

EDI Reports 91

From the
Director's Desk

Towards A Planet Where CSR Soars



Most corporates are today playing a significant role in the broader social context by integrating Corporate Social Responsibility (CSR) into their functions and operations. However, despite the rising trend, there is a dire need for greater awareness and thus the involvement of companies in strategic initiatives that go beyond isolated acts of charity and philanthropy. Almost the entire world, and especially the Asia-Pacific region, is grappling with certain critical issues which primarily include; disregard to the environment, low level of transparency, poor labour standards, etc., on account of inadequate enforcement of legislation and/or weak governance.

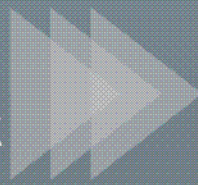
CSR being one of the core areas of EDI's operations, the predicament drew EDI's attention. In response, the Institute, in association with The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), recently organized the first ever 'International Workshop on Entrepreneurship in Socially Responsible

(cont....)



Entrepreneurship
Development
Institute of India
Ahmedabad

From the Director's Desk



Business for Development in Asia and The Pacific' and the 'Young Business Leaders Programme'. With renowned experts and 62 delegates from countries such as, India, Laos, Myanmar, Uzbekistan, Nepal, Sri Lanka, Netherlands and Philippines, the Workshops deliberated on issues that culminated in building positive perspectives to the CSR mandate. CSR guidelines were discussed and worked out, a lot of knowledge was generated and most importantly, the Workshop led to adoption of the 'Ahmedabad Charter' to be widely disseminated across the Asia and the Pacific Countries. It also gives me immense pleasure in mentioning that EDI has been declared as the 'UNESCAP Ambassador Institution' for upholding the baton of socially responsible business across the UN-ESCAP Member Countries.

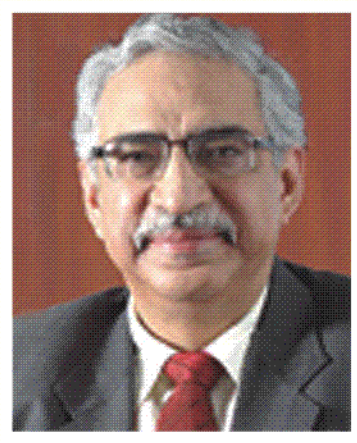
What is also encouraging is that most organizations are stepping forth with support to bolster CSR initiatives. We were generously supported by the IDBI Bank Ltd. and SIDBI, in organising the International Workshop. I would call this a milestone event of which the proceedings have been well documented so that there's a record of this replicable initiative. I believe several such initiatives will be required to make businesses look beyond their bottom line and make a difference to the well being of communities.

A mammoth task has been initiated and, I am sure, in times to come we will bring about the change that we envision.

- Dinesh Awasthi



EDI acknowledges the support extended by **Shri R.M.Malla, Former President, EDI**



Under the Presidentship of Shri R.M.Malla, Former Chairman, IDBI Bank Ltd., EDI consolidated its success nationally and internationally. With his support, the Institute could use entrepreneurship creatively to modulate the economy on several fronts, besides institutionalizing the concept in several countries. An esteemed banker and a visionary, Shri Malla helped formulate unique strategies that gave EDI international eminence. The institute will forever remain indebted to Shri Malla for his support.

A warm welcome to Shri M.S.Raghavan

Shri M.S.Raghavan took over as Chairman & Managing Director of IDBI Bank Ltd. in July 2013. Prior to the current assignment, Shri Raghavan was posted as Executive Director of Bank of India. Shri Raghavan joined the Indian Overseas Bank (IOB) as a Probationary Officer on October 11, 1976 and held several distinguished positions in the Bank's hierarchy. In a career spanning 36 years with IOB, Shri Raghavan held important positions in the areas of Credit, Operations and Information Technology. Shri Raghavan's professional expertise encompasses the areas of Human Resources Management, Risk Management, Corporate Credit, Information Technology and Compliance. Shri Raghavan's contribution to the banking system, especially with regard to IT, is widely acclaimed by the banking fraternity. IBA and IDRBT have nominated him on various committees of their organizations to tap his vast and diversified experience in the banking sector. With such distinctive expertise, he now assumes the mantle of CMD at IDBI. EDI congratulates Shri Raghavan and extends a hearty welcome to him as the President of the Institute.



President's Message

I feel happy to be associated with the Entrepreneurship Development Institute of India and be a part of nation building task.

With inflation becoming a biting reality and the Nation looking forward to policies to kick-start the economy, I would say 'entrepreneurship' can pitch in not just as an effective panacea but can also facilitate formulation of policies to rebuild the frail economy. And hence, I believe EDI's carefully structured strategies, programmes and initiatives not only fetch results but also complement policies. Much to my satisfaction, I realize that the human resource development and restructuring interventions of EDI are successfully maneuvered towards adding credibility to the economy.

EDI's efforts in cluster development have become a replicable project on account of the revitalization that the intervened clusters witness and the impact that is generated in the economy. EDI has continued with its focus on clusters and with some significant clusters on the list like; the Kerala Handloom, Pulp and Paper Industry, Tufted Carpet and the Carpet Park Projects, I am glad that the Institute is indeed consolidating the strengths of the nation-its SMEs.

It would only be prudent to add that, EDI is making a difference to several sectors of the country, and the most significant one according to me is 'Education'. The Institute has successfully inspired the most promising target, the youth, to create and to innovate. Training teachers, high-profile scientists and technologists in entrepreneurship and orienting them towards this discipline is also a great feat, I would say. I learnt about the innovative stances in the field of social entrepreneurship also and feel happy that we are thinking about inclusive development. I wish the Institute well and look forward to it continuing with its goals of promoting entrepreneurship, alleviating poverty and promoting prosperity.

So, it does feel good to communicate with the EDI fraternity through EDI Report. I wish my efforts corroborate EDI's vision of putting the nation on the forefront of accomplishments and successes. I am sure that 'entrepreneurship' will only become stronger by the day.

With best wishes

Shri M.S. Raghavan

President-EDI

and

Chairman & Managing Director

IDBI Bank Ltd.

"Our youth need education and training for the jobs that will be created. Some of this will be higher degrees, not just computer science but also design or civil engineering. Some of it will be appropriate vocational education that teaches them to be good plumbers and electricians rather than unemployable low-skilled engineers. In fact, teaching our citizens can be a stepping stone to teaching the world."

– Dr. Raghuram G. Rajan,
Governor, Reserve Bank of India

Promoting Socially Responsible Business for Development in Asia and The Pacific

Increased entrepreneurial initiatives are seen as a panacea for promoting development. But for growth to be inclusive, it is important to combine it with an overriding inclination towards social causes. An all-encompassing growth model cannot bypass the underprivileged and hence it is important to impress upon corporations across the globe to look beyond profits and ensure that socially responsible business principles are practised. This will be a major contribution towards nation building.

In order to create such an awareness and imbibe the values of Corporate Social Responsibility among organizations, young business leaders, academicians and policy makers, UNESCAP Business Advisory

Council Task Force and EDI, jointly organized the International Workshop on 'Entrepreneurship in Socially Responsible Business for Development in Asia and The Pacific Region' and the 'Young Business Leaders Programme' during 16-18 October 2013 at EDI campus. The workshops were sponsored by the Industrial Development Bank of India Ltd. (IDBI Bank Ltd.) and Small Industries Development Bank of India (SIDBI). 62 delegates from India, Laos, Myanmar, Uzbekistan, Nepal, Phillipines, Thailand, Denmark, Vietnam and Sri Lanka participated.

The workshop on 'Entrepreneurship in Socially Responsible Business for Development in Asia and the Pacific' was inaugurated on 16th October 2013 at



Delegates seen during the International Workshop on 'Entrepreneurship in Socially Responsible Business for Development in Asia and The Pacific Region' and 'Young Business Leaders Programme' with (7th from L) Dr. Y. K. Alagh, Chancellor, Central University of Gujarat; (7th from R) Dr. Sailendra Narain, Head, UN-ESCAP Business Advisory Council Task Force on MSMEs and Entrepreneurship in Business & Development and Governing Body Member of EDI; (6th from L) Dr. Dinesh Awasthi, Director-EDI and (5th from L) Dr. Masato Abe, Economic Affairs Officer, UNESCAP and esteemed resource persons associated with the workshop

Seen during the inaugural function are (2nd from L) Dr. Y. K. Alagh, Chancellor, Central University of Gujarat; (2nd from R) Dr. Sailendra Narain, Head, UN-ESCAP Business Advisory Council Task Force on MSMEs and Entrepreneurship in Business & Development and Governing Body Member of EDI; (L-R) Dr. Dinesh Awasthi, Director-EDI and Dr. Masato Abe, Economic Affairs Officer, UNESCAP



EDI. Chief Guest for the function was Dr. Y. K. Alagh, Chancellor, Central University of Gujarat. Also present on the occasion were Dr. Sailendra Narain, Head, UN-ESCAP Business Advisory Council Task Force on Micro, Small and Medium Enterprises (MSMEs) and Entrepreneurship in Business and Development and former Chairman and Managing Director of SIDBI; Dr. Dinesh Awasthi, Director – EDI and Dr. Masato Abe, Economic Affairs Officer, UNESCAP.

The function began with the welcome address of Dr. Dinesh Awasthi. Dr. Awasthi established the significance of Socially Responsible Businesses in the present scenario and deliberated on how the concept must be promoted so that the baton is ably taken over by the younger generation.

Dr. Y. K. Alagh, in his address, said that this is the most opportune time to conduct a workshop on Socially Responsible Businesses and that legal and compulsory provisions must be made for companies to spend on Corporate Social Responsibilities, which is a segment of Socially Responsible Businesses. Dr. Alagh said that the TATAs is a classic example of this as it is owned by trusts and performs its responsibility of giving back to society/environment. He also expressed that businesses must introduce a concept that harnesses innovations and technology and links up small businesses with technology, market and innovation. Talking about sustainability, Dr. Alagh said that businesses must look at the environment and use it creatively for ensuring wide spread advantages. Dr. Alagh concluded with congratulations to the participants for resolving to understand and adopt the principles of socially responsible businesses.

Briefing the house about the overall objective of the programme, Dr. Sailendra Narain said that the idea is to boost the emergence and growth of socially responsible businesses for inclusive and sustainable development in Asia and the Pacific. The workshop, he said, aimed at sharing regional experiences in promotion of socially responsible businesses and the role of private sector including SMEs; assessing the facilitating and hindering factors in the emergence and growth of socially responsible businesses; sensitizing and enabling the private sector, including SMEs to envision and implement socially responsible business models and strategies. The most significant aspect of the workshop, informed Dr. Narain, was signing and adoption of the Ahmedabad Declaration and Action Plan for promoting SR Entrepreneurship in Business for inclusive and sustainable development

Over 16th and 17th October, the Workshop covered topical presentations followed by interactive discussions. The deliberations centered around the four pillars of socially responsible businesses, i.e.: corporate social responsibility; socially responsible environment; human rights and labour; and socially responsible business investments and business development services.

As a sequel to this workshop was the Young Business Leaders Programme which was inaugurated on EDI campus on 17th October by Mr. Piruz Khambatta,

Chairman and Managing Director, Rasna Private Limited. Mr. N.K.Maini, Deputy Managing Director, SIDBI presided over the function. Discussing the objectives of the Young Business Leaders Programme.

Mr. Piruz Khambatta addressed potential and young businessmen and advised them to always have an eye for opportunities, be innovative and ethically right. He shared experiences and made suggestions on the ways of incorporating sustainability principles in their respective businesses, making socially responsible decisions, and applying them in business operations. Mr. Khambatta maintained that there is no dearth of opportunities in India, and that in every crisis there lay umpteen opportunities. He maintained that a potential entrepreneur must have a keen eye for opportunity so as to spot a viable and promising business opportunity. He also cited examples of several such first generation 'jugaadu' entrepreneurs, as he called them, who had spotted a crisis, took it as an opportunity and derived a solution which ultimately evolved into a flourishing business. He urged the youths to think beyond the obvious, reengineer their analytical capabilities to continuously scan the environment to spot a 'need-of-the-hour' opportunity.

Mr. N. K. Maini talked about the seven business crises and advised young entrepreneurs on the ways of dealing with these and overcoming them. He believed



Seen during the inauguration of the International Workshop on 'Young Business Leaders Programme', are (3rd from L) Chief Guest, Mr. Piruz Khambatta, Chairman & Managing Director, Rasna Pvt. Ltd. and (4th from L) President of the function, Mr. N. K. Maini, Deputy Managing Director, SIDBI with (R-L) Dr. Sailendra Narain; Dr. Masato Abe; Dr. Dinesh Awasthi and Ms. Vanina Hinovska, Consultant, Trade and Investment Division, UNESCAP



Mr. Khambatta; Mr. Maini and Ms. Hinovska addressing the delegates

that crises must set off the response mechanism of entrepreneurs and they must put into action their well worked out crises management plan rather than shying away from them. He also gave a peek into the crises management strategy formulation and cited examples to explain how businesses had bounced back with a new lease of life with innovative, strategic

thinking. Mr. Maini believed that in order to kick start a new wave of entrepreneurship which does not consider that opportunities today are scant and is also not risk averse, the present generation will have to be encouraged to see the charms of the discipline and adopt it as a first career option. Talking about the significance of entrepreneurship, he highlighted how this discipline can create jobs, generate wealth, commercialize an invention, encourage innovations and lead to overall development. He encouraged potential entrepreneurs to adopt entrepreneurship and become the key drivers of the economy. Mr. Maini concluded with a briefing to the house on SIDBI's developmental schemes, projects and programmes.

Ms. Vanina Hinovska, UN-ESCAP Representative, proposed the Vote of Thanks. She expressed gratitude to the sponsors, the resource persons, participants, organizers and all involved in making the workshop a huge success.

Dr. Sailendra Narain looked forward to the program would resulting in the development of strategy formulating skills for young business leaders to promote socially responsible businesses and practices for sustainable development in Asia and The Pacific. He informed the audience that in a simulated business atmosphere, young leaders will interact with industry/experts and learn about incorporating sustainability principles in their respective businesses, making socially responsible decisions, and applying them in business operations.

In keeping with the objectives, the programme stimulated the thought process of participants who focussed discussions around topics such as –'How could the environment be sensitized to promote Socially Responsible businesses'; 'How could the ethics of Corporate Social Responsibility be enthused to make SRBs widespread'; 'How could human rights and labour relations' be

addressed in business to attain social progress' and 'How could a responsible business culture be floated by promoting socially responsible business investments and BDS'. The participants presented their action plans on concrete measures to be adopted to address the above.

The way the events unfolded over three days, one could well say that a better world was gradually unfolding.

Signing and Adoption of the 'Ahmedabad Declaration'



The most significant aspect of the workshop was the adoption of the Ahmedabad Declaration and Action Plan for promoting SR entrepreneurship in business for inclusive and sustainable development. A resolution has been reached to follow the diktats to promote emergence and growth of socially responsible businesses in the private sector for inclusive and sustainable development in the Asia and The Pacific. The Declaration was signed by Dr. Sailendra Narain, Dr. Dinesh Awasthi and Dr. Masato Abe

A Glimpse of Technical Sessions at International Workshop on 'Entrepreneurship in Socially Responsible Business for Development in Asia and The Pacific Region' and the 'Young Business Leaders Programme'



Hindi-Chini bond for Biz

Language gives us our identity.....it is the main plank on which our culture and our existence rests. Language will always remain the main tool of communication and effectiveness in the use of language will always be held important, irrespective of the numerous inventions of technologies or machines. Lately, importance of *language in business* has been greatly endorsed. Companies vying for foreign markets are also ensuring that their professionals become competent in the language of people with whom business dealings take place. Knowledge of foreign languages to excel in business has greatly been acknowledged. It is a way of establishing an instant rapport..... a way of connecting. Language skills also bring in confidence to understand the laws and the people of a country.

India, with opportunities galore, has enticed many nations for trade and business. China is one such country which looks forward to establishing strong trade ties with India and learning the national language, Hindi, is a certain way to not just connect with people but also to establish stronger trade ties. The Yunnan National

Participants of Business Hindi programme. Also seen are (2nd from R) Dr. Avdhesh Jha, Programme Director and (on his right) Dr. Pankaj Bharti, Asso. Sr. Faculty-EDI



University teaches Hindi, as one of the seven subjects, to its 'Arts' students. In order to further fine tune their skills and impart new ones, they associated with EDI to conduct a six-month course on Business Hindi for its students. It was expected that the programme will give a major boost to bilateral relations and substantially improve business cooperation. Thus, EDI prepared a tailor-made curriculum to teach Hindi to the 12 students who are on a visit to the Institute for the purpose. The programme commenced on 9th September, 2013 and will conclude on 7th March 2013.

The curriculum has especially been designed to impart indepth knowledge on Business Hindi and its effective usage in business, contemporary terminology in Business Hindi, Entrepreneurship and Women Entrepreneurship, and Indian Culture and Civilization to enable the participants to get to the root of the language and Indian culture.

Dr. Avadhesh Jha, Programme Director believes that it is a well designed curriculum giving a sharp edge to the participants, who he feels are grasping fast. He added that role plays, simulation exercises, knowledge on Hindi literature, advanced grammar, anecdotes and information of Indian culture make it an enriching course.

Chief Faculty, Dr. Sunil Shukla opined that, China had already started teaching Hindi in many of its universities like Beijing University and were now aiming at proficiency. These students, he added, look at a variety of job options after this training. Dr. Shukla expressed happiness over the fact that EDI was playing a big role in shaping not just the destiny of these students but also the trade relations of the two countries.

Memorandum of Understanding between University of the West of Scotland, UK and EDI



Prof Harry Matlay, Chair Professor of Entrepreneurship, UWS; Mr. Umesh Menon, Sr.Visiting Faculty, EDI and Dr. Pravin Balaraman, Professor of Marketing and International Business, UWS, seen with the signed copy of MoU

The Memorandum of Understanding aims at establishing a cooperative relationship between University of the West of Scotland and EDI. This partnership reflects the interests of both institutions in developing links, which will widen opportunities and access to students and staff and create enhanced opportunities for both institutions. The specific objectives of the co-operative relationship are to promote faculty exchange and mutual visits; establish collaboration on research and knowledge transfer and develop international links for the benefit of faculty and students. All activities would be coordinated by Mr. Umesh Menon, Sr. Visiting Faculty-EDI.

BIOTECHNOPRENEURS

in the making.....

Technological and advanced systems have suitably aided humans, since time immemorial, to bring their dreams to fruition. And, as we talk about advancement, progress and innovations, we can't help but mention the potential of Biotechnology. The society today is exploring the possibilities of using biotechnology, to the hilt, to transform itself into a forward-looking, knowledge-driven economy. In order to widen the knowledge base in the area, and promote new enterprises in the Life Sciences Sector, the Institute initiated a 10-month Biotechnopreneur week-end Programme in 2011-12. This programme led to tangible outcome and was highly appreciated. The second batch of the programme was launched on 15th October, 2013 in an elaborate function at EDI. While the programme would be conducted by EDI, and Gujarat State Biotechnology Mission, it would be academically supported by esteemed knowledge partners like; Gujarat Venture Finance Ltd., Gujarat Industrial and Technical Consultancy Organization Ltd., Dr. Subodh Adeshara, Former Commissioner, Food and Drugs Control Administration; Centre for Innovation, Incubation and Entrepreneurship, IIM, Ahmedabad and Skyquest Technology Consulting Pvt. Ltd.

Present during the launch function were Dr. Dinesh Awasthi, Director-EDI; Dr. Anand Bhadalakar, Senior Sector Specialist, Gujarat State Biotechnology Mission, Govt. of Gujarat and Mr. Bipin Shah, Sr. Faculty-EDI & the Programme Director.

In his address Dr. Dinesh Awasthi, said that 'enterprise' and 'entrepreneurs' must be strengthened with innovation as the key focus area. Dr. Awasthi said that although innovation in India has started looking up, there are still gaps in this area and these need to be filled by promoting more focused interventions. Speaking about the significance of innovations, he pointed out that countries which innovate are on a fast growth track. He also added that advanced

countries like; USA have 1300 S&T incubators and 'coming up' countries like China and Korea have 800 and 400 incubators respectively. India with only 134 incubators must put in efforts to strengthen the area, added Dr. Awasthi. He concluded by urging the participants to make the most of this programme and set up technically advanced enterprises.

Briefing the house about the rationale behind the programme, Dr. Anand Bhadalakar, said that this is an effort to promote S&T enterprises. He expressed happiness over the fact that out of 14 participants of the last batch, 8 had already floated their enterprises and the remaining were in the process of setting up. He called the success rate encouraging and hoped for even appreciable success rate in the present batch.

In his address, Mr. Bipin Shah, said that this programme is likely to see more enterprises in the areas of biotechnology, pharmaceuticals, medical devices and other technology and innovation driven areas. He said that Biotechnology as a sector is emerging fast and so the need is to build capabilities of people to harness its potential. The second batch of

the Biotechnopreneur Programme has 12 selected participants from varied backgrounds such as; Pharmacy, Hospital and Healthcare Management, Banking and Finance, Biotechnology, Microbiology, Genetics, Industrial & Medical Biotechnology and Bio-medical Engineering. The main objective of the programme, is to train and guide the participants on selection of technologies, commercialization of the technology and aspects related to entrepreneurship. The programme, would also emphasize on practical and field related aspects such as; technology evaluation, business plan preparation, networking with institutions for financial resources and implementation. Besides week end class room training, the participants would also be counseled by advisors on a regular basis.

The programme is an innovative step in the direction of creating an inventive entrepreneurial society, that breaks free from conventional business opportunities and sets up businesses in emerging business areas. It's a major step and every small success will lead to development of a replicable model.

Malaysian Delegation Visits EDI



Seen during signing of the MoU are Dr. Dinesh Awasthi, Director, EDI and Datuk Mohd Radzif Mohd Yunus, Managing Director, Small Medium Enterprise Development Bank Malaysia Berhad. Also seen are (R-L) Dr. Sunil Shukla, Chief Faculty, EDI and Dr. Sheikh Ghazali Abod, Chief Operating Officer, Centre For Entrepreneur Development And Research (CEDAR)

EDI signed an MoU with Centre for Entrepreneur Development and Research SDN BHD (CEDAR) on 22nd October, 2013 to assist CEDAR in developing Malaysia's SME and MSME sectors. The two institutes will collaborate in conducting Entrepreneurship Development Programmes to enhance the skills of potential as well as existing entrepreneurs.

EDI will also provide inputs to improve the current academic and research programmes as well as create new programmes independently or jointly to suit the current demands of business/industry in Malaysia.

To facilitate transfer of knowledge, faculty and student exchange programmes, workshops and seminars will also be undertaken.

India Beckons.....

World over, countries wish to introduce entrepreneurship to its people for the kind of competencies and traits that are associated with it. Developing countries, brimming with challenges and opportunities, need entrepreneurs to comprehend such a situation, take productive actions and deliver results with multiplier effect.

Every year, EDI conducts programmes for professionals from developing countries on various aspects of entrepreneurship and small and medium enterprises. These are conducted with the sponsorship support of Indian Technical and Economic Cooperation, Ministry of External Affairs, Govt. of India.

The programmes conducted over the last few months:

Business Research Methodology & Data Analysis

While it is evident how SMEs, on account of their distinct advantages, reinvent global business standards and parameters, it is also apparent that they are not entirely able to leverage on their strategic advantages and competitive streak purely on account of lack of information related to markets, consumers and competitors.

Participants of the International Training Programme, 'Business Research Methodology and Data Analysis' seen with (9th from L) Dr. Dinesh Awasthi, Director-EDI; (on his left) Dr. Jignasu Yagnik, Programme Director and faculty members associated with the programme





Participants of the International Training Programme, 'SME Banking & Financial Services' seen with (6th from L) Dr. Dinesh Awasthi, Director-EDI; (on his left) Mr. D. M. Parikh, Programme Director and faculty members associated with the programme

Large corporates play their moves tactically as they hire world class consultants and are mentored by them but small businesses lack these services and hence are unable to pitch themselves advantageously. Business Research is vital for sustainability of small firms in the global economy. To grab opportunities that globalization offers, SMEs need information to support their decisions on target markets, product mix, branding, consumer perception, trends, supply and demand forecasting and quality control. Thus the programme, 'Business Research Methodology and Data Analysis', aimed at imparting knowledge on carrying out research within limited budget and their proficiency in selection of analytical tools and interpretation of statistical outcome on Market Segmentation, Brand Research, Consumer Analytics, Trends and Forecasting, Gap Analysis, Perceptual Mapping etc. This information will help SMEs understand and address their problems effectively.

The eight-week training programme organized during September 2–October 11, 2013 was attended by 42 participants from 26 countries. They comprised entrepreneurs, executives of SMEs, government

officers, functionaries of non-government organizations, decision makers, consultants and academicians. The participants expressed confidence about improving the agility and dynamism of the small business sector on account of their enhanced skills in probing the problems, researching scientifically and subsequently analyzing the solutions in the context of region and industry. Dr. Jignasu Yagnik, Programme Director was of the opinion that, post this programme, the participants would certainly take the reins in their hands to make SMEs innovate, compete and contribute significantly in the world economy.

SME Banking & Financial Services

SMEs have drawn attention of policy makers, academicians, researchers and scholars as the core factor in the development of a nation. Government of various countries, especially the developing ones, have been institutionalizing several policies and other strategic moves to encourage the growth and prosperity of the sector as they play a vital role in arresting the problems of unemployment, poverty and uneven income distribution. With a view to providing



Participants of the International Training Programme visit institutes and organisations outside Ahmedabad to get an insight into the Indian Institutional set up and working. During their study visit, this year, the participants of the programme - 'Addressing Bottom of the Pyramid through Fostering Social Entrepreneurship/ Social Business' also visited Ummaid Bhavan Palace, Jodhpur

skills sets in all facets of Financial Intermediation to further the cause of development and growth of the SME sector, EDI conducted a 6-week training programme on 'SME Banking & Financial Services' during September 2 – October 11, 2013. The main objectives of the programme were to build capacity of organizations in SME related issues such as; Finance and Environment, to induce sustainable development in the SME sector, to facilitate lending innovation leading to promoting entrepreneurship and to help evolve a feasible frame work for development and growth of the SME sector in the country. 32 officials from Banks & Financial Institutions, Insurance Companies and Housing Finance Companies from 16 countries participated in this programme. The training programme helped the participants understand the overall Financial System, SME & Financial Services, Credit Analysis in Project & Working Capital Appraisal and Financial Services for SME Development. Mr. D.M. Parikh, the Programme Director said that the participants had understood the intensity and the complexity of SME Banking & Financial Services and the role that they could play in making the sector lookup.

Addressing Bottom of the Pyramid through Fostering Social Entrepreneurship/ Social Business

Social Entrepreneurship is a way of pursuing innovative solutions to social problems based on market-compliant business models. They, therefore, are as much a need of society as commercial entrepreneurs. With the objective of developing a cadre of social entrepreneurs, trainer-motivators, counselors and to sensitize policy makers to meet the challenges of poverty alleviation through sustainable social business ventures, a 6-week training programme on 'Addressing Bottom of the Pyramid through Fostering Social Entrepreneurship/Social Business' was conducted during September 2 – October 11, 2013. 23 participants from 16 countries participated in the programme. The participants were equipped with the basic understanding of tools and

techniques of promoting, developing and managing social enterprises. Also, they delved into areas, such as; Market Assessment & Identifying Social Business Opportunity and developing a Social Business Plan, Setting up and Managing Social Enterprise and Fund Raising for Social Enterprise. Dr. Dinesh Awasthi, the Programme Director felt that the concept of social entrepreneurship is on a rise for the last decade or so and referred to it as 'new dawn' on the front of social improvements. Dr. Awasthi felt that heralding these changes from the base of a market driven enterprise model is certainly an encouraging feat for the world. He appreciated the concern and the interest of the participants in the subject. Mr. Ajay Dixit, the Programme Coordinator, expressed happiness over the fact that the participants had gained knowledge and understanding of the concept, process and economics of social business ventures and hoped that they would use this knowledge to inspire new and innovative solutions to persistent social problems.

Participants opine....



"I appreciate the application orientedness of the programme inputs. I am confident about making use of the learning and truly feel more aware and informed. I wish

more and more professionals from my country could be exposed to such learning."

Ms. Diana Kafureka Kyangungu
Kamwine - Uganda
'Addressing Bottom of Pyramid'
through Fostering Social
Entrepreneurship / Social Business



"The programme provided us with insights and skills in Business Research Methodology and Data Analysis through lectures and interactions. The field exposure

allowed us to put our classroom knowledge in practical situations. We are returning back to our country carrying new knowledge, cross culture experience and life-long friendship."

**Dr. Ataklti Gebrekidan
Gebrehimot – Ethiopia**
Business Research Methodology
and Data Analysis



"We have gained knowledge & practical insights in the areas of accessing the latest developments in SME banking, formulating alternative

management and mitigation strategies in SME lending. This will go a long way in evolving a feasible framework for development and growth of the SME sector in our country."

**Ms. Isha Shamina Mannan –
Bangladesh**
SME Banking &
Financial Services

Managing Entrepreneurially...

Sustainable competitive advantage can only be achieved through constant skill honing and aligning of these skills with knowledge of business practices. This task isn't easy amidst challenges that corporates face today. It is important for professionals to wield skills that help convert challenges into opportunities. Promoting entrepreneurial management within an organization and grooming executives to arm themselves with winning entrepreneurial traits can establish a deep rooted culture of business triumphs.

With this objective, EDI conducted the International programme on Entrepreneurial Management during November 11 - December 20, 2013. The programme aimed at imparting skills to participants to enable them to create a successful organizational framework and put into practice the tenets of entrepreneurial management leading to strategic action at all levels of the organization. 27 Policy makers, Business owners, Managers, Executives and Professionals from 18 countries participated in the programme.

The programme sharpened the participants' knowledge and skills and equipped them with attributes to practice entrepreneurial management effectively and thus create a conducive environment where entrepreneurial values could germinate and grow.

According to Programme Director, Dr. Rajiv Joshi, "If complexities and challenges best describe today's environment, new opportunities have also surfaced and wait to be tapped. In such a scenario, management practices and organizational functions need a fresh approach so that

Seen during the valedictory function of International Training Programmes – 'Entrepreneurial Management', 'Entrepreneurship & Small Business Promotion' and 'Cluster Development Executives Programme' are Chief Guest (2nd from L) Shri Maheshwar Sahu, IAS, ACS, Industries and Mines Department, Govt. of Gujarat; (in the centre) Dr. Dinesh Awasthi, Director-EDI and Programme Directors (L-R) Dr. Rajiv Joshi, Mr. S.B.Sareen and Mr. Sanjay Pal





Shri Sahu presenting certificate to a participant

Addressing the participants, Shri Sahu said that prosperity of a nation is well defined by the degree of entrepreneurship that it sports. He appreciated EDI's efforts in promoting a culture of innovations and creative entrepreneurship, globally. The Chief Guest called entrepreneurship as the 'all-encompassing strategy' of a progressive and a result-oriented trend and hoped that the participants would commit themselves to creating a dynamic world

these promising opportunities could be seized and explored optimally. This programme prepared the participants to don such an important role in their organization and I am glad that the programme was received very well."

Cluster Development.... a strategic move towards success

MSMEs, when approached in a conglomeration of enterprises, can substantially improve their business performance by adopting appropriate technologies, improving quality and productivity, increasing turnover and export, improving HR and thus the overall management efficiency. Joint initiatives implemented under Cluster Development Initiatives could also help cluster firms go for value addition, product customization, brand building, improvement in marketing and export performance. This ensures their holistic development and contributes towards Local Economic Development (LED). Focussed efforts towards cluster development enhance competitiveness of the cluster MSMEs and make them stand tall in the globalized economy. Cluster Development Executives can streamline development initiative in the desired manner and also ensure sustainability of progress ensured.

The International Programme conducted during November 11 - December 20, 2013, for Cluster Development Executives aimed at creating a cadre of CDEs by improving knowledge and skills of participants so as to enable them to successfully implement a Cluster Development Programme. 35 participants from 21 countries participated in the programme. The participants were given a complete understanding of clusters and their dynamics, besides familiarizing them with the nuances of successfully implementing a Cluster Development Programme.

Programme Director, Mr. Sanjay Pal said that the programme focused on cluster development perspective in both developed and developing countries, thus reinforcing best practices. Listing the areas focused upon, he said that, dynamics of MSMEs working in clusters, role of trust building and CDEs, consortium approach for ensuring holistic business performance, role of business development services (BDS), private-public-partnership (PPP) mode in developing common facility centres (CFC) and improving global competitiveness of the cluster firms/MSMEs were covered in details and added to the perspectives of the participants."

The participants appreciated the programme as an effective platform which endorsed the significance of

their work and groomed them into change agents. Their action plans indicated that they had developed insights into facilitating overall development of the local economy which would in turn help in poverty eradication, employment creation, income generation and local economic development (LED).

Nurturing Aspirations.....

Entrepreneur Trainer-Motivators (ETMs) are the architects of an entrepreneurial economy. They shape economies by training and grooming people to don the garb of an entrepreneur and thus drive the nation forward. However, for carrying out such a major responsibility, ETMs need to constantly update their understanding of the world, contemporary business practices & new markets, and align it all, with the ways of doing business. Against this backdrop, EDI organized an International Training Programme on Entrepreneurship & Small Business Promotion during November 11 - December 20, 2013 for 37 professionals from 26 countries.

The programme sought to create a cadre of hard core professionals who could work for promotion of economic activities in developing countries. The participants were equipped with tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises. It was felt that their efforts would intensify and strengthen the efforts of policy makers and planners towards economic development of their respective countries.

By completion of the programme, the participants could identify and analyze constraints and barriers to entrepreneurship development and devise appropriate strategies. They felt motivated about initiating, planning and implementing entrepreneurship development activities for creation of small enterprises. The participants were also oriented to the significance of sensitizing the environment for extending timely assistance and support required for establishment of small business ventures.

Mr. S. B. Sareen, Programme Director stated, "The training programme would go a long way in creating new world entrepreneurs who would trust their abilities to succeed and not rely on support services or concessions. And, in all this, these Entrepreneur Trainer-Motivators would play a major role." He added that the participants had gained in depth knowledge and that they would be able to successfully help potential entrepreneurs turn their ideas into action.

Cultivating skills in youth to make them entrepreneurial

EDI offers

AICTE approved

Post Graduate Diploma in Management- Business Entrepreneurship

PGDM-BE

(2014-16)

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- Accredited by National Board of Accreditation (NBA)

Credit linkage upto ₹ 1 crore without collateral, from IDBI Bank Ltd., to PG students for setting up their businesses

Electives in Entrepreneurship

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Electives in Functional Areas

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- Language & Communication

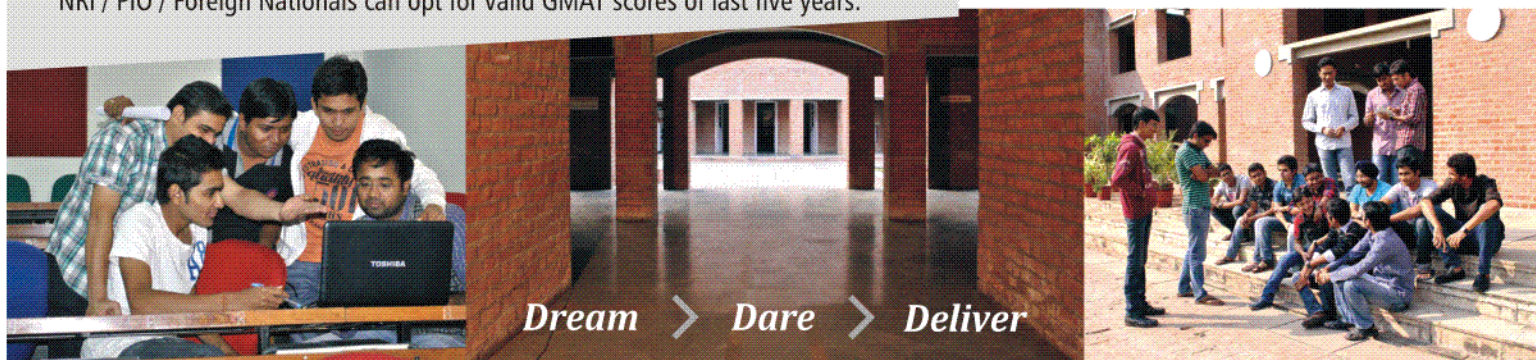
Objectives:

- Develops skills in successfully initiating, managing, expanding and diversifying a business enterprise.
- Exposure to business opportunities in areas such as; manufacturing; agriculture; bio-technology; services sector; real estate & construction; healthcare, tourism & hospitality; design & fashion; environment & green business; education & consultancy etc.
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- Prepares entrepreneurial managers / corporate entrepreneurs for taking the existing enterprise to the greater heights.

Special Features:

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- Rich blend of inhouse faculty / industry experts
- Placement support

Eligibility: Graduation in any discipline with 50% marks.
Admission only through valid MAT, CAT**, XAT, ATMA and CMAT scores.
NRI / PIO / Foreign Nationals can opt for valid GMAT scores of last five years.



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* for 3 years w.e.f. September, '13. ** IIMs have no role either in the selection process or in the conduct of the programme.

Exploring Entrepreneurial Approaches to **Librarianship**



Chief Guest of the Inauguration (in the centre) Shri Sunil Parekh, Founding Curator, World Economy Forum- GS Initiative and (3rd from L) Dr. Dinesh Awasthi, Chief Patron, MANLIBNET 2013 & Director-EDI seen with dignitaries (from R-L) Dr. Akhtar Parvez, General Secretary, MANLIBNET and Librarian, IIM-Indore; Dr. H.Anil Kumar, President, MANLIBNET & Librarian, IIM-Ahmedabad; Dr. Jagdish Arora, Director, INFLIBNET; Mr. Shailesh Yagnik, Senior Librarian, Mudra Institute of Communication and Mr. B.Ganapathi, Organizing Secretary, MANLIBNET 2013 & Librarian, EDI

The 15th edition of the International Conference on Entrepreneurial Approaches to Librarianship was organised at EDI during December 26-28, 2013. EDI in association with MANLIBNET and Knowledge Consortium of Gujarat organised this conference which was inaugurated on 26th December by Chief Guest Mr. Sunil Parekh, Founding Curator, World Economy Forum - GS Initiative.

A volume containing 88 papers, published by Bookwell, New Delhi was also released during the inaugural function. Besides papers received from academicians from across the country, seven papers were received from Nigeria, one paper each from Iran and USA. These were presented during the conference. Overall, 200 delegates participated from IIMs, IITs, leading Business & Management



Audience in rapt attention

Schools, Universities, Corporate Sectors, etc. across the country in the conference.

The main objective of the conference was to create a network and provide a platform to library and information science professionals, academicians and educationists to present papers, discuss, exchange views and experiences on the following themes:

- Entrepreneurship and Library & Information Science: Perspectives and Practices
- Entrepreneurial Librarians: The Need of the Hour for Survival of Library Profession
- Entrepreneurship Education and Academic Libraries
- Entrepreneurial Marketing for Libraries
- Entrepreneurial Competencies and Librarianship
- Green Entrepreneurship and Green Libraries
- Libraries as Business Ventures
- Dr. S R Ranganthan's Five Laws and Entrepreneurship
- Intrapreneurship
- Infopreneurship: Bibliometric Studies
- Infopreneurship: Digital Libraries
- Infopreneurship: E-Resources Studies

The conference aimed at documenting current state of entrepreneurship in libraries, inspiring future entrepreneurial pursuits among the librarians and providing a roadmap and inspiration for future endeavours.

Chief Guest of the inauguration, Mr. Sunil Parekh in his address emphasized on the important function that libraries could perform in today's growing economy. He stressed on the need to keep a continuous focus on innovations and research in order to be ahead and added that it is significant to create knowledge and disseminate it to maintain a competitive edge. The



Chief Guest urged libraries to move beyond their role of just offering support service and participate in nation's growth by becoming a partner to several communities,

professionals, industries and youth. Mr. Parekh also stressed on the role of libraries in creating a knowledge network and becoming a natural centre of knowledge for a society. The Chief Guest concluded by sharing ideas to strengthen libraries and enhancing their significance by donning an entrepreneurial approach for the growth of the nation.



Dr. Dinesh Awasthi appreciated the diverse themes that the papers had been received on for the Conference. He highlighted the entrepreneurial approach that libraries could adopt

today in making learning feasible and relevant. Dr. Awasthi pinpointed the significant role that libraries could play in managing and systematizing information so that it became user friendly. He concluded with

congratulations to the organizers for putting up a potent learning platform.



Dr. H. Anil Kumar, highlighted the achievements of MANLIBNET. He stressed on the significance of education and established that libraries were central to education.



Highlighting the fundamental features of entrepreneurship, Dr. Jagdish Arora, talked about 'innovation' and 'research' and urged the libraries to adopt these traits to function in a manner that helps them redefine their role to turn challenges into opportunities. Dr. Arora listed some of the innovative activities which libraries could take up to perform their role more meaningfully.

The workshop was highly successful and witnessed insightful deliberations and brainstorming sessions which are likely to hail a paradigm shift in the way libraries function, drawing society towards a knowledge driven approach.

Post Graduate Diploma in Management- Business Entrepreneurship (PGDM-BE) garners acknowledgments and awards

– NBA Accreditation

PGDM-BE programme has been accredited by the National Board of Accreditation (NBA). The parameters that were considered for accreditation were quality, programme curriculum, governance, innovation, campus infrastructure, library and sustainability.

– AIU Recognition

PGDM-BE programme has been recognized by the Association of Indian Universities (AIU). This Programme will now be equivalent to an MBA degree offered by an Indian University.

– PGDM-BE emerged as one of the four finalists in the United States Association for Small Business & Entrepreneurship (USASBE) Excellence in Entrepreneurship Education Awards 2014 under **Outstanding Emerging Entrepreneurship Program Abroad** category.

Turning Around **Their Lives** for a **Better Future**

While development plans need to be put in place, it is also important to ensure that the vulnerable groups are suitably compensated through a rewarding resettlement plan. TATA Sponge Iron Ltd. (TSIL), a joint



Sensitising the youths of Balinali

venture of TATA Steel and IPICOL for production of sponge iron, has been allocated mines by Ministry of Coal, Govt. of India at Radhikapur (East) coal block in Angul District, Odisha. However, in the proposed coal block, a total number of five villages are going to be displaced. Hence, one of the top priorities of the company was to ensure peaceful Rehabilitation and Resettlement of the affected families at Angul District in Odisha. EDI was, therefore, roped into design and implement a rehabilitation and Resettlement plan which was inclusive, sustainable and ensured a better quality of life.

The approach primarily put in place a grievance redressal cell so that the affected families could be counseled and convinced about the result-orientedness and positive impact of the rehabilitation plan. This also established an instant connect with the affected families. It was especially ensured that the weaker and marginalized sections were adequately protected. Simultaneously, corporate social responsibility initiatives were flagged to ensure enhanced employability, prosperity and peace for the affected families.

In keeping with the objectives set before itself, the project has partnered with community leaders, opinion makers and

other stakeholders like NGOs so that the locals can connect better with them and be sensitized about the benefits of the resettlement and rehabilitation plan. As a strategy towards developing necessary infrastructure at the Rehabilitation colonies, necessary steps will also be undertaken in the coming times, in coordination with district administration, so that the families get all requisite facilities. Formation of a joint monitoring committee is in the process to ensure quality standards of construction to be undertaken.

Special focus will be placed on youth, women, senior citizens and children with concrete measures to impart quality education from elementary to higher level, ensure good health care measures, increase employability of the youth, systematize welfare activities like geriatric care, crèche centres, family counseling centres, drug de-addiction centres etc. Additionally, a vocational training centre will be set up in the rehabilitation colony catering to the needs of potential women entrepreneurs by imparting them skills in areas such as; tailoring, agarbatti making, soap making, candle making etc.

The uniqueness of the project lies in bringing 'rehabilitation and resettlement plans' and 'CSR initiatives' under one umbrella for holistic and sustainable development. The project commenced from June 2013 and has already recorded notable milestones.



Training Programme at Gopinathpur

Faculty Development Programme

A 12-day Faculty Development Programme in Entrepreneurship was conducted during 16 to 27 December, 2013. 25 participants from 7 states of the country and one international participant from Nigeria participated in this programme. This was the 2nd in the series of ten programmes sanctioned by NSTEDB, DST, Govt. of India for the year 2013-14. The main objective of the programme was to expose the participating faculty members to the comprehensive Entrepreneurship Development process and equip them to coordinate or organize entrepreneurship related activities in their colleges/polytechnics/schools. During the training programme participants were equipped with requisite skills, knowledge and competencies for effective implementation of Entrepreneurship Awareness Camps and Entrepreneurship Development Courses in their institutions. Programme Director Dr. Pankaj Bharti expressed happiness over the outcome of the programme and added that an able cadre of professionals was put in place to spur entrepreneurship.



Participants of the Faculty Development Programme at Ahmedabad seen with (4th from L) Dr. Dinesh Awasthi, Director, EDI; (on his right) Dr. Chandan Chatterjee, Director-Centre for Entrepreneurship Development (CED), Gandhinagar; (3rd from R) Dr. Pankaj Bharti, Programme Director and EDI faculty members associated with the programme

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PGDM-DS 2014-2016

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 - Professionals with International bodies
 - Practitioners in flagship programme of the Government
 - Management Professionals of CSR and Corporate Foundations
 - Researchers & Domain Experts in leading development organizations
 - Faculty with training & academic institutions
 - Owners of development organisations or social enterprises

The Support

- Education Bank Loan facilitated
- Incubation Support and Credit Linkage
- Interaction with experts from various sectors, policymakers, economists and social entrepreneurs
- Exposure to national and international workshops, seminars and conferences
- Encourage, nurture and develop innovations and ideas for social enterprises

Eligibility

Graduates with 50% marks with valid CAT, MAT, XAT, CMAT, ATMA scores

For more information

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The **MSME** Business Conclave

With a view to creating awareness on skill and cluster development and modern marketing & technology practices, Department of Micro & Small Scale Enterprises and Textiles, Govt. of West Bengal organized Synergy MSME- 2013 Business Conclave in Kolkata during 16 – 21 September, 2013. EDI was invited by the Govt. of West Bengal to participate in this conclave and run a Cluster Development Clinic so that the problems of existing clusters could be diagnosed, their potential gauged and solutions could be provided on putting these on a high growth trajectory. EDI's Cluster Development Clinic received overwhelming response with around 800 people visiting it and more than 300 queries getting resolved successfully. Entrepreneurs from different clusters such as; honey bee, roofing tiles, ceiling fans, red bricks etc expressed great satisfaction over the response that they received from EDI experts on technology, product and market related hiccups. Apart from this, EDI also addressed a forum of General Manager - District Industries Centre (GM-DIC) on the modern technical processes used by some of the clusters in Gujarat and other parts of the nation.

BMO Capacity Building and Handholding Services

Business Management Organizations act as key intermediaries between the public and private sector. They are central to the economic development of a country. BMOs can be a platform for promoting a better investment climate in developing economies. In order to be a strong and reputable representative of the private sector, BMOs should have the capacity to advocate the interests and concerns of their members; become strong organizations with a proper governance structure and respond to their members' needs by delivering required services and information.

(2nd from L) Mr. Ajit Patel, President, Mehsana Industries Owners Association; (3rd from L) Mr. Mukund Deshpande, National Long Term Expert, MSME Umbrella Programme, SEQUA, GIZ and (extreme right) Mr. Sanjay Pal, Associate Sr. Faculty, EDI during the inauguration of the Capacity Building Programme in Mehsana Industries Association



BMOs can promote SME growth through facilitation and/or direct provisioning of demand-driven services and through advocacy aimed at creating a better business environment. Because of their membership nature and mandate, BMOs can represent and voice the concerns of their members at the policy level, creating a platform for change that can lead to sustainable, bottom-up policy reforms.

So, the need of the hour is that they move beyond the advocacy role and provide market – driven value added services to their members. The most important areas for intervention for a BMO should be facilitation and provisioning of business development services (BDS) which can directly improve the competitiveness of SMEs generally operating in clusters. In order to ensure this, EDI has been conducting Capacity Building Programmes for BMOs. However, a step further, the Institute brainstormed on sustaining the changes brought about as a result of these programmes. It, therefore, initiated an effort to provide continuous handholding support under ‘Post Training Support Activities’ so that BMOs could continue matching their learning, and thus services, with the changing market assumptions and upheavals. 7 BMOs located in the Western and Eastern parts of the country have been identified in the first phase. Training and counseling

sessions would be conducted to strengthen their secretariat and service portfolio. It would also be ensured that they implement standard business model for delivery of different services, as well as update their capacity to partner with the Government in implementation of public support schemes and programmes. These programmes are being conducted with the support of SEQUA, GIZ. The specific objectives of the assignment are to:

- support the assigned 7 BMO’s in preparing an Action Plan for taking up activities till Jan 2014 and support the assigned first pilot BMOs in reviewing their already prepared business plans.
- provide consultancy support to the assigned BMOs in implementation of activities as per time lines.

The assignment will include providing consultancy support to the assigned BMOs through a combination of consultants possessing expertise in the area of BMO activities and subject matter experts to achieve:

- Preparation of Action Plans by BMOs
- Planning and Implementation of activities by BMOs as per their action plan keeping in view the results specified under the “Scope of Work”.

- Documentation of Case studies.
- Detailed report covering the methodology, implementation, achievements, challenges / constraints, impact etc.

The programme would, therefore, render industry associations, involved in MSME clusters, capable of undertaking competitive as well as socially, environmentally and economically relevant initiatives.

EDI Appointed as Project Management Consultant

The Directorate of Micro & Small Scale Enterprises, Government of West Bengal has appointed EDI as a Project Management Consultant (PMC) for developing MSME clusters in the State. As PMC, EDI will work as a think tank for cluster development in the State of West Bengal and spearhead MSME cluster development on a turn-key basis i.e., from

concept to completion. Starting with identification and selection of MSME clusters, EDI will conduct diagnostic study, prepare an action plan for identified clusters, implement soft skill interventions, prepare detailed project report and implement hard skill interventions. The cluster development activities in the State will be primarily managed as per Micro and Small Enterprise-Cluster Development Programme (MSE-CDP) guidelines. Apart from designing and implementing activities, EDI will also prepare proposals for

securing funding support so as to ensure continuity of development activities for promotion of MSME clusters in the State.

On the same line, the Directorate of Industry, Government of Orissa also empaneled EDI as a Resource Agency to spearhead MSME cluster development in the State. To start with, the Government of Orissa has allotted three MSME clusters to EDI. More such clusters will be added in the portfolio of EDI.

Six-month

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Harnessing the Potential of Technology in Entrepreneurship . . .

Leveraging new technologies and innovations to enhance the prospects of business is on the rise as entrepreneurs of today understand that these factors are dynamic and cannot be alienated from business if one has to make a conspicuous mark. Every entrepreneur who envisions growth ambitiously has to accept this reality. Scientists and technologists possess an inventive bent of mind towards innovations and novel techniques and are, therefore, unparalleled human resource for a country and must be given the right opportunities to convert their pioneering ideas into entrepreneurial reality.

Thus, in order that many high tech and high end projects see the light of the day and brighten the economy's prospects in the long run, there is a need to orient scientists of research laboratories and other R&D institutions to the finer concepts and nuances of entrepreneurship. With this goal in focus, EDI organized a 5-day national training programme on Entrepreneurship Development & Management for

scientists & technologists. The programme, third in the series, commenced from 9th December, 2013 at EDI. 23 scientists / technologists working in government departments, ministries of central government and public sector units participated from various states such as; Gujarat, Madhya Pradesh, Kerala, Odisha, Uttar Pradesh, Delhi, Andhra Pradesh, Uttarakhand, Karnataka, Maharashtra, Haryana and Tamil Nadu. The programme was sponsored by Department of Science & Technology, Govt. of India, New Delhi.

Besides inputs on establishing and managing an enterprise, areas such as; business opportunity identification, business plan preparation, information on various schemes of assistance were also comprehensively delved into in the programme. Mr. Prakash Solanki, Programme Director endorsing the significance of the programme said that, down the line, a strong entrepreneurial cadre of scientists and technologists would be created and they would prominently change the landscape of business. He

added that this is a ground-breaking programme which will deliver notable results in the years to come.

Thus, it can well be seen that a huge market awaits these techies and a colossal world of innovations and technologically progressive enterprises is likely to bring the business landscape in its fold.



Participants engrossed in classroom discussion

Meghalaya Gears Up to Promote New Enterprises in Upcoming Areas



(1st from R) Dr. Dinesh Awasthi, Director-EDI making a point during a meeting at EDI to chalkout the modalities of the implementation plan. Also seen are (L-R) Dr. Sunil Shukla, Chief Faculty-EDI; Mr. S.B.Sareen, Project Director



Seen during a meeting are (R-L) Shri K.N. Kumar, IAS, Principal Secretary, Community and Rural Development Department, Govt. of Meghalaya; Shri E.Kharmalki, Director, SIRD; Shri B.S. Rumnong, Dy. Director, SIRD and Shri B. Sohliya, Officer on Special Duty, Meghalaya Institute of Entrepreneurship

North Eastern regions have always been a concern when it comes to implementing development related activities. The uneven mountain terrain, infrastructural constraints and lack of essential services inhibit growth and implementation of development interventions. It has been seen that Entrepreneurship is understood in a very limited sense in the hilly regions, with minuscule efforts going into enterprise development as compared to similar such efforts at a macro level. One reason that can be attributed to this limited entrepreneurial growth is the lack of training, support services, linkages, technology and market.

Against this backdrop, EDI has signed an MoU with State Institute of Rural Development (SIRD), Meghalaya, to impart training to 10000 potential entrepreneurs of the region. The trained youths will be equipped with knowledge, skills and attitude to set up their own ventures and brave the challenges related to entrepreneurship. The idea is to develop in them the mindset to achieve through proper training and counseling.

In order to maximize the impact of training the trainees will be exposed to business opportunities, viable in their vicinity. This will ensure a boost to indigenous entrepreneurship. To achieve this, in addition to training and counseling, the Institute will, in association with SIRD, undertake a survey of the local opportunities for enterprise creation. Based on this a master plan would be readied and the trainees would be trained to succeed in pre-identified areas.

In order to maximize reach and impact, EDI will train and ready a cadre of resource persons so that they can reach the grassroots with ease and without any language bar. Another significant objective that EDI seeks to achieve by developing a cadre of resource persons is to ensure sustainability of the initiative after EDI's exit.

The outcome of this initiative would be well groomed, trained and skilled group of young entrepreneurs who would not just be economically stable but also serve as panacea for the region's growing unemployment problem.

With a view to review and follow-up the objectives and achievements of MoU, an 11-member delegation led by Shri K.N.Kumar, IAS, Principal Secretary, Community and Rural Development Department, Govt. of Meghalaya visited EDI during 17-20 November, 2013.

All about Scaling up **BUSINESSES**



Participants seen during the session. Inset: Mr. Subroto Bagchi, Chairman, Mindtree Ltd. interacting with the participants

EDI, in association with CII, organized an interactive session on 'Scaling Up Businesses'. The Key note speaker for the session was Mr. Subroto Bagchi, Chairman, Mindtree Ltd. Interacting with the PGP students, Mr. Bagchi advised them to primarily think big, plan and then take a step-by-step approach to growth. He shared instances where focused strategy had led to multidimensional growth.

Also, he talked about six principles to be considered while doing business. These he listed as;

- Power of Content
- Change
- Business Model and Customer
- Reputation in the form of Capital
- Assessment of Adversity and the potential market

He added that each business has its own set of problems which should be diagnosed, analyzed and a focused strategy must be developed to address the concern. Some tips that he suggested for sustained growth of a business were:

- Board of Members must be experienced enough to be able to make tangible contribution by way of proper advise and direction
- Diversification plans must constantly be explored with new business models and target markets.
- Entrepreneurs must constantly seek to enhance skills for self development and for the benefit of their business.

Students were happy to be a part of an insightful lecture on nurturing a business and learning about the relevance of Indian entrepreneurship as against the global industrial scenario.

Science and Technology to Drive Change

With the declaration of 2010-20 as the "Decade of Innovation", the Government stressed on the need to pronounce a policy to synergize science, technology & innovation. The National Innovation Council was also established to impart a distinct direction to initiatives.

The Science, Technology & Innovation (STI) Policy 2013, thus formulated, was unveiled by the Honourable Prime Minister of India. The policy seeks to bring about fresh perspectives to the scientific-technological and delivery community in the private, public and NGO domains to ensure sustainable, inclusive and holistic development. The policy outlines several principles so as to strengthen the National Innovation System in this decade of innovations. However, prior to its implementation, it was thought prudent to elicit views from a broad cross-section of stakeholders to ensure holistic and comprehensive coverage of the policy. A brainstorming workshop was, therefore, organized by

ED, with sponsorship support of NSTEDB, Department of Science & Technology, Govt. of India, to bring stakeholders on a common platform for rich deliberations.

The workshop identified best practices and came up with new ideas in the areas of research, technology and innovation to help frame specific schemes, missions, programmes, mechanisms, instruments and procedures for implementation of the Policy. A diverse section of stakeholders: scientists, technocrats, professionals from industry, business, Government, civil society etc., who participated in the workshop, made significant contributions.

Workshop Director, Mr. S. B. Sareen, enunciated on the need to evolve newer mechanisms to promote excellence and relevance of science and technology in varied sectors so that the benefits could be pervasive and envelope all sections of society.



Chief Guest of the Inaugural Function of the Workshop, Shri A. K. Saxena, IFS, Mission Director, GSBTM, addressing the audience. Also seen are (R-L) Dr. Neeraj Sharma, Head & Scientist-G Policy, Planning and Coordination cell, NSTEDB, DST, Govt. of India and Mr. S. B. Sareen, Workshop Director.

Shri A. K. Saxena placed accent on the point that the contribution of Science & Technology has to be phenomenal for a country to register impressive industrial growth. He maintained that a country with unique innovation capacity and orientation always progresses rapidly and can easily address critical development challenges. People of Gujarat, the Chief Guest stressed, have a natural entrepreneurial bent of mind which, he said, they must harness to make use of the immense opportunities in science and technology field.

Articulating the significance of the discipline of

science and technology, Dr. Neeraj Sharma stated that if approached ingeniously, science and technology could introduce sustainable benefits for people from varied sections of society. The Workshop, he informed, was an attempt to assimilate views so as to study the feedback and come out with a policy which was all-embracing, comprehensive and beneficial to society at large.

Entrepreneurship Development in Mauritius

EDI signed an MoU with the Govt. of Mauritius to set up Entrepreneurship Development Center in Mauritius to set off entrepreneurial initiatives in the country. This initiative will further strengthen bilateral relations between India and Mauritius with EDI helping Mauritius in developing its SMEs and MSMEs, lending technical support to build strong cooperatives, setting up and reviving clusters, handicraft sector and incubators. The idea is also to target students through skill building training in entrepreneurship. Mr. Jangbahadoor Singh Seetaram, Hon'ble Minister of Business, Enterprise and Cooperatives of Mauritius said, "To sustain any external shock and to have permanent, strong SME and MSME sectors, we need to develop our local market. EDI will help us become adept in it...it will teach us how to innovate and nurture our enterprises.



Seen during the signing of MoU are (2nd from L) Mr. Jangbahadoor Singh Seetaram, Hon'ble Minister of Business, Enterprise and Cooperatives, Govt. of Mauritius and (2nd from R) Dr. Dinesh Awasthi, Director, EDI. Also seen are (extreme left) Mr. Jean Maxy Simonet, Permanent Secretary, Ministry of Business, Enterprise and Co-operatives and (extreme right) Mr. H.K.Mittal, Advisor, Dept. of Science and Technology, Govt. of India.

Chinese Delegation visits EDI



Mr. Wang Guo Liang, Vice Chairman, Association for Economic Cooperation & Trade Promotion between Yunnan and South-East & South Asia (ECTPA), Yunnan, China and Dr. Dinesh Awasthi, Director-EDI during signing of MoU. Also seen are (from L-R) Dr. Ranvijay Sinha, Asso. Faculty-EDI and Mr. P.Ganesh, Asso. Sr. Faculty-EDI

A 25-member delegation from Association for Economic Cooperation & Trade Promotion between Yunnan, South East & South Asia (ECTPA) visited EDI during 17-18 December, 2013. The objective of the visit was to explore possibilities of developing greater understanding between Gujarat and Yunnan so that trade between the two regions prospered. This initiative focused on providing a larger platform to entrepreneurs & enterprises of both the regions to interact and find possible areas of Joint Economic cooperation. With this objective a Memorandum of Understanding between ECTPA & EDI was signed. During the visit of the Delegation, EDI also organized interactions with officials of Industries Commissionerate, Govt. of Gujarat and Industry members of CII.

Steering Development that's Inclusive



Mr. Satyavir Chakrapani
PGDMN 2000-01

Growing up in the countryside in Uttar Pradesh, Satyavir Chakrapani (Satya) had imbibed strong social values and principles during the early years of his life. His father's community oriented practices left a lasting impression on his mind.

Having tried conventional career options like arts, teaching and law, Satya finally realized that these were not his areas of interest and that he was keen to do something different..... something that could impact millions of lives. Social sector beckoned him and responding to his inner voice he embarked his journey in the social sector. He joined EDI's Post Graduate Diploma in Management of NGOs (PGDMN) in 2000-01 to gain knowledge on the sector and as he puts it, "so that I could initiate my career on the premise of knowledge and not solely on my inclinations and instinct. And, I was proved right." After the course Satya gained hands-on experience before venturing out. Thus, working with organisations like the World Vision India, Shramik Bharti, Rural Development Institute of the Himalayan Institute Hospital Trust,

Emmanuel Hospital Association, Oneworld South Asia, he toiled for ten years in varied social development areas comprising microfinance and information & communication technology for health care.

An urge to do something meaningful for the society ultimately led Satya to set up Shikhar Development Foundation (SDF) in September 2007 and offer micro-credit and micro insurance (life) services in the National Capital Region (NCR) of Delhi. He also managed 'Sewa Ashram', which aimed to rehabilitate the poor and destitute in the NCR. Manpower, financial resources, poor regulation in the microfinance sector and high cost of operation were the major challenges to be overcome. To meet the additional resources required for scaling operations, Satya floated Partners of Shikhar Trust (POST), an investment vehicle; to invite investment from likeminded development oriented individuals with an aim of promoting microfinance activities. Satya also planned to secure funds by approaching angel investors, venture capitalists and investment banks. He

acquired Anup Leasing Pvt. Ltd (ALPL) and renamed it as 'Shikhar Finance & Development Services (P) Ltd' (SFDSL).

Having offered rehabilitation services to 3000 destitute and microfinance services to 10,000 families in the NCR, Satya planned to transfer all the microfinance activities of SDF to SFDSL and in

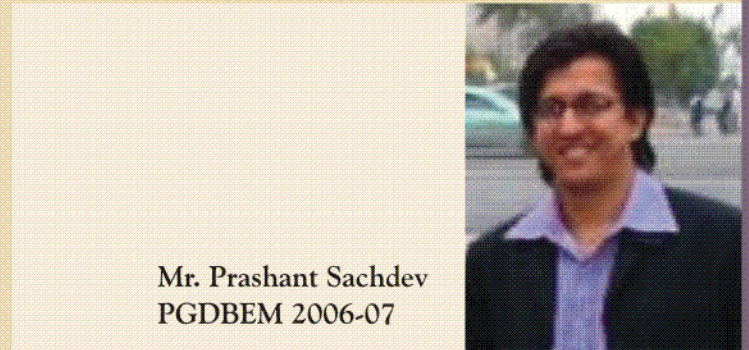
addition to micro credit and micro insurance, offer investment and housing finance products through SFDSL. Satya envisions SDF as a national level institution offering innovative skill development programmes for empowerment of the underprivileged and plans to open five branches of 'Sewa Ashram' in Delhi.

(As on 3.10.2011)

Living Life on His Terms

Unlike his peers interested in working for big brands, Prashant Hiralal Sachdev, a Pune based computer engineer was keen to become an entrepreneur. Rather than joining his family business of trading agricultural commodities, he desired to start on his own in the IT sector. He yearned to create a product based business like Microsoft, Google rather than the IT service businesses such as; Infosys and Wipro. But sensing a strong need of gaining relevant work experience at a small yet innovative product based company before venturing, Prashant went for a six months training in 'embedded systems' at Micromax, Mumbai and later also gained rich exposure while working for three years at Kenati Technologies Pvt. Ltd, Pune.

To satisfy his appetite for entrepreneurial knowledge, Prashant enrolled for EDI's Post Graduate Diploma in Business Entrepreneurship and Management (PGDBEM) in 2006-07 and later at the Babson College, U.S.A. During his stint with EDI, he created his first business plan involving a metadata stream parallel to the video stream to facilitate television news viewers in watching their desired news stories. At Babson, Prashant reformed his original business plan to offer metadata solutions for online videos and thereby add value to the existing online video experiences of the end users. Prashant calls his decision of joining EDI as well timed and immensely useful in concretizing his dream of becoming an entrepreneur. He believes that EDI gave him the right



Mr. Prashant Sachdev
PGDBEM 2006-07

knowledge, skills and attitude to succeed as an entrepreneur.

Roping in Nilesh Daine, one of his seniors at Kenati, Prashant launched Onion Technologies Pvt. Ltd. in December 2008. Onion Technologies aimed to emerge as a niche metadata player in videos, beginning with offering the best metadata solutions to online video platform companies, thereby saving the latter's time as well as efforts. Retaining its focus on the metadata in videos, Onion Technologies extends from online videos to various other platforms like set-top boxes, mobiles and each such embedded device where consumers watch videos. Prashant's dream is to nurture Onion Technologies into a leading product based company enhancing end user experiences through rich metadata solutions for premium online, offline (downloaded) and television videos.

But the biggest challenge for Onion Technologies is to attract the 'right customers' for shaping up its offerings and identifying a business model which aligned well with its long term vision! Prashant is taking it all in his stride, living his dream and moving up each day.

Finding Relevance in a Globalised World

EDI, in association with Janvikas, organised a four-day Colloquium on 'Finding Relevance in a Globalised World: Building a Post Millennium Development Goal (MDG) Scenario', during 18-21 September, 2013. The colloquium was organized as part of the course for the second year students of Post Graduate Diploma in Management-Development Studies (PGDM-DS). The colloquium integrated the theory and practice on varied facets of Globalization and development. This being second in the series, last year, the issue related to globalization and socio economic as well as human development were incorporated under different themes of the Colloquium.

The broader theme for the colloquium this year, "Finding Relevance in a Globalised World: Building a Post MDG Scenario" encompassed a retrospective glance at all the eight MDGs as decided by United Nations Development Programme (UNDP) i.e. eradicate extreme poverty and hunger, achieve universal primary education, promote gender equality and women empowerment, reduce child mortality, improve maternal health, combat HIV/AIDS, malaria and other diseases, ensure environmental sustainability and develop a global partnership for development. As part of the Colloquium, the 2nd year students made presentations on the topic for the session which were corresponding with respective

MDGs. These were followed by remarks from experts.

Distinguished speakers Mr. Gagan Sethi, Managing Trustee, Janvikas; Dr. Indira Hirway, Executive Director, Centre For Development Alternatives (CFDA); Ms. Nafisa Barot, Executive Director, Utthan NGO; Dr. Sudarshan Iyengar, Vice Chancellor, Gujarat Vidyapith; Prof. Ashoke Chatterjee, Ex-Director-NID; Dr. Dinesh Awasthi, Director, EDI; Dr. Manoj Mishra, Senior Faculty, EDI and other esteemed dignitaries spoke on different issues on MDGs and shared their views with the participants.



Students of PGDM-DS seen with (L-R) Mr. Gagan Sethi, Managing Trustee, Janvikas; Dr. Dinesh Awasthi, Director-EDI and Mr. Shalabh Mittal, Faculty, PGDM-DS

Skill Development Programmes



Mr. Sandeep Kumar, Manager, SIDBI, Bhopal addressing the participants during the inaugural function. Also seen is (on his left) Mr. Raman Gujral, Faculty – EDI

SIDBI sponsored Entrepreneurship Development Programme on 'House Wiring' was organized during 17 July – 7 August, 2013, at Bhopal. 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. 20 youths benefitted.



Participants seen during the Technology Demonstration programmes

Two Technology Demonstration Programs (TDPs) on bamboo based products were conducted under STED Project at Kushinagar on 14 August and 16 September, 2013. The objective of the programme was to motivate and strengthen skills of unemployed youth of the districts so that they could set-up their small businesses and also generate employment opportunities. 50 youths participated in the two programmes.



Participants seen during the capacity building programme

Executives hone their skills

With a view to impart behavioral skills to supervisors of L&T, 2 capacity building programmes titled 'Front Line Supervisor Development Programme (FLSDPs)' were conducted. Around 40 supervisors participated in these programmes. The main objectives 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.

NID sponsored 'Design Awareness Seminar for Shoe Making Cluster' was organized at Amethi, Uttar Pradesh on 26 September, 2013. Around 37 participants attended the programme which sought to bring the MSME sector and design experts on a common platform so as to brainstorm on reaching solutions for design related problems.

NID sponsored 'Design Awareness Seminar for Shoe Making Cluster'

Mr. Sanjay Singh, Director, Indian Industries Association, Jagdishpur, Uttar Pradesh inaugurating the function



EDI, the only Institute from the central region in 'AICTE-CII Best Industry Linked Technical Institute in India 2013' survey report

EDI has featured as the only established management institute from the Central Region in 'AICTE-CII best industry linked technical institute in India 2013 survey report'. All India Council for Technical Education (AICTE) and Confederation of Indian Industry jointly conducted a survey of Industry-Linked Technical Institutes 2013 to determine industry-academia alignment on different parameters such as; Faculty, Placement, Curriculum, Research and Consultation, Governance and Infrastructure. The survey was conducted in various disciplines such as; Engineering, Management, Architecture and Pharmacy.

1050 institutions participated in this survey out of which, in the final round 37 institutes qualified for a jury member visit where EDI not only qualified as one of the shortlisted Institutes but also featured as the only established Management Institute from the central region.

In 2012, the focus was only on engineering institutes approved by AICTE in six basic subject streams i.e. Mechanical, Civil, Electronics and Communications, Computer and IT, Electrical and Chemical. This year, the scope was substantially expanded to include all streams of engineering and also the disciplines of management, pharmacy and architecture. Survey was online and the first level of basic scores were calculated through algorithms set after consultation and brainstorming with industry and academic experts.



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