

EDI Campus, Ahmedabad, INDIA

## THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), a wholly autonomous and not-for-profit Institution, set up in 1983, is sponsored by apex financial institutions, the Industrial Development Bank of India (IDBI), the Industrial Finance Corporation of India (IFCI), the Industrial Credit and Investment Corporation of India (ICICI) and the State Bank of India (SBI). The Government of Gujarat pledged twenty three acres of land on which stands the majestic and sprawling EDI campus.

## THE MISSION

The EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born; they can be developed through well conceived and well directed activities. In consonance with this belief, the mission of the EDI is to :

- augment the supply of trained entrepreneurs through training,
- produce multiplier effect on opportunities for self-employment,
- improve managerial capabilities of small scale industries,
- contribute to the dispersal of business ownership and thus expand the social base of Indian entrepreneurial class,
- contribute to the creation and dissemination of new knowledge and insight in entrepreneurial theory and practice through research,
- augment the supply of trainer-motivators for entrepreneurship development,
- participate in institution building efforts,
- sensitise the support environment to facilitate potential as well as existing entrepreneurs establish & manage their enterprises,
- promote micro enterprises at a rural level,
- inculcate the spirit of 'Entrepreneurship' in youth, and
- collaborate with similar organisations in India and other developing countries to accomplish the above objectives.

*An Acknowledged  
National Resource Institution  
Committed to Entrepreneurship  
Education, Training and Research*



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA**



The EDI's mission led to the emergence of several training programmes in orbit around strategic thrust areas, thereby advancing the frontiers of the theories and practices of entrepreneurship, and effectively contributing to the Nation's economic vitality.



**ENTREPRENEURSHIP  
IN EDUCATION :**

The lacunae in our educational system do not promote independent thinking, creativity, a spirit of innovation and setting a realisable goal. The environment and policy, however, offer opportunities for sustainable self-employment to ensure contribution of the work force to the industrial economy. However, the spirit of enterprise needs to be inculcated into the psyche of the present generation. Entrepreneurship, self-employment and enterprise creation thus provide a solution to the crises of both unemployment and disguised unemployment..

With this in view, the EDI has designed and successfully implemented several national and international training programmes and workshops for the academic community and for the youth.



**MICRO FINANCE & MICRO  
ENTERPRISE DEVELOPMENT :**

The Institute is engaged in rural development, poverty alleviation and employment generation through promotion of micro and small enterprises. It has been successfully collaborating with many NGOs and now seeks to institutionalise the activity in the NGO sector as a major strategy to make the approach sustainable. The Institute is also addressing the credit needs of the trained potential rural entrepreneurs and regularly organises training programmes on Informal Micro Credit Delivery System(IMCDS), management for strengthening the partner NGOs in the area of informal credit.

To strengthen NGOs through building their managerial capabilities, the institute has launched a programme on sustainability of NGOs through better management. It also provides a platform to NGOs and Bankers for interaction with the objective of facilitating access of the poor to credit.



**PERFORMANCE AND GROWTH  
OF EXISTING ENTREPRENEURS :**

Small and medium enterprises in the sub-continent and in developing economies are by and large ill-equipped to face the challenges of liberalisation and globalisation. Government can no longer provide them with protectionist barriers and incentive mechanisms to ensure their survival and growth. Anticipating the need for management strategy and growth-oriented awareness and competencies, the EDI initiated Performance Improvement Programmes in 1984, focusing on functional management inputs and strategic techniques, thereby channelising entrepreneurial competencies to rejuvenating enterprises. It launched a variety of programmes in quick successions throughout the country to fill this vacuum.



**PERFORMANCE IMPROVEMENT  
OF ED INSTITUTIONS AND  
ED PROGRAMMES :**

Considering entrepreneurship as a grassroot activity to be carried out by a large number of ED organisations, strategic programmes are conceptualised and designed in this crucial thrust area to address the need to train the trainers of ED organisations through innovative training techniques and updated information and documentation. It regularly organises trainers' meets and chief executives' meets to foster linkages among trainers and chief executives of ED organisations to facilitate experience sharing.

The EDI has supported the creation of Centres for Entrepreneurship Development and Institutes of Entrepreneurship Development in several states of the country to achieve institutionalisation of ED activities.

It has also launched a 'Journal of Entrepreneurship' which has been accepted as a milestone in the dissemination of research findings and developments in the area of entrepreneurship.

Besides, in order to recognise the significant contribution of Entrepreneur Trainer-Motivators in the field of ED, the EDI has instituted the 'Entrepreneur Trainer-Motivator's Award' at a national level.







## ENTREPRENEURSHIP ENVIRONMENT AND SUPPORT SYSTEM :

The support system and institutional mechanism often make or break an enterprise, be it new or existing. Functionaries of support institutions, be they government departments, development organisations or financial institutions, often do not appreciate their role and that of entrepreneurs in entrepreneurship and industrial development. The skills of such functionaries are not periodically and effectively upgraded to sensitise them to the requirements of entrepreneurs. This has often led to crisis. Policies and schemes for creation and development of enterprises cannot succeed without insight into the requirements of an SME entrepreneur and his/her enterprise. Entrepreneurship environment and support system seek to sensitise officials of support organisations to entrepreneurs' constraints and their own role in removing them.

Further, in order to reduce the dependence of women on low technology and low investment projects and help them make space for themselves amidst male dominance in entrepreneurship, training programmes and workshops are designed for trainer-motivators and support system officials to make them favourably inclined towards the needs of women entrepreneurs.



## STRATEGIC INTERNATIONAL PROGRAMMES :

The EDI has extended its services across the continents in response to the global responsibility vested in it by leading international institutions, including the United Nations Industrial Development Organisation (UNIDO), the Commonwealth Secretariat, the International Labour Organisation (ILO), the World Bank, the SAARC and governments of developing countries. The EDI has been called upon to initiate customised programmes and projects with a view to sharing its expertise in Entrepreneurship Development and New Enterprise Creation.

## EDI ADDRESSES ITS PROGRAMMES TO :

### TARGET INSTITUTIONS

- ◇ State level ED organisations
- ◇ ED Institutions at the international level
- ◇ Educational institutions
- ◇ Non-Government organisations/ Voluntary organisations
- ◇ Industry organisations
- ◇ Banks/Financial institution
- ◇ Industry/Business association
- ◇ Government Organisations

### TARGET TRAINEES

- |                                  |  |
|----------------------------------|--|
| ◇ Government officers/Executives | ◇ Women  |
| ◇ Bankers                        | ◇ Existing entrepreneurs                       |
| ◇ Trainers                       | ◇ Potential entrepreneurs                      |
| ◇ Teachers                       | ◇ Counsellors & Consultants                    |
| ◇ Students                       | ◇ Technocrats                                  |
| ◇ Rural Poor                     | ◇ Educated unemployed, artisans, Ex-servicemen |





## THE INTER-REGIONAL CENTRE

Inter-Regional Centre (IRC) for Entrepreneurship and Investment Training, sponsored by UNIDO and Government of India has been set up at EDI. IRC's mission is to develop and strengthen indigenous capacities of selected developing countries in Asia & Africa for investment promotion and entrepreneurship development leading to accelerated industrial development and globalisation of economies. The IRC envisions to build country capacities for promoting investments in industrial sector and developing appropriate competencies of entrepreneurs to formulate, launch and successfully manage enterprises. The IRC will offer specific training programmes and workshops to meet specific needs of the developing countries. Through such interventions, the Inter-Regional Centre aims at strengthening National Focal Points in participating countries for institutionalising entrepreneurship and investment promotion activities.

## THE INNOVATION CENTRE

The National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Govt. of India, has sponsored a National Facility for Science & Technology based Entrepreneurial Innovations at EDI.

The National Innovation Centre will facilitate evolution of technology-driven enterprises by providing appropriate information on new technologies, create a National Data Bank and Information Centre on Innovative Business Opportunities.

The Centre will benefit new and existing entrepreneurs of the country by disseminating required information through information bulletins on selected projects and technologies.

To fulfill the above objectives, the innovation centre has devised a two-pronged approach :

- (i) Creation of a technology-based data-bank. The basic thrust of the data will be on technology/innovation based project information in the form of the product notes, project profiles and feasibility reports to support potential, existing and growth-oriented entrepreneurs.
- (ii) Commercialising products/Processes of R&D Laboratories. This process involves making the entrepreneurs understand the existing barriers in adopting innovations 'carried out by research institutions/laboratories.





## THE CENTRE FOR RESEARCH IN ENTREPRENEURSHIP EDUCATION AND DEVELOPMENT (CREED)

"CREED", the Centre for Research in Entrepreneurship and Education has been instituted with the mission of acting as crucial link between theoretical developments and practice in the field of entrepreneurship. Its focus is hence on applied research backed by solid theoretical insights.

Some of the broad areas identified by CREED to initiate enquiries into are entrepreneurship in education, innovation in training technology, impact of industrial policies, gender and enterprise development, rural entrepreneurship and micro credit delivery systems. One of the major objectives of the Centre is to catalyse the process of building network of researchers and institutions in the sphere of entrepreneurship.

Further, the centre, through its short term research fellowship programme, encourages young researchers to make use of intellectual and other resources at the Centre in their pursuit to extend the frontiers of knowledge of entrepreneurship.

CREED envisages to promote collaborative research endeavours with institutions and individuals outside the centre. It organises a national seminar biennially, where scholars from across the country come together to share their views on issues related to entrepreneurship that are of contemporary relevance and interest.

The Centre also plans to launch an Annual Lecture Series by eminent entrepreneurship theorists and practitioners on specific themes.

## EDI - A MEMBER OF ESCAP, UNITED NATIONS

EDI has been selected as a member of the Economic and Social Commission for Asia and the Pacific (ESCAP) Network of Centres of Excellence for HRD Research and Training.

EDI, as a member of the Network will have interactive access to information of other 123 member institutions via Internet. The database on the Network is included in the ESCAP HRD Homepage ([www.escap-hrd.org](http://www.escap-hrd.org)) on the Internet. EDI will also be invited to collaborate with ESCAP in the development and delivery of a series of ESCAP HRD courses to train social development personnel working to alleviate poverty in the region. Further, EDI as a member will also be invited to nominate their personnel to participate in a series of ESCAP HRD courses for poverty alleviation, starting in mid 1998.

## EDI's International Interactions





## FACULTY

The EDI faculty comprises of researchers, academicians, consultants, extension workers and trainer-motivators. The core group is supplemented by visiting faculty from reputed academic institutions and professional organisations. The courses and programmes offered by EDI, therefore, are marked by both conceptual rigour and practical insight. In addition to managing EDI's own activities, the faculty extends its services and support to other institutions involved in entrepreneurship development at national and international levels.

## THE EDI CAMPUS

Set in a rural and amidst verdant surroundings, the aesthetically designed campus with a simple yet elegant structure is a judicious blend of the major influences on architecture - Hindu, Islamic and European. The buildings are developed around inner courtyards and loggias which are a major source of light and ventilation. Interspersed with sprawling lawns, thick leafy trees and flora which match the quiet dignity of the solid facade that generates very specific elements and expression, the buildings consist of offices, three air-conditioned and well furnished seminar halls, a conference hall and two air-conditioned residential halls with 30 air-conditioned rooms.

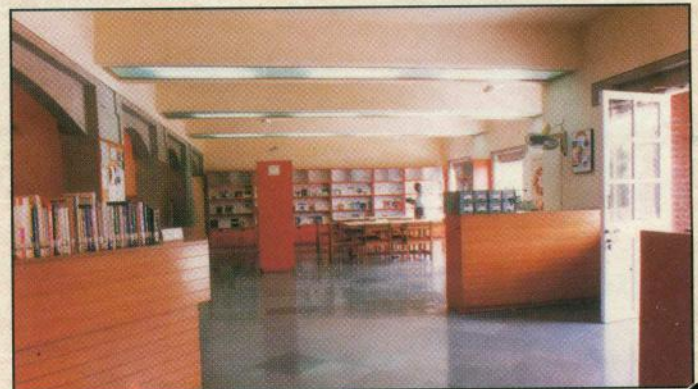
The EDI campus is one of the best maintained educational campuses anywhere in the world. The campus has been awarded the prestigious 'Aga Khan Award for Architecture' for the year 1992. The award jury adjudged it to be a place with an "inviting environment for work, interaction and repose".

## THE EDI LIBRARY AND INFORMATION CENTRE(EDILIC)

The EDILICs is a technologically updated centre with facilities of internet and computerised database searches giving access to latest information globally. The highly specialised collection is closely linked with the training programmes and research conducted by EDI and encompasses subjects related to entrepreneurship like training, management, behavioural sciences, economics, gender issues, rural development and voluntary organisations. The collection includes books, directories, project profiles, working papers, periodicals, newsletters, videos and so on.

The centre subscribes to 80 national and international periodicals, besides maintaining special collections on rural development, voluntary sector and gender issues. The facilities are complemented by computerised databases of books, periodical articles, project profiles for faster access of information.

The membership of library is open to entrepreneurs, entrepreneurship development institutions, business enterprises, non-government organisations, voluntary organisations and those interested in availing information services of EDILIC like specific industrial information services, reprographic services and internet searches.



## THE EDI COMPUTER CENTRE

The institute's computer centre is equipped with state-of-the-art technology keeping pace with the diverse educational, training and research endeavours. Adopting a user friendly attitude, the centre continually updates its software inventory and complements the latest training technologies used in the programmes.





# EDI PUBLICATIONS

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|-----|---|--|
| 1.  | Entrepreneurship Development Programme in India<br>and Its Relevance to Developing Countries<br>- V. G. Patel | Rs. 130/- US \$ 25   |
| 2.  | Developing New Entrepreneurs  | Rs. 200/- US \$ 40   |
| 3.  | Self-Made Impact-Making Entrepreneurs   | Rs.250/- US \$ 45  |
| 4.  | National Directory of Entrepreneur Trainer-Motivators   | Rs. 190/-  |
| 5.  | In Search of Identity - The Women Entrepreneurs of India<br>- Ajit Kanitkar & Naline Contractor               | Rs. 160/- US \$ 15   |
| 6.  | A Manual On How to Prepare A Project Report<br>- J. B. Patel & D. G. Allampally                               | Rs. 100/- US \$ 15   |
| 7.  | A Manual on Business Opportunity Identification & Selection<br>- J. B. Patel & S. S. Modi                     | Rs. 200/- US \$ 15   |
| 8.  | Performance Improvement Booklets for Existing Entrepreneurs   | Rs. 10/- US \$ 5<br>(Per Booklet)                          |
|     | i. Budgeting  |  |
|     | ii. Energy Conservation   |  |
|     | iii. Cost Consciousness in SSI  |  |
|     | iv. Business Plan for SSI   |  |
|     | v. Cash Flow in Small Business Management   |  |
|     | vi. Understanding Value Engineering   |  |
|     | vii. Basics in Export Marketing   |  |
|     | viii. Just in Time  |  |
|     | ix. Record-keeping in Small Business Management   |  |
|     | x. Statutory Aspects in Small Scale Industries  |  |
| 9.  | Not Born - The Created Entrepreneurs<br>- Jose Sebastian & Sanjay Thakur                                      | Rs. 175/- US \$ 15   |
| 10. | New Initiatives in Entrepreneurship Education & Training<br>- Edited by Gautam Jain & Debmuni Gupta           | Rs. 200/- US \$ 25   |
| 11. | The Seven Business Crises & How to Beat Them  | Rs. 210/- US \$ 30   |
| 12. | Evaluation of Entrepreneurship Development Programmes   | Rs. 250/- US \$ 45   |
| 13. | The Journal of Entrepreneurship<br>(Published by SAGE Publications)   | Subscription for one year<br>Rs. 175/- US \$ 34<br>UK ú 26 |
| 14. | EDI Reports<br>(Newsletter-free circulation on request)   |  |
| 15. | Open Learning Programme in Entrepreneurship (OLPE)<br>Newsletter (for OLPE learners)                          |  |

# EDI VIDEO CASSETTES

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|-----|--|--------------------|
| 1.  | Five Success Stories of First-Generation Entrepreneurs                       | Rs. 750/- US \$ 75 |
| 2.  | Assessing Entrepreneurial Competencies                                       | Rs. 750/- US \$ 75 |
| 3.  | Business Opportunity Selection & Guidance                                    | Rs. 750/- US \$ 75 |
| 4.  | Starting Crisis in Business  | Rs. 250/- Us \$ 20 |
| 5.  | Cash Crisis in Business  | Rs. 250/- Us \$ 20 |
| 6.  | Delegation Crisis in Business  | Rs. 250/- Us \$ 20 |
| 7.  | Leadership Crisis in Business  | Rs. 250/- Us \$ 20 |
| 8.  | Financial Crises in Business   | Rs. 250/- US \$ 20 |
| 9.  | Prosperity Crisis in Business  | Rs. 250/- Us \$ 20 |
| 10. | Management Succession Crisis in Business                                     | Rs. 250/- Us \$ 20 |
| 11. | Planning for Competition & Growth  | Rs. 250/- US \$ 20 |
| 12. | Problem Solving - An Entrepreneurial Skill                                   | Rs. 750/- US \$ 75 |
| 13. | Jewels from the Dust - The Making of the Rural Entrepreneurs                 | Rs. 250/- US \$ 20 |
| 14. | The World of Women Entrepreneurs   | Rs. 250/- US \$ 20 |
| 15. | Chhu Lenge Aasman ( Hindi)<br>(Docu-drama on Business)<br>(In five episodes) | Rs. 2000/-         |



As on 28 February, 1998

**Shri S.H. Khan**  
President-EDI &  
Chairman  
Industrial Development Bank of India  
IDBI Towers, 24th floor,  
Cuffe Parade, Colaba,  
MUMBAI-400 005

**Dr. Yoginder K. Alagh**  
Minister of State  
for Power and Science & Technology  
Shramshakti Bhawan, 2nd Floor,  
Parliament Street,  
NEW DELHI 110 001

**Ms. Madhura M. Chatrapathy**  
M/s Food Associates  
132, 17th Cross, 11th Main Road,  
Malleswaram,  
BANGALORE-560 055

**Shri K. V. Kamath**  
Managing Director & CEO  
Industrial Credit & Investment  
Corporation of India  
163, Backbay Reclamation,  
MUMBAI-400 021

**Shri P. Kotaiah**  
Chairman  
National Bank for Agriculture &  
Rural Development (NABARD)  
Sterling Centre, Shiv Sagar Estate,  
Dr Annie Besant Road, Worli,  
MUMBAI-400 018

**Dr. Sailendra Narain**  
Managing Director  
Small Industries Development  
Bank of India  
10/10, Madan Mohan Malaviya Marg,  
LUCKNOW-226 001

**Dr. V. G. Patel**  
Vice President & Director  
Entrepreneurship Development Institute of India

**Shri K.D. Agrawal**  
Chairman & Managing Director  
Industrial Finance Corpn. of India  
Bank of Baroda Building, 8th floor,  
16, Sansad Marg,  
NEW DELHI 110 001

**Dr. M.V.d. Bogaert, s.j.**  
Co-ordinator  
Xavier Institute of Development  
Action & Studies (XIDAS)  
Sneh Sadan Campus, 559, South Civil Lines,  
JABALPUR-482 001

**Ms. Shashi Singh Choudhary**  
Director  
Rishabh Agro Industries Ltd.  
C-90, Anand Niketan,  
NEW DELHI-110 021

**Shri C. K. Koshy**  
Additional Chief Secretary  
Government of Gujarat  
Industries & Mines Dept.  
Sachivalaya,  
Block No. 5,  
GANDHINAGAR-382 010

**Shri A. Lahiri**  
Economic Adviser  
Industrial Development Bank of India  
IDBI Towers, 24th Floor,  
Cuffe Parade,  
Mumbai-400 005

**Shri R. N. Sengupta**  
Chief General Manager (Development Banking)  
State Bank of India  
Central Office, 18th Floor,  
Madame Cama Road,  
Mumbai-400 021

## ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

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Ahmedabad (Near Village Bhat, Via Ahmedabad Airport & Indira Bridge), P.O. Bhat 382 428, Gujarat  
Tel : (91) (79) 2864331, 2864084, 2869068 Fax : (91) (79) 2864367  
E-Mail : [ediindia@ad1.vsnl.net.in](mailto:ediindia@ad1.vsnl.net.in), Gram : ENDIND, Ahmedabad  
Visit us on Internet : <http://www.allindia.com/edii>

### EDI Regional offices :

Bangalore office : No. 133, XI 'A' Cross, I Road, II Stage, West of Chord Road, Bangalore-560 086.  
Telefax : (080) 3496580, 3490384 E-mail : [ediro@giasbg01.vsnl.net.in](mailto:ediro@giasbg01.vsnl.net.in)

Lucknow office : 432/36 Kala kankar Colony, Old Hyderabad, Lucknow-226007.  
Phone : (0522) 387820 Fax (0522) 387856