

SEBA 2016 – JURY PANEL



Suresh Rao

Chairperson, Center for
Entrepreneurship
S P Jain Institute of
Management and Research



G Ramachandran

Mentor Capitalist



Shyan Sekar

Chief Mentor and Strategist
Startup Xperts



Dr. Sunil Shukla

Director of EDII, Ahmedabad



KVJ. Prof. Dr. R.

Ganesan Founder &
Chairman National Founda-
tion for Entrepreneurship
Development (NFED)



Nisha Dutt

CEO
Intellect Advisory Services
Pvt Ltd



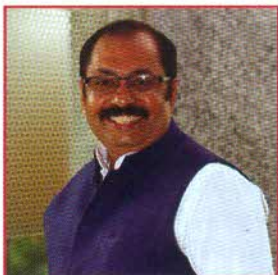
Neeraj

Founder & CEO
FormulatelP



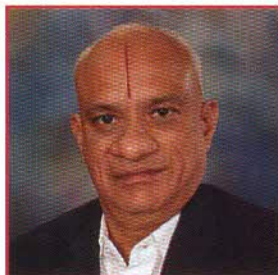
V Pradeep Kumar

Author, Career Consultant
& Executive Director
Mother India Farms



Chackochen Mathai

Founder & CEO
Franchisingrightway



T S Rajagopalan

Finance Professional
ACMA, ACA, ACS, CFA,
CMA – US



Ashish Bhatnagar

Founder Director
Croissance Consulting Pvt
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**Venugopal
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Vice President
Orios Venture Partners



Dr. Sunil Shukla, Director, EDII

BREEDING ENTREPRENEURS!

AN INTERVIEW WITH DR. SUNIL SHUKLA, DIRECTOR EDII

Dr. Sunil Shukla is one of the most prominent and experienced educationalist, evangelist, and reformer helping and nurturing young brains to transform their concept and aspiration of becoming a successful entrepreneur. Dr. Shukla is also a Jury member of Small Enterprise Business Awards 2016.

Read our Associate Editor Mamta Sharma's excerpts from a candid interview with Dr. Shukla where we tried to explore the future, opportunities, and challenges that the students of EDII have and how EDII is acting as a major platform in nurturing and establishing small enterprises and startups.

Give us some background information and introduce EDII.

Dr. Sunil Shukla: Entrepreneurship Development Institute of India (EDII), Ahmedabad is more than three decades old. Founded in 1983, EDII is promoted by IDBI Bank Ltd., State Bank of India, ICICI Bank Ltd. and IFCI Ltd and supported by the Government of Gujarat. EDII began with the belief that entrepreneurs are not just born but also bred. To pursue its mission, EDII has helped set up twelve state-level exclusive entrepreneurship development centres and institutes.

The Institute works with the mission of becoming a catalyst in facilitating emergence of competent first generation entrepreneurs and transition of existing

SMEs into growth-oriented enterprises through entrepreneurship education, training, research and institution building.

What was the purpose of EDII while starting the institute and where do you stand today?

Dr. Sunil Shukla: The major cause of establishing EDII was to promote entrepreneurship. When we look back at our journey we take pride in introducing ourselves as one of the major building blocks of the business ecosystem but we also understand that we have miles to go. With focus on education, training, research and institution building, EDII has ensured emergence of several programmes under strategic Centres which are: Entrepreneurship Education & Research; Micro Enterprises, Micro Finance and Sustainable Livelihoods; SMEs & Business Development Services; Cluster Competitiveness, Growth & Technology; Social Entrepreneurship & Corporate Social Responsibility and Women Entrepreneurship & Gender Studies.

On the international front also, EDII has made a mark by setting up ED Centres in Cambodia, Lao PDR, Vietnam and Myanmar. The Centre at Uzbekistan is underway. Besides, the Institute trains close to 450 professionals annually, from developing countries, on entrepreneurship and investment promotion.

How would you describe EDII's role in today's Startup ecosystem?

Dr. Sunil Shukla: EDII has been a part of this startup ecosystem for the last 3 decades. Today the biggest work area of many startups is technological innovation. It is the greatest buzz word and is highly scalable in today's startup landscape. Science and technology is one important area being focussed upon when it comes to startups. The Technology Business Incubator at EDII, christened as 'Centre for Advancing & Launching Enterprises' (CrAdLE) aims at promoting startups in four areas - Manufacturing, Food Processing, Renewable Energy and Healthcare. We are ensuring that the startups are created, sustained, and grown. We are not only confined to the urban parts of the country but we are also supporting startups that emerge from rural areas.

Do you see a need for stronger entrepreneurial orientation among the youth? What's the future of Entrepreneurship Institutes?

Dr. Sunil Shukla: Yes, of course! Today many more entrepreneurship institutes should be established as there is a scarcity of such bodies. Today everyone is focussed on institutes that are promising high salaries; students, in particular, are getting carried away by this. We have good institutions for management and technology but not for entrepreneurship. Institutes like EDII do not offer placement oriented programmes. This makes it less lucrative for students; coupled with the fact that entrepreneurship is still viewed with a lot of



inhibition in our society when it comes to choosing a career. We need to understand that every startup has to undergo teething troubles; it cannot start generating revenue from day one. It takes at least 3 years to grow and flourish. EDII helps students identify their business opportunity, study the same and prepare a bankable project report. This ensures success when the child actually takes the plunge. Our students have done outstanding work – in terms of employment they have generated and the kind of enterprises they have created. They are contributing to the economic development of the country. That needs to be highlighted by the media and other resources. Entrepreneurship Institutions should be given due credit and weightage for such achievements.

What are some ways that you have adopted to deal with challenges, and how do you find solutions?

Dr. Sunil Shukhla: To deal with the challenges in any domain you have to anticipate and understand the need of the environment and the society, remain sensitive to the capacity building requirements and deliver the best possible output. To cite an example, EDII was commissioned by the European Union to intervene with a development plan for the earthquake hit regions of Gujarat in 2001. The Institute came up with a rehabilitation model for crises hit regions. Similarly EDII's model when the devastating Tsunami hit the coastal regions resulted in tangible success in rehabilitating people. With our offices across the country, we have an understanding of local conditions and people and have thus successfully developed solutions for complex projects, across India.

How would you describe your classroom management style for Post Graduate course & how can an entrepreneurship institute like EDII make a

difference to the students?

Dr. Sunil Shukhla: Entrepreneurship is a different subject; it is taught and evaluated differently. Our students know why they have come to EDII and what they expect from it. Our curriculum is also dynamic with lot of simulation exercises. Our students especially focus on imbibing skills and competencies in creating, developing and nurturing an enterprise. Mentors help and support them in their entire journey. In addition, we also provide economically weak students with support to continue with the course. EDII's PG course curriculum has a balanced mix of vital ingredients – knowledge of procedures, formalities, legal aspects, markets, business environment, etc; skill of managing people, money, material, market, and so on; and aptitude to take calculated risk, quick decisions and face ambiguities successfully. All this is strongly backed by soft skills like communication skills, negotiation, networking, inter-personal relationships, leadership, etc. Therefore, a combination of these EDII inputs turn out successful, competent, competitive and successful entrepreneurs and business leaders of tomorrow. We also provide seed funding to innovative and viable ideas. Milestone based learning and EDII Gurukul have been recently instituted as mechanisms to facilitate students to identify business opportunity and set up enterprises.

Does EDII help students for seed funding for their dream venture? If yes, please share some examples.



Dr. Sunil Shukhla: EDII extends seed funding to its students with innovative start-up ideas. In the year 2016, we have helped 5 students. The students who received seed funding include:

1. Rahul Gonsalves of Rs. 3.5 lakh for his 'ENZO Car Wash' start-up where he developed a waterless car wash system.
2. Dnyaneshwar Ghule of Rs. 2.5 lakh for his retail outlet 'KishanKrishiSeva Kendra' through which he will provide quality inputs and information on crops and soil to farmers for improved crop production.
3. Nimesh Jain of Rs. 1 lakh for his 'Maatratva' initiative focused to pregnant women where he plans to provide pre and postnatal care service to the mother and child.
4. Rishabh Hundia of Rs. 1 lakh for his start-up of copper bus bar manufacturing which is widely used in heavy electrification and panels.
5. Aman Jain of Rs 1 lakh for 'Go Garage' which can help

people, who cannot spare time to send their cars to the garage, book and get their cars serviced at their door-steps.

What would be your ideal Institute environment, and how would you encourage that kind of culture?

Dr. Sunil Shukhla: We strive to create a conducive environment for entrepreneurship. We follow a matrix kind of structure where the work allocation is not based on hierarchy. Although we have categorisation and a hierarchy, we focus more on the talents and expertise of faculty members in assigning projects. The hierarchical level does not come in the way. We are guided by the subject knowledge and professionalism and that makes our faculty members dynamic. They have operational freedom; they can take their own decisions. We all understand that we have to generate our own funding resources, and therefore, the team spirit is high with focus on keeping a tab on the market changes and designing programmes accordingly.

What advice would you give to an aspiring Student?

Dr. Sunil Shukhla: To all wannabe entrepreneurs I would like to say – Let your dreams soar, see what others are unable to see and unleash your dreams. But before taking the plunge, be prepared. See that you have an ethical business mindset, knowledge and competencies of an entrepreneur. EDII is always there for you – Entrepreneurship course ensures that at the end of two years (i.e. on completion of the course) you are ready with a bankable project report. Students of Family Business Management are ready with a Five Year Perspective Growth Plan. So the students are prepared in every way to be successful as entrepreneurs.' So if entrepreneurship interests you and if you are innovative, develop the ability to take calculated risks, educate yourself and take the plunge.

-Mamta Sharma