

EDII Reports 105

January-March 2019

From the
Director's Desk



EDII mourns Dr. Patel's untimely demise...

If India has spurred its economic performance over the years, a major credit for it goes to entrepreneurship, the seeds of which were sown by Padma Shri Dr. V. G. Patel. Dr. Patel doesn't need an introduction...the entrepreneurship fraternity recognises him as the 'Father of Entrepreneurship Movement.' After a legendary life spanning close to eight decades, the leader who was fondly known as 'V. G.' finally laid down his mantle on 4th April 2019, and settled in peace forever. While the country and EDII will miss him; his learnings and his acumen will continue to guide us. He started out in the 1970s, convincing people about a concept which was alien...But he did not relent. His conviction was such that not just entrepreneurship was accepted by people and the Government, but the concept became so conclusive and rewarding that premier financial institutes agreed to his reason of having a National Resource Institute in Entrepreneurship. He ensured that they pitch in to set up the much celebrated 'Entrepreneurship Development Institute of India (EDII).' And then his critical thinking, astute process of management, and immaculately planned implementation processes made sure that EDII becomes a Centre of Excellence. Today the Institute prides its innovative programmes, wide expanse, perfect implementation and smooth functioning - all of which have been bequeathed by Dr. Patel. Aptly so, he was



**Entrepreneurship
Development
Institute of India**



honoured with the Padma Shri on March 30, 2017.

With myriad years of yeoman service to promoting entrepreneurship and strengthening its edifice in India and abroad, he has ensured that decision-makers in the Government, students, counsellors, teachers and other resource persons, view 'entrepreneurship' as a primary career option and of overriding importance in catalysing economic growth. Today, we can boast of a large number of entrepreneurship centres and institutes with a distinct place for this discipline in growth policies and planning processes of the Government. And, even on the International level, Dr. Patel had begun the process way too early, i.e., in the 80s. The Institute works with close to 70 developing countries today.

What better credence could this great personality and his work have achieved !!!!!

And, above all, he gave unique stability to EDII. The transition, after he laid down his office on 28 February, 2003, was smooth. After a long stint, he welcomed change with open arms and left a message for leaders across. He taught that succession in management has to be planned in advance and must begin with delegation of responsibilities and decision making leading to a team of competent, tested and trusted managers /executives with one of them being capable of running the enterprise in the absence of the promoter.

His work cannot be summarised in a few pages.....all I can say is – he was a legend whose life itself is a great lesson and the biggest tribute we can pay to him is by following the path that he has shown to us. He was at the helm of affairs in so many areas for EDII, our constant mentor and guide. We lose our greatest supporter with Dr. Patel. But we promise to continue his legacy of bringing in new dynamism, new energy and new vibrations each day.

Entrepreneurship will grow even stronger. The trajectory of entrepreneurship will blossom with our efforts which will emanate from the storehouse of learning which our mentor Dr. V. G. Patel has left behind.

- Sunil Shukla



Padma Shri Dr. V. G. Patel

leaves an Imprint on the Discipline of Entrepreneurship, the Entrepreneurship Fraternity and Members of EDII Family

Padma Shri Dr. Viharidas Gopaldas Patel, fondly known as VG, a noted economist and hailed as the 'Father of Entrepreneurship Movement' in the country, left for heavenly abode on Thursday, April 4, 2019 at Ahmedabad after a brief illness. He was 79 years and is survived by his wife and three children.

An eminent economist and international figure in the sphere of entrepreneurship, small industry policies and growth management, Dr. Patel had held several key positions in his career marked with laurels and triumphs. He was the Chief Economic Advisor to Gujarat Industrial Development Corporation; Founder Director of Centre for Entrepreneurship Development, Gujarat and Managing Director at Gujarat Industrial & Technical Consultancy Organization Ltd. An institution builder, he set up EDII in 1983 to work for potential and existing entrepreneurs. Dr. Patel's work towards inclusion of entrepreneurship in the formal education system, sensitization of support system, entrepreneurship research in addition to routing several other developing countries on the trajectory of entrepreneurship has been widely recognised. The Government of India also incorporated the EDP approach as a part of its self employment schemes. The Central Government's 'Rojgar Yojana' incorporated entrepreneurship training, based on work done by Dr. Patel.

His book "The Seven Business Crisis & How to Beat Them" (reissued as When the Going gets Tough) is a best seller. Equally acclaimed are "Managing India's Small Industrial Economy" and "Entrepreneurship Development Programme in India and its Relevance to Developing Countries"

He was honoured with the Padma Shri in 2017 for his contribution to development of entrepreneurship in India.

EDII family and the entrepreneurship fraternity has lost a mentor and a guide; a loss which cannot be replaced. EDII family is grieving the loss of its leader; a trailblazer who introduced the country to a distinctive development concept.

We will always hold his mentorship and guidance in high acclaim.

EDII welcomes Managing Director & CEO, IDBI Bank Ltd., Shri Rakesh Sharma



Shri Rakesh Sharma, MD & CEO, IDBI Bank Ltd. was felicitated at the hands of Dr. Sunil Shukla, Director, EDII during his visit at the institute.

Managing Director & CEO, IDBI Bank Ltd., Shri Rakesh Sharma visited EDII on 27 March, 2019. Shri Sharma had fruitful discussions with Director Dr. Sunil Shukla and encouraged the Institute to hold on to the reins of its mission of promoting entrepreneurship, worldwide. Shri Sharma delved into many aspects and projects of the Institute which he thought were especially result-oriented and impact-making.

EDII is grateful to Shri Rakesh Sharma.

Welcoming Shri Anil Bhardwaj on EDII Governing Board



EDII is fortunate to have one more addition to its Governing Board – Shri Anil Bhardwaj. Anil Bhardwaj is Secretary General of Federation of Indian Micro, Small & Medium Enterprises (FISME). He has worked extensively in the fields of international trade and SME development. He has advised or led several SME development projects supported by multilateral and bilateral donor agencies in India. Initially he was involved in international trade and subsequently began working on SME issues at FISME. He is currently leading the SME development projects supported by prestigious international institutions. Under his guidance, EDII looks forward to making further meaningful contribution to the SME sector. EDII extends a warm welcome to Shri Anil Bhardwaj.

Gujarat Startups Take A Leap..... Report Released

A report on Gujarat Startup Ecosystem, developed by EDII Faculty members, Dr. Kavita Saxena & Mr. Mayank Patel, was released at the hands of Shri Vijay Rupani, Hon'ble Chief Minister of Gujarat. The report is an attempt to highlight various initiatives of the State and different stakeholders to create a progressive startup ecosystem in Gujarat. Prepared in association with Gujarat Chamber of Commerce and Industries (GCCCI) the report offers a glimpse into Gujarat's strengths as an industrial state. The report is a compilation of growing startups of Gujarat, investor ecosystem in the state, role of universities and autonomous academic institutions to support startups in Gujarat.



(2nd from L) Shri Vijay Rupani, Hon'ble Chief Minister, Gujarat releasing the Report. Also seen are (from R – L) Shri S. J. Haider, Principal Secretary, GOG, Tourism Department; Dr. Kavita Saxena, Faculty, EDII; Dr. Sunil Shukla, Director, EDII; Shri Pradeepsinh Jajeda, Hon'ble Minister of State and Shri Jainim Vasa, President, GCCCI.

EDII Awarded 4-star Rating by GSIRF

The Executive Committee of the Knowledge Consortium of Gujarat, Department of Education, Government of Gujarat is the recommending authority of the appointed agency, the India Centre for Academic Rankings and Excellence (ICARE) under the Entrepreneurship Development Institute Of India

Entrepreneurship Development Institute Of India

is a 4 Star Institute with a CGPA of 3.66 out of 5 in category of 'COLLEGES' on the basis of comprehensive performance matrix as set out by Gujarat State Institutional Ranking Framework (GSIRF) on the 28th February 2019.

PARAMETER	STAR RATING
TEACHING, RESEARCH AND LEARNING	★★★★★
TEACHING METHODOLOGY	★★★★
TEACHING INFRASTRUCTURE	★★★★
TEACHING RESEARCH	★★★★

BY ORDER

Dr. Sunil Shukla, Director, EDII
 Dr. Kavita Saxena, Faculty, EDII
 Dr. Mayank Patel, Faculty, EDII
 Dr. Pradeepsinh Jajeda, Hon'ble Minister of State

EDII was rated 4 star Institute by the executive committee of the Knowledge Consortium of Gujarat, Department of Education, Government of Gujarat on the recommendation of the appointed agency, the Indian Care for Academic Rankings and Excellence (ICARE). The first Gujarat State Institutional Ranking Framework (GSIRF) on the lines of by National Institutional Ranking Framework (NIRF) has ranked EDII as the second best institute of Gujarat.

A total of 20 universities and 46 non-technical institutes participated in the rating exercise, EDII was rated a CGPA of 3.66 out of 5 on the basis of comprehensive performance matrix as set out by the GSIRF on February 28, 2019. Some of the basic parameters taken into consideration while rating the institute were - Teaching & Learning Resources, Research & Professional Practice, Graduation Outcomes and Outreach & Inclusivity.

EPSI Leadership Conclave 2019 – Futurizing Indian Business Schools

The Education Promotion Society of India (EPSI) conducted a two day EPSI's B-Schools' Leadership Conclave 2019 which was held during 27-28 February, 2019 at The Claridges, New Delhi. The theme of the conclave was 'Business Education 4.0: Futurizing Indian Business Schools.'

The conclave was inaugurated at the hands of our Hon'ble Vice President, Shri Venkaiah Naidu. The conclave kick-started with first plenary session on different parameters like new jobs, new skills, and new curriculum to prepare today's students for the future.

The other plenary sessions discussed rethinking the learning experience and leveraging technology in business education.

Dr. Sunil Shukla, Director, EDII, was invited as an esteemed speaker at the conclave. Dr. Sunil Shukla, Director, EDII, said, "I congratulate EPSI and everybody associated with it for this great event. Its indeed an amazing thing to bring various stakeholders particularly academicians on a common platform and benefit from their rich experiences."



Dr. Sunil Shukla, Director, EDII was felicitated as a distinguished speaker at the EPSI Leadership Conclave, 2019 at New Delhi.



Lighting the ceremonial lamp is Chief Guest (2nd from R) Shri Giriraj Singh, Union Minister of State (Independent Charge) for Medium, Small and Micro Enterprises with (on his R) Dr. Arun Kumar Panda, Secretary, MSME & EDII Governing Board Member; (R-L) Shri Milind Kamble, Officiating President – EDII and Chairperson – DICCI and Dr. Sunil Shukla, Director-EDII.

Research on MSMEs Gets a New Impetus with Inauguration of the MSME Research Block

The vibrant and the dynamic MSME sector holds great potential to impart economic growth to the country. Employment generation, poverty alleviation are major benefits that accrue to the economy on account of MSME promotion.

EDII has been working closely with the Ministry of MSME across targets with a view to contributing towards fostering and expanding economic and employment potential of MSME sector. Within the purview of the MSME sector, EDII has contributed in the areas of sustainable development, entrepreneurship, policy advocacy, governance and MSME promotion and facilitation. EDII has also undertaken significant research work and studies to promote the MSME sector.

Given the gamut of various verticals and an increasing number of activities being pursued by the Institute, an MSME Research Block has been constructed with support of Ministry of Medium, Small and Micro Enterprises under Scheme of Assistance to Training Institutions. The MSME Research Block is a great

backing to the Institute's work and its efforts will get a new impetus with this.

The MSME Research Block was inaugurated by Hon'ble Shri Giriraj Singh, Union Minister of State (Independent Charge) for Medium, Small and Micro Enterprises at EDII. Addressing the gathering, the Hon'ble Minister



Hon'ble Union Minister of State (Independent Charge) for Medium, Small and Micro Enterprises, Shri Giriraj Singh, addressing the audience during the inaugural function.

Hon'ble Shri Giriraj Singh, Union Minister of State (Independent Charge) for Medium, Small and Micro Enterprises inaugurating the MSME Research Block at EDII on January 19, 2019. Also seen are Dr. Arun Kumar Panda, Secretary, MSME, Govt. of India and EDII Governing Board Member and Dr. Sunil Shukla, Director – EDII.



termed conviction, emotion and devotion as the main ingredients of entrepreneurship. He termed capital as secondary. The Minister highlighted several stories of successful entrepreneurs who have achieved success purely on the basis of their passion and will to make it big. Speaking on the use of technology in business, the Chief Guest said, "Technology must be employed judiciously in a manner that we do not become slaves to it. Technology must facilitate our dreams." To elaborate

Juxtaposing it with Indian Reports, he said that we need to wake up as in 2004, 35 percent of the women were contributing to GDP, while the percentage fell to 24% in 2011. The Minister concluded by beckoning all to take advantage of learning and setting up own enterprises.

On the occasion, Dr. Arun Panda, Secretary, MSME said, "Entrepreneurship requires inner passion to pursue a dream. Institutes like EDII are providing an eco-system to business enthusiasts. MSMEs are the flavour of the season especially after GST was introduced in the country. Out of 1.17 Cr registration in the GST, more than 1 Crore registrations in GST are MSMEs. That means people have started dreaming big." Dr. Panda suggested that EDII must train the key officials of all the 18 tool rooms and technology centres all across this country which are working exceptionally well in skilling people, making them job ready. This training, he said, will enable these officials to impart training in entrepreneurship too, thus ensuring a good success rate in New Enterprise Creation. Adding to this, he said, "Our honourable Prime Minister also announced on November 2, 2018 that 120 more centres – of which 100 small and 20 big centres will be established in the coming 3 years. This will be a huge game changer for the country and for people."



Dr. Arun Panda, Secretary, MSME, Govt. of India addressing the gathering

this, the Minister quoted the example of a village where the locals had been provided with spindles which was powered by solar energy and technology built into it to enable people to enhance their earnings. Speaking on bringing women into mainstream, the Minister quoted McKinsey's report and said that the Report highlighted that with 42% women's involvement in the economy, China recorded an increase of 41% in their GDP.

Dr. Sunil Shukla, Director, EDII said, "India is going through a revolutionary phase in which entrepreneurship is receiving tremendous acceptance as a career. With the government promoting MSMEs directly under Start-up India Mission, Make in India and Digital India policies, this sector has flourished like never before during the last couple of years. Increasing number of start-ups, even student start-ups suggests

that the country is all set to make a mark on the global front with innovative and path-breaking ideas.”

The function concluded with Vote of thanks by Shri Milind Kamble, Officiating President – EDII and Chairperson – DICCI. Shri Kamble also endorsed the need of technology and innovation as facilitating factors in MSMEs and urged youths to think out-of-the-box. Shri Kamble stressed on the significance of MSMEs for economic growth and encouraged youths to make use of the training to become entrepreneurs. Shri Kamble profusely thanked the dignitaries for extending much-needed support to encourage MSMEs.



Shri Milind Kamble, Officiating President – EDII and Chairperson – DICCI proposing the vote of thanks

GEM Report Release



GEM report release at the hands of Chief Guest (3rd from L) Shri Giriraj Singh, Hon'ble Union Minister of State (Independent Charge) for Medium, Small and Micro Enterprises and other dignitaries- (3rd from R) Dr. Arun Kumar Panda, IAS, Secretary MSME, Govt. of India; (2nd from R) Mr. Milind Kamble, Officiating President, EDII and Chairperson, DICCI and (2nd from L) Dr. Sunil Shukla, Director, EDII. Also seen on the occasion were co-authors (extreme R) Dr. Amit Dwivedi, Faculty, EDII and (extreme L) Dr. Pankaj Bharti, Faculty, EDII.

The Global Entrepreneurship Monitor (GEM) Survey is the largest annual study of entrepreneurial dynamics in the world. GEM was conceived in 1999 and has since been venerated for the credibility and coverage of its research. The GEM India Team (2015-18) comprises Entrepreneurship Development Institute of India (EDII), Centre for Entrepreneurship Development Madhya Pradesh (CEDMAP), Bhopal; and Jammu & Kashmir Entrepreneurship Development Institute (JKEDI). EDII is the lead institution for GEM India Team.

GEM India National Report 2017-18: (Highlights)

- The Total Entrepreneurial Activity rate is 9.3%. It is 11.5% among people in the age group of 35 – 44 years, followed by 9.2% in 18–24 years and 9.1% in 55–64 years.
- Perceived Opportunity has slightly increased to 44.9% in 2017-18. It was 44.3% in 2016-17.
- Entrepreneurship as a good career choice has increased to 53% in 2017-18. It was 44.4% in 2016-17.

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Developing Countries Build their Capacities to Embrace New Rides



Every year the Institute undertakes various 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.

53 international participants from 20 developing countries successfully graduated from three capacity-building programmes. All these programmes commenced on January 7, 2019 out of which one programme concluded on February 15, 2019 and the remaining two programmes concluded on March 1, 2019. The programmes comprised of classroom trainings and various field visits.

This year, the programme on Entrepreneurship & Small Business Promotion received 16 participants from 13 countries viz., Botswana,

Cote D'Ivoire, Djibouti, Ethiopia, Guatemala, Lesotho, Malaysia, Mongolia, Nigeria, South Sudan, Tanzania, Tonga and Uzbekistan. Directed by Mr. Prakash Solanki, Faculty-EDII, the programme focussed on developing a cadre of hardcore professionals who can work for the promotion of economic activities in developing countries. The content was specially designed for professionals from different backgrounds that covered various parameters like Business Opportunity Identification, Business Plan Preparation, Analysis of Competencies and Assessing Potential Entrepreneurs and Effective Business Counselling. "The participants learnt about preparing viable business plans and enhancing leadership skills. They were equipped with new tools and techniques to set up a new enterprise and also facilitate growth of existing small enterprises. I am delighted to share that we have received excellent feedback for the programme," remarked Mr. Solanki.

Speaking of the second programme, Entrepreneurial Management programme received 18 participants from 7 different countries viz., Afghanistan, Egypt, Ethiopia, Guinea, Kenya, Mongolia and Zimbabwe. The programme mainly focussed on inculcating a spirit of entrepreneurship among the participants by helping them sharpen their knowledge skills and practice entrepreneurial management effectively. The programme also enabled participants to practice innovative

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Dr. Sunil Shukla, Director-EDII (extreme R) felicitating a participant on the valediction of Entrepreneurship & Small Business Promotion. Also seen is Mr. Prakash Solanki, Programme Director and Faculty-EDII.



Dr. Jignasu Yagnik, Sr. Faculty - EDII and Programme Director of Business Research Methodology & Data Analysis felicitating a participant during the valediction. Also seen is Dr. Amit Kr. Dwivedi, Faculty-EDII & Programme Director, Entrepreneurial Management.

Targeting and Celebrating Inclusive Growth...

Many a time people with unique talents and abilities are disillusioned by factors which appear to be huge problems at face value but are actually quite addressable if targeted strategically. Their talent would blossom under well-designed training intervention, guidance and mentorship. Especially youth, with such support will not just get into worthwhile initiatives, but will also positively impact the lives of several around them. The members of the disadvantage communities are generally at a loss on account of many social stigma and economic limitations. Entrepreneurship is one area which can give such individuals a new lease of life. Training and experience in entrepreneurship can open up several avenues for their livelihood and many more around them. They can turn into job givers from being job seekers. Against this backdrop, EDII launched Entrepreneurship Development Programme to train over 750 youths in entrepreneurship especially from the SC sections of the society.

The project involves a series of 20 residential

programmes on entrepreneurship development and 10 residential Small Industry Management Assistant Programmes (SIMAP). While the former will target training 500 youths in setting up and managing own enterprise; the latter will ensure imparting skill sets to 250 youths so that they become employable. In all 250 enterprises are expected to be established with employment generation for around 1000 people over a period of time. Investment mobilization expected by these 300 units is to the tune of Rs. 10 to 12 crore over a period of time. The duration of each programme is 4 weeks with participants from across districts of Gujarat. The programmes are sponsored by Scheduled Caste Welfare, Social Justice and Empowerment Department. The first programme in the series was inaugurated on February 12th 2019 at the hands of Chief Guest Shri Ishwarbhai Parmar, Hon'ble Minister of Social Justice and Empowerment, Gujarat State inaugurated the first Entrepreneurship Development Programme for SC Youth. Also present on the occasion were Shri Manoj Aggarwal, IAS, Principal Secretary, Social Justice &



Seen during the inauguration ceremony is (in the center) Chief Guest Shri Ishwarbhai Parmar; Hon'ble Minister of Social Justice and Empowerment, Gujarat State along with (from R – L) Shri D. S. Gadhvi, IAS, Managing Director, Scheduled Caste Development Corporation, Govt. of Gujarat; Shri Manoj Aggarwal, IAS, Principal Secretary, Social Justice & Empowerment Department, Govt. of Gujarat; Dr. Sunil Shukla, Director – EDII and Shri Prakash Solanki, IAS, Director, Scheduled Caste Welfare.



Dignitaries lighting the ceremonial lamp at the inauguration ceremony.

Empowerment Department, Govt. of Gujarat; Shri D. S. Gadhi, IAS, Managing Director, Scheduled Caste Development Corporation, Govt. of Gujarat; Shri Prakash Solanki, IAS, Director, Scheduled Caste Welfare and Dr. Sunil Shukla, Director – EDII.

The Chief Guest Hon'ble Minister of Social Justice and Empowerment, Gujarat State, Shri Ishwarbhai Parmar beckoned all to take advantage of learning and setting up own enterprises. The Chief Guest congratulated the participants for having chosen to get trained. He said, "Skills are the biggest assets one can possess and it is heartening to note that we are now giving it the importance that it deserves. Your skills will make you indispensable and you will be one of the important individuals to steer growth in this industrialized state of Gujarat. While the



*Shri Ishwarbhai Parmar,
Hon'ble Minister
addressing the gathering*

policies and strategies of the Government are well in pace with the changing trends; your knowledge, skills and attitude will further help you make the maximum of opportunities. This is the first attempt at entrepreneurship by my department and I am sure it will be successful."

Shri Manoj Aggarwal, IAS, Principal Secretary, Social Justice & Empowerment Department, Govt. of Gujarat, in his address said, "It is a historical day as we have taken a major step to promote inclusive growth. As far as industrial output is concerned, Gujarat is a leader in the country and it is high time that all sections of the community equally participate in this growth. I am glad that this programme is a stride in this direction. Entrepreneurship is needed today, more than ever before, to orient youths to participate in this growth story. The project has two aspects- one, to promote entrepreneurship and second, to create small enterprise managers who can be employed. Both the programmes will complement each other. So I urge the youths to benefit from this training and make a mark not just in Gujarat but also in India."

Dr. Sunil Shukla, Director, EDII said, "India is moving up

contd...on page #29

The Future of India Lies in its Villages... Start-up Village Entrepreneurship Project

As National Resource Organization (NRO) for Ministry of Rural Development, Government of India's 4-year (i.e., January 2016 – March 2020 and March 2017 – March 2021) Start-up Village Entrepreneurship Programme (SVEP), EDII implements the program in pilot blocks of select states with State Rural Livelihood Mission (SRLM) and also provides support to state missions to further saturate SVEP intervention in the state. SVEP has been launched in 57 blocks across 11 states.

Through SVEP, EDII's main aim has been to create rural entrepreneurs by developing a sustainable model for Village Entrepreneurship Promotion through various integrated Information & Communication Technologies (ICT) and tools for training and capacity building and enterprise advisory services. With the help of SVEP, rural entrepreneurs are able to access finance from NRLM-promoted SHGs, federations and banking systems including the proposed MUDRA bank. This initiative has, therefore, strengthened Entrepreneurship Ecosystem, Institutional Ecosystem and Financial Ecosystem.

A total of 19549 Business plans have been approved by Block Resource Centre Committee in establishing enterprises across the nation. An amount of ₹ 54.65 cr has been disbursed so far. The repayment rate on an average across 57 blocks is approximately 95%. In order to carry out the colossal task, currently 624, (310 Female and 314 Male) community resource persons have been suitably trained under the program.

Hon'ble Prime Minister of India Shri Narendra Modi, Felicitates EDII trainers



▲ Ms. Pankali Devi with the award she received from Hon. Prime Minister at Varanasi on Women's Day, i.e., 8th March 2019, for her entrepreneurial initiative. Also seen with her is (to her R) Ms. Leena Johri, Joint Secretary, Ministry of Rural Development (MoRD), Govt. of India.



▲ Ms. Renu Devi from Sonbhadra, UP was felicitated by the Prime Minister on International Women's Day as a budding entrepreneur. Ms. Renu Devi has set up Prerna Canteen at Chamvey, Mirzapur, UP.

Category	Existing	New	Total
Manufacturing	499	1326	1825
Trading	4291	6665	10956
Service	2360	4408	6768
Total	7150	12399	19549

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13th Biennial Conference..... Encouraging Entrepreneurial Perspectives

Entrepreneurship is all about the readiness to take risks, create structures and handle a business with a dynamic mindset. In India, entrepreneurship and start-up activities have grown immensely over the last two decades. Not only there is a huge advancement in the technology and innovation sector but the ease of finding source for funds and capital has encouraged more and more people to take to start-ups. Entrepreneurship is certainly creating an atmosphere of excitement in the world. From family businesses to innovative start-ups and social enterprises, entrepreneurship has come a long way. Research in the area has been a major factor that has brought the trends and nuances to the fore and has ensured interventions in the right areas. Over the past 24 years, the Biennial Conferences on Entrepreneurship have been organised by the Centre for Research in Entrepreneurship Education and Development (CREED) at EDII to probe the various aspects of entrepreneurship and to bring the researchers from the nation and across the world on a common platform. This year, the Thirteenth Biennial Conference on Entrepreneurship was held at EDII during February 20-22, 2019.

The 13th International Biennial Conference on Entrepreneurship
as inaugurated by Padma Shri Late Dr. V. G. Patel,

Noted Expert on Entrepreneurship and Founder
& Former Director of EDII, Ahmedabad. The three-day Conference
witnessed over 235 academicians, practitioners, thinkers and researchers
engaged in the field of Entrepreneurship from prestigious national and
international institutions. Over 300 papers were received, out of which 147 papers
were accepted including 16 papers from international academicians from
countries like Bangladesh, France, Iran, Israel, Mexico, Nigeria, Norway, Poland,
Switzerland and Russia.

Padma Shri Late Dr. V. G. Patel in his inaugural address congratulated the institute for organizing this conference and significantly broadening the frontiers of the important discipline of entrepreneurship. During his brief speech, he spoke about the early years of India during the 70s when setting up an enterprise was all about filling 42 different sorts of forms and even waiting 2 years for the sanctioned loan amount. It was then, he said, they removed the constraint of money that was found out to be the major problem for starting of a business. Dr. Patel realised that it was a beginning of addressing a big problem that India faced in setting up enterprises. Hence, he spoke to various technologists, artisans, small time businesses to find out the other problems that stopped them from succeeding.

Finally, he narrowed down to 5 constraints that any potential entrepreneur faces to start his enterprise – lack of confidence and motivation, lack of credit, unaware of good business opportunity, making a reliable and presentable business plan and a good management team. Dr. Patel then appealed the government during that time to provide 100% loan to such potential entrepreneurs with no collaterals. Initially the banks objected to this idea but later gave in which led to a total of 3000 entrepreneurs getting loans and resulting in 60% success rate.



*Padma Shri Late Dr. V. G. Patel,
Founder Director, EDII, Ahmedabad,
addressing the audience during the inauguration.*

That was how the first ever Entrepreneurship Development Programme Model was evolved wherein a total of 200 people applied and 40 were selected. The success of the model led to several institutions coming up with similar programmes which started failing and thus was felt the need to create a national level institute with a cadre of competent trainers, and so EDII came into being. Dr. Patel further elaborated on the concept of entrepreneurship, the growth and entry level barriers and how the changes must be effected to achieve better in the existing scenario.

Dr. Sasi Misra, Conference Chair, EDII gave a briefing on the conference informing all that the themes to be covered include; Entrepreneurship Perspectives & Practices, Entrepreneurship Education, Women Entrepreneurship, Social Entrepreneurship, Innovation, Agripreneurship, Sectoral Entrepreneurship, Startups, Incubators & Accelerators etc.

The Conference promoted and advanced the understanding of entrepreneurship theory and research in the above mentioned areas. The conference successfully imbibed an entrepreneurial mind-set among the researchers with the hope that they will delve further into the finer aspects and seek

to establish a connection between entrepreneurship and the changing market dimensions on the fast growing 21st century.

Dr. Patel requested researchers to continue upgrading themselves on research methodology and take up some pertinent research topics like:

- Why close to 40 % of the start-ups fail in the first three years?
- What are the behavioural qualities needed in potential entrepreneurs to succeed; need to review the existing selection tests?
- What creates a great institution in the wake of the fact that out of 11 Entrepreneurship Development institutes in the country, close to 9 have failed?
- Why do family businesses fail by the second or the third generation?



Seen in the picture is the Chief Guest (in the center) Padma Shri Late Dr. V. G. Patel with (on the L) Dr. Sunil Shukla, Director, EDII-Ahmedabad and (on the R) Dr. Sasi Misra, Institute Professor & Conference Chair releasing the proceedings of the 13th Biennial Conference.

EDII Partners with Walmart to Strengthen Women Entrepreneurs



When India talks about emerging as the epicentre of startups, it certainly cannot propose its plans or formulate strategies without taking into consideration policies and measures that encourage its women population to take entrepreneurial leaps. And, the country has been right on this front. It has taken cognizance of the under representation of women in entrepreneurship and has strategically introduced actions to bring them into the fold of 'startup India.'

In the wake of this, Institutions like EDII are doing their bit. EDII, as a knowledge partner, joined hands with Walmart India and WECconnect India INT Association to conduct a training of 40 women who own businesses under Women Entrepreneurship Development Programmes (WEDP). WEDP 3.0 is a flagship programme especially designed to help women entrepreneurs become more competitive, achieve higher levels of business growth and become resilient in today's dynamic business environment. The



Seen from L to R – Ms. Sunita Patnaik, General Manager, Corporate Affairs, Walmart India; Ms. Kritika Ram, Program Manager, WECconnect India; Mr Avishkar Mehrotra, Chief People's Officer, Walmart India; Dr. Raman Gujral, Sr. Faculty - EDII, and Mrs. B.R.Poornima, Program Director, WEDP 3.0. The esteemed guests are seen here releasing the reading material developed for WEDP 3.0.



Addressing the participants are (R-L)

Ms. Sunita Patnaik, General Manager, Corporate Affairs, Walmart India;
Mr. Sameer Aggarwal, Chief Business Officer, Walmart India;
Dr. Raman Gujral, Sr. Faculty, EDII and Ms. Kritika Ram, Program Manager, WEConnect India.

programme was open to women-owned businesses in the service sector for the first time in the year 2018. The two-phased WEDP selected 40 women for training programmes at Delhi and Bangalore. The WEDP 3.0 Bangalore cohort of 17 Women Owned Business [WOB] attended the first phase of the training during 6-10 December 2018. Bangalore Cohort had an interesting mix of businesses, including; products like edible cutlery, tender coconut based homemade masala and chutney powders, liquid detergents, terracotta jewellery, organic cosmetics etc. Apart from these, various women from service based sectors also participated. They were from different backgrounds like education, consulting, research, recruitment, events organizing, landscaping, renewable energy, Artificial Intelligence (AI) based CRM, computer network systems, film-making and advertisements from across Southern India, such as; Bangalore, Hyderabad, Tamil Nadu and Kerala.

The Phase II of the Bangalore cohort kick-started from 17 December and concluded on 19 December 2018. The class room sessions during both the phases were planned to include Subject Specialists from Walmart India. Mr. Avishkar Mehrotra, Chief People's Officer; Mr. Vineet Jain, Logistics & Supply; Mr. Sunil Jacob, Director, Responsible Sourcing; Ms. Monika Kalra, General Manager –Regulatory Compliance; Mr. Pankaj More, Chief Technology Officer and Mr. Dinesh Mittal, Head Taxation Department, were some of the eminent

resource persons from Walmart whose sessions gave in-depth information on 'doing business.'. In order to introduce the participants to the vicissitudes of running a business, experts including Prof Saji Verghese, Innovator of Leafy Straw from coconut leaves; Dr Lohith from Innovation Cell SIT ,Tumkur; Dr Purushottam and Mr. Suresh Babu, Branch Manager from National Small Industries Corporation (NSIC), Peenya, were invited. The focus of the class room sessions was to equip the WOBs with skills to understand the procedures and parameters for being a supplier to Walmart India. Dr Raman Gujral, Sr. Faculty -EDII and Mrs. B.R. Poonima, Programme Director, WEDP 3.0 expressed happiness over the way in which the learning was imparted and imbibed by the participants. They stated that the curriculum was exhaustive and sought to cover all essential elements of business, networking, management and of course striking a successful business relation with the Walmart.

WEDP 3.0 New Delhi Cohort was inaugurated by Mr. Sameer Aggarwal, Chief Business Officer, Walmart India. The Phase I of the class room session was scheduled during 7-10 January 2019. Delhi Cohort comprised Women Owned Businesses in food sector. Products included nutrition bars, tea bags, home-made pickles, herbal tea bags, organic rice/pulses and other spices etc. The WOBs from non-food sectors included corporate gifting solutions, bio-degradable sanitary napkins, organic cosmetics, hand-made soaps,

vegetable dyed clothing, maternity clothing, ward robe organizers, metal based gift items, handloom fabrics based designer clothes, seeded paper/pencils/frames and various utility articles, modular furniture, home décor and designer clothes. Women Owned Business in service sector included Counselling in Education (scholarship for needy students for studies abroad), Legal/IPR/Other Secretarial services, Film Making /Documentary making, SaaS platform for maintenance of electrical /electronic equipment, Tour & Travel etc. The business operations spanned locations like, New Delhi, NCR, Indore, Rajasthan, West Bengal and

Bangalore. In addition to classroom inputs, all 23 participants were also made to visit the Walmart store in Meerut for practical understanding of aspects.

Expert entrepreneurs who were invited as resource persons included, Ruhee Chopra Dube, Director of Eventum Marketing Services; Saurabh Uboweja, CEO & Brand Strategist, Brands of Desire; Anu Chadha CEO, 3A Clothing who was also WEDP 1.0 WOB supplier to Walmart India; Aarti Bindra, CEO of Cyber Security based unit at Gurgoan and Sachin Das Burma, Goddess Advertising.



At the valediction (seen from L – R): Ms. Uma Reddy, Director, WEConnect India; Shri Ram Mohan Mishra, Additional Secretary & Development Commissioner MSME, Govt. of India; Mr. Krish Iyer, CEO & President Walmart India and Dr. Sunil Shukla, Director-EDII.

The valediction ceremony of the WEDP 3.0 in which 40 Women Owned Business successfully completed classroom training was held at New Delhi on January 29, 2019. As a prelude to the Certificate awarding function, the products of all the participants were displayed at the venue. Dignitaries such as; Mr. Krish Iyer, CEO & President, Walmart India; Shri Ram Mohan Mishra, Additional Secretary & Development Commissioner MSME, Government of India; Dr Sunil Shukla, Director EDII and Ms Uma Reddy Director of WEConnect INT attended the valediction ceremony. The dignitaries expressed their compliments for the inventive bent of mind of the participating women entrepreneurs and inspired them to sciaig their exceptional quality and range of products. To mark the occasion a Coffee Table book with the profile of all 40 participants was released.

In order to expose the participants to the schemes and policies of the Government, various Government officials and experts were also invited for interaction. Dr Elangovan, Assistant Director Innovation, AICTE; Dr. Rudraneel Chattopadhyay from Quality Council Of India; Dr. Debashish Bannerjee, Director, Patents from Patent Controller of Patents & Designs, New Delhi; Shri Vidyasagar, General Manager Business Development, NSIC, New Delhi included the eminent guests. Ms. Sunita Patnaik, General Manager

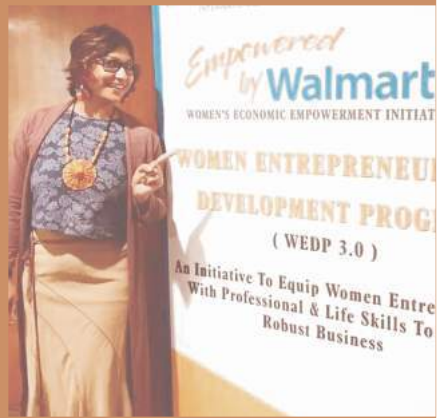
Corporate Affairs, Walmart India and Ms. Kritika Ram, Program Officer WEConnect India reviewed important aspects and helped meet the goal of the programme.

Dr. Latha Krishna, CEO, Iris Glam, a participant of WEDP 3.0 added another feather to her cap. Iris Glam which is a premier Training School for models actors and entertainment professionals recently won the Guinness World Record for showcasing maximum number of models on a single stage. In association with Naturals - India's No.1 hair and beauty salon, the award was

contd...on page #33

I am happy that I attended this programme. There were aspects which I thought I was covering well enough in my business but I learnt how there is no end to innovation and efforts in the direction of being a successful business person. I learnt a lot, met some stalwarts in the field and got wonderful insights that would help in the varied dimensions of running a business.

-Pinky Maheshwari
CEO, Surprise Someone



Ms. Sheetal Rastogi, Co-Founder, ADORAA with the dignitaries.

I felt even more empowered after attending this programme because the kind of learning and exposure that I have received will benefit me greatly. The inputs were extremely pragmatic and in line with the demands of the present entrepreneurial landscape. The expanse of the curriculum truly deserves appreciation. I would say, it was very well thought out and relevant.

-Ms. Sheetal Rastogi,
Co-Founder ADORAA

A Step Towards a Balanced Structure..... Bringing 'Them' into the Mainstream

India is modernising in the true sense of the term. The country is stepping up its strategies to target inclusive growth – growth for all sections and segments of society. The SC-ST community is one such segment which calls for major economic reforms to ensure that they rise above their insecurities and inhibitions to embrace progressive moves that possess the power to assign them a distinguished status. Entrepreneurship is one such recourse that can assign them an exalted economic and social position. Considering this, EDII was beckoned under National SC-ST Hub Scheme of Ministry of Micro, Small & Medium Enterprises (MSME) to facilitate and train SC, ST youths to set up their own enterprises. EDII geared up to conduct six such programmes of one –month each.

EDII conducted a special Entrepreneurship Development Training Programme for existing and budding Schedule Caste & Schedule Tribe (SC-ST) entrepreneurs under National SC-ST Hub Scheme of Ministry of Micro, Small & Medium Enterprises (MSME). The main objective of this programme is. The programme is

EDII will conduct a series of six programmes of one month each. Out of the six programmes, two have been planned as residential programmes exclusively for ST entrepreneurs while remaining four non-residential programmes will be for existing entrepreneurs. The main objective of these programmes is to facilitate and train SC, ST youths for setting up their own enterprises. These one-month programmes trained the participants in all aspects of setting up and managing their



At the valediction of the 4th programme in the series, seen on the dais is Chief Guest (3rd from L) – Mr. Jayesh Parmar, Vice President, Petroleum & Transportation Vertical, DICCI, Gujarat with (From R to L) Dr. Jignasu Yagnik, Sr. Faculty-EDII.; Mr. Prakash Solanki, Programme Director & Faculty-EDII and Mr. Sanjay Jayswal, Sr. Project Officer-EDII

enterprises including selection of business opportunity, information and mentoring on new technologies, market research, government schemes, skill development, project report preparation and maintaining financial accounts. The participants were exposed to several networking opportunities and field experiences so that they could strengthen their skills by imbibing practical knowledge. EDII also assisted the participants in raising funds from financial institutions and government so that they did not see any impediment on making an entrepreneurial beginning.

Till now a total of 124 participants have been trained from 20 districts of Gujarat.

Mr. Prakash Solanki, Programme Director expressed happiness that so many potential business enthusiasts could be trained. He said, "EDII will provide handholding support for the next one year so that all of them set off on a fulfilling entrepreneurial journey." Encouraging the participant, he said, "Just trust your skills and capabilities, leave your insecurities and the rest of your journey will be a cake walk."

Mr. Parmar shared his success story with the participants to inspire them. He said, "I was a chemical engineer and since the very beginning I wanted to be an entrepreneur. Hence, I started my venture with a friend and today I am fortunate to have come this far. It is just a myth that you can succeed in business only if you have a business background. Everybody has their own skills set and one should focus on that to create a successful business venture. You all should feel lucky to have been able to receive this training from the best entrepreneurship training institute." Mr. Parmar urged the participants to make the best use of the training.



Mr. Jayesh Parmar addressing the participants

Their stories.....



Ms. Heena Tadvī, a civil engineer who aspires to start her own enterprise shared her feedback.

"It was a valuable learning experience wherein we learnt all that goes into setting up an enterprise i.e., from product selection to venturing into the market, including financial skills and soft skills. The practical experience and site visits were like an added bonus."

Mr. Dilip Chavda who hails from a remote sector in Gujarat also shared his story, "Before joining this programme I was clueless about my life and lacked motivation to do anything. I never knew that I would ever think of setting up my own enterprise. EDII has surely opened several doors for me. I wish more and more people should join this programme and benefit from it."



Skills and Talents... Always Triumph

EDII firmly believes that entrepreneurship which is a redeemer for the economy when it comes to poverty and unemployment, can be learnt through proper guidance and training. A large number of people across targets and sectors have proven that one can get trained in the various dimensions of entrepreneurship, thus emerging successful entrepreneurs.

From creating self-employment opportunities for people in general, based on their inherent potential, EDII expanded its strategy to focus specifically on marginalized sections of the populace through Entrepreneurship Development Programmes for existing and budding Scheduled Caste and Scheduled Tribe entrepreneurs. The 22 theme based (10 residential and 12 non-residential) covered five aspects viz; Marketing & Branding; Digital Marketing; Financial Management; Vendor development and Entrepreneurial Soft Skills Training. The programmes were sponsored by National SC-St Hub Scheme of the Ministry of Micro, Small and medium Enterprises, Govt. of India. All programmes which were of 5-day duration, were conducted during February 24 to March 25, 2019 at Ahmedabad and Bhopal under over all supervision of Shri S. B. Sareen, Project Director. Shri Sareen, expressing his views, said that it is a widely known that businesses flourish in the right atmosphere and one factor which creates such a growth-oriented ambience is the presence of skills in the promoters. In that sense, the programmes have been fittingly

planned and will certainly encourage competent entrepreneurship in society."

The programmes on Marketing and Branding was headed by Dr. Ishwar Kumar, Faculty-EDII. The programme emphasized on the significance of adopting strategic marketing practices to create an identity for the product. The various inputs reflected over establishing an understanding about the competitive environment and the need to adopt contemporary marketing and branding strategy to establish a niche for the product in the markets.



(Top row 6th from R) Dr. Pankaj Bharti, Faculty-EDII and Programme Director of Soft Skills Management Programme with the participants.

The programmes on Digital Media gave hands-on experience to the participants on working of various digital media tools. Several digital signals as also the significance of e-commerce, were discussed at length, giving the participants a peek into how they could use the digital technology to benefit their business. The Programme Director, Dr. Kavita Saxena felt that the



Dr. Amit Kumar Dwivedi, Faculty-EDII and Programme Director of Financial Management Programme during a classroom session.

learning was imbibed well and that the participants could establish a link between the inputs and vision and values of their individual businesses.

Planning, managing and controlling the finances of a business is critical to any business. Financial Management, in other words, is the life blood of a business. Every aspect of a business depends on effective financial management. While the programme on Financial Management enabled the participants to understand the importance of finance in increasing the scale of operations, it also drove in the various skills and knowledge that is required to attend to this most significant aspect of business. Dr. Amit Dwivedi, Programme Director, elaborated on how the programme focussed on effective procurement and utilization of funds for effective functioning of a business. He appreciated the pro-activeness of

participants and their eagerness to learn.

Right traits, attitudes, people skills, social learning, communication skills and other soft skills enable an entrepreneur to navigate not just through major crises but also through the daily chores of business. And as the programme Director of Training Programme on Soft Skills, Dr. Pankaj Bharti adds, " Many a time the presence of these skills in entrepreneurs help avoid occurrence of problems." Seeking exactly these qualities in entrepreneurs, Dr. Pankaj Bharti conducted a programme on Soft Skills for Entrepreneurs and dealt elaborately with the need to imbibe skills of leadership, problem-solving, negotiation, team work, time-management, communication and the like. The programmes were well-received.

Strategic sourcing is important as it noticeably impacts



Participants of the Digital Marketing Programme with (extreme R) Dr. Kavita Saxena, Faculty-EDII & Programme Director.

the value received from suppliers. It is important for the buying firm to undertake specific measures to ensure improvement in the suppliers services. Against this backdrop, the training programme on Vendor Development covered the important topics of total quality management, enterprise resource planning, supply chain management, backward and forward linkages etc. The programmes were well received and Shri S. B. Sareen, Programme Director felt that such programmes which profess best practices in vendor development could bring about a sea change in the way businesses are conducted and at the same time ensue an unwavering relationship between the customer and the supplier.



Dr. Hanif Mewati, Asso. Faculty-EDII and Programme Director, during a session on Marketing & Branding, in Bhopal.

In all 259 participants were trained in Ahmedabad and 341 in Madhya Pradesh. The programmes in Madhya Pradesh were headed by Dr. Hanif Mewati, Associate Faculty, EDII. Dr. Mewati was of the opinion that these programmes were the need-of-the-hour as rights skills and orientation could visibly impact the prospects of a business. He stated that the participants endorsed to have discovered new avenues and scope to diversify and improve their business, and that this would certainly help them sail smoothly through the vagaries and fluctuations in business.

Knowledge Sharing

EDII faculty, Dr. Amit Dwivedi presented a research paper on "Institutional Conditions for Family-Business: An Analysis of National Framework Condition using Global Entrepreneurship Monitor (GEM) Survey" in "7th Asian Invitational Conference on Family Business" which was held at Indian School of Business (ISB) Hyderabad, during Feb 1-3, 2019. The paper is co-authored by Dr. Sunil Shukla and Dr. Pankaj Bharti.



34th & 35th National Summer Camps

on Entrepreneurial Stimulation for Children

Age Group 12-16 years

05 - 10 May, 2019 & 26 - 31 May, 2019



Camp Leader Dr. Pankaj Bharti • Email : pbharti@ediindia.org

35th & 36th National Summer Camps

age group
16-22
years

ON

Entrepreneurial Adventures

for Youth!

13 - 22 May, 2019 & 02 - 11 June, 2019

Widening International Horizons – Iran Chapter!

EDII signed a Memorandum of Understanding (MOU) on February 20, 2019 with Karafarini Omid Fund (KOF), Iran for setting up Iran-India Entrepreneurship Development Centre (IIEDC) on February 20, 2019.

EDII which has recently set up an Entrepreneurship Development Centre in Uzbekistan was given the onus of establishing a centre on similar lines in Iran. The establishment of Iran would be a major step towards long term sustainable entrepreneurial intervention specifically in the MSME sector of the country. Development of MSMEs has been recognized as an effective mechanism to facilitate economic development of Iran. It is this sector which provides opportunities for the youth to exhibit their entrepreneurial potential by helping them evolve as 'job creators' rather than 'job seekers'. This assumes importance in a situation when the unemployment level is rising. Looking at the importance of MSME sector in Iran, a need was felt to have a dedicated centre to develop enterprises for Islamic Republic of Iran with special focus on Micro, Small and Medium Enterprises (MSMEs).

It is in this regard that KOF approached EDII which has also established Entrepreneurship Development Centres in Cambodia, Laos, Vietnam, Myanmar and Uzbekistan under the project assigned by Ministry of External Affairs, Government of India.

The establishment of Iran Centre would address the needs of a large portion of the population which is presently unable to pursue entrepreneurial career due to a variety of constraints such as lack of training, information gaps, knowledge gaps and the fear of failure.

The centre will also contribute to improving performance of existing enterprises through training, counselling and strategic interventions. Value chain development would also be pursued. Efforts will also be directed towards introducing Entrepreneurship in the education system so as to create awareness and inculcate the spirit of Entrepreneurship among

students in Iran. Thus, IIEDC would facilitate:

- Promotion of New Enterprises
- Growth of Existing Enterprises
- Employment Generation and
- Local Economic Development

Dr. Sunil Shukla, Director, EDII said, "I am delighted to sign this MoU to signal our commitment to boost entrepreneurship in Iran and work together to widespread a culture of entrepreneurship in the country. This will not only benefit the MSME sector of Iran but will also open the doors for further business opportunities and partnership between the two countries."

Dr. Sunil Shukla, Director, EDII said,

"I am delighted to sign this MoU to signal our commitment to boosting entrepreneurship education in Iran and further working together to promote a culture of entrepreneurship in the country. This will not only benefit the MSME sector of Iran but will also open doors for further business opportunities and partnership between the two countries."



About Karafarini Omid Fund (KOF)

Karafarini Omid Fund (KOF), Iran was set up with an aim to provide microfinance to small businesses with little or no profit mainly for the purpose of establishing a revenue generating enterprise. KOF is the only full-fledged supportive financial institution in Iran that deals with micro-financing and business support to small and micro-businesses. The fund is the largest support fund of micro-economic activities in recent years and has done exceptional activities in developing the micro-credit culture in Iran. Through its continuous financial support, KOF has successfully created more than 700,000 new job opportunities and has been able to contribute to the promotion of entrepreneurship at the micro level in the country.

PG Corner

Startups Making It Big... 'Empresario' 2019



Esteemed guests at the inauguration : (L-R) Dr. Sunil Shukla, Director; EDII; Dr. Jaimin Vasa, President, Gujarat Chamber of Commerce & Industry (GCCI); Mr. Rahul Dev, Advisor, Speakers' Research Initiative, Lok Sabha; Mr. Savji Dholakia, CEO, Harikrishna Exports; Dr. Ronald Meinardus, Author & Head of Regional Office South Asia, Friedrich Naumann Stiftung (FNSf); Mr. Balaji Vishwanathan, CEO, Invento Robotics and Dr. Satya Ranjan Acharya, Asso.Sr: Faculty, EDII

First launched in the year 2012, EDII Empresario has been one of the largest entrepreneurship events celebrated in India. Held for two days every year, the event witnesses hundreds of participants from all over the country. This year, EDII hosted the 8th Annual Event of Empresario, organized during 29-31 March, 2019 at the campus. The event organized by the students of EDII every year provides an exclusive one-stop platform for start-ups, new age entrepreneurs and various entrepreneurial experiences that enables them to become an invaluable part of the ever flourishing start-up ecosystem. The fest witnessed

start-ups of all sectors and participants from every niche of the country.

The inaugural session of the flagship event commenced with the lighting of the ceremonial lamp by various dignitaries

present during the event. The event was graced by the presence of some notable figures from the start-up ecosystem like Mr. Balaji Vishwanathan, CEO, Invento

EMPRESARIO aims to create value for all those who are associated with the start-up ecosystem directly or indirectly.

Robotics; Mr. Rahul Dev, Advisor, Speakers' Research Initiative, Lok Sabha; Dr. Ronald Meinardus, Author & Head of Regional Office South Asia, Friedrich Naumann Foundation (FNSt); Dr. Jaimin Vasa, President, Gujarat Chamber of Commerce & Industry (GCCl); Mr. Savji Dholakia, CEO, Harikrishna Exports accompanied by Dr. Satya Ranjan Acharya, Asso. Sr. Faculty, EDII and Dr. Sunil Shukla, Director, EDII.



Dr. Sunil Shukla, Director, EDII welcomed the guests and gave a brief introduction of the fest. He said, "With Empresario entering the eighth edition this year, the line-up of events is well suited to lay more emphasis on

growth of start-ups. The interactions with various speakers and mentoring sessions will give the necessary boost to the start-up environment as a whole."

The theme this year was 'Manufacturing New India' where the speakers addressed the audience on the potential of Indian start-ups among the upcoming technological developments in the world. According to the experts present at the event, they had different views on the start-up ecosystem in India. They said, even though the start-ups were growing folds since the last few years they still need to reach various remote places to ensure overall inclusive development particularly economically and in general.



Dr. Ronald Mainardus, Head of Regional Office-South Asia, Friedrich Naumann Stiftung, spoke about the overall growth of the start-up ecosystem in India. He said, "Main problem of India today is poverty and

liberalisation of the market is the major solution to this problem. Entrepreneurship is an essential element of

development and liberalised market that can reduce poverty."



With vernacular language and other regional languages taking a back seat, Mr. Rahul Dev, Advisor, Speakers' Research Initiative, Lok Sabha had a completely different take on languages and business. He said,

"Entrepreneurship in rural areas should be promoted through local language as it helps in connecting business. Through local language, rural entrepreneurs are provided key confidence support that they require to take forward their business ideas and skills."



While Mr. Savji Dholakia, CEO, Harikrishna Exports agreed with Mr. Rahul Dev, he also emphasised on gut feeling while starting an enterprise. He said "Fear is the primary reason behind

unsuccessful business. Many entrepreneurs put their best brains for executing their key ideas; but somewhere it lacks in connecting with the people. Any decision taken from the heart will be successful, unless at the cost of damage to nation, family or entrepreneur themselves."

Mr. Balaji Vishwanathan, CEO, Invento Robotics



focused on the revenue part of start-ups and said, "Only way a country can become prosperous and well known is by harnessing the entrepreneurship capability. At times we are so enamoured by

the ideas that other important things like revenue takes a back seat. The key ailment of any start-up should not only be about delivering a purpose but also ensuring that the revenue keeps coming in. Revenue and purpose sets up a statement of being a great company or start-up."

One of the highlights of the sessions during the 3-day event, post inauguration was that women were breaking free from the orthodox clutches of society and were taking a step towards success by doing what they liked. It was noted that women were breaking free from

traditional business opportunities and were proactively considering hi-tech opportunities. The speakers and the mentors pointed out that the economy and society needed resilient interventions in this area, specifically in hinterland where traditional businesses still thrived and for that all the stakeholders of the ecosystem had to play a big role.

Apart from the panel discussions, speaker and mentoring sessions and workshops, the events included candid fireside chats, 'The Big Pitch 3.0' and Blood Brothers Music Concert.



EDII Startup Exhibition 2019

Overview:

Total Stalls	:	50+
Total Sessions held	:	10+
Total Speakers	:	30+
Total Investors	:	15+
Total Attendees	:	500+

Big Pitch 3.0

Total Cash Prize	:	95k
Total Pitches held	:	115+

Targeting and Celebrating Inclusive Growth.... contd...from #12

the ladder of growth. Inclusive growth is the target of the nation and it is heartening to note that efforts are getting geared up from all significant quarters to achieve this mandate. Gujarat is also proactively pursuing this agenda. Efforts are directed towards bringing the disadvantaged sections into the mainstream by creating result-oriented training platforms and networks so that long term impact of these efforts is noticeable. These openings are certain to create more choices that place them on a levelled pedestal. Entrepreneurship is a proven form of empowerment, as alongside training on setting up and managing business, it promotes self-determination and the confidence to take control of one's future. EDII is happy to contribute on this front."

Briefing the house about the Project, Faculty – EDII and Project Director, Mr. S. B. Sareen said, "The programme will help SC youth with latent entrepreneurial potential

to get trained in all aspects of New Enterprise Creation and ultimately float their business. Also, those already in business but have not had the benefit of formal training can benefit. In addition, youths will be trained to provide managerial services in MSMEs. In all, 900 youths will be trained; comprising 600 in Entrepreneurship and 300 as Small Industries Management Assistants.



*Shri Manoj Aggarwal
IAS, Principal
Secretary, Social
Justice &
Empowerment
Department,
Govt. of Gujarat,
addressing the
gathering*

PG Corner

Ecstasy 2019: The Fun-filled booster

ECSTASY 2019, the annual flagship cultural event of EDII, saw a medley of events and emotions. The fest received participation from institutes and colleges based in and around Ahmedabad. The response was overwhelming. The final pro-night, featuring concert by **Raftaar** was packed with visitors and students. The footfall crossed 500 quite visible on the ground. The event was also comprised of Aawaaz (singing competition), Naach Revolution (dance competition) and Haute Couture Fashion Show organized by the students.



The Future of India Lies in its Villages...

....contd.. from page #13

EDII recognized by Chattisgarh Government on Republic Day

SVEP was introduced in Kurud block, Dhamatri, Chhattisgarh in 2016 through EDII and since then 815 enterprises have been promoted in the block. Mr. Surendra Rawat, the block mentor and the entire SVEP team played an important role in mobilizing the community with the help of State Rural Livelihood Mission, Govt. of Chhattisgarh. He has developed entrepreneurial and leadership skills of community members through continuous handholding and support. Recognizing these efforts, the Govt. of Chhattisgarh awarded the EDII-SVEP mentor on the occasion of Republic day 2019.



Developing Countries Build their Capacities to Embrace New Ridescontd. from page #10

styles in the functional management streams. EDII faculty and Programme Director, Dr. Amit Kumar Dwivedi while briefing on the motive behind initiating the course said, "The objective of the programme is to help participants generate new ideas and work with a forward-looking approach. Once the programme is over, the participants will begin to see opportunities and will find ways to create value and maximize performance within the existing resources."

The third programme on Business Research Methodology and Data Analysis directed by Dr. Jignasu Yagnik, Sr. Faculty-EDII received 19 participants from 8

countries viz., Afghanistan, Egypt, Ethiopia, Lesotho, Mongolia, Sudan, Tanzania and Uganda. The programme revolved around the basics of business research like fundamentals of business statistics, data management with CSPRO, computer aided data analysis and advanced multivariate statistical methods. Speaking of the programme importance, Dr. Yagnik said, "Although globalization has led to increased competition, it also offers opportunities for expansion of business for firms with strategic and competitive strengths. This programme will enable participants to grab opportunities that globalization offers."

PG Corner

Design Thinking Workshop

Students Design thinking is a structured methodology used by designers or innovators to develop and deliver products, services and experiences that address human needs. By adopting design thinking principles, businesses can develop low cost working prototypes for various needs and test them in real time. Design thinking can be applied to complex problems that are difficult to decipher. Using design thinking, organisations could transform their cultures to become more innovative, which is likely to have a positive impact on their top line and bottom line.

Dr. Kavita Saxena and Dr. N. Krishnan equipped the students to:

- utilise these tools effectively to solve complex problems

- perform hands-on activities that facilitate understanding of the design thinking mindset
- understand core concepts of design thinking i.e. empathy, brainstorming, prototyping and storytelling.

The three day Experiential Learning Workshop was organized during January 7-9, 2019 for PGDM-BE students of 2nd Trimester. The students expressed happiness about getting exposed to the concept of Design Thinking in a manner that they can also use it as a tool for Customer Discovery in Entrepreneurial Ventures.

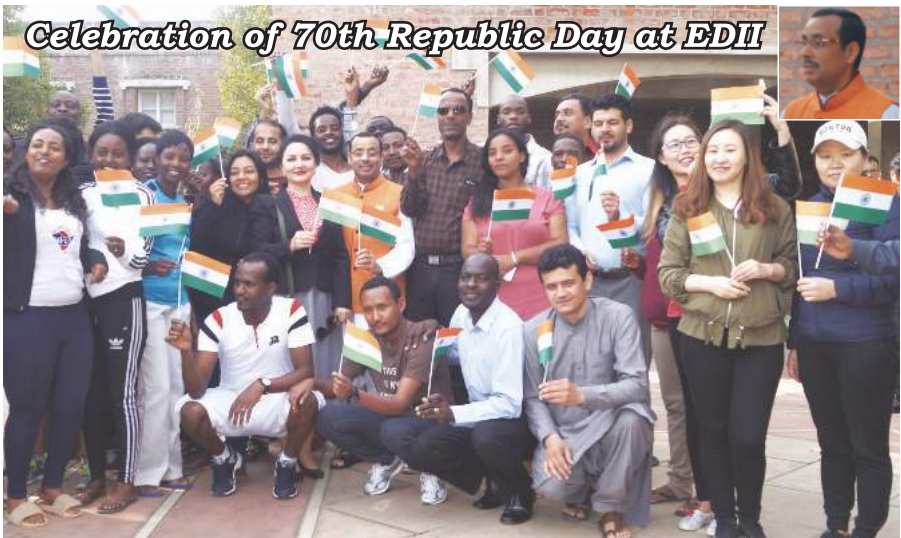


Dr. N Krishnan (Expert, Design Thinking) and Dr. Kavita Saxena (Faculty-EDII) with the students.

Students Flip Over the Pages Of Entrepreneurship

The Entrepreneurship Immersion Programme is a three-day workshop that has been specially designed to provide aspiring student entrepreneurs the opportunity to study a course on entrepreneurship gaining practical and experiential learning on how to become an entrepreneur. The Entrepreneurship Immersion Programme was conducted for 87 PGDM students of UnitedWorld School of Business during 28-30 January, 2019. Similar program was also conducted for 45 students of Unitedworld School of Liberal Arts and Mass Communication during February 11-13, 2019.

The prime objective of this 3-day programme was to familiarize the students with different aspects of entrepreneurship and sensitize them towards opting for entrepreneurship as a career. The programme covered basic concepts of entrepreneurship and entrepreneurial mind-set, business opportunity identification process, start-up ecosystem of India and business simulations. Special sessions were conducted for students on Design Thinking and Business Model Canvas to enable them to come up with innovative start-up ideas.



Dr. Sunil Shukla, Director- EDII seen with ITEC students on the occasion of Republic Day

GEM Report Release.... *contd from page #9*

- High status to successful entrepreneurs has increased to 56.2% in 2017-18. It was 47.7% in 2016-17.
- Media attention to entrepreneurship has increased to 44.8% in 2017-18. It was 39.7% in 2016-17.
- Perceived Capability has slightly decreased to 42.1% in 2017-18. It was 44% in 2016-17.
- Fear of failure has increased to 39.6% due to many policy formulations. It was 37.5 percent in 2016-17.

GEM India National Report 2017-18: (Constraints and Recommendations)

- The GEM 2017–2018 has identified (i) government policies, (ii) financial support and (iii) cultural and social norms, as major constraints to entrepreneurship in India.

Major Recommendations:

- Improvements are desired in entrepreneurship education and training from an early stage.
- Policy formulations need to focus more on new and existing businesses.
- Financing policies for Tech-based Start-up and New Businesses need to be formulated.
- Increased involvement of government in terms of more programs on enhancing tech-knowledge as also competency building will promote technology-based enterprises.
- Efforts towards creating favorable cultural and social norms towards business and entrepreneurship will create wider acceptance for entrepreneurship.

EDII Partners with Walmart to Strengthen Women Entrepreneurs *contd.... from page #20*

bestowed upon Iris Glam at the recent event which witnessed a total of 386 models walk the ramp in a single fashion show. The earlier record was held at Singapore with 366 models.

This was the first successful attempt in India establishing the fact that Chennai is fast developing into an important fashion hub. More than 600 aspiring models



Dr. Latha Krishna, CEO, Iris Glam with the award and her team.



signed up for special boot camps organised on week-ends. These intensive training sessions were intended to bring them at par with quality performance as expected by some top-notch entertainment professionals. The training included the perfecting of their pose and poise and working together in synchronised and choreographed moves.

After having won the award, Dr. Latha Krishna said, “WEDP 3.0 conducted by EDII, Walmart and WEConnect gave me the confidence into venturing this big project and break this world record in Fashion.”

Apart from the Guinness World Record, The Asia book of Records was also awarded to Dr Latha Krishna and her team at Iris Glam.

Visit of Dignitaries to EDII Campus



Shri Ram Mohan Mishra, IAS Additional Secretary & Development Commissioner Ministry of MSME, Govt. of India visited the campus and had an engaging discussion with Director & Faculty Members on MSME growth and development. Shri Mishra spoke about the potential prospects and the significance of MSMEs, reviewed some of the impact making interventions in the area and elaborated on EDII's role in strengthening the sector.

EDII was delighted to welcome Dr. R. C. Tripathi at its campus. Editor of 'Psychology and Developing Societies' at Sage Journals, he was also the Former Director of G. B. Pant Social Science Institute, Allahabad, Dr. Tripathi has served many important bodies of higher education in India.

During his visit to the institute, Dr. Tripathi had an in-depth interaction with Dr. Sunil Shukla, Director, EDII on the changing contours of the Indian Education System and the role of institutes like EDII in it. He spoke of the advancements and the ways in which these have helped education as well as businesses grow and progress. He talked about contemporary teaching processes and methodologies, and the ways and means in which students' creativity could be sparked.



Dr. Girishwar Misra, the Vice Chancellor of Mahatma Gandhi Antarashtriya Vishwavidyalaya, Wardha, Maharashtra visited EDII recently. A social scientist, psychologist and a well-known author, Dr. Misra spoke about the changing dimensions of education and delved into devising structures and curriculum that ensures application orientedness in this field. He believed that this would pull students out of a rote learning system and induce in them the capability to introspect, envision and create.

During the interaction with Dr. Misra, Director, Dr. Shukla apprised him about Advanced Business Hindi Course being offered by the Institute to Chinese Institutions along with other important activities.





Ms. Mandeep Kaur, Jt. Development Commissioner, MSME; Govt. of India Dr. Arun Kumar Panda, Secretary, MSME & Dr. Sunil Shukla during a luncheon meeting to discuss entrepreneurship, with focus on MSMEs and women in business. The dignitaries spoke about the significance of the right kind of knowledge, skills and attitude as also dissemination of information and presence of appropriate schemes to induce a rise in the trend of entrepreneurship in the country, especially women.



Recently, EDII established the Entrepreneurship Development Centre in Uzbekistan to promote entrepreneurship and create an enabling environment for aspiring entrepreneurs. Post inauguration of the centre, (4th from R) Mr. Adkham Ikramov, Former Vice Prime Minister and Chairman of Chamber of Commerce and Industry, Republic of Uzbekistan visited the Institute to evolve and concretize entrepreneurial interventions in the country. Mr. Ikramov also discussed the methods of facilitating introduction of entrepreneurship courses in the education system and building of a conducive business environment. Seen here is Mr. Adkham Ikramov with Dr. Sunil Shukla, Director-EDII and senior faculty members of the Institute.

Dignitaries Pay Tribute to Dr. V G Patel..



राकेश शर्मा
 एक प्रिय और एक अविभाज्य अंग
RAKESH SHARMA
 Managing Director & CEO

श्री. वी. ग. पटेल - ७५०००१३३
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 एन.ए. ५०६, ५०६, ५०६

April 8, 2019

Dear Dr. Shukla,

I am sorry to learn about the sad demise of Padma Shri Dr. V.G. Patel, Founder-Director, EDII.

Dr. Patel, one of the most eminent economists, was instrumental in laying a strong foundation for Entrepreneurship education in the country. IDBI's association with Dr. Patel since 1983 and his contribution in nurturing and promoting the concept of entrepreneurship will always be remembered.

On my behalf and that of entire IDBI family, I express my heartfelt condolences.

Yours sincerely,

[Rakesh Sharma]

April 5, 2019

Dear Dr.Sunil,

I am extremely pained to note the sad demise our founder director Dr. V.G.PATEL.

I pray God to give you and your colleagues the strength to take this loss in your strides and move on.

May the departed soul rest in peace.

Regards,
VP Shetty

*Former President -EDII &
 Former Chairman,
 IDBI Bank Ltd.*

April 5, 2019

Dear Dr.Sunil Shukla,

Dr. V G PATEL was an Institution. His sad demise has left a void which will take time to fill up.

I shall be grateful if you may convey my heartfelt condolences to the members of Dr. V.G. Patel's family members.

I had worked with him for several years from 1977 and again from 2001 onwards.

PP Vora
*Former President -EDII &
 Former Chairman,
 IDBI Bank Ltd.*

April 5, 2019

Dear Sunil,

I join you in the profound grief of demise of Dr. V G Patel, a true Karmyogi, who founded EDII. I had the pleasure to know him well and had number of meetings with him when he was the director and I have always learnt from him. I pray the almighty to give eternal peace to the noble soul and strength to his family and EDII family to bear the loss.

R.M. Malla

*Former President -EDII &
 Former Chairman, IDBI Bank Ltd.*

April 5, 2019

Dear Sunil,

Salute to the visionary and my heartfelt condolences on his sad demise..

- Milind Kamble

*Shri Milind Kamble,
 Officiating President
 - EDII and Chairperson - DICCI*



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