure and classroom lectures. I feel happy to think that I would be making several people self reliant. I had always believed in the power of entrepreneurship and this programme has given me all that is required to make the concept widespread. The programme has not just given me knowledge but has also geared me towards exploring the subject constantly from now on.”

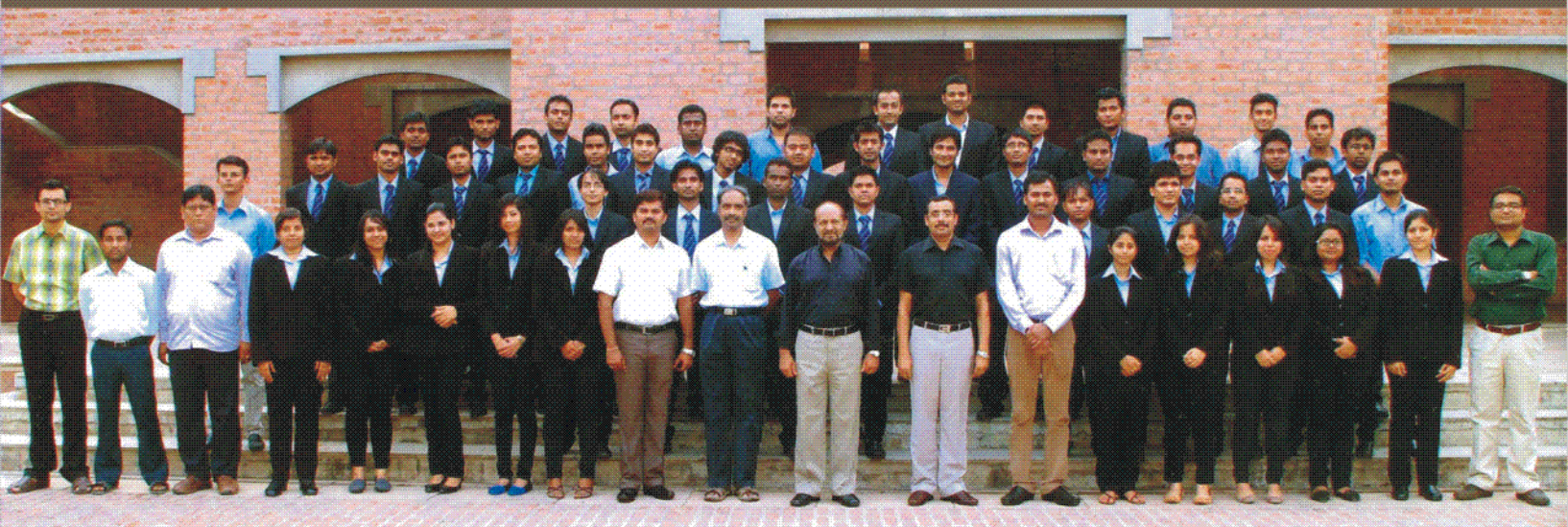
Mr. Satyabodha B. Katti
Director,
National Academy of RUDSETI

The inputs were greatly appreciated by the participants. They were certain about using this knowledge to help promote micro enterprises and along the way, aid the process of gainful employment. The fact that the trained participants would in turn be training 500 other Directors of RSETI and RUDSETI points towards the magnitude of the task and the impact that it is likely to generate.

Programme Director, Dr. Manoj Mishra felt that amidst a time when India's economy is in a transitional phase, entrepreneurship can go a long way in supporting its development. He added that the programme had been especially formulated to drive in knowledge on all aspects of setting up and managing an enterprise so that with a high incidence of entrepreneurship employment is generated and poverty is eradicated.

Students of JGI, Bengaluru visit EDI

EDI has designed tailor made courses for the students of the Jain Group of Institutions to impart entrepreneurial and managerial skills to them so that, one; smooth transition in family businesses is ensured and second, potential entrepreneurs get groomed to set up their units and achieve success of their enterprise during the times of booms and recession alike. 213 students of second year Post Graduate Diploma in Business Management (Corporate Entrepreneurship Management) and (Family Business Management) visited EDI for classroom lectures on contemporary business trends and practices.



Seen here are the students with (9th from R) Dr. Dinesh Awasthi, Director-EDI; (on his left) Dr. Sunil Shukla, PGP Chairperson and members of EDI faculty group

The Youth of Kerala to turn Entrepreneurial

Here's an effort to set the youths of Kerala up for major victories in life. It's about teaching them entrepreneurship and, thus developing in them the mindset to achieve. The idea is to prepare them to brave the challenges associated with entrepreneurship by imparting them the training and counseling in the discipline. EDI has signed a Memorandum of Understanding with the Kerala State Youth Welfare Board (KSYWB) to orient the youth of the state towards entrepreneurship.

This three - year project will ensure that more than 2000 youths are trained to set up entrepreneurial ventures.

EDI has developed a multi-phased intervention strategy wherein in the first year, three districts of Kerala would be focused upon. The second year will cater to 8 additional districts and the third year interventions will encompass all the remaining districts of the state.

While EDI trusts its existing EDP model to deliver results, the Institute would further fine tune the approach on the basis of its study of the conditions in



Seen during the signing of MoU between EDI and Kerala State Youth Welfare Board (KSYWB) are (2nd from R) Ms. P K Jayalakshmi, Hon'ble Minister for Youth Welfare, Government of Kerala; (2nd from L) Dr. Dinesh Awasthi, Director, EDI and (3rd from R) Shri P S Prashant, Vice Chairman, KSYWB. Also seen are (extreme right) Ms. R. Leelamma, Member Secretary (I/c) and (extreme left) Mr. V.S.Sukamaran, Asso. Sr. Faculty, EDI

the state, the viable opportunities here, support available, inclinations and interests of the youth and so on. The outcome would be well groomed, trained and skilled group of young people who would not just be economically stable but also serve as a panacea for the country's gripping problems.

The EDI-Kudumbashree

- A Step Towards Self Reliance

The Kudumbashree was welcomed as an innovative anti-poverty mission of the Govt. of Kerala. It was envisioned as a target oriented, well conceived, impact-yielding poverty alleviation plan with focus on involvement of the disadvantaged.

The Kudumbashree project was well researched and was evolved as a holistic project after considering the lapses that had been conspicuous in other developmental programmes. Launched in 1998 with the mission - 'To eradicate absolute poverty in ten years through concerted community action under the leadership of local governments, by facilitating organization of the poor for combining self-help with demand-led convergence of available services and resources to tackle the multiple dimensions and manifestations of poverty, holistically', the Project brought the entire state under its fold by 2002.

Kudumbashree primarily aimed at empowerment of women and children, and EDI association with Kudumbashree was primarily with the objective of promoting its micro entrepreneurship development endeavor.

EDI's strategy for ensuring generation and sustenance of micro enterprises encompassed:

- Identification and selection of potential entrepreneurs
- Entrepreneurship orientation training & business plan preparation
- Skill development and linking them with appropriate projects
- Financial intermediation
- Test production and standardization
- Market penetration
- Performance Improvement Programmes



Participants of 'Micro Enterprise Consultants' Programme' seen with (4th from Left) Mr. V. S. Sukumaran, Asso. Sr. Faculty, EDI

By completion of the Project in 2012, EDI could generate a successful process of business creation and growth.

Results at a glance:

- No. of women trained: 39,500
- No. of enterprises set up: Group Enterprises-2,700
Individual Enterprises-6,800
- Employment opportunities generated: 32,500
- No. of existing entrepreneurs addressed through performance improvement programmes: 1,400

EDI and Kudumbashree's association for micro enterprise creation and sustenance resulted in a replicable development model, and Kudumbashree got

projected on the national arena as a result-oriented strategy for creating livelihood options for the masses. EDI developed a cadre of Micro Enterprise Consultants - MECs, ensured sustenance by widespreading the tenets of livelihood initiatives for stronger impact. This cadre of trained MEC is developing and implementing livelihood strategies under National Rural Livelihood Mission-NRLM. EDI is at present involved in further training of these MECs so that they are continuously updated on new ways and means of generating desired results. The Institute's support has also been solicited for conducting new training programmes for creating more MECs for extensive and sweeping results. As of now, EDI has trained 80 MECs.

Two international programmes commenced at EDI

Two Six-week international training programmes on 'Governance & Management of Non-Profit Organizations (NPOs)/NGOs' and 'Finance for Non-Finance Executives' commenced at the institute. The programmes comprise of 4 weeks classroom teaching and 2 weeks study tour.

More Clusters to Record Feats

EDI is working towards revitalization of four clusters - Pharmaceutical Machinery cluster at Ahmedabad, Casting & Forging cluster at Vadodara, Dairy & Food Processing Machinery Manufacturing and Engineering cluster at Anand and Gold Jewellery Manufacturing cluster at Rajkot. The projects are sponsored by the Office of the Industries Commissioner, Govt. of Gujarat. The diagnostic studies conducted by EDI for all the clusters have identified certain technological gaps, need of productivity and quality improvement, problems with domestic and international marketing and issues related to financing. The action plan and the implementation strategy has been prepared to address the lacunae and also build capacities in a variety of area. The plan encompasses hard skill interventions including, technology transfer and establishment of Common Facility Centre (CFC), marketing tie-ups etc, and soft skill training interventions, including, counselling entrepreneurs and imparting capacity building training.

Till date, 32 units in Gold Jewellery Manufacturing Cluster, Rajkot; 28 units in Pharma Machinery Manufacturing Cluster in Ahmedabad; 25 units in Dairy & Food Processing Machinery Manufacturing and Engineering Cluster, Anand and 22 units in Casting & Forging Cluster, Vadodara have benefitted. Gradually, the intervention is expanding to cover more units.

EDI has invented and introduced a new process called Electropolishing for stainless steel components. The

process was not in use in the country, in the sector. Various components of the pharma machines are made of stainless steel and as per Good Manufacturing Practices (GMP), these should be electropolished from the perspective of good hygiene. EDI spread awareness about the significance of electropolishing in the sector and introduced the same. Till this time, in the country, the pharma machinery manufacturing cluster units used a simple buffing process but as per the International Standards this was not considered 'acceptable'. EDI, therefore, did the required R&D and successfully developed the process of electropolishing as per the International Standard ASTM-912.



(2nd from R) Mr. H D Shrimali, Addl. Industries Commissioner, Govt. of Gujarat supervising the electro polishing process invented by EDI at a cluster unit. Also seen is (extreme left) Mr. Riken Shah, Project Manager



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Mr. Abhishek Govekar
Post Graduate Diploma in
Business Entrepreneurship
and Management (PGDBEM)
2006-07

Tickling the Taste Buds

Abhishek had always been passionate about his belief that the hotel industry offered a lucrative career. All his career plans were weaved around this dream. Abhishek enrolled in the three-year hotel management programme at the Institute of Hotel Management (IHM), Ahmedabad. However during his initial five months industrial training in hotel management at 'The Leela' in Mumbai, Abhishek came face-to-face with some facts of the trade. His eyes opened to the fact that remuneration was perhaps not as lucrative as he had thought in this industry. Second, the work profile and environment were again not far from what he had always wished for. 'So what next?' was the questionalthough slightly disillusioned, he could not think about completely forgetting the Hotel industry which beckoned him strongly still.

Meanwhile, the book, 'Rich Dad, Poor Dad', by Robert Kiyosaki and Sharon Lechter aroused his interest in entrepreneurship. Abhishek could instantly see a link between his dream and entrepreneurship, which is why he promptly sought admission at EDI. Abhishek fondly recollects: "Those days spent at EDI are one of the most memorable days of my life! Today, if I am able to face business challenges it's only because of the knowledge and experience gained at EDI. The entrepreneurial theories learned and insights gained at EDI have really enabled me to accomplish all that I had only dreamt of."

With a background in Hotel Management, Abhishek found it to be the best sector for initiating and developing a business enterprise. The convenient investment requirement in initiating catering services and a relatively stable demand for it, from rapidly growing educational and corporate clients led Abhishek to finalize this as his business opportunity. While he

learnt about business principles at the Institute, he researched his business opportunity under the guidance of his mentor. Beginning with clients like Indus Institute of Engineering & Technology and Electrotherm and later catering to SNL Financial, Anand Niketan, London Infotech, Azure, Abhishek continued to expand his basket. He even moved beyond Ahmedabad to cater to the requirements of Gujarat Adani Institute of Medical Sciences (GAIMS), Bhuj.

A very successful and confident Abhishek diversified with the setting up of his venture - the Lotus Refreshment Services Pvt. Ltd. (Lotus Refreshment)

for offering the much sought after brewed beverages to corporate clients. Lotus Refreshment served names like; Medusind Solutions, LG Electronics, Essar Group and Emerald Honda in Ahmedabad as well as an IT SEZ in Gandhinagar. Eventually, expanding its operations, Lotus entered the Mumbai market and served nine clients in all.

Abhishek plans to expand Lotus Refreshment across the western region of India and envisions the elevation of his company to Lotus Hospitality Services, which he believes would eventually compete with the leading market players.

A Redeemer and her Passion

After completing Computer Engineering from Dharmsinh Desai Institute of Technology (D.D.I.T.), Nadiad, Kruti began working as a trainee in the marketing department of Granton Advertising. But Kruti had a different mindset...this was not what interested her. She felt she had not reached yet. An opportunity knocked in the form of job from the NGO, Ganatar. Kruti joined Ganatar, which is an NGO working in the area of Children's Right to Education. And it is here that she found herself. Her stint as the Assistant Research Coordinator at Ganatar relegated the techie in her to the backseat. She emerged with a strong bent of mind to pursue social work. To strengthen her passion, Kruti joined the programme at EDI during which she bagged Swargiya Chanchalben Madhubhai Patel Gold Medal for scholastic performance in Management of NGOs and the Bharti Student of the Year Award for best all-rounder of the P.G. programmes. Kruti had come a full circle....she had found herself. She was comfortably perched amidst her dream and passion.

To begin with, Kruti got campus placement as a Cluster Development Expert at the Clusterkraft, where she worked for strengthening the Information Communication and Technology (ICT) capabilities of the MSMEs in the pharma cluster at Ahmedabad.



Ms. Kruti Patel,
Post Graduate Diploma in Management of NGO (PGDMN)
2005-06

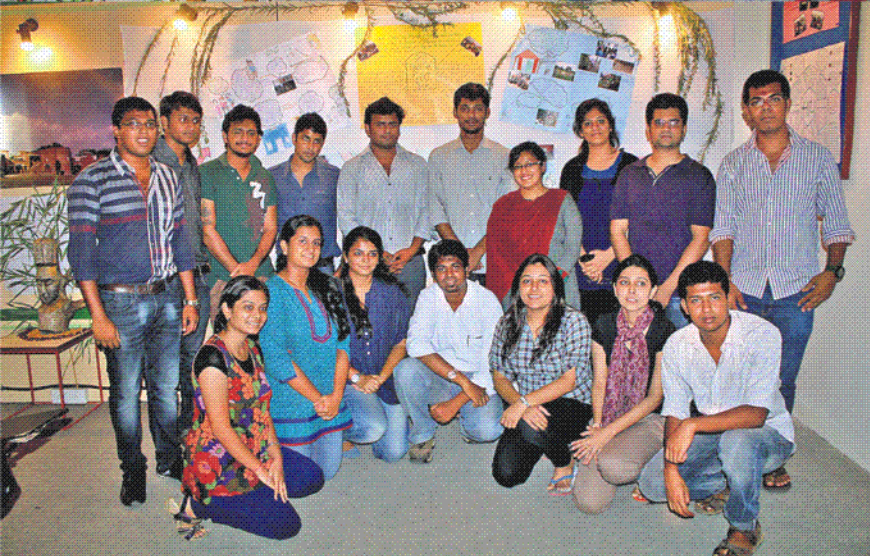
Serving as the Branch Manager at SELCO, Project Coordinator at Sahjeevan as well as in the secretariat cell of Kutch Mahila Vikas Sangathan (KMVS), Kruti continued gaining insights into varied social issues and made several result-oriented contribution.

As Kruti puts it, "In the next ten years, I wish to understand rural community issues as well as alternative approaches for resolving such issues while developing the skill set that is critical to lead developmental initiatives independently. This would enable me to achieve my dream of working for rural communities."

Parichay - An exhibition on experiences and learning



'Parichay' – an exhibition organised by the Institute's 16th batch of Post Graduate Diploma in Management – Development Studies (PGDM-DS), post their 10-day induction programme, that left them geared to make a meaningful contribution to the development sector. The exhibition was inaugurated on 18th July, 2013 at the Institute.



The students found this induction programme extremely innovative and beneficial and felt that it had connected them with the development sector, giving them a perspective to move ahead with. Under this induction programme, the students got exposed to the development sector realities, issues and its various dimensions, through experiencing and experimenting. The students made field visits to Sabarmati Jail, Sabarmati Ashram, the NGOs, Saath to get a peak into the nuances of Urban Poverty Alleviation and also, SEWA to get oriented to the process of woman empowerment. Their visit to Meera Dutta Dargah in Unjha under the Government's Dawa and Dua Project was also enlightening. Interactions with noted professionals in the field further inducted them into the process of bringing about a change in society. The most significant part of their induction programme, however, was their stay over six days at four villages in the Kalol block. The villages visited were –

Students seen during the Exhibition

Dantali, Palsana, Jaspur and Shertha. The idea was to give them unique knowledge and experience which they could bring back to their classroom learning. The students probed the socio-economic status of these villages. They explored the areas of education, health, sanitation, culture and political scenario. The students studied the gaps, brainstormed on the existing systems and structures and evolved workable action plan which could be more result-oriented. Once back to the classroom, they made presentations, assimilated various observations and deliberated on the same.

Dr. Jayanti Patel talks to students



The students of Post Graduate Diploma in Management - Development Studies (PGDM-DS) organized a lecture by Dr. Jayanti Patel, a renowned Writer, Actor and a Freedom Fighter. Dr. Patel talked about three philosophies of life - Abhyas, Vivek and Vairagya. To keep depression and frustration at bay, he advised the students not to live on 'excuses' but asked them to face the problems headlong. Dr. Patel shared incidents from the time of freedom struggle to drive in learning.

Kunming University, supplements the skills of EDI-PG students



As a part of the student exchange programme, 22 students of second year PGDM-BE of the Institute visited Kunming, China at the invitation of Oxbridge College of Kunming University of Science and Technology, from 29th May to 10th June, 2013. During the visit, the students learnt about various laws, systems and strategies that support entrepreneurship in China. The students were enlightened about business opportunities and government industrial policy as well as promotional scheme to start a new venture. They also visited leading units in China and met the officials of State Chamber of Commerce. Their interaction with the elite panel of entrepreneurs here, tremendously added to their learning. To know about the market scenario of China, students also visited many areas such as; stone forest, flower auction centre, etc. where they learnt the method of auction and their system, logistics and storage facilities and supply chain

Meeting the Challenges of Poverty.....

Establishing a Connect with

Entrepreneurship

A Memorandum of Understanding was signed between Society for Elimination of Rural Poverty (SERP), Government of Andhra Pradesh, Hyderabad and EDI. As a part of the agreement, over three years EDI will implement the project in selected villages from nine mandals identified by SERP with an objective to devise and demonstrate replicable and scalable models to promote nonfarm based enterprises among the poorest of the poor, marginalized and other disadvantaged sections. For all encompassing results and impact, a complete record of Mandal wise - Sector wise Enterprises will be built and tools for profiling of enterprises will be developed. In order to arrive at an action plan, EDI would conduct diagnostic studies and analyze the critical points for effectively triggering and promoting entrepreneurship among the target groups. With an intention to make the results sustainable, the Institute would also develop a cadre of Business Resource Persons with expertise in certain crucial services sought by entrepreneurs. The resource persons would promote, handhold and support the enterprises in critical business functions. Formation of producer groups, consortia and associations would be facilitated to ensure economies of scale in procurement of raw material, marketing, maintaining quality standards and developing common facility centres. Also, to create a solid knowledge infrastructure for resource persons and entrepreneurs, potential or existing, the Institute would ready a document on innovative and viable rural technologies, innovative products and processes.

Entrepreneurship in existing businesses also cannot be undermined if one is targeting wide spectrum growth. Hence emphasizing on the significance of growth for existing enterprises, EDI would simultaneously undertake preliminary market survey for existing units to ascertain the quality, viability and the tie-up opportunities of the product line. A system would, henceforth, be crafted to ensure that all stakeholders have access to this information. Entrepreneurs would be given a wholesome perspective on issues centering around working capital management, market, product innovation, product development, promotion and related areas.

Project Director, Dr. Manoj Mishra calls this a visionary project which would, over its duration of three years, ensue prosperity and stability among people by promoting a culture of entrepreneurship.

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Skill Development Programmes

SIDBI sponsored Technical Entrepreneurship Development Programme on 'Computer Hardware' was organized during 1-21 May, 2013 at Bhopal. 27 participants participated in this programme. The main objective was to provide entrepreneurial, managerial, financial and technological skills to participants so that they could initiate their units and take steps towards self reliance.

Seen here is (1st from left) Mr. Satish Nema, Manager, SIDBI, Bhopal addressing the participants during valedictory function. Also seen is (on his left) Mr. Raman Gujral, Faculty-EDI



A Skill Development Programme was organised by EDI-Bhopal office under sponsorship support of District Urban Development Authority (DUDA). The main objective of the programme was to develop entrepreneurial and basic technical skills amongst rural youths so that they could initiate small / micro enterprises.

Participants seen during the Skill Development Programme at Bhopal



Capacity Building of L&T Officials

With a view to impart behavioural skills to supervisors of L&T, 4 capacity building programmes titled 'Front Line Supervisor Development Programme (FLSDPs)' were conducted by EDI, Roorkee office. Around 125 supervisors participated in this programme. The main objectives of the programme were to spread awareness about the importance of leadership, sensitize them on various methods of conflict resolution, develop skills for healthy communication at work place, impart training to facilitate positive ambience at the work place and trust building among the employees



