

EDI Reports 96



From the
Director's Desk

Entrepreneurship couldn't have been more Exciting and Inspiring...



India, with more than 4200 start-ups every year is the third highest start-up generating country in the world according to National Association of Software and Services Companies (NASSCOM) report. Ministry of Corporate Affairs, GOI has registered around 1,00,000 new companies in the previous financial year. It is uncontested that tech start-ups are the future of Indian economy. Quick and striking success of tech start-ups like Flipkart, Zomato, Make My Trip, Ola has induced youngsters to embrace entrepreneurship as career. The start-up ecosystem in India is maturing and it is certain that the number of start-ups in the country is going to increase by leaps and bounds each year from now onwards.

Start-up friendly policy changes suggested in the latest Union Budget assure that the Government, too, is keen to promote and groom start-up ecosystem. For the budding entrepreneurs, the culture of entrepreneurship has never been this exciting and inspiring before.

Start-ups are likely to get great opportunity to pump in their profits into business as the government has announced 100% deduction of profits for three out of first five years for start-ups within the duration of April, 2016 to March 2019. India needs start-ups that can provide innovative technology solutions to deal with crucial social problems. Innovation therefore is essential part of start-up movement. To promote innovations, the government has proposed a special patent regime with 10% rate of tax on income generated by the use of patents developed and registered in India. The government has thus made income generation easier for the start-ups coming up with innovative ideas.



**Entrepreneurship
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(contd...)

Also, till now, only new plant or machinery fell under the umbrella of new assets and investment in computers or technology upgradation did not garner benefits of “business investment”. But as per the changes suggested in the Union Budget, the start-ups will be able to invest funds received under section 54GB in computer software or hardware. *Technopreneurs* should receive this as a positive signal from the government to come up with innovative tech start-ups.

Cumbersome process of company registration is one of the major reasons behind reluctance to initiate start-up in India. To address the issue, in a landmark move, the Indian Government is developing a system which would enable start-up registration via mobile app. As per Government's Start-up India action plan, registration of an enterprise would be possible in a single day compared to 15 to 30 days as of now. With Insolvency and Bankruptcy Bill 2015, the process of dissolving businesses is also made simpler. This will reduce hassles of budding entrepreneurs and will encourage them to register company even if the business idea is vaguely sketched.

Also, under several creative and innovative strategies of the government, it will be easier for potential entrepreneurs to receive training and guidance from experts for creating and managing new enterprises. On the other hand, skill India movement will also provide skilled manpower to the start-ups, which will perk up quality of start-up products.

One more reason to cheer for aspiring entrepreneurs is funding options have multiplied over the last couple of years. Today, thousands of Angel Investors are willing to invest in viable business model and attractive products without digging too much into entrepreneur's personal profile. Apart from that, Government too is making fund availability easier for start-ups by introducing schemes such as Pradhan Mantri Mudra Yojna in which micro units can avail loan without collateral security.

Start-up culture is booming and blooming in India. Innovative entrepreneurial brains must learn to make the most of this opportunity. India is all set to take the centre stage at global level by introducing several pro-business reforms. With three decades of experience in teaching entrepreneurship, EDII too is contributing to the start-up movement by breeding a generation of successful entrepreneurs.

Acknowledging the Institute's contribution towards creating and sharpening entrepreneurial culture, Government of Gujarat has appointed EDII as nodal institute for start-ups under the Start-ups and Innovation Scheme. As a nodal agency, the institute will provide guidance and infrastructure support to potential start-ups. The institute has also developed Technology Business Incubator Centre to provide comprehensive guidance to potential entrepreneurs brimming with innovative ideas for setting up business. Identifying plethora of entrepreneurial opportunities in the fields of science and technology, the institute has joined hands with the Department of Science and Technology, Government of India to train scientists and technologists under National Training Programme on Entrepreneurship Development and Management.

The institute has always chosen to walk on the roads less travelled. Thus, identifying business opportunities in lesser known sectors has been a top most priority for the institute. Acknowledging abundant business opportunities in rapidly growing tourism sector of Gujarat, the institute has signed an MOU with Tourism Corporation of Gujarat Ltd. under the skill and entrepreneurship development initiative, the institute has trained 500 tour operators, artisans and entrepreneurs associated with eating outlets to give their business an entrepreneurial edge. Similarly, EDII is working towards creating sustainable self-employment opportunities for youth residing in villages of ten different states under Start-up Village Entrepreneurship Programme (SVEP).

This is just the beginning. Encouragingly, youth from all sections and strata of society is embracing entrepreneurship as a career. Government's support to start-up initiatives is icing on the cake. Launchpad is ready for budding entrepreneurs. All they need is the fuel of confidence. Sky is the limit.

EDII

Soon to Develop Technology Business Incubator

The institute will help potential entrepreneurs convert business ideas into business empires

Pioneer in Entrepreneurship Development Programme (EDP), EDII has now become synonymous with entrepreneurship as well as success. The driving force of entrepreneurship movement in the country, the institute has won accolades on education and training front. With over three decades of experience in training, EDII strives to improve performance of existing enterprising in India by guiding them in all spheres of entrepreneurship such as technology selection, introduction of innovation, promoting tie-ups by networking, suggesting new sources of funds, developing competencies and teaching them new methods of marketing. Now, EDII is developing Technology Business Incubator to provide one stop solution to all the budding entrepreneurs.

With wide ranging activities, the institute has created substantial pool of budding entrepreneurs. Now, with the help of Department of Science and Technology of Government of India, EDII is going to come up with Technology Business Incubator (TBI) to support potential entrepreneurs convert innovative business ideas into ventures.

EDII is equipped with physical infrastructure to set up a business incubator and will provide modern facilities including existing library and information center to the incubatees. EDII has also signed MOUs with Gujarat Technological University (GTU) and Pandeet Deen Dayal Petroleum University (PDPU) to support student start-ups. Apart from that, EDII is affiliated with Government of India's Ministry of External Affairs, Ministry of Textiles, Ministry of Food Processing, NSTEDB, DST, DC, Ministry of MSME, Ministry of Rural Development and Ministry of Panchayati Raj to promote entrepreneurship education and training. In addition to that EDII has been training students in diverse sectors such as agriculture, food processing, manufacturing, engineering, textile, IT, renewable energy, service sectors and several others.

Through intensive training, the students of EDII have come up with 73 innovative business ideas that are being nurtured by internal and external faculty members. EDII is also planning to come up with various short term training programmes on Entrepreneurship Management to help convert innovative business ideas into business empires.

TBI in a Nutshell:

The Technology Business Incubator (TBI) center will help potential entrepreneurs grow their business ideas. It will provide guidance regarding patent and IPR (Intellectual Property Rights) and will also aid them with necessary counselling and networking. It will also conduct short term programme on entrepreneurship management. The experienced faculty of EDII will provide all-inclusive guidance to the prospective entrepreneurs for setting up business.

EDII to train Village Youth for Start-up Village Entrepreneurship Programme

First phase of SVEP initiated in 10 states

The institute has been selected as National Resource Organization (NRO) for Government of India's Start-up Village Entrepreneurship Programme (SVEP). The programme was announced by Honourable Finance Minister in the previous year's budget speech. Under the aegis of Ministry of Rural Development, the institute has initiated the programme in 23 blocks in ten states: Gujarat, Madhya Pradesh, Haryana, Jammu and Kashmir, West Bengal, Odisha, Jharkhand, Chhattisgarh, Telangana and Uttar Pradesh in association with respective State Rural Livelihood Mission (SRLM).

SVEP is dedicated to create sustainable self-employment opportunities for a large number of youth residing in villages. It also works towards bringing banks and financial institutions closer to the village entrepreneurs. The institute is conducting baseline and market potential study in the villages during the first phase. This data is collected through a mobile application. The institute has tied up with Enable Development Foundation to create

digital database of the information received. For meticulous data collection, EDII has conducted VEIT training programmes for 184 data collectors selected from the blocks itself.

The first phase of SVEP comprises Baseline, Benchmarking and Market Potential study through enterprise census and hotspot mapping, stratified sample survey of enterprise to assess business specific regional benchmark and household & institutional survey to validate expenditure pattern

fetched from secondary data. The institute will also assess the scope of internal as well as external market. On the basis of information gathered, the institute will submit a detailed project report to the Ministry of Rural Development (MORD). The



implementation of the programme will be monitored by Project Director, Dr. Manoj Mishra.

EDII Appointed as Nodal Institute for Start-ups by Government of Gujarat

With a view to encourage potential start-ups in the state, Ministry of Industries, Government of Gujarat, has appointed EDII as Nodal Institute for Start-ups under the Start-ups/innovation scheme. As a nodal institute, EDII will provide counselling and guidance to potential start-ups. Budding start-ups with innovative ideas in the fields of agri-business, food processing, bio-technology, chemicals, plastics and manufacturing will benefit from this.

Government of Gujarat, keen to promote entrepreneurship, has recognized need for start-ups as they "transfer new knowledge or new ideas into products and process into commercial applications."

As a nodal institute, EDII will invite and motivate innovators for innovation and will allow innovators to utilize facilities available in the institute. The institute will also provide mentorship to potential start-ups.

Start-ups should always Confine to the Core Idea for Success

Empresario 2016 asserted that there is no looking back for start-ups now

Indian start-ups received funding of Rs. 50,000 crore last year and the number is growing with each passing day. After US and U.K, maximum number of start-ups are emerging from India. Even Chinese investors have invested 3 million to 7 million dollars in Indian start-ups during last few months. Govt. of India and the state government are introducing start-up friendly policies. The start-up wave is taking our nation by storm and Empresario, an inter-collegiate entrepreneurship fest held on 26th and 27th February at EDII campus asserted that there is no looking back now.

The institute in association with Gujarat CSR Authority and Gujarat Seeds Corporation Ltd. held Empresario-2016, a state wide start-up hunt in the month of February. In order to shortlist ideas for the final round, boot camps were held at 10 different locations of Gujarat including Ahmedabad, Gandhinagar, Rajkot, Surat, Baroda, Mehsana and Anand. The final round of Empresario-2016 was held at the institute on 26th and 27th February. From every nook and corner of the



state, 135 start-up ideas were submitted out of which 30 ideas were selected for the final round. Out of these, 17 ideas were shortlisted for fund of Rs. 40,000 under the sponsorship of GCSRA for developing a prototype. Most of them belonged to Agri-business, renewable energy, art, craft and digital initiative. The finale of Empresario was accompanied by a start-up fair at EDII campus in which 50 start-up ideas were displayed.

While inaugurating the start-up fair, the Chief Guest Shri Sanjay Prasad, IAS, Principal Secretary of Labour and Employment Department, Govt. of Gujarat said, "There is a start-up surge in the



Shri Sanjay Prasad, IAS
Principal Secretary
Labour and Employment Department
Govt. of Gujarat

country. Entrepreneurs are becoming more ambitious and investors are getting bolder. Most importantly the consumers are more receptive than ever to these new local offerings. We are now seeing more acceptance from India's market."

The Director, Dr. Sunil Shukla also said that, "The culture of entrepreneurship was never this inspiring and motivating before inside and outside of EDII. I am glad that EDII is contributing to the state and country's 'Start-up Movement' and has taken an initiative to organize such Start-up fair."

Shri Sunil Shah, the Chairman of All Gujarat Innovation Society and Shri Sunil Parekh, Corporate Advisor of Zydus Group marked their eminent presence at the inauguration of the start-up fair.

According to a survey, the failure rate in start-ups is as high as 70 percent and 66 percent entrepreneurs go back to their salaried jobs. Shri Parekh said, "Start-ups fail because they develop products for which there is no market and thus cannot connect to the customers. Another reason for failure is they run out of fund and they are not good at money planning. Third one is they do not develop right team." He

asserted that innovative ways of delivering solutions are much needed.

Remarking one of the chief reasons of failure, Shri Sunil Shah, the Chairman of All Gujarat Innovation Society said that, "Start-ups begin with great idea but couple of months later they are confused and thus lose their way. Start-ups should always confine to their core ideas and it will work." He suggested entrepreneurs to re-think every time, "What are we into?"

A survey conducted on 4000 start-ups suggests that the biggest concern start-ups are facing is existing tax laws and complicated system of regulatory compliance. Apart from that, access to fund for developing idea is difficult for start-ups in India. But the experts suggested that Government at both Central and State level is promoting start-ups and is coming up with entrepreneur friendly start-up policies which will increase ease of doing business.

EDII Ranked 45th across India and 3rd in Gujarat by NIRF

As per the National Institutional Ranking Framework (NIRF) evolved by the Ministry of Human Resource Development (MHRD), Government of India, Entrepreneurship Development Institute of India (EDII), Gandhinagar, ranked 45th (overall rank) among India's top 50 National Management Institutions. In all 3500 plus ranking applications were received by NIRF, of which 609 were from the Management domain. EDII stood at 3rd position among Management Institutes in Gujarat. Moreover, EDII was ranked 30th for its Research and Professional Practices (RPC) and scored 73.95 for the same. All participating Institutes were ranked on basis of five broad parameters 'Teaching, Learning and Resources' (TLR), 'Research and Professional Practices' (RPC), 'Graduation Outcomes' (GO), 'Outreach and Inclusivity' (OI), and 'Perception' (P).

Expert Committee Constituted by AICTE for Preparing Start-up Policy

Dr. Sunil Shukla, Director, EDII has been appointed as a member on the special committee constituted by AICTE (All India Council for Technical Education) for preparing start-up policy for students of technical institutions. National Policy for Skill Development and Entrepreneurship 2015 has emphasized upon the need for entrepreneurship education in 3000 colleges. In line with it, AICTE has constituted a five-member committee of experts to prepare start-up policy for students of technical institutions in the country.



EDII Identifies Business Opportunities in Swachh Bharat Mission

Swachh Bharat Mission, a multi-fold initiative, which has emanated from the Hon'ble Prime Minister Shri Narendra Modi's vision of Clean India, holds plethora of business opportunities. On the advice of its esteemed Governing Board EDII has stepped forth to make a contribution to this noble project. The institute thus organized a seminar on **Business Opportunities in Swachh Bharat Mission**. Dr. Jayanti S. Ravi, Commissioner of Rural Development and Principal Secretary (Rural Development), Government of Gujarat was the eminent Chief Guest for the event. S B Dangayach, MD, Sintex Industries Ltd delivered keynote address on the occasion. The event saw huge participation from entrepreneurs, counsellors, advisors and technologists. The seminar extensively discussed unidentified business opportunities in Swachh Bharat Mission.

"Social entrepreneurship has always been a priority for the institute. The institute is putting consistent efforts in skilling people. The mission is much more than just building toilets. It requires skills to build them properly, clean them with less water and maintain them."

Dr. Sunil Shukla
Director, EDII

"The campaign can help fight several crucial problems we are facing right now including depleting ground water level. There is acute scarcity of river sand in the country. But if the building construction waste is treated properly, it can help deal with this issue."

Mr. J B Patel
Distinguished Faculty, EDII

"Constructing toilets is easy but what is more challenging is to change the mindset. Nearly 1000 children die every day directly or indirectly due to various diseases spread by open defecation. Our growth rate or GDP can be 6.5 % higher if we crack this problem of open defecation. It affects everything, including education and health which are interconnected with person's efficiency and productivity. This is also linked with the poverty factor."

Chief Guest
Dr. Jayanti S. Ravi



"We need to adapt India-centric way and integrate knowledge and technology to deal with cleanliness related problems. For example, India has technology to generate biogas from cattle and bio waste. This may help us deal with energy related issues."

Mr. S B Dangayach
MD, Sintex Industries Ltd



EDII Joins Hands with Gujarat Tourism to Spread 'Khushbu Gujarat Ki'

With a view to fill the gap of skilled manpower in rapidly growing tourism sector in Gujarat, EDII joined hands with Tourism Corporation of Gujarat Ltd (TCGL) to spread 'Khushbu Gujarat Ki' across the nation. An MOU was signed between TCGL and EDII on 19th February 2016 to conduct Skill Development Programmes for stakeholders associated with the tourism sector in Gujarat. The institute aims to inculcate culture of entrepreneurship in the booming tourism sector.

Programme for Tour Operators/Travel Agents:

The institute conducted skill development programme for tour operators and travel agents. Total 100 existing and potential entrepreneurs received training from the institute. The 10-day program helped participants understand the nature of tour and travel business in Gujarat, market

assessment and marketing strategies in tourism sector. It also emphasized on using online resources and managing tourism business digitally. The participants were given comprehensive details about schemes and assistance available from DIC and Banks for setting up tourism related business.

Mr. Prakash Solanki, Faculty-EDII said that, "Gujarat has immense potential to grow as a tourist destination. The program will help bring holistic change by fulfilling the need for professionally trained entrepreneurs in the tourism sector."

The First Impression Makers:

First impression is the last impression and in most of the cases tourists have their first encounter with taxi or auto drivers as soon as they enter the city. Thus a ten-day training programme was held by the institute to train auto & taxi drivers to attend to tourists. Total 120 drivers participated in the programme. It focused on safe and

defense driving. In addition to that, the participants were trained on how to receive the passengers, how to communicate with them, how to inform them about the tourist attractions of the city so that the tourists leave with positive impression of the city and state.

Participants Speak:

"I did not know that to establish tours and travels business, one needs permission from RTO. The workshop helped clear my doubts about tourism policy of Gujarat. Post workshop, I have good exposure to tours and travels industry in Gujarat."

Hiren Gohil

"Study visit to Dakor was an enriching experience. I actually had practical experience of managing a tour. Apart from that, I also learned about loans, subsidies and financial assistance provided by the government. It will help me start my own business."

Darshan Parmar



Valedictory Function



Around 500 trainees sharpen their entrepreneurial skills at EDII

Following areas were covered:

- Tour Operators/Travel Agents (100 trainees)
- Art & Craft (161 trainees)
- Eating Outlet Service (119 trainees)
- Defensive Driving & Grooming of Taxi/Auto Drivers (120 trainees)

Growth of tourism will lead to growth of art and craft industry

Tourism has a great role to play in the expansion of art and craft business of the state. Gujarat, known for Patolas from Patan and Kutchi craftwork across the globe is one the finest manufacturer of art and craft products in India. Sensing the opportunity for the growth of art and craft industry through tourism, the institute in association with Tourism Corporation of Gujarat Ltd (TCGL) conducted Skill and Entrepreneurship Development Program for artisans in which total 161 artisans across the state took part.

During the ten-day program, participants learned how to promote traditional Gujarati art work in modern times. They were

also taught not to limit themselves to traditional artwork and develop innovative products to attract tourists. The participants received practical training on how to develop innovative products. Crucial components of business development such as developing communication skills for selling art and craft products and keeping books of accounts were also covered.

Director, Dr. Sunil Shukla said, "Gujarat is rapidly growing in the tourism sector. Just like Madhubani art from Bihar and Terracotta from Uttar Pradesh, arts and crafts products from Gujarat too have potential to attract tourists. Value addition to the products and effective use of technology are two areas where artisans should focus to expand their business."



An Effort to Make Gujarat Foodie's Heaven

It is said that the way to man's heart is through his stomach. The same applies to the tourists. The institute acknowledged that clean and quality conscious eating outlets have potential to attract more tourists. A tailor made training programme was conducted especially for entrepreneurs associated with food sector to make Gujarat foodie's heaven. The institute trained 119 entrepreneurs associated with eating outlets.

The training programme focused on opportunities in food business, what facilities should be provided to the tourists, infrastructure required for setting up food business and several integral topics. The trainees also visited popular eating outlets to understand nitty-gritty of food business. The programme chiefly focused on providing good quality food to the tourists. Sessions on finance and account management were integral part of the training programme.

Capacity Building Programme Conducted for Coastal Women

Even though most young women from coastal areas in Kerala are well educated, they need a certain sensitization on their rights to be able to find their forte. In this regards, Vocational Education and Soft Skill Training can certainly play a major role in giving a direction to their ambition.

Society for Assistance to Fisher Women (SAF), an agency promoted by Government of Kerala's Department of Fisheries has undertaken various programmes for the welfare of coastal women. EDII in association with SAF held a capacity building programme for coastal women for their life-skill enhancement.

The institute conducted one month class room training programmes with internship for the trainees in and around the coastal region of Kodungallor (Thrissur District) and Ponnani (Malappuram District).



Programme held at Kodungallor received participation from 36 women whereas Ponnani received 25 women participants. The programme was conducted by Mr. V.S Sukumaran, Associate Senior Faculty at EDII.

The participants learned about techniques to crack job interviews. The one-month training prepared participants for employment. It focused on developing skills in English speaking and computer

using capacity of the participants. The programme also aimed to develop self confidence among participants.

Contented with the outcome of the programme, the Programme Director Mr. V.S Sukumaran said, "All the participants were placed for internship in different government institutions after completion of classroom training. The results are indeed heartening."

There is a Positive Sentiment Around the Entrepreneurial Eco-system

The Director of the Institute Dr. Sunil Shukla was one of the eminent speakers at The Economic Times India Entrepreneurship Summit. He shared his insights on entrepreneurship at the event. Acknowledging changing mindset about entrepreneurship he said, "There is a positive sentiment around the entrepreneurial ecosystem galvanized by the brigade of youth venturing into entrepreneurship. I think there is a very, very positive climate, but that is only the beginning. I believe that a lot more needs to be done to strengthen India's entrepreneurial ecosystem."



From left to right: Riyaz Amlani (Founder & CEO, Impresario Hospitality Pvt Ltd.), Dr. Sunil Shukla (Director, EDII), Vikas Bahl (Founder, Phantom Films), Mritunjay Kapur (Partner and Head of Risk Consulting, KPMG), Navin Raheja (CMD, Raheja Developers) and Padmaja Ruparel (President, Indian Angel Investor network)

Abundant Opportunities in Non-IT and Rural Areas



The Director of the Institute Dr. Sunil Shukla was invited in Innovation and Entrepreneurship Summit organized by Confederation of Indian Industry (CII) in New Delhi as a distinguished panellist. He expressed his views on Innovation and Entrepreneurship Development in Non-IT and Rural Areas. It has been observed that in last few years IT enabled

services and e-commerce start-ups are given a lot of prominence. Dr. Sunil Shukla took a stand for rural start-ups by explaining that rural India is deprived of basic facilities and infrastructure and that there is a great potential to nurture non-IT sector and entrepreneurship in order to develop stronger rural entrepreneurial ecosystem. He also said that promoting rural or non-IT entrepreneurship is essential to boost employment generation within the economic weaker section.

CII Ahmedabad celebrates Gujarat Annual Day & Gujarat Economic Conclave



Dr. Sunil Shukla addressing entrepreneurs, academicians and policy makers at the conclave



Experts Give Thumbs Up to **Start-up India**

EDII in association with DIPP and CII conducted panel discussion on Start-up India

Start-up India campaign, launched by Honourable Prime Minister Shri Narendra Modi has created nationwide buzz. The youngsters are stimulated to come up with innovative business ideas and establish their own enterprises. With a view to analyse the scheme and spread awareness about it, the institute in association with the Department of Industrial Policy and Promotion (DIPP), Govt. of India and Confederation of Indian Industry (CII) organized a Panel Discussion and Live Streaming of the launch of Start-up India on 16th January.

The Members on the panel were Dr. Chandan Chatterjee, Director, Centre for Entrepreneurship Development, Gujarat; Mr. S. B. Dangayach, Chairman and Managing Director, Sintex Industries Ltd.; Mr. Manasvi Thapar, Founder, Candour Legal and Dr. Sunil Shukla, Director, EDII. The panellists gave insights into issues such as; understanding start-ups, taxation, FDI in key sectors, incubation centres for start-ups, single -window clearance system, benefits for rural India from the Policy and other

critical aspects related to setting up and sustaining businesses.

Director of the Institute, Dr. Sunil Shukla expressed his views on Start-up India by saying, "This new policy could act as a game changer. I am sure it will promote innovative ideas and add value to society. It is high time that the effort be made collective - the institutions, corporate and government must join hands to create an eco-system which is conducive for start-up germination."

Eminent Panellist Mr. S.B Dangayach stressed on importance of incubators in cultivating start-up culture in India. He said, "Startup Incubators are important to create an environ where pre ideas are incubated, technological solutions are applied, prototypes are created, markets and networks are established and products are successfully produced. Incubators will ensure support of domain experts, academic institutions, known entrepreneurs and professionals, thus making it simple for the entrepreneur."

Government has launched similar initiatives in the past to facilitate

first generation entrepreneurs but somehow they did not meet glorious success. Dr. Chandan Chatterjee, Director of Centre for Entrepreneurship Development, Government of Gujarat said, "I would urge all would-be entrepreneurs not to get discouraged by hassles by viewing things from the outside, but to take the plunge after a preliminary scanning and after chalking about a level wise target. Only when they face the first level, will they get ready for the second. I can see an amiable environment setting in, where one step will automatically lead to the other."

Founder of Candour Legal Mr. Manasvi Thapar put emphasis on single window system with reduced complexities in licenses and taxes to trigger start-up culture. He further said that corporate must also adopt a start-up to increase its chances of success.

The panellists were hopeful that Start-up India will bring a change in the mindset about entrepreneurship in India. With several changes in Government policies, it will also fasten growth of start-ups in the country.

TRAINING THE TRAINERS TO CULTIVATE ENTREPRENEURIAL CULTURE

Government of India has recently shifted its focus to entrepreneurship development by promoting campaigns like 'Start up India, Stand up India', 'Digital India', 'Make in India' and 'Smart City'. There is surge for start-ups in India but the youth still is directionless. The institute decided to train faculty members involved in teaching entrepreneurship so that they can effectively play crucial role of 'change agents' in cultivating entrepreneurial culture.

The programme organized by EDII was supported by Government of India's National Science and Technology Entrepreneurship Development Board. The two-day programme was organized on 14 to 25 December in the year 2015 and trained 23 professionals from universities, science and engineering colleges, polytechnics and entrepreneurship development institutions.

The chief aim of the programme was to transform faculty members into 'Resource Persons' who can guide

and motivate young students especially pursuing science and technology to embrace entrepreneurship as career. The programme was designed to enable faculty members into counselling and confidence building of potential entrepreneurs. Developing curriculum for EDP, business opportunity identification, business plan formulation, assessment of a business plan too were core topics of the programme.

The participants found the programme very useful as they learned innovative methods of teaching entrepreneurship. There were intensive discussions and interesting exercises during the

programme which made FDP all the more interesting. The participants were encouraged to interact with the experts throughout the programme. Study tours to institutions and small enterprises and practice session turned two-day training programme into an enriching experience.

The Program Director Dr. Pankaj Bharti appreciated the warm response to the programme by saying, "It is so good to see professionals participating in different games and exercises to gain insight into entrepreneurship. I am hopeful that such programmes will definitely help nurture entrepreneurial culture in the country."



Participants of the Faculty Development Programme seen with EDII Director & faculty members

Strengthening Entrepreneurial Bonds across the GLOBE



Oklahoma Delegation visits EDII to understand MSME workings in India

With a view to strengthen entrepreneurial bonds across the globe, EDII has joined hands with University of Oklahoma's Gaylord College of Journalism and Mass Communication. Centre for the Creation of Economic Wealth (CCEW) and BRAC University too have collaborated in this Professional Fellows Programme (PFP) to provide professional experience and training to the

participants. As a part of outbound exchange, five delegates from Oklahoma, United States visited EDII during 4th to 14th January in the year 2016.

The delegates were from the U.S and Gaylord College of Journalism and Mass Communication. The prime purpose of the visit was to understand workings of small and mid-level industries of India. The delegates also visited large as well as multinational companies to catch hold of mechanisms of

Indian industries. They paid a visit to Indian institutes of excellence like EDII, MICA and NIFT during their stay in India.

Senior faculty at EDII, Dr. Sanjay Pal orchestrated the activity. He said, "The delegates were happy to learn about micro, small, medium and large scale industries of India. This year in the month of May, Indian participants from diverse fields like media, industries, mass



communication, NGOs and entrepreneurs will visit Oklahoma to understand the nature of industries in the U.S.” The programme was managed by EDII.

During their visit to EDII, the delegates had in-depth discussion with the Director of EDII. They acknowledged role of institutes like EDII in promoting entrepreneurship in India and abroad.

Global View on Indian Industries:

Joe Foote, University of Oklahoma:

I have worked on communication projects in Asia, Africa, Europe and the Middle East for more than two decades now. I am amazed to learn that in spite of great dissimilarities in cultures and languages, Indian industries are strongly connected to each other.

Leslie Christopher, BOLD Multimedia:

Indian industries are good at manufacturing but on customer service front, India still has a scope for improvement. Industries should make sure that client needs are understood and should strive hard to fulfil their expectations.

Quinn Vandenberg, Co-Founder and Owner, Life Out of the Box:

The industries established by artisans in India are facing the same difficulties in gaining market share as those in other developing countries. Incubators should play an active role in supporting such units and boost entrepreneurship at grassroot level.

Sarah Beth Cullison, Elemental Coffee:

Coffee industry is my area of interest. I have studied agricultural, trade and financial aspects of coffee productions for over three years. India is one of the leading countries in coffee production globally. I believe that coffee industry in India has much scope for exposure on global front.

Korey McMahon, McMahon Marketing:

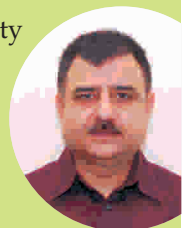
Despite quality products, Small and medium industries in India struggle to make mark at global level. This is because they lack skills in marketing. I strongly believe that investment in marketing and advertisement should be looked at as business investment by small and medium industries.

Institute Helps Comoros Get Vocational Training Centre

The institute has been entrusted with the work related to feasibility for establishing a Comoros-India Vocational Training Centre at Comoros. The task has been assigned by Ministry of External Affairs, Government of India. EDII worked in close association with the MEA and Embassy of India, Antananarivo, Madagascar to accomplish the goals of the assignment.

Two faculty members from the institute visited Comoros and helped prominent stakeholders understand the skill gap in the country and scope for vocational training centre. Post visit, the institute submitted a detailed report to MEA which included rationale for setting up the centre, portfolio of activities, training and capacity building needs of Comorian faculty members, physical infrastructure needs, cost of training aids and machines, financial requirements and sustainability strategy for the centre. Capital and running costs for the Centre too were discussed.

Mr. Raman Gujral, Associate Senior Faculty at EDII and one of the members who was a part of this assignment said, “There is a need to impart an



entrepreneurial routing to countries, the world over. Comoros abounds in resources that need to be channelized, and this is possible only with entrepreneurial efforts. Interventions in this direction will give a strong entrepreneurial purpose to the country.”

Exploring Entrepreneurial Facets of Science and Technology

EDII trains scientists in entrepreneurship, inspires them to establish knowledge-based enterprises...

Scientists hardly think beyond research and technology. But the time has come when scientists adopt entrepreneurship as career so that their research and technology can reach larger masses. Scientists are brimming with creative ideas and this is what modern business world demands today. Scientists therefore are potential entrepreneurs who can not only boost economy but can also contribute greatly to the growth of

society. To become these 'change agents', scientists must develop entrepreneurial attitude. Sensing the need, EDII announced **National Training Programme on Entrepreneurship Development and Management for Scientists and Technologists with the Government Sector** for the seventh time in series.

The programme sponsored by Government of India's Department of Science and





Director addressing participants during the valediction ceremony

Technology, was conducted during 7 to 11 December in the year 2015. 26 scientists and researchers participated in the five-day programme. It saw participation from leading scientists and technologists working with Central or State Government, public sector units and research institutes supported by the Government. Academicians conducting R&D in educational institutes and colleges in the field of science and technology also participated in the programme.

The programme aimed to sensitize scientists and technologists about entrepreneurship and motivated them to come up with their own innovative and knowledge based business ventures. One of the fundamental purposes of the programme was to strengthen and develop collaborative linkages with national and international institutions.

In several cases impactful scientific researches also fail to bring change in society because the expertise of basic or applied research is impractical for implementation. The programme helped scientists understand the nature of business opportunities so that they can put their research into practical use. The participants also learned about various schemes and support system for new enterprise creation and business plan preparation. The scientists and technologists learned thoroughly about establishing and managing new enterprises. They also gained comprehensive knowledge on intellectual property rights during the five-day programme.

The programme was conducted by EDII Faculty, Mr. Prakash Solanki. He conducted several classroom lecture-cum-discussion sessions,

discussed case studies, invited participants for group discussions and role-plays to make the programme interactive and interesting. Audio-visual media was used to discuss some of the crucial issues of entrepreneurship development and management. One of the participants said, "We got an opportunity to interact with subject experts and successful entrepreneurs which was really informative and motivating." For better understanding of the subject, an industrial visit too was planned.

Mr. Prakash Solanki, the Course Director was satisfied with the outcome of the programme. He said, "The participants were fascinated to know about the entrepreneurial facet of science and research. Many of them were determined to come up with their knowledge-based enterprises. This will lead to great social change."

Women Scientists and Technologists Say Hello to Entrepreneurship

Technological brains garner skills to establish knowledge based enterprise



Women Scientists & Technologists working with the government sector.

The programme conducted during 2 to 6 February this year, received overwhelming response from the participants. 14 women scientists and technologists working in various departments and ministries of Central Government, Public Sector Units and Research institutes supported by Central or State Government participated in the programme. Some academicians engaged in R&D also registered for the programme. The programme was sponsored by Department of Science and Technology, Government of India. The chief aim of the programme was to sensitize women scientists and technologists towards embracing entrepreneurship as career.

It is now widely accepted that women make promising managers. Slowly but steadily women are also emerging strong in the field of science and technology. Innovative business ideas need support from science and technology to survive and sustain in the global market. Thus the unprecedented need for entrepreneurs with sound technical knowledge has emerged in the recent times. EDII thought that women with sound technical knowledge can make the most of opportunity and that is why launched a five-day national programme on **Entrepreneurship Development & Management for**

Till now, there is little done in the area of knowledge based entrepreneurship. This programme helped the participants understand the importance of owning knowledge based innovative business ventures. The curriculum covered core aspects of entrepreneurship such as process of business idea generation, project formulation and screening for feasibility.

It has been observed that even if women have basic knowledge of entrepreneurship, they are unable to identify and develop market for this. Though there are national and international institutions that support these kinds of endeavours, women hardly have information about these institutions. The participants received all the necessary information about garnering support from such institutions.



The scientists and researchers also learned about how to use basic and applied research as a tool for business planning.

The participants were very happy to garner skills of identifying business opportunities. One of the participants shared her experience by saying, "I never knew that I can be an entrepreneur. Now that I have learned about new enterprise creation, business plan preparation and everything about establishing and managing a new enterprise, I am sure I am going to come up with my own knowledge based enterprise." The curriculum also touched upon gender issues at the workplace.

The programme was conducted by Mr. P. Ganesh, Associate Senior Faculty at EDII. The programme

included intensive group discussions, role plays, and simulation exercises hence demanded constant involvement from the participants. The Course Director Mr. P. Ganesh expressing his contentment said, "I used audio-visual medium to make participants understand key issues of entrepreneurship development and management. The participants also got an opportunity to interact with



subject experts and successful entrepreneurs."

Towards the end of the programme, the participants were motivated to establish their own knowledge based enterprise. The programme supported institute's belief that women empowerment is essential to bring much needed change in society.

Effective Solutions to Global Economic Challenges

Economic slowdown has tightened its clutches over the period of last two years. It is important to strengthen economies of developing countries to help them survive during the hard times. During last few months, EDII has been conducting International Capacity Building Programmes to help emerging economies fight against recession by promoting and building entrepreneurial culture. The programme received participation from less developed nations like Afghanistan, Tanzania, Nepal, Sri Lanka, Botswana, El-Salvador, Indonesia, Nigeria, Peru and Uzbekistan amongst several others. The programmes are sponsored by the ITEC, Ministry of External Affairs, Government of India.



World Embraces Indian Approach to Capital Markets and Investment Banking

Public savings are the biggest strength of Indian economy. It would be no exaggeration to say that public savings have helped India ride through topsy-turvy global economic situation. This is the reason why Indian Capital Market has caught attention from

world over in the times of economic turmoil. Countries across the globe are looking forward to set up capital markets similar to India in order to survive during hard times. The Institute sensed the need to share knowledge on Indian capital markets and investment banking and thus designed an international programme that can help the participants from foreign countries understand the nitty-gritty of Indian market.

The programme on **Capital Markets and Investment Banking** enabled market intermediaries from other developing countries understand and replicate the Indian model. 18 participants from 11 different countries like Afghanistan, Myanmar, Tanzania, Uganda, Zimbabwe and others participated in the programme.

The programme focused on imparting comprehensive knowledge on various instruments of capital market, different

products of commodity market, key players and basic features of international markets. The programme was a blend of conventional finance subjects like asset valuation, treasury, investment banking and contemporary subjects like equity research through economic, industry and company analysis.

The participants were contented to learn about behaviour, prospects, risk and competition in commodity market and investment banking. This also enhanced decision making skills of the participants.

The outcome of the programme was very satisfactory. The Course Director Dr. Satya Acharya shared his joy by saying, "The programme enabled the participants to take crucial financial decisions and will help them contribute to the growth of global economy."

Training the Trainers to Sharpen Entrepreneurial Culture

It is rightly said that change is the only constant. Tools and techniques too- if not changed or upgraded with time- can lose purpose. Equipping Entrepreneur Trainer-Motivators (ETM) with the

latest techniques and tools has always been a matter of prime significance for the institution as they play an important role in inspiring and encouraging potential entrepreneurs to set up business ventures. EDII thus organized an international

programme. The programme



programme on **Entrepreneurship and Small Business Promotions** during 28th September to 6th November to train the trainers of emerging economies.

The curriculum of the programme equipped the participants with the skills to analyse competency of potential entrepreneurs and assessing them. It also imparted knowledge on identifying business opportunity and how to help budding entrepreneurs prepare business plan. The course also touched upon social facets such as women and entrepreneurship and the nature of enterprise and entrepreneurship in developing countries.

proved to be very helpful to the participants as it helped them identify and analyse constraints and barriers to entrepreneurship and form appropriate strategies to deal with the problems.

The Course Director Mr. S.B. Sareen was satisfied with the outcome of the course. He said that, "ETMs acquire a prominent place and contribute greatly to the growth of new enterprise. That's why it is essential to upgrade techniques and tools they use to inspire and grow small business enterprises. I am happy that the course has successfully done that."

Small Steps towards Big Change

Developing economies across the globe are struggling with similar kind of problems such as rapidly growing population and concentration in the rural and urban areas. Encouraging informal economy is the single point solution to address all these problems as it enables wealth to be shared by all. Sensing the need to promote local economic development (LED), EDII organized an international

programme on **Informal Sector Enterprise, Entrepreneurship and Local Economic Development** during 28th September to 6th November.

The training programme concentrated on strategies to implement Local Economic Development. The participants were equipped with the skills, tools and techniques to assess and identify strong elements, opportunities, weaknesses and threats of different localities and territories. The participants also acquired skills to increase motivational level of locals.

7 candidates from 6 different countries attended the programme. The programme received participation from less developed countries like Zimbabwe, Tanzania, Ethiopia, Palestine, Tonga and Jamaica.

The programme proved to be beneficial to the participants as they learned about intricacies of Local Economic Development and roles of stakeholders in the development.

Dr. Manoj Mishra, the Course Director and Sr. Faculty at EDII was satisfied with the outcome of the programme. Expressing happiness he said, "The participants will be able to create enabling environment for new enterprise development by stimulating series of changes in developing economies."

Handing Decision Making Tools to MSMEs

High rate of failure in Micro, Small and Medium Enterprises (MSME) is a common phenomenon across the globe. The chief reason behind failure of MSME is unavailability of market research. Large corporates can shell out money to hire world class consultancy firms to conduct market research. The data collected using reliable research methodology help corporates take crucial decisions. On the other hand, MSMEs hardly have access to right kind of information and thus they are vulnerable when it comes to decision making.

EDII recognized need to provide MSMEs with reliable market research and launched international program on **Business Research Methodology & Data Analysis** to enable SMEs



in conducting in-house research and analysis. The programme focused on providing better understanding of basic and advanced statistical tools. It increased proficiency of participants in Market Segmentation, Brand Research, Consumer Analytics, Trends and Forecasting, Gap Analysis, Perceptual Mapping to solve business problems.

The programme received overwhelming response from the participants of developing countries. It was attended by 39 participants from 21 different countries including Bangladesh, Bhutan, Egypt, Ethiopia, Fiji, Ghana, Kyrgyzstan, Lesotho, Malawi and others. One of the participants said, "It was indeed an enriching experience as I learned to conduct meaningful but cost effective research. I gained detailed knowledge about design and tools for solving business problems. I am now proficient with CSPRO software which will help me in managing data."

The Course Director Dr. Jignasu Yagnik explained the importance of the course by saying that, "The programme will help small business facilitators, entrepreneurs, executives of MSMEs, consultants and academicians to carry out cost effective but efficient market research that will definitely improve decision making process in MSMEs and thus reduce failure rate."

Facilitating Growth of Organizations

Entrepreneurial Management is not given much importance in MSME culture. This is why when small and medium enterprises grow; they find it difficult to cope up with the changing environment. Traditional management styles, pyramid structure and organizational hierarchy are not relevant to the present time. For developing nations it is essential that small and medium industries survive and grow well. Keeping this in mind, the institute organized an international programme on **Entrepreneurial Management** during 16th November to 22nd December.

The programme was designed to enable participants to practice entrepreneurial management effectively so that they can create an organizational environment that facilitates growth of entrepreneurship.

The program received participation from policy-makers, business owners, managers, executives and working professional from various countries.

The participants gained knowledge on strategic management, managing people



and performances, innovation and entrepreneurial marketing amongst various other subjects.

The programme was conducted by Dr. Rajiv Joshi. Appreciating the warm response to the programme, the Course Director Dr. Rajiv Joshi said that, "This will prove helpful to the participants as it equips them with the latest tools and techniques in entrepreneurial management."

Empowering Incubators to Embolden Entrepreneurship

Entrepreneurship must go hand in hand with innovations to survive in the modern times. Knowledge based ventures have optimum opportunities to flourish in the era of globalization and liberalization of economies. Thus business incubation has emerged as an important tool to encourage innovative businesses. The institute decided to train incubation managers in all the

functional areas of business incubation process so that incubators can easily adapt internationally recognized best practices.

The programme on **Promoting Innovations and Entrepreneurship through Incubation** was held during 4th

January to 12th February. It was co-sponsored by Government of India's National Science and Technology

Entrepreneurship Development Board (NSTEDB) of Department of Science and Technology. The programme also received professional support from Asia Pacific Incubator Network (APIN), Coimbatore. 18

participants from 14 countries such as Peru, Russia, South Africa, Ethiopia, Cote d'Ivoire, Bulgaria, Bangladesh and the like attended the programme.

The programme proved to be a rewarding learning session for the professionals willing to set up incubation centres. Several business counsellors, Entrepreneurship Trainer Motivators, Consultants and Business Promotion Officers from different countries also registered themselves for the programme.

One of the participants shared his experience by saying, "The

programme has helped me understand the constraints to promote innovations in developing economies. I have also learned to promote innovation based enterprises which will help me contribute to the growth of my country."

The course director Mr. S.B Sareen was contented with the outcome of the programme. Expressing joy, he said, "The programme enabled



participants to keep business incubators up-to-date on major international technological and market trends. It will definitely help transform business incubators into a tool to promote entrepreneurship and innovation in the developing nations."

Stimulating MSMEs through Clusters

Lately, clusters have started gaining recognition as one of the chief tools of economic growth. Along with developed nations, developing nations too have started focusing on clusters as it

provides an effective platform to enlarge production base and trigger growth of industries which ultimately help eradicating poverty. Clusters are equally essential for the survival of micro, small and medium enterprises (MSMEs). Thus the institute decided to launch international programme for **Cluster Development Executives (CDEs)** on 4th January, 2016.

The five week programme chiefly focused on improving skills of participants in implementing CDP. The participants also gained all-inclusive knowledge on significance of the clusters, role of business development services (BDS) and techniques to encourage holistic business performances. The course curriculum dealt with private-public-partnership (PPP) mode in developing common facility centres (CFCs) to increase global competitiveness of cluster firms or MSMEs.

The programme received overwhelming response from the

developing countries. 32 participants from 18 different countries like Afghanistan, Argentina, Zambia, Tunisia, Tanzania, Croatia, Ethiopia, Laos, Nigeria, Sri Lanka, South Africa and several others registered for the programme. They were happy to learn about internal dynamics of clusters in detail. They also gained skills to diagnose threats to the clusters and developed long term vision to protect it.

The Course Director Dr. Sanjay Pal was satisfied that the participants learned about holistic development of the clusters and will be able to contribute to the growth of MSMEs and thus to boost growth of local economy.

An Effort to Make Financial Assistance to SMEs Easier

Large corporates and MNCs may be ruling economies but their supply chain hugely depends upon Small and Medium Enterprises. SMEs are equally important for agrarian economies. They contribute greatly to the growth of economies as they are risk-taking and always willing to innovate and initiate. But due to lack of finance, SMEs find it difficult to sustain and survive. In order to facilitate financial needs of SMEs in the developing nations, Institute came up with an international programme on **SME Banking and Financial Services**.

The programme focused on developing expertise on financial intermediation to encourage SME sector. The curriculum also dealt with SME related issues such as finance, environment, regulatory framework and infrastructure to push SMEs forward in the global value chain. The programme drew interest of officials from banks and financial institutions, Non-banking Financial Companies (NBFC)s, Insurance companies, housing finance companies from 16 different countries. Total 28 participants registered in the programme. The participants got exposure to broad perspective of SMEs and Financial services in developing nations.

The participants gained knowledge on different facets of financial services such as retail banking and financing, credit rating and rating models, emerging finance options, NPA management and many others. One of the participants shared her experience by saying, "Learning to assess the latest developments in SME banking and SME markets was an interesting part of the curriculum. I also got an opportunity to learn about enhancing SME banking portfolio through strategic product planning. It will definitely help me create sustainable SME environment by facilitating policy makers."

The Course Director Dr. Amit Dwivedi was satisfied with the outcome of the programme. Expressing happiness he said,

"Training individuals in SME Banking and Financial Services will make it easier for the small and medium industries to get financial assistance which will ultimately contribute to the growth of the economy."

EDI Takes a Step Forward towards Building Sustainable Livelihood

Out of 6 billion people in the world, 4 billion are at the 'bottom of the pyramid'. Most of the people living in the world are deprived of basic necessities of life that is food, clothing and shelter. World Bank's estimate suggests that the number of job seekers is going to increase by leaps and bounds with each passing day. Thus creating resources for livelihood is need of the hour.

To address the issue, institute conducted an International Programme on **Sustainable Livelihoods and Mainstreaming with Market** during 22nd February to 1st April. The programme aimed to create sustainable livelihood in the marginalized areas where people are largely dependent on natural resources.

The institute trained professionals associated with Government and Non-government organizations, government departments looking after strategy and policy planning, research organizations, professionals in funding agencies, university teaching staff and consultants. 19 participants from



11 developing countries like Tanzania, Ethiopia, Albania, Nepal, Uzbekistan, Syria, Sudan, Serbia, Tunisia and others participated in the program.

The participants learned to undertake livelihood related programmes. They garnered market oriented strategic planning skills. Relevant research in the field of sustainable livelihood was also an essential part of the curriculum.

Dr. Manoj Mishra, the Programme Director expressed his happiness by saying, "The programme received active participation from the participants and they were willing to implement their learning to the premises they came from. The programme will enable them to contribute to the growth of economy."

Rejuvenating Agri-Entrepreneurship in India and Abroad

It is ironical that though thriving agri-business is the backbone of agrarian economy like India, Agri-Entrepreneurship is yet not a

popular concept. Agriculture sector does not only deal with farm, food and fibre but it also gives boost to parallel industries such as food production, contract farming, supply of seeds, fertilizers, agro-chemicals, farm machinery, wholesale and distribution, processing, marketing and retail sale. Thus agri-sector has strength to lift up economy by boosting several parallel industries.

Acknowledging the strength of Agri-sector, EDII conducted an international programme on **Agri-Entrepreneurship and Supply Chain Management** from 22nd February to 1st April to cultivate 'entrepreneurial attitude' towards agri-business.

The programme addressed core issues related to agricultural input sector, production sector and processing-manufacturing sector like the rising food prices, increasing unemployment in rural areas, wastage of food grains due to lack of storage and demand for nutritious food.

31 participants from 21 developing countries like Kyrgyzstan, Tunisia, Myanmar, Zambia, Afghanistan, Argentina, Bangladesh, Ethiopia, Fiji, Ghana, Indonesia, South Africa and Nepal joined the programme to make the most of tremendous opportunities for food and agricultural entrepreneurs in the developing countries.

The programme focused on training people working in Agro, food processing, fishery and animal husbandry sector. Officials from various institutions like government agencies associated with agri-product storage, agri-commodities market and several others registered for the programme.

The participants comprehensively learned about fertilizer, pesticide, seed and farm machinery industry, organic farming, exports of agri products, post-harvest technologies and several vital issues associated with agri-sector. The programme enhanced participants' knowledge on agri-business and agri-entrepreneurship. The Programme



The Valedictory Function of three ITEC programmes namely Sustainable Livelihoods & Mainstreaming with Market, Agri-Entrepreneurship & Supply Chain Management, Entrepreneurship Education to Strengthen Emerging Economies was held on 1st April. **Mr. Pankaj Joshi, IAS, Principal Secretary (Higher & Technical Education), Education Department, Govt. of Gujarat** graced the Valedictory Function as the **Chief Guest**. He emphasised on the importance of capacity building programmes by saying, “The world has become a source of competition. It is changing fast and becoming one. Capacity building programmes enable participants to deal with contemporary challenges.”

Director Dr. Satya Acharya was contented with the outcome of the programme. He said, “Beyond classroom sessions, the programme included field visits to APMCs and interactions with several agri-entrepreneurs. Proactive participants made the programme all the more interesting and exciting.”

Strengthening Emerging Economies by Encouraging Entrepreneurship

Unemployment is one of the biggest challenges developing countries are facing. Generating more jobs is the only viable solution to address the rising challenge of poverty and unemployment. To address the problem, the number of job creators must surpass the number of job seekers. That is why; promoting entrepreneurship in less developed nations is need of the hour. As entrepreneurship is not a popular career option in emerging economies, the institute launched an international programme on **Entrepreneurship Education to Strengthen Emerging Economies** on 22nd February, 2016.

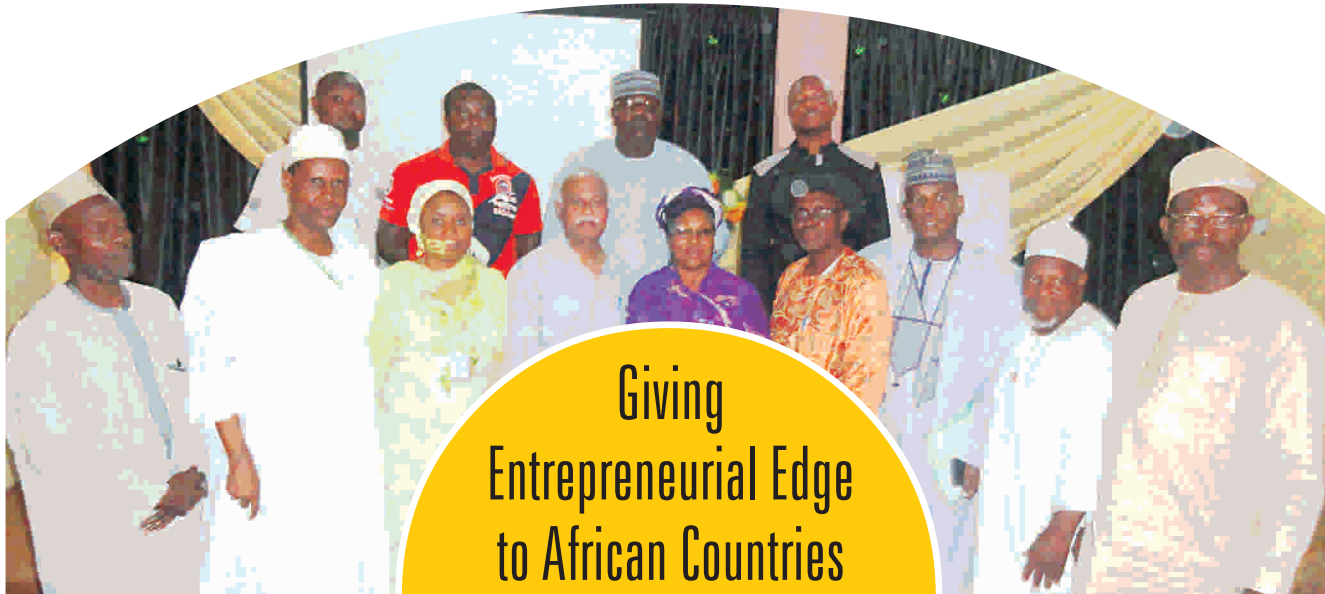
Failure in business is stigmatized and that is why entrepreneurship is not much socially valued in developing countries. As a result most of the youngsters prefer to

ensure job in government sector or multinational companies rather than establishing their own business empire even if they are capable of doing so.

During the six-week international programme, the institute trained policy makers, administrators, development professionals, practitioners, early stage entrepreneurs, faculty members, trainers and consultants of developing countries. 23 participants from 14 developing countries like Afghanistan, Argentina, Bahamas, Ghana, Ethiopia, Indonesia, Laos, Iran, Latvia, Peru and Seychelles joined for the international programme.

The participants learned to formulate tailor-made entrepreneurship education programmes. They acquired skills to design entrepreneurship development policies, models and strategies to encourage youth to embrace entrepreneurship as career. Sensitizing second generation entrepreneurs to enhance family business was an integral part of the curriculum.

Course Director Dr. Pankaj Bharti said, “The participants gained expertise in designing entrepreneurship related policies and learned about attracting funding.” It was knowledge-enhancing experience for the participants.



Giving Entrepreneurial Edge to African Countries

Government of India and leading financial institutions like HDFC, LIC, UTI, SBI promote Infrastructure Leasing & Financial Services (IL&FS) to implement projects related to clusters and education in African countries. IL&FS Education and Technical Services (IETS), a wholly owned subsidiary of IL&FS approached EDII to organize in-country orientation programmes on Entrepreneurship Development.

IETS, the Programme Management Agency of GoI's

Department of Commerce assigned the task to EDII under the aegis of 2nd India Africa Forum Summit (IAFS II) to carry out orientation programmes in six African countries Benin, Burkina Faso, Chad, Nigeria, Uganda and Malawi to strengthen cotton sector. Associate Senior Trainer at EDII, Mr. S.B. Sareen conducted orientation programmes in two African Countries Benin, Cotonou (West Africa) and Abuja, Nigeria from 1st March to 5th March.

The programmes chiefly aimed at sharpening entrepreneurial skills

and changing the mindset about entrepreneurship. The programme was well received by the participants. Officials of Government Institutions, Financial Organizations and potential as well as existing entrepreneurs participated in the programme.

Mr. S.B Sareen, the Course Director was contented with overwhelming response to the programme. He said, "The programme encouraged private sector, support system and Government to boost entrepreneurship in African countries."

EDII offers AICTE Approved

Fellow Programme in Management (FPM)

Why FPM?

To create a cadre of trained educators, researchers & resource persons in Entrepreneurship for educational institutions, industry, government & non-government organisations.

Aims at:

- strengthening entrepreneurship education and research ecosystem
- grooming researchers into innovative inter-disciplinary high calibre scholars and thought leaders
- guiding research & publications in scholarly journals / books of repute

Who can apply

Post Graduate/Master's or equivalent Degree in any discipline with First Class

Selection Process

- Basis of Entrepreneurship Research Aptitude Test (ERAT) of EDI, and
- Academic qualification;
 - Tentative research proposal and its presentation;
 - Personal interview



For details, contact:
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 Mobile: 9725525219, 9978066805

visit our website www.ediindia.ac.in

Entrepreneurship Development Institute of India

- Ranked among top 50 B-School in India as per NIRF, MHRD Report
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PGDM-BE (2016-18)

Post Graduate Diploma in Management-Business Entrepreneurship

MBA Equivalent & NBA Accredited

Outstanding Entrepreneurship Program Abroad Award presented by United States Association for Small Business and Entrepreneurship (USASBE)

- Develops skills in successfully initiating, managing, expanding and diversifying a business enterprise.
- Exposes to business opportunities in emerging and promising areas.
- Develops family business successors as enterprising and knowledgeable owners of the business of their predecessors.

Dream > Dare > Deliver

PGDM-DS (2016-18)

Post Graduate Diploma in Management-Development Studies

Meticulous Selection, Rigorous Curriculum, Extensive Field Exposure

- Aims at honing skills in areas of micro-enterprise, micro-finance, livelihood promotion, social entrepreneurship and corporate social responsibility.
- Develops a cadre of social change makers to join an organisation of their choice or set up their social enterprise.
- Imparts education with learners' centric social pedagogy built around four pillars; management, entrepreneurship, development theory & development practice.

Discover > Change > Sustain

Eligibility : Graduation in any discipline with 50% marks with valid MAT, CAT *, XAT, ATMA and CMAT scores Entrepreneurial Aptitude Test/Social Awareness Test and Personal Interview will be held in select cities across the country.

** IIMs have no role either in the selection process or in the conduct of the programme.*

Soft Intervention Activity for Artisans in Tripura

The North Eastern States are graced with abundance of bamboo. The state of Tripura is contributing 80 per cent of the total requirement of bamboo sticks for hand rolled agarbattis in the country. Shankhala, an area of West Tripura has a large number of artisans and local households working in manufacturing of bamboo handicrafts and furniture items. EDII thus identified an agarbatti cluster in Tripura. Dr. Sanjay Pal, Senior Faculty, EDII prepared a DSR (Diagnostic Study Report) and SWOT analysis of the cluster to revitalize it. On the basis of the report, soft intervention activity was conducted at Bamboo made Handicraft Products Cluster, Shankhala, Mohanpur. The activity was conducted under MSE-CDP scheme of the O/o DC MSME, Govt. of India. The seven days long programme focused on Advanced Training on Finishing Process of Bamboo Handicrafts including Furniture. The participants were introduced to the cutting edge techniques and tools to create more attractive products. The Project Director Dr. Sanjay Pal said that the institute is carrying out various activities to drive holistic growth of the cluster and to empower artisans with the latest technological tools and techniques.

PG Corner



EDII was delighted to welcome Prof. Ajit K. Mohanty, Former Professor, JNU & ICSSR National Fellow for his discourse on 'Some Reflections on Educational Leadership' on 6th January 2016. Emphasizing on the significance of Educational Leadership, Prof. Mohanty felt that the Indian education system must bring in more autonomy and independence. Focussing his discussion around bringing in meaningful changes in the system, Prof. Mohanty talked about educational reforms and meaningful changes that should be introduced in the system. Dr. Sasi Misra, Institute Professor, who monitored the proceedings echoed the concerns raised by Prof. Mohanty and reinforced the need to revamp the education system with forward looking changes.



"World's Youngest CEO" visits EDII

Students of EDII's PG Programmes and audience from across nations welcomed the World's youngest CEO, Mr Suhas Gopinath, Founder and CEO of Global INC. for his address. Also present on the occasion were Mr HK Mittal, Advisor and Member Secretary, NSTEDB, DST, Govt. of India and Dr. Sunil Shukla, Director-EDII. The welcome address by Dr Sunil Shukla shared many inspiring incidents of Mr. Gopinath's childhood. He taught himself to make websites with the help of books at the age of 14 and his first venture www.coolhindustan.com got incorporated into Global INC and he became known as the world's youngest CEO. Mr Gopinath has also been hailed as the "Young Global Leader" for 2008-2009 by the World Economic Forum, Davos.

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

EDII 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 EDII. A panel of experts, bankers and EDII faculty assess the viability and potential of the project before sanctioning the start up fund.

Entrepreneur must rise above highs and lows

Starting afresh is difficult when a person is backstabbed by the one whom he trusts the most. **S P Joseph, owner of Mind Mirror Consultancy** and EDII alumni is not the one to lose his heart when failure strikes. After smooth start his first venture in SME lending JP Trade and Financial Services failed as his partner-whom he trusted too much- was cheating him. A profit making business suddenly started showing huge defaults. Fallen apart, he took some time off for soul searching. Curious to learn about nuances of entrepreneurship, he joined Post Graduate Diploma in Business Entrepreneurship and Management (PGDBEM) in the year 2001. His willpower and training at EDII gave him courage to start from the scratch. Today, he has sole proprietorship in an SME consultancy MindMirror and is running thriving business in India and Gulf Market.

Sensing emerging need for consultancy firms in SME sector, Joseph decided to start his own consultancy firm. Even after starting his own business he had to face several challenges as the concept of consultancy was alien to micro, small and medium enterprises. Sharing his experience Joseph says, "Entry into this segment is quite easy but sustaining is difficult. Only experienced quality consultants who can provide real value addition are appreciated and can survive in the market."

Over the course of time, he has also expanded his business into Gulf market by collaborating with a consulting firm in Riyadh. He worked on several projects from Gulf countries. Joseph describes his philosophy behind

penetrating into Gulf market saying, "There is problems with payments in India. The client base in Saudi Arabia is very large. They have a well-defined and client approved Project Management Practices with clearly defined deliverables and reviews. These assignments are good from monetary perspective and give exposure to multi-cultural environments."

Joseph strives to make MindMirror consultancy a respected and trusted advisory service provider known for creativity, innovation and trend setting business solutions. Joseph's dream is to make MindMirror Consulting, the consultancy of choice in Indian as well as Gulf Markets.



S P Joseph
PGDBEM 2001-02

Piece of Advice:

"Successful entrepreneurs have failed a number of times before making it big. When on an entrepreneurial journey, you will experience many highs and lows. It's not necessary that your very first entrepreneurial venture might be a resounding success. But it does not matter. Just keep looking for one which suits your personality and passion."

Building Platform for Rural Development through Entrepreneurship

Entrepreneurship is not always about making money. Sometimes it can also become a medium to drive social change. **Pritibhushan, President of Gramya Vikash Mancha (GVK)** and EDII alumni has proved this right. GVK, which once struggled to survive, now receives funds from several national and international organizations like Jamsedji Tata Trust, Actionaid India, Aide et Action, Helpage India, UNICEF, Indo Global Social Service Society (IGSSS), Rashtriya Grameen Vikash Nidhi (RGVN) and National Council for Rural Institutes amongst many others.

Native of a remote village in Nalbari district of Assam, Pritibhushan grew up amidst poverty, isolation and extreme conflict that North East region had been witnessing for decades now. Discrimination, exploitation, encounters, kidnapping and frequent killings of innocent people stirred him from within and he decided to bring change in the way society functions in the North East region of the country.

Torn apart by devastating flood and social turmoil, Assam was yearning for a ray of hope in the year 1999. Pritibhushan then initiated Gramya Vikash Mancha (GVM) meaning a 'platform for rural development'. Initially, the non-profit organization had to seek permissions from local authorities even to carry out activities at very small level. But Pritibhushan was satisfied that he could contribute to social growth some way or the other.

In the year 2000, he attended a four-day workshop on entrepreneurship at IIE in Guwahati where he came to learn about EDII. Even in tough circumstances, he enrolled

himself for PGDMN (Post Graduate Diploma in Management of NGO) programme. Enchanted with the philosophy of the institute Pritibhushan says, "I was highly motivated to learn that EDII was

promoting job creators and not job seekers and I instantly got a feeling that this is the right place for me." He learned to resolve issues and take risks to lead a social organization.

Under his able leadership, the NGO which had to seek permission even to carry out small activities has grown into an organization winning accolades at national as well as international level. The organization has extensively worked for the upliftment of North East regions of India. By 2013-14 the NGO had 113 employees, 760 members, 3000 volunteers and grants worth Rs. 5 crores. Pritibhushan's GVM sets a glorious example for entrepreneurship driven social change.



Pritibhushan
PGDMN 2001-02

Piece of Advice:

There is immense opportunity for competent, motivated and dedicated individuals to serve society. The PGDM-DS programme of EDII must be pursued by all who wish to enhance their inner freedom of thoughts to build the society they so desire.



EXILIO 2015:

Experience, Experiment and Excel Enterprising

EXILIO 2015 turned out to be a good kick-start for the gala start-up hunt Empresario 2016 for budding entrepreneurs. The event organized on 2nd and 3rd November in the year 2015 set just the right mood for the upcoming mega event. It provided the students opportunity to experience, experiment and excel enterprising through various engaging activities such as workshop, panel discussion and quiz and hunt.

Keeping the apprehensions of entrepreneurs in mind, EXILIO organized a workshop on "How to make an impressive elevator pitch?" on the first day of the event. It was conducted by Mr. Ashwin Joshi, an entrepreneurship pro having vast experience in Indian as well as US markets. He shared his experiences with the students and helped them learn the art of pitching business ideas. Towards the end of the workshop, students were asked to construct a business pitch and present it. Putting knowledge into practice proved to be an enriching experience for the students.

The workshop was followed by an interesting '3 Words' event. In this activity, the participants were asked to select three random words and sketch a business idea out of it within five minutes. The winners were selected on the basis of creativity and entrepreneurial alertness.

The sharpest minds of EDII fought their wits out to win the toughest business quiz 'Inquizitive-the Bquiz'. The team event was comprised of five rounds and six teams were qualified for further rounds like shout out loud, audio visual and bidding round. The quiz turned out to be a knowledge-testing as well as knowledge-spreading exercise for the EDII students.

After busy and buzzy first day, the second day marked its beginning with an insightful panel discussion 'Vartalap'. Noted journalist Mr. Kuldeep Tiwari was the moderator for the event. Eminent personalities like District Development Officer of Ahmedabad Ms. Bhargavi Dave, Founder of start51.com Mr. Ateet Bajaj, Founder and Director of

MyByk Mr. Arjit Soni, Founder and CEO of Girdle Mr. Yash Shah, CEO and Chief Storyteller of Chaai Paani Ms. Shruti Chaturvedi and Founder & CEO of the Drum Circle Mr. Rujul Vora were the panellists. The experts shared their views on start-up failure. Less discussed topics such as problems faced by non-tech start-ups in the era of overvalued tech start-ups were also thoroughly discussed by the panellists.

Incurisio, the flagship event of Exilio occupied the post lunch session. The Entrepreneur hunt-conducted specially for the students of EDII- tested skills, knowledge and talent of potential entrepreneurs. There were different rounds to test analytical, language and stress management skills of the participants. The winners of all three events were given cash prizes of Rs. 6000, Rs. 4000 and Rs. 2000. Exilio, the launch pad for Empresario proved to be a stimulating exercise for budding entrepreneurs and filled the campus with unmatched energy and enthusiasm.

Euphoric Youth Enjoys 'Ecstasy' Event at EDII

Students from 21 leading colleges of Gujarat participated in the Cultural Event

What started as a small celebration of Joy has now become Ecstasy not only for the students of EDII, but for the youth across the state. The three-day cultural event saw participation from 21 leading colleges of Gujarat including NIRMA, IIM-A, MICA, PDP, GNLU and Amity Business School amongst others. The event organized by PG Secretariat of EDII during 11th to 13th February comprised of various youth engaging activities. On the first day,

participants engaged in this activity got an opportunity to explore lush green enormous campus of EDII. During the afternoon hours, a street play was performed which was unanimously applauded by the audience. The evening hours were consumed by General Quiz and Dance Competition. Glamorous fashion show was the last event conducted for the day.

The last day of Ecstasy was equally eventful. It warmed up creativity of the participants by conducting paintball competition in the morning. For knowledge enhancement, panel discussion was held in the afternoon hours.

It was indeed a moment of ecstasy for thousands of youngsters when Bollywood singer Benny Dayal performed live in concert at EDII campus. The concert turned up the heat as thousands of youngsters thronged to see their favourite singer performing live. Benny Dayal won hearts of the audience by singing popular numbers. Post-concert, a DJ party was arranged to elevate the festive mood. Dr. Satya Acharya, Academic co-ordinator, PGDM-BE and Dr. Kavita Saxena, Head, Students Affair Committee were happy to receive great response to the event and promised that the event will grow greater and grander with each passing year.



Bollywood Antakshari competition was conducted. The movie buffs excitedly grabbed the opportunity to exhibit their knowledge on Bollywood movies and enjoyed singing popular Hindi Numbers. To engage youngsters interested in music, a singing competition was held. Novices as well as trained singers registered for the event and enjoyed singing in public. The event also offered interesting activities to sports lovers. Sports activities such as box cricket and street football were thoroughly enjoyed by the sports enthusiasts. The second day of the event started with interesting activity like treasure hunt. The





EQUIPO

Grows Grander with Each Passing Year

Frosty December chill evaporated for three whole days when large number of athletes from different colleges of Gujarat gathered at EDII campus to take part in inter-collegiate sports extravaganza, Equipo. The sports event was organized by the Students Welfare Committee of EDII during 17th to 19th December in the year 2015. The event saw overwhelming participation from colleges from leading cities of Gujarat like Ahmedabad, Gandhinagar, Surat, Vadodara and Bhuj.

The event included both indoor and outdoor games. Outdoor games like cricket, football, lawn tennis, basketball and volleyball received wholehearted participation from the athletes. Indoor games such as table tennis and chess too were received well by the contestants.

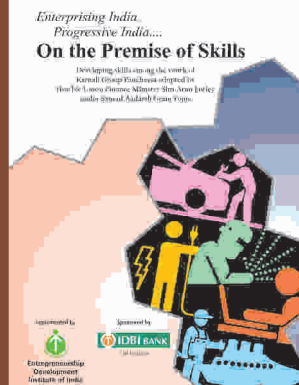
EDII students made their mark in all the sports but in badminton and table tennis (girls), they delivered extraordinary performances and won medals. Adani and SPM were runners up in these games. PDPU students delivered commendable performance and secured the first position in volleyball, basketball and lawn tennis (boys). NIRMA won the table tennis (boys) tournament whereas IRMA stood number one in Chess. LDRP was announced champion in Cricket. EDII students stood as runners up in most of these sports.

EDII organizes such events to create sense of harmony among colleges and Equipo served the purpose well. The institute looks forward to organize many such events to connect youths across the state.





Dr. Sunil Shukla, Director-EDII explaining achievements of the project to Hon'ble Union Finance Minister Shri Arun Jaitley.



The Institute has also documented the interventions undertaken as a part of the project. The booklet was released by Hon'ble Union Finance Minister

Hon'ble Union Finance Minister Shri Arun Jaitley has adopted Karnali Village in Vadodara district of Gujarat under Sansad Adarsh Gram Yojna (SAGY) of Government of India. The institute has been given the responsibility to prepare road map for holistic growth of the village. The institute has conducted baseline survey to identify skill needs, gaps and training needs of youth and women in four villages of Karnali Panchayat to increase employability for better livelihood. With a view to enable villagers to generate wealth from vegetable trading, dairy farming, animal husbandry and other identified occupations, EDII has designed a special programme for Karnali in technical association with Krishi Vigyan Kendra- Mangal Bharti, Vadodara. The programme is supported by IDBI Bank Ltd.



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