

EDII Reports



**Entrepreneurship
Development
Institute of India**

Issue-I, 2017-18

From the Director's Desk

Entrepreneurship within the realm of Education... An Urgency Today



Young minds form easy moulds. Most of the Indian education system operates on this theory. Therefore, emphasis of strategising has always been on all-round development of students, with the futuristic idea of creating smart, confident and successful citizens. Gradually, entrepreneurship gained acceptance and entrepreneurs started getting respected. There was a desire, especially among the youths, to adopt entrepreneurship as a career, yet the belief that entrepreneurship can be infused into education and taught like any other discipline took time to penetrate the existing beliefs and dogma in society. There's still a long way to go but, with the efforts that are being put in now to promote entrepreneurship nationally are fast gearing up the country for widespread adoption of entrepreneurship. The institution of the Ministry of Skill Development and Entrepreneurship is also a commendable effort towards worthwhile initiatives in the domain.

(contd...)



Normally, when a business does not do well, the blame is shifted to the imperfections of the market. What remains overlooked is the fact that the entrepreneur might have ventured out without focusing on acquiring entrepreneurship-specific skills. The ingredients for success include an entrepreneurial bent of mind, knowledge, skills and being updated with information. Today, when the world is becoming one big market, an entrepreneur cannot depend on his luck alone to prosper. And, it is nice to endorse that entrepreneurial knowledge and skills can be cultivated and imparted through well-conceived training and counselling interventions. To create a breed of successful entrepreneurs, it is not only necessary to infuse 'entrepreneurship' in the education system but, at the same time, it is significant to ensure that children get this orientation from a young age so that they grow up with the confidence of embracing entrepreneurship as a career. Such an orientation is important to bring about an attitudinal change in them and to motivate them to do away with the fear of risks and failures.

Another major challenge is to facilitate understanding of the finer nuances in students so that they move out of their realm of 'small business idea' to a big-business dream. Such a mindset can only come about with regular emphasis on entrepreneurship teaching and learning. So, if we envisage the future economy in the hands of a successful generation, the task has to begin today by targeting higher and senior secondary segments of the education system. With right education in entrepreneurship, it will certainly become easier for youths to move up step by step, capitalising on creative and innovative thinking, strong networking and on the study of the diverse options and demands of the consumer market. It will help them understand the whims of the market, embrace them, plan amidst them and come out as visionary entrepreneurs. The country has umpteen opportunities for would-be entrepreneurs, and thus, it's time we take the onus of helping them explore and make a resounding 'go-ahead.'

It makes me happy to state that the institute, along with its endeavours to boost entrepreneurship within various sectors and segments of society, has documented its activities in the form of *EDI Reports*. With this issue, the *EDI Reports* has touched the landmark figure of hundred. A hundred issues of the reports are a testimony to our efforts towards contributing to the core cause of entrepreneurship. I take pride in presenting to you the centenary newsletter. Under the nomenclature of *EDII Reports*, I promise that the legacy will continue...

- Sunil Shukla



President's Message

Dear friends,

It gives me immense pleasure to present before you the 100th EDII Report. It is indeed a commendable achievement and my congratulations to the entire EDII team.

This is a publication widely circulated among the entrepreneurial community, the academic fraternity as also the policy makers. For 100 issues, this newsletter has been serving as a powerful tool of communication and collaboration between these three segments of readers. This clearly demarcates this newsletter above the clutter and proves that over this long period, the newsletter has been able to evolve with the changing times.

We live in interesting and exciting times. This is possibly the best period for entrepreneurship, for Incubation of ideas and for execution of dreams. At the same time, for translating thought into action and dream into reality, you need to understand the nuances of business. EDII has been Imparting these skill sets to budding entrepreneurs since its Inception. They have also been involved with policy makers to formulate progressive frameworks for doing business. I must say that the Institute has been really successful in ensuring that academic rigor leads to a useful understanding of the practical world of business.

On this landmark of publication of the 100th EDII Report, my best wishes to all members of the EDII family. I am confident that EDII will continue to play its pioneering role in supporting the national development goals.

Warm regards

(Mahesh Kumar Jain)



Background Paper by EDII on start-ups, released on World Entrepreneurs' Day



Every year, August 21 is celebrated as the World Entrepreneurs' Day. The purpose is to create awareness for entrepreneurship, innovation and leadership throughout the world. This year, the EDII, in its endeavour to guide start-ups and amateurs with potential ideas on starting out, developed a background paper titled *Celebrating India's Entrepreneurship*.

The paper, aimed at helping potential entrepreneurs source all information on start-ups, was released by Chief Guest Shri Jitendra Singh, Hon'ble Union Minister of State (I/C) for Development of North Eastern Region and MoS Prime Minister's Office, Government of India on August 18 at New Delhi. Guests of Honour - Mr Amitabh Kant, CEO, NITI Aayog and His Excellency Mr Daniel Carmon, Ambassador, Embassy of Israel - were also present at the event.

The EDII prepared the document in capacity of the Knowledge Partner of the Associated Chambers of Commerce and Industry of India (ASSOCHAM).

The paper was released during a one-day Annual Meet of Entrepreneurs and Innovators' Conference & Awards, organised by the ASSOCHAM to celebrate and promote India's entrepreneurial talent and their achievements. Eminent speakers included Dr Rajni Aggarwal, President, Federation of Indian Women Entrepreneurs; Mr Deepak Bagla, MD&CEO, Invest India; Mr Annurag Batra, Chairman & Editor-in-Chief, *Business World*; Shri Ajay Prakash Sawhney (IAS), Secretary, Ministry of Electronics and Information Technology; and Mr D S Rawat, Secretary-General, ASSOCHAM.

The paper is a one-stop reference for all the start-up enthusiasts in India presently. It touches upon all aspects of a start-up, ranging from its creation to funding, sustenance, survival and market expansion. It also entails the journey of a start-up from its seed stage to early-stage start-up and later, a mature one. With the government's target of quadrupling the number of start-ups in India by 2020, this document has been released at a time when the start-ups are flourishing at a great pace.

With India being the third largest start-up hub in the world, this paper on start-ups and its ecosystem in India is akin to a guide for those who wish to set up a new venture but are clueless about how to do the same.

On the occasion, Dr Sunil Shukla said, "As a National Resource Organisation in Entrepreneurship, EDII is continuously implementing programmes to strengthen the entrepreneurship movement in India. It is predominantly pivoting to new ways so that the youths allow their entrepreneurial ambitions to soar. Our programmes are developing confidence in the Indian support system and helping the potential and aspiring entrepreneurs tide over the bottlenecks of a start-up lifecycle. This document will help potential entrepreneurs source all information on start-ups."

In collaboration with
Facebook,



programme launched

Around 20,000 small and medium entrepreneurs during the current year will be provided support nationally to grow their business online.

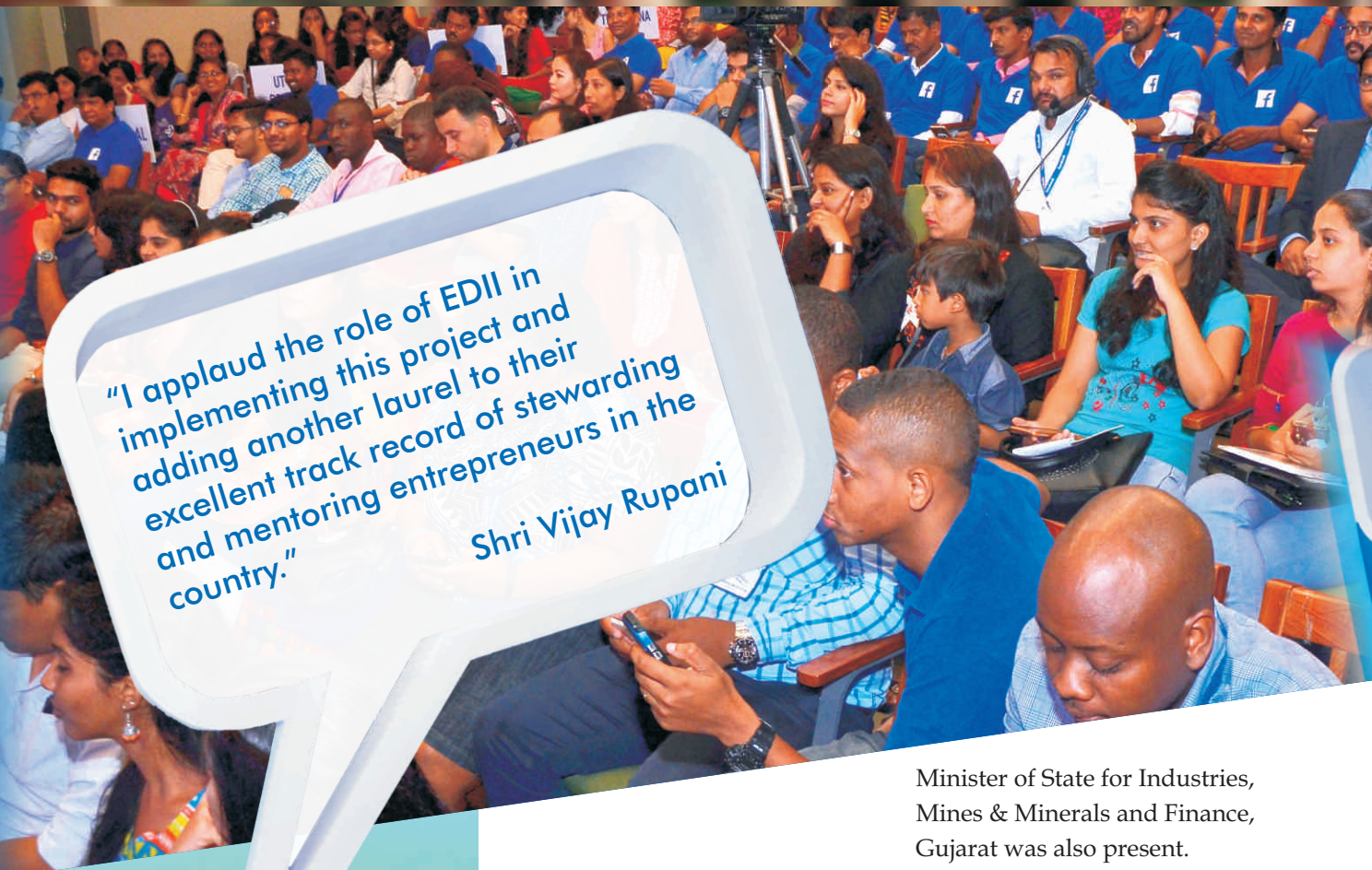
Facebook is a powerful medium, not only for expression of thoughts or exchange of ideas but also for promotion of business and products. With over 1.49 billion members worldwide and 22 billion ad clicks per year, Facebook has a great target

audience. Adding to that, placing ads on the social networking medium comes at low prices.

With a fast growing economy, boosted by private sector participation, Gujarat is known for its exceptional entrepreneurial skills and its singular focus on



Shri Vijay Rupani, Hon'ble Chief Minister of Gujarat, inaugurated the programme at the institute



"I applaud the role of EDII in implementing this project and adding another laurel to their excellent track record of stewarding and mentoring entrepreneurs in the country."

Shri Vijay Rupani



Minister of State for Industries, Mines & Minerals and Finance, Gujarat was also present.

economic progress and development. In recognition of the state's entrepreneurial spirit, Facebook, in collaboration with the institute, launched a project – Boost Your Business (BYB) – which aims at equipping the state's entrepreneurs with skills to use Facebook effectively for digital marketing and monetising their businesses online. The project aims at training 20,000 entrepreneurs nationally, of which 7,500 are being anticipated from Gujarat. The programmes will be conducted in 22 states.

The BYB programme is designed to equip 20,000 small and medium businesses with knowledge, skills and technology to facilitate growth of their business online. The inauguration was attended by several existing and potential entrepreneurs, government officials, industry and financial institutions' officials and academicians. An orientation workshop was also conducted for 400 entrepreneurs during the event.

Shri Vijay Rupani, Hon'ble Chief Minister of Gujarat, launched the project amid great fervour and participation on July 18, at the institute. During the launch of the project, Shri Rohit Patel, Hon'ble

"I applaud the role of EDII in implementing this project and adding another laurel to their excellent track record of stewarding and mentoring entrepreneurs in the country", said Shri Vijay Rupani, the Chief Guest for the event.





The participants during the programme, attentively imbibing the skills

He added, “Our government stands for the overall development of Gujarat. Every region of the state is known for a special business and we want the industry to grow in places where they have traditionally flourished. To take forward our Hon’ble Prime Minister’s and our vision for the state, it is important for every Gujarati to participate in the state’s progress. It is here that programmes like Facebook’s ‘Boost Your Business’ will contribute by encouraging entrepreneurship and employability, and by providing global visibility which will help in the growth of business.”

Highlighting the role of the institute in building an entrepreneurial ecosystem in India, Dr Sunil Shukla shared, “For over three decades, the EDII has been training and mentoring

budding entrepreneurs. In alignment with the Government’s goals, we are participating in the training and skilling of our country’s entrepreneurs. It is here that we look forward to collaborating with Facebook to train entrepreneurs in Gujarat, and across the country, to assess the global markets through Facebook’s tools and technologies.”

Mr Ritesh Mehta, Head of Programmes, Facebook, South Asia said “Much of the state’s progress is due to the sheer industry dedication and talent of people of the state. As a Gujarati who grew up in Surat, I can confidently say that this passion for enterprise, when coupled with new world skills, will enable the entire country’s entrepreneurs to accelerate their businesses through online exposure and integration

with global markets. Our partnership with the EDII and the launch of BYB in Gujarat are steady steps towards the next phase of economic growth in the state.”

Target states in India	Number of beneficiaries targeted
Karnataka	3,000
Gujarat	1,500
Andhra Pradesh	1,000
Telangana	400
Kerala	2,500
Tamil Nadu	2,500
Goa	100
Puducherry	100
Maharashtra	1,000
Odisha	2,000
Uttar Pradesh	2,000
Madhya Pradesh	2,000
Chhattisgarh	200
Rajasthan	200
Assam	200
Bihar & Jharkhand	100
West Bengal	1,000
Tripura	100
Manipur	100



New faces on campus, new dreams in hearts...

The new batch of Post Graduate Diploma in Management courses for the year 2017-19 was inducted at the institute. Four international participants, among others, have also embarked on an entrepreneurial journey...

Hundred (100) students brimming with hope, dreams and excitement, were inducted into the Post Graduate Diploma Programme - Business Entrepreneurship (PGDM-BE) and Post Graduate Diploma Programme - Development Studies (PGDM-DS) on July 3 at the institute. Budding entrepreneurs from Gujarat, Maharashtra, New Delhi, Chhattisgarh, Haryana, Jammu & Kashmir, Karnataka, Odisha, Rajasthan, West Bengal, Madhya Pradesh, Telangana, Uttar Pradesh, Sikkim, Tamil Nadu and Kerala enrolled for both the PG courses. While 86 students joined the PGDM-BE programme, 14 joined the PGDM-DS programme. This includes five international students from Cambodia, Laos and Zambia, who joined PGDM-BE this year.

During the induction week, the students got a peek into the nuances of entrepreneurship and various aspects of the two-year

course - the basis of their entrepreneurial journey. Dr Manoj Mishra, Acting Chairperson, PG Programmes welcomed the students and briefed them about the institute's activities in the field of entrepreneurship and its role in leading effective implementation of entrepreneurial training and capacity-building in various target groups, across several organisations, institutes, sectors and clusters.

Throughout the week, the students of the PGDM-BE programme were prepared for the basics of the business, catering to the following objectives of the programme: Developing skills in successfully initiating, expanding and diversifying a business; enterprise in new and upcoming areas; developing family business successors as enterprising and knowledgeable owners of the business of their predecessors; and creating entrepreneurial managers for corporate sector. The initial components on basics of business



Dr Chandan Chatterjee (standing), Senior Visiting Faculty, EDII conducting the panel discussion on New Age Entrepreneurship, conducted in association with FICCI on July 4 at the institute's campus. Also seen are panellists (L-R) Dr Param Shah, Head, FICCI Gujarat State Council; Mr Anshuman Mohapatra, Partner, Vector Legal; and Mr Abhishek Desai, Co-founder, Digicorp and Founder, CricHeoes.

venturing are prerequisites for the upcoming trimesters. Some of the modules were Trends of Industries and Emerging Opportunities, Commercial Acumen, GST Impact on MSMEs, Marketing Basics, Business Communication,

Sustainability. Business games and workshops on Ideation, Design Thinking and Blu Ocean Strategy & Dream Team ably aided the learning modules and made the sessions interactive and enriching for the students.

Kanoria Foundation; Shri Vipul Vachhani, Founder & CEO, Jaivel Aerospace Private Limited and Dr Mustafa Taherali Saasa, Chairman & MD, Raj Group of Companies, UAE, among others.



Dr Manoj Mishra, Acting Chairperson, PG Programmes welcoming the students to the Institute

Introduction to Excel and Policy Measures by the Government for Industrial Growth and

Eminent speakers from the industry interacted with the PGDM-BE participants. The speakers included Mr Abhishek Jain, Founder, NaapBooks; Mr Sunil Trivedi, CMD, Sarjan Watertech India Pvt Ltd; Mr Harsh Dave, Shraddha Associates Pvt Ltd; Mr Nishank Shah, Founder, Duro Green; Mr Snehal Desai, Asst. Vice-President, Adani Group; Shri Ritam Bhatnagar, Founder, India Film Project, Freeway Entertainment Company & wWhere; Shri Paresch Gupta, Cluster Head, Yes Bank; Dr Sundar Raj Vijaynagar, Chief Research and Innovation Officer, SREI Group of Companies and

The students of PGDM-DS programme, on the other hand, learnt about the development sector and the role of entrepreneurship in the same. Various modules of the course included Art and its Role in Development, Contemporary Issues in Development Sector, Social Responsibility of Corporates, Goal-setting, Role of Media in Propaganda-setting, Mainstreaming the Poor through Financial Inclusion, Peace Research and Gandhian Philosophy, Soft Skills, problem-solving exercises, ideation workshop, edutainment movies, field visits, rural markets, etc. Apart from this, the students of



both the PG courses interacted with entrepreneurs and experts who shared their entrepreneurial journeys and stories of both success and failure.

Eminent speakers from the industry interacted with the PGDM-DS participants. The speakers included Dr Manisha Pathak Shelat, Media Consultant/Trainer; Mr Dharmendra Kumar Jena, Blind Peoples Association; Mr Sumeet Varghese, Founder, Your HR Buddy; Prof Praveen Mishrapainter, filmmaker; Yash Saxena, Founder, poshaQ; Mr GaganSethi, Development Educator, Organisational Development Expert and Gender Trainer; Prof L K Vaswani, Adjunct Faculty, MICA and Dr Prem Anand Mishra, Assistant Professor at Peace Research Center, Gujarat Vidyapith, among others.

The new batch was apprised that in addition to the course delving into all aspects of setting up and managing enterprises, the institute will provide them an additional option of pitching their start-up models here for getting incubated at the Centre for Advancing and Launching Enterprises (CrAdLE). Considering the fast-growing start-up movement in India, the institute hosts a Department of Science (DST)-promoted incubation centre, the CrAdLE, which extends thorough mentoring support to help students start, progress and sustain a venture.

Marking the formal start of lectures and sessions for the newly-inducted students, a panel discussion on New Age Entrepreneurship, initiated by Dr Chandan Chatterjee, Senior Visiting Faculty, EDII was conducted at the institute in association with the Federation of Indian Chambers of Commerce & Industry (FICCI) on July 4. Panellists for the three-hour session were Dr Param Shah, Head, FICCI Gujarat State Council; Mr Abhishek Desai, Co-founder, Digicorp and Founder, CricHeoes; and Mr Anshuman Mohapatra, Partner, Vector Legal.

Dr Param Shah mentored the discussion. He also apprised the

students of various roles and responsibilities of FICCI and how it has become so resourceful for the upcoming entrepreneurs. Mr Abhishek Desai and Mr Anshuman Mohapatra shared their experiences on founding start-ups, legal complications and being mentored by FICCI. They discussed how decision-making is a dynamic process in the business world, which requires each decision to be time-, need- and sector-specific. It was shared that businesses need to contribute to capacity-building so that they can withstand challenges faced in future. That network-building remains another critical area, was reiterated by all the panellists.



The inductees at the panel discussion on New Age Entrepreneurship, conducted in association with FICCI on July 4 at the Institute

Alumnus speaks...



“ Post completion of PGDM-BE at EDII, a 50-year old Jamshedpur-based firm invited me to join as its Managing Partner/Co-owner. There was a lot of synergy between my detailed project report and their existing work profile. The owner is an amazing person, having over 17 years of entrepreneurial experience. The learning that I imbibed at EDII helped me lot in evaluating the offer with due diligence (cash flows, balancesheet, P&L, working capital, legal and taxation).

I decided to join the firm. The knowledge of marketing, branding, advertising, finance, accounts, B2B and B2C services, operations, legal and taxation, web designing, projects, strategy and ETP helped me a lot in identifying and addressing the problems. I started implementing my academic learning for the organisational growth. We also started a new private limited company, which gets resources and credentials from the existing firms for getting business. At the same time, it is becoming fit for attracting private equity. We have 170 employees and we are confident of making it a pan-India organisation.

I extend sincere thanks to Dr Kavita Saxena, Dr Falguni Vasavada, Dr Amit Kumar Dwivedi, Dr Satya Ranjan Acharya, Mr Padmin Buch, Mr Raj Shankar, Prof M C Gupta and Mr Bhasker Jani for teaching courses which are extremely relevant in contemporary business. Mentoring and guidance from Mr P G Makhija, Mr Mayank Patel and Mr J B Patel have engraved solid entrepreneurial foundation in me. I am thankful to all EDII professors and guest faculty for designing such a wonderful programme. It was an amazing experience and learning two years of study at EDII.”

Gaurav Yadav (PGDM-BE 2015-17)

*Managing Partner-Projects, Operations & Plant Maintenance
MLEPC Management Pvt Ltd, Jamshedpur*





Decoding

AICTE's SWAYAM project at EDII

Dr Manpreet Singh Manna, Director, All India Council of Technical Education (AICTE) visited the institute on August 31 to deliver a talk on the *Study Webs of Active-learning for Young Aspiring Minds (SWAYAM)* project. He introduced the project to the faculty members and students of the EDII's Post Graduate Programmes. Around 150 participated in the interactive session.

SWAYAM is developed by AICTE and is one of the world's largest massive open online course (MOOC) platform. MOOCs are online courses that are made available over the internet, free of cost, in order reach a wider set of people. AICTE is hosting the MOOCs with the help of Microsoft. SWAYAM has been designed to achieve the three cardinal principles of Education Policy viz. access, equity and quality. The objective is to take the

Dr Manpreet Singh Manna, Director, AICTE was at the Institute to deliver a talk on the project and introduce the students and faculty members of the Post Graduate Programmes to the same.

best teaching/learning resources to all. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

A one-stop platform, SWAYAM has mobile based, interactive e-content for all courses ranging from high school to university level. It encompasses high-quality learning experience for users with multimedia on an anytime, anywhere basis; state-of-the-art system that allows easy access, monitoring and certification; peer group interaction and discussion forum to clarify doubts and hybrid model of delivery that adds to the quality of classroom teaching. There is no registration fee for



learning any type of course through SWAYAM.

Dr Manna, Officer-in-Charge, SWAYAM MOOCs said, "SWAYAM is an instrument for self-actualisation by providing unique educational opportunities to the citizens of India. It will help thousands expand their horizons of knowledge and work towards attaining better living standards."

Dr Manna added that obtaining better education, certifications and learning new skills is something

that every entrepreneur, business owner and individual can benefit from. "MOOCs provide a string of options to business owners and entrepreneurs to improve learning and expand their horizons. It is thus important that in this age of fast-changing technology, entrepreneurs keep themselves updated and ensure their survival," he remarked.

Dr Sunil Shukla said, "MOOCs have become the need of the hour and given the excellent digital infrastructure in present times,

SWAYAM will definitely reap encouraging results. It is a welcome step and EDII will support AICTE in widespreading the use of the platform."

Post the talk, the students hailed the project as a far-sighted one, which is targeting at the disadvantaged sections of the society. They said, SWAYAM can help ignite several entrepreneurial minds by plugging the lacunae viz. lack of training and courses on the subject.



Bustling with infectious energy,

Every year, the institute conducts four national-level, residential summer camps, two for children in the age group of 12-16 years and two for youths in the age group of 16-22 years. This year, keeping the legacy alive, 31st & 32nd Summer Camp for on Entrepreneurial Adventures for Youth and 30th & 31st Summer Camp for Stimulating Entrepreneurial Mindset in Children were held at the campus.

A unique, first-of-its-kind initiative for youth and children, the camps aim at orienting the participants towards achieving excellence in life and career.



Their day began at 5 am every morning. An hour-long yoga session instilled in them both discipline and stamina to attend the daily classes and activities. While few were adaptive, few young minds struggled to keep up with the busy schedule. Gradually, they started to see a transformation in their thoughts, ideas, energy and plans. The children and youths of the residential summer camps were little 'storehouses of ideas' and the EDII tried every bit in

leading them onto the correct entrepreneurial paths.

Over the past 25 years, the institute has been imparting a unique exposure to youths through its national summer camps. The camps have shaped around 1,362 youths across the country. Through these camps, the institute has been giving a powerful platform to youths across the nation to evolve, by getting them to know their own personality, factors that affect their

development and by imparting them a perspective that shapes their behavior and responses to different situations. Two such camps, the 31st & 32nd Summer Camps on Entrepreneurial Adventures for Youth were conducted at campus this year, first during May 8-17 and the other during May 29 to June 7.

Aimed at helping the youths realise their hidden potential and develop capabilities to meet challenges ahead by acquiring

they give meaning to our work...



entrepreneurial traits of risk-taking, creative thinking, conflict management, effective communication, team work and managing one's emotions, the camps saw good participation this year too. While 22 youths from 12 cities across five states participated in the 31st camp with great enthusiasm and fervour, 54 youths from 24 cities across 12 states attended the 32nd camp. Entrepreneurial training was imparted to the participants through a mix of simulation

exercises viz. classroom sessions, presentations, case study analyses, puzzles and games, industry visits and interaction with achievers.

Dr Sunil Shukla remarked, "We started way back in 1992. This year, we have successfully hosted the silver jubilee batch. The journey has been long but a fulfilling one."

Camp Leader Dr Pankaj Bharti, Faculty, EDII said, "The summer camps for youth have been a story of wonderful 10 days, not only in

terms of participation but also in sharing of ideas and thoughts. The feedback is extremely encouraging and we already look forward to the next year."

On the similar lines, over the past 23 years, the institute has been shaping up young minds of children towards an entrepreneurial path. Through various simulation games, interactive sessions, industry visits, the summer camps for children have been preparing a



league of potential young entrepreneurs of the morrow. Through these, EDII has groomed over 2,250 children till date. This year, the 30th & 31st Summer Camps on Entrepreneurial

Stimulation for Children were conducted at campus, first during April 30 to May 5 and the second one during May 21-26.

Aimed at inculcating a 'spirit of enterprise and achievement' in

children so that they target higher-order achievements, the camps are designed in a way that would enable the participants discover their entrepreneurial competencies and inherent strengths and



Mr Kailash Goenka, Chairman and Managing Director, Sankalp Group, graced the valediction of the 30th Summer Camp for Children as the Chief Guest and gave away certificates to the children. Sharing his journey with the children, Mr Goenka said, "I started working at a very young age of around 15-16 years. In all these years of work, I have learnt some important lessons that make a huge difference to one's success. One, always be truthful to your business. Stick to it even in times of turbulence and try to turn around things in your favour. Two, think of long-term benefits and building a loyal customer base instead of reaping short-term benefits." Another critical success measure, added Mr Goenka, is retaining manpower. He shared that most of the staff at Sankalp has been with him for several decades. Learning from his journey and guidance, the children were enlightened and introduced to multitude of new concepts in sustainable businesses.

Shri Bhupendra Patel, Chairman, Ahmedabad Urban Development Authority (AUDA) graced the valediction of the 31st Summer Camp for Children as the Chief Guest and gave away certificates to the participants. While he shared his journey with the children, he recalled a lot of instances, all of which taught the participants about not getting too affected from failure or success. To keep working with a focussed mind, he remarked, is most important. He also said, "It is great to witness the infectious energy of these children here. EDII has been running such a crucial programme for children, for years, and I believe this way it is trying to build an entrepreneurial inclination since a very young age. This will also help the children in identifying their true calling."





weaknesses. The methodology of imparting training will ensure complete involvement of each participant through means of simulation exercises, classroom sessions, presentations, case study

analyses, puzzles and games, industry visits and interaction with achievers. The week-long camps will leave youth enlightened and confident about adopting leadership roles in their life whereas the children will be taught to strive towards achieving excellence in life and career.

Dr Sunil Shukla said, "We had several apprehensions at the onset, but it is heartening to see that we have come this far. With the successful conclusion of the summer camps for children, we have won 31 battles. With parents' support and confidence in the institute, we have been able to

inculcate in children not only an entrepreneurial mindset but also a well-groomed personality for entrepreneurship."

On the other hand, Camp Leader Dr Pankaj Bharti shared, "Both the camps have been another fulfilling journey. With the enthusiasm of children and their eager participation in various modules of the programme, we have successfully achieved our aim of grooming entrepreneurs for the future. We received a good mix of children and divided them into sub-groups so that every child's unique abilities could be identified."

Mr Vijay R Gupta, Managing Partner, The Honest Reveira, graced the valediction of the 31st Summer Camp for Youth as the Chief Guest and gave away certificates to the participants. Sharing his journey with the participants, he said, "I started working at a very young age. Looking at you all today, I can see a huge difference in the kind of skillsets we possessed when we were this young. Over the years, I have learnt two important lessons that make a huge difference to one's success. One, God has given you two hands; use them and believe in God. It will take you as far as you wish to go. Two, the most important thing in a business is customers' feedback and learning from mistakes. If you consider both while making decisions, you are sure to succeed."



Ms Pavani Bakeri Agarwal, Director, Bakeri Engineers and Infrastructure Ltd, graced the valediction of the 32nd Summer Camp for Youth as the Chief Guest and gave away certificates to the youths. Sharing her story from being a mother to an entrepreneur, Ms Bakeri said, "One has to become a better person everyday. Two things go a long way in becoming one - one, absolute focus on goal and two, discipline in life. If one has these two traits, he/she is bound to taste success."



Centre for Advancing & Launching Enterprises



Mr Kris Gopalakrishnan with Dr Sunil Shukla

The CrAdLE that Nurtures Dreams...

India is a land of dreams. Everyday, several curious minds think of the ways through which they can accomplish their dreams, and turn their ideas into reality. With more and more youngsters taking the plunge into start-ups, the role of business incubators in helping culminate their targets cannot be questioned. Last year, with the hope of nurturing and watering new plants of thoughts, one such incubator was set up at the institute. The Centre for Advancing and Launching Enterprises (CrAdLE) has since then been running with great pace. Let us peep into the year-long journey of this new 'home to dreams'.

Unveiling of the Centre December 2, 2016

A technology business incubator, the CrAdLE, is moving in the incubation space to help start-ups achieve significant milestones during their journey of growth. The CrAdLE is catalysed and supported by National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology (DST), Government of India. Areas in focus are manufacturing, healthcare, renewable energy and food/agribusiness.

Brought entrepreneurial minds together March 9-10, 2017

Empresario - the annual flagship event in entrepreneurship at the institute - witnessed participation of start-ups from varied sectors and states of the country. During the two days, 14 sessions on start-up entrepreneurship were organised, 40 speakers shared their ideas, 50 start-ups exhibited

their ideas and over 700 entrepreneurs participated.

Startup Weekend - Ahmedabad May 26-28, 2017

The CrAdLE associated with Startup Weekend Ahmedabad as Ecosystem Partner for Idea to Prototype in a 54-hour event. Around 72 candidates had participated in the event to work on innovative ideas and to develop proof of concept in 54 hours. Ten groups competed at the event where the CrAdLE team mentored the participants.

CrAdLE and YES Bank came together June 9, 2017

The incubator joined hands with the private-sector lender - YES Bank - to finance the incubated start-ups. In first such initiative, YES Bank provided a loan of ₹50 lakh to one of the incubatees - Green Ideology - under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

scheme, operationalised by Small Industries Development Bank of India and the Government of India. Proposals by five other incubatees are under review by the Bank presently.

Enlightening minds...

June 20, 2017

Mr Sanjay Randhar, Managing Director of GVFL Ltd; Mr Paul B Muktieh, Managing Director, North Eastern Development Finance Corporation Limited (NEDFi); and Mr Zaveer Zaman, Manager, North East Venture Fund (NEVF) at NEDFi visited CrAdLE and interacted with the incubatees to understand their ideas, business and potential market to get associated with



them. GVFL has also shown interest in three start-ups for funding and is currently reviewing their proposals.

Identified start-ups for the Government of Gujarat's Startup Innovation scheme March and June, 2017

The CrAdLE screened start-ups for ensuring grant to them under the Government of Gujarat's Startups Innovation scheme. Thirty (30) start-ups from various domains presented their ideas to

the Screening Committee, of which 15 start-ups were recommended to the government. Of these, seven were awarded grants for prototype development.

Associated with Chatur Ideas July 3, 2017

The CrAdLE associated with Chatur Ideas as Ecosystem Partner for promotion of #BeAChatur Contest. Chatur Ideas is the inception of first-ever dynamic, multifarious online platform, which will engage, counsel and interconnect the entrepreneurial breed of India with investors, financiers and mentors.

#BeAChatur Contest is a four-month intensive business plan competition. The CrAdLE has

sensitised around 165 start-ups for the contest as its outreach partner.

Startup Weekend - Surat July 14-16, 2017

The CrAdLE associated with Startup Weekend Surat as Ecosystem Partner for Idea to Prototype in 54 hours. Around 70 students/start-ups participated in the event to work on innovative ideas and to develop proof of concept in 54 hours. The CrAdLE offered incubation support to the top three teams free-of-cost.

Associated with e-Chai Demo Day July 20, 2017

The CrAdLE organised e-Chai Demo Day, in association with eChai, where 10 start-ups from e-Chai and two from the CrAdLE showcased their business ideas and shared their entrepreneurial journeys. eChai Ventures conceptualises and organises engaging entrepreneurial programmes to help fellow entrepreneurs connect, share and collaborate. The presentees also had an interactive session with the PGDM-BE students.

Spread awareness on BIRAC's BIG Scheme July 27, 2017

The CrAdLE organised an awareness talk on Biotechnology Industry Research Assistance Council (BIRAC)'s Biotechnology Ignition Grant (BIG) Scheme, in association with Venture Center, Pune. Mr Roshan Yedery, Manager - Innovation Management at Venture Center delivered a talk on the scheme, wherein more than 20 start-ups, scientist entrepreneurs, research scholars and students participated.

Words of wisdom August 11, 2017

Mr Kris Gopalakrishnan, Co-founder, Infosys and Chairman of Advisory Committee, CrAdLE visited the incubator and gave valuable suggestions along with other Committee members - Shri Harkesh Mittal, Advisor, Member Secretary, NSTEDB; Mr Satyanarayan B Dangayach, Managing Director, Sintex Industries Ltd, Gandhinagar; Mr Kunal Upadhyay, CEO, CIIE at IIM-A; and Prof T Harinarayana, Director-General, Gujarat Energy Research & Management Institute.

GLOBAL SKILLS PARK AT BHOPAL

Dr Sunil Shukla, Director, EDII attended the foundation stone-laying ceremony of Global Skills Park and National Consultation Workshop on July 3 at Bhopal. The agenda of the workshop was to raise awareness about the need of Global Skills Park, industry tie-ups for the park in the field of training, content development, infra upgradation, incubation centres, entrepreneurship, etc. Also, it was a great networking opportunity for industry players. Chief executives, human resource/CSR heads, policymakers, potential investors in skills development, industry associates from across sectors seeking skilled manpower and senior functionaries from the

state and central government participated in the workshop.

The Department of Technical Education & Skill Development, Government of Madhya Pradesh, with assistance from Asian Development Bank (ADB) and cooperation from ITEES Singapore, is setting up a Global Skills Park to provide quality skill-training to citizens of the state, thus enabling them to arrive at desired competency standards. The training aims to include an appropriate assessment mechanism and offer market-responsive employability skill-training across various segments, leading to wage employment, self-employment, group entrepreneurship and incubation of ancillary start-ups.



50 PROFESSIONALS

from various developing countries bid farewell to the institute



Dr Rajiv Kumar Gupta (IAS), Principal Secretary (Labour and Employment), Government of Gujarat & Managing Director, GNFC - Chief Guest at the valediction ceremony - while giving away certificate to a participant

Every year, the institute undertakes several capacity-building and training programmes for working professionals from developing countries. These are sponsored by the Indian Technical and Economic Cooperation (ITEC) division of the Ministry of External Affairs (MEA), Government of India. The programmes are a concerted effort by the institute to impart training to working professionals of developing countries and help them jump up the ladders of entrepreneurial success in their respective countries.

Fifty (50) international participants from 34 developing countries successfully graduated from two, six-week capacity-building programmes, which concluded on August 23 at the institute. Both the programmes had commenced on July 17. The six-week programmes comprised four weeks of classroom training and two weeks of study tour. Field visits formed a major component of the courses as they helped the participants in understanding various facets of Indian economy and culture. The visits included tours to famous tourist places – Mount Abu, Jodhpur, Jaipur, Udaipur and Agra.

At the valediction, Dr Sunil Shukla, Director, EDII set the tone of the event by welcoming the guest and the participants, and briefing about various objectives of the ITEC-sponsored programmes. Dr Rajiv Kumar Gupta (IAS), Principal Secretary (Labour and Employment), Government of Gujarat and Managing Director, Gujarat Narmada Valley Fertilizers Co Limited (GNFC) graced the valediction of the programmes as the Chief Guest and gave away certificates to the participants.

Dr Gupta shared the journey of the Neem Project of GNFC and the



kind of ripples the Neem products have been making in the market. Through the story, Dr Gupta shared his entrepreneurial odyssey and various ways of overcoming challenges faced during project execution.

This year, the programme *Empowering Women through Entrepreneurship Development* received 26 participants from 20 countries viz. Botswana, Cote D'Ivoire, Ethiopia, Guatemala, Jamaica, Kazakhstan, Madagascar, Malawi, Mali, Mauritius, Mongolia, Niger, Poland, Seychelles, South Sudan, Sri Lanka, Tajikistan, Trinidad & Tobago, Vietnam and Zimbabwe. Directed by Mr P Ganesh, Associate Senior Faculty, EDII the programme focused on providing knowledge of tools and techniques that may facilitate increase and growth of women entrepreneurs.

"The participants learnt about preparing viable business plans and enhancing leadership & managerial capabilities. The participants included consultants, academicians, corporate trainers, business counsellors, business promotion officers, bankers and employees of government organisations and financial institutions, extension workers of NGOs and existing & potential entrepreneurs. I am delighted to share that we have received excellent feedback for the programme," remarked Mr Ganesh.

The programme *Industrial, Infrastructure and Sustainable Project Preparation & Appraisal*, directed by Dr Saji Kumar, Faculty, EDII received 24 participants from 14 countries viz. Argentina, Ethiopia, Indonesia, Malaysia, Mauritius, Mongolia,

Nepal, Sri Lanka, Sudan, Tajikistan, Tanzania, Tunisia, Uzbekistan and Zimbabwe. The participants comprised officials from industry and economic ministries, investment promotional agencies, chambers of commerce & industry, development bodies, development financial institutions, commercial banks, business and management development organisation and academicians, among others.

Dr Kumar, while briefing on the motive behind initiating the course, said, "The objective of the programme is to help participants identify lucrative investment opportunities that can lead to improved viability and returns. It hones decision-making skills of participants by improving and updating their knowledge in various areas of project."

EDII to offer 6-month certificate programme to the students of Surana College in Bengaluru

The institute has entered into a Memorandum of Understanding (MoU) with Surana College, Bengaluru for academic collaboration. Under the pact, the institute will offer a six-month Certificate Programme in Entrepreneurship and will conduct a two-day Awareness Camp for Surana College's undergraduate and postgraduate students.

The MoU was signed on August 10, 2017 at Surana College between Mr Raman Gujral, Head, EDII Southern Regional Office and Dr Shakuntala Samuelson,



Principal, Surana College. Also present during the signing of the agreement were Mr Suhail Palakkod, Assistant Faculty, EDII;

Prof Venkatesh, Director, MBA Programme and Prof A Srinivas, Director, MCA Programme at Surana College.

Guyana welcomes Entrepreneurial Training



A capacity-building programme on Strategic Planning, Project Management and Monitoring & Evaluation was organised for Caribbean Community (CARICOM) officers during July 10-20 at Georgetown, Guyana. It was sponsored by the Indian Technical and Economic Cooperation (ITEC) division of the Ministry of External Affairs (MEA), Government of India.

Mr Padmin Buch, Senior Visiting Faculty, EDII and Mr Raj Shankar, Doctoral Fellow at EDII conducted the programme as Faculty/Facilitator for Project Management and Strategic Management, respectively. HE Mr V Mahalingam, High Commissioner of India to Guyana, and Dr Manorma Soeknandan, Deputy Secretary-General, CARICOM were also present on the occasion.

In all, 27 participants from CARICOM attended the programme. The purpose of such technical assistance to CARICOM was to provide training and improve the capacities of the CARICOM Secretariat, member states and regional institutions in effective implementation of the 2015-19 Strategic Plan as well as project management and monitoring & evaluation skills. The courses were planned with the vision that training will ensure high-level business planning, effective management and control of process. A total of 32 technical sessions were delivered, of which 16 were in the area of strategic management and the remaining 16 in the area of project management. The programme was customised to map CARICOM's unique requirements with the training being imparted.

Entrepreneurship Immersion Programme for commerce undergraduates

An Entrepreneurship Immersion Programme was organised on July 20 at the institute, with an objective of increasing awareness of EDII's activities among the final-year students of H A College of Commerce. The programme, coordinated by Dr Nirali Pandit, Associate Faculty, EDII was offered in the form of a one-day workshop which included technical sessions on entrepreneurship, a campus tour and hospitality.

Around 60 students and two faculty members of the college participated in the programme. The sessions involved discussions on opportunity identification and idea screening, developing a feasible business plan, entrepreneurship assessment and entrepreneurial ecosystem in India.



EDII has created 14 biotechnopreneurs

through training over 2016-17

Biotechnopreneurs are born when entrepreneurial skills and care for our environment is clubbed together. With the growing pharma and biotech sector in India, biotechnopreneurs are gradually paving their way up on the ladder of success. A niche sector, biotechnopreneurship calls for targeted training and capacity-building. With a similar aim, the EDII instituted the Biotechnopreneur Programme (BTP) three year ago. The programme not only brought the inspired biotechnopreneurs together, but also provided them handholding support in setting up own ventures.

The third batch of the BTP graduated from the course on August 23. Fourteen (14) participants, beaming with joy and inspiration, successfully completed the programme at the Institute. The first-of-its-kind, 10-month weekend programme, sponsored by Gujarat State Biotechnology Mission (GSBTM), Government of Gujarat had commenced in September 2016.

The Chief Guest for the valediction, Dr Subhash Soni, Joint Secretary, Government of Gujarat

and Mission Director, Gujarat State Biotechnology Mission (GSBTM) gave away certificates to the participants. Accompanying him on the occasion were Dr Jayashankar Das, Sector Specialist, GSBTM; Dr Sunil Shukla, Director, EDII; Mr P Ganesh, Programme Director,



The third edition of the Biotechnopreneur Programme was successfully concluded on August 23; success rate of 60 per cent witnessed among the alumni of previous two batches.

BTP and Associate Senior Faculty, EDII; and Mr Bipin Shah, former Senior Faculty, EDII.

Briefing the house about the rationale behind the programme, Dr Sunil Shukla said, "The BTP Programme is an effort to promote biotechnology and life-science enterprises. I am happy to state that the success rate of the previous two batches of the programme has been remarkable.

Chief Guest at the valediction, Dr Subhash Soni, Joint Secretary, Government of Gujarat and Mission Director, GSBTM while giving away certificate to a participant

Going by statistics, I believe the graduating batch will continue the legacy."

He added that the country needs knowledge-driven enterprises and Gujarat has become a hub for biotechnology entrepreneurship. There could not be a better time for biotech entrepreneurs, he remarked.

Mr P Ganesh, while briefing on the programme, said, "This programme is likely to see more enterprises in the areas of biotechnology, pharmaceuticals, medical devices and other

technology and innovation-driven areas. Biotechnology is fast emerging as the most promising sector and hence, there is a need to build capabilities of people in this field. It was heartening to see that the participants of the third batch included professional from varied backgrounds viz. biotechnology, nanotechnology, pharma, healthcare management, microbiology, human genetics, medical biotechnology and biomedical engineering. The programme included four months of classroom training and six months of detailed project report (DPR) preparation.”

While Chief Guest for the occasion, Dr Soni, addressed the participants on the possible

completion of two batches of the programme, 15 have started their own biotech ventures, reflecting over 60-per cent success rate and indicating excellent results in creation of biotechnopreneurs. These start-ups have turnover in the range of ₹20 lakh to ₹2 crore, and have been able to generate employment for around 190 people. During the Vibrant Gujarat Global Summit (VGGS) 2017, a total of 10 MoUs, worth ₹83.9 crore, were signed by current and/or ex-participants of the programme with the Government of Gujarat.

The unique programme integrates practical as well as academic knowledge with hands-on industrial exposure to ensure



Dr Subhash Soni interacting with the participants

challenges an entrepreneur has to face and ways to overcome them, Dr Das applauded the curriculum of the BTP. He remarked, “There is no other dedicated programme for biotech professionals in the world.”

The first BTP was completed in May 2012 and the second batch graduated in October 2014. Post

holistic growth of participants to support and fund the biotech venture plan. It includes various modules viz. Identification of Biotech Business Ideas, Business Analysis of the Biotech Start-Up, Financial Management of the Project, Grounding of Technology with Business Plan and Implementation of Biotech Business Plan.

Small steps buoying great leaps...

The institute, in association with YES Bank and Amazon India, organised a two-day Amazon Trained E-commerce Specialist (ATES) programme during June 29-30 at campus. The ATES programme aimed at enhancing the employability of youth in India by honing their entrepreneurial and technical skills. Under the programme, training was provided by Amazon Training and Development Division’s resource persons in the state-of-the-art computer lab facility at EDII Ahmedabad.

Through the programme, Amazon trained and certified a diverse group of 40-45 college students, business development service providers, entrepreneurs, existing retailers and start-ups. The training cover various aspects of online business such as creating product listings, pricing, operations, account management and customer service to enable the budding online retailers delegate functions like creating and managing their digital catalogue, updating listings and managing e-mail-based communication.



Pahal Rasagola Cluster in Bhubaneswar gets a facelift



The institute will provide training and conduct workshops for cluster's stakeholders over the next two years. It has also suggested establishment of a Common Facility Centre, post soft intervention.

Pahal, popularly known as the 'Rasagola zone of the state', houses around 150 sweet shops. All of them serve the traditional sweet of the state i.e. the *rasagola*. The state government, in its efforts to help the sweet makers improve their product and generate more profit, has decided to set up a cluster at Pahal. With assistance from the Government of Odisha, the EDII will develop Pahal Rasagola Cluster at Bhubaneswar.

Cluster development is being undertaken to build capacity of *rasagola* manufacturers, build a brand and expand their market. As part of soft intervention activities, the institute will formalise, promote and raise public awareness about one of the oldest *rasagola* manufacturers in the country. The institute has already facilitated the formation of an association of *rasagola* cluster's primary stakeholders, registered

as Pahal Rasagola Entrepreneurs and Manufacturers Society (PREMS). It has also undertaken a diagnostic study to understand the problems of individual enterprises, entrepreneurs and the ecosystem as a whole. The institute will also provide training and conduct workshops for cluster stakeholders over the next two years.

Commenting on the strategy to be adopted for cluster development, Dr Sanjay Pal, Senior Faculty, EDII said, "Pahal Cluster is more than 70 years old, but *rasagola* manufacturers have not been able to grow despite strong demand for their product in other parts of the country. Through various training programmes and workshops, we aim to strengthen their skills and build their vision. Some of the major aspects related to quality control, domestic marketing, packaging techniques, managerial capacity-building and crisis

management will be focused upon during these training programmes and workshops."

Mr C R Patnaik, Faculty and Regional Head, EDII Odisha said, "The EDII had organised a Digital Financial Literacy Programme for the benefit of stakeholders. We have also suggested to the government to provide infrastructural support by establishing a Common Facility Centre (CFC), once the soft intervention phase is over. The CFC would include raw materials bank, common effluents treatment plant, packaging plant, cold storage/preservation plant, etc. to ensure cost of production is lowered for cluster stakeholders."

Started over 70 years ago on the national highway (NH-16) between Bhubaneswar and Cuttack, the cluster has a present-day turnover of ₹13.6 crore with over 90 manufacturers in the loop.

Janbazar Shoemaking Cluster in Kolkata

to house a Common Facility Centre

- EDII is an Empanelled Project Management Consultant for the Directorate of Small, Micro and Medium Industries, Government of West Bengal, for this project.
- EDII is the only institute associated with the cluster even before the formation of its special purpose vehicle (known as Janbazar Leather Artisans Cluster Cooperative Society Ltd).

Shoemaking industry in Kolkata has a history that dates back to 200 years ago. Landless farm labourers from Bihar migrated to West Bengal in anticipation of better lifestyle. They envisaged that Kolkata would offer them far more work opportunities that Bihar could, thus exposing them to better livelihood options. Though they were poor, these artisans brought with them a precious art - the traditional craftsmanship in shoemaking. Finding shelter in the Janbazar area of Central Kolkata, these artisans continue to make excellent shoes, sometimes under persistent deprivation and abysmal circumstances. Over the years, there has been a shift in raw materials, technology and processes.

Sensing the need for training such artisans, the Directorate of Small, Micro and Medium Industries, Government of West Bengal roped in EDII as a Project Management Consultant. Under the tie-up, the institute mooted the idea of establishing a Common Facility Centre (CFC) for Janbazar Shoemaking Cluster in Kolkata, which was approved. Janbazar Shoemaking CFC has received a section of ₹4.83 crore from the



Directorate of Small, Micro and Medium Industries, Government of West Bengal, for building of CFC, plant and machinery, and raw materials bank. The CFC is likely to come up in two years.

In its final phase, the CFC will contribute to holistic development and sustainability of cobblers – the intended beneficiaries of the project. The CFC will be established not only to facilitate the beneficiaries but also to manufacture shoes under the special purpose vehicle (SPV) established under a common brand.

Commenting on the benefits of the centre, Dr Sanjay Pal, Senior Faculty, EDII said, “Establishment of CFC is the final phase of cluster development activity undertaken by the institute for the Janbazar leather artisans in Kolkata. The purpose of establishing the CFC is to ensure that cobblers can scale up their businesses through

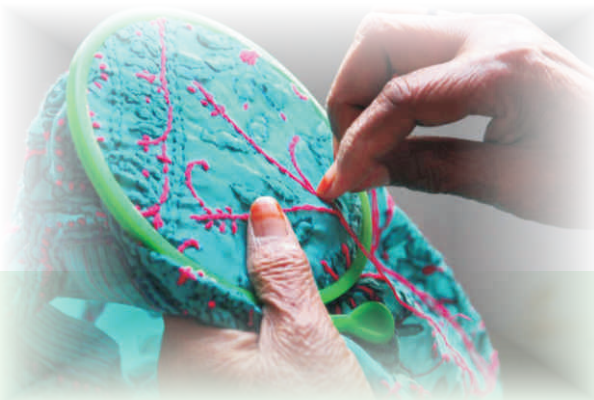
improved productivity and easy procurement of raw material. The EDII has addressed critical issues of age-old traditional and manual operation, shortage of space, absence of design development and absence of institutional finance through development of this shoemaking cluster.”

Mr Kaushik Mukherjee, Faculty and Regional Head, EDII Kolkata said, “The CFC shall facilitate the beneficiaries by supplying them raw materials at relatively lower prices than the market, by establishing the marketing linkage. EDII is the only institute to be on this project since its inception in 2014, when soft intervention programmes were conducted. Also, the institute has been associated with Janbazar since 2008-09, which means even before the formation of their SPV. I think this is a unique case and probably no single institution has been associated with a cluster at every stage of their development, anywhere in India.”

The institute undertook several skill development programmes for artisans, awareness and training programmes on establishing marketing linkages, financial schemes and products, design development, quality certification and study on retail chain, raw material and technology, which has helped the artisans sustain their businesses and improve productivity.



Promoting entrepreneurial skills in Lucknow's *chikan* artisans



Chikankari in Lucknow is not just an art but the city's long-preserved heritage, a story that has been inspiring generations after generations to adorn the beautiful fabric. The City of Nawabs, in all its might, gave birth to an intricate embroidery, which nestles on top of the popularity ladder. Sadly though, the *chikan* craft is popular only in the northern states of India and remains largely an unorganised sector.

According to ASSOCHAM, there are about 500,000 workers involved in the sector. A recent study by International Journal of Multidisciplinary Research in Social Sciences revealed that the *chikan* craft artisans face problems such as the increasing presence of Chinese *chikan* products, technological obsolescence, fragmented processes, dwindling exports, and lack of marketing measures and awareness about the craft.

The EDII has taken up the task of training the *chikan* artisans of Lucknow in order to upgrade their entrepreneurial skills and to encourage them for setting up their own entrepreneurial ventures. The training is being

imparted to the artisans and will continue over the next four years under the Handicrafts Mega Cluster Mission (HMCM), sponsored by the Development Commissioner – Handicrafts (DC-Handicrafts).

Through seven Entrepreneurship Development Programmes (EDPs), the EDII has already trained 140 artisans (till March). Each batch of 20 artisans is further being trained and assisted with resources and reading material. The institute is also helping them get financial assistance for setting up their own business units.

Dr Ashish Bhatnagar, Faculty, EDII shares, "Uttar Pradesh has a rich heritage of traditional crafts and *chikankari* of Lucknow is one of them. The major objective of providing training to these artisans is to ensure that they are able to improve their business prospects. We are helping them in setting up own ventures. Through entrepreneurial skills, they would be able to expand their products' reach to more markets and increase their earnings by eliminating the services of middlemen."



Mr Raman Gujral, Associate Senior Faculty, EDII at a meeting with Mr Murali Muniandy, Special Project Division, Human Resources Development Fund (HRDF) and his team in Malaysia on June 8

In collaboration with HRDF, the institute plans to create promising entrepreneurs from among the Malaysian youths through intensive and well-tested training programme for New Enterprise Creation (NEC) and Trainers' Training Programme on Entrepreneurship Development.

EDII ties up with YES Bank to lend to start-ups

The institute-supported start-up – Green Ideology – receives YES Bank’s debt funding

The EDII has tied up with YES Bank to lend to start-ups supported by the institute. In the first such initiative, YES Bank will provide a loan of ₹50 lakh to EDII-supported start-up – Green Ideology – under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) programme.

Founded by Abhishek Lodha and Neerja Lakhani in 2013, Green Ideology has introduced India’s first premium organic, antimicrobial lingerie brand, Inner Sense.

Speaking about this initiative, Dr Sunil Shukla said, “Since many years, EDII has been mentoring and supporting start-ups, especially those founded by the alumni. But, our ability to lend to these start-ups was miniscule as we are an educational institute. Now, with YES Bank’s support, we are in a position to provide debt to many of the start-ups, supported by us in various ways.”

Elaborating on the tie-up, Mr Pralay Mondal, Senior Group President – Retail and Business Banking, YES Bank said, “Start-ups are critical to the growth of the economy as they create job

opportunities, besides contributing to economic dynamism by spurring entrepreneurship and innovation. As an extension of our YES: Head-Startup programme, we are pleased to collaborate with EDII to help start-ups scale up and grow rapidly, thereby creating a multiplier effect on the Indian economy.”

Green Ideology had initially received a grant of ₹5 lakh from the Government of Gujarat, acting through its nodal institute EDII, to commence its operations. With debt funding from YES Bank, the start-up can now scale-up its operations.



Elaborating on their entrepreneurial trajectory, Abhishek Lodha (pictured above) said, “It was difficult at first to explain the concept of ‘organic

and antimicrobial’ innerwear range to our customers. To top it, we also had to meet the requisite standard of yarn and fabric processing MOQ for this type of product. Our first collection had only eight styles but, today we have over 60 styles under our brand. Apart from our own e-commerce portal, our products are available on all major e-commerce platforms. We are also selling our products in the US, UK and Malaysia.”



Neerja Lakhani (pictured above) added, “We will be increasing the width and depth in products and categories. We want to revolutionise the shopping experience by developing an innovative software as a fitting and styling guide. Our aim is to become one of the top five brands in the Indian lingerie industry.”



Reimagining librarianship in present times...

EDII's Library Advisory Committee (LAC) members consistently take part in various seminars and conferences. One such seminar, where the institute was aptly represented, was the Ahmedabad Library Network (ADINET)'s one-day seminar on *Re-imagining Today's Librarianship*. The seminar was celebrated on August 12 at Adani Institute of Infrastructure, Ahmedabad to commemorate the Librarian's Day 2017. This day also marked 125th birthday of Dr S R Ranganathan, Father of Library Science.

Dr Amit Kumar Dwivedi, Member, LAC and Faculty, EDII was the Chief Guest at the valedictory of the seminar. Mr Ganapathi Batthini,

Librarian, EDII and also the Chairperson, Organising Committee; Ms Nupur Vaishnav and Mr Ashok Chaudhary attended the seminar as well.

While Ms Vaishnav edited the 35 papers, released as *Seminar Proceedings* during the inaugural function, Mr Chaudhary presented a paper, titled *Bibliometric Analysis of Book of Papers of Annual Seminars of Ahmedabad Library Network (ADINET)* during one of the technical sessions.



International Yoga Day celebrations in full swing

The 3rd International Yoga Day was celebrated with great enthusiasm and fervour at the institute on June 21. Yoga Trainer, Ms Hetalba Jadeja, conducted an hour-long session for the employees, students and international participants at the institute, and shared insights on the importance and effects of Yoga in daily life. The top three performers – Ms Julie Shah, Mr Munjal Mehta and Ms Li Peiying – were also awarded.



11th HCL Grant Pan-India Symposium at EDII

The institute hosted the 11th HCL Grant Pan-India symposium at campus on May 26. The symposium was a part of series – CSR for Nation-building – initiated by the HCL Foundation, in partnership with EDII and Shaktishi. The symposium aimed at helping furthering the understanding of CSR law and grants among the non-

governmental organisations (NGOs).

The symposium was attended by 110 NGOs and development practitioners. Various topics were dealt with, including the purpose and goals of Section 135 – the CSR Law. Eminent speakers from corporate sector, government, NGO and academia shared their insights.





Creating CSR professionals

The Companies Act 2013 and Section 135 on Corporate Social Responsibility (CSR) provide an enabling framework for companies to play a proactive role in inclusive growth of the country. With this unique legislation, corporate India is well poised to transform the social landscape of the country and reap long-term benefits of a sustainable growth. It also requires companies to adopt those CSR initiatives that have a programmatic, quantifiable and sustainable approach rather than mere philanthropy, which was followed earlier. This has created a tremendous opportunity for professionals to play an active role in nation-building, by becoming CSR professionals whose services can be availed by companies and CSR-implementing organisations, to derive maximum impact from their CSR projects. Trained CSR professionals are, therefore, the need of the hour as the latent power of the new legislation begins to transform the CSR landscape.

To meet this critical need, EDII has joined hands with National Foundation for CSR (NFCSR) at Indian Institute of Corporate Affairs (IICA) as a partnering institution. Together, they have rolled out India's first Certificate Programme in CSR. The nine-month course is delivered online. Contact classes and query-solving sessions are provided by the training partners across the nation. For the course, teaching and learning material comprises a Trainers' Manual and a Learner's Manual. Together, they take the participant from universal, generic and global definition of CSR to the specific Indian situation that is emerging post the historic CSR legislation. There is a useful mix of theory and applied/action research in the content. Several Indian case studies have been put to give an Indian perspective to CSR implementation in the country post legislation.

The institute is thus helping in transforming the successful participants of the course into change agents, thereby heralding the dawn of a new development sector era in the country.

Deliberating the Role of Banking Sector in Transforming the Entrepreneurial Landscape



Dr Satya Ranjan Acharya, Associate Senior Faculty, EDII participated in a panel discussion on *The Role of Banks in Shaping Enterprises* during the Skill Conclave 2017, held on July 29 in Pune. The session was chaired by Dr Anant Sardeshmukh, Director-General, Maharashtra Chamber of Commerce, Industries & Agriculture (MCCIA) and was attended by Mr Neeraj Medhekar, Group EVP & Regional Business Leader, YES Bank; Mr Pushkar Mishra, DGM, SIDBI; Ms Uma Shanmukhi Sistla, General Manager (SME), State Bank of India Corporate Centre; and Mr Kuldeep Jindal, AGM, Bank of India.

The Skill Conclave is organised every year by the MCCIA. In its third edition, the conclave was themed on *Enhancing Enterprise, Entrepreneurship and Employability* this year. It brought together several policymakers, industry captains, educationists, incubators, entrepreneurship development institutions, trainers, corporates as well as other professionals from industry and academia onto one platform, to deliberate on important issues related to skill, entrepreneurship and employability.



PG Corner

Love snacking? Qualimark is here to your rescue...

Roti (also called chapattis) is India's staple food. And in Gujarat, khakhra is a daily breakfast snack, that too, a fond one. Nimesh Pithava of Bharuch saw a business opportunity and thought of making a product which could make rotis and khakhras and lo! His firm Qualimark Machines Pvt Ltd, since 2001, has been leading the export of khakhra and chapatti-making machines to several countries.

Qualimark Machines Pvt Ltd is a designer, manufacturer firm and exporter of world's most successful khakhra and chapatti-making machines. Driven by innovation and perseverance, the firm has consistently scaled newer heights under the leadership of Nimesh, an alumnus of the PGDM-BE batch of 2013-15. Recently, it bagged the Best MSME Award 2014-15, in the category 'Innovation in Technology', by the government of Gujarat.

True to its name, Qualimark has been producing the best quality khakhra and chapatti-making machines at their 25,000-sqft manufacturing unit, supplemented by state-of-the-art R&D centre, spanning over 5,000 sqft. With constant hauling and technological upgradation, the company has stepped up on the ladders of growth and success, and at the same time, has set very high standards for its competitors.

Nimesh's family had the traditional business of making khakhras. Nimesh, too, grew up amid the business chores. After completing graduation, he decided to pursue an MBA degree and cultivate knowledge on the concepts of business. He believed that an MBA would not only brush his skills but, will also

give him the right platform to transform his vision to reality. He heard about EDII and the specialised family business management course it was offering, and decided to apply.

It was at the institute that Nimesh's plans for his business were crystallised. Recalling his earlier days at EDII, Nimesh shares, "I had seen my father doing business in an era when business was the fiefdom of few. I always knew I would not be doing a conventional job. Thus, I opted out of the campus placements."

Talking about the impetus he received at the institute, Nimesh nostalgically says, "EDII's role has been vital in shaping up the entrepreneur in me. The curriculum's entire focus was on business and in those days, family business management was a unique course. Whatever I have achieved in life, it is because of my learning at EDII."

Talking about the professors, Nimesh fondly remembers, "The professors at EDII had been very supportive and complacent. Time and again, they supported my ideas and guided me at every step. Even the smallest of the decisions were taken in consultation with the professors."



Nimesh Pithava
PGDM-BE 2013-15

On a personal front, Nimesh has sacrificed a lot to get Qualimark to the level it has now reached. Over the past few years, finding time for family has been the major challenge. But, he shares, his family and wife have been extremely supportive of his profession. They understand his commitment to his work and have thus stood by him through the thick and thin. Nimesh also shares that his father had played a key role in his life and career. When Nimesh was taking over the reins of business in his hands, his father had disagreed with him on a lot of fronts but, never came in Nimesh's way. Instead, he always gave Nimesh a free hand in exercising control and freedom in decisions.

Another hurdle that Nimesh faced in the initial times was that of legal and government procedures, rules and regulations. Initially, it was difficult for him to understand government's policies and procedures. So much so, that once his firm's VAT number was surrendered for about three months. Once or twice, the company also faced financial crises but subsequently, it sailed on.

"Ideas keep hitting but, keep faith and focus on problem-solving ones. Don't get demotivated by the initial struggles and failures. They will only teach you something. Also, scale so fast that everyone else would look small and have no time to copy what you are doing."

Today, Qualimark has embossed its name firmly in the arena of food processing products. With its clientele in over 19 states and 15 countries, the firm is constantly innovating and upgrading technology in food processing. Their vision is to reach a turnover of ₹100-crore over the next ten years. During FY17, the company's turnover stood at ₹4 crore and for FY18, the returns are expected to touch ₹10 crore. With aggressive marketing and reaching out to more cities and states by opening up sales offices there, Qualimark is striving to meet its endeavours everyday. The company already has its offices in Delhi, Mumbai, Nagpur and Bengaluru.

Talking about the future plans, Nimesh speaks, "We plan to diversify our line of products. Expansion of R&D centre and manufacturing unit, bulk supply of food products, dealer network expansion are some of our major focus areas presently. Every half year, we will launch a new product. Very soon, we will also be launching products for making *chakris*, *theplas* and *khakhra* chips – a never-tried before snack."

EDII's Tashanbaaz dancing to the tune of Red FM...



Fifty (50) students of the PGDM courses at the institute participated in Red FM 93.5's talent hunt – College KE Tashanbaaz 2017. Endeavouring to find the best talent from across the city colleges and then inviting them to the



channel's shows, Red FM conducts the talent hunt every year. The students of both the PGM-BE and PGDM-DS courses proactively participated in the hunt and performed on various songs and dance numbers. The top three performers – Pushpak, Arpit and Prannay – were awarded with prize and goodies.



Our efforts in ENTREPRENEURSHIP DEVELOPMENT recognised nationally



Dr Sunil Shukla receiving the Award during the 11th National Education Summit 2017 on June 30 at Vigyan Bhavan in New Delhi

The institute was recognised for excellence in the field of entrepreneurship during the coveted 11th National Education Summit & Award 2017. The EDII was conferred with the prestigious award – Excellent Institute for Entrepreneurship Development in India. The Award Jury included global leaders in the education and ICT sectors.

The National Education Summit is organised by CMAI Association of India. Past and present supporters of the Summit include All India Council of Technical Education

(AICTE), Commonwealth Telecommunication Organization (CTO-UK), Association of Indian Universities (AIU), Ministry of Small and Medium Enterprises (MSME), Ministry of New and Renewable Energy (MNRE), National Institute of Electronics & Information Technology (NIELIT), National Internet Exchange of India (NIXI) and Department of Telecommunications (DOT), ITU-APT Foundation, Geneva/India and Telecom Export Promotion Council (TEPC). The Award Jury included global leaders in the education and ICT sectors.

Dr Sunil Shukla received the Award at the hands of Prof Anil D Sahasrabudhe, Chairman, AICTE and Shri Rajesh Kumar Chaturvedi IAS, former Chairman, CBSE – chief guests for the occasion. Also present on the occasion were Prof (Dr) P B Sharma, President, AIU; Prof N K Goyal, President, CMAI Association of India & Chairman Emeritus, Telecom Equipment Manufacturers Association (TEMA); Dr Satya Acharya, Associate Senior Faculty, EDII and several other representatives from the industry.



ગુજરાત કેન્દ્રીય વિશ્વવિદ્યાલય
Central University of Gujarat

ગુજરાત કેન્દ્રીય વિશ્વવિદ્યાલય

Yoginder K. Alagh, Ph.D.
Chancellor
Former Minister of Power, Planning
and Science & Technology of India

D.O.No. YKA/CUG/ 480

July 21, 2017.

Dear Dr. Shukla,

Thank you for your letter no. 2249:2017 dated, July 14, 2017.

Many congratulations on the award of Excellent Institute for Entrepreneurship Development in India.

With best wishes,

Yours sincerely,

YKA
Y.K. Alagh

Dr. Sunil Shukla
Director
Entrepreneurship Development Institute
P.O. Bhat 382 428
District Gandhinagar
email: [director](mailto:director@edii.org)

Residence : 45, Surdhara, Near Goyal Intercity, Thaltej, Ahmeda



જી. કે. કંસલ
મુખ્ય મહાપ્રબંધક
(લઘુ અને મધ્યમ ઉદ્યમ વ્યવસાય ઇકાઈ)

G. K. Kansal
Chief General Manager
(SME Business Unit)

Letter No.SME/MYK/2017-18/ 25

ભારતીય સ્ટેટ બેંક
રાષ્ટ્રીય બેંકિંગ સમૂહ
કારપોર્ટ કેન્દ્ર, 5 વી મંજિલ,
સ્ટેટ બેંક ભવન, માદામ કામા માર્ગ,
મુંબઈ - 400 021.

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Mumbai - 400 021.
Tel. : 022-2288 2488
Fax : 022-2283 8669
E-mail : cgm.sme@sbi.co.in

Date: 27.07.2017

Dear Dr. Shukla,

We refer your letter no. 2249:2017 dt. 14.07.2017 and understand that Entrepreneurship Development Institute has been awarded the "Excellent Institute for Entrepreneurship Development of India" by National Education Summit & Awards 2017 held at Vigyan Bhavan, New Delhi. We extend our heartiest congratulations on your excellent achievement.

2. We are sanguine that the Institute will achieve many more milestones and recognitions in future under your proficient leadership.

With best regards,

Yours Sincerely

G.K. Kansal
(G. K. Kansal)

Chief General Manager
SME Business Unit
State Bank of India
Corporate Centre
Mumbai

Dr. Sunil Shukla
Entrepreneurship development Institute



In compliance with AICTE norms, the institute's faculty and staff members took the New India Pledge (*Sankalp se Siddhi*) on August 9 to commemorate the 75th year of Quit India Movement and 70th year of India's Independence.

Let us together pledge for a New India.

In 1942, our freedom fighters took a pledge of 'Quit India' and in 1947, India achieved Independence.

Let us together pledge that by 2022, we build a New India.

Let us together pledge towards a Clean India.

Let us together pledge towards a Poverty-free India.

Let us together pledge towards a Corruption-free India.

Let us together pledge towards a Terrorism-free India.

Let us together pledge towards a Communalism-free India.

Let us together pledge towards a Casteism-free India.

Together, let us strive whole-heartedly to accomplish this pledge for a New India.



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