



“ ENTREPRENEURSHIP WAS ADOPTED AS A YOUNG AND A NASCENT FIELD, BY EDII, AROUND THREE AND A HALF DECADES BACK, BUT TODAY THE INSTITUTE HAS BEEN SPREADING ENTREPRENEURSHIP MOVEMENT THROUGHOUT THE NATION WITH A BELIEF THAT ENTREPRENEURS NEED NOT NECESSARILY BE BORN, BUT CAN BE DEVELOPED THROUGH WELL-CONCEIVED AND WELL-DIRECTED ACTIVITIES

Says, Dr Sunil Shukla, Director, Entrepreneurship Development Institute of India. EDII, an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India, and works on the belief that entrepreneurs need not be born but can be created too.



DR SUNIL SHUKLA

Director, Entrepreneurship Development Institute of India

EDII is an Institute with a rich legacy. What have been some of the key milestones in its journey so far?

The Entrepreneurship Development Institute of India (EDII) was set up in 1983 as an autonomous and not-for-profit institute with the support of apex financial institutions-the IDBI Bank Ltd., Industrial Finance Corporation of India (IFCI), ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged 23 acres of land on which stands the majestic and sprawling EDII Campus. The Institute epitomizes both a will and a belief-the will to advance the frontiers of entrepreneurship development and thus national development, and the belief that education and training can have a multiplier effect in this process.

Historically if I review EDII's growth, I would say that Entrepreneurship was adopted as a young and a nascent field, by EDII, around three and a half decades back, but today the Institute has been spreading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well-conceived and well-directed activities.

EDII activities were derived after comprehensive research on entrepreneurship in the country, identifying emerging needs at national level and taking into account the performances around, and the lessons learnt thereof. It began by conceptualising Entrepreneurship Development Programmes, and subsequently launched these to test its result orientedness. The outcome led to further fine tuning and a tested training model for New Enterprise Creation, popularly known today as EDI-EDP model. As EDII moved on to adopt the role of a National Resource Institute in the field, it realised that it had to create a network of ED institutions that could adopt this activity and make it widespread. Today, together with three other exclusive

national institutions, it is successfully backing about 12 state level entrepreneurship organizations that are, supported by EDII in terms of human resource development and by sharing research findings, new teaching techniques & learning material. Today this effort has also been broad-based internationally in Cambodia, Laos, Myanmar and Vietnam, in addition to efforts in the process, in select African countries and Uzbekistan. The activities of the Institute, therefore, moved from addressing one need to another, leading to the birth of its Centres, namely; Entrepreneurship Education & Development; Micro Enterprise, Micro Finance & Sustainable Livelihoods; SMEs and Business Development Services; Cluster Competitiveness, Growth & Technology; Social Entrepreneurship & CSR and Women Entrepreneurship & Gender Studies.

So while it evolved the first ever Entrepreneurship Development Programme (EDP), it also launched the first-of-its-kind structured educational post graduate programmes in entrepreneurship to train students in New Enterprise Creation, Family Business Management and Development Studies. Similarly to enhance the impact of EDPs, the Institute introduced the industrial cluster development model (including cluster development executives' concept) leading to formulation of cluster development scheme. The informal sector was gradually brought into the fold of the cluster mechanism. Rural and urban poverty alleviation also became a priority with the models getting widely replicated. Today EDII designed integrated programme for start-ups (Village Entrepreneurship) is being replicated nationally.

While the Institute is pioneering several projects today with the state, national and international governments, to hasten the pace of entrepreneurship, a significant stride in the ED movement has come about with the establishment of the DST supported 'Technology Business Incubator', termed CrAdLE. The Institute's basic strategy to realize its mission has been to identify from time to time relevant needs of the economy and focus on them. The areas so selected have to satisfy the criteria of national growth, social relevance and the institute's capability.

The entrepreneurial spirit is at an all-time high in India due to the 'Make in India' initiative. Has this spurred a greater interest in the courses offered at EDII?

I believe entrepreneurship development is on a fast track with the formation of the Ministry of Skill Development and Entrepreneurship at the central level and with progressive schemes in place, like the 'Make in India', Start-up India' and 'Stand up India'. Today, almost all major institutions offer a full-fledged course in entrepreneurship or offer it as a module in management/ technical courses. So, entrepreneurship is definitely strengthening its position in the economy and this is clearly reflecting in the choice of students. Today, unlike a few years back, students are opting for entrepreneurship course as the first choice. EDII has also experienced a greater interest and inclination from students from the across country towards its entrepreneurship courses. Also, the initiatives have sprung upon new institutional roles for EDII at the national and international levels.

We understand that the need of the hour is to create more job creators than job seekers in the form of start-ups. How is EDII facilitating this?

Entrepreneurship is certainly the need-of-the-hour. Working with the belief that entrepreneurs are not just born but can be created too, EDII has been undertaking several programmes and projects targeted at entrepreneurship development as well as full-fledged two-year academic courses. While it is imparting knowledge on procedures, formalities, legal aspects, markets, business environment, skills of managing people, money, material, market and relate aspects to its beneficiaries, it is also exposing them to projects and ideas that exhibit great potential in times to come. Institute's Incubation Centre, CrAdLE, is focused on incubating start-ups in the potential areas of food/ agri business, renewable energy and healthcare, to promote start-ups.

Besides, keeping the encouraging scenario in mind, the Institute has also introduced significant additions in its Post Graduate Courses. Some prominent initiatives in the curriculum have helped enhance the impact substantially. The success rate has been magnified with the introduction of milestone-



based learning, wherein the students are encouraged to achieve stepping stones of their entrepreneurial journey well within the duration of the course. Based on their achievements, the students get bonus points on the basis of which they become eligible for seed funding for setting up their ventures. Then, there is the Launchpad, which is learning and networking facility for students where they benefit by being a part of the entrepreneurial community and by networking with budding entrepreneurs. Let me also mention the Industry Verticals, a facility which has been instituted to help students explore business opportunities in various sectors. EDII offers industry verticals in about 20 areas, synergizing with MAKE IN INDIA campaign.

EDII also sports a strong infrastructure for entrepreneurship. It promotes idea generation, networking of beneficiaries/students with research laboratories, venture capitalists and Government. Also, as an Anchor Institute for Entrepreneurship and nodal



agency for Ministry of Skills and Entrepreneurship, EDII further merges the overall objective of creating job – creators.

How good are careers and placements at EDII after completion of the PGDM? How successful have been the students of EDII in their career journey?

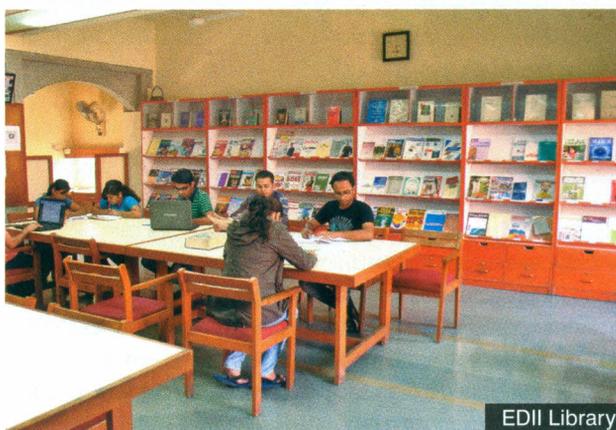
EDII offers three programmes. These are Post Graduate Diploma in Management – Business Entrepreneurship; Post Graduate Diploma in Management – Development Studies and Fellow Programme in Management with focus on entrepreneurship research. As regard Post Graduate Diploma in Management – Development Studies, while the students are encouraged to set up their own social enterprises, there is 100% placement in the development sector. Our alumni network is well placed across national and international organisations that include UN organizations, World Bank, The Aga Khan Rural Support Programme (AKRSP), Friends of Women's World Banking (FWWB), Self-Employed Women's Association (SEWA), The Confederation of Indian Industry (CII), Azim Premji Foundation, Selco Foundation, Utthan, Chetna, IDBI Bank Ltd, HDFC Bank, Unnati, State mission units of ministry of rural development, etc.

The course Post Graduate Diploma in Management–Business Entrepreneurship EDII's entrepreneurship course creates a professional owner-manager and thus develops dynamic entrepreneurs who learn to mobilize and manage resources, withstand competition, foresee market and technologies and accordingly formulate strategies to drive the company forward. Hence they are prepared for entrepreneurship. Getting them placed would defeat our objective. However, we extend placement assistance for those who wish to gain experience before venturing out. A recent survey conducted on our Alumni revealed that 78% of EDII alumni have chosen entrepreneurial career; out of which 54% have joined family businesses; 23% have created new business ventures and 1% have set up social enterprises. Out of 78% alumni who have chosen entrepreneurial career, 32% are in manufacturing sector, 37% in service sector and 31% in trading businesses.

Although placements are not our mandate, EDII alumni who have opted to put their entrepreneurial skills to test are working at top positions in the industry with reputed organizations such as Kotak Securities, Plum Slice Labs, MART, Patni Computers (IGATE), Eco Lab, Donear India Limited, DS Group, AC Nielson, Standard Chartered Bank etc.

With a large number of women leaders in the business space, is the institute also encouraging women entrepreneurship?

Yes, the Institute houses the Centre for Women entrepreneurship and Gender Studies wherein programmes related to women entrepreneurship are focused upon. EDII conducts several women entrepreneurship and enterprise development programmes in addition to tailor-made activities such as



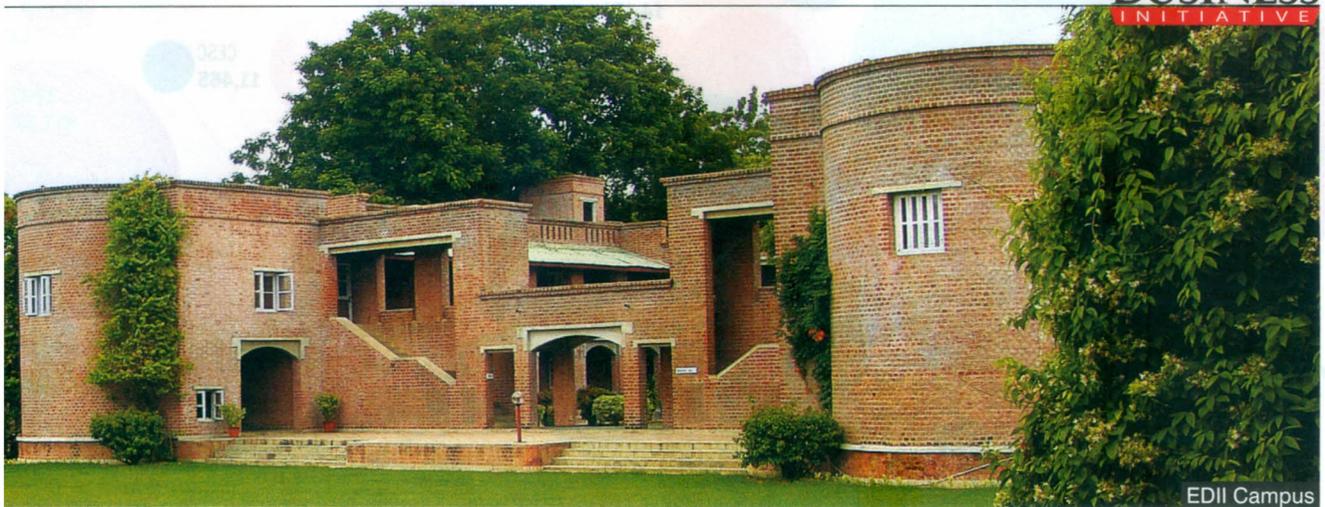
EDII Library

programmes for women scientists & technologists, life skills programmes and Management Development Programmes, Training and Development of Women Self Help Groups etc. Nationally there are many such encouraging examples; notwithstanding our girl students who are creating great success stories, internationally too, EDII has worked with leading agencies in conceiving, designing and implementing programmes to create women entrepreneurs and women entrepreneur trainer–motivators to ensure sustainability of work in this area. The recently launched Start-Up village Entrepreneurship Program wherein EDII is a National Resource organization, has been conceived and has mandate to create women entrepreneurs primarily in rural areas.

What does EDII look for in its students during the admission process? Please tell us about the kind of courses on offer.

- The eligibility criteria include a Three-year University Degree in any discipline or a four year degree in Engineering / Technology / Medicine / Others, recognized by the University Grants Commission (UGC)/ Association of Indian Universities (AIU) / AICTE with necessary marks. The candidates have to undergo either CAT, MAT, XAT, ATMA or CMAT. PIOs/NRIs/FNs with Association of Indian Universities recognised bachelor's degree and 50% marks in any discipline can apply.

The courses include:



EDII Campus



Post Graduate Diploma in Management – Business

Entrepreneurship AICTE approved 2-year Post Graduate Diploma in Management - Business Entrepreneurship offers specializations in New Venture Creation and Family Business Management.

Post Graduate Diploma in Management –

Development Studies EDII also offers this two year, AICTE approved, Post Graduate Diploma in Management – Development Studies specially designed to enhance leadership skills and competencies to develop and implement strategies that enable professionals to work in development sector organisations or set up their own social enterprises. This course is a multidisciplinary branch of social science which EDII has combined with Entrepreneurship and Management to ensure social transformation and grassroots entrepreneurship.

The USPs of the programme include:

- Focus on building a cadre of new generation development professionals with required knowledge, competence, orientation and values
- Building expertise for promotion of solutions in the areas of Microenterprise, Micro finance, Livelihood promotion, Women entrepreneurship, Group entrepreneurship, Social Enterprises and Corporate Social Responsibility
- Offering rewarding careers around

- Overall economic development with inclusive growth
- Sustainable and environment friendly solutions
- Governance
- Use of technology for development

What are your long term goals with EDII?

EDII is the first national resource institute in entrepreneurship training, research, education and institution building. It has successfully brought about a change in the way entrepreneurship is perceived. We are gearing up to match pace with the changing entrepreneurship landscape. We intend to give a boost to the start-up wave by intermediating creatively among stakeholders such as; new age potential entrepreneurs, existing entrepreneurs, incubation centres, and venture capitalists. A sound action plan is under process. This will help us extend an array of business support services and resources and thus accelerate the process of New Enterprise Creation. Alongside manufacturing, our focus will remain equally resilient on promoting the services sector. While for large corporates, executive Education Programmes will receive emphasis; our efforts will also be suitably aligned to cater to the requirements of the MSME sector in rural and urban locales, leading to skill based enterprises. Social Entrepreneurship, as an area is also witnessing rapid rise, and with its experience and expertise in the field, EDII will venture into it in a big way.

Finally, according to you, what does it take it to be a successful entrepreneur?

I would list three factors here:

- A strong business mindset, coupled with entrepreneurial competencies.
- Knowledge on the market and relevant areas and the passion to keep it updated.
- Adaptability is the key. The process of globalization has brought a new dimension of competitiveness. Our economic boundaries are no more national but more global. So innovation has to be the buzzword from the word go. A rigid mind hardly ever succeeds. One must gauge the times and be ready to change accordingly.