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Centre for
Entrepreneurship
Education
&
Research

Centre for
Micro Enterprises,
Micro Finance
& Sustainable
Livelihood

Centre for
SMEs &
Business
Development
Services



International
Centre for Cluster
Competitiveness
for Growth
& Technology

Centre for
Social
Entrepreneurship
&
Corporate Social
Responsibility

Centre for
Women
Entrepreneurship
&
Gender Studies

Programme Package 2009-2010



**Entrepreneurship Development
Institute of India**
Ahmedabad, Gujarat, India

The Government of India commissioned EDI to set up the Entrepreneurship Development Centre in Myanmar as a mark of India's commitment to the Initiative of ASEAN Integration. Seen here is the Hon'ble Vice President of India, His Excellency, Shri Hamid Ansari inaugurating the Centre in Yangon, Myanmar on February 6, 2009. 1st on the left is Dr. Chan Nyein, Education Minister, Myanmar.

Inset : His Excellency, Shri Hamid Ansari delivering the inaugural address.



Seen during the 10th Convocation Ceremony are (4th from R) Chief Guest, Shri Venugopal Dhoot, Chairman and Managing Director, Videocon Group; (3rd from R) Shri Yogesh Agarwal, President – EDI and Chairman and Managing Director- IDBI Bank Ltd. with (R-L) EDI Governing Board Members, Shri D. P. Bagchi, Ex-Chief Secretary, Orissa; Dr. Y. K. Alagh, Vice Chairman & Professor Emeritus, Sardar Patel Institute of Economic & Social Research; Dr. Dinesh Awasthi, Director, EDI; Dr. Sailendra Narain, Chairman, Centre for SME Growth & Development Finance; Shri B. Ravindranath, Executive Director, IDBI Bank Ltd. & Chairperson, PG Programmes, Dr. Sunil Shukla.

The 8th National Biennial Conference was organized by the Institute during March 19-21, 2009. The Chief Guest of the inaugural function was Dr. C. Rangarajan, Hon'ble Member of Parliament. Seen here is Dr. Rangarajan addressing the distinguished gathering during the inaugural function. Also seen are (R-L) Dr. Dinesh Awasthi, Director, EDI and Dr. Sasi Misra, Conference Chair.





GOVERNING BODY MEMBERS OF EDI

<p>Shri Yogesh Agarwal President-EDI & Chairman and Managing Director IDBI Bank Ltd. Mumbai</p>	<p>Shri Atul Kumar Rai Chief Executive Officer and Managing Director IFCI Limited New Delhi</p>
<p>Dr. Yoginder K. Alagh Vice Chairman & Professor Emeritus Sardar Patel Institute of Economic & Social Research Ahmedabad</p>	<p>Shri Dinesh Rai, IAS Secretary (MSME) Ministry of Micro, Small & Medium Enterprises Government of India New Delhi</p>
<p>Shri D.P. Bagchi, IAS (Retd.) Ex-Chief Secretary, Orissa</p>	<p>Shri V.S. Rathore Executive Director Small Industries Development Bank of India SME Development Centre Mumbai</p>
<p>Shri B.S. Bhasin Chief General Manager (SME) State Bank of India SME Business Unit, Mumbai</p>	<p>Shri B. Ravindranath Executive Director IDBI Bank Ltd. Mumbai</p>
<p>Mrs. K. Rama Devi President Association of Lady Entrepreneurs of Andhra Pradesh, Hyderabad</p>	<p>Shri Maheshwar Sahu, IAS Principal Secretary Industries & Mines Department Govt. of Gujarat Gandhinagar</p>
<p>Dr. Chukka Kondaiah Director General National Institute for Micro, Small and Medium Enterprises (NIMSME) Ministry of MSME Government of India, Hyderabad</p>	<p>Shri Umesh Chandra Sarangi, IAS Chairman National Bank for Agriculture & Rural Development Mumbai</p>
<p>Shri Anand T. Kusre Nominee Member of ICICI Bank Ltd., Mumbai</p>	<p>Dr. Dinesh Awasthi Director Entrepreneurship Development Institute of India Ahmedabad</p>
<p>Dr. Sailendra Narain Chairman Centre for SME Growth & Development Finance, Navi Mumbai</p>	



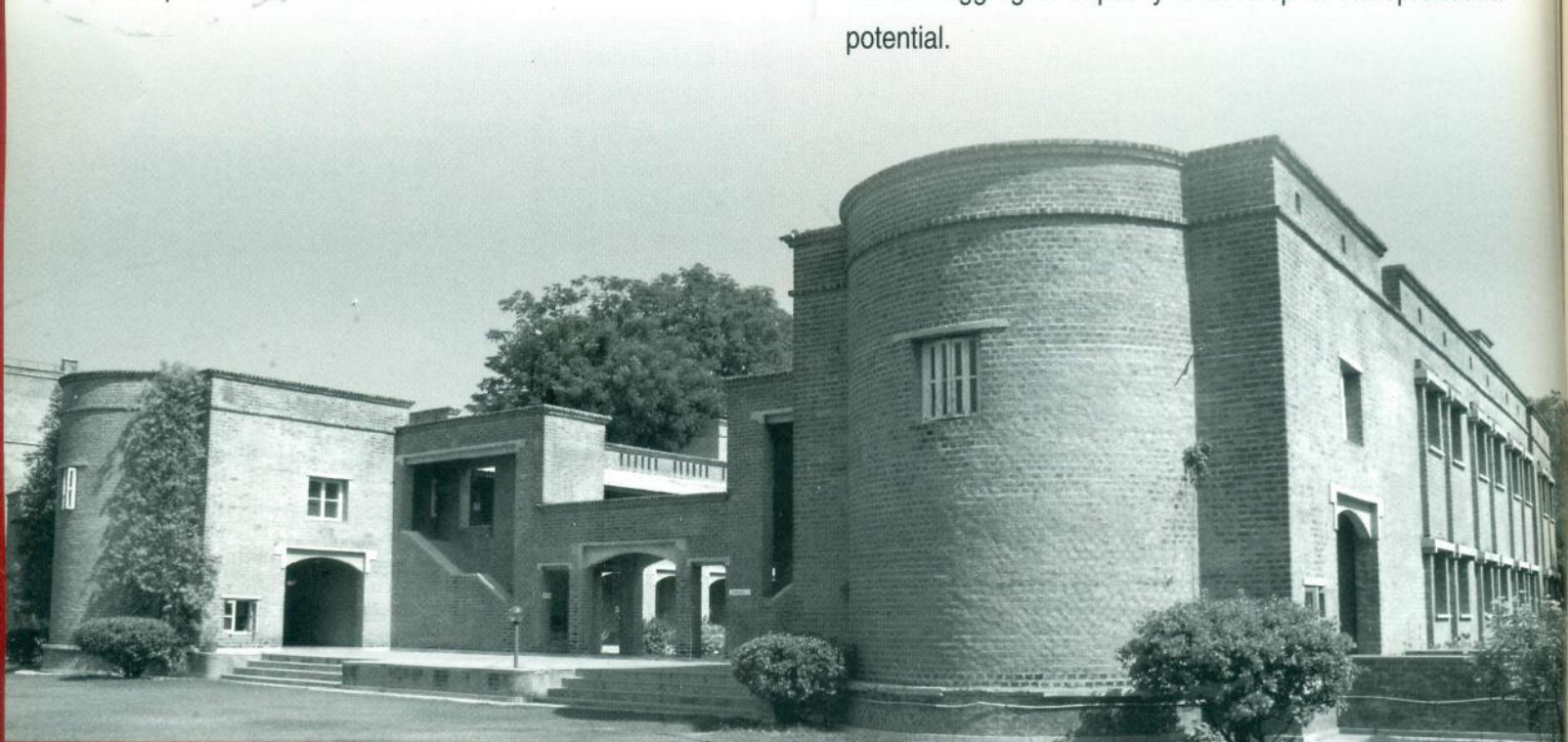
THE INSTITUTE

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

EDI's pioneering activities in entrepreneurship development training have established that people from all walks of life can become business owners. It has demolished the myth that entrepreneurs are born, and cannot be made. Through well-conceived training interventions and capacity building activities, over last 25 years, EDI has equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes.

EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well-directed activities. This, in turn, led to the emergence of several training programmes, workshops and research projects, thereby advancing the frontiers of theories and practices of entrepreneurship and effectively contributing to the nation's economic vitality.

Realising that the gigantic task of creating entrepreneurs nationally and internationally can only be accomplished with a collaborative effort, EDI has established linkages with a nationwide network of organisations and institutions committed to entrepreneurship development. Even though much has been realised, far more remains to be done and EDI continues with its mission of augmenting manifold the nation's aggregate capacity to develop its entrepreneurial potential.





Planning for the Year

2009-10



In a series of planning meetings at various levels, our team of Faculty Members set achievable targets and share information on market trends, impact of programmes implemented in the previous year and the modifications to be introduced in the existing programmes.

In the forthcoming year, education in entrepreneurship would be focused upon, as in the previous years, because our results say that our activities in this thrust have successfully created 'leaders' with a keen eye for sensing business opportunities. The training package would be altered a little to align with the transforming economy and hence the new demands. Under the Institute's area of Micro Enterprise and Micro Finance Development, after a thorough examination of existing training models and mechanisms, new programmes will be implemented to reduce the chasms, wherever identified, and efforts would be directed towards imparting a better quality of life to rural populace. Towards building the capabilities of NGOs, Management Development Programmes, both thematic and general, would be introduced. EDI's Cluster

Development Programmes have pulled out smaller firms from resource crunch and have assigned several advantages to them, such as; better products, lower cost, competitive prices, enhanced technology and adherence to several other benchmarks. Working on the same lines, in the forthcoming year the Institute would be undertaking the project, 'Implementing BDS in MSME Cluster in Dyes and Chemicals (Ahmedabad) and in the Leather Cluster (Calcutta & Chennai)' with the support of SIDBI. It would also be assigning stability to the Baroda Engineering Cluster, and the Ahmedabad, Surat and Surendranagar Textile Machinery Clusters.

In addition, we would work towards sustaining the presence of competitive entrepreneurs in yet other select clusters across the country. Initiative to promote units in food processing by employing the entrepreneurship development strategy will also become a pivotal activity in the face of new economic challenges.

EDI seeks to imbibe distinct competencies in entrepreneurs to reinforce the winning streaks. Complementing this is its work towards creation of a conducive support system environ. In keeping with this objective, the 'Geo-Park studies to establish long term linkages with support Institutions to promote Sector-Specific Entrepreneurs,' would reap rich results.

Entrepreneurship scenario has changed dramatically today and opportunities for women to succeed outnumber the hurdles that face them. Incidence of women entrepreneurs



Planning for the Year **2009-10**

coming to the fore are indeed encouraging. To spur the trend, the Institute would be conducting a 'National Study on Women Entrepreneurs in India'. The research is expected to lead to result-oriented interventions that capture the hindering factors and promote the facilitating factors. Amongst EDI's prime orientations is also the task of developing social entrepreneurs. Besides, regular programmes to promote social entrepreneurship widely, an activity that we hope would generate positive responses is, the 'Graduate Entrepreneurship Training through Information Technology'. Social enterprises in the area of IT would be something in line with the demanding times.

On the International front, the Institute has already created Centres of Excellence in Cambodia, Lao PDR, Myanmar and Vietnam to facilitate creation of viable enterprises and

strengthen the existing ones. Working in the same direction, EDI will nurture more and more entrepreneurs in Uzbekistan by setting up an ED Centre in this country as well.

EDI is committed to creating a strong competitive economy within India and abroad. It has got into an agreement to promote growth through entrepreneurship development in Iran and Bahrain. This and its other activities on the national and international front aim at removing asymmetries and creating a platform that promises to harness entrepreneurial potential. We have always been supported and look forward to similar support.

- Dinesh Awasthi
Director - EDI





A Glimpse into Major Achievements 2008-09

Centre for Entrepreneurship Education & Research

Seventy students of the 'Post Graduate Diploma in Business Entrepreneurship and Management' and 'Post Graduate Diploma in Management of NGOs' displayed the confidence of an entrepreneur on the Convocation on 27th June, 2008. In the presence of the Chief Guest, Shri Venugopal N. Dhoot, Chairman and Managing Director, Videocon Group, the students were awarded the certificates – 24 in New Enterprise Creation; 17 in Family Business Management, 2 in Agri-Entrepreneurship; 6 in Services Management and 21 in Management of NGOs.

The National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Govt. of India, has been promoting entrepreneurship training in the academic curricula of Science and Technology institutions. The Department appointed EDI as its nodal agency for implementing, monitoring and evaluating their training programmes in entrepreneurship.

The Institute has been organising Summer Camps on Entrepreneurial Adventures for Youth and Summer Camps on Entrepreneurial Stimulation for Children over last 15 years. The camps provide a platform to youth and children to realise their hidden potential and hone their strengths and capabilities so that they emerge as mega achievers. Last year the youth camp groomed 51 youths from 5 states, one from Dubai (U.A.E.) and one from the U.S.A. The children camp trained 82 children from 7 states.

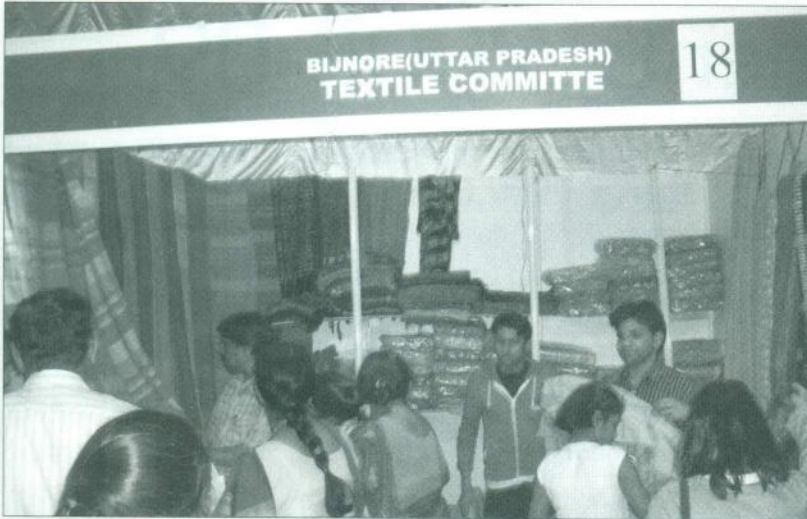
29th March, 2008, i.e. the EDI - Bharti Day was devoted to celebration of entrepreneurship. The third Annual Lecture and presentation of the Bharti Entrepreneur of the Year Awards were organised on this day. The distinguished

speaker, Deputy Governor, Reserve Bank of India, Dr. Rakesh Mohan delivered a thought provoking discourse on, 'Innovation and Growth: The Role of the Financial Sector'. The Bharti Entrepreneur Award winners were Shri Ashit Doshi, Managing Director, Doshion Ltd. and Shri Sardarsinh Jadeja, Managing Director, Geeta Machine Tools Pvt. Ltd. (Special Award).

In the wake of growing competitiveness, organisations are widely resorting to training its professionals to sharpen their operational efficiency. The EDI designed 18-month 'Post Graduate Programme in Corporate Entrepreneurship and Management' has trained Zydus Cadila executives and managers in leadership skills, besides knowledge, skills and attitude for effective sales and marketing.

In the direction of making 'entrepreneurship', as natural a career option as any other discipline, the strategy of including faculty group to influence youth has generated positive results. The EDI designed Faculty Development Programmes train teachers in a way that they can act as mentors and motivators to students who possess entrepreneurial potential. In the year 2008-09, the Institute trained 163 teachers.

In the same vein, EDI has designed tailor made courses for the students of the Jain Group of Institutions to impart entrepreneurial and managerial skills so that smooth transition is ensured, and potential entrepreneurs get groomed to set up their enterprises. The courses that are fast churning out results are-'Post Graduate Diploma in Business Entrepreneurship and Management' and the 'Four-year Integrated Family Business Management Programme'. In all 346 students have enrolled for the courses.



EDI, as a nodal agency of the Office of the Development Commissioner (Handlooms) Govt. of India, has been assigned the task of revitalising 20 select handloom clusters. One of the platforms that the Institute adopted to improve the business prospects of the cluster entrepreneurs was that of exhibitions at Bangalore, Delhi and Mumbai. Seen here are the products displayed at a stall in Bangalore exhibition.

Centre for Micro Enterprises, Micro Finance and Sustainable Livelihood

Although poverty and unemployment have become the bitter truths of modern age, there have been efforts in place to deal with them. The Government of Kerala, with support of the Govt. of India, NABARD and UNICEF has launched a State Poverty Eradication Mission, termed, 'Kudumbashree'. EDI has been appointed as the implementing agency in the project. As of now, the Institute has organised 93 Performance Improvement Programmes, thus training 4995 entrepreneurs. Also 4943 women entrepreneurs have been trained in various areas, such as; readymade garments, coir products, food processing etc. Sensitization workshops for Kudumbashree officials were also organised to create a conducive environment for promoting micro enterprises.

Office of the Development Commissioner (Handlooms), Govt. of India has launched the Integrated Handloom Cluster Development Programme in 20 selected handloom clusters spread over 12 states of the country. EDI, as a

nodal agency, has been working towards revitalising these clusters. Besides other activities, a platform that it provided to cluster actors to catch the pulse of the market and interact with the buyers directly was that of exhibitions at Delhi, Ahmedabad and Mumbai. The exhibitions were a grand success with last year's Ahmedabad Exhibition (during 18- 26 October, 2008) meeting the retail sales and orders worth Rs. 87,03,230/-.

In the Government of India – UNDP sponsored Project on 'Sustainable Urban Poverty Alleviation through Micro Enterprise Development' for promotion of micro enterprises through MEDP Strategy, of the 360 trainees trained in 13 programmes conducted in four different states (Karnataka, Andhra Pradesh, Tamil Nadu and Rajasthan), 175 have already started their small businesses, creating employment opportunities for 355 persons. The remaining trainees have applied for financial assistance. 10 to 25 units are expected to start within the next three months. The investment of these micro businesses ranges from Rs. 50,000 to Rs. 5.00 lac.

The first ever national project sponsored by the Confederation of Indian Industry (CII) to provide Entrepreneurship Development Training to SC/ST beneficiaries under the Affirmative Action Programme trained-potential entrepreneurs in all, leading to 73 enterprises and 198 job opportunities.

Centre for SMEs & Business Development Services

EDI organized an 'Enterprise Growth Programme' during 28 April – 3 May, 2008 on its campus for a group of 27 entrepreneurs of the World Zarathushti Chamber of Commerce. The training programme focused on sensitizing these entrepreneurs to the basics of systematic growth, analyzing their current performance, developing core competencies and re-defining their business processes, thus leading to performance improvement.



EDI has taken up the task of training entrepreneurs awarded under the citi Micro Entrepreneurs Award Programme, an initiative of the citi Foundation India. Seen during the inauguration of a programme are (L-R) Shri S. B. Sareen, Programme Director; Shri Viraf Mehta, Chief Executive, Partners In Change, New Delhi; Dr. Dinesh Awasthi, Director, EDI; Ms. Aloka Mazumdar, Asst. Vice President, Community Affairs, citi Foundation India; Prof. K. Mamkottam, HRM & Industrial Relations, Delhi University and Shri Prakash Solanki, EDI Faculty.

This one-of-its kind programme imparted the participant the confidence to plan and organize 'performance audit' and 'potential audit' of their respective units. Recognizing the immense opportunities in cooperation with Africa, India is set to re-define its relations with the 54 nation continent by enhancing women and youth empowerment. As a precursor to this effort, the Ministry of External Affairs, Govt. of India, organized an India-Africa Forum Summit during 28 March – 8 April, 2008. In all, 70 delegates representing diverse background and wide-ranging interests visited Gujarat for four days. They were taken to many institutions engaged in promoting income-generating activities among women and youths.

At the instance of the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, the Institute had taken up the task of conducting an evaluation study of Vendor Development Programmes conducted by the Ministry across the country. The objective was to evaluate

the impact and efficacy of these programmes and in the process make an assessment of benefits received by target beneficiaries. The study covered 15 states and focused on the last five years' data.

The Visionary Leaders for Manufacturing (VLFM) Programme was launched in September 2006 under the aegis and cooperation of National Manufacturing Competitiveness Council (NMCC), Govt. of India and Japan International Cooperation Agency (JICA) with a view to developing entrepreneurs who could play the role of locomotive engines and pull behind a trail of similarly successful entrepreneurs amongst the SMEs in India. As the main focus is on competence with global benchmark, a limited number of SMEs (10 to 15) that surpass the laid down definition of the SMEs and are much bigger in size, will be identified.

Sponsored by the Aga Khan Foundation, a training programme for 10 Afghani officials working as Enterprise Service Providers was organized at the EDI campus during 30 July – 6 August 2008. The programme exposed the participants to Group Entrepreneurship model especially covering enterprises operating in the areas of dairy, poultry and food processing.

Under the project, sponsored by the Global Issues and Sustainable Development (GISD) Division of the Swiss Agency for Development and Cooperation (SDC) entitled "Unleashing Entrepreneurship for Development and Trade" for the Greater Mekong Subregion (GMS), the Institute has been conducting a series of workshops in GMS countries. The Mekong Institute is the overall partner for the entire GISD-SDC project while Cambodia – India Entrepreneurship Development Centre (CIEDC), an EDI affiliate, is the Cambodia partner agency for Phnom Penh workshop. This task of spearheading entrepreneurship movement in the GMS region is yielding worthwhile results by harnessing the entrepreneurial potential of the region.



The Institute extended support to Indian Technical and Economic Cooperation, Ministry of External Affairs, Govt. of India by conducting eight international programmes namely; Governance & Management of Non-Profit Organizations (NPOs) / NGOs; Use of English Language in Business Communication; Organizational Entrepreneurship; Computer Applications for SMEs; Entrepreneurship & Small Business Promotion; Business Development Service Providers for Micro Enterprise and Micro Finance; Industrial & Infrastructure Project Preparation & Appraisal and Business Research Methodology & Data Analysis. In all 200 professionals were trained from developing countries across the world.

The Bharti Entrepreneur of the Year Award - 2008 to Mr. Prakash T. Dasanur was a great motivator for potential entrepreneurs. It established the significance of entrepreneurship training. The Bharti Annual Lecture by Shri Pradeep Mallick, a well known Strategic Advisor & Mentor and Former Chairman, CII (WR) urged youths to pursue entrepreneurship as a career option. He emphasized on the importance of able leadership. Both these activities were organised under the aegis of the Bharti Centre for Entrepreneurial Initiatives.

International Centre for Cluster Competitiveness, Growth and Technology (IC³GT)

Cluster Development has emerged as an impact making intervention and EDI's approach in this area has placed many clusters on a successful track under the Ministry of Micro, Small and Medium Enterprises, Gol the Brass and Bell Metal, Khurda; Agricultural Implements, Karnal & Moga; Food Processing, Muzaffarpur; Steel Re-rolling Mills, Raipur; General & Light Engineering, Parwanoo; Readymade Garments, Bangalore & Indore; Bearings and Bearing Components, Jaipur; Leather Goods, Shantiniketan; Gold Ornaments, Thrissur and Leather Footwear, Agra were successfully addressed.

Besides, as National Resource Agency, the Institute took the Handloom cluster through an interesting phase of new interventions under the Integrated Handloom Cluster Development Programme of the Office of the Development Commissioner, Gol.

EDI has sought to adopt a focused and an integrated approach to entrepreneurship development. Year after year it has been coming up with new activities that suit the market demands. The forth coming year will also work with the object of giving a yet more firm ground to entrepreneurship by introducing concepts and principles that are of contemporary relevance.



Shri Jaynarayan Vyas, Minister of Health and Family Welfare, Govt. of Gujarat was the Chief Guest of the valedictory function of the 17th Summer Camp on Entrepreneurial Adventure for Youth organized during 11th - 20th May, 2008. Seen here is Shri Vyas awarding certificate of successful camp completion to one of the participants. Also seen are (L-R) Dr. Dinesh Awasthi, Director, EDI and Dr. Sunil Shukla, Camp Leader.



EDI-Faculty

Dinesh N. Awasthi
Ph.D (Economics), Gujarat University
dinesh@ediindia.org



An Economist with extensive experience in Entrepreneurship training, teaching and research. Worked extensively on policy issues related to SMEs. Worked with several multilateral agencies like ILO, UNIDO, UNDP, as a Consultant on several international assignments. Has four books, about 50 research papers and 14 research reports to his credit. His areas of interest are: policy research, cluster development, sub-sector analysis, micro-finance and rural banking, rural entrepreneurship and NGOs. Dr. Awasthi is a Member of various Apex Committees and Core Groups of Ministries of MSME, Urban Employment and Poverty Alleviation, Department of Science & Technology, National Commission for Enterprises in the Unorganised Sector, etc.

Satya Ranjan Acharya
MSc. (Agri), MFC
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A business management professional with more than 12 yrs of teaching and consultancy experience in the areas of financial management, idea generation and business plan formulation. Trained on entrepreneurship teaching at Stanford Technology Venture Programmes and Indian School of Business, Hyderabad. Worked as research fellow with Centre for Innovation Incubation and Entrepreneurship at Indian Institute of Management, Ahmedabad. Written cases on Innovative Entrepreneurs of Gujarat.

Tarun Bedi
B.E.(Civil), M.A. (Sociology)
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Has 16 years of experience in the field of Entrepreneurship Development. Worked for two years in the area of rehabilitation of Adolescents engaged in hazardous occupation. Involved in promotion of cultivation and processing of medicinal and aromatic plants through training and counselling for around 7 years. Besides other EDI activities, he works as Cluster Development Executive for Chanderi / Gwalior handlooms cluster.

Pankaj Bharti
Ph. D. (Psychology)
pbharti@ediindia.org



Specialises in Social Psychology, Organisational Behaviour and Research Methods. Trained in conceptualising and

developing measurement tools for Social Science Research. Associated with more than sixteen national as well as international research projects. Current interests include preparation of cases and resource material and constructing tools for promoting entrepreneurship.

Meena Bilgi
M. Phil (Social Work)
meena@ediindia.org



Is a professional social worker having Master's of Philosophy Degree in "Social Work" and professional license in "Statistical Methods and its Applications". Over more than two decades of experience as an Advisor, Trainer, Researcher, Teacher and Advocate / Ambassador. She has worked with various state and central government, bilateral/donor funded livelihood promotion and right based projects of AKF, DFID, UN agencies, OXFAM, Netherlands Embassy, World Bank, SDC, WOCAN, GWA, AKF, and EU etc. Her specialisation is in areas such as ; gender mainstreaming, institutional development and organizational changes across sectors of natural resources management, micro-finance, entrepreneurship development, health, education, disasters, and sector reforms projects meant for urban/township development. She has advocated policy changes for empowerment of the poor and marginalized.

Siddhartha Sankar Dash
M. Sc. (Asian Institute of Technology, Bangkok), Ph. D (Business Administration)
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Presently he is the Chairperson of the Postgraduate Diploma in Management - Business Entrepreneurship. Has work experience of more than 20 years, mostly in small and medium enterprise development, youth enterprise development, micro enterprise development, teaching, research and consultancy, not only in different parts of India but also abroad i.e. Africa, Asia and Caribbean. Has also worked as the founder Director, Entrepreneurship and Management Development Institute, Govt. of Rajasthan. Dr. Dash has worked as a CFTC expert to Malawi, CSAP expert to Commonwealth of Dominica and Saint Lucia, West Indies. Has 4 books and 22 research papers to his credit. His areas of expertise are Entrepreneurship & Small Business Management in LDC, HIPC and Small Island Countries.



EDI-Faculty

Saumil Dave
BE (Mech.), MBA (HRD), PGDMM
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21 years of experience in various industries like paints, pharmaceuticals, dairy, beverages and water management covering various facets of industrial experience like maintenance, plant engineering, project implementation, purchase and stores, supply chain management and project engineering. For last 4 years, working with IC³GT Cell involved in Cluster Development activities of EDI. Conducting training programmes of BDS providers.



Ajay Dixit
B.A.
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More than 3 decades of experience in the field of Entrepreneurship Development at national as well as international level. An experienced Business Counsellor, specializes in training of trainers and existing entrepreneurs for their growth, His academic interest lies in teaching 'Family Business Management', 'Intrapreneurship', Social Entrepreneurship & CSR development. Also provides capacity building support to NGOs and is involved in developing Social Enterprises.



Raman Gujral
M. Com.
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More than two decades of experience in the field of Entrepreneurship. Expertise in establishing network and vital linkages with donor agencies, national level institutions, state and central government departments / ministries. Developed curriculum, modules and structures for various Entrepreneurship Development activities. Specialises in areas such as; business opportunity identification and guidance, project report preparation, marketing, working capital management and entrepreneurship.



Umesh K. Menon
M. Com., MBA (Finance), AICWA
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Specialises in the areas of finance and accounts with 17 years experience in Government and Industry. Presently involved in counselling existing entrepreneurs for growth; training bankers and investment promotion officers in the area of project appraisal; teaching finance, accounts and small business management to PG students. At present working on



Millennium Cities Initiative (MCI) in 7 cities of Africa for developing Industrial Infrastructure and Policies.

Manoj Mishra
PDFM, FRI, Dehradun
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Heads the Centre for Micro Enterprise, Micro Finance & Sustainable Livelihoods. Provides hand holding and mentoring support to the informal / unorganized sector in the area of Handloom, Handicraft and also the Village Industries and Khadi sector. Specializes in Rural Development, particularly in the areas such as; strategic management, social engineering, micro finance, monitoring and evaluation of REDPs. 15 years of experience in providing support to various national and international projects in the area of project management, diagnostic studies, pre-feasibility assessment and planning and implementation of programmes in the area of sustainable livelihoods, Micro-enterprises (particularly farm and off-farm sector), Micro-finance, Agri-business and Business Development Services for MSMEs etc.



Sasi Misra
Ph.D (Psychology)
University of California, Los Angeles
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Visiting Lecturer, University of Uppsala, Sweden; Ford Scholar, Harvard Business School, USA; Visiting Professor, McGill University, Canada; Universities of Munich and Bamberg, Germany. Dr. Misra is a Humboldt Fellow; Shastri Indo-Canadian Fellow and Commonwealth Faculty Research Fellow. Currently, Dr. Misra is *Institute Professor* and *Editor* of 'The Journal of Entrepreneurship'. He is co-author of *Institution Building: An International Perspective*. He has over 50 publications in prestigious journals. He has been Professor of Organizational Behaviour at IIM Ahmedabad for over three decades. He was Vice-Chancellor, Berhampur University, Orissa.



Ramkrishna Mistry
M. Com.
rmistry@ediindia.org

Started his career in the private sector before taking a plunge into the social development sector. Since then, he worked with organizations like GIVE Foundation and Gujarat Institute of Development Research. Has experience of handling various developmental issues with the focus on HIV/AIDS and RCH. He has been actively involved in training, evaluation and NGO networking & coordination. Presently, he is faculty-in-charge of placement of PGP students.





EDI-Faculty

V. Padmanand

**M. Phil. CRENIEO, M. Phil., Cambridge, UK,
PGDMM**

vpadmanand@yahoo.com



An SME and Private Sector Specialist, with over 6 published books on entrepreneurship and cluster development. Has also served as Member of the Planning Commission, Govt. of India (working group related to cluster development). Served as international UN (UNIDO, ILO, etc.) expert for cluster, enterprise development and private sector development related initiatives in developing countries / India. Serving as Distinguished Visiting Faculty at EDI.

Sanjay Pal

**M.Sc.(Economics), MBA (Marketing)
sanjaypal@ediindia.org**



Specializes in Cluster and BDS Market Development, and Rural Marketing Managing activities of the International Centre for Cluster Competitiveness, Growth and Technology (IC³GT) as well as engaged in providing strategic and management support to MSME clusters in different states. Conducted a series of Cluster Development Programmes within the country and outside. Carried out research on various facets of clusters and BDS market in India. Presented papers in International seminars & conferences.

Vinod Paratkar

B. Com., PGDM

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Involved in research in HRM practices and business strategies, cross cultural aspects, studies in fruit and agro processing industries, TBI in India, potential survey, labour market survey for ILO, training of trainers & teachers. Engaged in the field of Entrepreneurship Development for last 25 years and has experience in working with many international organisations like UNIDO, UNDP, IFAD, SNV, UNODC, ILO, EC, IICCI etc. A Regional Facilitator of ILO for Entrepreneurship Education and a Master Trainer for KAB. Presently, Advisor at the Myanmar India Entrepreneurship Development Centre (MIEDC), Yangon, Myanmar.

D. M. Parikh

**B. E. (Mech.), M. Tech (Ind. Mgt; IIT, KGP)
dmparikh@ediindia.org**



An engineer with Industrial Management Education. Equipped with 30 years experience

in industrial activities. About 7 years as an Industrial Engineer with exclusive experience on productivity improvement, line balancing as well as various diagnostic studies for facility improvement and improving efficiency of industrial resources. About 20 years of extensive experience in all facets of Development Banking. For last 3 years involved in conducting training programmes on Credit Risk Assessment for Project Appraisal and Growth, Also conducts international training programmes.

J.B.Patel,

B.Sc (Chem.), B.Sc (Tech.)

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More than 3 decades of experience in the areas of business opportunity identification, project formulation, project appraisal, counselling and guiding entrepreneurs. Conducted more than 10 international programmes and worked as an expert in a number of developing countries in the above fields. He is also the Local Representative for the Netherland Senior Experts Organisation.

C. R. Patnaik

PGDM

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20 years of experience in conducting Rural Entrepreneurship Development Programmes. Currently involved in imparting behavioural inputs in REDPs.

N. Ramesh

M. Sc. (Chemistry)

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Specializes in identifying business opportunities in the areas of Food Processing, Electronics and IT. 23 years of work experience as an Entrepreneur Trainer Motivator.

B.S. Revankar

B.Tech (IIT, Madras), PGDHRM

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Has 25 years of experience in the field of entrepreneurship development. Worked with TECSOK, CEDOK and KREC-STEP, Surathkal as Director. He was also associated with Indo-UK REC project for British Council Division as Business Mentor. He was also involved with the Feasibility study for establishment of TBI in Saudi Arabia. His areas of expertise are opportunity identification and Business Plan preparation.



EDI-Faculty

S.B. Sareen

**Diploma in Textile Technology,
D.I.M, D.I.M.O. (Hons-), D.M.M
sareen@ediindia.org**



Has twenty five years of experience in teaching and training entrepreneurship at national as well as international level. Has expertise in conducting programmes for New Enterprise Creation, Business Counseling, Growth Programmes for Existing Entrepreneurs, Faculty Development Programmes and Capacity Building Programmes for Resource Persons in the field of Entrepreneurship Development. At EDI, he is heading one of its core centers i.e. "Centre for Small & Medium Enterprises and Business Development Services".

Has worked in various countries namely; Netherlands, Bhutan, Mozambique, Jordan, Kuwait, Sri Lanka, Sudan, Vietnam, Malaysia, USA, Japan, Iran etc.

Presently looking after two mega projects "Food Processing Industries" and "DST-NIMAT" sponsored by the Ministry of Food Processing Industries, Government of India and the Ministry of Science & Technology, Govt. of India respectively. He is also member of various advisory committees at State as well as National Level and visiting faculty at DA-IICT and NIFT Gandhinagar.

Bipin H. Shah

**B.Sc. (Chem.), MBA (Projects)
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A business management specialist with 35 years of experience in consultancy and industry in the areas of project formulation and appraisal, project planning and enterprise establishment, and management. Has been Managing Director of Gujarat Industrial & Technical Consultancy Organisation Ltd. and Member of the Governing Council of CDC, Ministry of S&T, GOI. Also worked as President for 6 years in Chemicals and Pharmaceutical Companies. He is on Experts' panel of UNIDO, UNDP & EXIM Bank of India. Specialises in plastic industry and has exposure in chemical and pharma sector MSMEs.

K K Shaw

**B. E. (Hons.) Mechanical, PGDBM
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More than 38 years of experience in design & development, manufacturing, metallurgy, quality control and assemblies of automobiles, machine tools, textile machines and defense missiles. Presently engaged in development of engineering clusters like automobiles, agriculture machinery and several other engineering industries. Experience in transfer of technology from advanced countries for manufacturing hi-tech aerospace equipments, machine tools and automobiles in India.

Sunil Shukla

**Ph.D. (Psychology), Utkal University
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Behavioural scientist, engaged in entrepreneurship education and research. Has been working on strategic planning and capacity building issues which helps in creation of conducive climate for corporate entrepreneurship. Currently involved in a project aimed at creating awareness for entrepreneurship and foreign trade in Greater Mekong Sub region Countries.

B. B. Siddiqui

**Ph. D. (Psychology) Gujarat University
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Specialises in Clinical and Organisational Psychology. Trained to conduct personal growth laboratory training programmes and group dynamics. Currently involved in programmes on HRD, Organisational Behaviour, Personality and Leadership Development. A registered Counsellor-Psychologist with Rehabilitation Council of India, New Delhi.

Prakash Solanki,

**B.Sc. (Chem.), PGDPPT, PGDBM, PGDRD,
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Specialises in new enterprise creation and entrepreneurship development activities. 11 years of extensive experience in entrepreneurship development through different ED activity models. Expertise in implementation of ED programmes and capacity building of NGOs. Presently involved in two national projects, DST-NIMAT project for people with Science & Technology background sponsored by S & T Ministry, Govt. of India and Food Processing Industries Project sponsored by the Ministry of Food Processing Industries, Gol.

Pramod Srivastava

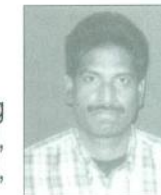
**M. A. (Economics)
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Specialises in promoting micro enterprises in rural areas and provides extensive back-up support to NGOs in their capacity building.

P. N. Srivastava

**M. Com.
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17 years of work experience in providing training inputs in various programmes like REDP, EDP, TTP, NGO-Banker Interface, IMCDS, RIP,



EDI-Faculty

STED, Total Sanitation Programme of UNICEF, DRIP, Cluster Development Programmes, REGP and also in coordinating field projects. Presently working at EDI – Gorakhpur office.

V. S. Sukumaran

MBA (Finance), LL. B, PGDTD, PGDHRD

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Specialises in Group Entrepreneurship, Micro & Small Enterprise Development and Micro Credit. About 16 years experience in enterprise development. Presently engaged in cluster development, sub-sector analysis and business counselling.



Thimmappa. K,

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Specializes in the areas of production economics and agricultural marketing. Worked with the Centre for Management in Agriculture, Indian Institute of Management, Ahmedabad and Pandit Jawaharlal Nehru College of Agriculture and Research Institute, Union Territory of Pondicherry before joining EDI. His research and consultancy interests are in the areas of market research, agribusiness competitiveness and agricultural trade policy issues.



Santosh Kumar

Ph. D., JNU (Political Science)

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Chairperson of the Post Graduate Diploma in Management of NGOs programme. His doctorate is in Politics from JNU, New Delhi and University of Glasgow, UK. He specializes in Development Politics and has wide-ranging experience in training and academics from the grass roots to policy advocacy. His major academic engagements are in the fields of Alternative Paradigms of Development, Decentralization and Social Accountability Mechanisms in the Service Delivery Context, Good Governance, etc. He has been a teacher, trainer and a development consultant with several international organizations, including The World Bank, UNDP, SIDA, CORDAID, etc. He is associated with a few national and international Universities and Development Organisations in various capacities, especially in South Asian countries. Has about four books, ten referred papers and several research and field action projects to his credit.



Subhransu Tripathy

M. Phil., Ph. D (Economics), J.N.U., New Delhi, M. A. (Sociology)

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Worked as Assistant Professor at Centre for Rural Studies (CRS), Lal Bahadur Shastri



National Academy of Administration (Govt. of India) for seven years. He has held the post of I/c Professor of Dr. Ambedkar Chair on Social Justice for a period of two years. He has several publications on rural development published by CRS and other publishers for the Ministry of Rural Development, Govt. of India. Has worked extensively in the areas of Rural Development, Microfinance and NGO Governance.

D. D. Trivedi

M. Com., B. A.

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A Management Consultant, associated as a Distinguished Visiting Faculty with EDI. Has also been associated with Management Institutions like IIM-A, MDI, UTI Institute of Capital Market. He is on the Board of Directors of a number of companies and also actively involved in NGOs working in the fields of micro-finance and micro-insurance. His areas of specialisation are Financial Management and Corporate Strategy.



Mayank Upadhyay

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Specialises in the areas of finance, management accounting, project planning and strategic management with extensive experience in development banking, commercial banking, management consulting and NGO management. Involved in conceptualising and conducting a number of national and international programmes in corporate financial strategic planning and management, investment decisions, risk analysis, and developing control systems.



Jignasu Yagnik

M. Sc. DCO, MBA

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Specializes in the areas of information technology and statistical analysis. Associated with research and academics for more than 20 years. Involved in many state and national level research projects. Current interest include; data-base management, MIS, data mining, e-CRM, VBA programming, research methods and computer aided data analysis.





CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH

Vision

- o To act as a key resource centre for policy-level interventions, curriculum design, resource material and human resource development in entrepreneurship education at the national and international levels.
- o To undertake and support research in entrepreneurship and disseminate the findings through seminars, workshops and publications of repute.

Change characterizes an economy and society, and amidst this change, if one has to excel with a difference, common sense wisdom alone may not suffice. With a difference or should we say, if one considers excelling as an entrepreneur, it becomes significant to possess an extraordinary insight into the discipline of entrepreneurship. Structured education in entrepreneurship shapes a person's entrepreneurial competence, builds it with knowledge and ultimately creates a platform of business generation and sustenance with less or almost nil chances of faltering. EDI's two-year AICTE approved Post Graduate Diploma in Management – Business Entrepreneurship imparts training to youths to make them responsive to the need of the time – the need to start enterprises.

It's easier if the process is begun early. If children and youth are imparted this training in their formative years, they develop a keen sense of achievement from a very young age. EDI's National Summer Camps for children and youth have advanced these target groups' understanding on entrepreneurship, besides fostering a sense of entrepreneurial innovation, competency and creativity. What again reflects society's faith in promoting entrepreneurship on the premise of a solid knowledge infrastructure, is the coming forward of our university professors and lecturers to learn 'how to teach entrepreneurship.' The 'Faculty Development Programmes' of the Institute foresee a stronger entrepreneurial community. One-day Entrepreneurial Orientation Camps for college students from across the country have shaped up as one of the most result-oriented strategies to cement entrepreneurship. Years of EDI's experience does say that there is a large section of people with the desire to be on their own after undergoing a structured training programme but the entrepreneurial spirit in them remains unchallenged on account of their inability to find time for classroom entrepreneurship

teaching. The EDI designed Open Learning Diploma in Entrepreneurship has clicked amazingly well with this target and they are even reaping rich benefits. As a part of complementing the career exploration process of youth, EDI has also associated itself with some Post Graduate Institutions, such as the Jain Group of Institutions to steadily build a positive perception among students, towards entrepreneurship under the four-year integrated Programme on Entrepreneurship.

The Centre for Entrepreneurship Education and Research monitors all activities under this area to set a link between theory and practice in the field of entrepreneurship. The Centre, besides institutionalizing entrepreneurship among various target groups and in institutions of higher learning, acts as a forum to bring scholars from across the country to share their views related to entrepreneurship.

The Biennial Conference on Entrepreneurship and the Bharti Lecture Series have played powerful roles in shaping beliefs on this discipline.

Entrepreneurial competencies must permeate into the folds of every section of society. It is heartening to note that today not just institutions like EDI but corporate houses are also seeking to promote it through various initiatives. The going indeed is strong and it isn't far away when the country would sport a yet more encouraging entrepreneurial spirit.



PG student, Sumit Sontakke receiving the Bharti Student of the Year Award at the hands of Chief Guest, Shri Venugopal Dhoot, Chairman and Managing Director, Videocon Group

CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH



Sr. No.	Activity	Location	Duration	Target Group	Objectives
1.1	Educational Programmes				
1.1.1	Post Graduate Diploma in Management-Business Entrepreneurship (PGDM-BE), 2nd year of the 2-year programme & induction of the new batch	EDI Campus	2 years	Graduates, Family Business Wards	To impart entrepreneurship education through this duly acknowledged programme. AICTE approved two year full time residential programme.
1.1.2	Post Graduate Diploma in Management of NGOs (PGDMN)	EDI Campus	1 year	Graduates, Employees, NGO Nominees	To motivate students to set up/manage an NGO professionally 100% placement. Efforts will be made to get recognition from AICTE.
1.1.3	Post Graduate Diploma in Business Entrepreneurship and Management (PGDBEM)	Jain Group of Institutions (JGI), Bangalore & EDI Campus	Four years	Graduate students, specifically from commerce stream of JGI interested in developing family business	To offer need-based inputs to a select group of students. A joint initiative of EDI & JGI. One week exposure at EDI.
1.1.4	Integrated Programme in Corporate Entrepreneurship and Management (IPCEM)	Jain Group of Institutions (JGI), Bangalore & EDI Campus	1 year	Graduate students of JGI interested in working with the corporate sector	To groom a select batch of graduate students as entrepreneurs, entrepreneurial managers and family business successors.
1.1.5	Open Learning Diploma in Business Entrepreneurship (OLPE)	National	1 year	Graduates & Under Graduates with three years of work experience	To impart entrepreneurship education among those who cannot attend regular classes. Efforts to get recognition from the Distance Education Council, IGNOU, New Delhi.
1.1.6	Post Graduate Programme in Corporate Entrepreneurship and Management (PGP-CEM)-Based on Open Learning Mode	EDI Campus	1½ years	Field Managers of Zydus Cadila	A programme for grooming 'entrepreneurial' managers in corporate environment.
1.1.7	Orientation Programme for OLPE Counsellors	Bangalore	3 days	New OLPE Counsellors	To orient counsellors on course management and enhance their counselling & marketing skills.
1.1.8	Convention of OLPE Learners	Bangalore	1 day	OLPE Learners	An interactive forum to take feedback and gauge the progress of learners for improving the effectiveness of the programme.
1.2	Sensitization of Youth and Children : 'Catch Them Young'				
1.2.1	Entrepreneurship Awareness Camps (EACs) (40 Nos.)	NRO/CRO/ Bangalore	3 days each	College Students	To sensitize the students community towards the 'Charms of Being an Entrepreneur' and orient them towards entrepreneurship and self-employment.
1.2.2	16th National Summer Camp on Entrepreneurial Stimulation for School Children	EDI Campus	1 week May 3-8, 2009	12-16 yr. old Students (7th - 10th std.)	To inculcate entrepreneurial values among children at a tender age. A forum to interact with parents as well.
1.2.3	18th National Summer Camp on Entrepreneurial Adventures for College Going Youth	EDI Campus	10 days May 10-19, 2009	HSC & College Students	To help youth identify innovative and challenging career options and plan it entrepreneurially. A good opportunity for youth to tap their latent potential for achievement.
1.2.4	Entrepreneurship Orientation Visits of Students to the Institute	EDI Campus	1 day each	School & College Students (including B-Schools, Engg. Colleges)	To sensitise students towards the 'Charms of Becoming an Entrepreneur' and also motivate them to become self-employed.
1.3	Capacity Building Programmes in Entrepreneurship Education				
1.3.1	Faculty Development Programmes (11Nos.)	A'bad (2); Lucknow(2), Bhopal, Trivandrum, Roorkee, Mysore, Bhubaneswar / Puri, Gorakhpur, Jaipur	2 weeks each	Teachers of Universities, Engg. Colleges, B-Schools	To develop professional skills in teachers of higher education towards teaching 'Entrepreneurship' effectively.

(Contd. on Page 26)



CENTRE FOR MICRO ENTERPRISES, MICRO FINANCE AND SUSTAINABLE LIVELIHOOD

Vision

To become an acknowledged resource, action-research and policy advocacy centre for institutions promoting micro-enterprises, micro-finance and business development services with focus on governance of NGOs / Non-Profit organisations both within the country and among developing economies.

The Centre for Micro Enterprises, Micro Finance and Sustainable Livelihood seeks to imbibe a new and an innovative perspective in its strategies to deal with rural unemployment and poverty. The interventions, although planned with different mandates, look forward to together putting up a system which is founded on excellence in well being and self sustenance of ventures of the rural populace. Micro Enterprise, as a strategy, offers systematic and sustainable solution to poverty alleviation. It generates massive employment opportunities, produces necessary goods and services to cater to the local market and contributes significantly to the development and growth of the nation. EDI's Rural Entrepreneurship Development Programmes offer systematic and sustainable solutions to poverty alleviation. Also the Institutes association with Kudumbashree, an integrated development approach of Kerala Government for entrepreneurship development has yielded appreciable results.

The Institute's network with NGOs, further supports it in reaching out to the grassroots. The Institute ensures impact of its endeavours by mounting programmes for NGO functionaries before they venture into the field. The Cadre of Rural Business Service Providers share their expertise to ensure that the ventures develop a greater capacity to grow and innovate. Science and technology inputs have played a critical role in fostering opportunity recognizing skills and thus promoting technology-based enterprises.

Rural areas abound in unexplored advantages and realising this, the Institute has mounted capacity building programmes for NGO functionaries so that they hone their skills to promote coherent growth in these areas. Management Development Programmes, both thematic and general, would be introduced to achieve the objective better. One of the development criteria of rural based enterprises and, very significantly so, involves 'marketing'. Programmes such as the one on marketing of rural products imparts tacit knowledge in the area. NGO – Banker Interfaces have set in credible relations between the NGOs and Banks.

In the same vein, micro finance, an anti-poverty strategy, has also come up as a welfare programme that addresses economic inequality. In this area as well, EDI's programmes, viz 'Capacity Building of NGO Professionals in Micro Finance Systems' and 'Certificate Course in Micro Finance and Micro Insurance' have been well received. EDI's model is a step towards an 'all-win', 'bottom-up' solution to a wide range of development problems with focus on broad based strategy for poverty alleviation.

As an impact making intervention, the strategy of addressing SMEs in clusters has been well endorsed. The Institute's strategy has infused competitiveness in several dormant yet potential clusters. For instance, the handloom cluster is today termed as 'futuristic' and 'growth-oriented'.

The Centre for Micro Enterprises, Micro Finance and Sustainable Livelihood would thus focus on capacity building and take up innovative implementation projects particularly in the cluster mode with reference to the informal sector economy. What further bolsters efforts is the task of undertaking research to study the impact of interventions and suggesting modifications thereafter, even with regard to policies and regulations.

CENTRE FOR MICRO ENTERPRISES, MICRO FINANCE AND SUSTAINABLE LIVELIHOOD



S.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
2.1	Rural and Micro Enterprise Related Programmes				
2.1.1	Rural Industries Project (RIP) Support to SIDBI	Rae Bareli Kushi Nagar Dhenkanal	5 years	Artisans	To extend marketing and technological support to beneficiaries of the training programmes organized by SIDBI-assisted NGOs.
2.1.2	Skill Training through Science and Technology (STST)	Uttaranchal, Madhya, Pradesh, Uttar Pradesh	3 months	Women	To improve the skills of women in science and technology related trade.
2.2	Capacity Building Programmes For Micro Enterprise and Micro Finance Development				
2.2.1	Advanced Trainers' Training Programme for Professionals of NGOs	EDI Campus/ Regional	3 weeks	NGO Functionaries/ RIP Agencies	To sharpen skills of NGOs for organizing REDPs.
2.2.2	Training Programme to develop a cadre of Rural Business Development Service Providers/Consultants for Micro Enterprise Development	EDI Campus	8 weeks	Graduates / NGO Nominees/ Operating Consultants	To develop a cadre of micro enterprise consultants who could provide business development services to micro entrepreneurs and also extend professional support to NGOs in activities like RIP, cluster development, micro finance and other areas.
2.2.3	Training Programme on RIP Coordinators (2 nos.)	Bhopal/ Puri/ Lucknow	1 week each	Graduates / NGO Nominees/ Operating Consultants	To develop a cadre of micro enterprise consultants who could provide business development services to micro entrepreneurs and also extend professional support to NGOs in activities like RIP, cluster development, micro finance and other areas. programme.
2.3	Professionalisation of NGOs				
2.3.1	Training Programme on Marketing of Rural Products (2 Nos.)	EDI Campus/ Regional	1 week each	NGO Functionaries	To build capacities of NGOs for marketing their rural products in an effective way.
2.3.2	Management Development Programmes (3 General & 2 Thematic)	EDI Campus	5 days each	NGO Functionaries	To strengthen skills of participants in general areas such as, Project Proposal & Case Study Writing and Thematic Programmes for developing specific skills in Value Chain Analysis and Social Research Methods.
2.3.3	Training of Trainers for NGO Working Professionals	Lucknow	5 days	NGO Functionaries	To strengthen project management and sustainable enterprise development skills among NGO functionaries
2.3.4	SGSY - Evaluation (2 Nos.)	Gujarat & Maharashtra	6 months	Local Artisans	To ascertain the guidelines being followed in the areas of quality, quantity, utilization, physical and financial performance of SGSY scheme of the Ministry of Rural Development, GoI, New Delhi.
2.4	Sensitization of Environment and Support System				
2.4.1	NGO - Banker Interface (2 Nos.)	Regional	3 days each	NGOs and Bankers	To sensitize bankers towards the needs of REDP trainees and help NGOs establish linkages with banks.
2.5	Kudumbashree : An Integrated Development Approach for Entrepreneurship Development in Kerala				
2.5.1	A package consisting of Appreciation Workshop / Trainers' Programme / Performance Improvement Programmes / Business Counsellors' Programme, etc.	Kerala	3 years	Existing Entrepreneurs	A special project with an integrated package for development and sustenance of Group Entrepreneurship in Kerala.

(Contd. on Page 26)



CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES

Vision

- o To create world class entrepreneurs and facilitate growth of small business entrepreneurs and enterprises into medium and large.
- o To create an environment conducive to entrepreneurship by knitting together all relevant players viz., support system institutions, governments and potential/existing entrepreneurs.
- o To become an International Resource Centre to institutionalize Entrepreneurship Development and Investment Promotion activities in developing / developed countries.

The small and medium enterprise sector has been extolled for being labour intensive, flexible and for making a significant contribution to the economic growth of a country. However, amidst the relentless economic challenges, it has become urgent for the sector to adopt a more technology-intensive, competitive, market-oriented and standardised approach. Even the Government's initiatives to impart distinctiveness to the sector are apparent. Credit on favourable terms, support in domestic and export marketing, consultancy services, easy access to raw material and similar such interventions are forward looking and together create a solid support infrastructure. Understanding the need to bring about a fundamental change in the way the sector works, the Institute conducts developmental and training activities under the banner of the Centre for SMEs & Business Development Services. The Centre promotes competency-based growth by conducting programmes on New Enterprise Creation for potential entrepreneurs; Performance Improvement for existing entrepreneurs and Intrapreneurship Development to produce entrepreneurial managers within an organisation. The support system today has, in a way, an interconnected base and thus a weak link at one level may lead to the failure of an entire project / system. Mindful of this, EDI is in a yet another significant move, establishing the relevance of trained entrepreneurs by mounting training programmes to help banks and financial institutions' personnel implement the right parameters to assess the man-behind-the-project.

The training programme, 'Industrial Project Preparation and Appraisal' imparts training in entrepreneur assessment strategies. Research studies, sensitization and awareness workshops, and capacity building programmes for policy makers and Small Industry Association Executives seek to make the social system more entrepreneurial, reliant and responsible. 'Geo-Park Studies to Establish Long Term Linkages with Support Institutions to promote Sector-Specific Entrepreneurs,' would also reap rich results.

The Institute has initiated customised programmes and projects to impart that necessary entrepreneurial thrust to nations around, in keeping with the global business standards. The support of the Indian Technical and Economic Co-operation towards inviting developing countries to get an exposure to Indian expertise, and experience the impact of interventions, is indeed commendable. EDI as a nodal agency of the Ministry has institutionalised the ED approach in several countries through its efforts. Under the project assigned by the ASEAN Division of the Ministry of External Affairs, the Institute is working towards setting up an ED Centre in Uzbekistan. This follows the setting up of Centres in Cambodia, Lao PDR, Myanmar and Vietnam.

The Centre aims at creating resilient entrepreneurs and competitive economies. Towards this, the Institute has entered into an agreement with Institutes / Governments in some countries, such as; China, Vietnam, Cambodia, Iran and Bahrain to conceptualise, develop and implement activities that strengthen entrepreneurship. In the forthcoming year, the Centre would come up with comprehensive developmental packages that help strike collaborations, within the nation and abroad, with Industry Associations for institutionalising entrepreneurship as a strategy for SME development. Efforts would also be put in place to ensure methodical success in the MSME sector.

This Centre has significantly been contributing towards enhancing competitiveness of the corporate world, within India and outside, and has amply proved that 'entrepreneurship' has to be assimilated in the process of planning if development per sé has to come a full circle.



CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES

Sr.No.	Activity	Location	Duration	Target Group	Objectives
3.1	New Enterprise Creation Related Activities				
3.1.1	Science & Technology Entrepreneurship Development (STED) Projects	Rae Bareli Roorkee Guwahati Gorakhpur	4 year project each	Entrepreneurs	A long term on-going project to ensure setting up of at least 50 enterprises, in a year, based on S&T inputs in each of the STED Project.
3.1.2	Technology based Entrepreneurship Development Programmes (TEDPs) - 4 Nos.	Lucknow Roorkee Bhopal Gorakhpur	6 weeks each	Potential entrepreneurs	To encourage and motivate potential entrepreneurs to set up technology based new units through Entrepreneurship Development Programme Strategy.
3.1.3	Women EDPs (3 Nos.)	Rae Bareli Kushinagar Vidhisha	4 weeks each	Potential Women Entrepreneurs	To persuade potential women entrepreneurs in setting up technology-based new units in their respective areas.
3.1.4	Entrepreneurship Development Programmes (3 Nos.)	North Eastern Region	4 weeks	Potential Entrepreneurs	To foster entrepreneurship development in the North Eastern Region through ED approach.
3.1.5	Entrepreneurship Development Programmes for Food Processing (50 Nos)	Andhra Pradesh, Karnataka, Rajasthan, Bihar, J&K	6 weeks each	Potential Entrepreneurs	To facilitate potential entrepreneurs to set up enterprises in the Food Processing Sector.
3.1.6	DST-NIMAT Project	National	1 year Project	Entrepreneurs & ED Organisations	A long term project promoting S&T Entrepreneurship amongst potential target groups and to streamline ED activities in ED organisations.
3.1.7	How to Do Business : Region/ Country Specific Workshops (4Nos)	EDI Campus/ Regional	4 days each	Entrepreneurs	To help develop growth-oriented existing entrepreneurs to expand / diversify their activities by pursuing opportunities in the international markets.
3.2	Recognizing the Contribution of EDP-trained First Generation Entrepreneurs				
3.2.1	Bharti Entrepreneur of the Year Award	EDI Campus	1 day	First Generation Entrepreneurs Developed through EDPs	To establish the credibility and impact of entrepreneurship development programmes and ED institutions.
3.3	Programme for Support System				
3.3.1	Training Programme on Project Appraisal and Entrepreneur Assessment	EDI Campus/ Bank Training Centre	1 week	Project Appraisal Officers of Banks/Financial Institutions	To strengthen the capabilities of officials from banks and financial institutions in the areas of Project Formulation, Appraisal and Entrepreneur Assessment.
3.4	International Programmes for SME Growth				
3.4.1	International Programme on Use of English Language in Business Communication	EDI Campus	6 weeks Sept.07- Oct.16, 2009	Managers/ Executives/ Owner Managers from developing countries	For entrepreneurs and managers/executives of corporate houses to sharpen their communication skills (with emphasis on English language) in business transactions.
3.4.2	International Programme on ICT Skills for Small Enterprise Operations	EDI Campus	6 weeks Oct.26- Dec.04, 2009	Entrepreneurs/ Middle & Senior level executives of SMEs	For entrepreneurs and middle/senior level executives of SMEs to update their knowledge in the area of computer applications for enhancing the productivity levels of enterprises.
3.4.3	International Programme on Entrepreneurial Management	EDI Campus	6 weeks Nov, 09- Dec.18, 2009	Managers of SMEs and entrepreneurs from developing countries	To sharpen managerial skills of entrepreneurs and senior executives of SMEs, leading to performance improvement of enterprises.

(Contd. on Page 27)



INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS, GROWTH AND TECHNOLOGY (IC³GT)

Vision

To foster global competitiveness & growth of MSMEs in clusters through a range of technical, managerial, capacity building, handholding and advisory services.

Clusters in India, with their 'over' reliance on traditional practices and knowledge, have build their own miniscule business world where understanding the growing vicissitudes of business is not considered significant. In some cases, however, there is awareness and thus the desire to develop a responsiveness to change. But then the limitations to initiate contemporary practices are many and despite the willingness, entrepreneurs find it difficult to introduce anything new. EDI's Cluster Development Model helps cluster entrepreneurs cope with both the situations. The Model has demonstrated that if entrepreneurs facing common challenges as also opportunities are addressed in a conglomeration, the advantages increase for all. Efficiency of all the firms in a given cluster is improved as their outlook becomes progressive and managing resources becomes easy. India has a rich foundation of clusters and efforts to spur their performance by arresting the deficiencies has become urgent in the face of the open economy and demands of the market.

It is important to introduce result-oriented activities based on research on emerging principles and replicable models. Disseminating information to ensure policy level interventions for sustainable advancement in clusters is important. A centralized planning, implementation and control system in the form of an umbrella organization is needed to bring forth, the dynamics of turn-around strategies, activities and advocacy. The International Centre for Cluster competitiveness, Growth and Technology (IC³GT) caters to this requirement. The Centre has been set up by the Office of the Development Commissioner, Micro, Small and Medium Enterprises, Govt. of India.

A package of interventions has been planned as a part of the responsibility. The Centre would serve as a repository of knowledge, information and strategic plans.

EDI has successfully transformed some of the clusters, such as; the Jamnagar Brassparts Cluster; Rajkot Engineering Cluster and the Autoparts Clusters at Jalandhar, Ludhiana and Phagwara into cohesive, self reliant and competitive entities. Close on the heels is the success of 12 MSME clusters, 23 Handloom Clusters, 5 Village Industry Clusters, 7 Khadi Clusters and 7 Coir Clusters. The Institute would now be undertaking the project 'Implementing BDS in MSME Cluster in Dyes and Chemicals (Ahmedabad) and in the Leather cluster (Calcutta & Chennai)' with the support of SIDBI. It would also be assigning stability to the Baroda Engineering Cluster, and the Textile Machinery Cluster, Ahmedabad, Surat and Surendranagar.

If best practices and innovations are becoming widespread in clusters, the credit goes to the committed cadre of EDI trained Cluster Development Executives that not just trains entrepreneurs but also keeps a track of the responses of the cluster to market dynamism. In the 2009-10, the Centre would aim at revitalising clusters by implementing a concept-to-completion approach to development, comprising interventions, such as; cluster development executives' programmes, training and capacity building programmes, technology upgradation and awareness workshops and seminars on cluster specific issues, like; branding, marketing and export.



Seen during a Cluster Development Officers' Programme at EDI are (L-R) Shri Sanjay Pal, Programme Director; Shri K. K. Shaw, Associate Senior Faculty, EDI; Shri Nagesh Mugadur, Joint Textile Commissioner (Personnel), Office of the Textile Commissioner, Mumbai; Shri S. P. Varma, Deputy Director (I/c), Regional Office of the Textile Commissioner, Ahmedabad and Shri D. M. Parikh, Programme Director.

INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS FOR GROWTH & TECHNOLOGY (IC³GT)

Sr.No.	Activity	Location	Duration	Period	Target Group	Objectives
4.1	Integrated Cluster Development Programme					
4.1.1	Facilitating Survival & Growth of Existing Enterprises in Textile Machinery Clusters	Ahmedabad, Surat, Surendranagar	3 years	Throughout the year	Firms manufacturing textile machinery & accessories	Holistic development of the clusters through interventions in the areas of technology, quality and productivity, marketing, export, diversification, value addition etc..
4.1.2	Facilitating Survival & Growth of Existing Enterprises in the Engineering Cluster	Vadodara	3 years	Throughout the year	Firms engaged in mfg. engineering products	Overall development of clusters through interventions in the areas of technology, enterprise upgradation, personal counseling etc.
4.1.3	Implementing BDS for MSMEs in Dyes & Chemical Cluster	Ahmedabad	32 months	Throughout the year	Existing & Potential BDS working in the cluster	Improving competitiveness of the cluster firms through ensuring BDS market development and provisioning of quality BDS
4.1.4	Implementing BDS for MSMEs in Leather Clusters	Kolkata (Shantiniketan), Chennai	32 months	Throughout the year	Existing & Potential BDS working in the clusters	Improving competitiveness of the cluster firms through ensuring BDS market development and provisioning of quality BDS.
4.1.5	Act as a 'National Resource Agency' for 20 Pilot Clusters under the Integrated Handloom Cluster Development Scheme	National (12 states)	4 years	Throughout the year	Handloom Sector	Hand-holding and mentoring support to implementing agencies involved in IHCDP at 20 pilot handloom clusters identified by Govt. of India.
4.1.6	Cluster Based Handloom Sector Interventions at Varanasi, Sonapur, Chanderi (Gwalior)	Varanasi, Sonapur, Chanderi (Gwalior)	4 years	Throughout the year	Handloom Sector	An integrated package of skill up gradation, market related interventions, consortium formation, promotion of Public-Private Partnerships, exports development, design related interventions etc., in Varanasi Handloom Cluster.
4.1.7	Handholding & Mentoring Support to 5 Village Industries Clusters (to act as Technical Agency for select Implementing Agencies in West, North, South & central Zones)	Valsad, Moradabad, Goa, Sindudurg, Raipur	3 years	Throughout the year	Village Industries	To provide handholding and mentoring support to implementing agencies for Cluster Development Executive Training, validation of cluster plan, monitoring & evaluation and linkage networking for implementing cluster development programme in Village Industries Clusters.
4.1.8	Handholding & Mentoring Support to 6 Khadi Clusters (to act as Technical Agency for select Implementing Agencies in West & North Zones)	Surendranagar, Sultanpur, Gorakhpur, Rai Bareilly, Haldwani, Nanded	3 years	Throughout the year	Khadi Industries	To provide handholding and mentoring support to implementing agencies for Cluster Development Executive Training, validation of cluster plan, monitoring & evaluation and linkage networking for implementing cluster development programme in Khadi Industries.
4.1.9	Handholding & Mentoring Support to Coir Industries (to act as Technical Agency for select Implementing Agencies in West & South Zones)	Kerala - 4, (Beyppore, Mangad, Vaikom, Chirayinkeezh) Gujarat - 1, (Mahua) Lakshawdeep-1, Goa- 1 (Panjim) Total - 7 Clusters	3 years	Troughout the year	Coir Industries	To provide handholding and mentoring support to implementing agencies for Cluster Development Executive Training, validation of cluster plan, monitoring & evaluation and linkage networking for implementing cluster development programme in Coir Clusters
4.2	Capacity Building					
4.2.1	Training Programme for Cluster Development Executives	Ahmedabad/ Jaipur	3 months (3 phases)	IV Quarter	Industry Promotion Officials including DIC representatives	Capacity building of officials of state government to facilitate cluster development activities in Rajasthan.
4.2.2	Capacity building Programme for Cluster Development Executives of Nodal Agencies	Ahmedabad/ Mumbai	5 days	II Quarter	NGOs and Officials of NABARD	Capacity Building of NABARD Officials to carry out cluster development activities effectively in different states.



CENTRE FOR SOCIAL ENTREPRENEURSHIP & CORPORATE SOCIAL RESPONSIBILITY

Vision

To create a cadre of social entrepreneurs who initiate a large number of sustainable social enterprises that help in empowering the marginalized sections of the society.

If the Institute has spearheaded entrepreneurship as a promising ethos for economic development, it has also advocated the significance of social entrepreneurship for introducing sweeping changes in societal well-being. Thus besides its other interventions, the Institute also commits itself to creating social entrepreneurs to bring about a noticeable social change. It seeks to implement result-oriented activities under the Centre for Social Entrepreneurship.

Social entrepreneurs are change agents devoted to transforming societies by

- Recognising and relentlessly pursuing new opportunities leading to innovative developmental strategies.
- Involving themselves in the process of innovation, adaptation and learning to give a new dimension to livelihood conditions of people.
- Exhibiting best practices in terms of accountability and transparency towards the outcomes of their endeavours.

A spirit of volunteerism is what forms the premise of their mission. Their unique foresight guides them through opportunities which they tap to establish a new world order. Getting bogged down by functional and bureaucratic hindrances is not in the disposition of social entrepreneurs; instead they seek alternatives in times of failure of one approach to improve the basic material and social well-being of folks. Social enterprise development programme to be conducted under this thrust area would spearhead social entrepreneurship, thus creating social entrepreneurs who

recognise the inherent disadvantages rooted in the society and come out with innovative measures that re-shape the social landscape of the country. The six month programme would, therefore, develop skilful and competent social entrepreneurs who would formulate holistic and sustained initiatives towards development. The programme would also assist these entrepreneurs by helping them identify their area of inclination and setting up their social enterprise.

Sensitisation workshops in universities and colleges across the country have also been planned. An activity that appears promising is the 'Graduate Entrepreneurship Training through Information Technology'. Social enterprises in the area of IT would sure live upto the needs of the present time.

Research and documentation in any field is important as these help catch the anomalies so that they can be addressed and transformed into best practices. The Institute would, therefore, also focus on bringing out case studies and success stories on social entrepreneurs across the country. A documentation of exemplary performances would sure give the necessary thrust to the movement.

Leading corporates have today come to play a very important role in creating developed, wholesome societies. Corporate Social Responsibilities (CSR) as an area, has attracted the sensitivities of many a big national business hero. EDI has stepped forward to support corporate houses in promoting social development through projects under the corporate social responsibility segment.

A social vision, concern and awareness guides the efforts of EDI under this thrust area. The programmes are aimed at creating social entrepreneurs who display the ability to cope with myriad social issues and turmoils plaguing the society.

EDI seeks to mainstream the discipline of Social Entrepreneurship and those devoted to societal well being.



CENTRE FOR SOCIAL ENTREPRENEURSHIP & CORPORATE SOCIAL RESPONSIBILITY

Sr.No.	Activity	Location	Duration	Target Group	Objectives
5.1	Centre for Social Entrepreneurship				
5.1.1	25 case studies of successful social entrepreneurs of India : An EDI publication	EDI Campus	April - October 2009	Successful Social Entrepreneurs of India	To document success stories of those existing social entrepreneurs who have contributed significantly in creating and enhancing social values.
5.1.2	1-day National Workshop on Social Entrepreneurship	EDI Campus	1 day	Social Entrepreneurs	To provide a platform to social entrepreneurs to share their experiences and recommend strategies to develop more social entrepreneurs through training interventions.
5.1.3	Social Enterprise Development Programme (SEDP)	EDI Campus	8 weeks	Potential Social Entrepreneurs	The objective is to identify, select and train potential social entrepreneurs to help them start their own social enterprises.
5.1.4	Deshpande Foundation Project	5 Districts of North-West Karnataka	1 year	Potential and Existing Entrepreneurs.	To train rural entrepreneurs through REDPs and develop existing entrepreneurs through innovative short duration training programmes.
5.2	Corporate Social Responsibility				
5.2.1	Graduate Entrepreneurship Training through IT (GET-IT)	Karnataka	13 days each	College Students & Pre-university Drop-outs	To help students start their own IT related enterprises.
5.2.2	Training of Petrol Pump Attendants and Dealers	Karnataka	3 days	Petrol pump attendants and dealers of Indian Oil Corporation	Orienting petrol pump attendants towards the significance of providing quality services by strengthening them in the areas of communication and public relations. Dealers will be trained through short duration training programmes with the objective of improving their performance.
5.2.3	Micro Enterprise Development Programmes (40 Nos.)	Chhatisgarh	1 month each	Potential Entrepreneurs	To support growth of micro enterprises through trained NGO officials particularly amongst communities experiencing high unemployment and economic decline.



CENTRE FOR WOMEN ENTREPRENEURSHIP & GENDER STUDIES

Vision

To act as a repository of knowledge in the area of women entrepreneurship development and carry out activities to break the barriers that inhibit women from emerging as successful entrepreneurs.

Efforts in the area of business development to promote women entrepreneurship are at a nascent stage. But what is encouraging is that the government and also many esteemed organizations have stepped forth, urging women to grow and strive for entrepreneurial success. Gender mainstreaming is the need of the day and can be achieved with a focused and integrated approach towards women entrepreneurship development. Empirical evidences suggest that women are weighed down by circumstances which are very much 'women specific' and hinder their mobility, access to information, services and also resources. There is, therefore, a need to offer effective market driven business development services to potential women entrepreneurs to bring about a shift in their attitude, motivation, knowledge and working style. There is a growing realization that business development service providers, who work in the field of promoting women entrepreneurship should develop strategies on gender mainstreaming in business development, apply gender-

sensitive policies and practices for women empowerment, gender equality and equity.

This would also help deal with gender bias that exists against both existing and potential women entrepreneurs. And, with more competent women entrepreneurs dealing with hurdles that face them, male dominance in entrepreneurship would also be challenged. A 'National Study on Women Entrepreneurs in India' planned during the year would help come out with more result-oriented interventions that address the factors which inhibit women from taking an entrepreneurial route and encourage factors that support the trend of women entrepreneurship.

The Centre for Women Entrepreneurship and Gender Studies, at the Institute, will encourage potential women entrepreneurs to come forward, establish their ventures and become self-sufficient through training interventions; expose them to appropriate technologies, extend support to existing women entrepreneurs; and, organize seminars / workshops to bring about interactions between women entrepreneurs and support system officials to facilitate creation and development of business enterprises. The Centre would, therefore, promote self-dependency in women and work towards evolving women as 'aware' and confident entrepreneurs.



CENTRE FOR WOMEN ENTREPRENEURSHIP & GENDER STUDIES

Sr.No.	Activity	Location	Duration	Target Group	Objectives
6.1.1	Workshop for Women Entrepreneurs	EDI Campus	2 days	Existing Women Entrepreneurs	To address women entrepreneurs on financial management, credit support and business opportunity identification for further diversification and growth.
6.1.2	Women Entrepreneurship Development Programmes (WEDPs) : 2 Nos.	EDI Campus/ Regional	4 weeks each	Potential Women Entrepreneurs	To equip participants with skills and knowledge on various aspects of business decision making process. It also aims to bring about necessary behavioural changes in them for initiating, planning and implementing entrepreneurship activities.
6.1.3	Performance Improvement Programme (PIP) for Women Entrepreneurs	EDI Campus	1 week	Existing Women Entrepreneurs	To develop and counsel existing women entrepreneurs for improving their performance in industrial ventures with competency and need-based inputs leading to growth.
6.1.4	Management Development Programme on Gender & Enterprise Development (2 Nos.)	EDI Campus	3 days each	Existing Women Entrepreneurs	While the first module seeks to develop insights of women entrepreneurs into the conceptual and practice framework for gender mainstreaming, the second would lay special emphasis on financial management, credit support, and business opportunity identification.
6.1.5	A National Study on Women Entrepreneurs from EDI	National	I-IV Quarters	Existing Women Entrepreneurs	A national-level study on Women Entrepreneurs focussing on their achievements and challenges encountered. Apart from database creation, it would act as training material.



CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH

(Contd. from Page 15)

Sr. No.	Activity	Location	Duration	Target Group	Objectives
1.3.2	Sensitization Workshop on Promoting Entrepreneurship in S & T Institutions	Nainital	1 day	VCs, Heads of Universities, Directors, Principals and Sr Professors of Engg. Colleges, B-Schools, etc.	To deliberate and explore options to promote Entrepreneurship in Science & Technology institutions, specifically in Uttar Pradesh & Uttarakhand.
1.4	Research & Dissemination				
1.4.1	Journal of Entrepreneurship	-	Bi-annual	Academic Community	To share research findings with the academic community and enhance the boundaries of knowledge in entrepreneurship.
1.4.2	Short-term Fellowships in Entrepreneurship Research	EDI Campus	2-12 weeks each	Researchers	Up to 5 fellowships to ED trainers, teachers, researchers to work on specific themes.
1.4.3	Annual Lecture on Entrepreneurship	Ahmedabad	1 day	All Interested Individuals	To spread the message of entrepreneurship amongst the society at large. A distinguished speaker will be invited to deliver an annual lecture on a specific theme.
1.5	Others				
1.5.1	Bharti Centre for Entrepreneurial Initiatives	EDI Campus	1 year	PG Students, EDP Trained Entrepreneurs	To further motivate entrepreneurs and also sensitise youth to take up entrepreneurship as a career option through a host of activities (Award Best EDP-trained Entrepreneur, Bharti PG Student of the year, fellowships for PG students, maintaining an Archive on Achievers and Annual Lecture Series).
1.5.2	Long-term Programme on Vocational Guidance & Skill Development	Bhubaneswar	6 months	Displaced Families	A combination of soft skill development inputs along with vocational training and entrepreneurship education to help prepare a batch of displaced families in the Lanjigarh area of Orissa towards self-employment/ gainful employment.
1.5.3	Certificate Course on Micro Enterprise Promotion and Development of BDS Providers	Bhubaneswar	6 months	Graduate Women	To create a cadre of well trained Business Development Service providers for the SHGs and their Federation in promoting micro enterprises, specifically in Anugul and Sonepur District of Orissa.

CENTRE FOR MICRO ENTERPRISES, MICRO FINANCE AND SUSTAINABLE LIVELIHOOD

(Contd. from Page 17)

S.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
2.6	An Integrated Development Approach For Entrepreneurship Development in Urban Areas				
2.6.1	A package consisting of two national-level workshops, research study etc.	EDI Campus & New Delhi	Throughout the year	SJSRY Implementing Agencies/ DWCUA representatives, SUDA	An Integrated Package for dissemination and documentation of activities carried out under Sustainable Urban Poverty Alleviation through Micro-Enterprises.
2.7	Rural Business Hub [RBH]				
2.7.1	RBH - Palakkad and Devangere	Regional	Throughout the year	Local Artisans	To enable artisans to develop good governance and self dependence.
2.8	Capacity Building in Micro Finance				
2.8.1	Certificate Course in Micro Finance and Micro Insurance	EDI Campus	3 months	NGO Functionaries/ MFI Practitioners / Commerce Graduates	To create a cadre of NGO professionals for Micro Finance & Micro Insurance.
2.9	International Programmes				
2.9.1	International Programme on Governance & Management of Non-Profit Organizations (NPOs)/NGOs	EDI Campus	6 weeks July 06-Aug-14, 2009	Members of Governing Body/CEOs/ Officers of Non-Profit Organizations/ Employees of Donor Agencies	To enable Non-profit Organizations/NGOs to achieve the highest standards of excellence for inculcating good governance and best management practices.
2.9.2	International Programme on Business Development Service Providers for Micro Enterprise and Micro Finance	EDI Campus	6 weeks Jan. 04-Feb 12, 2010	NGO Functionaries/ Banks and Government Officials	To develop a cadre of professionals in developing countries who could organize micro enterprise and micro finance programmes.



CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES

(Contd. from Page 19)

Sr.No.	Activity	Location	Duration	Target Group	Objectives
3.4.4	International Programme on Entrepreneurship & Small Business Promotion	EDI Campus	6 weeks Jan. 04- Feb. 12, 2010	Professionals engaged in Small Business Promotion	A comprehensive training package to train Entrepreneur Trainer-Motivators and Business Counsellors of developing countries for initiating, planning and implementing ED activities and to groom them for effective business counselling. Indian experiences on Small Enterprise Creation will be shared.
3.4.5	International Programme on Industrial & Infrastructure Project Preparation and Appraisal	EDI Campus	6 weeks Feb. 15,- March 26, 2010	Bankers, Business Development Officers of Financial Institutions	To upgrade appraisal techniques and improve decision making process so that there is improved viability and returns.
3.4.6	International Programme on Business Research Methodology & Data Analysis	EDI Campus	6 weeks Feb. 15- March 26, 2010	Entrepreneurs/ Middle & Senior level executives of SMEs/ Professionals engaged in small business promotion	To enable participants to carry out research and improve their proficiency in selection of analytical tools and interpretation of statistical data to solve business problems.
3.5	Creating Entrepreneurial Greater Mekong Sub-region (GMS)				
3.5.1	Awareness Workshops on 'Unleashing Entrepreneurship for Development & Trade'	Vietnam & Thailand	3 days each	SME Entrepreneurs and Policy-level Stakeholders of GMS	To spread and strengthen entrepreneurship in GMS through networking and increasing regional and global trade under prevailing WTO regime.
3.5.2	Research Project on Entry Barriers to Entrepreneurship in GMS countries	GMS Countries	6 months	SME Entrepreneurs of GMS	To understand different dimensions of entrepreneurship and trade in the region and in the process, identify bottlenecks prevalent in the region that hamper the entrepreneurial movement.
3.5.3	Dissemination Seminar	Bangkok	1 Day	SME Entrepreneurs and Policy-level Stakeholders of GMS	The findings of the research study would be formally disseminated among relevant players in the region thereby enabling necessary measures to develop regional cooperation and integration for promoting entrepreneurship development.
3.6	Publications / Studies				
3.6.1	e-zine	National	Monthly magazine	Techno-savvy unemployed youth/ existing entrepreneurs	Focussing on innovation, incubation, technologies and services based on international expertise, the magazine tries to reach out to national/international community for promoting technology based enterprises.
3.6.2	Geo Park Study	Selected geo-sites of Kachchh Region of Gujarat	4 Months	-	To prepare a Detailed Project Report on the identified geo-sites in the Kachchh region for creation of geo-parks and suggest sustainable measures for protection of such sites.



ACHIEVEMENTS UNDER STRATEGIC THRUST AREAS

ENTREPRENEURSHIP EDUCATION

Sr. No	Activities under this thrust area	Achievements till March 31, 2009
1.	Post Graduate Programmes (Launched in August 1998) Total number of students graduated	792
2.	Open Learning Programme in Entrepreneurship (OLPE) Launched in January 1995 Number of batches announced Number of learners enrolled - Number of S&T learners - Number of Non-S&T category - Number of women learners	56 7970 5050 2920 1634
3.	Number of Faculty Development Programmes (FDPs) in Entrepreneurship - No. of teachers trained	75 1533
4.	Number of National Summer Camps on Entrepreneurial Adventure for Youth (17-22 years) - Students participated	17 595
5.	Number of Summer Camps for School Children (12-16 years) - Students participated	25 968
6.	National Seminar on Current Researches in Entrepreneurship - Delegates participated	8 420
7.	National Workshop on Entrepreneurship Education in Vocational Schools & Technical Institutions - Delegates participated	1 37
8.	National Workshop on Approaches to Entrepreneurship Education - Delegates participated	1 17
9.	Number of 1-Day Orientation Programmes on Entrepreneurship Organised for Gujarat Schools - Students participated	182 8900
10.	PG Students benefited through a full-fledged Entrepreneurship Training Module	15

MICRO ENTERPRISE AND MICRO FINANCE DEVELOPMENT

Sr. No	Activities under this thrust area	Achievements till March 31, 2009
1.	Number of MEDPs Conducted - Number of micro entrepreneurs trained - Number of micro enterprises set up	690 17284 9506
2.	Number of Trainers' Training Programmes Organised - Number of rural trainers trained	37 911
3.	Number of National/Regional Workshops on RED strategy for NGOs - Number of NGO officials sensitized	19 677
4.	Activities on Informal Micro Credit Delivery System (IMCDS) : - Trainers' Training Programmes organised NGO trainers trained - Number of Workshops for CEOs of NGOs on IMCDS Number of CEOs attended - Number of NGO officials re-trained on IMCDS Refresher Course	5 134 7 182 60
5.	Number of Capacity Building Programmes for NGOs on Sustainability - NGO trainers trained	3 48
6.	Number of Policy Sensitisation Workshops organised for Sustainability of NGOs - Number of officials sensitised	5 275
7.	Support to Rural Industries Programmes (RIP) Project of SIDBI in Rae Bareilly (U.P.) : - Number of Rural Youth influenced through Entrepreneurship Awareness Meetings/Camps - Business Counsellors Developed - Total Number of Units Promoted - Employment generated - Number of stakeholders Sensitized through Orientation Programmes - unemployed youth counselled	3158 25 285 838 134 1350
8.	International Delegations on Micro Enterprise Development : - Sri Lankan delegates - From Nepal - Bangladesh	66 60 10
9.	Number of Programmes Conducted on Financial Management & Accounting for NGOs - Number of NGO officials trained	10 229
10.	Number of Training Programmes for Developing Rural Business Development Service Providers - Number of Rural Business Development Service Providers Developed	7 146
11.	Number of Training Programme on Rural Marketing - Number of Officers Trained	10 250
12.	Number of NGO officials trained in Advanced Training Programme on Micro Finance	22



PERFORMANCE AND GROWTH OF EXISTING ENTREPRENEURS

Sr. No	Activities under this thrust area	Achievements till March 31, 2009
1.	Succession Planning for Entrepreneurial Continuity (SPEC) - Number of programmes conducted - Number of successors groomed	18 280
2.	Performance Improvement Programmes (PIPs) for Existing Entrepreneurs - Entrepreneurs trained	133 5971
3	Small Industry Management Assistant Programmes (SIMAPs) - Young graduates developed	37 868
4.	Total Number of Growth-cum-Counsellors' Programmes Conducted - General Growth Programmes - Growth Programmes exclusively for Women Entrepreneurs - Technology-oriented Growth Programmes - Export-oriented Growth Programmes - Total number of entrepreneurs geared up - Total number of business counsellors developed	21 9 1 2 9 469 433
5.	Growth-cum-Counsellors' Programmes in association with State-level ED Organisations - Entrepreneurs influenced - Counsellors developed	35 64
6.	Total Number of Region/ Product-specific Export Workshops - Business with CIS countries : Number of potential exporters developed - Business with South Africa : Number of potential exporters developed - Software Exports : Number of potential exporters developed - Business with Australia : Number of potential exporters developed	4 23 55 37 13
7.	Functional Programmes on Strategic Management - Entrepreneurs trained	4 62
8.	Intrapreneurship : Corporate Executive Programmes for Zydus-Cadila Group of Companies - Area Business Managers (ABMs) trained in 18 basic programmes - ABMs trained in 10 Theme-specific Programmes - Regional Business Managers (RBMs) trained	363 210 72
9.	Workshops organized for Zydus-Neuro Sciences - Executives of Neuro Science Division - Executives of Sri Lankan Division	3 33 12
10.	Number of Executives of Developing Countries trained through International Management Education Programmes (MEPs)	142

PERFORMANCE IMPROVEMENT OF ED ORGANISATIONS AND ED PROGRAMMES

Sr. No	Activities under this thrust area	Achievements till March 31, 2009
1.	National Trainers' Course - Trainers developed	22 384
2.	Functional Trainers' Programmes on : Entrepreneur Selection, Motivation, Counselling and Competencies - Professionals trained Business Opportunity Identification & Guidance - Professionals trained Project Report Preparation - Professionals trained	4 50 4 80 4 67
3.	Capacity Building of Organisations : Trainers Trained - Central Silk Board - Khadi & Village Industries Commission - Kerala Horticulture Dev. Programme (KHDP), Cochin - Rural Dev. & Self Employment Training Institute (RUDSETI) - Indo Dutch Project Management Society (IDPMS) - Entrepreneurship Development (ED) Cells of Engineering Colleges - Tata Iron & Steel Company (TISCO) Ltd., Jamshedpur - Karnataka State Women Dev. Corpn. - Tamilnadu Corpn. For Development of Women - Kudumbashree, Kerala	90 45 52 55 22 19 8 22 184 53
4.	Number of 'Agripreneurs' trained through Training Programme on Agri-Clinics & Agri-business Centres	70



ENTREPRENEURSHIP ENVIRONMENT AND SUPPORT SYSTEM

Sr. No	Activities under this thrust area	Achievements till March 31, 2009
1.	Entrepreneurs' Meet Number of ED Orientation Programmes for Officers of DICs/ Banks/ Financial Institutions - Number of officers sensitised	11 26 568
2.	Number of Extension Motivation Programmes for Support System Officials - Officers trained	12 240
3.	Number of FBEI Programmes for Credit/ Appraisal Officers of Banks/ Financial Institutions - Officers trained on the interview technique	19 342
4.	Business Counsellors Programme for Small Industry Development Officers (SIDOs) - Number of officers trained	48
5.	Intrapreneurship Programme for Govt. Officials of Jammu & Kashmir - Officials trained	26
6.	NGO Banker Interface - Number of NGO-CEOs participated - Number of Bankers participated	24 352 330
7.	Workshops on Women Entrepreneurship : Gender & Entrepreneurship Development under GPTP of GoI - Number of resource persons trained (5 states) - Number of workshops organised in 2 states (UP & MP)	22
8.	Training Programme for Developing Cluster Development Agents (CDAs) - Number of support system officials trained as Cluster Development Agents	25 720
9.	Training Seminar for Executives of Industry Associations - Number of Executives Sensitized	2 33

STRATEGIC INTERNATIONAL PROGRAMMES

Sr. No	Activities under this thrust area	Achievements till March 31, 2008
1.	Programmes for Training Entrepreneur Trainer Motivators (ETMs) for Developing Countries - Total number of trainers trained Number of Polytechnic Teachers trained as - Resource Persons for Commonwealth Association of Polytechnics in Africa (CAPA)	22 447 18
2.	Number of programmes on Industrial Project Preparation & Appraisal for Developing Countries - Number of appraisal officers trained	20 410

STRATEGIC INTERNATIONAL PROGRAMMES

3.	Number of Inter-Regional Workshops on Entrepreneurship for Policy-makers of African/ Asian/ Francophone and CHOGRM member countries - Countries participated	4 35
4.	UNIDO Project on Women Entrepreneurship - Number of women entrepreneurs trained - Number of women entrepreneur trainer-motivators trained - Number of financial/ appraisal officers dealing with projects of women entrepreneurs trained	21 25 22
5.	Technical Training provided to Women Entrepreneurs of Developing Countries - Number of women entrepreneurs from Sri Lanka - Number of women entrepreneurs from Nepal	20 19
6.	International Training Programme on Micro Enterprise & Micro Finance Development - Number of NGO professionals from developing countries trained	12 223
7.	Achievements under UNIDO & GoI-sponsored Inter-Regional Centre (IRC) Training Programme on Industrial Project Preparation & Appraisal - Number of Appraisal Officers trained In Bahrain for Arab Region : - Number of Professionals trained under Training of Trainers for New Enterprise Creation - Number of Potential Entrepreneurs trained for New Enterprise Creation - Number of Business Counsellors groomed for Growth of SMEs	7 119 27 20 12
	In African Region : - Number of Support System Officials attended the Preparatory Workshop in Mozambique on Interventions to Facilitate Investment Promotion in Mozambique - Number of participants in the Seminar on Project Identification, Formulation & Screening conducted in Mozambique - Number of professionals trained under Industrial Project Preparation & Appraisal organized in Mozambique - Number of Business Counsellors groomed in Mozambique for Growth of SMEs - Number of Mozambican Entrepreneurs benefited from Enterprise Upgradation Programme - Number of Trainers trained in Industrial Management organized in Tanzania	27 23 15 23 14 15

EDI Publications and Audio-Visual Programmes



Sr.No.	Publications	PRICE	
		INR (Rs.)	USD(\$)
1	Entrepreneurship Development Programme in India and its Relevance to Developing Countries - V.G.Patel	150/-	10
2	Developing New Entrepreneurs	250/-	20
3	Self - Made Impact - Making Entrepreneurs. - G.R.Jain & Akbar Ansari	300/-	22
4	National Directory of Entrepreneur Trainer - Motivators and Resource Persons - Compiled by S.B.Sareen & H.Anil Kumar	190/-	-
5	In Search of Identity - The Women Entrepreneurs of India. - Ajit Kanitkar & Nalinee Contractor	200/-	15
6	A Manual on How to Prepare a Project Report - J.B.Patel & D.G.Allampally	150/-	10
7	A Manual on Business Opportunity Identification & Selection - J.B.Patel & S.S.Modi	200/-	15
8	Performance Improvement Booklets for Existing Entrepreneurs	50/-	4
	1. Budgeting	(Per booklet)	
	2. Energy Conservation		
	3. Cost Consciousness for SSI (Hindi)		
	4. Business Plan for SSI (Hindi)		
	5. Cash Flow in Small Business Management (Hindi)		
	6. Understanding Value Engineering (Hindi)		
	7. Basics in Export Marketing		
	8. Just in Time		
	9. Record-Keeping in Small Business Management (Hindi)		
	10. Statutory Aspects in SSI		
9	Not Born - The Created Entrepreneurs - Jose Sebastian & Sanjay Thakur	200/-	15
10	New Initiatives in Entrepreneurship Education & Training - Edited by Gautam Jain & Debmuni Gupta	200/-	15
11	The Seven Business Crises & How to Beat Them - V.G.Patel	225/-	16
12	A Handbook for New Entrepreneurs - Edited by P.C.Jain	595/-	-
13	Evaluation of Entrepreneurship Development Programmes - D.N.Awasthi & Jose Sebastian	250/-	20
14	Doing Business in India - The Street Smart Entrepreneurs - V.Padmanand & V. G. Patel	425/-	109 (1 Yr.)
15	Short Steps Long Leaps Stories of Impact Making Rural Entrepreneurs - Edited by Dr. Dinesh Awasthi		
17	The Journal of Entrepreneurship		

Published by Sage
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Sr.No.	Films	PRICE	
		INR (Rs.)	USD (\$)
1.	Five Success Stories of First Generation Entrepreneurs	750/-	75
2.	Assessing Entrepreneurial Competencies	750/-	75
3.	Business Opportunity Selection & Guidance	750/-	75
4.	Starting Crisis in Business	250/-	20
5.	Cash Crisis in Business	250/-	20
6.	Delegation Crisis in Business	250/-	20
7.	Leadership Crisis in Business	250/-	20
8.	Financial Crisis in Business	250/-	20
9.	Prosperity Crisis in Business	250/-	20
10.	Management Succession Crisis in Business	250/-	20
11.	Planning for Competition & Growth	250/-	20
12.	Problem Solving - An Entrepreneurial Skill	750/-	75
13.	Jewels from the Dust - The Making of the Rural Entrepreneurs	250/-	20
14.	The World of Women Entrepreneurs	250/-	20
15.	Chhu Lenge Aasman(Hindi) (Docu-Drama on Business in Five Episodes)	2000/-	-

Note : Postage Charges will be extra.



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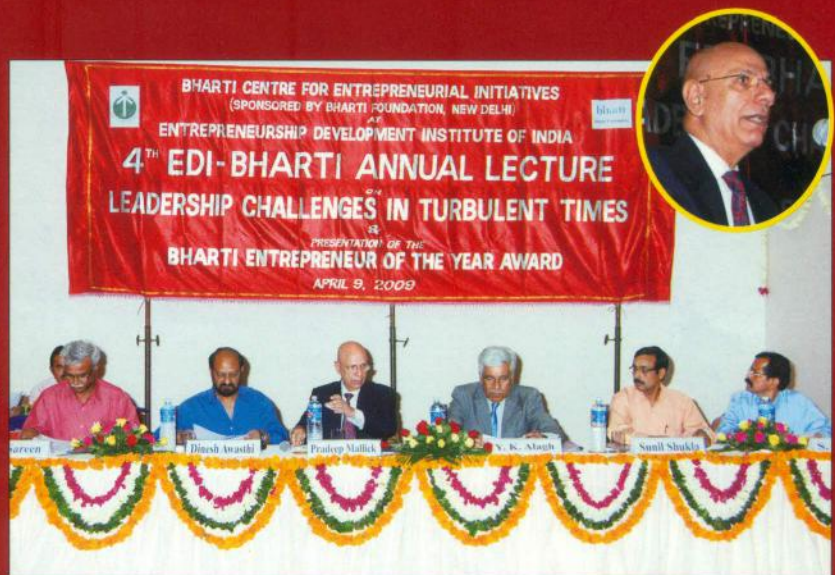


EDI and Voluntary Action Network India (VANI), in association with Unnati, Janpath and Sajjata Sangh organized a State Consultation on the National Policy on Voluntary Sector on 10th and 11th February 2009 at EDI. The Chief Guest for the inaugural function was Shri P. K. Laheri, Former Chief Secretary, Government of Gujarat. Seen here is (3rd from L) Shri P. K. Laheri, Former Chief Secretary, Govt. of Gujarat with (R-L) Shri Binoy Acharya, Director, Unnati; Dr. Dinesh Awasthi, Director, EDI and Shri Paresw Tiwary, CEO, VANI.

Chief Guest, Shri P. K. Laheri addressing the audience.

The EDI – Bharti Day was celebrated on 9th April, 2009. Three events, i.e. the 4th Annual EDI - Bharti Lecture, Presentation of the Bharti Entrepreneur of the Year Award -2008 and release of a book documenting 25 success stories of EDI trained students, were the highlights of the Day. Seen here is the distinguished speaker of the evening (3rd from L) Shri Pradeep Mallick, Well Known Strategic Advisor & Mentor and Former Chairman, CII (WR) with (L-R) Shri S. B. Sareen, Convener, Bharti Entrepreneur of the Year Committee and Faculty EDI; Dr. Dinesh Awasthi, Director, EDI; Dr. Y. K. Alagh, Chairman, Institute of Rural Management, Anand and President of the event; Dr. Sunil Shukla, Convener, Bharti Centre and Chief Faculty, EDI. and Dr. S. S. Dash, Chairperson, PGDM-BE

Inset : Shri Pradeep Mallick addressing the gathering on 'Leadership Challenges in Turbulent Times'.



Dr. Y. K. Alagh, Chairman, Institute of Rural Management, Anand and President of the event presenting the Bharti Entrepreneur of the Year Award – 2008 on the EDI - Bharti Day to Shri Prakash Tippanna Dasanur, Managing Director, Dasanur Agro Industries, Hubli. Also seen are (L-R) Shri S. B. Sareen, Convener, Bharti Entrepreneur of the Year Award Committee and Faculty EDI; Shri Pradeep Mallick, Well Known Strategic Advisor & Mentor and Former Chairman, CII (WR); Dr. Dinesh Awasthi, Director, EDI and Dr. S. S. Dash, Chairperson, PGDM-BE.

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