

# EDI Reports 94

## From the Director's Desk



## Succession Planning...

### An Important Management Task

As we teach in entrepreneurship, 'succession in management' has to be carefully planned or else it could turn into a crisis. Building leaders and successors is important and is the key to any company's sustained performance. Succession planning must begin as a 'process' from the day a new leader takes over. It is the new leader's task to strengthen the critical knowledge base on which an organization stands by ensuring that the talent pool is only strengthened with every passing day.

Succession Planning does not just hold true for commercial enterprises, it has equal relevance for organizations committed to education, training, research or public services. Many a time, however, institutions, riding high on their image and recognition, lose sight of the critical element of succession planning, leading to a jerky transition. A successful organization then gets waylaid into unfair comparison, fear of failure and even non participation of some key people.

I am happy and proud of the fact that at EDI, succession planning has always been meticulous. In 2003 when I took over from my predecessor, Dr. V. G. Patel, I am happy to state, I felt very confident about carrying forward the legacy of achievements. I feel satisfied that I have met the goals that I had set before myself. In these years we opened several new avenues with successful forays into cluster development; introduction of new national and international programmes; institution building; getting appointed as nodal agency for several ministries, to name a few. I



**Entrepreneurship  
Development  
Institute of India**  
Ahmedabad

(cont...)

also feel legitimately proud to share that we crossed the national borders and set up Entrepreneurship Development Centers in Cambodia, Laos, Myanmar and Vietnam. The Center in Uzbekistan will be functional by July 2015; and, five Entrepreneurship Development Centers in select African countries are already approved and the process of their setting up has already started.

Research, which I consider very important for introducing richer variations in any field, was also on the front seat. A good number of faculty members are engaged in undertaking research on contemporary themes of relevance. We had an impressive array of publications in the last few years. Our Journal of Entrepreneurship has attained global recognition. And the biennial conferences on entrepreneurship, organized by EDI, have assumed international stature.

I also feel glad to recollect that over last few years we have added extensively to our infrastructure growth. The campus can claim to have the most modern teaching aids, an auditorium, class rooms and residential facilities. All in all, it was a satisfying journey.

I will be completing my final term on 30th June 2015. The search for new EDI Director began more than 8 months back and I am happy to state that Dr. Sunil Shukla has been selected as the next Director of EDI. He has been Chief Faculty for 8 years and has been associated with the Institute since 1993. I feel happy to say that Dr. Shukla is familiar with every aspect of academic and management related activities of the Institute. He has earned this position out of a national search in which esteemed executives and organization leaders had participated. He would be taking charge from 1st July 2015 with the long-term goal of strengthening every operation of EDI and bringing in new areas of growth. Best of luck Dr. Shukla.

EDI will continue to command its position of 'Centre of Excellence'. It is built on unique vision, belief and perceptions which will only get bolstered under new leadership. Let's look forward to greater drive, energy and lots of worthy tasks.

- Dinesh Awasthi

# EDI gets its new Director



**Dr. Sunil Shukla** will be taking over as Director of Entrepreneurship Development Institute of India, Ahmedabad from 1<sup>st</sup> July 2015. Dr. Shukla, associated with the Institute since 1993, rose to the echelon of Chief Faculty in 2007 and was designated as Director in February 2015, by the high-level Search Committee, constituted for the purpose. Dr. Shukla has over two decades of experience in entrepreneurship education, research and institution-building. Education being his core area, he has been instrumental in accelerating 'entrepreneurship education' at EDI. Presently, he is the Chairperson of Post Graduate Programmes at EDI. The Post Graduate Diploma in Management - Business Entrepreneurship, the first ever PG Programme anchored by him, has been greatly



appreciated for its contemporary curriculum and has won several coveted awards including the United States Association for Small Business and Entrepreneurship (USASBE) award. An avid researcher, he has also ably extended the frontiers of entrepreneurship through research. His research work on 'Review of Entrepreneurship Curricula in Higher Learning Institutions' has helped University Grants Commission, Government of India in developing entrepreneurship curriculum and his work on 'Entry Barriers to Entrepreneurship: As Perceived by Youth', has helped the Ministry of SSI & ARI, Government of India in framing a policy to establish Entrepreneurship and Business Development Centers in Universities.

As a mentor, guide, teacher and trainer he has developed and executed pioneering models in entrepreneurship education and training for students in the bracket of 12 to 22 years, faculty group, executives, bankers, managers, family business successors, administrators and business counsellors. His models have not just generated results in the Indian scenario but have also been implemented and adopted in several countries. He has strengthened entrepreneurship education and research community in several countries such as; USA, Nepal, Malaysia, Laos, Vietnam, China, Thailand, Switzerland, Iran, Brazil and Scotland. Dr. Shukla has extensively worked for the Greater Mekong Subregion (GMS) countries, ensuring that the entrepreneurial potential of the region is unleashed for promotion of development and trade. No wonder, his contribution towards highlighting dimensions of Indian entrepreneurship, on the international entrepreneurship map, has been well recognized. His experience and expertise in the discipline of entrepreneurship, led him to lead the largest and the most prestigious annual study of

entrepreneurial dynamics in the world - the *Global Entrepreneurship Monitor (GEM)*, since 2012. Dr. Shukla has been continuing as the national team leader of GEM India since 2012.

Academic, financial and government institutions as also major corporates greatly appreciate his entrepreneurial deliberations, decrees, reasoning, training and mentoring. The corporates that have undergone Dr. Shukla's tailor-made interventions have acknowledged visible increase in their rank and position.

Under his leadership, while EDI's regional offices are also making significant contribution to propagating entrepreneurship across the country, several other organisations and institutions are also directly benefitting from his advisory services and making their impact felt. Dr Shukla is on the Governing Board of 'Centre for Entrepreneurship Development Madhya Pradesh', besides serving as Member of Advisory Committee of Entrepreneurship Education, Department of Science & Technology, Government of India and Academy of Human Resource Development, Ahmedabad. Dr. Shukla is also on the Board of Studies and Advisory Councils of various universities and institutions. He is on the Editorial Advisory Board of 'Journal of Global Entrepreneurship Research', Global Management Review' and on the ASSOCHAM Expert Committee. Earlier, he has served as Member of UGC Entrepreneurship Course Review Committee.

Dr. Shukla's experience and knowledge will certainly ensure EDI's voyage to newer heights and uncharted territories, both at national and international levels.

# Just on the RIGHT TRACK



Their march down the aisle of EDI was a perfect testimony to the school of thought that entrepreneurs can be bred and are not just born. The marching academy of achievers represented every bit the dignity of the class of entrepreneurs whom the nation looks up to; they had confidence writ large on their faces; their gait spelt determination- These were the 100 students who had donned the Convocation Caps on 2 May, 2015 at EDI's sprawling campus.

At this 16th Convocation of the '**Post-Graduate Diploma in Management - Business Entrepreneurship**' and '**Post-Graduate Diploma in Management - Development Studies**' 100 students were awarded diplomas - 85 in PGDM-BE (15 in Family Business Management, 70 in New Enterprise Creation) and 15 in PGMD-DS.

The Chief Guest of the function was Dr. Hasmukh Adhia, Secretary, Department of Financial Services,

Ministry of Finance, Govt. of India. Mr. M. S. Raghavan, President - EDI and Chairman and Managing Director - IDBI Bank Ltd. was also present on the occasion.

The function commenced with the welcome address of Dr. Dinesh Awasthi, Director -EDI. Dr. Awasthi introduced the Chief Guest Dr. Hasmukh Adhia and welcomed all to the 16th EDI PG Convocation. He highlighted the landmark contributions of EDI to entrepreneurship and mentioned how EDI had ventured out to widespread entrepreneurship on foreign lands as well. Dr. Awasthi also highlighted the contribution of EDI faculty members to research and to promoting entrepreneurship far and wide. Director congratulated the students of both the programmes.

Shri M. S. Raghavan, President - EDI & CMD - IDBI Bank Ltd., emphasized on the leaps that EDI had





taken since the time it was started in 1983. Mr. Raghavan stated that entrepreneurship plays a key role in economic development and yields unlimited rewards, and in that context appreciated EDI for understanding the demands of the market and coming up with projects that are needed to build a future on the premise of entrepreneurship.

Talking about EDI's achievements, Shri Raghavan, congratulated EDI for its focus on education, and for designing tailor-made programmes to support critical areas of functioning of various ministries and departments. Cluster development programmes, food processing, research, science and technology and institution building, he highlighted, among others, as winning areas having generated tangible results.

Talking about opportunities to entrepreneurs, Shri Raghavan said, "Since India became more liberalized

and globalized, new opportunities, technologies and means of communication and production have witnessed unprecedented growth. As a consequence, the country now is the fastest growing economy. All of this is dependent on innovations thought of by entrepreneurs. The entrepreneur is an explorer who travels into uncharted territory and opens up new routes along which we will all be travelling pretty soon." He added, "As an entrepreneur, it is important to possess foundational beliefs to be composed, to appreciate and celebrate the good, and to process trials knowing they soon shall pass."

Advising the students, the President said that the Convocation marks an important day in their lives and is a significant milestone in their journey. He urged the students to continue putting in hard work and dedication to maintain high standards. "As you go out in the world professionally, you will come to realize it isn't a bed of roses and is never fair. You will



Chief Guest of the 16th PGP Convocation, Dr. Hasmukh Adhia, IAS, Secretary, Department of Financial Services, Ministry of Finance, Govt. of India with Shri M. S. Raghavan, President-EDI & Chairman-IDBI Bank Ltd.

confront obstacles in your path but the key to being successful lies in confronting these challenges, taking some risks and never, ever giving up. You must believe that there is no limit to your achievement."

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 Dr. Adhia in his convocation address complimented EDI and its Governing Board for conducting these crucial PG programs. He said that EDI has grown into a fine institution for Entrepreneurship in India. He said that EDI is not

only the first institute of its kind in the space but also the only one worth reckoning with today. Talking about the growth of India, the Chief Guest said that India is the most exciting place in the world today and that the country is a land of unlimited opportunities. The Chief Guest emphasized on the fact that India is bound to have highest GDP growth in the world because of three Ds - Demography, Democracy and Demand. Dr. Adhia also pointed out towards

unlimited scope in the spheres of agriculture, industry and services. However, he hastened to add that this great scope of the country may get wasted if 'we' do not put our acts together, where he clarified 'we' to comprise the government and the youth of the country. The Chief Guest added that the government has to make sure that the human resource is used properly. He elucidated that development must include contribution of all so that equal opportunities of growth are made available. Giving a glimpse of the Indian business turf, Dr. Adhia mentioned that there are close to 5.77 crores small businesses in the country which create nearly 12 crore employment but these hardly grow and that is because of unavailability of bank credit. The Chief Guest, therefore, stressed that



Divya Shil Jain (PGDM-BE) receiving gold medal in Family Business Management



Parth Desai (PGDM-BE) receiving silver medal in New Enterprise Creation



easy loans must be made available to upcoming entrepreneurs especially the small ones, who several times do not have mortgageable property. Dr. Adhia highlighted the Government's initiative of establishing the Micro Units Development Refinance Agency (Mudra) Bank as a measure to bolster the prospects of first generation entrepreneurs, especially the small ones. The Chief Guest spoke about the need for availability of venture funds and small loaning options to entrepreneurs so that the economy in turn grows. Underlining the need for financial inclusion, Dr. Adhia added that it is important to find more ways to promote such a scenario. To the students, his advice was to use the great opportunity by practicing 'Excellence' and 'Right Attitude'.



*Scholastic award winners seen with the (R-L) Dr. Dinesh Awasthi, Director-EDI; Dr. Hasmukh Adhia, Chief Guest; Mr. Soman Nair, Director, REMIK Trading Company Pot. Ltd. and Dr. Sunil Shukla, Director Designate & Chairperson-PGPs. Also seen is (in 2<sup>nd</sup> row - 1<sup>st</sup> from R) Mr. Mani Iyer, Founder Director, Aashray Techno Social Business Incubator*

The Chief Guest concluded by advising the students to compete even if the space is full of lapses. He asked them to move ahead with confidence and with pride in the growth of the Indian economy.

The function concluded with vote of thanks by Dr. Dinesh Awasthi. Students later shared their business

plans with Dr. Adhia and also other distinguished guests. They were visibly excited and enthused with the spirit of achievement.



*Mallika Bakshi (PGDM-DS) receiving gold medal in Microenterprise, Corporate Social Responsibility & Sustainable Livelihoods*



*Aashir Sutar (PGDM-DS) receiving silver medal in Social Entrepreneurship*

# Expanding the frontiers

Entrepreneurship has acquired a new face in the current conspicuous and much talked about 'ups and downs' of the market. People have taken to it with a vengeance as an answer to the shrinking job market. Several prestigious management institutions are witnessing a trend wherein students are opting out of the placement process to be on their own. Entrepreneurship courses are also attracting more and more students. And, all these potential entrepreneurs are confident about their well - researched, innovative and creative business models to survive all times-good or not-so-good. If entrepreneurship flourishes during times of economic prosperity, history also bears evidence of emergence of successful enterprises during economic meltdown, too. Therefore, it is only prudent to strengthen people's faith in this discipline by delving into it and researching it to bring out its winning parameters and aspects. The Biennial Conferences on Entrepreneurship at EDI are conducted to probe the different dimensions of, and perspectives on, this discipline.



*Prof. Dwijendra Tripathi, Eminent Historian, inaugurating the Eleventh Biennial Conference on Entrepreneurship. Also seen are (R-L) Dr. Dinesh Awasthi, Director-EDI & Conference Host and Prof. Sasi Misra, Conference Chair*

The Eleventh 3-day Biennial Conference on Entrepreneurship was inaugurated by Prof. Dwijendra Tripathi, (Eminent Business Historian), Kasturbhai Lalbhai Chair Professor of Business History and Entrepreneurship (Emeritus), IIM-Ahmedabad, on February 18th, 2015 at EDI. The Biennial Conference which is being organized since 1994 testifies the Institute's pursuit of excellence and contribution to entrepreneurship education, training and institution building within India and internationally.

The conference began with the welcome address of Dr. Dinesh Awasthi, Director - EDI. Dr. Awasthi

traced the genesis of the Biennial Conferences and informed all that this core activity of the Institute had been initiated by Dr. Dwijendra Tripathi in 1994. He added that the Conference had broadened the frontiers of entrepreneurship which is significant to create and develop a self-sustaining, wealth generating productive entity.

Dr. Dwijendra Tripathi inaugurated the conference and talked about the evolution of entrepreneurship into a promising yet challenging discipline. Dr. Tripathi began by stating how Entrepreneurship as a concept had originated in the discipline of Economics to explain the locus and manifestations of economic aspirations of which a business is a major part.

He added that economic development emerged as a major social concern after the Second World War but these were less concerned with constitutes of entrepreneurship and more with what makes an entrepreneur; the distinguishing traits of entrepreneurs, and how to develop these traits. "In the process, entrepreneur and entrepreneurship came out of the secluded corners of Economics books and became a more commonplace phenomenon, encompassing any innovative, purposive activity, not necessarily aiming at tangible monetary gains," informed Dr. Tripathi. "The terms entrepreneur and entrepreneurship," he added, "lost the technical

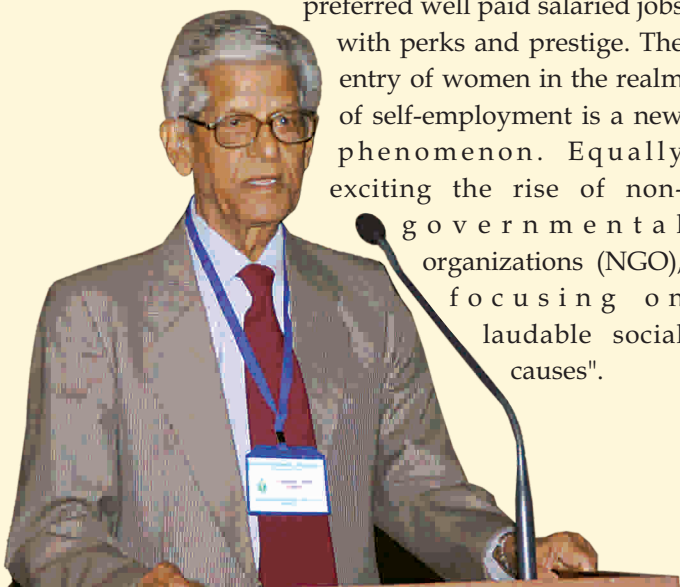


connotation and assumed a more generic meaning to connote uncommon accomplishments in any sphere of human activity."

However, coming on to the present context, Dr. Tripathi said that in the present times, however, entrepreneurship, as a concept, has a vastly different and wider connotation than it had, a few decades ago. Elaborating on this, he said, 'Innovation' does not generate the same awesome feeling anymore as it did when Joseph Schumpeter placed it at the heart of an entrepreneurial act during the mid-1930s. 'Achievement Motivation', he added, caused some sort of mild sensation when Psychologist David McClelland propounded it in the early 1960s but the same does not carry the same significance today.

"All these developments have added to the challenges of the entrepreneurship researcher. The task of advancing the frontiers of our understanding demands analytical documentation of new initiatives emerging all around us in all walks of life in the wake of renewed emphasis on economic and social rejuvenation," emphasized Dr. Tripathi. One of the most exciting developments of the last two decades that Dr. Tripathi highlighted was the increasing number of young persons moving away from salaried jobs and taking to self-employment and the increasing number of management graduates setting up their own enterprises, disregarding the risk involved. Just until yesterday, he said, "they

preferred well paid salaried jobs with perks and prestige. The entry of women in the realm of self-employment is a new phenomenon. Equally exciting the rise of non-governmental organizations (NGO), focusing on laudable social causes".



*Prof. Tripathi addressing the delegates*



*Prof. Dwijendra Tripathi (in the centre) releasing the proceedings of 'Eleventh Biennial Conference on Entrepreneurship'*

These changes and thus, documentations may inspire others to take the plunge and help prospective entrepreneurs to avoid pitfalls, he said. However, he added that a single factor does not create the same impact on every individual. Arguing this, he stated, "This is because the appreciation of the environment on the part of an individual is to a large extent determined by his personal values which in turn are conditioned by factors specific to him, such as; family affiliation and upbringing, common nature and education, training, social references and so on."

Dr. Tripathi concluded by emphasizing on the significance of documentation, despite challenges and disparities. He pointed out that documentations informed by such a comprehensive framework may reveal many new facets of entrepreneurial behaviour.

This Conference witnessed submission of 350 papers out of which 144 were selected. The participants not just represented India but also Algeria, Bangladesh, Ethiopia, Germany, Indonesia, Jordan, Malaysia, Mexico, Nigeria, Poland, Serbia, Sultanate of Oman, Sweden, UK, USA, Uzbekistan and Zimbabwe. The papers covered the themes of Entrepreneurship in the SME Sector and Micro Enterprises, Entrepreneurship Education, Innovation, Incubation & Entrepreneurship, Social Entrepreneurship, Entrepreneurship & Family Enterprise, Women Entrepreneurship, Technopreneurship, Sectoral Entrepreneurship (e.g. Agripreneurship, Edupreneurship, Tourism Entrepreneurship, Services Management, etc.)

The Conference provided a platform for researchers, academics, planners and policy-makers to share their work, ideas and concerns and brainstorm strategies for entrepreneurship development.

# Science & Technology Entrepreneurship

## get a thumbs up

Promoting high-tech science and technology based entrepreneurship holds potential, and needs to be encouraged to ensure that India remains at the forefront of global tech-business leadership; more so, as India has the 5th largest pool of scientific manpower with enormous potential, backed by demographic dividends. Hence, the Centre for Policy Research in Science & Technology Entrepreneurship set up at EDI, under the aegis of Department of

Science and Technology, Govt. of India, works with the mandate of promoting innovation-driven S&T Entrepreneurship; strengthening policy research mechanism and influencing policy formulation through advocacy. The centre activities are steered under the leadership of Mr. S.B. Sareen.

Over the past months, the centre undertook significant research work and studies to promote



Seen during the release of the documents is (4th from R) Dr. Harsh Vardhan, Hon'ble Union Minister of Science & Technology with (R-L) Dr. Neeraj Sharma, Advisor & Head, DST; Dr. Dinesh Awasthi, Director-EDI; Dr.M.O.Garg, Director General, CSIR; Prof. Ashutosh Sharma, Secretary, Ministry of Science & Technology; Dr. V.K.Saraswat, Member, NITI Aayog; Ms. Kiran Mazumdar-Shaw, CMD, Biocon Ltd. and Dr. Shailesh Nayak, Secretary, Ministry of Earth Sciences, Govt. of India



S&T Entrepreneurship. Studies that were successfully undertaken, were released on National Technology Day, 11 May, 2015 at the hands of Dr. Harsh Vardhan, Hon'ble Union Minister of Science & Technology. These include:

- *Study on Problems and Issues Faced by Hi-Tech Entrepreneurs in Launching, Managing and Growth of their Ventures: Some Policy Options* - This study attempted to underscore the dynamics of formation, survival and growth of S&T entrepreneurs, and the impact of policy on their business/strategies. The study was conducted by Dr. Dinesh Awasthi, Director, EDI; Dr. Archana Dholakia, Distinguished Visiting Professor; Mr. Bipin Shah, Sr. Faculty and Dr. Jignasu Yagnik, Sr. Faculty.

The Department of Science and Technology, Govt. of India, has taken several initiatives over the last three decades to foster the emergence and growth of hi-tech innovations in India. A review of prevailing literature leaves much to be desired in the sphere of policy frame and impact of policies on emergence, operations and growth of hi-tech enterprises. It is important to understand the needs of hi-tech entrepreneurs and the issues they face in setting up and managing their ventures. Also, it was felt that one needs to understand the growth pains faced by hi-tech entrepreneurs and the measures they adopt to manage growth. To probe these unexplored areas, EDI undertook this study.

The study covers DST supported hi-tech entrepreneurs having emerged with support of STEPs, TBIs, TDB and iEDCs. The ventures in operation for at least 3 years, have been covered in the study. This being a national study, attempt was made to cover all the regions of the country, viz. North, South, East and West.

130 DST supported and 35 non-DST supported hi-tech entrepreneurs, besides 25 other stakeholders from support system feature in the study.

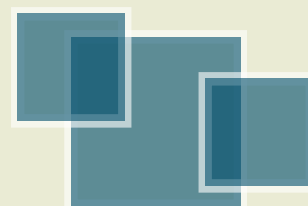
- *25 Cases on Impact Making S&T Entrepreneurs Promoted/Supported by DST*

Under this DST supported initiative, the Institute documented the travails and triumphs of S&T driven entrepreneurs for wider dissemination among youth in various engineering, technology and management institutions, besides R&D laboratories. The document was edited by Dr. Dinesh Awasthi, Director-EDI and Dr. Rajiv Joshi, Asso. Sr. Faculty.

This documentation highlights some of the finest innovations done by Indian science and technology entrepreneurs. It showcases how they undertook all this despite many constraints and against all odds. These stories highlight a culture of innovation and spirit of creating things that has changed India; and has potential to change the world. The stories included in this book would motivate the coming generations of students in general, and technology students in specific, to consider entrepreneurship as a career. It would act as a great motivation tool.

The young readers can visualize the process of entrepreneurship. The readers would be able to understand the rhythms of startups: identifying a need, recognizing an opportunity, creating a vision for the enterprise, developing a plan for launching the enterprise, building a support network, taking actions, mitigating risk, adapting to challenges, evaluating progress, making adjustments, and repeating this process.

In addition, to fill the gap of paucity of information and to measure the level of entrepreneurial activities by geographies, products, etc. an integrated online database has also been developed. This initiative will help promote insights into the trends in S&T enterprise creation in the country.



# SCHOOLING

## A Winning Lesson



*Shri P.K. Laheri, IAS, (Retd.), Former Chief Secretary, Govt. of Gujarat addressing the participants at the valediction of 27<sup>th</sup> National Summer Camp of Entrepreneurial Adventures for Youth*

*Also seen are (R-L) Dr. B.B. Siddiqui, Distinguished Faculty Member; Dr. Dinesh Awasthi, Director-EDI; Dr. Sunil Shukla, Director Designate & Chief Faculty-EDI and Dr. Pankaj Bharti, Camp Leader*

Children and youth have to be strategically inducted into a high performing environment by infusing in them the winning qualities that not just see them through the highs and lows in life but also enhance their professional life at every critical juncture. But, the rider that goes with this requirement is that the intervention must take place at the 'right time'. Summer Camp on Entrepreneurial Adventures for Youth, which EDI has been organizing over last 20 years is a platform for youths to realise their hidden potential, add to their strengths and capabilities, and hone these in a way that these become their most endearing traits.

This year, in the 27th National Camp on Entrepreneurial Adventures for Youth, 56 youths from 22 cities of India, discovered how proper direction, training and counselling could inculcate self-sustaining, deep rooted inclination for growth in an individual.

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

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

And, as 18 years old Arinjit Das from Jaipur, puts it, "I feel like a new person. I don't think I would ever have such an experience again in my life. Learning through games and exercises was a strategy that



Shri P.K. Laheri stressed on the importance of continuously interacting with youths to understand the gaps between generations and to equip them in a manner that they become future ready. Shri Laheri appreciated the way youth of today are conscious about using various sources to educate and inform themselves and advised them to use all their information base to stay away from routine in order to achieve something extraordinary. The Chief Guest called 'entrepreneurs' as the group of people who think different and thus move away from the ordinary to explore the extraordinary. He advised the participants to follow the path of entrepreneurship, urging them to give wings to their potential. He motivated the youth by reminding them of their tremendous store of teen energy which he said they must channelize in the right direction and in this, the Chief Guest appreciated the work which EDI was doing. A few significant points that the Chief Guest listed for the students were;

- Do something offbeat
- Aim high-be ambitious
- Have an attitude of adaptability and flexibility
- Have an open mind
- Contribute to knowledge creation
- Cope with uncertainties and learn to overcome stress
- Learn throughout your life
- Be sensitive to your surroundings
- Cultivate team spirit
- Take responsibilities
- Be global in your vision
- Develop in you the traits of innovation, creativity, leadership, decision making and problem solving.

perfectly gave us the learning, and the knowledge that I have gained as a result, will remain with me all through my life."

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

actually means." According to Dr. Sunila Shukla, Director Designate and Chief Faculty-EDI, "Entrepreneurship as a career option has always interested individuals but at the same time it has also intimidated individuals. This 'fear of failure' is merely perceived on account of age old untruths associated with the discipline. The idea of these camps emanated only to address this mindset. It was felt that a special module should be designed to inculcate entrepreneurial traits in children and youth - this age considered apt to mould them into thinking about entrepreneurship as a natural career option. I would say the camps focus on inculcating winning attributes, which so characterize an entrepreneur, in these youngsters at a time when they are so receptive."

The participants vowed to never do away with the learning received and looked forward to implementing this in their lives. They promised to hone their skills at every level of life, be a constant learner and never be bogged down by crises.

The Institute also conducted the 26th National Summer Camp on Entrepreneurial Stimulation for Children in the age group of 12 to 16 years during 3-8 May, 2015. 92 Children from across the country participated. Mental gyms, motivation and creativity exercises, puzzles, value education, presentations and learning through success stories and meetings with achievers were the highlights of the camp. The achievers who were invited to interact with the participants were Dr. Prutha Desai, an epitome of courage-she survived the oddities of the 2001 Gujarat Earthquake, struggled without ever losing hope, to become a doctor, Mr. Nirvesh Dave, runner up of Indian Idol Junior, Ms. Darshita Shah, an award winner in the social sector and Ms. Nilambari Solanki, Owner-Bookman.

And, as we ponder over the magic that these camps imbue in young champs, we recall the words of Dr. Pankaj Bharti, the Camp Leader, "The camps succeeded in instilling a 'never say die' attitude in these youngsters. I believe such an attitude only comes from tremendous confidence and I am glad that we could develop this in them."

The valediction function of this Camp was organized on 8 May, 2015 at EDI Campus. The Chief Guest was Shri Rushad Ginwala noted Restaurateur (Creator of Mirch Masala, Tomatoes and the like). Sharing the dais with him were; Dr. Dinesh Awasthi, Director-EDI, Dr. Sunil Shukla-Chief Faculty, Dr. Pankaj Bharti, Camp Leader and Dr. B.B. Siddiqui, Distinguished Faculty Member.

Chief Guest Mr. Ginwala said that there were no shortcuts to success. He stressed on the importance of taking experience before taking the plunge into entrepreneurship. He urged the participants to think out-of-the-box. 'Failure', the Chief Guest termed, as important as he said there is a learning that comes with failure. The Chief Guest reminded students to always focus on growth, despite the ups and downs of entrepreneurial journey.

This summer, EDI also conducted 28th National Summer Camp for Youth and 27th National Summer Camp for Children.



*Shri Ginwala addressing the participants*



*EDI had also organized the 27th National Summer Camp on Entrepreneurial Stimulation for Children. In this camp 79 children participated from across the country. The Chief Guest for the function was Mr. Narendra Somani, Chairman & Managing Director, The Grand Bhagwati Group. Mr. Somani encouraged the children to face hardships that come in their way and advised not to run away from any problem. He said that every hardship comes with a solution; it's just that we need to be creative in identifying the solution. He also drove in as to how the children could make a success of their lives. He urged them to have a keen eye to identify opportunities, decide career goals and design clear cut plans of action to achieve them.*



# On the Task to Create Landmark

# Entrepreneurs



*Participants of the AICTE sponsored 'National Faculty Development Programme in Entrepreneurship-Developing Entrepreneurs through Education' seen with (in the centre) Dr. Dinesh Awasthi, Director, EDI; (7th from L) Dr. Sunil Shukla, Programme Coordinator & Director Designate and Faculty Members associated with the programme*

Who can better influence students and orient them towards all things 'new' than their teachers whom they revere and trust as well wishers. A good teacher-leader can intertwine the fragmented dreams of students with focused goals, thus, motivating them and imparting them a direction to pace on.

Application-orientedness of our education is being continuously stressed upon both by the policy makers and the faculty group. The faculty group, in particular, across India has endorsed the significance of application-oriented competencies to enhance 'Career Value' of their students. Entrepreneurship is one area which has emerged as a promising option in this sphere. To a large extent, the success of an entrepreneur depends upon his/her skill level, people skills and sensitivity to the market and the environment around. With the growing significance of entrepreneurship education, the faculty group has also taken the onus of imparting extensive learning in this area to stimulate critical thinking of students and bolster their entrepreneurial bent of mind.

Over the last years, EDI has organized several Faculty Development Programmes (FDPs) to develop a cadre of resource persons with contemporary knowledge and skills to guide and motivate students to take up entrepreneurship as a career. During 16-28 March, 2015, EDI organized an AICTE sponsored Faculty Development Programme in Entrepreneurship. 50 participants from 10 states such as; Gujarat, Maharashtra, Tamil Nadu, Karnataka, Rajasthan, Assam, West Bengal, Uttar Pradesh, Telangana and Kerala participated in this programme.

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 educational institutes.

Training approach was based on adult learning principles/experiential learning with focus on lecture-cum-discussions, case studies, role plays, simulation

exercises, curriculum development, opportunity guidance and interaction with successful entrepreneurs for practical insights. Study visits to institutions and enterprises introduced them to key aspects of the discipline and brought them face-to-face with ways and means of dealing with crises. Such an exposure, expressed the participants, will enable them to handle the intriguing queries and anxieties of their pupils.

The 13-day programme concluded on 28 March 2015. Dr. Dinesh Awasthi, Director-EDI awarded certificates to the participants and delivered the valedictory address. Dr. Awasthi congratulated the participants and stated, "Today's youth is an aware lot with a strong mind and sharp decision making power. However, they need to be convinced about entrepreneurship, its charms and benefits. We had, therefore, carefully designed the curriculum of this programme to ensure that the participating faculty group not just received knowledge but also developed a strong conviction in 'Entrepreneurship' to be able to transfer this on to their students."

Dr. Sunil Shukla, Chief Faculty and Programme Coordinator highlighted the growing degree of work which was going on in the sphere of entrepreneurship and the increasing thrust on policy formulation, literature development, curriculum design, training programmes and human resource development in the area. He mentioned that in line with these interventions Faculty Development Programme is a useful course to strengthen the discipline by creating cadres of competent resource persons who could act as messiahs to advance the frontiers of entrepreneurship.

The programme not just probed the various dimensions of entrepreneurship but focussed on knowledge which was guided from the perspective of variables like; Gender, Age, Literacy, Family Background, Business Opportunity, Caste and the like. The faculty members also participated in extensive brainstorming to bring diverse ideas on a particular topic to a convergence. All in all, the programme was well received and will generate a multiplier effect on entrepreneurship development.

## Implementing Promising Interventions for Prominence of Karnali under Sansad Aadarsh Gram Yojana



*Hon'ble Union Finance Minister Shri Arun Jaitley in discussion with Prof. Sunil Shukla, Director Designate-EDI, on prospects and plans of Skill, Livelihood and Entrepreneurship Development in Karnali*

26<sup>th</sup> May 2015 ushered in optimism and assurance for Karnali village of Vadodara district in Gujarat. The Karnali village has been adopted by Hon'ble Union Finance Minister Shri Arun Jaitley under Sansad Aadarsh Gram Yojana (SAGY) of Govt. of India. On 26<sup>th</sup> May, Dr. Sunil Shukla, Director Designate, EDI and his team comprising Dr. Amit Kumar Dwivedi, Faculty-EDI and Mr. Brijesh Dave, Manager, Open and Distance Learning Programme had detailed discussions with the Hon'ble Union Finance Minister on developing Karnali village in a manner that the livelihood aspects

facing the villagers are addressed and the place bears a 'thriving' demeanor on the facets of overall development, youth empowerment and employability and entrepreneurship. The model envisions empowering youth and women by conducting need based skill and entrepreneurship development programmes, promoting access to local business opportunities, facilitating new enterprise creation, management and growth. The discussions centered around charting out a road map for introducing a wide range of cohesive initiatives that give an upsurge to the countenance of Karnali. Areas that prominently featured in the discussions emphasized livelihood activities more efficiently viz. boat transportation and mechanization, rural and eco-tourism, organic agriculture, input-management for agriculture, vegetable growers federation among several other development initiatives.

EMPRENSARIO  
2015  
EDI's Annual Entrepreneurship Summit  
FEBRUARY 20<sup>TH</sup> - 21<sup>ST</sup>, 2015

# Empresario 2015



*Seen during the inauguration are (in the centre) Mr. Anurag Batra, Chairperson, Business World Magazine; (2nd from R) Mr. Rajiv Sharma, CEO, Sterling Hospitals; (2nd from L) Prashant Halari, CEO, Synoverge; (R-L) Dr. Dinesh Awasthi, Director-EDI and Dr. Sunil Shukla, Director Designate & Chairperson-PGPs*

Academic orientation only gets complemented by platforms to promote thinking and reasoning. Also when a child chooses to pursue an extra-curricular activity of his/her interest, he/she develops into a well rounded, socially amiable student.

Empresario is the largest student-level entrepreneurial summit in India and has always been a unique platform for academicians, new-age entrepreneurs, eminent business personalities, venture capitalists and the students to get together at one place and share their entrepreneurial endeavours and experiences. The theme of the 2015 event was Value Centred Enterprises.

Present at the inauguration of Empresario-2015 were Mr. Anurag Batra, Chairperson, Business World Magazine, Mr. Rajiv Sharma, CEO, Sterling Hospitals and Prashant Halari, CEO, Synoverge. Empresario comprised B Plan Competition, Seminars, Marketing Challenge, Start Up Fair and Workshops. The event was attended by students from all the premier institutes of the city and from institutes in Hyderabad, Coimbatore, Pune, Indore, Jabalpur and Rajkot.

Mr. Anurag Batra spoke on Marketing - Communication, Technical and Financial Insights for Start-ups/Budding Entrepreneurs. Mr. Batra urged the students to think differently, believe in themselves and never be afraid of failure. Mr. Batra encouraged the students to visualize and never lose sight of their childhood dreams.

Mr. Rajiv Sharma spoke on the socio-economic environment for Start-ups and Enterprises. Mr. Sharma listed 'Demography of India, i.e., maximum percentage of young population under 35 years', 'Urbanization' and 'Alert Political Environment' as advantages for India. He called the present time in India as the most opportune time for entrepreneurs. He said- 'the ecosystem is robust'.

Mr. Prashant Halari spoke on Opportunities and Risks for Start-ups while seeking Venture Funding. He believed that entrepreneurs must constantly analyse their strategies and assess innovative opportunities, the need for capital and then decide whether to go to investors or not. He advised the students to build an entrepreneurial ecosystem that is healthy, sustaining and generating. Mr. Prashant traced his entrepreneurial journey to impart valuable lessons to students.

Dr. Dinesh Awasthi, Director-EDI called the students fortunate to have had the privilege of listening to self-made, first generation entrepreneurs. He advised the students to have an all-encompassing entrepreneurial growth with an eye on the market, network, customers and technology. He urged the students to enjoy what they take up as career and never try to find a short cut to success.

Clubbed with Empresario was the Ecstasy Event which had nine inter college events and was concluded with the performance of Indi-Rock band-AGNEE.



# Diversifying and Deepening Skills.... Across the Globe

Internationally the term entrepreneurship is endorsed for the kind of competencies and traits that are associated with it, and the achievements that this discipline guarantees. Developing countries are especially keen on acquainting their professionals - be it government officers, NGO functionaries or entrepreneurs- on entrepreneurial skills that always make themselves apparent with the success that accompanies them.

Every year, EDI conducts programmes for professionals from developing nations 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.

A glimpse into the programmes conducted over the last few months:



## Entrepreneurial Management

Today, as organizations grow, they face several challenges in the changing environment. The conventional wisdom, pyramid structure and organizational hierarchy are becoming the things of the past. Alliances and Collaborations are giving way to competition.

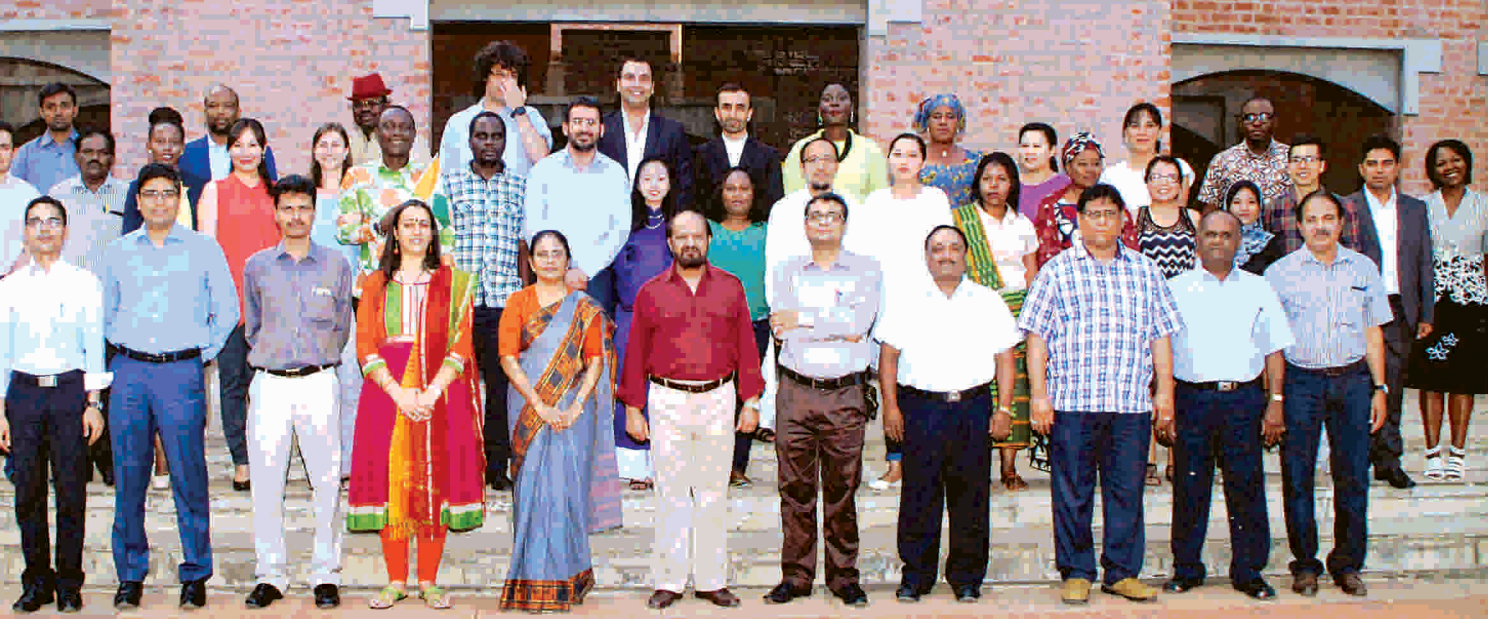
If complexities and challenges best describe today's environment, new opportunities have also surfaced and wait to be tapped. In such a scenario, management practices and organizational functions need a fresh approach so that these promising opportunities could be seized and explored optimally. This has become the biggest challenge in front of organizations today. Evidences suggest that an effective solution lies in the practice of promoting and harnessing entrepreneurial management which permeates at all levels of an organization.

Six-week international training programme on 'Entrepreneurial Management' was organized during 23 February- 3 April, 2015. 29 participants from 23 countries such as; Afghanistan, Egypt, Gautemala, Ivory Coast, Kyrgyzstan, Libya,

Madagascar, Malaysia, Mongolia, Nepal, Niger, Peru, Poland, Serbia, Thailand, Tunisia, Vietnam, Botswana, Ghana, Malawi, Nigeria, South Africa and Zimbabwe, benefitted from the programme. The main objective of the programme was to help participants create an enabling organizational framework and put into practice the principles of entrepreneurial management that fosters entrepreneurial culture and practices at all levels of the organization.

According to Programme Director, Dr. Rajiv Joshi, "Entrepreneurial Management is a programme of today as the organizations of the present time need executives with skills that help obtain the maximum from the existing resources." The programme, he informed, enables the participants to understand contemporary management and entrepreneurial practices and principles to float a winning work environment.

The participants also felt that they had acquired up-to-date knowledge on current trends in organizational strategies and working styles and said that this would result in better alignment of individual and organizational goals.



*Participants of the international training programme 'Entrepreneurial Management' seen with EDI faculty members*

## **Sustainable Livelihoods and Mainstreaming with Market**

The majority of the world's underprivileged lives in marginalized areas, largely dependent on natural resources and environment for their livelihoods. In many areas of the world, particularly in sub-Saharan Africa, the number of people living in absolute poverty is rising. These people also lack direction and resources to claim their rights to a fulfilling life.

The condition needs to be addressed in a way to ensure more and more livelihood opportunities every year. Given the magnitude of the problem, and the dearth of resources for livelihood promotion, the task of promoting livelihoods for the poor becomes all the more urgent. It calls for organizations to use their resources optimally to achieve the maximum. There has to be a brigade of people that understands the changing dimensions of livelihood promotion to align their measures with the changes taking place across the world in terms of opportunities, markets and options.

The eight-week international training programme on 'Sustainable Livelihoods and Mainstreaming with Market' was hence conducted during 23 February - 17 April, 2015 to impart a sound conceptual foundation and pragmatic understanding in sustainable livelihood to professionals and hone their skills to design, strategize, implement and articulate systems approach in this area. 32 participants from 17 countries such as; South Africa, Kyrgyzstan, Tonga, Tanzania, Myanmar, Kenya, Cambodia, Syria,

Lesotho, Ivory Coast, Fiji, Malaysia, Uganda, Mauritius, Maldives, Guyana and Poland participated in this programme. Dr. Manoj Mishra was happy with the results of the programme and stated that the participants had acquired up-to-date skills in successfully undertaking project management for livelihood related programmes and thus, in imparting a better life to millions around".

## **Empowering Women through Entrepreneurship Development**

Women constitute around one-quarter to one-third of the total business population and in manufacturing they make for about one third of the global labour force. However, despite their important contributions to socio-economic development, much remains to be done in terms of harnessing their potential to the hilt. Women come across certain typical barriers that inhibit them from playing a major role on the entrepreneurial landscape. A need was, therefore, felt to bring about a change in scenario by imparting knowledge, skills and inputs to bring about a positive attitude for overall development of women as business leaders. It has been experimentally tested and proved that entrepreneurial qualities, skills, attitudes and perceptions can be instilled and developed through a judicious mix of training interventions, counselling and guidance. This six-week program primarily focused at creating a cadre of resource persons who were adequately sensitised towards the concerns of women entrepreneurs. They were imparted an





*Participants of International Programmes visit institutes and organisations to get an insight into the Indian institutional set up and working. During their study visit, the participants of the programme - 'Industrial & Infrastructure Project Preparation & Appraisal' also visited City Palace, Udaipur*

understanding on new tools and methodologies to enhance entrepreneurial capacities in women and to give them an enabling environment. .

This international programme was represented by consultants, academicians, trainers, potential and existing women entrepreneurs, bankers, executives and NGO functionaries from 24 countries such as; Argentina, Bangladesh, Cambodia, Chile, Guyana, Ivory Coast, Kyrgyztan, Madagascar, Malaysia, Maldives, Mongolia, Philippines, Thailand, Togo, Tunisia, Vietnam, Ghana, Kenya, Malawi, South Africa, Swaziland, Tanzania, Uganda and Zimbabwe. The duration of the programme was from February 23 to April 03, 2015. The modules were structured around Women Empowerment, Motivation & Leadership, Business Opportunity Identification, Business Sensitivity Analysis and Venture Financing and Institutional Support System. The programme was well received and the participants said to have understood the existing gaps in promoting women as entrepreneurs and the strategies that could enhance the incidence of women entrepreneurship

Programme Director Mr. P. Ganesh felt that more such programmes should be conducted so that the environ becomes more accepting to women excelling as entrepreneurs and the economy benefits with this accelerated pace of New Enterprise Creation.

## **Entrepreneurship Education to Strengthen Emerging Economies**

Emerging economies abound in resources but for these to generate benefits, it is important to align them with entrepreneurial knowledge, skills and attitude that lead to their proper channelization. Entrepreneurial education has emerged as a promising discipline to orient entrepreneurial minds to New Enterprise Creation. The trained brigade then harnesses resources and implements their mantras on business creation and management to achieve success. For them business does not come as a last resort but is a preferred career.

EDI, organized an international training programme on 'Entrepreneurship Education to Strengthen Emerging Economies' during 23 February-3 April,





2015 for 20 resource persons from 14 countries including; Sudan, Ethiopia, Peru, Madagascar, South Africa, Ghana, Ivory Coast, Brazil, Tunisia, Russia, Afghanistan, Laos, Zambia and Mongolia. The objective was to impart an indepth understanding on formulating customized and need based entrepreneurship education policies, strategies and programmes in their respective countries. The programme also focussed on enabling participants to create resilient and competent early-stage entrepreneurs, groom family business successors, women entrepreneurs and nurture intrapreneurs. The participants also drew learnings on successfully initiating and conducting programmes on entrepreneurship to create a conducive environment where entrepreneurship germinates and grows. An important aspect of the programme was its focus on guiding participants to develop business incubators so that students could get support in developing bankable business plans and start-ups. Dr. Sunil Shukla, Programme Director stated that the programme was a great step towards infusing entrepreneurial traits in individuals so that nations across the globe stand on the premise of entrepreneurship. The programme was co-ordinated by Dr. Amit Kumar Dwivedi, Faculty-EDI.

# FPM

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Participants of the international training programme 'Sustainable Livelihoods and Mainstreaming with Market' seen with EDI faculty members



*Participants of the international training programme 'Promoting Innovation & Entrepreneurship through Incubation' seen with EDI faculty members*

## Promoting Innovation & Entrepreneurship through Incubation

The present day economy beckons knowledge-based ventures by virtue of standing on the premise of innovation and entrepreneurship. Increased awareness about this, especially in developing nations, has led policy makers and other stakeholders to view business incubation as a necessary tool to promote dynamic, innovation driven enterprises. Business Incubators have, therefore, become widespread and are definitely pointing towards an era of competitive, forward looking enterprises. In order to create a cadre of officers, fully conversant with the process of business incubation, the Institute, with professional support from the Asia Pacific Incubator Network, Coimbatore and the Dept. of Science and Technology, Govt. of India, organized a programme during January 5 to February 13, 2015 for 26 officials from 14 different countries.

The main objective of the programme was to enable incubation managers accept challenges of modern day business and introduce changes that address all functional areas and impart a forward push to the venture. The programme addressed problems in the areas of entrepreneurial ecosystem, sources of funding, business models and strategies to obtain financial leverage for the incubated business. The participants even visited some of the renowned incubators across the country to understand the process of initiating, planning and implementing business incubation activities. Highlighting the importance of incubators, Programme Director, Mr. S. B. Sareen said that they are an essential component of a conducive entrepreneurship eco system. He stated that 'innovation' will receive a boost under an incubator supported business environment.

## Cluster Development Executives (CDEs) Programme

Cluster Development Programme (CDP) has become one of the most effective instruments to ensure survival and growth of micro, small and medium enterprises (MSMEs). Experiences show that successful implementation of Cluster Development Programmes could help MSMEs significantly improve their business performance, adopt appropriate technologies, improve quality and productivity, increase turnover and export, improve HR and management efficiency. Initiatives under Cluster Development Programme could 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). These efforts are needed to enhance competitiveness of the cluster MSMEs and make them stand tall in the globalized economy.

Cluster Development Executives (CDEs), can streamline development initiative in the desired manner. This international programme conducted during January 5 - February 13, 2015 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. 27 participants from 15 countries participated in the programme.

Programme Director, Dr. Sanjay Pal said that clusters were gaining huge significance across the world and hence this programme, and more of this nature, could greatly impact economies the world over. The programme covered all aspects of clusters and their



significance and sought to impart maximum learning to the participants, he explained. 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 topics which were covered and added to the perspectives of the participants.

The participants appreciated various modules of the programme, and felt confident about making meaningful contribution to the economic growth of their respective countries. Their action plans indicated that they had developed rich insights into addressing the development issues in clusters, to attain all round growth.

## **Agri-Entrepreneurship & Supply Chain Management**

Agri Business refers to various businesses involved in food production, including farming and contract farming, supply of seeds, fertilizers, agro-chemicals, farm machinery, wholesale and distribution, processing, marketing, and retail sales. Agriculture has evolved into agribusiness and has become a vast and complex system that reaches far beyond the farm to include all those who are involved in bringing food and fiber to consumers. It represents:

(1) Agricultural input sector; (2) Production sector and (3) Processing-manufacturing sector

The success of agribusiness is dependent on proper planning, research, location, layout and size, climatic

conditions, etc. The rising food prices, increasing unemployment in rural areas, wastage of food grains due to lack of storage and demand for nutritious food etc. create tremendous opportunities for agriculture entrepreneurs (particularly in developing nations) across the world. Agriculture entrepreneurs will be useful in transforming rural communities into a resource for economic development. Market liberalization and increasing consumer demand in both developing and developed countries offer attractive opportunities for agricultural producers/traders. Trade in fishery, dairy, fruit & vegetables and organic products extend altogether new options for businesses. This presents major challenges in the form of state-of-the-art technologies and infrastructure for supply chain. Through supply chains, producers in developing and emerging economies can access market information and knowledge to hone their value-added services to both domestic and international customers.

This international programme conducted during January 5 - February 13, 2015 with 20 participants from 17 countries focused on sharpening knowledge on emerging opportunities in agri-business, aspects involved in commodity market & supply chain management, and cultivating an entrepreneurial attitude among participants. The participants were encouraged to innovate by combining knowledge and skills to develop solutions to economic issues in the food and fibre system.

Programme Director Mr. Satya Acharya was happy with the response of participants and hoped for connected agrarian societies with increasing number of agri-based business ventures.



*Participants of the programme - 'Agri-Entrepreneurship & Supply Chain Management' during their visit to Udaipur*



# The Age of Biotechnopreneurship



*Seen during the valedictory function are (L to R) Mr.Akash Bhavsar, Managing Director, SkyQuest Technology Group; Dr.Magesh Nandgopal, Scientist, NCL,Pune; Mr. S. N. Tyagi, Mission Director, GSBTM; Mr.Bipin Shah, Sr.Faculty, EDI and Dr.Anand Bhadalkar, Senior Sector Specialist,GSBTM*

Technological and advanced systems have brought many a mankind's dream to fruition. And, as we talk about our dreams and well-being, we can't help but mention the potential of Biotechnology. We are heading towards a society that is exploring the possibilities of using biotechnology to transform itself into a forward-looking, knowledge-driven economy. In order to aid the process, the Institute initiated a 10-month Biotechnopreneur week-end programme to promote enterprises in the Life Sciences Sector. This programme aimed at promoting entrepreneurs in the area of biotechnology and innovation driven areas. The programme emphasized on aspects such as; technology evaluation, business plan preparation, networking with institutions for financial resources and implementation. The programme was offered with support of other knowledge partners, including; GITCO, GVFL, CIIE, IIM, Ahmedabad and Skyquest.

The twelve participants who enrolled for the programme were graduates from various life

sciences areas. The main objective of the programme was to train and guide the participants on selection of technologies, commercialization of the technology and areas related to entrepreneurship.

The concluding ceremony of the programme gave a glimpse into the success of it.

Mr. S. N. Tyagi, Mission Director, GSBTM, congratulated the participants and emphasized the significance of business opportunity identification and business plan preparation. He called the passing out entrepreneurs, enterprising in the true sense of term as they had started their business or had planned their business in high tech, innovative areas and had thus moved beyond run-of-the mill kind of projects. Shri Tyagi expressed happiness over the good number of participants setting up their venture after completing the course. He looked forward to more number of participants and even better success in the subsequent Biotechnopreneur programmes.

# Eastern and the North Eastern Regions tap the potential of Science & Technology Entrepreneurship

The role of Science & Technology based Micro, Small & Medium Enterprise (MSME) sector in economic development and employment generation is now well recognized. The new economy has thrown open opportunities for talented and enterprising young persons to translate viable business ideas into profitable business ventures. While new entrepreneurs emerge spontaneously, their numbers are not significant enough to hasten the pace of MSME development. There are individuals from all walks of life possessing latent entrepreneurial potential but unable to realize the same due to a variety of constraints including lack of information/ knowledge and fear of failure. Tapping such latent potential calls for a systematic approach to entrepreneurship development through training and counseling interventions.

EDI is actively involved in promoting and strengthening S&T Entrepreneurship through DST-NIMAT Project across the country. Under the aegis of the NSTEDB, Department of Science & Technology, Govt. of India, programmes of various nature addressing different target groups are being organized in a purposeful and structured way. These planned interventions are playing an important role in creating required awareness and making S&T entrepreneurship popular amongst today's youth.

Though the project is spread out nationally, to be accomplished over a period of time, it has been experienced that further worthy results could be generated if participation of all relevant institutions is ensured. Therefore, to create awareness amongst institutions and to popularize S&T Entrepreneurship in the regions, three Outreach-cum-Awareness programmes were conducted at Patna, Guwahati and Kolkata.

The objectives of these programmes were to help participants understand the process of S&T Entrepreneurship Development and enable them to support needs of various target groups such as; urban

youth, educated unemployed, women, rural youth etc. The idea was also to acquaint them with various interventions that help to promote and strengthen S&T based MSMEs through entrepreneurship development. The programme was equally mindful about imparting an understanding on the prerequisites of an enabling environment wherein entrepreneurship grows. The participants also got to know about policies and support framework for



Seen during the inaugural function are (L-R) Shri Swapananil Barua, IAS, Commissioner Industries & Managing Director, Assam Industrial Development Corporation (AIDC); Shri Rajiv Kumar Bora, IAS, Addl. Chief Secretary, S&T, Govt. of Assam; Shri D.N. Barua, President, Guwahati Management Association; Dr. M. Haque, Chancellor, University of Science & Technology, Meghalaya and Mr. S.B. Sareen, Faculty-EDI & Project Director, DST-NIMAT

promotion of MSMEs in general and S&T entrepreneurship in particular.

The programmes were well attended by representatives from Innovation & Entrepreneurship Development Centers, Science & Technology Entrepreneur Parks, Technical Consultancy Organizations, Technology Business Incubators, State Entrepreneurship Development Institutes, Financial Institutions/banks, Educational Institutions and Policy makers.

Encouraging response from participants towards promoting science and technology entrepreneurial options was a testimony to the message well received, said Programme Director, Mr. S. B. Sareen. "Their doubts and apprehensions were replaced by knowledge related to Science & Technology based businesses", he added.

# Women Flag Their Entrepreneurial Aspirations

DST sponsored National Training Programme on 'Entrepreneurship Development & Management for Women Scientists & Technologists' with the Government Sector was organized during 2-6 February, 2015. 20 women scientists and technologists from 14 states from different science and technology institutions participated in this programme. The main objectives of the programme were to create awareness amongst women scientists & technologists and sensitize them towards entrepreneurship. The programme sought to establish the importance of owning knowledge based, innovative business ventures.

In keeping with its objective, the programme focused on aspects of entrepreneurship, business

opportunities identification & selection, information on support system & various schemes for assistance of new enterprise creation, business plan preparation and establishing & managing a new enterprise. Classroom lectures on concepts and practices of entrepreneurship, case studies, group discussions, role-plays and simulation exercises for development of requisite competencies and industrial visits formed a part of the pedagogy.

Programme Director, Mr. P. Ganesh was happy that the participants appreciated and understood the unique challenges associated with entrepreneurship and showed their determination to apply their technical awareness to create sound business ventures.



*Participants of the programme, 'Entrepreneurship Development & Management for Women Scientists & Technologists' seen with EDI faculty members*



# Recognition

Mohd. Dilshad Ansari was conferred with the Kabir Bunkar-Pratsahan Puraskar by Shri Shivraj Singh Chauhan, Hon'ble Chief Minister, Govt. of Madhya Pradesh. Mr. Ansari is the member of the Chanderi Handloom Cluster Producers Co. Ltd. promoted by EDI under Integrated Handloom Cluster Development Scheme (IHCDS), Ministry of Textiles, Govt. of India. The award is given to encourage and honour outstanding weavers.



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- Develops family business successors as enterprising and knowledgeable owners of the business of their predecessors.
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# Manifold Entrepreneurship

## Efforts to Make an Impact

Entrepreneurship has today become essentially indispensable for success. It holds meaning in contexts beyond just 'business'. Therefore, training and education in entrepreneurship has come to acquire major significance. It is only logical to add that if it is such a promising discipline, its several faces must be explored so that its potential to write success sagas is harnessed fully.

Across the country, EDI has been conducting programmes to generate maximum positive response towards entrepreneurship. Over last four months, EDI-Bhopal office conducted DST sponsored Faculty Development Programme (FDP), Technical Entrepreneurship Development Programmes (TEDPs), Women Entrepreneurship Development Programme (WEDP), and Entrepreneurship Awareness Camps (EACs) sponsored by NSTEDB, DST, Govt. of India. Ten Financial Literacy Programmes (FLPs) were also completed in Vidisha & Raisen districts of Madhya Pradesh.

The programmes enabled the participants to grasp the nuances of entrepreneurship and feel confident about pursuing it as a career. While the Faculty Development Programmes (FDPs) trained teachers to create a strong brigade of young entrepreneurs, the TEDPs oriented prospective entrepreneurs to set up hi-tech enterprises. TEDPs were organized on 'Computer Hardware Engineering Technology' and Food Processing and Preservation based Industries.' Special EDPs for women addressed the dilemmas of women potential entrepreneurs so that more women could become a part of the entrepreneurial world.

Seven Entrepreneurship Awareness Camps were also conducted in different colleges. Approximately 600 students who participated in the programme were motivated to undertake Entrepreneurship as their career. 60 FLPs sponsored by NABARD, were organized to impart knowledge to participants on formal credit avenues and inculcate in them a habit of saving. These programmes also plugged the gaps in public subsidies and welfare programmes.



Participants of the Faculty Development Programme seen with the Chief Guest (2<sup>nd</sup> from L) Dr. Appu Kuttan KK, Director, Maulana Azad National Institute of Technology (MANIT), Bhopal. The programme was coordinated by (1<sup>st</sup> from R) Mr. Vinay Verma, Faculty Member-EDI

### Technical Demonstration Programme (TDP) by EDI Haldwani Team

A seven-day Technical Demonstration Programme under the STED Project was organized for motivating and strengthening 25 selected unemployed youths of Nainital District in the area of 'Candle Making'. The objective was to generate employment opportunities for them.

### Technology based Entrepreneurship Development Programmes (TEDPs) by EDI Bhopal Team

SIDBI sponsored 20 Technical Entrepreneurship Development Programmes were conducted at different locations in U.P., M.P., Uttarakhand & Maharashtra. The programmes imparted technical know-how to participants on various different areas so that they could set up their small enterprises.

## Initiatives by EDI Lucknow

- 9 DST sponsored Entrepreneurship Awareness Camps (EACs) were conducted at different Institutes and Colleges in Lucknow, Kushinagar & Azamgarh. 70 students of final year of technical colleges and institutes participated in each EAC. The main objective of the EAC was to acquaint the participants with the potential in the discipline of entrepreneurship and as to how they could pick up the nitty-gritty of this discipline. The participants were taught and motivated to take up Entrepreneurship as a career.
- Mr. Sohit Kumar Prajapati, an artisan of Black Pottery & Terracotta Manufacturing, a cluster intervened by EDI under STED Project-Azamgarh, being awarded as the “Best Handicraft Artisan” by Shri Bhagwat Saran Gangwar, Hon'ble Industry Minister, Govt. of U.P. and Mr. Mahesh Gupta, Secretary, Industries, Govt. of U.P. Mr. Sohit Kumar Prajapati was trained by EDI and has set up his unit with EDI's support.



- Haldwani Team organized Faculty Development Programme (FDP) at Doon University, Dehradun for 17 Faculty Members. The programme aimed at developing capabilities of Faculty Members on teaching entrepreneurship and motivating the young brigade to take this up as a career.

*EDI felicitated employees who completed 10 years of service with the Institute*



**Mr. Rakesh Mehta**  
Manager, Finance & Accounts



**Mr. Balwant Patel**  
Secretary (Sr.)



# Workshop at Bengal National Chamber of Commerce & Industry [BNCCI], Kolkata



A workshop was organized at BNCCI on 13th March 2015 under the DST- NIMAT program for creating awareness about entrepreneurship training opportunities among technical institutes viz. ITI & Polytechnic Colleges, Colleges awarding technical education viz. BE / B.Tech etc. During the workshop, discussions centered around various entrepreneurship training programmes sponsored by DST, focusing on youth, women, faculty members etc., and how technical institutes could pitch in to make a tangible contribution.

A presentation was made by Mr. S. B. Sareen, Project Director –DST NIMAT Program, who explained to the participants the ways of availing funding support to undertake entrepreneurship training programs in areas such as; Entrepreneurship Awareness Camp, Faculty Development Program, Women Entrepreneurship Development Program, Technology Based Entrepreneurship Development Program.

## EDI innovation hones surgeons' cutting edge

[Ankur.Tewari@timesgroup.com](mailto:Ankur.Tewari@timesgroup.com)

**Ahmedabad:** The danger of contracting an infection from blunt surgical instruments has been reduced. Enhancing the cutting-edge of these tools is Entrepreneurship Development Institute of India (EDI) with its innovation.

Several surgical instruments used here are too blunt, resulting in botched surgeries and causing great trauma to patients. This has been forcing Indian doctors to import surgical instruments at high cost. In such a scenario, technocrats and scientists led by senior faculty K K Shaw of EDI's International Centre for Cluster Competitiveness, Growth and Technology developed a mechanism to render slag-free surgical instruments and have secured a



**BETTER TOOLS**

patent for it.

"Surgical scissors, knives, forceps, needle holders, clamps and chisels are made from hardened grades of stainless steel. Odd configurations of parts are generally forged which results in forging scale on the exterior of these components. The scale is removed by a mechanical shot blasting process which has several limitations and inadequacies. This demands an alternative method to remove forging scale from stainless

steel," Shaw said.

He said his process uses a liquid at a high temperature that can go into cavities without diffusing into the forged components. The components are treated with an acidic solution to provide an excellent surface finish.

Oral cancer surgeon Dr Kaustubh Patel said: "Lives can be at risk and precision of surgery is jeopardized if surgical tools are blunt. This can also cause trauma to the surrounding tissue. Inflammatory response as a result of blunt instruments can delay the healing process."

Shaw said his invention can also be used for making several automobile components, parts of machine tools, food processing and pharmaceutical machines from iron and alloy steel.

# Students of Jain Group of Institutions, 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. 42 students of second year Post Graduate Diploma in Business Management visited EDI for classroom lecture on contemporary business trends and practices.



*Students of Jain Group of Institutions seen with esteemed members of EDI faculty group*

**PGDM-DS 2015-17**

## EDI offers AICTE approved, Two-Year Post Graduate Diploma in Management-Development Studies

The programme aims at

- building a cadre of new generation development professionals with required knowledge, competence, orientation and values
- transferring the expertise and rich experience of EDI for the promotion of solutions in the areas of Microenterprise, Micro finance, Livelihood promotion, Women entrepreneurship, Group entrepreneurship, Social Enterprises and Corporate Social Responsibility
- offering rewarding careers in action around
  - Overall economic development with inclusive growth
  - Sustainable and environment friendly solutions
  - Governance
  - Use of technology for development

A learner centric pedagogy is built around experiential immersion, critical reflection, workshops, exposure to culture through literature, films and field visits supported by lectures, cases and first hand research experience.



**Discover ► Change ► Sustain**

**Eligibility :** Graduation in any discipline with 50% marks with valid MAT, CAT, XAT, ATMA and CMAT scores

**Social Awareness Test and Personal Interview** will be held in select cities across the country.



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# Entrepreneurship Education Conclave



Dr. Sunil Shukla, Director Designate and Chief Faculty-EDI was invited as a panellist at the 'Entrepreneurship Education Conclave', jointly organized by EDI and National Entrepreneurship Network (NEN) on 12 March 2015. Seen here is (2<sup>nd</sup> from L) Dr. Sunil Shukla during the panel discussion.

At the Conclave, Shri Rajiv Pratap Rudy, Hon'ble Union Minister of State (I/C) for Skill Development and Entrepreneurship released a study on NEN's Scalability and Impact Assessment of NEN's Institutional Capacity Building (ICB) Model. Seen here is Shri Rajiv Pratap Rudy releasing the Study. Also seen are (R-L) Dr. Sunil Shukla (Director Designate- EDI); Mr. Sashi Chimala, Executive Vice President, NEN; Shri Pawan Agarwal, IAS, Joint Secretary, Ministry of Skill Development and Entrepreneurship and Ms. Jyotsna Sitling, Joint Secretary, Ministry of Skill Development and Entrepreneurship.



## Clusters Make a Clarion Call to Development

Under the cluster development program of Government of Gujarat, EDI is implementing Cluster Development Project (2 years : March 2015 – Feb 2017) at the following four cluster locations in Gujarat:

- Steel Re-rolling Mills Cluster, Bhavnagar
- Engineering Cluster, Billimora – Navsari Dist.
- Hume Pipe Manufacturing Cluster, Bodeli – Vadodara Dist.
- Rice Mills Cluster, Tarapur – Anand Dist.

EDI team is conducting diagnostic study for all the above four clusters and will identify the technological gaps in the clusters, need for productivity and quality improvement, problems of domestic and international marketing, finance related issues, issues related to health & safety measures, etc. An action plan will be prepared to address the gaps through skill enhancement programmes & counselling; R&D, technology transfer and establishment of Common Facility Centre (CFC) in the cluster.



## Walking on a Tightrope

Mr. Viral Pandya  
PGDBEM 1998-1999

Viral Pandya, a shy, introvert student from a middle class Gujarati service family from Baroda inspired by his friends' business achievements decided to plunge into business. Eager to commence business but owing to his service family background Viral did not have knowledge and skills for creating and managing a business enterprise. And, just around this time, when Viral came across a newspaper advertisement on PGDBEM Programme at EDI, he instantly got interested.

As Viral puts it, "During the one year spent at EDI I had a good exposure to varied aspects of setting up and nurturing a business enterprise. Industry-academia interactions deeply motivated me to take the risk and plunge into business. I learned to think big and aim high in life. The curriculum enabled me to unleash my hidden potential. At EDI, I learned the niceties of self-analysis, which I believe is a critical factor for any individual to emerge successful in life! EDI enabled me to identify my strengths and weaknesses. Since then I have leveraged my strengths and tried to overcome my weaknesses or at least avoid moving into those areas where I know I am weak."

With an aim of acquiring technical experience in insulation, Viral joined M/s Lloyd Insulations (India) Ltd. as a project supervisor and acquired rich technical experience in hot and cold insulation piping, equipment towers, reformer ducting, T.G. set and reformer pigtails with calcium silicate blocks. At M/s. Navbharat Insulation & Engineering Company, he led a team of five site supervisors, an accountant and around 200 workers for insulation work worth around Rs. 1.5 crores at five plants of Reliance Petroleum Limited.

Having gained such work experience and acquired entrepreneurial training at EDI, he eventually initiated Rudra Engineering, a thermal insulation business in August 1999. Viral's precision to these three vital aspects of insulation – quality, safety and time frame, offered him good word of mouth publicity for his insulation services. Delivering value to his customers by strictly adhering to the quality and safety standards and honouring the delivery schedules he developed a strong client base in Gujarat. Thinking that a backward integration into 'poly urethane foam', a key raw material used for insulation, would ensure cost reduction, quality control, timely availability of the raw material and push up margins, in April 2008, Viral established Rudra Insulation for backward integration.

Tirelessly nurturing his baby enterprises with sincerity, commitment and hard work, Viral, eventually expanded to Chhattisgarh and steered his ventures towards growth.

## Eco Cell Makes a Progressive Move

Tapan Ghosh  
PGDMN 2001-2002

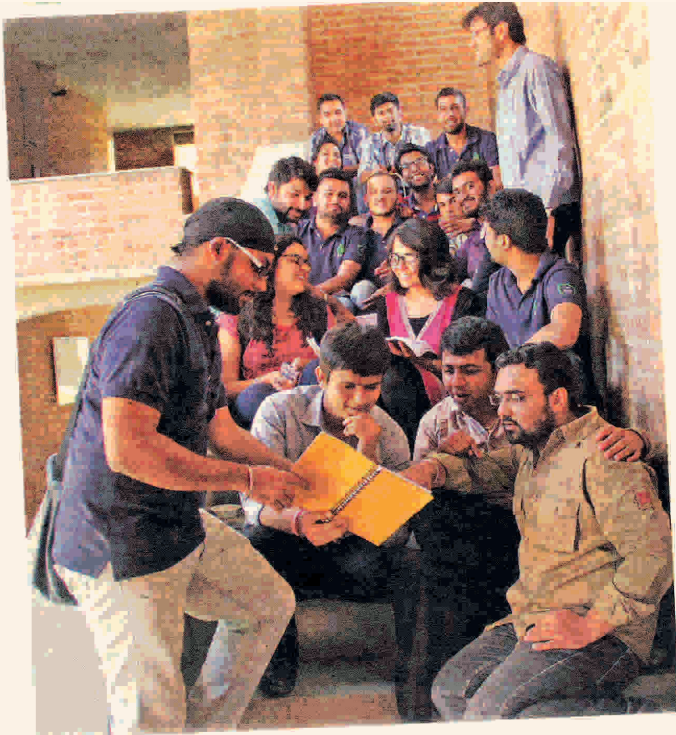
After completing Post Graduate Diploma in Management of NGOs (PGDMN) programme at EDI in 2002, Tapan Ghosh joined Kutch Nav Nirman Abhiyan (KNNA) where he worked for natural resource management, livelihood and agriculture and allied programmes. However, Tapan wanted to get into something more meaningful he wanted to give back to society. In February 2008, while still at KNNA Tapan along with his brother Amit Ghosh initiated *Eco Cell*, a partnership firm offering consulting and facilitation services for date cultivation & allied services to farmers in Kutch. Government offered subsidy for promoting horticulture but farmers were unable to avail it as they were either unaware about it or found it to be a time consuming, cumbersome process marked by formal procedures and requirements. *Eco Cell aimed to fulfill this gap. Tapan remarked: "Our services depend upon farmers' needs. Some farmers may need only plant procurement while some other may demand our entire package right from Date Cultivation Project Formulation, Financial Linkages, Application for Government Subsidy (State & Central) and Project Implementation along with backward and forward market linkages."*

Amit states: "Farmers normally grow more than one crop on their farm lands. Usually they cultivate cotton, castor or similar other crops across major area of their farms with date palm on farm borders. Moreover, they do not have the competence to develop market linkages and accept whatever is offered for their farm produce. Eco Cell's consulting cum facilitation services has enabled farmers in gaining good returns through exclusive date cultivation across their farm lands." *Initially, Eco Cell focused only on large farmers under Central Government Horticulture Scheme covering those with more than 10 acres of land. However, in 2013 it extended its services to Small and Marginal Farmers with less than 5 acres of land under State Government Horticulture Subsidy scheme. Eco Cell had served about 450 small, marginal and large farmers of Kutch.*

In 2014, Tapan and Amit also ventured into Eco Moves, an E-Rickshaw assembling unit in Kutch. Tapan says, "At present Eco Moves offers Passengers and Loader Rickshaws". In addition to commuting, an E-Rickshaw can also be deployed to transport varied goods and can also serve as a waste collection vehicle, particularly in highly congested areas where normal large waste collection vehicles are difficult to use.

With nearly 18 years of experience, mainly into development sector along with a brief stint in the corporate world, Tapan has worked with *Lok Prerna, Centre for Environment Education (CEE), Ashapura Foundation, SGS India Limited, Team Lease as the State Head for Jharkhand & Bihar, Gujarat Livelihood Promotion Company (GLPC) as the District Livelihood Manager for Kutch.*

Reflecting over his days as a Post Graduate student at EDI, Tapan says, "When I joined EDI, I was totally an introvert; the PGDMN programme enabled me to open up. EDI enabled me to identify my talent and apply it productively. It gave me some good friends and mentors who were very supportive.



## Fear exams no more

**RUPESH RAJ**

Entrepreneurship Development Institute

**CLASSES:** Preparing for exam and Fitness Temple

**M**any students at Entrepreneurship Development Institute (EDI) would get nervous on the stage when asked to make a presentation. Noticing this stage-fear, one of the students at EDI decided to start an initiative called Among Ourselves (AO) where students could freely express their opinions and prepare themselves to become better speakers, which is an important aspect of leadership.

"Students could come and speak on any topic they wished to. All they needed to do was put forth their presentation idea to a committee which reviewed it and monitored the discussion," says Rupesh. The AO group also tutored the entire PG16 batch for mid-term and final-term examination. "The interesting part is that no faculty mem-

ber was involved and it was only the students who taught the rest," said Rupesh.

Nearly 50 students at the institute groom their skills by being part of AO.

As Rupesh wants to venture into fitness industry, he also started fitness classes at the campus with participation from seven students. He chose to name it Fitness Temple. Asked how he manages to pursue his other interests along with academics and he responds, "I loved the challenge.

It was not difficult to take care of studies as the activities were scheduled late in the evening after dinner. Most of us would spend this time gossiping away. Instead, I thought why not focus on something constructive." He, however, runs the fitness classes at 7 am.



As appeared in Ahmedabad Mirror, 17 March, 2015

## Adorning Garments

The Tribal Garments Cluster, Khonglong has existed for over 50 years. However, against groundbreaking innovations, across the world, in the Garments' sector, the Khonglong Cluster demanded interventions to pace fast on the growth trajectory.

EDI, therefore, intervened with 18-month Cluster Revitalization Model, under sponsorship support of DC (MSME) in 2014. The objective was to bring together all the small villages to work in a conglomerate to draw benefits of economies of scale and scope. For this, EDI arranged cluster meetings and awareness programmes. Skill development programmes were primarily conducted to build an environ of trust and acceptance.

Through Skill Upgradation Programmes artisans have been adequately equipped in the art of cutting, sewing and embroidery. The art of embroidery has helped artisans increase the value of their products. They have also introduced new products like; bags, purses, curtains, clothing etc. and their prospects have greatly improved.

## Obituary



(22 April, 1960 - 2 February, 2015)

*EDI Family grieves the demise of Mr. Pravin Chavda who had been working at the post of Assistant Manager, Administration, with EDI since 1983. We pray for strength to his family in this hour of loss. May his soul rest in peace.*



# New GEM India Consortium

Global Entrepreneurship Monitor (GEM) Survey is the largest annual study of entrepreneurial dynamics in the world. GEM was conceived in 1997. IIM-Bangalore had anchored the study in India in 2001. After twelve years, i.e. in 2012, India participated again in the study to probe the nature and level of entrepreneurship among different strata of the economy, in India. The 2012 GEM India Consortium comprised three prestigious National Institutions wherein EDI played the role of Lead Institution with Dr. Sunil Shukla, Director Designate, leading the team. EDI successfully anchored the National Expert Survey and the findings were included in the GEM Global Report 2012, 2013 and 2014.

On April 11, 2015, the new GEM India Consortium was formed and a Memorandum of Understanding (MoU) was signed to this effect at EDI. The three Institutions that comprise the Consortium are; Entrepreneurship Development Institute of India (Ahmedabad), Centre for Entrepreneurship Development Madhya Pradesh (Bhopal) and Jammu & Kashmir Entrepreneurship Development Institute (Srinagar). With EDI as the lead Institute, Dr. Sunil Shukla will continue to play pivotal role as leader, thus ensuring that the GEM India Research is completed over the next three years. A team of seven researchers has been constituted to take the onus of this task.

The GEM survey has proved immensely useful in providing 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.



*Seen during MoU signing are the core committee members of New GEM India Team, (L-R), Dr. Sunil Shukla, Director Designate, EDI, Shri Jitendra Tiwari, Executive Director, CEDMAP and Dr. M. I. Parray, Director, JKEDI*



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