

# EDI Reports 99

Issue-III, 2016-17



From the

Director's Desk

## Creating Social and Economic Values for Holistic Development



**T**oday's youth is conscientious – while they have a clear-cut career plan with a strong emphasis on economics, they also wish to make a positive impact on society. More often than not, they fail to find a connection between their career paths and desire to address social concerns. In the absence of a strategic long-term mechanism to address social concerns, their plans get reduced to random acts of charity. They fail to align their career goals with social duties, which generally happens as awareness about 'social entrepreneurship as a business model' is wanting.

For a high achieving society, it is important to balance economic and social goals. Social entrepreneurship is a business model that helps one use skills and competencies for benefitting society as well as earning a living. It has to be driven in that social entrepreneurship is not mere charity. It also has a profit motive but the overriding objective is philanthropy. While CSR is becoming an integral part of the functions and operations of corporates, the incidence of social entrepreneurship is yet to be promoted on a wider scale. For inclusive growth, the underprivileged, the needy and the



**Entrepreneurship  
Development  
Institute of India**

*(continued...)*



social problems cannot be bypassed. However, the trend will witness a rise only when the youth get convinced that a social entrepreneur, just as a business entrepreneur, also makes profits by sustainable resource mobilisation through innovative approaches.

Social entrepreneurship needs to be integrated in formal education to train youths in the finer nuances of the discipline. Premier institutions need to take a lead in this. Several notable institutions have, however, started offering an independent course in social entrepreneurship. EDII has also taken up the initiative of collaborating with the University of East London (UEL) to promote social entrepreneurship education in India. The primary objective of this collaboration is to mainstream social entrepreneurship education in India through sensitisation, awareness, discussions and deliberations.

The programme seeks to inject enthusiasm and competency for social entrepreneurship education. This is supported by the British Council, New Delhi under their aegis of Social Enterprise Education Programme (SEEP), a significant initiative by the Council in facilitating social entrepreneurship education in India.

We have taken our first step. And very soon, we plan to launch a two-year full-time course in the discipline. I am sure this will nurture skills and competencies in youths who will also realise that growth at the expense of natural resources like air, water and environment is meaningless. Let us move ahead with colossal steps that are taken with an eye on even-handed and sustainable growth.

**Sunil Shukla**

# A WARM WELCOME to

**Shri Mahesh Kumar Jain**  
MD & CEO, IDBI Bank Ltd.



**E** DII is happy to extend a warm welcome to Shri Mahesh Kumar Jain, who took over as Managing Director & Chief Executive Officer of IDBI Bank Ltd. w.e.f. April 1, 2017.

Credited with turning around the Indian Bank into a highly profitable bank, Shri M K Jain started his career with Punjab National Bank, moving on to Syndicate Bank as General Manager a few years later. Shri Jain has worked in several parts of the country, handling important portfolios that include credit, operations, investments, risk management, etc. He assumed charge as the MD & CEO of the Indian Bank on November 2, 2015. The Bank's turnaround has become a story to draw learning from.

Shri Jain holds MCom, MBA, CAIIB, CFA and FRM to his academic credit. He has been a Member of the Steering Committee on Risk Management of Indian Banks' Association (IBA) and a Member of the IBA working group on Risk Management and Implementation of Basel II and III. He was also the Secretary & Coordinator to Basant Seth Committee on Review & Revamp of Internal & Concurrent Audit System in PSBs.

EDII congratulates Shri Jain and extends a hearty welcome to him on assuming the mantle of MD & CEO of IDBI Bank Ltd.

# MESSAGE...

## Managing Director & CEO, IDBI Bank Ltd.



I am happy to be associated with EDII and be a part of an important phenomenon and movement called Entrepreneurship. It feels good to communicate with the entrepreneurship fraternity in particular and the society at large on how entrepreneurship is important to complement policies and fetch sustainable results.

Well, I am glad to note the way the Institute is working with different factors and dynamics that constitute an entrepreneurial ecosystem. It is nice to know that entrepreneurship-related interventions of the institute target not only potential and existing entrepreneurs but also policymakers, emerging economies, academicians, bankers, venture capitalists, incubation system and so on. I think it is because of such a wide canvass of activities that the results have been so heartening.

Job creation and economic growth are the two primary outcomes of entrepreneurship promotion. EDII's efforts have ensured enhanced skill levels, improved access to capital, a strong regulatory environment, conducive policies and a responsive incubation network to ensure growth of technology-driven enterprises. The Institute has made a significant contribution to nation-building by ensuring pathbreaking offerings by not just new and existing entrepreneurs but, also by conglomerate of units popularly known as clusters. The institute has addressed a broad range of MSME clusters viz. engineering, leather, auto components, handicrafts, handloom, food processing, brass parts, diesel engine, etc. thus infusing best practices of doing

business across MSMEs and producing a virtuous circle of growth. EDII-induced growth stands on the pillars of sustainability and constancy as it mainly responds to domestic demand, barring specialised businesses where export potential is harnessed. Domestic demand-led growth is shielded from the vulnerabilities and the irregularities of the international market and is hence stable. I credit the Institute for promoting such headway. In the same breadth, let me also mention progressive government policies such as the Startup India, Stand Up India, Make in India campaigns and other complementarities that have further encouraged domestic productivity, export, employment creation and all-comprehensive growth. EDII's interventions and these initiatives complement each other and together aim at creating a wholesome India.

EDII has been promoting this interesting interaction between entrepreneurship and the economic development, thus renewing people's conviction in entrepreneurship and also leading to policy formulation and advocacy. Working as a think-tank, the Institute is forging its alliance with specialised domain institutions as well, in order to give the best exposure and experience to its beneficiaries. Equal primacy to rural and urban segments, women and other disadvantages groups is leading to inclusive growth. Another important link which has a bearing not just on society but also on the dynamics of the market is social entrepreneurship. I am glad that at EDII, it is being focussed upon too. The way social enterprises are

pitching themselves to ensure sustainable social development is remarkable.

We say, the boundaries between nations have got blurred today; the world is a global village. Given this, EDII, on a mission to nurture and promote entrepreneurship, certainly needs to consider nations outside the boundaries of India too, especially the developing world. I am happy that the Institute has realised this responsibility and has taken effective measures to propel entrepreneurship in several developing nations.

I appreciate how the Institute is creating a congenial world for its entrepreneurs; making available to them the technologies, resources and friendly regulations that their equivalents have access to, in developed economies.

I do understand that there is a long way to reach the peak. Having said that, let me add, EDII's efforts have led to a change in the scenario today, making entrepreneurship a natural career option for youths. In today's positive and changed scenario, the efforts of EDII, which are being heightened regularly, are certainly going to yield faster and richer benefits. The Institute trains hundreds of entrepreneurs everyday who build their businesses to join the league of job creators.

Well, once again let me say that I am happy to be connected with EDII and look forward to joining hands in producing job creators rather than job seekers.

Best Wishes.....

**M K Jain**

## We will remain forever indebted to Shri Kishor Kharat



EDII acknowledges the support extended by Shri Kishor Kharat, former President, EDII and now MD & CEO, Indian Bank, for his unprecedented leadership and vision under which the Institute grew from strength to strength. His guidance and mentoring opened up new avenues for EDII. Members of the Institute will forever remain indebted to Shri Kharat for his support.

## New Avenues Open up...



*The Start-up Movement gets a boost as EDII and IDBI Bank Ltd join hands...*

Under a progressive initiative by the IDBI Bank Ltd, EDII and the Bank have entered into an MoU to jointly contribute to the concept of 'Start-up India, Stand Up India' and encourage the culture of entrepreneurship among youth.

The beneficiaries would comprise students, alumni, women, members of disadvantaged communities, existing entrepreneurs and youths trained by EDII. Under its various schemes and after thorough scrutiny, IDBI Bank Ltd will consider supporting EDII trainees. IDBI Bank Ltd would also avail services of EDII in training/developing its officials, as and when required.



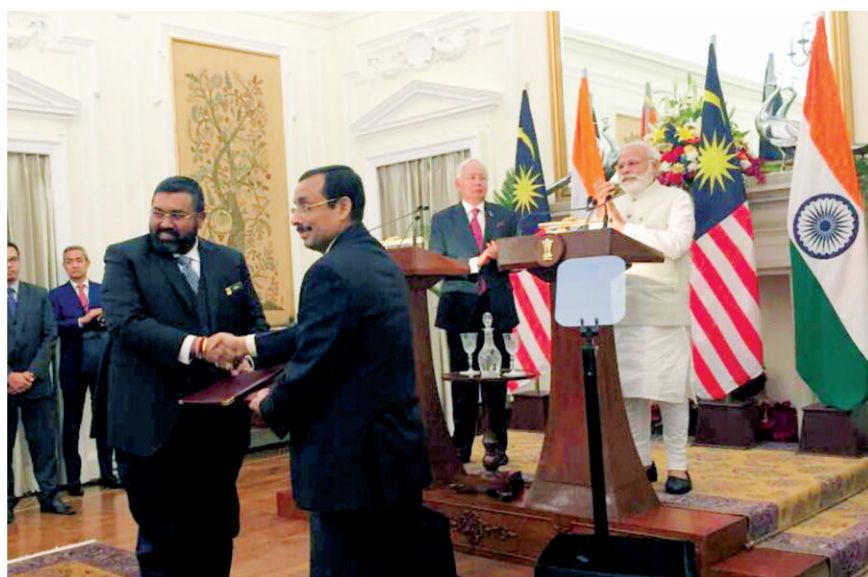
*Dr Sunil Shukla, Director, EDII with Shri Shalil Mukund Awale (L), FCGM, Ahmedabad Zone, IDBI Bank Ltd during signing of the MoU*

# India and Malaysia

Hold Hands to Ensure

## Skill Enrichment and Entrepreneurship Development

EDII ties up with Human Resource Development Fund under the Ministry of HRD, Malaysia for Skill Development. The Institute will assist the Malaysian Government in achieving its target of ensuring 35-per cent skilled Malaysian workforce by 2020.



*Dato C M Vignaesvaran Jeyandran (L), Chief Executive of Human Resource Development Fund and Dr Sunil Shukla during the signing of the MoU in the presence of Dato Sri Mohammad Najib Bin Tun Abdul Razak, Hon'ble Prime Minister of Malaysia and Shri Narendra Modi, Hon'ble Prime Minister of India*

*“With EDII's experience and expertise at national and international levels in education, training, research and institution building, EDII will work as a facilitator for boosting the economic power of Malaysia.”*

DATO C M VIGNAESVARAN  
JEYANDRAN

EDII and Pembangunan Sumber Manusia Berhad (PSMB), an arm of Human Resource Development Fund under the Ministry of Human Resources, Malaysia signed a Memorandum of Understanding (MoU) in the presence of Shri Narendra Modi, Hon'ble Prime Minister of India and Dato Sri Mohammad Najib Bin Tun Abdul Razak, Hon'ble Prime Minister of Malaysia.

PSMB has a mandate by the Government of Malaysia to implement strategic initiatives to

empower the quality and employability of the Malaysian human capital to support the aspirations of 35-per cent skilled Malaysian workforce by the year 2020, while creating job opportunities for the locals. Through the collaboration, EDII will share its expertise with PSMB in the field of education, training, research and institution building to enhance capabilities of PSMB's trainers in delivering comprehensive and high-quality training under PSMB's programmes for upskilling and reskilling Malaysian women, low

*“The partnership is an example of how countries can work together to create job opportunities for the youth and participate in global sustainable development goals.”*

**DR SUNIL SHUKLA**

household-income community and youth. PSMB and EDII will work together in the areas of skill development, reskilling, entrepreneurship development, capacity building, training and methodology, content development, consulting and research. The first activity post signing of the MoU would be to train close to 100 youths in entrepreneurship through classroom training, simulation exercises and field exposure.

EDII will hold hands with the Malaysian Government to equip, develop and assist unemployed graduates and school drop-outs with high-end skills and competencies, required by the industries, and will thus enhance their future employability. It will be open to all Malaysian graduates who have successfully acquired their diploma, degree or possess equivalent education.

Dato C M Vignaesvaran  
Jeyandran, Chief Executive of  
Human Resource Development

Fund, said, “PSMB and EDII share the objective of enriching the knowledge of the national human capital, and to elevate the business capabilities of the Small and Medium Enterprises (SMEs) to increase national economic growth. With EDII's experience and expertise at national and international levels in education, training, research and institution building, it makes for a good partnership. PSMB is always on the lookout for opportunities to further enhance Malaysia's human capital development module through collaborations and

benchmarking. EDII will work closely with PSMB's initiative of Skill Development as a facilitator for boosting the economic power of Malaysia.”

Dr Sunil Shukla, Director, EDII said, “We are immensely delighted and proud to join hands with PSMB. The partnership is an example of how countries can work together to create job opportunities for the youth and participate in global sustainable development goals. EDII will help Malaysia harness its inherent strengths and capabilities.”



Dr Sunil Shukla with Shri Suresh Prabhu, Hon'ble Union Railway Minister, during a discussion on entrepreneurship development and the Institute's activities in the sector

# “INDIA WILL RULE THE 21<sup>ST</sup> CENTURY”

Amidst an inspiring prediction and milieu, 98 PG students received their Diploma at EDII.

When the students of Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE) and Post Graduate Diploma in Management - Development Studies (PGDM-DS) walked the alleyway in their convocation attire, their aura filled the air and spelt out determination which was way too prominent to go unnoticed.

The Institute successfully conducted the 18<sup>th</sup> Annual Convocation of its Post Graduate Diploma Programmes on May 20, 2017. A total of 98 students were awarded diplomas - 75 in PGDM-BE and 23 in PGDM-DS.

Shri Arjun Ram Meghwal (*pictured*), Hon'ble Minister of State for Finance & Corporate Affairs, graced the occasion as Chief Guest and delivered the





Convocation Address. The Minister shared his insights on the scenario of entrepreneurship and the Institute's role in building the same in India. Congratulating students on their graduation and remarking that the graduating students are a breed of redeemers for the Indian economy, he said that being happy is just as important as being successful in career. The Chief Guest spoke about the significance of happiness index and emphasised on the value of relationships and other important aspects of life. Adding that the 21<sup>st</sup> century belongs to Asia wherein India would have an advantageous position, the Hon'ble Minister said, "Indian economy will

outshine countries such as UK, Japan, France and Germany by 2030."

Emphasising on the strength of the Indian economy, the Chief Guest said, "In the past three years, we have laid a strong foundation for economic reforms for financial inclusion; Jan Dhan Yojana and social security schemes have made a foray into digital transaction. We have managed to give a big blow to the shadow economy which is estimated at 23 per cent and have attacked it through our progressive policies."

The Hon'ble Minister urged the students to do well amidst a time when the Government policies and the environment are in sync

with their aspirations. Mentioning campaigns like the Startup India, Stand Up India and Make in India, the Chief Guest said that these are all indicative of the structural reforms and new vision of the country.

Shri M K Jain, MD & CEO, IDBI Bank Ltd was also present during the ceremony. Stressing on the Institute's role in boosting entrepreneurship in the nation, Shri Jain said, "Today it is important that the knowledge imparted to students matches with the demands of the market. More than a technical degree, what is significant is the expertise and skill sets that the students command. In that sense, EDII's PG courses are application-oriented to



Students of EDII's Post Graduate Programmes with Chief Guest (Centre) Shri Arjun Ram Meghwal, Hon'ble Minister of State for Finance & Corporate Affairs, Government of India. Also seen are (first row - 4<sup>th</sup> from L) Dr Manoj Mishra, Acting PGP Chairperson, EDII Governing Body Members - Shri Milind Kamble, Founder Chairman, DICCI; Dr Y K Alagh, Chancellor, Central University of Gujarat; Shri M K Jain, MD & CEO, IDBI Bank Ltd; Dr Sunil Shukla, Director, EDII and EDII Faculty Members

ensure a society bustling with enterprising and creative youth.”

Throwing light on the unpredictable nature of the business world and encouraging the students to succeed in the constantly changing environment, Shri Jain said, “Once you take the plunge in business world, thoughts about future prospects will always give you anxiety. There will be apprehensions about changing economic conditions, altering consumer preferences, shifting market trends and so on. To deal with this, you must develop your analytical skills and, to some extent, evolve some predictive powers to foresee changes on the business turf. Learn to embrace change otherwise survival will become tough.”

On the occasion, talking about the initiatives of the Institute, Dr Sunil Shukla, Director, EDII said, “Overall development, youth empowerment, employability and entrepreneurship promotion are mandates which the Institute has sought to achieve in order to ensure nation-building. Our goal has been to achieve inclusive growth and thus we have sought to create space for everybody, even amid the challenges of the market economy.”

Dr Shukla briefed all about the major projects and programmes of the Institute and congratulated the

graduating students for their perseverance and hard work.

The Convocation was one more chapter in the history of EDII which carried tales of resolve, fortitude and a will to break away from the routine to rise and shine.





*Shri Arjun Ram Meghwal while addressing during the convocation*



*Shri M K Jain awarding the Diploma to a student*



## In Remembrance...

*Shri Arjun Ram Meghwal planting a tree in the memory of Late Shri Anil Madhav Dave, Former Minister of State for Environment, Forest and Climate Change.*



*Renowned environmentalist, Shri Dave, was passionate about the revival of the Narmada river and advocated against the use of genetically modified seeds.*



## EDII PRESIDENT'S ALUMNUS AWARD 2017



EDII's Post Graduate Diploma programmes have entered the 20<sup>th</sup> year. Considering that the alumni of EDII are creating a niche for themselves in various domains, from this year, the 'EDII President's Alumnus Award' was instituted. The first award of the series was presented to Gaurav Parmar during the 18<sup>th</sup> Convocation. The objective of this award is to celebrate the outstanding achievements of the alumnus and showcase the impact and value of entrepreneurship education.

Gaurav Parmar is a second generation entrepreneur whose endeavour has led to the formation of new standards in the domain of textile accessories and machinery. His company - RIMtex - a family business enterprise based in Surendranagar, Gujarat is the largest manufacturer of spinning cans in the world today. In the early years of its setting up, the company exported to three or four countries but Gaurav's path-breaking initiatives as the company's International Business and Business Development Head reaped unparalleled success and today, RIMTEX is among the leading exporters of textile accessories and machinery to 56 countries around the globe.

Gaurav, an alumnus from the second batch of EDII's PG Programme in Business Entrepreneurship, takes immense pride in the learning he received at the Institute. He shared, "Here, I realised the difference between a 'good' company and a 'great' company. And ever since, my zeal to achieve 'nothing but the best' has been fuelling my ambitions."

# EDII ALUMNI

## Head of the Game...



A detailed study of EDII graduates (Alumni Survey Report 2017)

was conducted by

Dr Jignasu Yagnik, Dr Satya Acharya and Dr Suresh Malodia – faculty members at EDII, in order to obtain information about the career and employment status of EDII alumni. The study was conducted with the help of a structured questionnaire, which was administered to EDII alumni. The key findings of the survey are:

- EDII alumni are rich in diversity and represent 27 states of India.
- Till date, 1,398 (1,111 PGDM-BE and 287 PGDMN/PGDM-DS) students have successfully graduated from the institute. Of 1,398 students, 1,079 were male while 319 were female students.
- EDII alumni are also present in countries such as Iraq, Nepal, Sri Lanka, Uganda and Cambodia.



- Hundred per cent alumni were targeted but we could collect data from 983 graduates (207 females and 776 males) only. Hence, the response rate was 70 per cent.

- Nearly 78 per cent alumni have chosen entrepreneurial career paths. Of these, 54 per cent have joined family businesses, 23 per cent have created new ventures and one per cent have set up social enterprises.



- Out of the 78 per cent alumni who have chosen entrepreneurial career paths, 32 per cent are into manufacturing, 37 per cent in services sector and 31 per cent are into trading business.

- EDII alumni were also reported to be working at top positions in the industry. With their intrapreneurial skills, the alumni have reached senior positions in reputed organisations such as Kotak Securities, Plum Slice Labs,

MART, Patni Computers (iGATE), Eco Lab, Donear India Limited, DS Group, AC Nielson, Standard Chartered Bank, etc.



- Across all batches, alumni of the EDII PG programmes find their education to be rewarding personally, professionally and financially.
- On a 10-point scale, the alumni were asked to rate the value of PGDM programmes in terms of the contribution that the programme made in helping them achieve their current position.
  - ➔ 14% rated 10 on 10
  - ➔ 11% rated 9 on 10
  - ➔ 43% rated 8 on 10
  - ➔ 22% rated 7 on 10

The overall rating was 8.12. Ninety per cent of the total ratings were between seven and 10.



# A Platform Where Entrepreneurship Gets a Fillip

- 170 participants, including 35 from 20 countries across the world, attended the three-day event at EDII Ahmedabad campus
- Around 325 abstracts and 250 research papers were received by the Institute, of which 139 were accepted for presentation

Entrepreneurship has taken a whole new meaning in today's world. It has risen above the myths associated with it and has moved beyond just family businesses to include innovative start-ups and social enterprises. Research in the area has been a major factor that has brought the trends and nuances to the fore and has ensured interventions in the right areas. Over the past 22 years, the Biennial Conferences on

Entrepreneurship have been organised by the Centre for Research in Entrepreneurship Education and Development (CREED) at EDII to probe the various aspects of entrepreneurship and to bring the researchers from India and across the world on a common platform. This year, the Twelfth Biennial Conference on Entrepreneurship was held at EDII during February 22-24, 2017.

Over 170 scholars, academicians, educationists and researchers, including 35 from 20 countries, attended the three-day event. Around 325 abstracts and 250 research papers were received, of which 139 were accepted for publishing.

Prof Pradip Khandwalla, Former Director, IIM-A and Chief Guest for the inauguration of the conference, said, "Looking at the range of topics included in this conference, we can say that entrepreneurship research has come of age. Although, there is still a long way to go. EDII has been arranging this conference since long, providing a platform to researchers, practitioners and educators of entrepreneurship to share their ideas, beliefs and work with other experts."

Emphasising on the need for innovation-centred entrepreneurship, Prof Khandwalla said, "Innovation-centred entrepreneurship is important for developing countries. However, research says it alone is not enough. When innovation-centred entrepreneurship is blended with compassion, social entrepreneurship is born. It makes the society humane, creative and performance-oriented."

Prof Sasi Misra, Conference Chair & Editor, *The Journal of Entrepreneurship* said, "Just as its preceding 11 conferences over the past 22 years, the Twelfth Biennial



Prof Pradip Khandwalla, Former Director, IIM-A lighting the lamp at the inauguration of the Twelfth Biennial Conference on Entrepreneurship in presence of Dr Sunil Shukla (R), Conference Host & Director, EDII and Dr Sasi Misra (L), Conference Chair, EDII

Conference on Entrepreneurship will continue to be an established forum for researchers, educators and practitioners to share their ideas and research results with their peers, in addition to exchanging feedback and honing their own research pursuits.”

Speaking on the importance of research in the field of entrepreneurship, Dr Sunil Shukla, Conference Host & Director, EDII said, “It is our ongoing endeavour to not only curate research done in the field of entrepreneurship but also to provide a platform where these ideas can be discussed and validated. In this context, the Conference is a testament to the Institute's pursuit of excellence and vast contribution to entrepreneurship education, training, research and institution building within India and internationally.”

The Conference covered research papers and presentations on themes such as entrepreneurship education, entrepreneurship perspectives & practices, entrepreneurship policies, women entrepreneurship, social entrepreneurship, start-ups, incubators & accelerators, trans-generational entrepreneurship, family business & corporate entrepreneurship and sectoral entrepreneurship, which included agripreneurship, technopreneurship, edupreneurship, green entrepreneurship and tourism entrepreneurship, among others.

## And as The Journal of Entrepreneurship turns 25...

*The Journal of Entrepreneurship (JoE)*, which started in 1992, has since carved out a niche in the professional and academic world. It remains a revered academic publication in the field of entrepreneurship. This year, the *JoE* completed 25 years. EDII celebrated the occasion with the luminaries who have steered the Journal's growth in various capacities over the years.



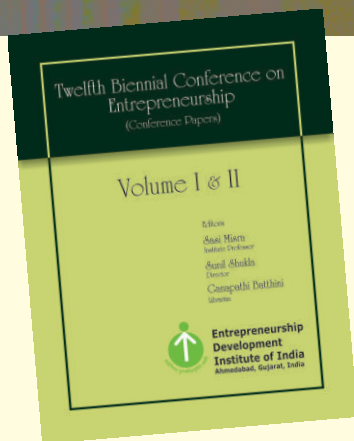
*Prof Dwijendra Tripathi, Noted Historian and Former Distinguished Faculty, EDII addressing the participants at the Silver Jubilee celebration of the Journal. Also seen are (L-R) Dr Sunil Shukla, Director, EDII; Padma Shri Dr V G Patel, Founder & Former Director, EDII; Dr Dinesh Awasthi, Former Director, EDII; and Sasi Misra, Editor, The JoE*

On February 22<sup>nd</sup>, EDII celebrated completion of 25 years of the *JoE* with great pride and fervour. The celebration was attended by Padma Shri Dr V G Patel, Founder & Former Director, EDII; Prof Dwijendra Tripathi, Noted Historian and Former Distinguished Faculty at EDII; Dr Dinesh Awasthi, Former Director, EDII; Sasi Misra, Editor, *The Journal of Entrepreneurship (JoE)*; Dr Sunil Shukla, Director, EDII; eminent scholars, academicians, educationists and researchers.

Dr Patel's vision to promote research in the discipline of entrepreneurship led to the launch

of the *JoE* in 1992. Since then, the Journal has ensured that entrepreneurship also emerges as the body of research. On the occasion, Dr Patel lamented over the fact that despite having the largest number of institutes of higher learning in India, our country lags behind in research. Opining on the idea of launching the *JoE*, he shared, “We realised that we were sitting on a wealth of data. But the data was not being used in research. The *JoE* intended to increase the use of empirical data in the field of research in entrepreneurship. It is an avenue for sharing knowledge gained by research.”

Prof Tripathi played a critical role as the Founder Editor of the *JoE* in giving shape and identity to the journal. He recalled how there was a time when he did not find any research papers for publishing, how he impressed upon learned researchers to write papers and finally how the Journal took off, becoming a revered publication. Prof Tripathi also said that the *JoE* was launched at a time when many were talking about entrepreneurship but few were writing on the same, a trend which made matters difficult.



Dr Awasthi, who played a major role during his tenure as EDII Director, in nurturing the journal, recalled the remarkable journey. He, however, did share a concern that

articles from outside India dominate, and expressed the need to converge efforts in popularising the Journal within Asia to ensure more submissions from the continent.

Prof Misra, who took over the reins as the Editor of *JoE* from Prof Tripathi, gave a new lease of life to the same. He played a pivotal role upholding the Journal's academic

stature and ensuring that it grew from strength to strength. Prof Misra shared, "The *JoE*'s ranking has consistently improved over the past years and hence, it remains a one-of-its-kind literature in the field of entrepreneurship globally."

Dr Shukla, under whose patronage the Journal is presently thriving, said, "Over these 25 years, the *JoE* has received enthusiastic response from researchers. It narrates the story of toil and hard work of our visionary leaders and the entire EDII fraternity."

This glorious occasion also rewarded all the eminent contributors to the Journal.



Emerging Trends in Entrepreneurship Research - Review of The Journal of Entrepreneurship

*Authors: Ganapathi Batthini & Kavita Saxena*

**EDII Faculty Members' book launched during the Conference**

Mr B Ganapathi, Librarian and Dr Kavita Saxena, Faculty, EDII have co-authored a book, titled 'Emerging Trends in Entrepreneurship Research - Review of The Journal of Entrepreneurship'. Published by Bookwell India, the book was unveiled by Dr V G Patel, Founder & Former Director, EDII; Prof Dwijendra Tripathi, Noted Historian and Former Distinguished Faculty at EDII; Dr Dinesh Awasthi, Former Director, EDII; Sasi Misra, Conference Chair & Editor, *The JoE* and Dr Sunil Shukla, Conference Host & Director, EDII at the Twelfth Biennial Conference on Entrepreneurship, held at EDII Ahmedabad during February 22-24, 2017.



# Uncovering the Hidden Areas of Research in Entrepreneurship...

Over the past three years, the field of entrepreneurship education and research has grown from an embryonic and fragmented state, with its legitimacy being questioned, to a maturing field of study. As a field develops, scholars often feel the need to pause and make sense of the accumulated knowledge to truly understand the state of the art of the field and its progress. This book is an effort to give a lens view of research work done in the area of entrepreneurship research and also points out fundamental works worth reading. The authors felt a need to create a repository of work done in this field so as to facilitate the end-user communities, namely scholars, practitioners, small business operators, entrepreneurs and government for future research and decision-making.

This book introduces readers to a rich source of 64 journals published worldwide in the field of entrepreneurship. It helps them identify right outlets for learning on latest developments in the field of entrepreneurship and also submitting their ongoing research outputs in this domain. The readers are exposed to the bibliographic information, thematic analysis of 254 articles



and research papers published in 50 issues of *The Journal of Entrepreneurship* (JoE), a biannual academic journal published by Sage Publications from 1992 to 2016. The review of the JoE provides an evidence of increasing interest in entrepreneurship as a field of study and its interdisciplinary nature, with infusions of concepts and theories from a wide array of management disciplines.

Based on the frequency of keywords of JoE articles and research papers, the authors have compiled a suggestive list of

emerging areas of research in entrepreneurship, namely rural entrepreneurship, MSMEs, entrepreneurship education, women entrepreneurship and social entrepreneurship. This will help the readers uncover areas that have been less explored, and devise a research agenda for future work. The authors hope that this piece of work will offer an extensive rear view of the field of entrepreneurship research that would be useful to the doctoral students, academicians, practitioners and newcomers to the discipline in developing their own research agendas.

~ Dr Kavita Saxena, Faculty, EDII



## A Feather in EDII's Cap...

The Institute constantly encourages and motivates its faculty members to take up their research pursuits. Over the past few months, following papers were published by EDII faculty members.

1. Malodia, Suresh., & Jaiswal., GE IN INDIA: CHANGING HEALTHCARE: Case study and a teaching note (distributed through Harvard Case Center)
2. Malodia, Suresh., Singh, Pankaj., Goyal Vinay., & Atri Sengupta (2017). Measuring the impact of brand-celebrity personality congruence on purchase intention. *Journal of Marketing Communications*.
3. Dwivedi, Amit Kumar, (2017) Distance and Online Entrepreneurship Education in India. *Yojana*.
4. Batthini, Ganapathi., Kavita Saxena, (2017) Boost Research Support. *Times of India Higher Education Book* (English).



Dr Sunil Shukla (*inset*) addressing the participants on Cultural Relations and People to People Contacts during the 8<sup>th</sup> Mekong-Ganga Cooperation (MGC) Senior Officials' Meeting (SOM) on April 7 at New Delhi.

The MGC is an initiative by six countries – India and five ASEAN countries viz. Cambodia, Lao PDR, Myanmar, Thailand and Vietnam for cooperation in tourism, culture, education as well as transport and communications. Launched in 2000 at Lao PDR, the MGC is indicative of the cultural and commercial linkages among the member countries.

## Social Enterprises for Inclusive Growth

With a view to further its cause of creating an enabling environment for corporates, the Gujarat CSR Authority (GCSRA), Government of Gujarat, organised a *National CSR Conclave: Decoding the CSR Ecosystem* in India during March 9-10 at Ahmedabad Management Association (AMA), Ahmedabad. The aim of the

conclave was to provide a common platform to corporates, government agencies, NGOs, civil society, academicians and other stakeholders to share their expectations, aspirations and responsibilities in addressing social challenges faced by the state.

Dr Sunil Shukla, Director, EDII was a panellist for *Thematic Panel*

*Discussion on Innovation and Entrepreneurship – A Step Towards Inclusive Growth and Improving Livelihood through Social Enterprises.* From his experience in the field, Dr Shukla shared valuable insights with over 300 participants at the Conclave, adding tremendous value to the discussions and learning.

# Uncovering the Constraints in Global Incubation Space...

Two research reports, prepared by EDII faculty members, under the aegis of Policy Research Cell, Department of Science & Technology (DST), Government of India were released on May 11 at Vigyan Bhavan, New Delhi at the hands of Dr Harsh Vardhan, Hon'ble Union Minister for Science & Technology and Earth Sciences.



Promoting high-tech science and technology based entrepreneurship holds potential, and needs to be encouraged to ensure that India remains at the forefront of global tech-business leadership; more so, as India has the fifth largest pool of scientific manpower with enormous potential, backed by demographic dividends.

Over the past months, the Centre for Policy Research in Science & Technology Entrepreneurship undertook significant research work and studies to promote S&T entrepreneurship. Two research studies, carried out by the Centre, were conducted under the aegis of Policy Research Cell, Department of Science & Technology (DST), Government of India. These were released at the hands of the Dr Harsh Vardhan, Hon'ble Union Minister for Science & Technology and Earth Sciences on May 11 at

Vigyan Bhavan, New Delhi. Also present were Shri Y S Chowdary, Hon'ble Minister of State for Science & Technology and Earth Sciences; Dr Ashutosh Sharma, Secretary, DST; and Prof K Vijay Raghavan, Secretary, Department of Biotechnology.

The study - *Effectiveness, Efficacy and Sustainability of Incubators in India and Benchmarking Them with Global Best Practices in the Incubation Space* – authored by Dr B P Murali, Former Senior Faculty, EDII and Shri S B Sareen, Associate Senior Trainer, EDII examines major issues confronted by incubators in India and evolves a comprehensive strategy for growth of incubation movement in the country. It includes an analysis of major parameters like entry criteria, selection process, pre- and post-incubation services, infrastructure, human resources, performance, financials and exit

strategy. The study has also compiled best practices followed across the world for incubators.

The second study - *Inclusion of Technically Qualified Women with Mid-Career Break into Technopreneurial Activities: Potential & Constraints* – authored by Dr Lalit Sharma, Faculty, EDII examines the potential and constraints towards participation of technically-qualified women with mid-career break into technopreneurial activities and suggests suitable measures to develop new policies or improve upon the existing ones in this area. The objective of this study is to facilitate increase in the female technopreneurial activity in the country and develop know-how about the professional challenges faced by women to re-enter the workforce after taking a gap due to family liabilities.

# Travelling the Distance Together...

*Gearing to Take Up Global Developmental Challenges*

In the fast-paced era of development, it has become imperative for developing countries to hold hands and march towards progress. It is for this reason that EDII, under the patronage of Indian Technical and Economic Cooperation (ITEC), Ministry of External Affairs, Govt. of India has been conducting capacity-building programmes for officials from selected developing countries, since 2001.

Starting this year, five capacity-building programmes were concluded at the campus. The programmes comprised:

## **Promoting Innovations and Entrepreneurship through Incubation**

commenced on January 9, 2017 with 33 participants from 24 developing countries, namely Argentina, Bangladesh, Botswana, Cambodia, Cameroon, Egypt, Ghana, Guinea, Kenya, Lebanon, Lesotho, Malawi, Malaysia, Mongolia, Myanmar, Nepal, Niger, Nigeria, Palestine, Philippines, South Africa, Sri Lanka, Tanzania and Uganda. The

six-week programme comprised four weeks of classroom training and two weeks of study tour. Professionals from diverse domains participated and gained insights from the Indian development story in incubation. Incubation managers, entrepreneurship trainer-motivators and executives of government organisations engaged in investment/business promotion attended the programme and were equipped with skills in implementing business incubation activities.

Programme Director Mr S B Sareen said, "The participants were imparted skills to build their capacity in the areas of incubation practices, identifying support mechanisms for incubator, technology commercialisation and financing strategies for the clients."

## **Cluster Development Executives Programme**

commenced on January 9, 2017 and received 28 participants from 18 developing countries, namely Afghanistan, Antigua & Barbuda, Argentina, Bhutan, Cambodia, Chile, Egypt, Ethiopia, Ghana, India, Lebanon, Malawi, Morocco, Nigeria, St. Vincent & Grenadines, Sudan, Tanzania and Uzbekistan. The six-week programme comprised four weeks of



*The valediction of two programmes - Promoting Innovations and Entrepreneurship through Incubation and Cluster Development Executives Programme - was conducted on February 17. Shri Ramesh G Dharmaji, Chief General Manager, SIDBI and Chief Guest for the ceremony, gave away the certificates to the participants. He also spoke about the significance of clusters in Indian economy and the role of incubation in promoting the Indian growth story.*

“The course had a very well-designed curriculum and facilities. It was fruitful, especially for us who work on developing and promoting entrepreneurship in our respective organisations.”

~ Fana Mothusi, Botswana  
(Promoting Innovations and Entrepreneurship through Incubation)

classroom training and two weeks of study tour. Professionals from diverse domains participated and gained insights from the Indian experience of MSME clusters’ development. Various officials responsible for local economic development, cluster-development supporting/implementing agencies, MSME/SME consultants and representatives from Industry Associations were equipped with skills in implementing cluster development programmes.

Programme Director Dr Sanjay Pal said, “The programme provided participants with an in-depth understanding of clusters and their significance, dynamics of MSMEs working in clusters, role of trust-building and cluster development executives, consortium approach for developing holistic business performance, role of business development services, public-private partnership (PPP) mode in developing common facility centres (CFCs) and improving global competitiveness of the cluster firms/MSMEs.”

**Business Research Methodology & Data Analysis**

commenced on January 9 and concluded on March 3. The eight-week programme received 28 participants from 17 developing countries namely Afghanistan, Bhutan, Cambodia, Egypt, Ethiopia, Kenya, Laos, Kyrgyzstan, Lesotho, Malaysia, Mongolia, Sri Lanka, Sudan, Tajikistan, Tanzania, Tunisia, Uganda and Uzbekistan. Participants comprising economists, statisticians, middle and senior-level executives of MSMEs, lecturers, research

A two-week study tour to Rajasthan and Uttar Pradesh was also organised for the participants as part of the programme. Programme Director Dr Jignasu Yagnik said, “The tour helped participants get a feel of Incredible India. The overall feedback has also been excellent. Our interactions will, of course, continue through virtual mode.”

The valediction of *Business Research Methodology & Data Analysis* programme was held on March 2 at EDII campus. Dr Sunil Shukla gave away certificates to the participants and urged them to



officers, analysts and representatives of development institutions, directly or indirectly involved in MSME promotion, and functionaries of non-government organisations engaged in MSME promotion were part of the same.

continue their quest for knowledge and cultivate inquisitiveness. On the programme, he said, “This programme helps one see beyond problems in a scientific manner and build hypotheses. The feedback has been one of the rarest and we believe the participants

will apply the knowledge gained here, in their life and professions."

**Entrepreneurship Education to Strengthen Emerging Economies**

commenced on February 27. Twenty-eight participants from 20 countries, namely Bhutan, Cambodia, Cote d'Ivoire, Cuba, Ethiopia, Hungary, Jordan, Kenya, Mongolia, Nigeria, Oman, Sri Lanka, Sudan, Tajikistan,

"It has been six weeks of insight and experience on cluster development. The course gives great ideas about the field. During the course, I learnt that cluster development is more than just solving infrastructural problems in clusters. It also comprises looking at innovative solutions."

~ Zinabe, Ethiopia  
(Cluster Development Executives Programme)

career to greater heights through entrepreneurship education."

**Sustainable Livelihoods & Mainstreaming with Market**

commenced on February 27 and received 31 participants from 18 countries, namely Afghanistan, Azerbaijan, Bangladesh, Cambodia, Cote D'Ivoire, Egypt, Gambia, Kenya, Lesotho, Liberia, Madagascar, Mongolia, Mozambique, Russia, South Africa, Sudan, Tajikistan,

Tanzania, Uganda and Zambia. Participants comprising senior and middle-level professionals associated with government and NGOs involved in programme design, implementation, strategy and policy planning, professionals in funding agencies and research organisations, educators and consultants were part of the same.

Programme Director Dr Manoj Mishra said, "The programme is designed to impart a sound conceptual



The participants of Entrepreneurship Education to Strengthen Emerging Economies programme, while on their visit to Jodhpur, met a pottery artist Yakub and observed the intricacies of the art

Tanzania, Trinidad & Tobago, Uganda and Uzbekistan attended the programme. Participants comprising government/private-sector officials engaged in promotion or execution of entrepreneurship/ business/trade or education programs and policies, heads of business incubators, educators, researchers, professionals, management trainers, small business

consultants and media representatives working in areas of education and development were part of the same.

Programme Director Dr Pankaj Bharti said, "The programme helped enhance understanding of participants in formulating need-based Entrepreneurship Education Programmes. It also sensitised students and family business successors in taking up their

"We are happy that we got a chance to experience and explore India. The programme has not only enhanced our skills but will also help us progress in our respective careers."

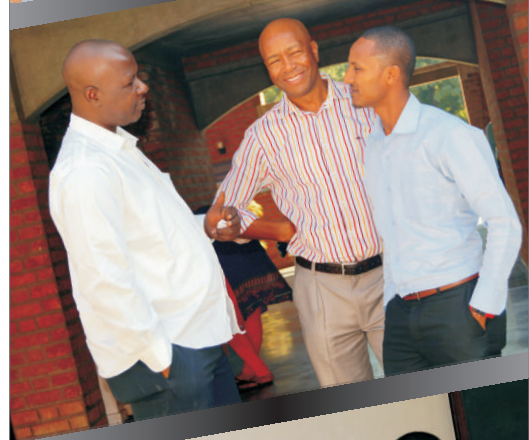
Sarah, Egypt (Business Research Methodology & Data Analysis)

“The course curriculum is very comprehensive and well thought. The lecturers are very well trained, not only in their specific subjects but also in dealing with different cultures.”

~ Milagro Del Rosario, Cuba  
(Entrepreneurship Education to Strengthen Emerging Economies programme)

Both the programmes comprised four weeks of classroom training and two weeks of study tour to the states of Rajasthan and Uttar Pradesh. Professionals from diverse domains attended the programmes and gained insight in the fields of education for strengthening emerging economies and sustainable livelihood options.

foundation and pragmatic understanding in sustainable livelihood to professionals and hone their skills in designing, strategising, implementing and articulating systems approach for sustainable livelihood.”



The valediction of two programmes - Entrepreneurship Education to Strengthen Emerging Economies and Sustainable Livelihoods & Mainstreaming with Market - was held on April 6. Shri Hemendra Kumar Sharma, Director (DPA-II), Ministry of External Affairs graced the occasion and gave away certificates to the participants.

Talking about the origin of such programmes for developing countries, Shri Hemendra Kumar Sharma said, “Human resource is a critical element of development and with this idea, ITEC-sponsored programmes were institutionalised in 1964. We wanted to share our expertise with the developing world. Now, ITEC promises to traverse the long path of development together.”

As part of bringing the two nations - India and China - closer on the entrepreneurial front, the institute commenced an annual International Certificate Course on Advanced Business Hindi in 2013. This year, fourth batch graduated from the institute amid great enthusiasm and fervour. Nine students of Guangdong University of Foreign Studies (GDUFS), China were bid farewell at the valedictory function of the course on April 21 at the campus. The nine-month course commenced on July 18, 2016.

The students received training on learning 'business Hindi' and also acquired lessons on entrepreneurship during the course. The course imparted sound conceptual foundation and abilities in Business Hindi to professionals so that they emerge as credible communicators, with skills to articulate their points, comprehend business systems and procedures, establish better trade relations and thus lead better.

The Chief Guest for the valedictory function was Dr R S Patel, Director, School of Philosophy, Psychology and Education, Gujarat University. He awarded certificates to the participants of the course and shared his insights with them. He said, "The course has helped

Back Home,  
Learned  
and  
Enriched

the participants understand and appreciate not just the language, Hindi but also the culture and customs of India. This is a remarkable achievement. It has boosted self-confidence in the students which is remarkable."

Dr Avdhesh Jha, Faculty, EDII and Course Coordinator, said, "The batch was very hardworking, patient and enthusiastic. They had the capacity to read and understand their teachers' thoughts without much communication, which I feel they acquired during the course of study. This trait shows their sharp observational skills." He added that the *dohas* of Kabir, Tulsī and Rahim remained popular among the students. The nuances of entrepreneurship and management, too, remained a popular segment.

The students visited multiple cities of India, as part of their study tour, to experience Indian culture and diaspora. The tour included cities of Delhi, Agra, Jaipur, Udaipur and Varanasi. Dr Sunil Shukla said, "This is the fourth batch which came to India to learn advanced business Hindi. The students from previous batches are now working with firms having presence in both India and China. The course is a definite step towards bringing the two countries closer."



Dr R S Patel, Director, School of Philosophy, Psychology and Education, Gujarat University and Chief Guest for the occasion, while addressing the participants of the programme





## Four Indian Entrepreneurs visited US in a Professionals' Exchange Programme

In a bid to train young entrepreneurs and mid-level professionals working in different fields across the globe, the University of Oklahoma, through a Professional Fellows Program (PFP), hosted four Indian entrepreneurs for five weeks. The course comprised lectures, mentoring sessions and placement with local American SMEs in the city to gain first-hand experience in their respective sectors. Themed 'Economic Empowerment', the programme was sponsored by the US Department of State.

Hosted by the Center for the Creation of Economic Wealth

(CCEW) and Gaylord College of Journalism and Mass Communication at the University of Oklahoma, in collaboration with EDII Ahmedabad, BRAC University's Center for Entrepreneurship Development (CED) in Bangladesh and BRAC Myanmar, the programme commenced on April 28 and concluded on June 04. This was the fifth batch of fellows who visited to the US.

The programme's objective was to inject Indian mid-level emerging leaders in small or start-up business ventures, business administration, government, NGOs, business education,

incubation hubs, community training programs or social entrepreneurship into working small businesses and similar activity organisations in Oklahoma.

The programme associated selected fellows with one of America's leading universities. Anchor Person for the programme at EDII, Dr Sanjay Pal, said, "The programme aimed at providing professional experience and training that nurtured participants' talent and prepared them for more responsible leadership positions in their businesses, communities and society in general.

### Excitement was writ large on their faces. Few days before embarking on their journey to the US, here is what the participants shared:

*"In India, I hardly see any human-centric system designs. We are losing out on time and resources here and yet not involving end-users in decision-making. SMEs too are naïve in handling high technologies. At the same time, in US, humans are at the centre of system designs, processes and policies. From the programme, I seek to understand how companies in US are able to do that."*

~ Priyanka Chauhan  
Independent Consultant (e-Governance, ICT4D),  
New Delhi

*"I applied to the programme because I wish to understand the structure of companies in US, including their management hierarchy and way of working through which they execute more work in lesser period of time."*

~ Yamini Krishnan  
Conceptualiser and Design Chief, ADZ,  
Chennai

*"Logistics is an unorganised sector in India. The business depends mainly on drivers, who are largely not well-educated and hence are unable to handle GPS systems efficiently. Constraints like this keep them away from exploring more opportunities for work and gives them less time with their families. From the programme, I seek to understand how drivers in US have less man-hour at work and more time for family, unlike the situation in India."*

~ Nawaz Mohammed Haneef  
Co-founder, SRF Logistics, Chennai

*"A large chunk of businesses in India are SMEs. I primarily wish to understand and see first-hand how US is doing so well with the similar and parallel systems that we have in India. We have the same technologies, similar systems and designs but we lag behind in implementation and management. I believe the programme will help me understand the reasons behind this."*

~ Samrat Abhimanyu Gautambhai  
Director, Samrat Corporate Consultants Pvt. Ltd.,  
Ahmedabad

# Charting Out a Vision for Family Business Entrepreneurs

Entrepreneurship is at the heart of every economy, with family firms making up two-thirds of all businesses in the world. Family-owned enterprises face special challenges. To help address these, a workshop, titled 'Family Business Leadership Clinic', was organised at EDII on February 26, 2017. The workshop, wherein the target group comprised business owners (micro, small or medium enterprises) and next generation(s) of the same businesses (Generation 2 and 3), was organised in partnership with FICCI.

The workshop involved various topics viz. values of highly successful multi-generation family business; tenets to continuity; succession and transition in family business (developing and integrating high-potential next-generation leaders); and professionalisation of family business. It was organised with the objective of increasing awareness of EDII's activities among small and medium-sized entrepreneurs.

The focus of the workshop lay on three verticals. One, what family firms can do to develop next-generation leaders, who can successfully negotiate complex

challenges of leading multi-generation family-owned enterprises. Two, on finding out how next-generation family leaders can earn respect of those whom they will lead, while often "living in the shadow" of a successful entrepreneur, who happens to be a father, mother or any other close relative. Third, on understanding how next-generation leaders can learn to differentiate themselves from their family members when their



identity is mainly defined by the successful business-owning family.

Around 46 family business entrepreneurs, including 21 students of EDII, participated in the workshop, during which they got an opportunity to interact with

Shri N Krishnan, CEO, Parampara Family Business Institute; industry experts from FICCI; and EDII Faculty Members Dr Chandan Chaterjee, Dr Satyaranjan Acharya and Dr Nirali Pandit.

The Programme was well received and the participants stated that they got good orientation to how the creative spark in family businesses can be kept alive. Delving into reasons of breakdown of family business, was also a learning which they derived and appreciated.

## Colloquium on World Innovation and Creativity Week

On the occasion of the World Creativity and Innovation Week, a one-day colloquium was organised in association with Tatvam Consultancy Services on April 19 at the campus with an objective of increasing awareness of EDII's activities centred around small business enterprises and student community. About 70 participants, specifically women entrepreneurs who have registered a plot in Sanand Women Industrial Park, and architectural engineering students from Ahmedabad attended the colloquium.

A technical session involving discussion related to creative and innovative methods of skill enhancement for uplifting women in the society was addressed by Ms Ruzan Khambatta, Founder, Wajra O' Force Empowerment Foundation and Nita Shah, Former Chairperson, Women's Wing at GCCI. Another session, involving discussion related to creativity and innovation through sustainable architecture, was addressed by Ar Abhijeet Chandel (Architecture with Difference), Shri P S Thakkar (Former Scientist at SAC-ISRO) and Dr Nagrani (Former Scientist at ISRO).

Dr Nirali Pandit, Associate Faculty, EDII and Workshop Coordinator, said, "The purpose was to ensure engagement of budding entrepreneurs and students with established entrepreneurs who are successful due to their creativity at work place and innovative mindset."

# Inspiring Change in Uttar Pradesh...

## Transforming Lives: from Jobseeker to Jobprovider

Four Technology-based Entrepreneurship Development Programmes (TEDPs), sponsored by the Department of Science & Technology (DST), were conducted in Varanasi, Haldwani, Lucknow and Azamgarh districts by the EDII NRO. The programmes were organised with an objective of providing entrepreneurial, managerial, financial and technological inputs



*TEDP on "Image Editing & Digital Photography" at Lucknow*



*TEDP on "Repair and Maintenance of Home Appliances" at Azamgarh*

so that participants could be encouraged to initiate an entrepreneurial career.

The programmes included Repair & Maintenance of Computer Hardware, Computer Aided Designing, Image Editing & Digital

Photography and Repair and Maintenance of Home Appliances. These programmes were conducted with a vision that they would not only help boost the participants' livelihood and confidence but also convert them into job providers.

## Women, Thy Name is Strength...

Three DST-sponsored Women Entrepreneurship Development Programmes (WEDPs) were conducted by EDII NRO at Varanasi, Gorakhpur and Kushinagar districts in Uttar Pradesh. The objective of these programmes is to help develop women entrepreneurs. With the understanding that behavioural inputs play a crucial role in the formation and development of entrepreneurial personality, women were trained to take up entrepreneurship in their areas of expertise.

## Expanding the Horizons...

EDII North Regional Office organised Entrepreneurship Awareness Camps (EACs) in Lucknow and Allahabad. These camps were aimed at acquainting people with various challenges the country is facing today viz. unemployment and under-employment. By detailing the importance of entrepreneurship in the present scenario, the participants were motivated to take up entrepreneurship as their career.

# PG Corner

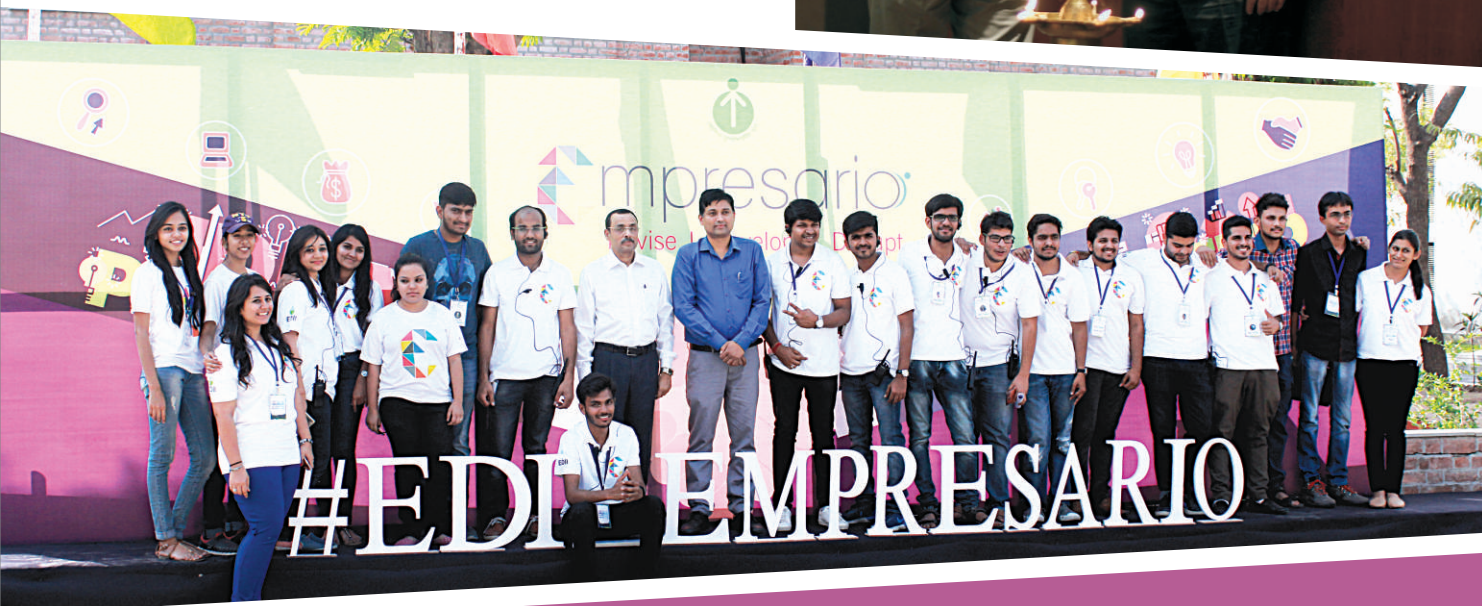
## EMPRESARIO 2017: Heralding start-ups

**E**MPRESARIO, the annual entrepreneurship flagship event of EDII was organised during March 9-10, 2017 at EDII campus. The event is organised by the students of EDII every year, and is an exclusive, one-stop platform for start-ups, new-age entrepreneurs, industry mentors, investors and students to dish out their entrepreneurial endeavours and experiences, gain new insights and pledge to become an invaluable part of the ever-flourishing start-up ecosystem in India. The two-day event was inaugurated amid fervour and enthusiasm by Shri Dinesh Yadav (*pictured*), CEO, Arvind Accel.

EMPRESARIO was first launched in 2012 and has since then went on to emerge as one of the largest entrepreneurship fests celebrated in India. Held over two days every February, the fest witnesses thousands of participants from every part of the country. The focus this year was on fostering the start-up ecosystem of Gujarat as well as India. This was brought into action by supporting and collaborating with ideas and start-ups of high-performing businesses, foundations,

investors and individuals who are delivering solutions with market-oriented approaches for global development. The event helped several start-ups turn their ideas into viable businesses.

The theme of this year was *Escalating Growth of Start-up*



*Ecosystem* while the sectors in focus were healthcare, artificial intelligence, IoT, augmented reality, virtual reality, food & water, education, MSMEs, fintech, manufacturing, e-commerce, travel & tourism, on-demand services, agribusiness, waste-tech & renewable energy, analytics & big data, SAAS, security and marketplace.

Mr Bipin Shah, Senior Faculty, EDII welcomed the guests and gave a brief introduction of the fest. He said, "EMPRASARIO is in

Shri Dinesh Yadav, Chief Guest at the inauguration, remarked, "In this age of new technologies, youth entrepreneurship can lead to global progress. With start-up ecosystem in focus, young entrepreneurs are dominating the landscape everywhere. Youths must reach their full potential and that is where being in Gujarat, the land of entrepreneurship, and EDII, a place where start-ups mushroom, helps."

Shri Yadav added that more start-ups should focus on healthcare,

food, solid waste management and environment. Encouraging more youngsters to take up entrepreneurship, he added that an entrepreneur has access to a vast set of resources, has network and can be a job creator. All of this helps one to not only achieve own objectives but

also meet the needs of our society.

Mr Mayank Patel, Faculty, EDII while proposing the vote of thanks said, "Youths are well versed with technologies. And, a start-up is a place which brings together the technology and youths. Hence, the

sector rightly deserves attention and EMPRASARIO attempts the same."

Apart from the panel discussions, speaker and mentoring sessions and workshops, the events included candid fireside chats, 'The Big Pitch' and *daawat-e-music*.

EMPRESARIO aims to create value among all those who are associated with the start-up ecosystem directly or indirectly. This year, the focus was on providing 'Prototype Funding' to 25+ start-ups through EDII's partnership and to make funds available to these early and growth-stage start-ups through the institute's network of venture capitalists.

**10+** Sessions

**16+** Speakers

**42** Exhibitors

**16+** Investors

**600+** Attendees

Cash Prizes worth  
**₹1.5 lakh**



its sixth edition this year. Akin to previous editions, this year too, the line-up of events is well suited to lay more emphasis on start-ups. The interactions with various speakers and mentoring sessions will give the necessary fillip to the start-up environment."

**Bootcamps in 4 states:  
Madhya Pradesh • Gujarat • Maharashtra • Rajasthan**

# ECSTASY 2017

## Fun-Filled Booster before EMPRESARIO

**E**CSTASY 2017, the annual flagship cultural event of EDII, also the pre-event to EMPRESARIO, saw a cultural medley of events and emotions. The fest received participation from institutes and colleges based in and around Ahmedabad. The members of the Students' Affairs Committee organised various events at the fest viz. Naach Revolution (dance competition), Swaralaya (singing competition) and Sheers & Ruban (fashion show). The response was overwhelming. Various institutes such as IIM Ahmedabad, Nirma University, NID, NIFT, HL Group of Colleges, AMSOM,

PDPU and ADANI, among others, took part in the fest.

The pre-Ecstasy event, which included volleyminton, box cricket and street soccer, also received a number of participants from other colleges. Various competitions and fun games, entailing cash rewards worth ₹50,000, attracted several participants.

The final pro-night, featuring concerts by PAPON and DJ (Progressive Brothers), was packed with visitors and students. The footfall crossed 4,500, which was quite visible on the ground.



# LAURELS

## IFC – Times Network Strategy Award 2017

The institute bagged the prestigious IFC – Times Network Strategy Award 2017 for its role in shaping the industry, creating unique positioning and altering the basis of competition for Education, Training & Educational Services during Porter Prize event at Mumbai on May 25.

The award is instituted by the Institute For Competitiveness (IFC) in conjunction with the Times Network and recognises the strategic acumen of corporates in India. It honours the best companies operating in India that, via strong strategy, have created their own niche. The objective is to propel companies to compete on the basis of value creation, innovation and strategy.



*Dr Sunil Shukla with Prof Michael Porter, Father of Modern Strategy Field*

*Dr Sunil Shukla receiving the Award in Mumbai. Also seen are (L-R) Shri Amit Kapoor, Institute for Competitiveness, India & Editor-in-Chief, Thinkers; Shri M K Anand, MD & CEO, Times Network and Dr Satya Acharya, Associate Senior Faculty, EDII*



# IMPRINTS

*Celebrating  
25 years of service to the Institute...*



*Dr Y K Alagh, Chancellor, Central University of Gujarat  
and esteemed Governing Body member  
of the institute, felicitating Mr Ashok Madnani  
and Mr V K Sharma for completing  
25 years of service.*



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