

EDII Reports 101



From the
Director's Desk

Business Incubators leading the growth of startups in India's tier II/III cities: NASSCOM report



The startup ecosystem comprises a cohort of support services, and one of these is 'business incubators' which have distinctly propelled successful startups.

India's tier II and III cities are now emerging as new hubs for startups driven largely by growth of active incubators and accelerators. According to the latest NASSCOM and Zinnov report, Startups from these cities account for about 20% of total startup base in India. This encouraging trend is further supported by the fact that around 40% of the active business

incubators and accelerators are now located in non-tier I cities such as Ahmedabad, Pune, Jaipur, Lucknow, Chandigarh etc., making startups a pan India phenomenon.

Incubators are responsible for providing support across a startup's life cycle, while accelerators are focused more towards growth and acceleration of the startup.

The report notes that there has been an impressive 35% growth in number of incubators and accelerators being instituted in 2017 when compared to 2016. There are more than 190 active business incubators and accelerators in the country, out of



**Entrepreneurship
Development
Institute of India**



which 90 are academic, while the rest are corporate, Govt. supported and private in nature.

Traditionally, many tier II/III cities of India have been educational hubs which makes them ideal and plausible destinations for startup incubators and accelerators.

EDII, promoted incubator named 'Centre for Advancing & Launching Enterprises (CrAdLE)' under the aegis of National Science and Technology Entrepreneurship Development Board (NSTEDB) & The Department of Science & Technology (DST), Government of India, aims to support startups in the fields of manufacturing, food and agribusiness, renewable energy and healthcare.

Further, the Government of India has instituted measures to create a conducive ecosystem by facilitating collaboration between government, industry and institutions, and addressing startup concerns through innovative and sustainable solutions. These measures have triggered the growth of incubators and accelerators in tier II and III cities, which offer low manpower cost, cheaper real estate, and more affordable amenities to young companies with limited budgets.

The NASSCOM and Zinnov report notes that breaking away from the established convention, most of the startups from tier II/III cities are advanced technology based using Artificial Intelligence, Advanced Analytics, and IoT in newer sectors such as Healthcare, Agri-tech, Education, Financial Inclusion, Energy-tech and Alternate Energy. It was observed that a lion's share of the tier II/III startups cater to solving the social challenges facing the country.

The Indian incubator and accelerator ecosystem are partnership-driven and sector-specific. Academic incubators provide a unique experience to new startups in terms of access to faculty, network of mentors, funders, entrepreneurs, industry experts, private sector and supportive work environment. They also tend to be multi-sector making them approachable for startups operating in various sectors. Moreover, many academic institutions, such as EDII, are nodal agencies for key government policies related to startups and hence are attuned to incentives and initiatives of the startup ecosystem in India.

- Sunil Shukla



Heartiest Congratulations!!!

Shri M.K. Jain, President –EDII & Managing Director & CEO – IDBI Bank Ltd. has been honoured with the 'Best CEO of PSB 2017' award. EDII family takes pride in Shri Jain's achievement and extends heartiest congratulations to him. This award is a reiteration of the fact that Shri Jain is an institution builder par excellence, and the architect of several success stories.

◀ *Shri M. K. Jain receiving the award at the hands of Shri Jayant Sinha, Hon'ble Union Minister of State for Civil Aviation.*

EDII bags EXCELLENCE AWARD

The Institute bagged the Excellence Award for University at the National Student Startup & Innovation Summit-Gujarat, held at Ahmedabad. The award was bestowed upon the institute for its notable contribution to the field of entrepreneurship education and promotion.

Shri Bhupendrasinh Chudasama, Minister of Higher and Technical Education, Government of Gujarat gave away the award at the Summit hosted by the Higher & Technical



Dr. Satya Ranjan Acharya, Associate Senior Faculty, EDII receiving the award from Shri Bhupendrasinh Chudasama, Minister of Higher and Technical Education, Govt. of Gujarat. Also seen are (L-R) Smt. Anju Sharma, IAS, Principal Secretary, Higher and Technical Education, Govt. of Gujarat and Dr. Anil Sahasrabudhe, Chairman, AICTE.

Education Department, Government of Gujarat. Various national experts and policymakers from the field of innovation and entrepreneurship, government officials, innovators, startup enthusiasts, investors and stakeholders participated in the Summit.

Digital Inclusion

gaining footprints in India



(4th from R) Dr. J. N. Singh, Chief Secretary, Govt. of Gujarat, inaugurated the "HP WoW" vehicle which is a 20 seated computer and IT enabled vehicle powered by green energy and backed by numerous software suites and cloud integration. Also present on the launch occasion were (L-R) Ms. Anju Sharma, IAS, Principal Secretary, Education, GOG; Mr. Mukesh Kumar, IAS, Commissioner, Ahmedabad Municipal Corporation, GOG; Mr. Dr. Sunil Shukla, Director – EDII and Mr. Ashish Sahay, Head, CSR- HP Inc. India.

In the digital age of today, digital inclusion is seen as an obligatory tool to provide maximum access to opportunities to individuals. The 'HP-WoW' Project, sponsored by Hewlett Packard (HP) and implemented by EDII, offers a solution to digital

empowerment of the nation, by bringing easy IT & information access to isolated and disadvantaged groups. Involving a Special Purpose Vehicle, developed into a 'Mobile Computer Lab', the project would annually impact over 14,000 individuals targeting school

students, youth, and women, thus orienting close to 56,000 beneficiaries (in four years). The HP- WoW Bus is a 20 seated computer and IT enabled vehicle powered by green energy and backed by numerous software suites and cloud integration. The

The 'Digital India' program aims at transforming India into a digitally empowered society and a knowledge economy. The Program symbolizes the vision of connecting and empowering 125 crore citizens; creating unprecedented levels of transparency and accountability in governance; and leveraging technology for quality education, health care, farming, financial inclusion and empowering citizens.



The 'HP-WoW' bus, to cover the state of Andhra Pradesh, was inaugurated by Hon'ble Chief Minister of AP, Shri N. Chandrababu Naidu, in Vijayawada on 22nd March 2018. Senior Government officials and EDII Director, Dr. Sunil Shukla were also present at the inauguration. Smart Andhra Pradesh Foundation (SAPF) and Andhra Pradesh State Skill Development Corporation (APSSDC), Govt. of Andhra Pradesh have joined hands to impart digital literacy, digital skills, livelihood skills and to generate awareness on various government programmes and development themes as part of 'Smart Village Smart Ward Programme'. This state-wide initiative, named Naipunya Ratham, is a collaborative effort with Hewlett Packard, EDII and Guide Foundation.

vehicle will offer a mobility solution to help bridge the digital divide between urban and rural areas by bringing easy information technology access to the isolated and disadvantaged groups. It will also promote IT enabled education through e-learning modules, entrepreneurial and skill

development courses to help train school children, rural youth and communities, among others by acting as a Community Service Center (CSC). With added services

of Common Service Centre (CSC), it will benefit the local population for a hassle free linkage to Government programs and initiatives.

Through its fleet of 48 vehicles and collaboration with other Corporates, NPOs, Govt Programmes etc, HP aims to reach 6,400 Indian villages, impacting more than 15 million people over the next six years. In the current partnership with EDII, HP has contributed a total of 5 vehicles across Gujarat, Madhya Pradesh, Orissa, Uttar Pradesh and Andhra Pradesh.

EDII is glad to be associating with such an ambitious project. The results will transform lives and place India several notches up.



Hon'ble Chief Minister of Odisha, Shri Naveen Patnaik inaugurated the 'HP-WoW', in Bhubaneswar on 4th April' 2018. The event also witnessed the presence of Senior Government Officials and EDII faculty & Regional Coordinator, Shri C.R. Patnaik. The initiative will promote digital literacy in Odisha.

Nurturing Entrepreneurship

Tourism is a burgeoning sector with immense opportunities for entrepreneurship. Gujarat has adopted a systematic approach to ensure development of this sector. As commissioned by the Tourism Corporation, Govt. of Gujarat, EDII conducted 15 days well-conceived and designed Skill and Entrepreneurship Development Training programmes for youths in the sector. The participants were imparted inputs & guidance on various critical subjects like; developing business plan, process and procedure of setting up business, rules, regulations, market assessment, marketing strategies, using online resources and managing tourism business digitally.

EDII's initiative has played a major role in motivating participants to take up entrepreneurship as a career choice in the Tourism industry. Till now the Institute has conducted 41 Skill Development programmes, training 2100 youths including women.

Major objectives of conducting these programmes are to enhance their skills for getting gainful employment opportunities;



Mr. Brijesh Dave, Project Coordinator & Mr. Prakash Solanki, Faculty - EDII addressing the participants at a Training Programme.

inculcating the spirit of entrepreneurship amongst youth; change their mind-set; provide them the required training, guidance, mentoring & hand holding support, thus helping them create income generation opportunities in the tourism sector.

Various mechanisms like classroom teaching/training, simulation exercises, assignments, mentoring and counselling by experts to formulate business plans, field visits to relevant industries etc. were employed to impart training. Due care was taken to help the participants in improving their entrepreneurial skills and

plans throughout the duration of these programmes. The resource persons for these programs were drawn from various specialised institutions like EDII, trainers working in the area of entrepreneurship development, Chartered Accountants, Senior Bank officials, and senior representatives of DIC, RTO etc. In addition to this, successful entrepreneurs in the tourism sector were also invited to interact with the participants.

This intervention will have a huge impact on harnessing the entrepreneurial potential of the state.

Facebook COO Sheryl Sandberg acknowledges EDII as one of its key partners in providing digital training in India

In a Facebook post on November 22, 2017, Facebook COO, Sheryl Sandberg acknowledged EDII, Ahmedabad, as one of its key partners in providing digital training in India.

Speaking about partnerships with key institutes, including EDII, to implement the digital training program in the country, Ms. Sandberg wrote:

"We're proud to partner with Digital Vidya, Startup India, Dharma Life, and Entrepreneurship Development Institute of India, Ahmedabad to make these online programmes come to life. By working together, we can give more people access to great jobs that help them support their families and communities."

EDII and NASSCOM organise session on

'Talent Acquisition'

The Institute in association with National Association of Software and Services Companies (NASSCOM) organised a joint session on "Talent Acquisition and Transformation" at EDII campus. Aimed at revisiting human resource development for the IT & ITeS industry, the session aimed at skilling fresh graduates and reskilling the existing workforce.

Constituted under the IT-ITeS Sector Skills Council of NASSCOM, the Talent Acquisition and Transformation is a countrywide series that works towards skill

development in the IT-Business Process Management (IT-BPM) industry.

Speaking about the session, Dr. Sunil Shukla, Director, EDII said, "The IT industry is ever growing and changing. Since technology forms the core of the sector, it is vital to keep pace with the latest innovations and practices. Important stakeholders in this process are the industry members, academia and training providers who are responsible for skilling the new and existing talent and, prepare them for the challenges of the real world.

As an institute focused on promoting entrepreneurship, we believe that an organisation is known by its workforce, and skill development is an important factor that needs to be prioritised."

Attended by 70 HR and Talent Acquisition professionals from various IT companies and educational institutes, the symposium talked about how companies can take advantage of government schemes geared towards fostering skill development among the IT workforce.

Drawing INSPIRATION FROM THE Ideals OF SWAMI VIVEKANANDA

EDII and Management Research Foundation jointly organized the 9th National Youth Conference on Feb 23 and Feb 24 with focus on the philosophy enunciated by Swami Vivekananda in the context of Resurgent India. The 9th edition of National Youth Conference was aimed at young professionals and individuals in the age group 20-30. The topics at the conference included leadership, empowerment, action orientation and inclusive growth in the context of teachings by Swami Vivekananda and two major initiatives of the Government of

India - Clean Ganga and Swachh Bharat. The purpose of this conference was to bring together young men and women to help them to appreciate important challenges facing our country. The conference exposed the participants to professional workshops that will help them acquire skills / talents to improve their personality no matter what career path they may choose. The Conference was attended by students from various education



"Character-building education alone can help any country in inclusive growth and ensure spreading of universal brotherhood & peace. Most of the developed & developing countries have started following spiritual culture developed by Swami Vivekananda and celebration of International Yoga Day is a testimony to this,"
- Swami Nikhileshwarananda

institutions in Ahmedabad. Three workshops on Creating, Managing & Resolving Conflicts: Lessons from Panchatantra, Motivation & Leadership and Spiritual Intelligence have been planned.

When Students Get Entrepreneurially Oriented, Development is Sure to Follow....

-The project is especially designed to promote entrepreneurship among the underprivileged/weaker sections of society, including SC/ST and women.

-Employment opportunity will be generated for around 7,500 persons

Many a time, people with unique talent and special abilities are disillusioned by the abysmal poverty or lack of resources. Their talent lies latent as they do not have anyone to guide/mentor them. Such people, especially youths, if included within the ambit of education and training and trained in their fields of interest and knowledge can change their lives and their

living standard, thus benefiting many around them. Training and experience opens up several avenues for livelihood, keeping this in mind the institute launched a project to train over 5,000 youths in Ahmedabad on entrepreneurship, including people from the underprivileged/weaker sections as also women, over the next two years. The project has been designed by EDII and will be implemented with support and guidance from Dr. Kirit P Solanki, Hon'ble Member of Parliament (Lok Sabha), Ahmedabad West.

EDII will organise awareness and sensitisation camps for 2,000 students with science and technology background. Simultaneously, the institute will conduct especially-designed Entrepreneurship Development Programmes (EDPs) for 5,000 youths so that



Seen during the inauguration are (3rd from the L) Chief Guest Dr. Kiritbhai P Solanki, Hon'ble MP, Ahmedabad (West) Lok Sabha with (L to R) Mr. S.B. Sareen, Faculty Member, EDII; Dr. Sunil Shukla, Director, EDII; Mr. Gautam Shah, Mayor, AMC and Mr. Prakash Solanki, Faculty, EDII.



Participants with (4th from right 2nd row) Director, EDII & esteemed faculty members associated with the programme

they acquire training and are able to set up their own enterprises. Considering that at least 2,500 out of the 5,000 youths trained under the project will set up their enterprises, employment generation or around 7,500 persons, at a rate of three per unit, is expected to be generated. The objective of the project is twofold; first, to develop entrepreneurial skills among youth, in order to incline them towards taking up entrepreneurship as a career; second, to impart focused training in entrepreneurship so that the trained youths identify an opportunity and are able to set up their microenterprises.

At the launch of the project, Dr. Solanki said, "The Hon'ble

Prime Minister of India has a vision of converting India into a developed economy, with its target on inclusive growth. Through this project, we aim to involve youths and women, particularly from underprivileged/weaker sections of society in the entrepreneurial movement."

Chief Guest of the event, Shri Gautam Shah, Hon'ble Mayor, Ahmedabad city said, "This project will open up a new chapter for the heritage city Ahmedabad. EDII's role in entrepreneurship development has been commendable and through this project, they will now empower youths and women to generate multiple jobs."

Subsequently, under the project EDII has developed a cadre of 30 counsellors who were imparted learning on motivating and sensitizing youths on the benefits of pursuing this training in entrepreneurship. The programme was planned against the backdrop that most youths with entrepreneurial potential, shy away from taking the plunge, only because they harbor insecurities about pursuing entrepreneurship as a career. "This programme was the first important step towards ensuring that youths become receptive to entrepreneurship training. I am sure, results will follow soon," said Mr. Prakash Solanki, Project Coordinator.

Industry stalwarts share insights at **CEO Connect**

Industry leaders interacted with budding entrepreneurs of EDII and hailed India as the next global leader in Manufacturing.

EDII hosted a session, CEO Connect at its Campus where Industry stalwarts shared their insights on business environment of India. The session was jointly organized by EDII and Confederation of India Industry (CII).

The session was attended by Mr. B. Thiagarajan, Joint MD of Blue Star Ltd, Mr. Ninand Karpe, Director, Aptech Ltd, Mr. Sunil Khanna, President and MD, Vertiv Energy Pvt Ltd, Mr. Rishi Bagla, Director, OMR Bagla Automative Systems, and Dr. Chandan Chatterjee, Visiting Faculty, EDII. The leaders gave an overview on the prevailing business environment and hailed India as the next global leader in manufacturing owing to its frugal and practical innovations.

With the objective to familiarize budding entrepreneurs about the challenges and opportunities of doing business in India, the Industry leaders shared their perspective on key sectors such as food processing, automobile industry, electronics, and agriculture. Calling for an on objective and positive outlook, the experts urged the students to take up business ideas that are purposeful and innovative.

The Industry leaders, who are also member of CII, launched the Federations' annual "The India we want" contest that looks for creative solutions from students all over the country. The session ended with an open interaction between the speakers and students of EDII.

LITERARY

Palak Chokhani (Young Achiever)

Saluting Womanhood

Aparajita, under the aegis of Sanmarg, the largest and the most widely read Hindi daily in Eastern India, stems from a single premise: Saluting Womanhood ! Aparajita celebrates women who have had the courage to follow their hearts and in the process, leave a trail across disciplines, create new benchmarks and inspire others along the way.

EDII PGDM-BE (2012-14) student, Palak Chokhani was honoured as a young achiever in the literary category at the 7th edition of the awards. The Programme was held on 13th March, 2018 at J.W. Marriott in Kolkata, West Bengal.





Entrepreneurship Educators..... They Make a Difference

Entrepreneurship Educators play a critical role in influencing motives, aspirations and mental make-up of students, thus facilitating acceptance and propagation of entrepreneurship, as a career, by students. The benefits of entrepreneurship, the charms of being an entrepreneur, the scope of this discipline are areas that need to be delved into by students for them to be convinced about it as a career option.

As a national resource Institute in the field, EDII has taken upon itself the task of grooming teachers so that they are updated with the latest in the discipline, including the methods of garnering approval of students. Every year, therefore, the Institute conducts Department of Science and Technology, Govt. of India sponsored Faculty Development Programmes in Entrepreneurship. One such programme was conducted during 18th to 29th December' 2017 and was attended by 28 Faculty Members from across universities of ten states of India.

The participating faculty members were equipped with the entrepreneurship development process & model; procedures and formalities in setting up new enterprises,

incentives and benefits for entrepreneurs, curriculum development, procedures involved in initiating, planning, implementing entrepreneurship development initiatives and evaluating EDP curriculum.



Programme
Director Dr.
Pankaj
Bharti
opined
that
such
programmes are
extremely

critical at a time when the government is geared to promote startups & innovations, and is implementing measures to float a conducive ecosystem. He felt that the teachers are a crucial link in this ecosystem. The participants said that the programme was well structured and that they were going back with a wealth of knowledge. They added that they had acquired immense confidence and motivation to conceptualize, design and implement entrepreneurship related activities.

They Speak.....

"I have never had any formal training in entrepreneurship so this programme opened the gates of knowledge for me, on a subject that is taking the world by a storm. India needs a culture rooted in entrepreneurship and in that context I am sure, all of us who have attended this programme will be a great resource."

- Dr. R. Jayanthi, Faculty,
Karunya School of Business,
Karunya University, Karunya
Nagar, Coimbatore

"Even today entrepreneurship is new to India. It sure hasn't been accepted wholeheartedly by all sections of society. For widespread acceptance, every school/college/university needs to make a contribution. I am glad that I have been chosen for the task. My compliments to EDII for preparing us for the role."

- Prof. PSV Balaji Rao,
Professor and Head,
Vidyavardhaka College of
Engineering,
Gokulam III Stage, Mysuru,
Karnataka

'SMART' CLUSTERS MAKING THEIR WAY...

.....Cluster Development Project at Rajkot, supported by SIDBI

The Cluster phenomena has conspicuously yielded competitiveness and innovations, thus carving out a distinctive growth track for MSME firms. Under SIDBI's MSME Cluster Intervention Programme (M-CIP), EDII has been engaged as Cluster Intervention Team (CIT) for implementing cluster development in Engineering cluster at Rajkot, Gujarat for 32 months, starting from Dec 2016. The project goal is to encourage this MSME cluster to gradually develop into "Smart cluster" in order to become a strong pillar of the "Make in India".

During the diagnostic study it was revealed that the methoding process in casting unit is carried out through trial and error and it consumes a lot of time and energy and leads to estimated wastage of 10-15%. The area, therefore, needs intervention and necessitates the use of Simulation Software for castings. Hence an activity of



Participants during a training session.

Simulation Software was planned towards which EDII conducted 2 workshops and 3 training programs on 'Simulation Software for foundry industry'. Unit holders of foundries, design engineers from casting units and final year students of engineering colleges participated in these programs. 117 cluster stakeholders have been sensitized on the benefits of Simulation Software. Mr. Amarnath Bhatt from SoftCast Technologies -Bangalore (expert in Simulation Software) spoke about

the benefits of simulation in castings by focusing on Energy savings Improved product quality Less remelting and refinishing Shortened lead time & increased production First Time Right Predicting Metallurgy.

EDII has established linkages with various engineering colleges i.e. Atmiya Institute of Technology, Darshan Institute of Technology, Marwadi Technical Institute, R K University and many more to train their final year mechanical Engineering Students on the nuances of the foundry industries. More than 45 engineers have been trained during 3 Training Programs (2 days each) on Simulation Software. They are also being guided for internship and placements in local foundry industries.



Stakeholders during Workshop on Simulation Software benefits.

They MAKE Our Presence STRONG, Internationally

"The scope of ITEC-sponsored programmes has been increasing year after year; we have now reached 161 countries," says Shri Dinkar Asthana, Joint Secretary (DPA-II), Ministry of External Affairs, Government of India at the valediction.



The Chief Guest for the Valediction of the programmes - Agri-Entrepreneurship and Supply Chain Management; Doing Business in Emerging Markets; Entrepreneurial Management and SME Banking & Financial Services, was (3rd from R) Dr. Anup Singh, Director General, Nirma University. Seen here is the Chief Guest with Dr. Sunil Shukla and the Programme Directors (L-R) Dr. Amit Dwivedi, Mr. Mayank Patel and Dr. Suresh Malodia.

Human resource is a critical element of development. With this idea and with the objective of sharing Indian expertise and experience of the past several decades with other developing nations, capacity-building programmes were initiated by the institute under the patronage of Indian Technical and Economic Cooperation (ITEC), Ministry of External Affairs, Government of India. Over the last few months, the programmes conducted include:

Agri-Entrepreneurship & Supply Chain Management

Agriculture has evolved into agribusiness and has become a vast and complex system that reaches

far beyond the farm to include all those who are involved in bringing food and fibre to consumers.

This programme aimed at imparting an understanding about success of agribusiness, innovation and technical knowledge in the field, planning, research, location, layout and size, climatic condition, etc, thus bringing to the fore the emerging opportunities in agriculture. The programme also aimed at imparting information on transforming rural communities into a contributory resource for economic development. 12 participants from 11 countries attended the programme. According to Programme Director, Dr. Satya

Ranjan Acharya, "The participants gained knowledge which helped in comprehending critical aspects of Government Schemes with respect to their respective countries, Agribusiness Management, Production Management, Input Management, Marketing Management, Supply Chain Management, Information Management, Agriculture Technology, Risk Management and so on."

Doing Business In Emerging Markets

This programme was centred around the challenges and opportunities associated with organizational management and business strategy in emerging economies.



Shri Dinkar Asthana, Joint Secretary (DPA-II), Ministry of External Affairs, GoI was the Chief Guest of the Valediction of Capital Markets and Investment Banking; Entrepreneurship and Small Business Promotion and Informal Sector Enterprise, Entrepreneurship & Local Economic Development. Seen here is the Chief Guest awarding certificate to a participant.

Inset : Shri Asthana urged the participants to introduce new systems, learnings and paradigms in their country so that the people at large benefit and the knowledge infiltrates through various layers of the social structure.

Business cases in emerging economies from diverse geographical regions such as Asia, Latin America, Middle East and Eastern Europe were also discussed. For 7 participants from 7 countries, the major learning objectives included identifying and understanding the main differences and similarities that characterise emerging economies and analysing the challenges and opportunities presented by emerging economies. Dr. Suresh Malodia, Course Director said that if the opportunities were harnessed effectively, the emerging economies would sure fuel growth globally. He expressed his happiness over the fact that the participants were on the way to becoming economic change agents.

Entrepreneurial Management

As organizations grow and mature, they face several challenges due to the changing environment. Traditional management styles, pyramid structure and organizational hierarchy are becoming the things of the past. "In such a scenario, management practices and organizational functions need

a fresh approach so that the promising opportunities could be capitalized and explored optimally," informed Dr. Amit Dwivedi, Programme Director. The major objective of the programme was to help participants create an organizational framework and put into practice the entrepreneurial management that fosters entrepreneurial culture and practices at all levels of the organization. The programme focussed on building knowledge and skills in 17 participants from 14 countries to enable them to practice entrepreneurial management effectively and create a conducive organizational environment where entrepreneurship germinates and grows.

SME Banking & Financial Services

Owing to the advantages and contribution of SMEs to economic growth, SME Banking and Financial Services has lately gained critical significance, especially in the developing nations. Also, financial reforms, worldwide, have made it imperative to showcase a globalized perspective on SME

development and financing. "The programme, 'SME Banking & Financial Services' has been designed to facilitate an in depth understanding and develop skills in assessing financial needs of SMEs and designing appropriate financial intermediation", informed Course Director Mr. Mayank Patel. The primary objectives that were fulfilled were to provide skill sets in all facets of Financial Intermediation to further the cause of development and growth of the SME sector, to build capacity of organizations in SME related issues. 24 Participants from 10 countries benefitted.

Business Research Methodology & Data Analysis

One of the reasons why SMEs do not reach their full potential, is their inability to access and analyse the right kind of information for decision making. "This training programme of 8 weeks has been designed for capacity building of SMEs in carrying out in-house research and analysis, to gain competitive edge for marching ahead successfully, in this time of

cut-throat global competition," informed Programme Director, Dr. Jignasu Yagnik.

31 small business facilitators, entrepreneurs, MSME executives, consultants, academicians and representatives of development institutions from 14 countries benefitted. The participants appreciated the programme structure which comprised seven modules including Fundamentals of Business Statistics; Business/Marketing Research Process; Data Management with CSPRO; Computer Aided Data Analysis (SPSS (PASW/EXCEL); Advanced Multivariate Statistical Methods; Trends and forecasting (Time Series Analysis) and Reporting Research Outcomes.

Satya Ranjan Acharya, Associate Senior Faculty, EDII said, "Through this programme, we tried to share knowledge of capital markets, equity evaluation, financial markets and related aspects in India. The participants' involvement made the course enriching and resourceful in terms of learning. I am sure that memories of India will stay with them and I look forward to see how this learning here will culminate into worthwhile results at their respective countries."

Informal Sector Enterprise, Entrepreneurship & Local Economic Development received 30 participants from 17 countries, namely Azerbaijan, Bangladesh, Botswana, Ecuador,

have significant roles. Programme Director Dr Kavita Saxena, Faculty, EDII said, "The feedback has been excellent on almost all the parameters. I urge the participants to spread this learning.

Entrepreneurship and Small Business Promotion 31 participants from 20 countries benefitted from this programme which aimed at developing a cadre of hardcore professionals who would work for the promotion of economic activities in developing countries. Programme Director Mr Prakash Solanki, said, "This programme is in huge demand. Every year, we get more requests than the previous year and we are trying our best to accommodate maximum participants to this



The Valedictory function of -Promoting Innovations & Entrepreneurship Through Incubation; -Cluster Development Executives Programme and Technopreneurship: Creating Technology Enabled Startups and Ecosystem was graced by (from extreme left) Dr. K. Suresh Kumar, General Manager, PSG Science & Technology Entrepreneurial Park (PSG STEP), Coimbatore. Also seen are - a participant after receiving the certificate and Programme Directors (L - R) - Dr. Sanjay Pal, Mr. S. B. Sareen, Dr. Satya Ranjan Acharya and Mr. Riken Shah.

Capital Markets & Investment Banking received 24 participants from 13 countries. The participants included policymakers, financial advisors, senior and mid-level officials from Ministry of Finance, Ministry of Industries and other ministries, directly or indirectly dealing with finance. Programme Director Dr

Ethiopia, Gambia, Kenya, Madagascar, Mongolia, Namibia, Peru, Philippines, Samoa, South Africa, Tanzania, Uzbekistan and Zimbabwe. The programme provided the participants with necessary knowledge and skills to design and implement Local Economic Development strategies, in which informal enterprises and entrepreneurship development

course. As far as this batch is concerned, I must compliment them for being the most participative and versatile one by far. It was not just an exchange of domain knowledge but also an exchange of ideas and thoughts."

Promoting Innovations and Entrepreneurship through Incubation: The Programme, co-



(2nd from R) Dr. Neeraj Sharma, Advisor & Head, Technology Development & Transfer, Policy Research Centre, Department of Science & Technology, Government of India, as Chief Guest, at the Valediction of the Programme, Business Research Methodology and Data Analysis and National Training Programme on Entrepreneurship Development and Management for Scientists and Technologists. Also seen are (in the centre) Director - EDII, Dr. Sunil Shukla; (Extreme Left) Faculty Member - EDII, Mr. S.B. Sareen and the Programme Directors (L - R) Mr. Prakash Solanki & Dr. Jignasu Yagnik.

sponsored by NSTEDB, DST, Govt. of India, received 19 professionals from 16 countries involved in activities related to promoting innovations through planned Entrepreneurship interventions. The primary aspects that the participants delved into included; identifying and analyzing constraints and barriers to promote innovations & devise appropriate strategies; planning & implementing business incubation activities; technology commercialization and financing strategies for incubates among several other aspects. Programme Director, Mr. S. B. Sareen said, "Innovations and entrepreneurship are critical drivers of social and economic development, and the awareness about it is gradually rising. This has led to an enabling ecosystem, with incubators an essential part of it, and hence professionals in this domain are indispensable."

Cluster Development Executives' Programme: The Programme aimed at improving knowledge and skills of the participants to facilitate successful implementation of Cluster Development Projects in their respective countries. 8 participants from 8 countries understood and

endorsed the significance of clusters and their contribution to the local economy. According to Course Director, Dr. Sanjay Pal, "The participants learnt how to implement Cluster Development Programme for improving global competitiveness of local industry. They stated that they had acquired competencies in cluster diagnosis, preparing a long term cluster vision, drawing up action plan and finally, implementing Cluster Development Programme."

Technopreneurship: Creating Technology Enabled Start-ups and Ecosystem: The Programme facilitated 14 policy-makers, business owners, managers and

working professionals, representing 8 countries to gain an understanding on creating and managing technology-based enterprises through a mix of experiential learning, skill building and most importantly, mind-set shift. The course provided the participants with an introduction to technology venture creation and management through experiential learning and skill building. Programme Director, Dr. Satya Acharya opined that the programme had developed, among participants, the ability to identify and exploit opportunities by covering the major elements of start-up activity, focussing on key challenges faced in starting a technology venture.



Participants during their industry visit.

Resounding Thumbs up to Sustainable MSMEs in India

The YES Bank's CSR Project "Say YES to Sustainable MSMEs in India" aims to promote Environmental Sustainability, Occupational Health and Safety (OHS), and education & skill development in the MSME sector. This initiative was launched by Yes Bank Limited under its Corporate Social Responsibility in 2014-15. Within its four consecutive years of implementation, involving multiple partners, the project was implemented in the eight states of India, namely: Uttar Pradesh, Gujarat, Maharashtra, West Bengal, Madhya Pradesh, Telangana, Tamilnadu, and Karnataka, covering 12 sectors: Dyeing, Rubber, Leather, Jewellery, Plastic, Painting, Textile, Rice Mills, Auto ancillaries, Sports goods,



Speakers at the Panel discussion are L-R : Mr.Subhash Chand, Chief General Manager, IRCON International; Mr. Abhay Bakre, Director General, Bureau of Energy Efficiency; Ms. Anubha Prasad, Deputy General Manager, Small Industries Development Bank of India and Mr. Ashok Kumar Rajput, Chief Engineer Design, Central Electricity Authority.

Pharmaceuticals, Printing and Packaging, Travel and Tourism (Hotels, Railway vendors, etc.), Exporters and Importers, Chemicals, Agriculture & Food Processing, Industrial Engineering (Foundry, Industrial Tools and

pumps, General Engineering etc.) and have benefitted more than 4675 MSME Units in the current financial year through different energy efficiency, OHS and educational & skill development activities.

Close Brush with Entrepreneurship for these Students



Students during classroom interaction

EDII faculty members, Dr. Kavita Saxena and Dr. Suresh Malodia conducted three days Entrepreneurship Immersion Program for MBA students of Unitedworld School of Business during 22-24 February,

2018 at Ahmedabad and 5-7 March, 2018 at Kolkata. Total 241 students participated in the program. The objective of the program was to orient them on different aspects of entrepreneurship and sensitize them towards entrepreneurship as

a career option. The program covered basic concepts of entrepreneurship and entrepreneurial mind-set, business opportunity identification process, startup ecosystem and business simulations. During the program, participants were also introduced to Design Thinking and Business Model Canvas. They prepared the canvas and presented it to the panel of experts for feedback and inputs to improve upon. Entrepreneurs interaction was also organized as a part of the program. Neerja Lakhani, Co-founder: Green Ideology; Manan Bateriwala, Founder: Keepsake Automation;

contd. on pg....27

Setting New Targets...

The Startup Village Entrepreneurship Project



EDII has been selected as the National Resource Organisation (NRO), for the Government of India's Startup Village Entrepreneurship Programme (SVEP). Under the aegis of the Ministry of Rural Development, the institute has initiated the programme in 42 blocks across eleven states: Gujarat, Madhya Pradesh, Haryana, Jammu and Kashmir, West Bengal, Odisha, Jharkhand, Chhattisgarh, Telangana, Punjab and Uttar Pradesh, in association with the respective State Rural Livelihood Missions (SRLM). SVEP is dedicated to create sustainable self-employment opportunities for a

large number of youth residing in the villages. It also works towards bringing banks and financial institutions closer to the village entrepreneurs.

The basic ground work related to the implementation viz. setting up of the Block Resource Centres (BRC), connecting with formal financial institutions to seek their support in the Business Plan Appraisal processes and performance monitoring of the already supported existing enterprises, were consolidated over the last five months. The focus was to develop quality vernacular training modules, in order to offer the required knowledge base to the program

implementation process.

A total of 4851 business plans have been approved by the Block Resource Centre Committee, for support to 3787 entrepreneurs, in this quarter. An amount of Rs 20.41 crore has been disbursed so far. Additionally, 11 blocks have been approved and the preparation of the Detailed Project Report [DPR] is being done in the state of Jharkhand, Uttar Pradesh and Odisha. To carry out the task of business, 406 community resource persons have been suitably trained under the program.

In order to ensure that the program caters to all sections of the villages in the blocks, dedicated efforts have been made. The 4331 enterprises supported so far are spread across communities viz. OBC, SC, ST, Gen and minorities. During this quarter, 3869 existing enterprises and 3240 new enterprises were supported. In the rural setting, there's high proportion of trading enterprises (73%), followed by services (25%) and the lowest being manufacturing enterprises with 2% of the total number of enterprises supported in the said quarter.

The integrated approach of the program does take into consider-

ation IT based (GIS enabled) software, for various benchmarks viz.; preparation of the DPR, establishment of a performance monitoring system to track the status of the supported enterprises, management information system for monitoring the progress in various categories of enterprises and performance monitoring of the community cadre created for enterprise promotion etc. During this quarter, the software went live in January with its demo and live versions, for both the website and app formats. All the blocks got trained on how to use the app, in March U.P. and Jharkhand used the live versions to prepare their respective DPRs. The rest of the states are using the demo versions to practice and understand how the app works. New versions of the app are being updated as and when change requests and feedbacks come in. This critical support will lead to defining the potential of enterprises to be supported in the block and will also dwell upon the



consumption gaps for attaining the demand and supply potential, by means of enterprises in the blocks.

The SVEP implementation is now largely within the ambit of the National Resource Organisations identified by the Ministry of Rural Development, Government of India, New Delhi, wherein EDII and Kudumbashree have been actively engaged in the pilot phase of the implementation. An effort to seek support of other field implementation agencies (FIAs) in each

of the states, is now being made by inviting applications, carrying out due diligence to understand the capacity, outreach and its strength to deliver results. This task being carried out by EDII is expected to arrive at 242 + 20% organisations, with a background in enterprise development to be further entrusted with the task of program implementation. SVEP is being implemented under the supervision of Dr. Manoj Mishra, Programme Director & Mr. Rajesh Gupta, Programme Coordinator.

A GLIMPSE INTO ACHIEVEMENTS

Coverage :

- ▶ No. of States Covered: 11
- ▶ Number of Blocks : 42
- On-going implementation: 22 blocks
- To be initiated in: 20 New Blocks

Capacity Building & /enterprise promotion :

- ▶ Trained-Entrepreneurs & Community Resource Persons 7436: (7109 + 327)
- ▶ Enterprises Promoted: 7109
 - Women Entrepreneurs: 2914
 - SC Entrepreneurs: 1090
 - ST Entrepreneurs: 1550
 - OBC Entrepreneurs: 1603
- ▶ Enterprise financing (CEF Released): Rs. 28.74 crores

Bank Linkages :

- ▶ Enterprises linked with Banks : 75 enterprises
- ▶ Credit facilitated through banks : Rs.38.10

“Developing Software for SVEP is an assignment of Ministry of Rural Development, Govt. of India undertaken by EDII. The first phase of the project has been completed with delivery of major modules, and about 300 stakeholders have been trained on using this mobile and web based platform. This software enables preparation of business plans for micro enterprises and manages disbursement of loans besides tracking the performance of the enterprises,” informed Dr. Jignasu Yagnik, Sr. Faculty & Team Lead - Software Development.

Succession Planning Crucial for Growth of 'Family Businesses'

A critical factor in the growth and development of an, organisation involves 'Succession Planning'. Around 80% of family owned businesses in India fail due to lack of succession planning. It is important to create legacy and a strategic plan early on, to inspire the next-gen in family business.

To delineate the importance of succession planning in family owned businesses, EDII organized a Family Business workshop in collaboration with Swayamsiddha Foundation, Ahmedabad and Gujarat Chamber of Commerce & Industry (GCCI).

Family businesses in India contribute about 66% to the GDP, yet their survival figures are quite dismal. Around 80% of family owned business in India doesn't cross beyond their third generation due to lack of succession planning. Many first generation entrepreneurs find it difficult to let go of the management and fail to inspire the next-gen.

With the objective to help and mentor family business owners on ways of creating a leadership culture in their businesses, the workshop emphasized on creating a legacy and a strategic plan early on to inspire the next-gen. Nearly 250 entrepreneurs participated in the workshops, which included second and third-generation entrepreneurs of varied family businesses.

Technical sessions were organised as a part of the workshop. While Mr N Krishnan, Principal Consultant & Founder Partner of Sadashiv Consulting Services, imparted knowledge on values of highly successful multigenerational family businesses and importance of succession planning, Dr Nirali Pandit, Associate Faculty, EDII, delivered a talk on the need for incorporating the use of social media and other contemporary digital mechanisms for boosting family businesses.

The workshop focused on highly successful multigenerational family businesses, 10 tenets to continuity, succession & transition

in family business (developing and integrating high-potential next-generation leaders in family businesses) and professionalisation of family business. The participants also learnt about the power of digital media, use of online marketing platforms for boosting the business in the present times of digital advancement, planning effective and economic marketing /promotional strategy on various media, generating more views and attracting traffic through use of marketing platforms and promotional tools.

With several government reforms in place and India's consistently progressive pace on ease-of-doing-business scale, there is an unprecedented need for skilling and orienting the successors of such family-owned businesses towards instituting efficient leadership at their firms. Keeping the same in view, this Clinic provided its participants an opportunity to network with various stakeholders and like-minded business owners, and also gave them room for one-on-one conversation with the experts.

Dr. Sunil Shukla, Director, EDII, while sharing the intent behind starting such workshops, said, "It is a well-known fact that the maximum number of family business owners and successors emerge from Gujarat. We planned this Family Business Clinic to clear varied hiccups that successors might face while taking over the reins of their family business, and seeing such good number of participants here has only reinforced our belief."

Entrepreneurial Training

for government officials and ITI students of Assam



Dr. Smita Chetia Talukdar, Associate Faculty, EDII with the participants..

The programme included sessions on entrepreneurship development comprising areas such as; identifying business opportunities, roadmap for becoming a successful entrepreneur, schemes of assistance of government/ Industries & Commerce Department/ financial institutions and interaction with successful entrepreneurs, etc. involving various stakeholders and officials of the Commissionerate of Industries & Commerce, banks and financial institutions, successful entrepreneurs, etc.

The northeastern states of India are home to several arts and crafts unique to the region. These crafts not only cater to various needs of the people but also preserve the rich heritage of these states. The “Awesome Assam” with its tough terrain and overall life, has several artisans and craftsmen. The institute, in association with the Directorate of Employment & Craftsmen Training, Assam, under the Skill, Employment & Entrepreneurship Department, Government of Assam and Federation of Industries of North Eastern Region (FINER), organised an Awareness programme on Entrepreneurship Development at Industrial Training Institute (ITI), Guwahati.

Attended by 71 participants from ITIs and selected employment

officers of the state government, the objective of the programme was to create awareness among the recent graduates and current students of ITIs, and motivate and guide them to choose entrepreneurship as a career option.

The programme was inaugurated by Smt H Teronpi, Additional Secretary to the Government of Assam, Skill, Employment & Entrepreneurship Department, in the august presence of Shri P Buragohain, President, FINER; Shri R K More, Director, FINER; Shri K Ahmed, Advisor & Project Chief, i-STED project, EDII; Shri R R Bora, Director of Employment & Craftsmen Training, Assam; Shri R Goswami, Deputy Director General, FINER; Dr Smita Chetia Talukdar, Associate Faculty, EDII Guwahati and other dignitaries.



Entrepreneurs

Boost their Business through Facebook



EDII, in collaboration with Facebook launched the project - 'Boost Your Business', thus training 20,000 entrepreneurs through 200 workshops across the country.

Organised with the objective of imparting learning on the power of digital media, methods of using online marketing platforms for boosting the business in the present times of digital advancement, planning effective and economic marketing/promotional strategy on various media, generating more views and attracting traffic through use of marketing platforms and promotional tools, the workshops registered participation from proactive micro and small business entrepreneurship. The programme

elaborated on the power of digital media, use of online marketing platforms for boosting the business in the present times of digital advancement, planning effective and economic marketing/ promotional strategy on various media, generating more views and attracting traffic through use of marketing platforms and promotional tools.

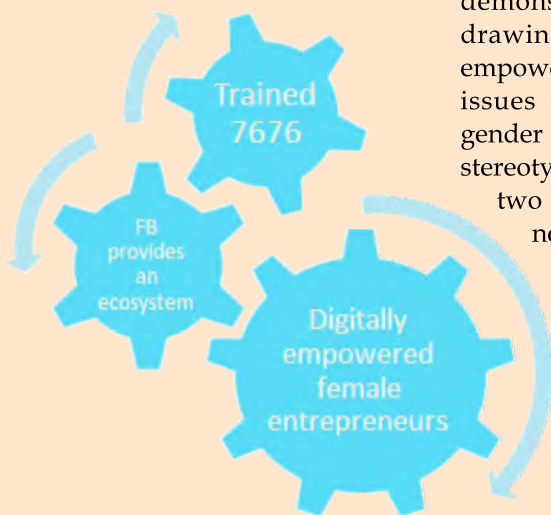
The participants endorsed the need for incorporating the use of social media and other contemporary digital mechanisms for boosting micro and small sized businesses.

Dr Sunil Shukla, Director, EDII while sharing the intent behind the project, opined, "The future belongs to social media. It is social media that will change the business

process and get it connected to the rest of the world. Information dissemination will be easier and faster, thus improving client base and business prospects."

With several government reforms in place and with our (India's) consistently progressive pace on ease-of-doing-business scale, there is an unprecedented need for skilling and orienting the micro and small businesses owners towards instituting efficient business skills at their firms. Keeping the same in view, the project provided its participants an opportunity to network with various stakeholders and like-minded business owners, and also gave them room for one-on-one conversation with the experts.

Women Empowerment - an integral part of boost your business program



Social media has more specifically demonstrated its potential for drawing attention to women's empowerment and women's rights issues such as discrimination, gender inequalities and negative stereotypes. There are more than two million active small businesses Pages on Facebook in India and a increasing number of women are using this community to start and grow successful businesses. 38 percent of the beneficiaries were reported to be women.

These 7676 women participants trained during the BYB program has not only empowered them to showcase their entrepreneurial skills and find

employment opportunities but has also created a positive impact.

- BYB program has helped in creating an eco-system that has connected women groups with common interests.
- A lot of craft activity and farm enterprises have been created by women after completing BYB training program.
- Women from minority groups reported that Facebook BYB program has given them an opportunity to connect with the rest of the world and showcase their creativity.
- Majority of the women trained during the BYB program agree that having access to the right digital tools and support would help them get their business off the ground.

INSPIRATION for higher-order ACHIEVEMENTS



Dr. Subhash Chandra, Chairman, Essel Group and MP, Rajya Sabha while interacting with youths at the Institute for the Dr. Subhash Chandra Show

Continuing with his ongoing efforts to encourage the younger generations to take up challenging paths in their career, Essel Group chairman and Rajya Sabha Member of Parliament from Haryana, Dr. Subhash Chandra inspired and guided over 300 students on how to choose the right idea. The flagship show of Zee News, 'The Dr. Subhash Chandra Show' was held at EDII.

Advising students on how to select the right idea, he said, "Recognize your talent and evolve your studies around it and you will excel in it. Match your talent with your idea to get clarity. When you are not in present, you are confused. You regret when you think of the past and get anxious when you think about the future.

Dr. Chandra also advised students in focus on their restless mind through meditation. On a concluding note, he said "A manager will do the things right but an entrepreneur will do the right things"



Dr. Sunil Shukla felicitating Dr. Subhash Chandra

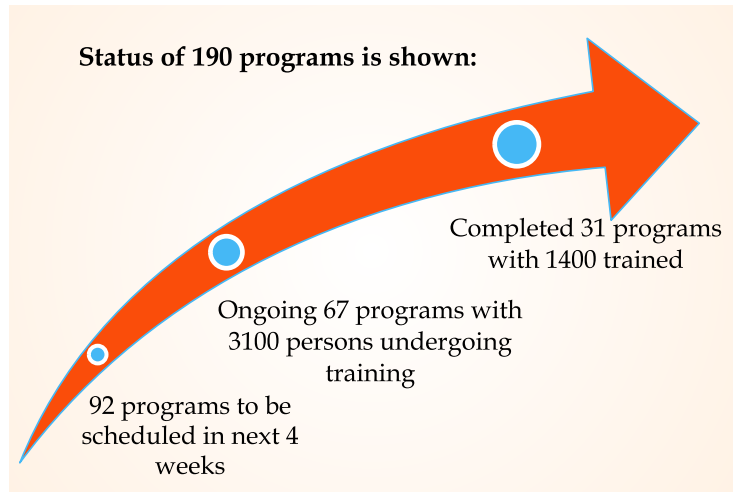
MEDPs across India [S to S 2020] promise a difference.

Under the prestigious Accenture Project - Skills to Succeed 2020, EDII's Southern Regional Office has taken the onus of organising Micro Enterprise Development Programmes (MEDPs) in eight southern Indian states viz. Karnataka, Telangana, Tamil Nadu, Kerala, Andhra Pradesh, Maharashtra, Goa and Puducherry. The project is in full swing with the goal of developing micro entrepreneurs from among the marginalized rural women and youth. The project has been substantially helping the beneficiaries in their socio-economic development through livelihood creation, employment generation, asset creation and revenue generation on a sustainable basis.

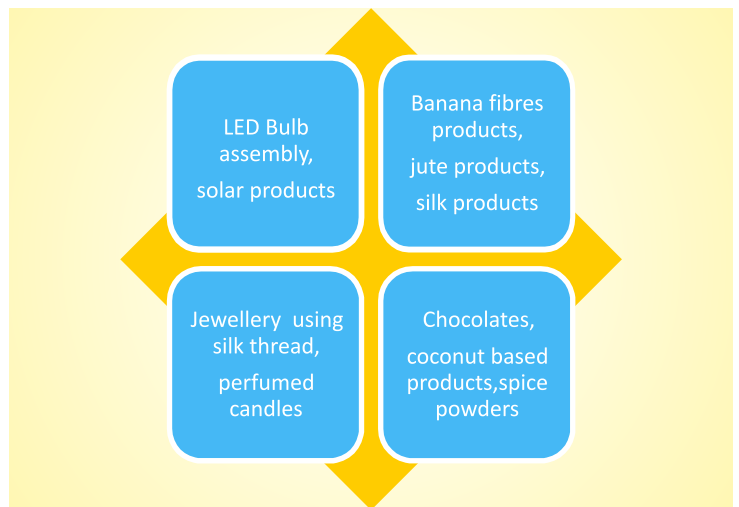
The project covers eleven states and two Union territories with 29 Implementing agencies.



EDII successfully conducted 75 MEDPs in first year and followed by 88 in the second year, and the current target is 190.



A few trades selected for setting up micro enterprises include:



The participants were trained in entrepreneurship and technical skills, and were extended handholding support in terms of credit linkage, market development, technology transfer, raw material sourcing, business counselling and linking the beneficiaries to government agencies.

The holistic focus of Accenture is to achieve the motto of Skills to Succeed (S to S) by the end of fiscal 2020 and EDII is making a contribution towards this. The entire project, S to S will equip three million people globally with workplace and entrepreneurial skills.

A Peek into Skill Development initiatives as a Part of MEDPs.....



Women learning to design garments at Ashta, Madhya Pradesh



Women trying their hands in jewellery making



Agarbatti making training



Jewellery making using silk thread

As **KNOWLEDGE PARTNER** for **REVA** University

An MoU was signed with REVA University, in which EDII has agreed to become their knowledge partner and extend guidance in designing and conducting Certification Programmes,

Diploma in Entrepreneurship Development and setting up School of Entrepreneurship and Family Enterprise (SEFE). As knowledge partner EDII will extend subject related professional advice and support to the university. Further EDII will support the university in conducting BBA (Entrepreneurship)

and MBA (Entrepreneurship) programmes with twinning option under which students will attend one semester of their programme at EDII campus. As a part of the collaboration, faculty development programmes to be conducted at REVA University will ensure training of faculty members. In this effort to concretise entrepreneurship a number of Entrepreneurship Development programmes, Entrepreneurship Awareness Camps, National and International Seminars/ Conferences will be conducted. The students will be sensitized to the charms of being an entrepreneur and move on to adopt entrepreneurship as a career. A step beyond, and to strengthen the discipline with research, doctoral programmes in entrepreneurship development will also be promoted.



EDII and REVA University entered into an MoU for promoting Entrepreneurship. Seen here are Dr. Sunil Shukla, Director, EDII & Dr. P. Shyama Raju, Founder & Hon'ble Chancellor, REVA University during the MoU signing ceremony. On the left of Dr. Raju is Dr. S.Y. Kulkarni, Vice Chancellor, REVA University.

Entrepreneurship

all the Way...



Entrepreneurship is gradually gaining firm ground because today those with innovative ideas are getting all kinds of support. There are also instances where corporates and agencies are stepping forth to empower people with entrepreneurial traits and competencies. With the motive of rendering entrepreneurship widespread and to ensure more entrepreneurship stories making waves, SIDBI sponsored 18 entrepreneurship

development programmes at various locations in Uttar Pradesh. Around 450 participants were trained in these programs which were organized by EDII's Northern Regional Office. The primary objective of these EDPs was to motivate unemployed rural / semi urban youths primarily belonging to the disadvantages sections of society. They were trained on basic aspects of entrepreneurship and the charms of setting up an enterprise. On the same line this office also

organized two Stand-up India Clinic programmes at MSME-DI office, Kanpur. 50 participants comprising women and members of SC & ST communities participated to learn all about entrepreneurship.

Handicrafts Mega Cluster Mission also sponsored 9 entrepreneurship development programmes for 250 artisans. The artisans were assisted in gaining an understanding of the sector and the ways and means that help them avail the facilities set up with modern infrastructure at block levels. The programmes emphasized on the relevance of latest technology, design innovations, adequate training, Human Resource Development (HRD) and appropriate market linkages. Such interventions are expected to positively impact the conditions of artisans by bringing them closer to contemporary practices and trends, thus ensuring sustainability and growth of their enterprises.



Empowering **WOMEN SCIENTISTS & TECHNOLOGISTS** with **ENTREPRENEURIAL** Aspirations

While the thinkers, change-makers, institutions and innovators have ensured positive developments in the entrepreneurial ecosystem, there are special efforts needed to ensure entry of more and more women into the domain of entrepreneurship. DST sponsored National Training Programme on 'Entrepreneurship Development & Management for Women Scientists & Technologists' with the Government Sector was organized during 19-23 February, 2018. 12 women scientists and

In keeping with its objective, the programme focused on aspects of entrepreneurship, business opportunities identification & selection, information on support system & various schemes for assistance of new enterprise creation, business plan preparation and establishing & managing a new enterprise. Classroom lectures on concepts and practices of entrepreneurship, case studies, group discussions, role-plays and simulation exercises for development of requisite competencies and industrial visits formed a part of the pedagogy.

Programme Director, Mr. P. Ganesh stated how glad he was that the participants were able to gain awareness about the challenges typically faced by women entrepreneurs. He opined that the participants were able to derive a good understanding about the unique challenges associated with entrepreneurship and were determined to apply their technical awareness to create sound business ventures.



Participants with EDII Director, Programme Director and Senior Faculty Members of the Institute

technologists from 5 states from different science and technology institutions participated in this programme. The main objectives of the programme were to create awareness amongst women scientists & technologists and sensitize them towards entrepreneurship. The programme sought to establish the importance of owning knowledge based, innovative business ventures.

Close Brush with Entrepreneurship for these Students *contd from page17*

Sumeet Mohanty, Co-founder: Phycolinc Technologies and Mayank Patel, CEO: CrAdLE (EDII) were invited to share their experiences, challenges, business model and various aspects of their entrepreneurship journey with the participants. Similar program was also organized for Unitedworld School of Business - BBA program and Unitedworld School of Liberal Arts & Mass Communications during 15-17 March, 2018. The program was attended by around 80 participants. The objective was to expose them to different entrepreneurial competencies and develop their personality through different types of business simulations.

Hand holding *Scientists* on the path of *Entrepreneurship*

EDI I also conducted a programme for scientists and technologists - to train them on the critical aspects of entrepreneurship and to ensure a convergence of technology and entrepreneurship that would lead to viable high-tech, high-end enterprises, matching steps with the 'much in need' approaches of the modern business world. The programme was attended by 23 scientists and technologists from 12 states representing 22 institutions. Programme Director, Mr. Prakash Solanki said that as an entrepreneur, the scientists can help the economy of our country manifold. Its nice that the programme inputs enthused them, and now in addition to developing technologies, they would also focus on their viability and marketability. All I wish is that they implement this knowledge.



Dr. Neeraj Sharma, Advisor & Head, Technology Development & Transfer, Policy Research Centre, Department of Science & Technology, Government of India at the Valediction of the Programme, Entrepreneurship Development & Management for Scientists and Technologists. Dr. Sharma spoke about how globalization had led to increased competition, yet offered opportunities for expansion of business. He complimented EDII for building strategic and competitive strengths in participants to help them capitalize on these opportunities and urged the participants to spread their learning.

EDII offers AICTE Approved

Fellow Programme in Management (FPM)

Why FPM?

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

Aims at:

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

Who can apply

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

Selection Process

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



For details, contact:
Email: fpm@ediindia.org
Mobile: 9725525219, 9978066805

visit our website www.ediindia.ac.in

ENHANCING *their* EMPLOYABILITY *Skills*



Dr. Pankaj Bharti, Programme Director, presenting Certificate to a participant of the programme conducted at Mansurchak, BSDC, Bihar.

The ability to communicate, lead, adapt, comprehend, analyse, interpret and reach conclusions are some of the employability skills that render a strong foundation to a career. Hence it is important for youths to arm themselves with these skills before venturing out in their chosen field. These skills impart them an ability to undertake diverse tasks and responsibilities, take suitable decisions, solve problems and work in a team. The Bihar Skill Development Mission (BSDM) has launched a result-oriented skill training programme - 'Kushal Yuva Program' aimed at enhancing the Soft Skills of

youths in the age group of 15-25 years, who have passed class 10th or class 12th, have dropped out of formal education and are looking for jobs. Soft Skills training would focus on Life

Skills, Communications Skills (English & Hindi) and basic computer literacy to enhance their employability, and act as a value addition to the various domain specific training currently being implemented in Bihar. EDII is working in 8 blocks as allotted by BSDM. The 8 blocks include Garhpura, Begusarai; Khodabandpur, Begusarai; Mansurchak, Begusarai; Matihani, Begusarai; Samho-Akaha-Kurha, Begusarai; Teghra, Begusarai; Rosera, Samastipur; Mansi, Khagaria;



Participants during a Classroom Session....

EDII announces

AICTE-approved, NBA- accredited, AIU-recognised

Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE) 2018-20

Imparts comprehensive knowledge of entrepreneurial ecosystem, develops first-generation entrepreneurs, enables family business successors to become change agents and nurtures intrapreneurial aspirations

Special Features

- Incubation support
- Mentoring for Business Plan/succession planning

Dream > Dare > Deliver

AICTE-approved

Post Graduate Diploma in Management - Development Studies (PGDM-DS) 2018-20

Build cadres of development professionals, transfer the expertise for promotion of solutions in the areas of microenterprise, microfinance, livelihood promotion, women and group entrepreneurship, social enterprises and CSR

Special Features

- Intensive field exposure and final placement

Discover > Change > Sustain

PGP Secretariat, EDII, P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat; Tel : 079-23969163

M.: 9825528918, 9825956864 Toll Free: 1800 2333 256

E-mail: pgp@ediindia.org, pgdmds@ediindia.org

For details and application, visit www.ediindia.ac.in / www.ediindia.org

EDII also offers Doctoral-level Fellow Programme in Management

Eligibility : Graduate in any discipline with 50% marks with valid MAT, CAT* XAT, ATMA and CMAT scores

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

Soft

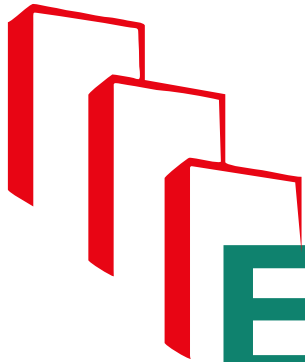
INTERVENTION

Activity for

ARTISANS

in Tripura

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



EDII provides funding to winners of milestone-based learning activity

The Institute has identified a list of 26 entrepreneurial milestones. Based on learning during the program, the students are required to achieve few milestones in first year of the program and rest of them in the second year. The Institute has enabled over 300 of its students to become successful entrepreneurs over last few years. This learning approach includes milestones right from ideating, preparing a business plan, to how to form and register a new company and then how to start running the enterprise and managing various functions of marketing, finance, product/service development, etc.

Explaining the significance of milestone-based learning introduced by the Institute, **Dr Manoj Mishra** Chairperson, PG Course said, "The grant acts as a seed-gap funding provided to the Company set-up by students after they achieve bonus points under milestone-based learning. The funding is a part of academic support provided to students with no commitment to pay back. We hope this seed-gap grant will help students in getting more funding from financial institutions and moving forward."

Details of some Start-ups funded by EDII

Monil Gunjaria, Founder, M2 Hydrofarms LLP plans to setup a production unit which would produce vegetables under micro controlled environment using technologies like Modern Greenhouse with Fan & Pas system, moisture control system and hydroponics. Under this, zero pesticide vegetables will be grown hydroponically using 70% less water (without soil) in vertical systems to increase area utilization.

StudyMarvel by Immersify Technology started by **Yash Bodane** gives existing books/magazine/brochures/newsletters a 'Second Life' by providing additional interactive content. Having equipped with right mix of augmented reality (AR), Immersify's innovative vision empowers one to add value to print media.

Through **Tilebazaar.com**, **Nikita Maheshwari** aims at providing a variety of choices of coverings & tiling at affordable price under one roof and also to provide end-to-end solutions within budget to fill-up visible gaps in the home decor, beauty and aesthetics segment in the construction industry. Tilebazaar.com helps one to locate, design & procure your requirements at the right time and within affordable price.

The idea of **Diana Diaries by Pooja Bhatia** is to provide women with inner wear that is designed for Indian environment and also provide consultancy on fit, size and style.

Maria Kidangalil of Farmer's Pride aims at home delivery system of fresh organic fruits and vegetables straight from farm to table.

Institute wins AICTE Award for supporting 'Startups'



- EDII supports startups through its new business creation curriculum and incubation centre 'Centre for Advancing & Launching Enterprises' (CrAdLE).
- The AICTE (All India Council for Technical Education) Awards were given during the International Science Festival's Startup Summit - 2017 at Chennai.

The country's eco-system is oriented towards promoting startups. Today youths are giving vent to their creative energy and are getting strongly impelled by entrepreneurship. The Govt. of Gujarat has designated EDII as the Nodal Agency for promoting startups and has also appointed the Institute to strengthen entrepreneurship in the state. For its efforts, EDII received the prestigious *All India Council for Technical Education (AICTE)* Award for supporting startups. The Institute received an award for its contribution towards promoting and mentoring technology startups.

Given during the International Science Festival's Startup Summit - 2017 at Chennai, the AICTE awards recognise outstanding achievement by academic and research institutes of India in actively promoting and supporting innovation and startups

in their campuses. The summit also acknowledged various upcoming startups through its nationwide startup contest.

Speaking about the accomplishment, Dr. Sunil Shukla, Director, EDII said, "It is a proud moment for us to be felicitated with the prestigious AICTE Award. EDII has been at the forefront of entrepreneurial development in India and such recognitions are a testament to the hard work that has been put over the years. Our curriculum revolves around creating new businesses and encourages students to start new ventures post their graduation. We have also started a business incubation centre, Centre for Advancing & Launching Enterprises (CrAdLE), to mentor new startups and facilitate speedy commercialisation of technologies for better & faster enterprise growth. The startup ecosystem in India is at an interesting juncture and we will continue to help in

launching new enterprises that lead to maximum job creators in the next few years.

HOW EDII'S PGDM-BE COURSE ENCOURAGES STUDENTS ON THEIR ENTREPRENEURIAL JOURNEY

EDII's Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE) offers milestone based learning to students to enable them to achieve stepping stones in their entrepreneurial journey. The course ensures that students harness their entrepreneurial knowledge, networking skills and abilities to set up own enterprise or join their family business to take it to newer heights. Around 80% of the students have either created their own enterprise or have joined family business post graduating out from EDII.

Incubated Startups



clock-in better turnover growth rate: EDII Study

The incubated startups have better turnover growth rate after graduation as per a recent study commissioned by EDII for Department of Science & Technology, Government of India. According to the study, in over 40% of the sampled incubators, the growth rate of graduated companies in terms of turnover has been more than 20%; while in 38% sampled incubators, the growth rate has been in the range of 10-20%.

The study - *Effectiveness, Efficacy and Sustainability of Incubators in India and Benchmarking them with Global Best Practices in the Incubation Space* was conducted by Mr. B P Murali, Former Senior Faculty and Mr. S B Sareen, Director, CrAdLE (Centre for Advancing & Launching Enterprises), the Technology Business Incubator hosted at EDII and sponsored by NSTEDB, DST, Govt. of India. The study has also compiled best practices followed across the world for incubators. It includes major parameters like

entry criteria, selection process, pre and post incubation services, infrastructure, human resources, performance, financials and exit strategy.

"The overall objective of the study is to assess the effectiveness, efficacy and sustainability of the Incubators in India, major issues faced by them and evolve a comprehensive strategy for sustenance and growth of incubation movement, keeping in view the global best practices in incubation space. Accordingly the study was conducted based on analysis of data received from 29 incubators, their tenants and personal interactions with 10 incubators on pan India basis."

S.B. Sareen, Member, CrAdle Board

With a view to enhance effectiveness of incubation process, some of the actions suggested by the study are promoting privately-owned seed funds, promoting incubation cluster, localised networking platform, graduate entrepreneurs as investors for new incubators, promoting incubators focussed on emerging domains, facilitating CSR fund routing to Business Incubators and startups etc.

The study also observed duration of startups in incubators. It is observed that in about 40 per cent of the sampled incubators, the clients graduated in less than 16 months after entering the incubator. It is to

be noted that in about half the sampled incubators, it took over 24 months. According to the study, in about half the sampled incubators, the average annual job creation by graduated companies has been less than 20. In about just seven per cent of the sampled incubators, the average annual job creation by graduated companies has been over 120.

There's No Limit for the Deserving...

Startups incubated at CrAdLE receive debt funding

Centre for Advancing & Launching Enterprises' (CrAdLE) is a technology Business Incubator, supported & catalysed by The National Science & Technology Entrepreneurship Development Board (NSTEDB), the Department of Science & Technology (DST), Government of India and hosted by EDII.

CrAdLE focuses on four niche segments of manufacturing, food processing, renewable energy and healthcare. It is aimed at fostering technology & knowledge based entrepreneurial startups by nurturing them at an early stage and providing them legal, financial, and technical advisory services. CrAdLE has a mix of investment from DST, EDII and angel investors. Apart from providing physical infrastructure, CrAdLE EDII plays a pivotal role in mentoring, guiding and even funding, if required to incubatees. CrAdLE has been registered under Section 8 of the Companies Act, which would enable it to invest in startup ideas and share profits that would

again be re-invested in the development of the incubation centre.

In its first year, CrAdLE had shortlisted 30 and incubated 16 ideas. Out of the 16, three have received debt funding worth **INR. 1.16 Crore** and 7 startups have received grant from Govt. of Gujarat under Startup/Innovation scheme.

Earlier this year, EDII had tied up with YES BANK, India's **5th** largest private sector bank, to lend to startups supported by EDII under the CGTMSE programme (Credit Guarantee Fund Trust for Micro and Small Enterprises). The startups that have received funding from YES BANK so far are:

Green Ideology : It is an organic cotton and bamboo fibre manufacturing company founded by Abhishek Lodha and Neerja Lakhani. Its flagship brand, 'Inner Sense,' is India's first premium organic antimicrobial lingerie product. Abhishek, a graduate in Textile Chemistry, and Neerja, a NIFT Gandhinagar alumna, had observed that India's humid climate makes women more

vulnerable to unhygienic conditions which are further compounded by unavailability of healthy and quality inner-wear in the market. Sensing this gap, the two founders came together to create 'Inner Sense' that is fashionable, eco-friendly, and most importantly healthy. The startup's first collection had only eight styles and today it has more than 60 styles under its fold. The company also sells in the US, UK, and Malaysia. CrAdLE-EDII has helped the startup to receive INR. 50 lakh debt funding from YES BANK.

KEEPSAKE AUTOMATION:

This startup is in welding robotics. They have been successful in roping in industrial giants like L & T as their client. They have also got an order from L D College of Engineering, Ahmedabad for their newly coming Centre of Excellence in Welding. Keepsake Automation is presently equipped with Six axis articulated arm robot to operate our Plasma transferred arc pulsed 350-amp power source, High velocity oxy-fuel systems, Arc spray systems and flame spray guns. The company also have manipulators for down hand welding capability.

The Making of "FOUNDERS OF CHANGE"....

Karnali Village Writes a SUCCESS Story

Keepsake Automation aims to employ this unique technology for life enhancement of wear prone parts belonging to various industries. Founded by young technopreneur Manan Bateriwala, the startup has received INR. 50 lakh debt funding from YES BANK with CrAdLE-EDII's support.

NAAPBOOKS: Naapbooks is a cloud based customized accounting application that provides automated process of accounting which gives accurate and secure accounting records. Innovative add-ons such as Add Your Advisor, Click-based User Role Assignment, Integrated Banking Feeds, Billing and Order Automation, POS Integration, Payment Reminders, Payment gateway Integration. The company has ensured that this SaaS based application is as easy to use for not just trained accountants but for anyone who knows basic data entry. NAAPBOOKS can be made available for both offline and online users and have ensured 3 layers of security to avoid any breach. Founded by Abhishek Jain, the start-up has received INR. 16 lakh debt funding from YES BANK.



Ms. Sangita Arun Jaitley, a noted social worker handing over the certificate to a participant at Karnali

The Karnali Group Panchayat in Vadodara dist. has been adopted by Hon'ble Union Finance Minister Shri Arun Jaitley under Sansad Aadarsh Gram Yojna (SAGY) of Govt. of India. EDII has been roped in to develop the Karnali village to ensure that the livelihood aspects facing the villagers are addressed and the place bears a thriving demeanour on the facets of development, youth empowerment and employability and entrepreneurship. The project is being successfully implemented by EDII with the support of the IDBI bank Ltd. and technical experts drawn from various institutes. In the third phase of the Project, during January to March, 2018, EDII completed six (five day) skill and capacity building workshops. Nearly 100 participants sharpened their skills in various trades. The participants were also imparted digital literacy. So far 368 women and youth have been trained during the last three years. Thirty startups that have been facilitated are expanding their businesses phase by phase. Implementation of activities is being monitored by Dr. Saji Kumar, Project Director.

Recognitions Galore...



Dr. Sunil Shukla, Director-EDII expressed his views on the correlation between entrepreneurship and Development Finance Institutions (DFIs) at the Plenary Session on MSME and Entrepreneurship at the 41st Association of Development Financing Institutions in Asia and the Pacific (ADFIAP) Annual Meet at New Delhi. Dr. Shukla held that DFIs must collaborate with specialized entrepreneurship development institutes only for conducting EDPs and these institutes must exercise assiduousness in involving DFIs in imparting inputs at every stage of the programme.

EDII has been awarded with the prestigious Association of Development Financing Institutions in Asia and the Pacific (ADFIAP) Award for Local Economic Development for its Startup Village Entrepreneurship Project (SVEP). The Citation reads that the Merit Award is given to EDII in recognition of its efforts under SVEP to reduce poverty and unemployment in villages by helping initiate and support rural enterprises.



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat, India.

Tel : +91-79-23969159, 23969161, 23969163 Fax : +91-79-23969164

E-mail : info@ediindia.org Website : www.ediindia.org / www.ediindia.ac.in

REGIONAL OFFICES

East : Bhubaneswar

Plot no. 88, 2nd Floor,
District Centre, Chandrasekharpur,
Bhubaneswar-751016
Khurda, Odhisha
Telefax : 0674-2744100,
E-mail : crpatnaik@ediindia.org

Kolkata

6/259, 3rd Floor, Atghara,
Land Mark: Indian Bank
Rajarhat Main Road,
Kolkata-700136, West Bengal
E-mail: gautam@ediindia.org;
kaushik@ediindia.org

North : Lucknow

7, Meerabai Marg, Dady Villa, Hazrat Ganj,
Lucknow - 226 001, Uttar Pradesh
Phone : 0522-2209671
E-mail : edinro@rediffmail.com

North-East : Guwahati

Ground Floor, H.No.37, B.K. Kakathi Road,
P.O. Ulubari, Paltan Bazar,
Guwahati - 781 007, Assam
Phone: 0361-2301063
E-mail : edinero@ediindia.org

Central : Bhopal

Ground Floor, 33, Sahyog Vihar,
Nr. Shahpura Police Station, E-8, Bawadiya Kala,
Bhopal – 462 039, Madhya Pradesh
Phone: 0755-2424015, 2424813
E-mail : tarun@ediindia.org

South : Bengaluru

102, 70th Cross, 17th 'A' Main Road,
5th Block, Rajaji Nagar, Bengaluru - 560 010, Karnataka
Phone : 080-23119361, E-mail : edibangalore@ediindia.org

Kochi

Centre of Excellence in Entrepreneurship Development - CEED
IV Floor, KASE Skill Campus, INKEL Tower, Nr. TELK,
Angamali South PO, Ernakulam-683573, Kerala
E-mail : mathew@ediindia.org

Sino-India Entrepreneurship Development Centre

EDII Kunming Office: # 1012, Hong Dao Building B Block
No. Yuhua Pianqu, Chenggong, Kunming
Yunnan Minzu University, PIN 650500
Phone: (0871) 65910028, Fax: (0871) 65910035,
Email: ranvijay@ediindia.org
Wechat ID: xinphd