

EDI Reports 95



From the Director's Desk

Greener Pastures Beckon....

I took charge of EDI, as Director, on 1st July 2015. My predecessors have established a legacy of sound and result-oriented interventions, systems and standards – all of which, I am sure, will go down as 'unparalleled' in the annals of entrepreneurship development. I take my cues from my experience of having worked with legends in the field for over two decades and the applied opportunities in entrepreneurship, which came my way over these years.

A series of interactions with faculty and other colleagues has generated many inventive ideas, critical scrutiny of plausible development measures, organized resources; all we are now geared up for, is hands-on action. Our strategy would continue to focus on interventions targeted at local economic development, economies in transition, emerging economies and economic as well as inclusive growth through social innovation.

However, simultaneously we are transitioning from entrepreneurship training institute to an academic Institution for entrepreneurship education, training and research. We

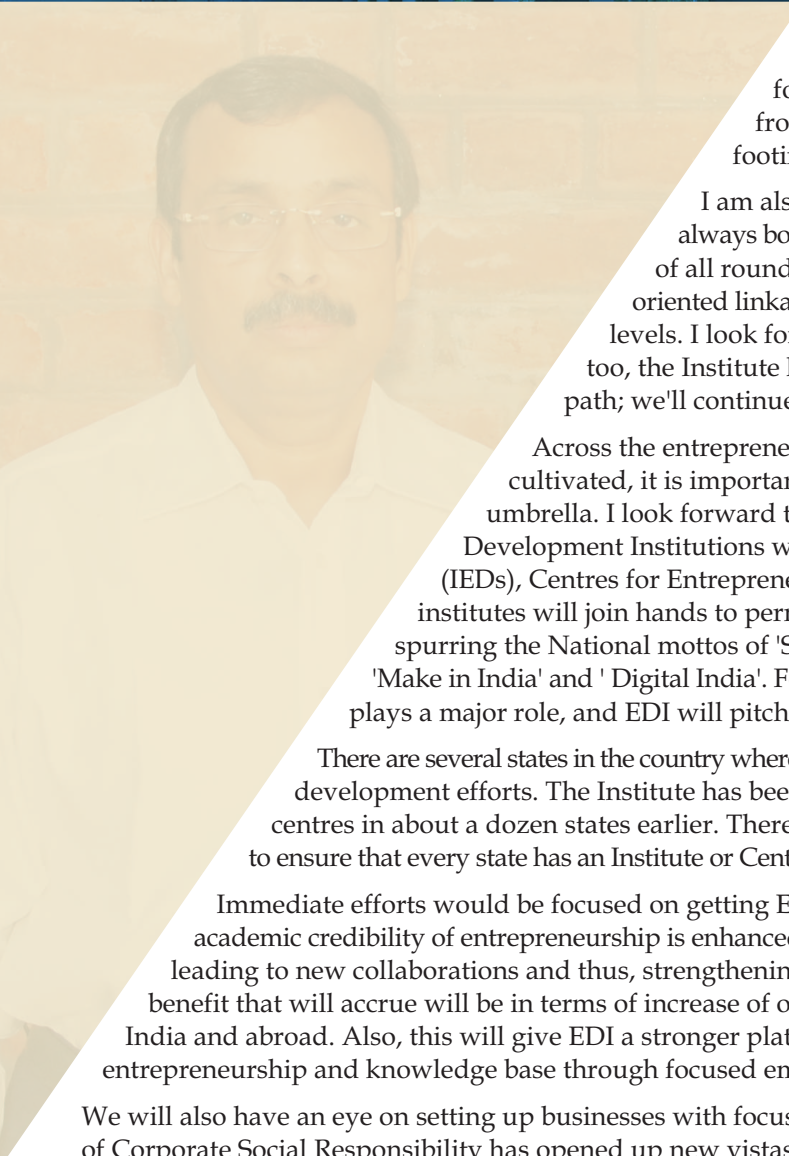
are envisioning to manifest entrepreneurship yet more robustly in our academic pursuits as the Institute possesses certain cutting edge competencies for this and also because there is a rising global demand for structured education in entrepreneurship. The Institute has been dealing with the factors, mindset and the parameters that govern entrepreneurship by way of its association with students and participants. By adopting a sharper academic bent, it would be further playing the role of an accelerator and motivator of entrepreneurship. And this entrepreneurial mindset domain would be infused with even bigger confidence once EDI supports potential ventures with a start-up incubator; plans



**Entrepreneurship
Development
Institute of India**

July-October, 2015

(contd...)



for which are underway. EDI's strategies emanate from a sound research back-up which render a sound footing to all its decisions.

I am also glad to mention that EDI's regional centres have always bolstered Institute's mandate, leading to implementation of all round, all win development interventions and result-oriented linkages with the Government and institutions at regional levels. I look forward to strengthening their role. Internationally too, the Institute has routed many a country on an entrepreneurial path; we'll continue aiding countries explore entrepreneurship.

Across the entrepreneurship landscape, if competencies have to be cultivated, it is important to bring institutes working in the area, under one umbrella. I look forward to awakening the Federation of Entrepreneurship Development Institutions wherein Institutes of Entrepreneurship Development (IEDs), Centres for Entrepreneurship Development (CEDs) and other key institutes will join hands to permeate a stronger entrepreneurial ecosystem, thus spurring the National mottos of 'Swachha Bharat'; 'Start up India, Stand up India'; 'Make in India' and ' Digital India'. For any innovative idea to take lead, entrepreneurship plays a major role, and EDI will pitch in with its strategies to play the role of a catalyst.

There are several states in the country where there is no dedicated center to anchor entrepreneurship development efforts. The Institute has been instrumental in establishing entrepreneurship centres in about a dozen states earlier. There is need, therefore, to continue with similar efforts to ensure that every state has an Institute or Centre for Entrepreneurship Development in the country.

Immediate efforts would be focused on getting EDI the status of a 'deemed university' so that academic credibility of entrepreneurship is enhanced. It will also give new impetus to research activities leading to new collaborations and thus, strengthening of our Post Graduate Programmes. Other direct benefit that will accrue will be in terms of increase of our outreach among Institutions of higher learning in India and abroad. Also, this will give EDI a stronger platform to nurture and promote the essence of entrepreneurship and knowledge base through focused emphasis on Research and Publications.

We will also have an eye on setting up businesses with focus on social and environmental issues – the discipline of Corporate Social Responsibility has opened up new vistas. While EDI intends to spur enterprises in this area, it also looks forward to actively partnering with corporates that are integrating CSR with their business model. By linking socially innovative concepts with CSR funds and PSUs, we look forward to testifying that business success and social welfare can go hand-in-hand.

The tasks ahead in entrepreneurship promotion were never lenient and they continue to acquire new complexities with each feat that we achieve; leaving us brainstorming for new plans and aspirations to look further beyond. The Governing Body has reposed confidence in me and entrusted me with the challenge of carrying forward the movement which I am confident about maneuvering towards generating bigger, tangible and credible outcomes. In an encouraging development, our President and IDBI- Managing Director & CEO, Mr. Kishor Kharat has pledged rewarding credit linkage to all viable projects of EDI students, participants and incubatees. I can't thank him enough for facilitating the process.

The Institute is considered as a 'Centre of Excellence' that is knowledge and result driven. And, in order to continue with our vision and mandate, we will probe deeper into the 'how', 'when' and 'why' of our conceptual approaches, thus delving into more rewarding attributes of entrepreneurship to introduce newer distinctions. Our strategy will also prominently assimilate capacity building and HRD initiatives for faculty and staff of the Institute. This will certainly result in multiple effect on results.

The task is big and calls for innovative strategies, solicit approach and entrepreneurial behavior. While I am supported by an erudite group of faculty and staff, I request support from all quarters to strengthen the foundation of entrepreneurship.

- Sunil Shukla

A Warm Welcome to Shri Kishor Kharat

EDI is happy to extend a warm welcome to Shri Kishor Kharat who took over as President-EDI and CEO & MD-IDBI Bank Ltd. w.e.f. 14 August 2015. Shri Kharat's story is inspirational and hits a chord in every aspiring professional's heart. Shri Kharat joined the Bank of Baroda even before completing his graduation. But driven by soaring goals, he went on not just to complete his graduation but also to acquire a degree in Law, and Master's in Management from ICFAI, Hyderabad. Like a true Man on a Mission, at every step of his career he geared himself to undertake ingenuous tasks after tasks, so much so that accomplishments became his second name. One such innovative initiative by him is the setting up of the subsidiary of Bank of Baroda in the Atlantic Islands (Trinidad and Tobago). Prior to the present position, Shri Kharat held the post of Executive Director, Union Bank of India.



Under Shri Kharat's leadership and guidance, the Institute will certainly ascend higher. EDI congratulates Shri Kharat and extends a hearty welcome to him on assuming the mantle of CEO & MD of IDBI Bank Ltd.

EDI's 104th Governing Board Meeting under the Presidentship of Shri Kishor Kharat



EDI's 104th GB Meeting and 1st under the presidentship of Shri Kishor Kharat took place on 19th September, 2015. Seen during the meeting are the Hon'ble President and EDI Director with esteemed GB Members (R-L) - Shri Anand T. Kusre, Nominee Member of ICICI Bank Ltd.; Dr. Kshatrapati Shivaji, IAS, Chairman and Managing Director, Small Industries Development Bank of India; Dr. Sailendra Narain, Chairman, Centre for SME Growth & Development Finance; Dr. Yoginder K. Alagh, Vice Chairman & Professor Emeritus, Sardar Patel Institute of Economic & Social Research; Shri P. S. Shenoy, Ex-Chairman and Managing Director, Bank of Baroda; Shri K. P. Nair, Executive Director, IDBI Bank Ltd.



President's Message.....

It gives me pleasure to be associated with the Entrepreneurship Development Institute of India, and experience from close quarters, the vision and the foresight that drives the entrepreneurship movement and related pursuits. Entrepreneurs are founding blocks of economy of any country. Strong entrepreneurship makes economy healthy and vice-a-versa. No wonder, every nook and corner of the globe is aware of the inherent strengths of entrepreneurship towards spurring economic advantages. India has taken some major leads in pitching entrepreneurship as the cure-all, and amidst this, EDI's contribution towards unfurling the powers of this discipline is laudable. Moreover, with the institutionalization of the Ministry of Skill Development and Entrepreneurship by Government of India, the entrepreneurial ecosystem will be further strengthened. The "Skill India" initiatives of the Government would definitely herald good times and raise the incidence of job providers in the Indian economy.

Goal-oriented learning always comes with advantages that mirror themselves in varied forms

and practices. Entrepreneurship training stands high in the league – with the growing emphasis on this stream of learning, other associated advantages will also permeate through every fold of society, and these will reflect in the attitude, behavior and approach of people. And, this high achievement motivation quotient in people due to increased skill and competency levels will churn out more high flying achievers. It is here that IDBI Bank Ltd., would like to seep in more certainty and conviction in entrepreneurship education. With an office on the campus of EDI, IDBI would like to fund all worthy projects of EDI students, alumni and incubatees. I am sure that such an arrangement would send a wave of optimism and assurance among aspiring entrepreneurs.

I am happy to be leading an Institute that is treading on the path of 'change' and helping us experience the 'change' that we all envision. EDI's contribution to varied sectors and target groups has initiated all-inclusive development and I look forward to strengthening the edifice. I am also pleased to note EDI's contribution beyond the boundaries of India. IDBI Bank Ltd., plans to take its work outside

India and in this endeavor; we look forward to holding hands with EDI to create a scenario that brings benefits to the concerned country.

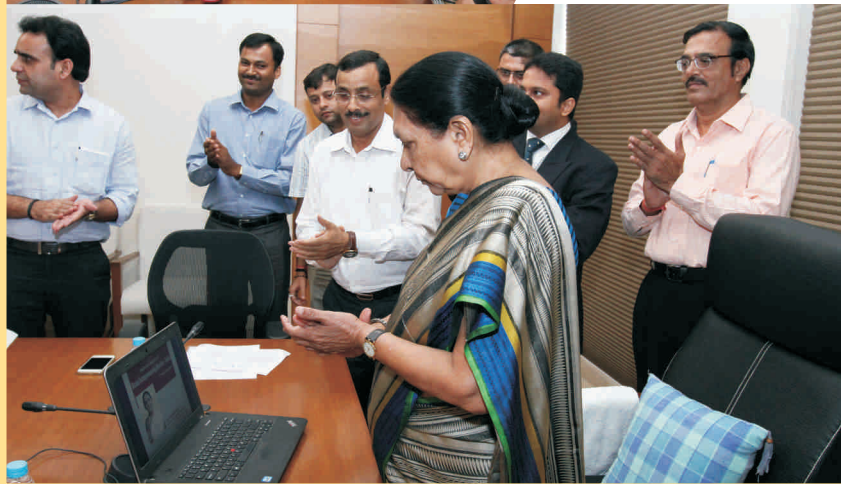
EDI is writing a momentous story in each of its participant which is churning out successes for society. The Institute is now aptly considering establishing an Entrepreneurship University that would secure yet more credibility for the discipline of 'entrepreneurship'. It would also bring bigger opportunities for EDI to sharpen competencies and multiply the numbers of entrepreneurially inclined individuals which is much needed to our Country. Our focused efforts in this direction are likely to yield good results.

I look forward to consolidating the goals and upholding the efforts of this 'National Resource' in building Entrepreneurship. Let us join together in EDI family to strengthen our economy by providing it skilled entrepreneurs thereby making our nation strong.

With Best Wishes...

Kishor Kharat
Managing Director & CEO
IDBI Bank Ltd.

Hon'ble Chief Minister Launches the Website of Global Entrepreneurship Monitor - India



Chief Minister of Gujarat, Hon'ble Smt. Anandiben Patel, launched the website of Global Entrepreneurship Monitor (GEM) -India on September 7th 2015. On this occasion, Smt. Anandiben cited 'Entrepreneurship' as an indispensable tool for growth and prosperity of the economy, and considered it important to spur the momentum of this discipline, especially among youth. The Hon'ble Chief Minister appreciated GEM- India's efforts and hoped for major landmarks in this field, in the times to come.

Endorsing the Chief Minister's views on entrepreneurship, Director-EDI, Dr. Sunil Shukla stated, "This website will give regular updates on the headways made in the field of entrepreneurship in the country and worldwide. The finds will also be informed in a manner that they

motivate more and more potential entrepreneurs to take the plunge. The importance of training in this field will also be emphasized to establish that with guided efforts result-oriented entrepreneurs could be bred."

The present 'GEM India Team' comprises EDI; Centre for Entrepreneurship Development Madhya Pradesh-CEDMAP (Bhopal) and Jammu & Kashmir

Entrepreneurship Development Institute-JKEDI (Srinagar). The three Institutions signed an MOU on 11th April 2015 at EDI for the next three annual GEM studies commencing from April 2015.

The present consortium also nominated EDI as the Lead Institution and the Secretariat of the GEM India Team. Prof. Sunil Shukla was designated as the National Team Leader.



A delegation comprising (3rd from L) Mr. Sashi Chimala, Executive Vice-President, National Entrepreneurship Network (NEN), Wadhvani Foundation and Senior Officials from National Institute for Entrepreneurship and Small Business Development (NIESBUD) visited EDI to explore the possibilities of undertaking joint entrepreneurial initiatives to ensure an overall conducive entrepreneurial climate.

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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. EDI successfully anchored the National Expert Survey and the findings were included in the GEM Global Report 2012, 2013 and 2014.

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.



AICTE Chairman *visits* EDI



Prof. Anil D. Sahasrabudhe, Chairman, AICTE in interaction with EDI Director and faculty members

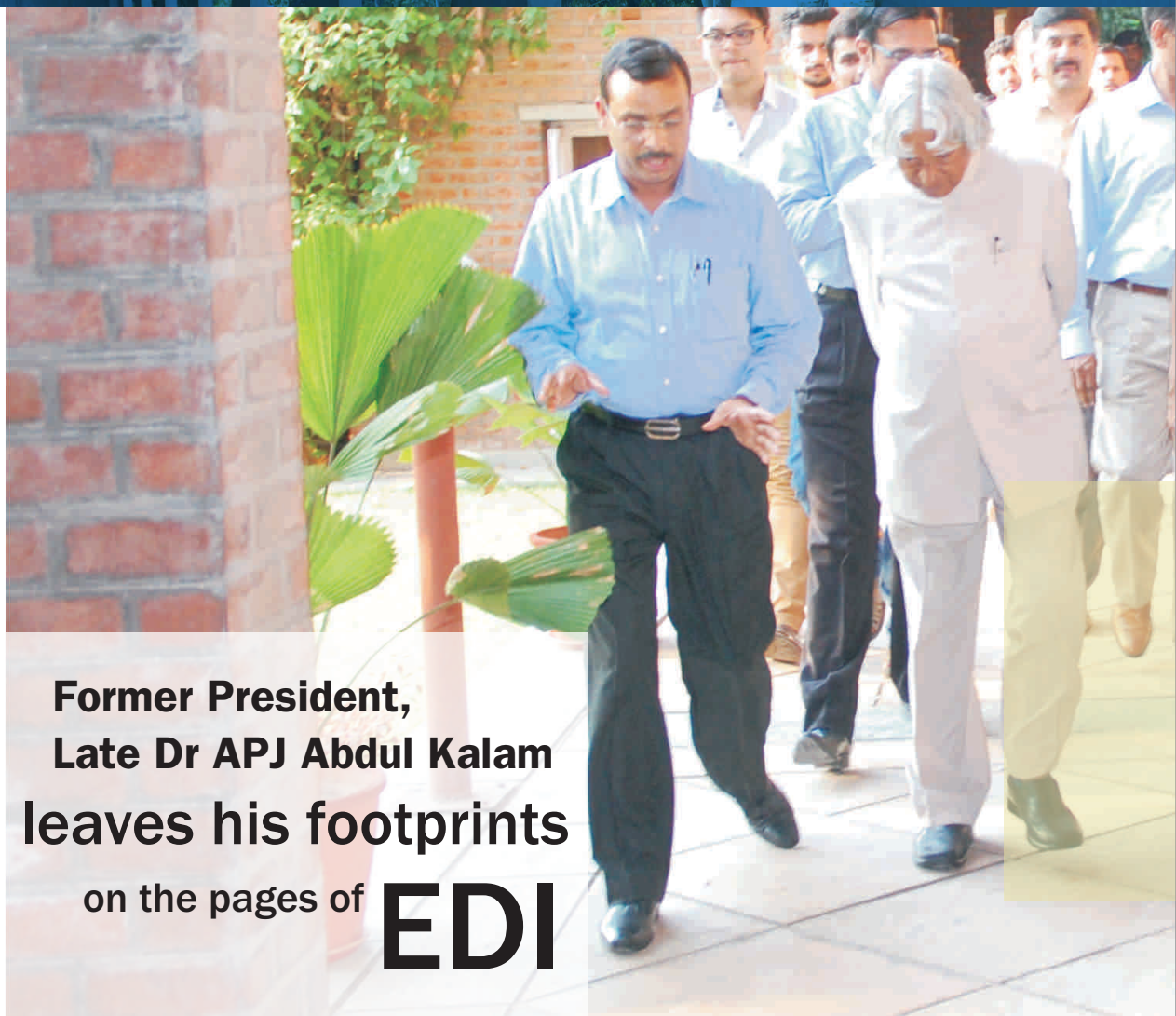


At the exhibition hall of the Institute, Dr. Sunil Shukla giving a bird's eye view of the Institute's activities to Prof. Sahasrabudhe

EDI had the pleasure of welcoming Prof. Anil D. Sahasrabudhe, Chairman, AICTE on its campus, on 2nd September, 2015. Prof. Sahasrabudhe had an enlightening interaction with EDI faculty members wherein he appreciated them for achieving milestones in the area of entrepreneurship and elaborated on the role that the Institute could play in realising the Hon'ble Prime Minister's vision of 'Start-up India, Stand-up India'. Prof. Sahasrabudhe held that the entrepreneurial eco system which EDI has so ably created, must be continuously strengthened.



A 12-member delegation from Kerala Youth Welfare Board, led by its Vice Chairman, Shri P.S. Prasanth, visited Gujarat during 1 to 4 August, 2015 to explore the possibilities of joining hands with various specialized organizations in undertaking developmental activities. The delegation also visited EDI to learn about EDI's initiatives and to brainstorm over the possible areas of collaboration.



**Former President,
Late Dr APJ Abdul Kalam
leaves his footprints
on the pages of **EDI****

As we fold our hands in sincere reverence for Dr. A. P. J. Abdul Kalam, we also continue to draw inspiration from the marvels, in every aspect, that he left behind. A legendary, one-of-a-kind fountain of knowledge, Dr. Kalam's life is an encyclopaedia of learning. EDI was fortunate to receive this prodigy on campus.

Dr. A. P. J. Abdul Kalam visited EDI on June 20th 2015 to inaugurate the **Aashray - Promotion of Social Enterprises Foundation**. The Foundation has been set-up as a Techno Social Business Incubator by Incube Ventures Private Limited and Saath Livelihood Services in association with EDI and Ashoka India. Also, sharing the dais with Dr. Kalam were Dr. Sunil Shukla, Director-EDI; Dr. Dinesh Awasthi, the then Director-EDI; Mr. Mani Iyer, Founder Director-Incube

Ventures and Mr. Rajendra Joshi, Director-Saath Livelihoods.

Before the event began Dr. Kalam had an interactive session with some of the Aashray incubatees representing social and technology sectors.

Dr. Kalam spoke on the Topic: **Empowering Education with Entrepreneurship Goal**. Emphasizing on empowerment and inclusion of the needy for sustainable economic growth, the Chief Guest stressed on the need for High Education, Safe

Drinking Water, Equitable Distribution of Resources, Quality Healthcare, fighting illiteracy and the need for a Disease Free Society. Dr. Kalam stated that there were many dimensions for the cause of a 'not so ideal scenario', including international factors, and added

that working for solutions was a collective responsibility of the global community. Pinpointing that the global challenges take many manifestations based on local dynamics which are interconnected on various factors, the Chief Guest explained these dynamics. He stated, " The world

today is connected through four rapid connectivities. They are environment, people, economy and ideas." Giving a distinctive profile of Nations of the World in 2030, he listed the following parameters:

- A world of nations where the divide between rural and urban, rich and the poor, developed and developing has narrowed down.
- A world of nations where there is an equitable distribution and adequate access to energy and quality water.
- A world where core competencies of each nation are identified. Missions synergizing the core competencies of different nations lead to economic advantage and faster development for all the societies.
- A world of nations where all the students of all societies are imparted education with value system.
- A world of nations where affordable quality health care is available to all.
- A world of nations where governance is responsive, transparent and corruption free.
- A world of nations where crimes against women and children are absent and none in the society feels alienated.
- A world in which every nation is able to give a clean green environment to all its citizens.

“ *Dream, Dream, Dream
Dreams transform into thoughts
And thoughts result in action.* ”
— A. P. J. Abdul Kalam





The inaugural event of Aashray was followed by a National Colloquium on “Strengthening Incubation Ecosystem in India” wherein distinguished panel comprising (L-R) Dr. Dinesh Awasthi, Former Director-EDI; Mr. H. K. Mittal, Advisor & Head, NSTEDB, DST, Govt. of India; Mr. Anilbhai Patel, President, Ganpat University; Prof. Bala Bhaskaran, Dean, Shanti Business School and Mr. N. K. Maini, Former Deputy Managing Director, SIDBI; highlighted the challenges involved in creating a robust incubation ecosystem

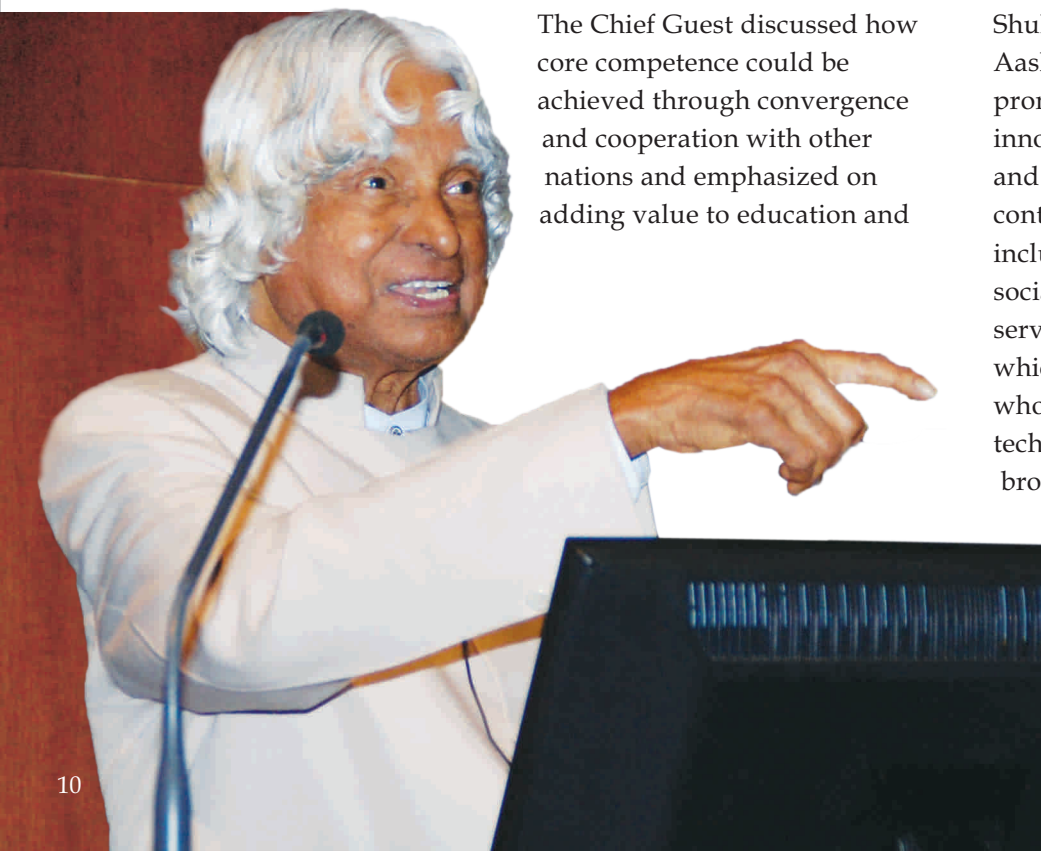
■ A world that is prosperous, healthy, secure, devoid of terrorism, peaceful, happy and continues on a sustainable growth path.

■ A world of nations with creative leadership that ensures effective mechanisms to resolve conflicts between nations and societies in a timely manner keeping overall peace and prosperity of the world as a goal.

The Chief Guest discussed how core competence could be achieved through convergence and cooperation with other nations and emphasized on adding value to education and

employment generation through entrepreneurship. Dr. Kalam concluded by striking a linkage between economic development and creative leadership.

The function concluded with Vote of Thanks by Dr. Sunil Shukla who also explained that Aashray had been set up for promoting and scaling up of innovations, social enterprises and grassroots technologies that contribute to financial and social inclusion through innovative and socially relevant products and services. He added that Aashray which currently has 18 incubatees who represent the social and technology sectors, will soon broaden its basket.



Enterprising India, Progressive India.... *On the Premise of SKILLS*

Karnali, a small village in the Vadodara district in Gujarat has 'opportunity' and 'hope' writ large on its countenance. The Karnali village has been adopted by **Hon'ble Union Finance Minister Shri Arun Jaitley under Sansad Aadarsh Gram Yojna (SAGY) of Govt. of India**. On 26th May, EDI was roped in by the Hon'ble Union Finance Minister to develop Karnali village so that the livelihood aspects facing the villagers could be addressed, thus promoting overall development, youth empowerment, employability and entrepreneurship. EDI was supported in this initiative by the IDBI bank Ltd. For imparting technical skills, EDI had roped in experts from ITI Dabhoi. The model envisioned 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. A road map was charted for introducing a wide range of developmental initiatives to ensure a progressive look for Karnali. Training more than 100 youths in all, 5 areas in which training was imparted included:

- **Auto-engine-mechanic/Garage**
- **Electrician / Wireman / Fitter**
- **Boat-mechanic**
- **Carpentry / Welding**

- **Computer-Hardware/Mobile Repairing/Recharge/Reservation**

In addition to technical skills and exposure, knowledge was imparted in the areas of entrepreneurship, entrepreneurial competencies and soft skills like; leadership, creativity, team building and being innovative. Complementing these, to prepare the youth for employability, sessions were conducted on the modules of 'Preparing for Job Placement- Resume Development'; 'Preparing for Self-Employment'; 'Identifying Companies and Govt./Non-Govt. Organizations for jobs.' Initial survey, planning and coordination were undertaken

by Dr. Amit Dwivedi, Faculty-EDI Dr. Saji Kumar, Faculty-EDI and Mr. Brijesh Dave, Asso. Sr. Manager-EDI. The sessions on technical and entrepreneurship inputs were imparted by esteemed EDI faculty members Dr. B. B. Siddiqui, Mr. Bhaskar Jani, Mr. J. B. Patel and Mr. Prakash Solanki.

Presently EDI is extending hand holding support for venture establishment and also placement assistance in case of those who wish to gain experience before venturing into New Enterprise Creation. The Institute is also evolving emerging areas for training like; rural tourism, religious tourism and agriculture development.



Seen during the inauguration of the project addressing the participants is Ms. Avantika Singh Aulakh, Collector of Baroda. Ms. Aulakh said that the times were changing fast and the demands of every industry were growing, wherein skills, she emphasized, would play an important role in a professional's success. In this context she appreciated this endeavour.

Also seen are (R-L) Shri Kuldeep Arya, DDO-Vadodara; Dr. Sunil Shukla, Director-EDI; Mr. Parindu Bhagat, Noted Social Entrepreneur and Shri Kirit Thakker, Regional Head-Vadodara, IDBI Bank Ltd.

A participant of the first programme – ‘Auto-engine / Mechanic / Garage’ – receiving certificate during valediction from Mr. Parindu Bhagat, Noted Social Entrepreneur. Also seen are Ms. Nita Choudhary, General Manager (Business), IDBI Bank Ltd. and Dr. Sunil Shukla.

Mr. Bhagat felt that such training in vocational stream is the need of the hour and would take care of the problem of unemployment. He added that skill training is the most result - oriented option to impart livelihood options to rural youth

Ms. Nita Choudhary urged the participants to put their training to good use, seek help of EDI experts whenever required and come up with a profitable enterprise



Participants of the programme ‘Electrician/ Wireman/Fitter’ seen during a technical training session. They gained knowledge on types of wiring - domestic and industrial, household appliances repairing, general safety and working of motors and generators. 25 youths benefitted.

Simultaneously, a programme on Boat Mechanics was also conducted giving participants an insight into working principle of boat, types of boat engines and systems, diesel engine, repair and maintenance.

Participants of the programme ‘Basics of Computer’ attending technical training sessions. 34 participants learnt all about computer hardware, software and networking; MS Office; internet operating system; computer application using different fields and other nitty gritty related to computers.

Parallel to this, the programme ‘Basics of Welding’ was also conducted wherein 16 participants were introduced to different types of welding, types of flame and metal shaping methods.



Accenture and EDI to Impart Skills to Succeed



EDI Bangalore office takes the credit of bagging the prestigious one year Accenture project – ‘Skills to Succeed 2020 Goal’. Accenture is one of the world's leading management consulting, technology services and outsourcing organizations, with presence in 53 countries around the globe. Through this project, it envisages organizing Micro Enterprise Development Programms (MEDPs) in five southern Indian states viz. Karnataka, Telangana, Tamil Nadu, Kerala and Andhra Pradesh. The project will develop Micro Entrepreneurs among the rural youth, which shall subsequently result in employment generation, asset creation and revenue generation on a sustainable basis. The goal is to train 3,000 people over 75 programmes, in five states in South India. The project will be executed and monitored by Mr. Raman Gujral, Faculty-EDI.

The holistic focus of Accenture is to achieve the motto of ‘Skills to Succeed (S to S)’, by the end of fiscal 2020.

12 The entire project ‘S to S’ will equip 3 million people globally with workplace and entrepreneurial skills.

Empowering Women

through Entrepreneurship

“You can tell the condition of a nation by looking at the status of its women”

This quote by Pt. Jawaharlal Nehru aptly sums up the need to bring women into the mainstream and acknowledge their rights, contribution and priorities. History bears evidence that women have responded very encouragingly to opportunities, thus generating enviable results for themselves and the economy. Despite inspiring instances, however, there is a need to ensure that women step out of the clout of inhibitions and give vent to their aspirations. Society has to adopt an encouraging stance to ensure their growth.

Gujarat celebrated *womanhood* and the *valour* and *mettle* which so characterizes it, with great enthusiasm. Hon'ble Chief Minister of Gujarat, Smt. Anandiben Patel launched the 'Women Empowerment Fortnight Celebration' in the state on 31 July, 2015. The idea was to expose young women and girls, on the threshold of making a career choice, understand the opportunities that lay before them and goad them on to make an effort for the 'extraordinary.' As a part of the initiative to impart exposure to school and college going girl students, the Government of Gujarat decided to send them to various institutions.

300 girls from six colleges of Gandhinagar visited EDI on August 7th, 2015. EDI Faculty, Dr. Kavita Saxena and Ms. Kavita Gupta explained to students the concept of entrepreneurship, charms of becoming an entrepreneur and the prevalent business opportunities for women. They motivated students to opt for Entrepreneurship as a career. The students were enthused with the learning given to them and were determined to explore the discipline of entrepreneurship further. EDI offered to extend help and guidance to them as and when required.



PG Corner

PGDM-BE and PGDM-DS 2015-17 batch began with new hopes and new dreams. 103 students comprising 33 with technical and 70 with non-technical degree walked into the auditorium for the first session of their term by none other than the pioneer of entrepreneurship movement in the country - Dr. V. G. Patel, Founder & Former Director, EDI. The students opened their year with a panoramic view on Entrepreneurship.

They couldn't have had it more enlightening!!!

Perspectives on Entrepreneurship



Dr. V. G. Patel, Founder & Former Director, EDI addressing the students

Emphasizing on the forces that drive 'entrepreneurship' and 'entrepreneurs', Dr. Patel explained how in this dynamic process, a motivated potential entrepreneur takes initiatives, manoeuvres social and environmental factors to put resources to pragmatic use and accepts risks, thus infusing value in the new creation much to his/her benefit and for the benefit of others. The students learnt the importance of evaluating perceived opportunities and making decisions that enable the firm to realize sustained growth. Dr. Patel also traced the journey of some dynamic successful entrepreneurs to establish his points. He concluded by auguring that competencies are mandatory and that without these, no entrepreneur could ever carve a place. Dr. Patel advised the students to continue spurring their entrepreneurial objectives for exemplary achievements.

Hey Budding Entrepreneurs.....We are there for you....Just go for It!!!

EDI has set up the New Enterprise Initiation Fund to reach out with financial support to students whose project ideas are innovative and viable. This fund is in addition to scholarship given to students on means-cum-merit basis. Students with promising business proposals can apply for this fund at EDI. A panel of experts, bankers and EDI faculty assess the viability and potential of the project before sanctioning the start up fund.

Congratulations Utkarsh!!!

Utkarsh Gulati
PGDM-BE 2013-15

Utkarsh Gulati received a cheque of Rs. 3.5 lakhs for his food truck restaurant called Restron-Wheel Food Truck under the 'New Enterprise Initiation Support' from EDI.

Utkarsh Gulati, co-founder of Restron-Wheel Food Truck, came up with the innovative food truck concept. He started his first food truck in Gurgaon's most populated areas housing multinationals such as Cyber Hub, Cyber Park and Info City. Utkarsh's innovative initiative emerged from his observation that most of the MNC employees

hang out at street food joints for their lunch and dinner requirements. Good restaurants provide hygienic food but their charges are too high for daily consumption. He is also developing an app for employees to book their order, so that food can be delivered inside their office. Utkarsh looks forward to raising funds via venture capital and expanding the company's operations to other cities including Delhi, Ahmedabad, Pune and Bengaluru.

Way to go Utkarsh....

Preethy Thomas
PGDBEM 2006-07

A Backwater Indian Homestay Experience

"EDI offers an inspiring environment to have something of your own. The case study exercises and exciting field visits for a comprehensive learning experience in entrepreneurship fuelled my desire to be an entrepreneur, and the knowledge that I gained gave me unique confidence. I opted for Services Management. EDI put my entrepreneurship plans in perspective. I knew I was thinking right." says Preethy.

"As a part of the business entrepreneurship programme at EDI, I had opted to pursue my project work on Homestay business. My father had an ancestral house in Kerala and it was ideal for Homestay. I moved to Kerala to launch the venture and that's how Karithanam Ayur Farms Homestay (Karithanam Homestay) started", informs Preethy, a successful business woman.

Homestay is a form of tourism that allows a visitor to rent a room from a local family in a homelike setting. Guests are either accommodated in the family home, or in

separate quarters nearby. Nowadays, most homestays provide their guests with just as much comfort as a reputable hotel. Giving a peek into her business opportunity seeking skills, Preethy says, "As per the Kerala State Tourism Department there is shortage of hotel rooms during peak season hence, Kerala is an appropriate location for a homestay venture. And, we aimed to enter this market."

Preethy faced several initial challenges including getting license to operate and also taking care of other formal requirements. "It was a big challenge indeed to understand the way labour is employed in Kerala. Only specific kind of workers can be hired for a particular work, so one cannot recruit people from other community for some kinds of work. Thus, owing to stringent labour rules and high literacy rate it was very difficult to hire manpower at a reasonable rate. I concentrated on the points and places that demanded care, thus ensuring that services including amenities met high class standards, despite all hiccups."

Preethy's Homestay venture was financed from savings and recurring business revenues. Karithanam Homestay's target market comprises NRIs, foreign and domestic tourists.

Preethy states, "Despite competition from local hotels and homestays, Karithanam Homestay offers a truly unique experience to guests. India is a land of diverse cultures, religions and faiths. I am able to offer an experience of diverse Indian cultures and traditions to our guests during their short stay with us."

Very strategically, Preethy has also added the 'much applauded' Kerala Ayurveda dimension to her Homestay business. Karithanam is an ayurveda homestay with an ethnic touch. Karithanam Homestay was accorded Kerala Tourism Development Corporation (KTDC)

Approved Diamond Category Homestay Certificate on June 16, 2013.

"We strive to ensure that Karithanam Homestay sustains its quality through the right blend of professional and homely services, efficient housekeeping staff and regular maintenance. We nurture our business by sustaining our relations not only with the lead travel agents in and around Kerala but also with other travel agents across India" added Preethy.

Preethy concludes, "I am a content, ambitious entrepreneur today. It is my dream that Karithanam Homestay is rated as the best Homestay in Kerala. I wish to provide excellent hospitality and the best of other related services under one roof to each and every individual who visits our Homestay."

Mayank Soni
PGDM-DS 2013-15

Dare to Dairy

Hailing from Bhopal, Mayank Soni was highly focussed when he joined EDI's Post Graduate Programme in Management - Development Studies, that Social Entrepreneur is what he wanted to be. He is a graduate in Business Management from Leeds Metropolitan University, UK and loves to travel and cook. His vision and mission further shaped during his Development Studies course. His previous knowledge from UK and training at EDI came in good use when he decided to do something about the range of quality dairy products available to common man in his home town Bhopal. Mayank conducted a market survey and identified the niche segment of premium packaged dairy products. Barely after completing his term at EDI, he registered his company 'M/s Milkywaves'. Milkywaves works on a basic model- purchase milk from farmers at market price, convert the milk into quality dairy products and market the products in supermarket chains, shops etc. His entrepreneurial leanings, nurtured at EDI

has led him to plan every aspect of his business including the critical one of arranging payments to the milk producers. The profit from the revenue is distributed to the farmers besides added benefits of medical & education assistance to the dependents.

Passionate about moving from step to step, Mayank has also ventured into another area which he had pursued as his area of interest - Drawing, Art and Clay work. He floated a company 'Ensurity' which specializes in making Ad films, logos, caricatures etc. He is presently working with an emerging writer Mr. Raghu Pandey, helping him convert his book, 'iMature' into an animation film. A similar project with an Australian writer is in the pipeline.

Mayank is a content entrepreneur today and credits EDI course for his vision and business acumen. He says, "I had ideas but was lost in a web as crystallising the ideas seemed a difficult task. This course helped me find my way. I am a happy man today."



Celebration of International Yoga Day at EDI

On the occasion of International Yoga Day, EDI organized a 'Yoga Session' for its members and students under the guidance of a Yoga Expert.

EDI and Civil Hospital-Ahmedabad organised a Blood Donation Camp at its campus



The Start-up Village Entrepreneurship Programme

The Start-up Village Entrepreneurship Programme (SVEP) was announced by the Honourable Finance Minister in the budget speech 2014-15. The Programme (SVEP) envisages creation of sustainable self-employment opportunities for a large number of rural youth, thus enabling them to engage with the market and help generate wealth locally. In the process, SVEP also looks forward to bringing banks and financial institutions closer to the village entrepreneur. EDI has been designated as National Resource Organisation (NRO) for the SVEP. With EDI as implementing partner, the program shall shortly commence in the eight states of Haryana, Jharkhand, West Bengal, Madhya Pradesh, Jammu and Kashmir, Gujarat, Uttar Pradesh and Odisha. Project Director, Dr. Manoj Mishra will monitor the implementation of this program.

Handloom Clusters of Sonapur, Chanderi and Varanasi Pep up to Strengthen their Grip on Markets...

Handloom Cluster Development Scheme of the Office of Development Commissioner – Handlooms wherein EDI worked as an Implementation Agency for a period of 5 years, has now entered the consolidation phase. In this phase focus is primarily on providing critical support to individual weavers in the form of tools & equipment such as jacquard, dobby, punching machine, multiple booty slay, frame for tie & dye work, electric bobbin winding machine and CATD system. Design related support by hiring services of designers will also be extended. Dr. Manoj Mishra is the Project Director.

Uzbekistan Gives a Perspective to Entrepreneurial Aspirations through 'Opportunity Identification'



At the Embassy of India, Tashkent - (L-R) Mr. Bipin Shah, Sr. Faculty-EDI; Mr. Vinod Kumar, Ambassador-Uzbekistan; S.B. Sareen, Sr. Trainer-EDI and Mr. D.K. Sharma, First Secretary, Embassy of India, Tashkent

Entrepreneurial Dreams can be brought to fruition with a little aid, assistance and hand holding. EDI has been routing entrepreneurship creatively to modulate not just the Indian economy on several fronts but also the economies of several nations. It has now stepped forth to support Uzbekistan bolster its entrepreneurial climate. In April 2006, when Hon'ble Prime Minister of India, visited Uzbekistan, it was decided that

India would be extending a helping hand to promote small and micro enterprises in Uzbekistan through intensive entrepreneurship development training programmes and other relevant interventions. An MoU was also signed to this effect.

EDI, with its history of making a difference to the well being of international communities on the premise of entrepreneurship, was assigned the task of setting up the

Uzbekistan - India Entrepreneurship Development Centre (UIEDC). Work initiated in this direction included scanning the environment, increasing the level of awareness, ensuring adequate enforcement of legislation, backing of the support system and subsequently carrying out the necessary pre training and training interventions.

Under this umbrella of initiatives, an important activity to render the entire project 'credible' and 'worthy' enough to fetch results and complement state policies was - to conduct Business Opportunity Identification (BOI) and profile the same for the benefit of stakeholders involved in entrepreneurship in Uzbekistan. The objective was to identify viable business opportunities in the manufacturing and services sector, relevant to micro, small and medium enterprises, screen them on the basis of financial and non-financial parameters and thus develop a compendium of locally relevant and viable business opportunities. It was felt that the data would facilitate trained potential entrepreneurs to marshal

resources and give them a distinct competitive advantage early in the process of enterprise establishment. It was also held that the entire process of undertaking this activity could be documented to create a knowledge corridor for trainer-motivators.

EDI faculty team comprising Mr. Bipin Shah and Mr. S. B. Sareen visited Tashkent, Samarkand, Bukhara and Nukus regions in Uzbekistan for undertaking elaborate field studies which involved interaction with stakeholders and resource persons to get an insight into industrial opportunities, their future potential and advantages & constraints associated with some. The team interacted with 60 individuals, institutions and stakeholders and readied an anthology of prospective opportunities, with due analysis and implications. Mr. Bipin Shah says, "The entire activity was based on a systematic search format so that potentially most viable opportunities could be documented. We have also hinted how new resource combinations could be worked out in pursuing some opportunities and how with such pursuance an individual could alter the market conditions much to his/her favour."

Corroborating Mr. Shah's point, Mr. S. B. Sareen opines, "The element of conduciveness inherent in an environment has a

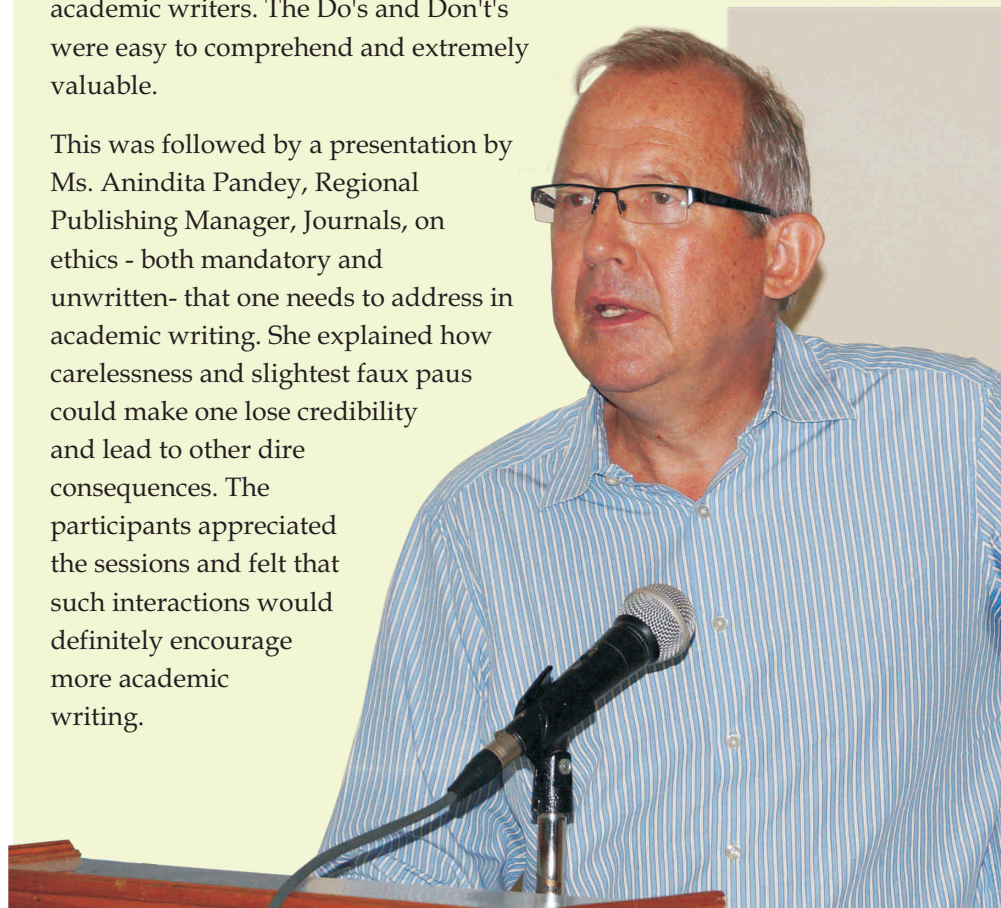
bearing on the psyche of a potential entrepreneur. This documentation will certainly make the beginning easy by laying before a potential entrepreneur a

list of well researched promising opportunities. This will positively aid the process of enterprise creation in Uzbekistan."

Getting published in The Digital Age

'Getting Published in The Digital Age' was the topic of the Knowledge sharing session at the Institute on 24th September 2015 which was attended by faculty members, academics, researchers and fellow programme students. Mr Gerald Dorey, Editorial Director of Taylor and Francis, also responsible for the journal program in India, shared valuable inputs on writing professionally in academics. Ranging from aspects as to why we need to publish to where and how to publish - Mr. Dorey gave insights in all. The interactive session addressed many versatile issues that have always bewildered academic writers. The Do's and Don't's were easy to comprehend and extremely valuable.

This was followed by a presentation by Ms. Anindita Pandey, Regional Publishing Manager, Journals, on ethics - both mandatory and unwritten- that one needs to address in academic writing. She explained how carelessness and slightest faux pas could make one lose credibility and lead to other dire consequences. The participants appreciated the sessions and felt that such interactions would definitely encourage more academic writing.



Mr. Gerald Dorey sharing valuable inputs with the participants

International Programmes

Enabling Women to Take Centre Stage



Dr. B.B. Siddiqui, Distinguished Visiting Faculty, EDI explaining the significance and relevance of Block Building Exercise to the participants



In this exercise the participants work in pairs and learn to align their goals and tasks to suit the ultimate objective within the boundaries of apt communication

Evidences suggest that world over and especially in developing nations, in the Micro, Small & Medium Enterprise (MSME) sector, women constitute around one-quarter to one-third of the total business population, and in manufacturing they constitute about one-third of the global labour force.

However, in spite of their important contributions to socio-economic development, the potential of women seems to be

underutilized. One of the major constraints women face as entrepreneurs is the lack of appropriate attitude towards entrepreneurship as their career, their perceptions regarding their role in economic development, insufficient knowledge regarding access to productive resources and services, finance, marketing etc. What is desirable is a change and positivity in their attitude towards entrepreneurship as a career and their perceptions regarding their contributions

towards economic development. Their skills in managing resources and overall development of their competencies as business persons also need to be updated and honed continuously.

To address this, the Institute designed a training intervention focussing on women entrepreneurship, to create a cadre of professionals who can motivate, counsel and facilitate more and more women towards new enterprise creation and also

accelerate the growth of existing women entrepreneurs.

The 6-week Programme on **Women Empowerment through Entrepreneurship Development** has been designed with the objective of equipping the participants with a set of new tools and methodologies to develop and enhance entrepreneurial capacities in women. In the year 2015, the programme was conducted during 10 August - 18 September, 2015. 21 professionals from 15 countries attended this programme, sponsored by Indian Technical & Economic Cooperation (ITEC), Ministry of External Affairs, Govt. of India.

The programme imparted knowledge on tools and techniques that may facilitate increase and growth of new women entrepreneurs, enriched knowledge regarding identification of available business opportunities and preparing viable business plans and strengthened knowledge of participants on various parameters of doing business so that the same could be taught to potential and existing women entrepreneurs for improving their business prospects.

The participants found the programme extremely useful and believed that the knowledge that they gained on Women

Empowerment, the social and economic aspects of it; current business environment and the changing role of women in economic development will help them address these issues in their respective countries, thus ensuring a useful change.

Expressing happiness over the outcome of the programme, Mr. P. Ganesh, Programme Director, said that the participants were sensitized towards a number of important issues and constraints related to women entrepreneurship and that they would be adept in designing and developing effective strategies and policies for the growth and development of women entrepreneurs.



Raptly attentive audience

An Effortless Step to Project Assessment and Appraisal

Developing countries, by and large, are endowed with natural resources as also certain competitive advantages that offer a variety of industrial as well as infrastructure opportunities. A systematic approach to identification of such investment opportunities, formulation of comprehensive projects and their appraisal is bound to open new vistas for industrial development. This calls

for appropriate human resource development efforts. In response to such a need, the training programme on Industrial, Infrastructure & Sustainable Project Preparation and Appraisal was organised during August 10 - September 18, 2015. It used various features of Excel, MS-Project for facilitating investment decisions. 18 participants from 11 countries participated. The programme was sponsored by

ITEC, Ministry of External Affairs, Govt. of India.

As programme director, Dr. Saji Kumar said, "The programme aimed at improving and updating knowledge of officials in the areas of project preparation & appraisal techniques; decision-making process in the sector of industrial, infrastructure & sustainable opportunities that would lead to improved viability, returns and effective investment decisions."

The programme modules focussed on Project Development Cycle; Framework to identify Industrial, Infrastructure & Sustainable Opportunities; Project Analysis including Market, Technical & Financial Analysis; Environmental and Risk Analysis; Infrastructure Development & Financing; National Cost-Benefit Analysis; and Entrepreneurial & Management Assessment.

The participants stated to have mastered the process of assessing a promoter on entrepreneurial competencies and the importance of environmental impact study and economic analysis on industrial projects.



Seen during the valedictory function of the two international programmes are (in the centre) Chief Guest, Mr. J. N. Majhi, Deputy Secretary (TC), MEA, Govt. of India with (L-R) Mr. P. Ganesh, Programme Director; Dr. Sunil Shukla, Director-EDI; Dr. Saji Kumar, Programme Director and Ms. Lalitha Krishnan, Manager (Plan Coordinator).

Mr. Majhi, in his valedictory address appealed to the participants to put into effect the action plans developed during the programme so that their country benefits from their knowledge and exposure. The Chief Guest congratulated EDI for rendering yeoman service to the development of so many nations across the globe

Opportunities Buzz in the Solar Energy Sector



*Hon'ble Governor of Gujarat,
His Excellency Shri O. P. Kohli*

An MoU was signed, in the presence of Hon'ble Governor of Gujarat, His Excellency Shri O. P. Kohli, between Aspire Foundation, Shree Jagannath Cultural Academy Research Centre (JCARC) and EDI to promote entrepreneurial opportunities in the solar sector. Seen on the occasion are (R-L) Shri S. K. Nanda, IAS, Chairman and Managing Director, GSFC; Shri M. Sahu, Vice-Chairman, JCARC; Dr. Sunil Shukla, Director-EDI and Dr. Sandesh Kumar Jain, Chief Manager (Technical), CIPET

India is a country with tremendous energy potential, yet it is always grappling with a huge demand-supply gap. Lately, the solar sector, on account of the possibilities that it holds, is being strategically tapped to unwrap the advantages, much to the benefit of the country. The sector is being pitted as a major 'growth driver' to modulate the country's growing energy needs. With the growing attention, scope and policy interventions, the solar sector has also thrown open a wide range of entrepreneurial opportunities.

Hence, to impress upon entrepreneurial minds with awareness and knowledge in the area, EDI, Aspire Disruptive Skill Foundation and Shree Jagannath Cultural Academy Research Centre (JCARC) signed an MoU to develop and train social entrepreneurs in the solar energy sector. The MoU was signed in presence of Hon'ble Governor of Gujarat, His Excellency Shri O. P. Kohli. Going by the statistics, one requires a number of gadgets and devices to produce, save and convert solar energy for its actual use. Keeping in view the potential of unharnessed solar energy, the

country needs around 6 lakh experts either in manufacturing of the gadgets or in extending repairing and maintenance services to the people. This MoU, signed between the organisations, is an attempt to bridge this gap.

Around 1000 social entrepreneurs will be trained in the solar energy sector either to manufacture solar gadgets or to install solar equipment or panels or to extend repairs and maintenance services to the users.

Shri M. Sahu, Vice-Chairman of JCARC informed the press that Gujarat is presently second to

Rajasthan in producing energy in the solar sector but the state has all the potential to be the leader as it is blessed with sun light for about nine months a year. "Producing affordable, inexhaustible and clean solar energy will have huge long-term benefits and is, therefore, considered a useful source of renewable energy," said Shri Sahu. Endorsing his views, Shri Nanda added that if the means to make efficient use of solar energy could

be found, it would reduce our dependence on non-renewable sources of energy and make our environment cleaner. "In the coming days, because of the awareness and central and state Government's initiatives, more and more households will be using solar energy for their domestic use", he informed.

Dr. Sunil Shukla, Director, EDI mentioned that the Institute will

provide entrepreneurial inputs and concentrate on developing social entrepreneurs who can establish their ventures in manufacturing the gadgets and devices in the solar energy sector and extending services at the domestic and industrial level. He said, "The entrepreneurs created will also be facilitated by extending venture capital funds for setting up their business ventures".

A workshop on Social Entrepreneurial Opportunities in the Solar Energy Sector was organised by EDI on September 3, 2015, in association with Aspire Disruptive Skill Foundation, Shree Jagannath Cultural Academy and Research Centre (JCARC) and Gujarat Technological University (GTU). The workshop was supported by Gujarat CSR Authority (GCSRA), Gujarat Venture Finance Ltd. (GVFL) and Electronics Sector Skill Council of India. It was undertaken as a part of the MoU signed by EDI with GCSRA and JCARC to promote Solar Energy sector by creating skilled workforce and manpower in it.

Present at the Workshop were Mr. M. Sahu, IAS (Retd.) Chairman, GCSRA; Dr. K.S. Murthy, Vice Chancellor, ITM Vocational University; Mr. N. K. Mohapatra, CEO, Electronics Sector Skills Council and Dr. Sunil Shukla, Director-EDI.

The workshop began with the welcome address of Dr. Sunil Shukla. Dr. Shukla expressed how the perennial energy shortage in

India would be addressed by harnessing the solar sector, in the coming years. He emphasized on propelling the factors that could lead to increasing the incidence of entrepreneurship in this sector. Dr. Shukla explained as to how entrepreneurial skills could complement technical skills and ensure emergence of a successful solar entrepreneurial eco system.



At the inauguration of the workshop - (L-R) Director-EDI; Mr. M. Sahu, IAS (Retd.) Chairman, GCSRA; Mr. N. K. Mohapatra, CEO, Electronics Sector Skills Council and Dr. K.S. Murthy, Vice Chancellor, ITM Vocational University.

Mr. M. Sahu elaborated on the theme of the workshop and the project mandate. He explained, "The National Solar Mission aims at generating renewable energy by five folds to reach to 1,75,000 MW by 2022. This cannot be achieved in isolation. There have to be manpower, experts, systems and technology in place which we aim at creating." Shri Sahu also threw light on the global scenario specifying the demand estimate in countries like; China and the US, thus establishing that potential entrepreneurs looking at this area will have no dearth of opportunities. Shri Sahu mentioned about the creation of a Social Entrepreneurship Fund to the tune of Rs. 50 crore, with Industry experts, which will be utilised to fund viable projects.

Dr. K. S. Murthy, in his keynote address, stated that entrepreneurship and renewable energy were the buzzwords for

youths as together these could open up a world of opportunities for them. He highlighted the benefits of pursuing entrepreneurship as a career and urged the students to explore the potential of the renewable energy sector by studying the market, technology, customer and the successful models in a similar industry elsewhere. Dr. Murthy concluded by appreciating the creative bent of mind in today's youth and expressed confidence that they would do well in this field as well.

The Guest of Honour, Mr. N. K. Mohapatra expressed concern over lax growth in the electronics sector and the increasing trend of imports in this segment. However, he added that this is a sunrise sector as there are opportunities galore. He looked at the sector playing a major role in the solar sector. Mentioning that there was a grave need for manpower and

systems in the solar sector, Mr. Mohapatra highlighted how an entrepreneurial opportunity could be identified at every point in a business cycle. He said, "What is of utmost importance is that ideas have to be in place." He concluded by mentioning how the growth in the telecom and the IT sectors could be utilised to make ideas and things doable.

The workshop was attended by more than 350 potential entrepreneurs, youths and existing entrepreneurs willing to venture into the field. The participants were exposed to the importance of alternative sources of energy, potential in the solar energy sector, various entrepreneurial opportunities available in the field, need for skill development training, government schemes, information on funding support from venture capitalists, incubation facility, etc.

EDI was presented with the 'Yuva Gratitude Award' by Hon'ble State Minister for Education, Ms. Vasuben Trivedi. EDI was adjudged as one of the top ranking educational institutes, alongwith IIM-A, NID and the like.

Seen here is Dr. Sunil Shukla with the Hon'ble Minister and Mr. Parthiv Patel, noted cricketer.





Hindi Strengthens the Indo-China Bond



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.

With bilateral trade between India and China reaching around \$70 billion in the last fiscal, interest in Hindi language has surged in the dragon land.

EDI is presently conducting a nine-month International Certificate Course on Advanced Business Hindi, for 13 students from China, on its campus. The Course commenced on 7th

August, 2015. The students represent the Yunnan Minzu University and Guangdong University of Foreign Studies. This is the third batch to pursue this course. As of now the Institute has trained 23 students. The course is aimed at imparting sound conceptual foundation and abilities in Business Hindi to students so that they emerge as credible communicators with skills to articulate their points. Dr. Avdhesh Jha is the Programme Director.

Learning is Fun



79 students (in two batches) of Jain University, Bengaluru undergoing Post Graduate Diploma in Business Management, visited EDI during 27 September - 12 October, 2015. They were imparted inputs on corporate entrepreneurship, business plan preparation and business negotiation. EDI has designed tailor made courses to impart skills to Jain University students so that, one; entrepreneurial managers & family business successors can be groomed and second, potential entrepreneurs develop skills to set up their units.

The Magic Potion for Making Headway on the Road to Development

A State level student Seminar was organized jointly by EDI and St Joseph's College of Commerce, Bangalore on 'Social Entrepreneurship in India - a Panacea for Social Change and Advancement' on 25th August, 2015 at Bangalore.

The objective of the seminar was to discuss the recent developments and innovative approaches in relation to social entrepreneurship; create awareness among the student community about Social Entrepreneurship and the opportunities existing in the field. The seminar encouraged insightful discussions on benefits and constraints inherent in the field of Social Entrepreneurship.

EDI, as a knowledge partner, reflected on the 'Time Tested and Proven Models of Social Entrepreneurship in India'. As the participants reasoned, "Most of our reservations about social entrepreneurship were put to rest. We indeed felt inspired by cases of successful social entrepreneurs. Their trials and tribulations revealed heaps of learning for us."

At the seminar (L-R) Dr. Daniel Fernandes SJ, Director, St. Joseph's College of Commerce; Mr. Rajesh Rai, Board of Director, India Innovation Fund; Mr. Raman Gujral, Faculty-EDI and Ms. Shradha Sharma, Founder & CEO, YourStory.com



Off to Create Milestones!!!

The Gaylord College of Journalism and Mass Communication and Center for the Creation of Economic Wealth (CCEW) at the University of Oklahoma have partnered with EDI to host a five-week professional exchange programme (PFP) in the United States that includes a professional fellowship placement at an American small business organization. This program, funded by the U.S. Department of State, injects Indian mid-level emerging leaders in small or start-up business ventures, business administration, government, NGOs, business education, incubation hubs,



community training programs or social entrepreneurship into working small businesses in Oklahoma and associates them with one of America's leading universities. The program aims to provide professional experience and training that will

nurture participants' talent and prepare them for more responsible leadership positions in their businesses, communities and society in general as they return to India. In addition, the program provides U.S.-based small business stakeholders an opportunity to collaborate with their Indian counterparts. Three participants of the first batch of professional fellowship programme, returned with great learning experience, knowledge and opportunities. The activity is orchestrated by Dr. Sanjay Pal, Sr. Faculty-EDI. Extolling the benefits of this programme, Dr. Pal elaborates on the comprehensive detailing of it to ensure that the participants make tangible lifetime gains in their knowledge levels, skills and exposure.

Training Programme on 'Data Analysis with SPSS'

With an objective to create awareness among participants involved in conducting research about making use of a variety of statistical techniques for analysis of data so as to fulfill the needs of SMEs, a 5-day training programme on 'Data Analysis with SPSS' was conducted. Participants were equipped with skills in the areas of Data Analysis & Scalling, Data Organization and Processing in SPSS. Statistical Analysis using Parametric and Non-parametric Methods, Interpretation of Computer Outputs and Reporting Statistical Outcomes. Dr. Jignasu Yagnik, was the Programme Director.

“I had been contemplating for almost a year and a half about finding some replicable ideas with regard to the work that I have been engaged in. This fellowship came to my support in giving me a unique opportunity to understand how agencies operate. During the course of 5 weeks, I visited several places suited to the kind of work that I am engaged in. I visited several front line private organizations, government departments, academic institutions and also individual farmers and farmer led organizations.

The learning that I drew at every organization/institute made me see things from a fresh perspective. I am sure about putting this learning into practice.”

- Avani Rawal
Project Manager
Reliance Foundation
'Bharat India Jodo Initiative'
and EDI Alumnus-PGDMN

“35 days' experience was full of learning. While professionally I gained tremendously, I could also see a change in my personality bestowed by rich exposure each day. I was placed with Ben E Keith – Oklahoma city based Food Distribution company and here I gained commendable understanding on inventory management and innovative warehousing concepts. I could relate this with the corrective steps that need to be initiated on the landscape on Indian Logistics Industry. Further, at the Oklahoma University, in addition to the knowledge I gained, the open house discussions with Industry experts were highly insightful. Learnings on leadership, motivation, finance, presentation skills and information on new start-ups with possible difficulties and the ways to overcome the challenges were an eye opener .

- Jigar Shah
M.D., Consultant Gulf (India)
Consulting Director-MEPL
International LLC (Dubai)

“My company, Agrimake specializes in cultivation and trading of exotic fruits and vegetables and my objectives before embarking on this academic programme were clear – I wanted to understand the difficulties facing a farmer, ways of enhancing shelf life, quality and quantity of farm produce, developing 'cost-effective, safe and nutritionally enhanced edible coating to increase shelf-life of fruits and vegetables' and the application of biotechnology to reach solutions. Well, the programme answered my queries and my dilemmas related to several aspects of my business were put to rest.

- Mukesh Sudarshan
CEO, Agrimake Industries Pvt.
Ltd. and participant of EDI's
Bio Technopreneur Programme

Himachal Pradesh Gets Entrepreneurial

As a part of an MoU signed between Confederation of Indian Industry, Himachal Pradesh and EDI, five workshops were conducted in the state of Himachal Pradesh at Baddi University of Emerging Science and Technology, Shoolini University, Bahra University, Central University-HP and Indian Institute of Technology, Mandi-Kamand during 14-20 September, 2015. Dr. Rajiv Joshi, EDI faculty member conducted these workshops; focusing on Essentials of Entrepreneurship and Enterprise Creation, Idea Generation, Opportunity Scanning, Business Model Design, Pitching the Idea and Basics of Funding / Financing as well as Legal Aspects of launching a new venture.



Kolkata Leather Memoire

Leather, for its varied hues, applicability and the ability to embrace different fabrics, remains an all time preferred choice of designers and customers. Kolkata leather cluster abounds with ideas and designs typical to this sector. Under sponsorship support of SIDBI, EDI intervened with a revivification project for the cluster to ensure that it does not get lost in tedious repetitions and lack of variety. Also, this is an attempt to render a more organized and structured countenance to the cluster by filling in the skill and the knowledge gaps. The cluster encompasses the geographical boundaries of Kolkata as well as the Calcutta Leather Complex situated at Bantala. Majority of the tanneries are located at the newly developed Calcutta Leather Complex. Kasba, Topsia and Tangra are the focal points for leather goods manufacturing units.

EDI initiated a study on 30 MSME clusters to probe the factors affecting the growth and competitiveness of these clusters. Based on the study, five major gaps, common to most of the clusters were identified. These included gaps in skill development, infrastructure, Knowledge, Credit and policy advocacy. As a precursor to a detailed intervention covering all gaps, SIDBI started a short term Cluster Level Intervention

Programme (CLIP) to address the gaps of 'Knowledge' and 'Skill Development'. EDI, as the implementing agency, as Dr. Sanjay Pal, Project Director puts it, recognised 5 activities to be conducted over a span of three months; which include, workshop on green manufacturing technology alongwith energy audit on 3 micro/small units; training on better management practices for new generation entrepreneurs and existing

workforce; awareness programme on product design and quality certification; awareness workshop on organisational health & safety measures and seminar on e-marketing system and its advantages.

The project was launched on 3rd June 2015 with an awareness workshop on occupational health and safety The foremost objective was to create a conducive work ambience by removing the

Joining Hands to Catalyze Growth of MSMEs

YES Bank Ltd. signed an MoU with EDI and Foundation for MSME Clusters (FMC) for catalyzing sustainable growth of MSMEs in India. The objective is to improve working conditions of 7500 workers in 250 MSMEs and enhance energy efficiency in 84 MSMEs across India to reduce 5000 metric tonnes of CO2. This project is a part of YES Banks's flagship program 'Say YES to Sustainable MSMEs'. This step is a testimony to the partners' commitment to catalyze MSMEs to reach the goal of 'zero defect zero effect'.



At the MoU signing, (R-L) Mr. Mukesh Gulati, Executive Director, Foundation for MSME Clusters (FMC); Dr. Sanjay Pal, Sr. Faculty-EDI; Ms. Namita Vikas, Sr. President and Chief Sustainability Officer, YES Bank Ltd.

hazards at workplace. 34 participants attended the program and derived knowledge on safety and health issues and various other measures that could be introduced as precautionary steps to ensure that the work environment did not deteriorate.

Training on best management practices for new generation entrepreneurs and existing workforce was also undertaken as a 5-day training programme from 16th June, 2015 to 22nd June, 2015. 37 participants attended the programme. Practical orientation on organizational behaviour, man management, marketing, finance management, tax and accounting, banking operations, production management, statutory and legal aspects & business communication proved immensely result-oriented.

Seminar on 'e-marketing system and its advantages' was a 1 day seminar, conducted on 23rd June, 2015 with 33 participants from Topsia Leather Goods Cluster. It emphasized on the various

benefits associated with online marketing for Micro & Small Enterprises and the procedures and practices of e-marketing in the modern market scenario.

Green Manufacturing, introduced for the first time in the nation, is a progressive technology which fetches long term returns and cost savings while simultaneously reducing waste and use of natural resources. The goals are achieved through product and process design. A workshop in this sphere was conducted with 46 participants from Janbazar Leather Shoe Cluster and Topsia leather Goods Cluster. The participants understood as to how with a right approach and defined goals, not just the efficiency but the sustainability of results could also be increased. They also delved into various government and SIDBI schemes.

Areas of product design and quality certification were also addressed whereby 42 participants focussed on learning new product

designs, measures to achieve value addition and ways to diversify the product range of leather goods and footwear. The participating entrepreneurs also appreciated the role of Business Development Service Providers in exploring newer avenues of business as also significance of quality control and certifications and compliances for leather industry.

While the programmes were well appreciated and said to have served as an eye opener on several domains of 'doing business', the entrepreneurs requested in depth knowledge on design development, green manufacturing and developing marketing channels. As Project Director, Dr. Sanjay Pal puts it, "This was an effort to make the entrepreneurs come face-to-face with the immense potential of the cluster. They were successfully enthused to learn and experiment with innovative and creative strategies."



Hon'ble Shri Bhupendra Chudasama, Minister, Education (Primary, Secondary and Adult), Higher and Technical Education, Govt. of Gujarat felicitating Mr. Satya Acharya, Faculty-EDI for floating a robust start-up ecosystem in Gujarat



Shri Sushil Muhnot, Chairman and Managing Director, Bank of Maharashtra and Former Governing Board Member-EDI visited the Institute on 10th September, 2015. In a meeting with Director and faculty members of the Institute, Shri Muhnot urged EDI to play a lead role in ensuring that students prepare a Bankable Project Report. He added that the Bank of Maharashtra would be most willing to fund such projects. Shri Muhnot also expressed interest in setting up incubation facility under Bank's CSR initiatives.



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