



NEW! EDI-EU PERKS



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EDI- EUROPEAN UNION PROJECT FOR ECONOMIC REGENERATION OF KACHCHH & SAURASHTRA

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Editorial

Entrepreneurs are a driven lot. They exhibit a persistent, restless and an almost obsessive striving to succeed. They demonstrate a compulsiveness to make their ventures survive and thrive, and an obstinance to endure in the face of the unexpected.

This determination to not give up, to create something of significance, and to build a viable enterprise springs from two great motivators of entrepreneurial achievement - love and fear. Love and fear are the two sides of entrepreneurial drive - at some times spurring fanatical devotion to a worthy cause and at other times sparking near terror from being associated with a lost cause.

Most entrepreneurs start their ventures by doing something they love. To do what one loves, one must first identify what it is. And for this it is important for the person to use his/her experience and look beyond what one is good at. Trying something on a smaller scale or on someone else's payroll, will help determine where the real passion lies. It is seen that many of the entrepreneurs work for a larger company in an industry before starting their own companies in the same industry. It is good if the entrepreneurs are open to ideas and feedback from others. Finding out from others where their real talents lie could be the secret of their success.

Successful entrepreneurs often demonstrate immense ability to create meaning for others through what they love to do. Because entrepreneurs do what they love, they don't have the trouble of getting up in the morning and going to work. Just as importantly, doing what one loves helps an individual stay focused and even calm amidst ups and downs, the inherent unpredictability, and the inevitable setbacks that are part of the entrepreneurial process.

Just as powerful as 'love' is in motivating entrepreneurs, 'fear' plays an important role too. Possible bankruptcy, loss of one's major customers, the inability to make a key product work, violating financial covenants, and losing key personnel can give entrepreneurs an eyes-in-the-headlights gaze as they realize that their ventures may crumble down. For entrepreneurs, organizational failure is understood as personal failure. The prospect of failure can be terrifying to people who want to build companies and for individuals whose companies are extension of their own egos. Ironically, for many entrepreneurs in such situations, nothing may succeed like the fear of failure.

For entrepreneurs building viable enterprises, love is good, but fear is also often necessary. The former provides the warmth that emanates from the fire of commitment; the latter provides the chill that comes facing cold reality. This process is understood well as the trainers involved in training budding entrepreneurs unravel these behavioural traits to them. It is important that entrepreneurs recognize these traits and build upon them so as to become successful in creating and running a venture. Trainers have an important role in helping entrepreneurs recognize these traits and guiding them in a way that they build their strengths and overcome their weaknesses.

"In order to see a new idea there is a need to create it first in the brain as a possibility, a speculation, an hypothesis or a construct."

- Dr. Edward De Bono
*World's Leading Authority on
Direct Teaching of Thinking*

- Nabarun Sen Gupta
Editor

- Prof. B.B. Siddique

One of the games that EDP trainers often give priority in order to motivate entrepreneurs is the Ring Toss Game. This simple game was designed by Prof. David C. McClelland in the 1960s. Although simple, it is a highly structured exercise as it helps in generating good data on various aspects of entrepreneurial behaviour. One can make use of the data generated from this game to help the entrepreneurs realize their own behaviour patterns. Some of the broad uses of the exercise are:

- ◆ Participants can examine and understand their risk taking behaviour
- ◆ They can get good feedback on entrepreneurial competencies
- ◆ Understand the fear of failure and hope of success
- ◆ Participants realize the need for goal setting and satisfaction
- ◆ This being an adult learning tool it helps participants observe others as well as their own action.

Guidelines to play the game

It becomes important that trainers observe certain definite processes while they make the participants play the game. The analysis that one could draw would be more accurate if these trainers follow certain broad steps. It is necessary that they make the entrepreneurs play all the three rounds viz. the Trial round, the Real Play round and the Group Play round. It is important that they follow the same sequence while giving instructions to the participants. The trainer is also expected to take down data of the success and failure of each individual. This data is important as it forms the basis for future discussions besides helping the trainer bring out the behavioural aspects of the individual. The discussion is followed by briefing on various competencies which the participants demonstrate. It is a must for the trainer to question all typical behavioural traits if the same gets demonstrated by the trainees. However they should not interpret them strongly as many times these are at the unconscious level.

The data enables the trainer to help participants realize

- ◆ his/her own capacity.
- ◆ whether they can make use of the experience they have
- ◆ how they put into practice the gained experience and
- ◆ their behavioural traits that lead to achievements

In short, the exercise helps potential entrepreneurs set goals. It helps develop entrepreneurial motivation and enhance the need for achievement. The training helps participants understand their level of motivation, thus encouraging them to evaluate themselves in practical situations. Through the game they are helped to become aware of the relationship between achievement motivation thinking and entrepreneurial actions.

In the ring toss game anyone copying the other person while throwing the ring comes forth as one lacking initiative. Those who continuously throw from one level and do not move to higher level although score well are interpreted as non-risk takers. Similarly, if a participant continuously fails to score

points from a level, yet does not change the level is interpreted as one who does not learn from experience. Such data interpretation gives participants good insight into their behaviour pattern, which ultimately helps them take corrective actions.

Bio-Fertilizers: Azolla - ECO FRIENDLY PRODUCT

- Manoj Mishra
EDI Faculty Member

Problem and Need

Present day agriculture with high yielding varieties of crops depends on frequent and substantial application of costly chemical fertilizers and other inputs. With increased penetration of different cash crops, farmers are resorting to chemical fertilizers and pesticides. This is likely to have a negative impact on the long term sustainability of the food production system. There is an urgent need, therefore, to evolve a more sustainable means of providing necessary nutrients to crops while maintaining the desired yield levels. Different organic manures and fertilizers have been tried out with varying degree of success. However, many of these alternative systems have inherent problems including lower yields, bulk requirement and problems of scale. The use of bio-fertilizers can tackle many of these problems under certain conditions as detailed below.

Approach / Strategy

Bio-fertilizers can supply required nutrients to plants through biological means. Apart from being renewable, they significantly reduce the use, and therefore the harmful effects of chemical fertilizers.

Azolla is one of the most effective bio-fertilizers for providing nitrogen to plant roots, especially paddy. Some other bio-fertilizers such as Blue-green Algae have also been tried out with good results, but their commercial viability is yet to be established.

Benefits of Bio-Fertilisers

- ◆ Improves soil health by fixation of atmospheric nitrogen.
- ◆ Enhances solubility of soil nutrients.
- ◆ Suppresses weed growth and incidence of pathogens.
- ◆ Tolerant to wide range of temperature, pH and salinity.
- ◆ Increases crop yields by 5-10%.
- ◆ Very good as fish/poultry / duck feed.

Technology Package

Azolla is known to fix atmospheric nitrogen, which after decomposition, becomes available to the plant. The use of azolla in rice cultivation has multifarious advantages. Azolla can replace 25 percent of the requirement of urea for rice. The vegetative growth rate of azolla is very fast (doubling time is 3-8 days). They can be produced in nursery plots, in field plots, directly in main field, or in shallow ponds, ditches and canals. Polythene bedded pits or concrete tanks can also be used for mass production. In field production system, single super-phosphate, cow-dung, compost, biogas slurry or legume leaves need to be added for good production.

10 tons of azolla has to be added per hectare of rice field for ploughing and 1-1.5 tons /hectare is added 7-8 days after transplantation. The amount is further reduced when the fern is applied directly in the field. After a period, when a thick mat is formed, the total biomass becomes about 30 tonnes/hectare and ideally this should be incorporated in the soil.

System Design

The model for propagation of azolla consists of two dimensions: mass production and application. These can be undertaken as given below:

In Nursery Plot

Water depth in this plot should be 1"-1.5". Inoculation of azolla should be about 300 kg per hectare. (Approx. 120 kg /acre) of nursery plot. The total biomass of azolla thus grown is collected about 7-8 days after rice seedling transplantation and transferred to the main field.

For a standard nursery plot of 0.02 hectare, which would produce the quantity of azolla required for rice cultivation in 0.4 hectare, the following are required:

- ♦ 6 kg of fresh azolla as inoculum.
- ♦ 1 kg Single Super Phosphate (SSP) / week.
- ♦ 50 litres of cattle slurry.
- ♦ 100 grams of furadon.

Economics:

The production of 500 kg of azolla for dual applications to 1

acre or 0.4 hec of rice field involves the following:

Investments:

Single super phosphate (2 kg)	Rs 6
Fresh Cowdung (25 kg)	Rs 10
Furadon (100g)	Rs 5
Labour	Rs 100

Total Rs 121

Returns

Savings from urea	Rs 75
Replacement (15 kg)	
Income from increased production (150-180 kg)	Rs 750 - 900

Total Rs 825 - 925

Profit

Rs 704 - 854

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interactions with bank officials and other agencies whose support is critical in the establishment of units. During the first phase of EDP and REDP a total of 738 trainees obtained entrepreneurial inputs. During the course of intensive follow up as many as 363 (49.2%) units were established by these trainees. This helped in creating 514 jobs for unemployed people apart from the self employed entrepreneurs. A total of 40 Million INR was used by these entrepreneurs to establish and run these units. Interestingly the participation of the formal sector financial institutions (commercial banks) in lending money to the newly established enterprises was marginal.

EDI-EU PERK Progress

Status of EDP, GEDP and REDP

The second phase of the program was launched in the beginning of the year 2003. Training, at 40 different locations, spread over Kachchh and Saurashtra continued throughout the first three months. As many as 19 NGOs conducted the programs. The table below (table 1) gives a brief profile of the participants attending these programs.

The follow up was taken up extensively and included

Table 1
Profile of the Participants of Second Phase

Program	Total Programs	EDP 13	REDP 19	GEDP 8	TOTAL 40	(%)
Entrepreneurs Trained						
DISTRICTS						
	SURENDRANAGAR	80	115	80	275	17.5
	RAJKOT	68	122	196	386	24.6
	JAMNAGAR	0	28	0	28	1.8
	KACHCHH	220	295	367	882	56.1
SEX						
	FEMALE	84	249	643	976	62.1
	MALE	284	311	0	595	37.9
AGE GROUP						
	18-24	164	253	113	530	33.7
	25-44	194	299	465	958	61.0
	45+	10	8	65	83	5.3
EDUCATION						
	ILLITERATE	8	64	173	245	15.6
	PRIMARY	125	334	432	891	56.7
	SECONDARY	90	87	23	200	12.7
	SENIOR SECONDARY	72	38	13	123	7.8
	GRADUATE	60	27	2	89	5.7
	Post GRADUATE	6	3	0	9	0.6
	TECHNICAL	7	7	0	14	0.9
CASTE						
	GENERAL	52	153	214	419	26.7
	OTH BACK CLASS	72	230	212	514	32.7
	SCHEDULED CASTE	104	71	95	270	17.2
	SCHEDULED TRIBE	16	8	15	39	2.5
	OTHERS	124	98	107	329	20.9
	MUSLIMS	0	0	0	0	0.0
INCOME						
	<18000	77	222	397	696	44.3
	18001-23999	91	88	103	282	18.0
	24000-35999	84	178	136	398	25.3
	36000-59999	64	53	7	124	7.9
	60000+	52	19	0	71	4.5

The European Union (EU)

The European Union, previously known as the 'European Community' is an institutional framework for the construction of a united Europe. It is a unique, treaty-based, institutional framework that defines and manages economic and political cooperation among its fifteen European member countries. The Union is the largest stage in the process of integration begun in the 1950s by six countries-Belgium, France, Germany, Italy, Luxembourg and the Netherlands - whose leaders signed the original treaties establishing various forms of European integration. While common EU policies have evolved in a number of other sectors since then, the fundamental goal of the Union remains the same: to create an ever closer union among the people of Europe. Presently 15 European countries; viz. Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden and the United Kingdom of Great Britain and Northern Ireland are the members of European Union.

Principal objectives of the Union are to establish European citizenship; ensure freedom, security and justice; promote economic and social progress and assert Europe's role in the world. EU is run by five institutions, viz. European Parliament (elected by the people of the Member States); Council of the Union (composed of the governments of the Member States); European Commission (driving force and executive body); Court of Justice (compliance with the law); and Court of Auditors (sound and lawful management of the EU budget).

Gujarat Earthquake & EU

On the day of the Earthquake the Commissioner for External Relations, European Commission (EC), Mr. Christopher F. Pattern was on his visit to India. Knowing about the tragedy, he not only offered his condolences but also showed his solidarity with the ill-fated people of Gujarat which culminated into an assistance of Euro 100 million (Rs. 400 crores) for relief and rehabilitation efforts in the region. EDI is privileged to be a partner of EU in this effort.

The EDI

Entrepreneurship Development Institute of India (EDI), is an autonomous and not-for-profit Institute set up in 1983, by IDBI, IFCI Ltd., ICICI Ltd., SBI and Government of Gujarat. EDI has been spearheading entrepreneurship movement throughout the nation through education, research and training.

It set before itself the role of a 'Resource Centre of Excellence' that conducts programmes on New Enterprise Creation, Enterprise Growth, Business Counselling Skills, Capacity Building of Teachers, Entrepreneur Trainer-Motivators, Bankers & Managers / Executives of Business Organisations, etc.

One of the priority areas for EDI is to identify, motivate, train and create micro and rural entrepreneurs through self-employment and small business development programmes. It is being implemented by about 350 Voluntary Organisations throughout the country. The Institute has completed 13 years of fruitful partnership with NGOs in implementing Micro Enterprise Development Programmes (MEDPs) and other related programmes, particularly in rural areas. The Institute has conducted 610 MEDPs during the decade, training 15,243 rural youths, besides a cadre of 586 Rural Entrepreneur Trainer-Motivators.

The Institute has also been working towards capacity building of NGOs and sensitizing environment and support system. In the programmes on micro-credit, about 100 professionals from NGO sector have been developed to manage credit operations. To facilitate smooth flow of credit, EDI has also been sensitizing bankers, through NGO-BANKER Interface programmes.

These successes and commitments have culminated in recognition of its achievements at national and international levels.

At the international level the Institute is supported by reputed bilateral and multilateral agencies viz, the World Bank, Commonwealth Secretariate, UNIDO, ILO, FNSI, British Council, Ford Foundation and the European Union which has extended support to its project for 'Economic Rehabilitation of Kachchh & Saurashtra.'

Our Partner NGO

Saurashtra Economic Development Center (S.E.D.C)
Saurashtra Economic Development Center, an NGO registered under the Societies Registration act has been working since 1993. The organization works towards economic and industrial development of Saurashtra. The organization, in order to achieve its aims is involved with training, guidance, and providing information and motivation to budding entrepreneurs. The organization has conducted as many as 90 EDPs and has trained over 2900 entrepreneurs of whom over 2000 have established their units.

In due recognition of its work the organization has been supported by donors from within the country as well as from abroad. It has worked with agencies like Government of India, Small Industries Development Bank, Council for Advancement of People's Action and Rural Technology, National Bank for Agriculture and Rural Development and also with many of the international donor agencies like NORAD and OXFAM India Trust. The support of these agencies has helped the organization carve out a distinctive image.

In addition to its activities in Entrepreneurship, it is also involved in activities related to Environment and prevention of AIDS. In the last 5 years the organization has come out with eight issues of the magazine - Udyog Sahasik (Entrepreneur).

SEDC is the only NGO in Saurashtra involved primarily with promotion of Entrepreneurship. The Director of the organization Sri Suresh Ganatra, in recognition to his performance has received the award of Best EDP trainer - an award instituted by EDI. All these had been the reason why EDI chose SEDC as its partner in implementing programs under the PERKS project. The organization in the last one-year was involved in carrying out five entrepreneurship development programs in various locations in Saurashtra under the aegis of the EDI-EU PERKS Project.

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