



**EDi**

**Programme Package**

**2004-2005**

**Entrepreneurship Development Institute of India**

Ahmedabad, Gujarat, India.



उद्योगिनम् पुरुषसिंहपुरेति लक्ष्मीः



The 5<sup>th</sup> Convocation Ceremony of the Institute's Post Graduate Diplomas in Business Entrepreneurship and Management and in Management of NGOs was organised on September 13<sup>th</sup>, 2003. The Chief Guest for the function was Shri Anil Ambani, Vice Chairman and Managing Director, Reliance Industries Ltd. Seen on the dias are (R-L) Shri Anil Ambani, Shri P.P. Vora, the then President of EDI and Dr. Dinesh Awasthi, Director, EDI.

Inset : Mr. Siddharth Jain, student of PGDBEM accepting the Bharti Student of the Year Award from Shri Anil Ambani.



Shri P.P.Vora, the then President - EDI & Chairman - IDBI presenting the Best Bharti Entrepreneur of the Year Award-2003 to Shri R.S.Khadwalia of IndoFarm Equipment Ltd. Chandigarh during the convocation ceremony. This award instituted by EDI and sponsored by Bharti Foundation, New Delhi recognises EDP trained entrepreneurs.

The 13<sup>th</sup> National Convention of Entrepreneur Trainer - Motivators was inaugurated by His Excellency, Hon'ble Governor of Gujarat, Shri Kailashpati Mishra. On this occasion, the Hon'ble Governor also presented the awards to Best Entrepreneur Trainer - Motivators. Seen in the picture is (3<sup>rd</sup> from R) His Excellency with the Award Winners - (3<sup>rd</sup> from L) Smt. Sayalee Gankar of Pune (winner of Best Entrepreneur Trainer - Motivator Promoting Women Entrepreneurship) and (2<sup>nd</sup> from L) Mr. Ulhas U. Bhale of Maharashtra Centre for Entrepreneurship Development, Aurangabad (Winner of Best Entrepreneur Trainer - Motivator Award) and (R-L) Dr. Dinesh Awasthi Director, EDI, Dr. V. G. Patel, Former Director, EDI and Mr. S. B. Sareen - Convenor Award Committee.



Inset : The Hon'ble Governor of Gujarat addressing the gathering



**EDI**  
**Governing**  
**Body**  
**as on**  
**March 31, 2004**

**Shri M. Damodaran**

President-EDI  
Chairman & Managing Director  
Industrial Development Bank of India  
Mumbai

**Dr. Yoginder K. Alagh**

Vice Chairman & Professor Emeritus  
Sardar Patel Institute of  
Economics & Social Research  
Ahmedabad

**Shri D.P. Bagchi, IAS (Retd.)**

Ex-Chief Secretary, Orissa

**Shri Subodh Bhargava**

Chairman  
Wartsila India Ltd.  
Former Chairman &  
Chief Executive Officer  
EICHER Group &  
Former President, CII  
New Delhi

**Shri V.K. Chopra**

Chairman & Managing Director  
Small Industries Development  
Bank of India  
Lucknow

**Shri R. Jayaraman Iyer**

Executive Director  
Industrial Development Bank of India  
Mumbai

**Ms. Ranjana Kumar**

Chairperson  
National Bank for Agriculture &  
Rural Development  
Mumbai

**Shri B S. Minhas, IAS**

Secretary (SSI&ARI)  
Government of India  
Ministry of Small Scale Industries  
and Agro & Rural Industries  
New Delhi

**Dr. Sailendra Narain**

Chairman  
Center for SME Growth &  
Development Finance  
Mumbai

**Shri D. Rajgopalan, IAS**

Principal Secretary  
Industries & Mines Department  
Govt. of Gujarat  
Gandhinagar

**Shri P.H. Ravikumar**

Senior General Manager  
ICICI Ltd.  
Mumbai

**Shri V. P. Singh**

Ex-Chairman & Managing Director  
IFCI Ltd.  
New Delhi

**Shri C. Sundarashyam**

Chief General Manager  
(Development Banking)  
State Bank of India  
Mumbai

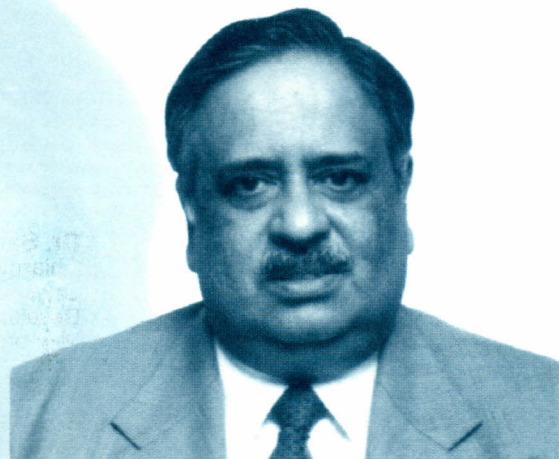
**Dr. Dinesh Awasthi**

Director  
EDI, Ahmedabad

**Shri P.P. Vora,**  
**Chairman, IDBI**  
**and President, EDI**

laid down his office  
on September 30, 2003. EDI honoured  
the outgoing President in  
a felicitation-cum-interaction meet.  
Dr. Dinesh Awasthi, Director, EDI  
presenting a memento to Shri P.P. Vora  
as a humble token of EDI's gratitude  
for the support extended by the  
President in the growth and  
development of the Institute.





# Message f r o m

**Shri M. Damodaran,  
President-EDI & Chairman-IDBI**

"Entrepreneurship scenario has changed dramatically since the process of globalization, liberalization and privatisation was ushered in, in the country during the early 90s. It has led to a host of new challenges as well as opportunities for new and existing entrepreneurs.

The coming times will beckon only the globally competitive entrepreneurs, equipped with the necessary business tools and strategies, besides of course the fundamentals of business management to exploit the emerging opportunities. I am glad that EDI is making valuable contributions towards creation of this ilk of an entrepreneurial class. I am sure that the dynamism that it is imparting to entrepreneurs at various levels will surely bring about a sea change in the way businesses are being, and will be conducted in the country.

Our nation is fast moving on the growth track, and 'entrepreneurs of world class standard' is certainly the need of the hour. EDI is giving a tremendous spurt to this process. Its one-year unique

educational programme known as 'Post Graduate Diploma in Business Entrepreneurship and Management (PGDBEM)' is fostering globally competitive entrepreneurs, ready to embark on an illustrious entrepreneurial career.

A National Resource Institute, EDI, is aware of the fact that national competitiveness is primarily contingent upon growth of existing enterprises. Its efforts in this direction are commendable. The cluster development approach and the focus that it places on specific industrial sectors, such as the Food Processing Industries Sector, will certainly go a long way in strengthening the entrepreneurial community at large.

With its focus on alleviating rural and urban poverty through micro enterprise development, it is heartening to note how the Institute is tapping opportunities for entrepreneurship development in the newly created states and backward regions of the country. As a part of its corporate social responsibility, the role of the Institute in economic rehabilitation of the people of earthquake affected areas of Saurashtra and Kachchh in Gujarat is also worth the notice.

EDI's vision is firmly ensconced in building capabilities at all levels. As EDI's President, I am happy that I will be able to directly contribute to these nation-building efforts. It will be my endeavour to support such initiatives of the Institute. I only wish I can lead it to yet new accomplishments and successes."

**EDI  
welcomes  
Shri M. Damodaran,  
President-EDI & Chairman-IDBI**



# The Institute & Its Mission

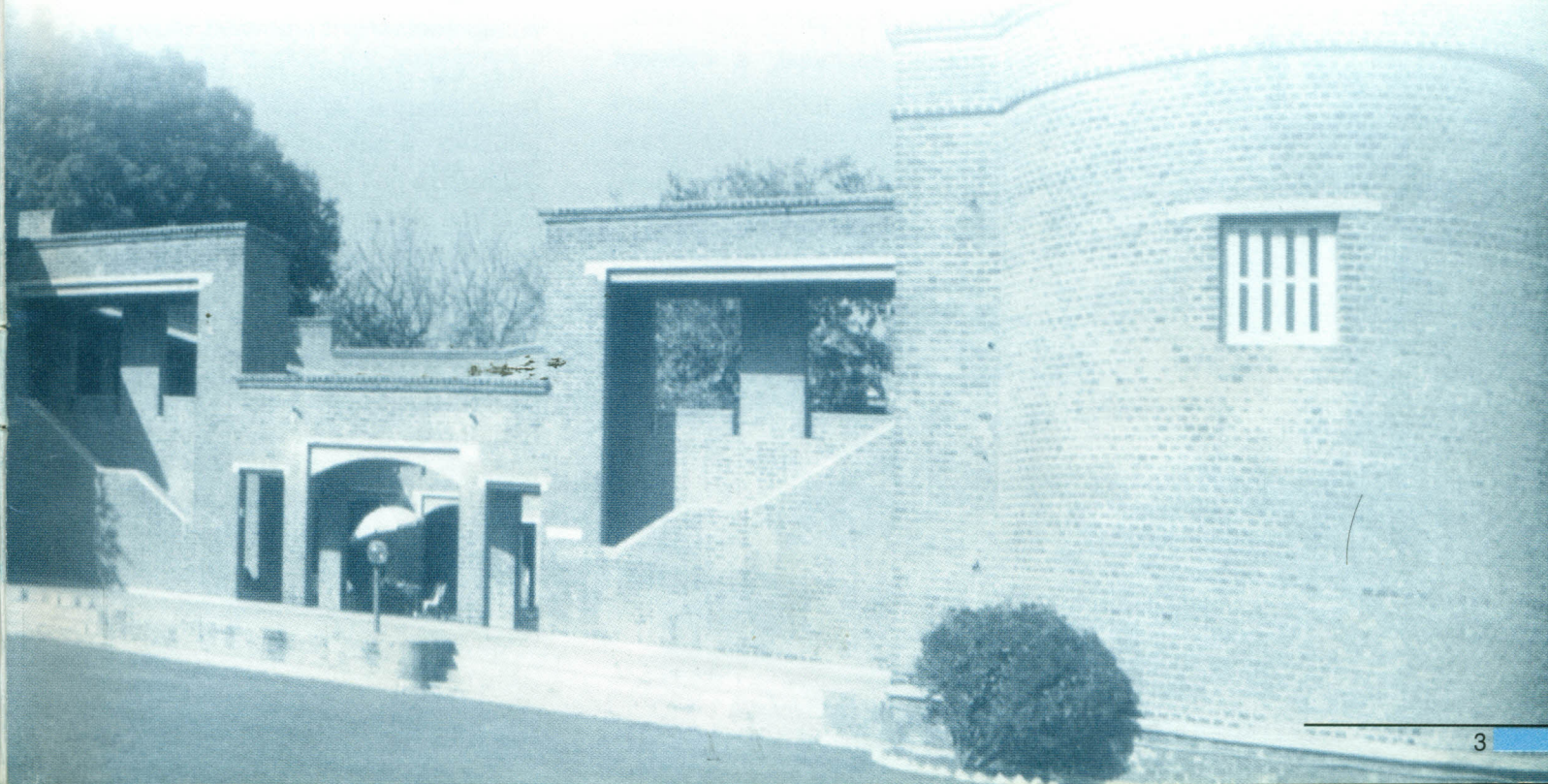
Entrepreneurship Development Institute of India (EDI), a wholly autonomous and not-for-profit institution, set up in 1983, is promoted by apex financial institutions, the Industrial Development Bank of India (IDBI), IFCI Ltd., ICICI Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twentythree 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 15 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 conceived and well directed activities. This, in turn, led to the emergence of several training programmes, workshops and research projects under strategic thrust areas, thereby advancing the frontiers of theories and practices of entrepreneurship and effectively contributing to the nation's economic vitality.

Realising that such a gigantic task 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.





# Achievements at a glance 2003 - 2004

## Entrepreneurship Education

Entrepreneurship provides solution to the crises of both unemployment and disguised unemployment. EDI's contribution towards creation of an environment offering opportunities for sustainable self-employment are significant and a continuous process.

The Post-Graduate Diploma in Business Entrepreneurship and Management and Post-Graduate Diploma in Management of NGOs are big steps in the direction of equipping the youths with knowledge on New Enterprise Creation and Management and Management of NGOs, respectively. The year saw the fifth batch passing out with 80 students. In the Convocation Ceremony organized on September 13, 2003, the students received their certificates from Shri Anil Ambani, Managing Director, Reliance Industries Ltd.

In a yet another important development related to education, the EDI faculty members were invited by premier institutions viz. the NID, IIFT, DAICT, IIMs, NIFT, etc. to introduce the course Entrepreneurship in their educational programmes.

The task of developing textbook in vernacular language for the 11<sup>th</sup> and 12<sup>th</sup> standards of Gujarat State Textbook Board, Govt. of Gujarat is also an initiative worth highlighting.

'Catch Them Young' is the exhortation of Summer Camps for Children and Youth which continued this year as well with the objective of inculcating entrepreneurial values in youth and children. 80 students benefited, besides 49 in a camp for students of Jansons School of Business, Coimbatore, all of who vouched that they underwent a complete outlook and attitude change.

Faculty Development Programmes in Entrepreneurship were successful efforts towards long term sustainability and institutionalization of Entrepreneurship in colleges. 58 teachers were geared in all, in two programmes organized, one in Allahabad and the other at EDI Campus. The ITEC sponsored FDP during September 8-October 17, 2003 was also an initiative towards promoting entrepreneurship as a career option amongst the student community, across the globe. It was attended by 8 faculty members from countries such as; Myanmar, Sudan, Syria, Zimbabwe and Tanzania.

## Micro Enterprise and Micro-Finance Development

The Rural Cluster Development approach is groundbreaking in terms of the long term impact that it creates on clusters of industries in





a given sector. Integrated EDP for the leather sub-sector, Jalandhar was launched in the year 2003-04. To start with, this being a model building EDP, a one-day strategy formulation-cum-sensitization workshop was organized in Jalandhar to discuss EDI strategy for implementing the programme. Based on the suggestions, a six-week training programme was organized at Jalandhar wherein 26 selected candidates were trained to set up their enterprises in the leather sub-sector.

With continued focus on technology-based enterprise development, the STED Projects in Hazaribaug, Moradabad, Pithoragarh and Bageshwar made rapid strides with organization of EDPs, awareness generation meetings, counseling support, preparation of project report and technology demonstration programmes on various business opportunities. 10 enterprises were finally set up; six in Food and Agro based industry and four in service sector. 19 potential entrepreneurs also benefited from a technical training programme on Fisheries.

With the third programme in the series, EDI has trained 63 professionals in all to strengthen the rural economy through its Certificate Course to Develop Rural Business Development Service Providers.

The ITEC sponsored programme on Micro Enterprise and Micro Finance Development strengthened knowledge and skills of 12 participants from 11 countries in the area of initiating, planning and implementing Micro Enterprise and Micro Finance projects effectively.

#### **Performance Improvement of Existing Entrepreneurs**

Working towards equipping existing entrepreneurs to meet the Entrepreneurship Revolution, the institute offered several impact making

programmes during the year.

Workshops / Seminars were conducted to strengthen entrepreneurs of Brass-parts cluster, Jamnagar. Efforts were also made to improve the quality and productivity of brass parts by convincing entrepreneurs to go in for ISO certification. Problems related to technology, marketing, exports, health and safety and pollution prevention were also addressed. Efforts towards revitalization of the Rajkot Engineering Cluster focused on developmental inputs to improve productivity and quality of final products. Significant improvement in the quality of castings has been registered.

The SIDBI sponsored Growth-cum-Business Counselling Programme for established entrepreneurs in the scientific instruments' cluster, Ambala, equipped entrepreneurs with all aspects of enterprise management. Besides linkages with international business support organizations were also facilitated. A major achievement can be noted from the fact that by completion of the programme exports worth US \$ 40,000 had already materialized.

The programme for Cluster Development Agents, sponsored by Directorate of Handlooms and Textiles, Govt. of Kerala for its 20 officials was another landmark of the year. As a part of the programme, the participants evolved action plan for sustainable development of the cluster.

ITEC sponsored 6-week Management Education Programme groomed 26 participants from 14 countries to become intrapreneurs and set the process of growth in their organizations.

#### **Strengthening of ED Organisations and ED Programmes**

The ITEC sponsored International Trainers' Training Programme for New

Enterprise Creation (NEC) trained 18 participants from 9 countries to analyse constraints and barriers to entrepreneurship development and devise appropriate strategies, so that the process of enterprise creation, in their respective countries, gets a boost.

With a view to rewarding EDP trained entrepreneurs so that the society at large recognizes them and the importance of training intervention in creating entrepreneurs, EDI, in association with the Bharti Foundation, New Delhi, announced the Bharti Entrepreneur of the Year Award 2003. After due scrutinisation of 61 nominations from across the nation the award was presented to Mr. R.S. Khadwalia of Indo-Farm Equipment Ltd., Chandigarh.

The award for Best Entrepreneur Trainer- Motivator to Shri Ulhas U. Bhale of Maharashtra Centre for Entrepreneurship Development Aurangabad and the award for Best Entrepreneur Trainer- Motivator Promoting Women Entrepreneurship, to Ms. Sayalee Gankar also encouraged the cadre of ETMs towards further better performance.

The Chief Executives and ETMs' Meet led to devising of strategies for better promotion of entrepreneurial activities at a national level.

#### **Entrepreneurship Environment and Support System**

A 2-week advanced training programme on Project Appraisal and Application of UNIDO developed software COMFAR III Expert benefited 20 officers of National Small Industries Corporation Ltd. in terms of upgradation of skills to present financial projections.

The programme titled Project Appraisal and Entrepreneur



**B.P. Murali,**  
PGDM, IIM, Ahmedabad  
Specialises in enterprise growth, small enterprise development, various aspects of industrial project development cycle, starting from investment opportunity identification to project formulation & appraisal. Involved in designing and conducting programmes for trainers, business counsellors, bankers, investment

promotion professionals and existing entrepreneurs in India and abroad. Incharge of EDI-Southern Regional Office in Bangalore.



**C.R. Patnaik,**  
PGDM  
16 years of experience in conducting Rural Entrepreneurship Development Programmes. Currently involved in imparting behavioural input in REDPs.



**V. Padmanand,**  
M. Phil CRENIEO, M. Phil., Cambridge, UK, PGDMM  
Economist specialising in business economics and management, applied macro economics and environmental economics; currently engaged in research, consultancy and programmes related to growth and business strategy of small and

medium enterprises. Elected to the status of fellow in national and international bodies.



**Nikhil Raval,**  
Bachelors - Finance (Michigan State University) MBA Strategic Management (California State University)  
Worked extensively in Financial Services Industry with several Fortune 500 Companies both in private and public

sector. Companies include American Express, Franklin Templeton, Charles Schwab, California Federal Bank, State of California, etc.



**Sanjay Pal,**  
M.Sc.(Economics), MBA (Marketing)  
Specialises in Rural Marketing. Is involved in Cluster Development Programmes. Conducted a study on the Dynamics of Growth and Stagnation of Industrial Clusters. Also actively involved in sub-sector programmes for enterprise

development. Recently attended an Export Promotion Seminar at Rotterdam, The Netherlands.

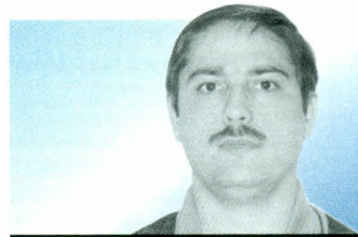


**S.B. Sareen,**  
Diploma in Textile Technology, D.I.M, D.I.M.O.(Hons.), D.M.M  
Has twenty years of experience in conducting entrepreneurship related training programmes for New Enterprise Creation, Business Counselling and Growth for Existing Entrepreneurs. Specialises in training Resource

Persons (trainers) at national and international levels. Presently looking after a national project on Food Processing Industries sponsored by Ministry of Food Processing Industries, Govt. of India. Visiting Faculty at DA-IIT and NID. Member of State level Advisory Committee of SISI, Govt. of India, State-level advisory committee of SISI, Govt. Of India.



**J.B. Patel,**  
B.Sc. (Chem.), B.Sc. (Tech.)  
More than 3 decades of experience in the areas of business opportunity identification, project formulation, project appraisal, counselling and guiding the entrepreneurs. Conducted more than 10 international programmes and worked as an expert in a number of developing countries in the above fields.



**Nabarun Sen Gupta,**  
M.A. - TISS Mumbai  
Specialises in subjects like Project and Strategic Management. His core competency is in developing training interventions and monitoring systems on Natural Resources particularly in the field of Irrigation and Forestry. He is associated with various national and

international level development networks. Presently involved in teaching NGO Management Course.



**Ananth S. Panth**  
PGDMM, MDP (University of Mysore), M.Phil., Ph.D. (Economics)  
Working as a Researcher in the field of development economics with specialisation in agriculture, rural development and poverty alleviation. Has extensive experience in implementation,

training and research related to rural entrepreneurship development programme. Currently involved in teaching assignment for the EDI's PGDMN Course as well as implementation of EU Sponsored Project on Economic Regeneration of Kachchh and Saurashtra region.



**Bipin H. Shah,**  
B.Sc.(Chem.), MBA (Finance)  
A business management specialist with 26 years of experience in consultancy and industry in the areas of project formulation and appraisal, project planning and implementation and enterprise management. Has been Managing Director of Gujarat Industrial & Technica Consultancy Organisation Limited (GITCO

and Member of Governing Council of Consultancy Development Centre (CDC), Ministry of Science & Technology, Govt. of India. He is on Expert Panel of EXIM Bank of India Specialises in plastic industry and has exposure in chemical and pharma sectors. Represented India in Rotary Group Study Exchange Programme to Scotland.





**K.K. Shaw,**  
B.E. (Hons.) Mechanical,  
PGDBM

Specialises in the areas of design development of machines, plants, equipment and tools to improve productivity of engineering units. More than 30 years of experience in metallurgy, metal science, surface

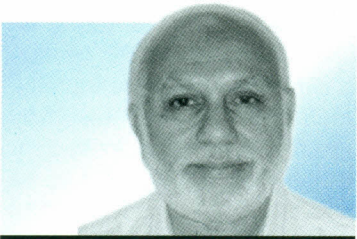
engineering and process planning of engineering equipments. Experienced in transfer of technology from advanced countries for manufacturing high-tech aero-space equipments, machine tools and automobiles in India. Involved in technological upgradation of industrial clusters.



**Sunil Shukla,**  
Ph.D. (Psychology),  
Utkal University

Specializes in Entrepreneurship Education and Behavioural Science. Has been offering modules on Intrapreneurship (corporate entrepreneurship), personality development, motivation, leadership and organisation

development. Completed research projects on Curriculum of Entrepreneurship Education and Entry Barriers to Entrepreneurship.



**B.B. Siddiqui,**  
Ph.D. (Psychology),  
Gujarat University

A psychologist, specialising in Clinical and Organisational Psychology. Trained to conduct Personal Growth Laboratory Training Programmes and Group Dynamics. Currently involved in programmes on HRD, Organisational

Development. A registered Counsellor-Psychologist with Rehabilitation Council of India, New Delhi.



**Kunal Sood, MBA (Marketing)**

Specialises in the area of Marketing. About 6 years of experience in cluster development approach for sustainable development of Small and Medium Scale Enterprises (SMEs). Currently engaged in training, consultancy and research related to clustering. Work experience in building mutually reinforcing inter-SME linkages

and synergy between SMEs and private & public business development service providers; demonstrating group based initiatives; implementation of common business plans and capacity building of industry associations & SME networks. Also specializes in cluster specific export promotion interventions.



**Pramod Srivastava,**  
M.A. (Economics)

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

Involved in successful organisation of REDPs in Bihar and Jharkhand. Total 12 years of work experience in providing training inputs in various programmes of EDI like REDP, EDP, TTP, NGO Banker Interface, IMCDS, RIP, STEDs, Sanitation Project for

UNICEF and coordinating field projects.



**V.S. Sukumaran**  
LL. B, PGDHRD, PGDTD,  
PGDM, MBA (IGNOU)

Currently involved in training potential as well as established entrepreneurs and providing resource support to NGOs. Also an expert in Group Entrepreneurship Development.



**D.D. Trivedi,**  
M.Com., B.A.

A Management Consultant, associated as a Distinguished Visiting Faculty with leading Management Institutions like IIM-A, MDI, UTI Institute of Capital Market. He is on the Board of Directors of a number of companies. He is actively involved in Non-Governmental Organisations working in

the fields of micro-finance and micro-insurance. His areas of specialisation are Financial Management and Corporate Strategy.



**Jignasu Yagnik,**  
M.Sc. DCO, MBA

Specialises in the areas of information technology and statistical analysis. Associated with research and academics for more than 15 years. Involved in many state & national level research projects. Current interests include; data-base management, computer

aided data-analysis, data mining and e-CRM.



**Mayank Upadhyay,**  
ACWA

Specialises in the areas of finance, management accounting, project planning and strategic management with extensive experience in Development Banking and Commercial Banking. Involved in conceptualising and conducting a number of national and

international programmes in corporate financial strategy formulation and management, investment decisions, risk analysis, and control systems.



**Kirti Vakil,**  
M.A. (Sociology)

More than two decades of extensive field experience in promoting the concept of self-employment among youth at the grass-roots level. Specialises in Entrepreneurship Development Training. Expertise in Institutionalising REDPs through Voluntary Organisations.



# Entrepreneurship Education

## Core Competence

- Capacity building of the faculty group from across the country to equip them with skills to teach the course 'Entrepreneurship' effectively at college and school levels
- Entrepreneurial orientation to youth and children and developing graduates to set up own enterprises.
- A key Resource Centre for NEC curriculum design, teaching material, textbooks and human resource development.
- Post-Graduation Course in Business Entrepreneurship and Management
- Entrepreneurship Course through distance learning

## Approach

In attempting a fundamental restructuring of the economy, economists may take recourse to entrepreneurship as one of the catalysts to spurring economic growth. However, in order to achieve this, it surely requires some qualitative orientations to give form and direction to individual potential. In order to make entrepreneurship, mainstream, the process must begin early among youth.

In order to accommodate entrepreneurial practices in the economy, EDI has taken upon itself, the task of introducing entrepreneurship, in schools and college curriculum, which integrates with the changes in markets and changing organizational forms.

The policy makers having realised the power of this revolutionary force, i.e. entrepreneurship, are also emphasizing on the criticality of its inclusion in the formal education system. The UGC approved and accepted curriculum, developed by EDI, also aims at bringing about large scale economic transformations. The textbooks on Entrepreneurship for the 11th standard, developed by EDI, further imparts the winning foresight and vision to the students. The forthcoming year will reinforce this objective with the development of textbook for the 12th standard.

Attitudes and skills are the prerequisites for creating an environment fostering entrepreneurship. EDI's PG course, the Post-Graduate Diploma in Business Entrepreneurship and Management (PGDBEM) for graduates, powerfully conditions the scope of entrepreneurial activity in society. The course has engendered entrepreneurship, as a promising ethos for economic development and as holding great potential for development.

Well into its ninth year, the Open Learning Programme in Entrepreneurship (OLPE) is another landmark initiative to reach potential entrepreneurs in the remotest areas of the country and tap the entrepreneurial potential.

The Faculty Development Programmes, continually orient teachers to the new economic need and model, thus modifying the environment for giving an impetus to entrepreneurship.

Low self esteem tends to incorporate fewer task performing efforts in its fold, thus becoming a major deterrent to performance. The Summer Camps for youth and children removes this block and leads to the evolution of future role models.

The 'Academy of Achievers' at the Institute triggers creative entrepreneurial responses through various activities and propagates that while individuals may have certain levels of entrepreneurial qualities, they may be further enhanced through training.

Government intervention could be a possible facilitator in the creation of an entrepreneurial environment. In order to make it the main engine for economic growth, EDI plays the role of a stimulant by undertaking research initiatives and ensuring the dissemination of its findings to sustain the growth of an entrepreneurial society.

Through various interventions and activities under this thrust area, the Institute is fast creating agents of growth and change possessing a desire to excel in the existing economic realm.



*Parents' Meet during one of the Summer Camps for Children to share with them the strengths and weaknesses of their ward/s.*



## THRUST AREA : ENTREPRENEURSHIP EDUCATION



Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives
<b>1.1 Educational Programmes</b>					
1.1.1	Post Graduate Programmes : (a) Post Graduate Diploma in Business Entrepreneurship & Management (PGDBEM)-7th Batch (b) Post Graduate Diploma in Management of NGOs (PGDMN) - 5th Batch	EDI Campus	1 year Throughout the year	Graduates, Family Business Wards, Employees, NGO Nominees (for PGDMN)	To train and motivate students to set up their own enterprises, manage family businesses effectively and set up/manage an NGO.
1.1.2	Open Learning Diploma in Business Entrepreneurship (OLPE)	National	1 year Throughout the year	Graduates & Under Graduates with three years of work experience	To help learners acquire knowledge on setting up and managing their own business through distance education and personal counselling.
1.1.3	Convention of OLPE Learners	North/ North East	1 day	OLPE Learners from targeted regions	An interactive forum to take feedback and gauge the progress of learners for improving the effectiveness of the programme.
1.1.4	Orientation Programme for OLPE Counsellors	EDI Campus	3 days	OLPE Counsellors (Existing and New)	To orient counsellors on course management and enhance their counselling & marketing skills.
<b>1.2 Sensitization of Youth and Children : 'Catch Them Young'</b>					
1.2.1	13th National Summer Camp on Entrepreneurial Adventures for College Going Youth	EDI Campus	2 weeks 9-19 May,'04	HSC & College Students	To help youth identify innovative and challenging career options & plan it entrepreneurially. A good opportunity for youth to tap their latent potential for achievement. Productive use of summer vacation.
1.2.2	Camps on Entrepreneurial Stimulation for School Children (3 Nos.)	EDI Campus, Ranchi & C'batore	1 week each 2-7 May,'04	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	Orientation Visit of Students to the Institute	EDI Campus	1 day each Throughout the year	School & College Students (including B-Schools, Engg. Colleges)	To orient students towards entrepreneurship and its charms as also motivate them to become self-employed.
<b>1.3 Capacity Building Programmes in Entrepreneurship Education</b>					
1.3.1	Faculty Development Programmes (3 Nos.)	EDI Campus/ Regional	2 weeks each	Teachers of Universities, Engg. Colleges, B-Schools, etc.	To develop professional skills in teachers of higher education, thus ensuring that entrepreneurship course is offered effectively.
1.3.2	Workshop on 'Inculcating Entrepreneurial Values among School Children' (2 Nos.)	EDI Campus/ Regional	1 day each	Trustees / Principals/ Teachers of Schools	To orient school administrators and teachers towards the need for inculcating entrepreneurial values among children at a young age.
1.3.3	Follow-up Support for Implementation of Entrepreneurship Courses, Workshops and Awareness Activities	National	Throughout the year	Management/ Technical and similar Institutions	To continue with need-based support for implementation of entrepreneurship courses at educational institutions with a focus on curriculum and pedagogy.
<b>1.4 Others</b>					
1.4.1	Bharti Centre for Entrepreneurial Initiatives	EDI Campus	1 year Throughout the year	PG Students, EDP Trained Entrepreneurs	To recognise EDP trained successful entrepreneurs and also motivate youth to take up entrepreneurship as a career option. This will be achieved by announcing awards (Best EDP-trained Entrepreneur, Best PG Student), fellowships for PG students and by maintaining an Archive on Achievers.



# Micro Enterprise & Micro Finance Development

## Core Competence

- Capacity building of NGO functionaries to equip them with skills in:
  - Rural Entrepreneurship Development
  - Sub-sector focused Entrepreneurship Development
  - Group Entrepreneurship Development
  - Rural Marketing Management
  - Micro-Enterprise and Micro-Finance Development
  - Informal Micro-Credit Delivery System
- Artisanal Cluster Development by creating a cadre of Change Agents with skills to revitalize clusters
- Promotion of science & technology based rural enterprises

## Approach

The changing global context has generated complex patterns of poverty and unemployment. Over the years, EDI has worked towards, and emerged as a force for transformation. It has assumed the responsibility of giving a necessary urgency to the process of alleviating poverty and unemployment. The programmes under the thrust area Micro Enterprise and Micro-Finance Development aim at change that brings about positive and systematic difference to the lives of people who are disadvantaged, insecure and marginalized. EDI's perspective of change, and the models thus created, based on social systems, have fuelled sustainable development even on the grounds of developing nations.

The Rural Entrepreneurship Development Programmes of the Institute, as a strategy of social change, assert long term stability in rural areas on the premise of entrepreneurship.

Non-Government Organisations have come to be regarded as the most dynamic players on the development arena. They respond successfully to the challenges of the modern world on account of their farsighted social vision and concern for improving the quality of life of the disadvantaged people. EDI's success on the rural front is rooted in its wide network of NGOs which is truly a representative of its focus on grassroots problems. The capacity building programmes of NGO functionaries enhance the impact and the spread of their initiatives. EDI also provides a platform to NGOs and bankers for interaction with the objective of facilitating access of the poor to credit.

The poor have always been deprived of the privileges and the knowledge on advancements accessible to the urban entrepreneurial class. The training imparted to them through various programmes needs to be supplemented by counselling support from time to time. With this need in view, EDI has facilitated their access to extension services and counseling support by creating a cadre of Rural Business Development Service Providers through its 3 month certificate course. The one year course, 'Post-Graduate Diploma in Management of NGOs' trains youth to set up NGOs that are efficient, operationally viable and sustainable.

Resources in an organization, can be combined to attain operational viability and sustainability. But this cannot be expected in the absence of advanced technical methods. The workshops on skill-cum-technology development target enhancement of technical competence among rural artisans. The Department of Science & Technology, Govt. of India sponsored Science & Technology Entrepreneurship Development Project also ensures setting up of enterprises backed by S&T Group / Cluster based Entrepreneurship Development Programmes have also been adopted as an effective method to improve performance by creating an appropriate technical, marketing and production climate.

The process of rural transformation has also been substantially set in motion by the SIDBI sponsored Rural Industries Project wherein EDI extends support in the areas of marketing and technology to SIDBI-associated NGOs who in turn facilitate enterprise creation at the grassroots.

The various strategies under this thrust area envisage onset of processes that complement each other and ensure upliftment of Rural India.



Participants of the 3-month SIDBI-sponsored Certificate Course to create a cadre of Rural Business Development Service Providers seen with (4th from R) Dr. Dinesh Awasthi, Director, EDI, (3rd from R) Mr. Manoj Mishra, Course Director & other senior EDI Faculty Members.

# Performance & Growth of Existing Entrepreneurs

## Core Competence

- Organizational restructuring after due performance and potential audit of existing ventures
- Counselling and consultancy support for growth, diversification and technology upgradation of existing enterprises.
- Cluster development approach to give marketing, technological and bargaining leverages to the identified clusters.
- Intrapreneurship Development to upgrade entrepreneurial skills of Managers & Executives of Corporate Houses.
- Facilitating smooth transition in Family Businesses by training successors of established businessmen.

## Approach

Competitiveness, as the key aspect of business, is well recognized. Competitiveness comes into play at all phases in a business. An entrepreneur can compete with the impact of forces on his/ her business only if he/she is well equipped to face the challenges in the turbulent business world where no business strategy is a permanent solution to creating new opportunities and growth. To maintain a position of advantage search of new ways for surging ahead is required.

EDI initiated the Growth cum Counsellors' Programme, focusing on functional management inputs and strategic techniques, thus channelising entrepreneurial competencies to achieve continuous success.

A successful organization continuously creates, recreates and nurtures its internal structures in order to drive through major economic change. However, a change in leadership may alter the positive and creative change / growth graph of the organization. Institute's programme on 'Family Business Management' imparts training to successors to embrace change, inject it with dynamism and stimulate its process. Project-championing ability of an entrepreneur sharpens if latest technology, resources, finance and marketing network, work in tandem. Small isolated businesses, however, in the absence of these advantages find their entrepreneurial talent entirely dormant. The Cluster Development initiative of the Institute provides performance and profit orientation to enterprises of a common cluster, by arming them with manufacturing, marketing, and bargaining edges. Country / Product Export Workshops acquaint the SMEs with international market dynamism and develop responsiveness to change.

In order to reinforce the winning feats of an entrepreneur, an organization always requires creativity-driven, persistent 'intrapreneurs' who can foster entrepreneurial activities within the organization. EDI creates this cadre through its Intrapreneurship Development Programmes and Management Education Programmes for managers and executives of corporate houses.

Research and development to bring out manuals on the interventions, are also what the Institute strives to do. This activity acquires significance against the backdrop of sustaining the efforts.

Activities under this thrust area depict how the entrepreneurs are groomed to cope up with the vicissitudes in business. Entrepreneurs acquire a fundamental shift in their focus, beliefs and assumptions and also learn how to carve and implement decisions. The strategic competencies are ignited in the entrepreneurs who then remarkably resort to entrepreneurial foresight to bring their business under control.



The Sri Lankan team of the Zydus Cadila Group of Companies, seen with (L to R) Dr. Sunil Shukla, Course Director, Mr. Ganesh Nayak, Executive Director, Zydus-Cadila Group of Companies, Prof. B. B. Siddiqui, Distinguished Visiting Faculty, EDI during the Intrapreneurship Development Programme.



## THRUST AREA : PERFORMANCE & GROWTH OF EXISTING ENTREPRENEURS

Sr. No.	Activity	Location	Duration/Period	Target Group	Objectives
<b>3.1 Family Business</b>					
3.1.1	Programme on Succession Planning for Entrepreneurial Continuity (SPEC) - 2 Nos.	EDI Campus/Regional	1 week each	Wards/Potential Successors of Family Businesses	Equip wards of businessmen with entrepreneurial competencies and prepare them for smooth transition.
<b>3.2 SME Growth &amp; Revitalization</b>					
3.2.1	Facilitating Survival and Growth of Existing Enterprises in Brassparts Cluster in Jamnagar, Gujarat	Jamnagar	1 year Throughout the year	Existing SMEs in the Cluster	Technical skill and technology upgradation; quality improvement; cost reduction and productivity improvement in SMEs, through workshops on technologies, marketing, health & safety and packaging.
3.2.2	Facilitating Survival and Growth of Existing Enterprises in Engineering Cluster in Rajkot, Gujarat	Rajkot	2 years Throughout the year	Existing SMEs in the Cluster	Upgradation on the process and equipment front by training, counselling and capacity building interventions. Will lead to technology upgradation; quality improvement; cost reduction & productivity improvement in SMEs in the sector.
3.2.3	Facilitating Growth of Machine Tools Sector	Rajkot	2 years Throughout the year	Existing SMEs in the Sector	Identifying gaps in the existing technology; organising training programmes for technology upgradation and market linkages; and capacity building of the cluster actors.
3.2.4	Sub-sector Programme for Enterprise Development	Rajkot	18 months Throughout the year	Existing SMEs in the Cutting Tools Sub-sector	Understanding the present problems of the sub-sector through diagnostic study and targeting them by organising workshops for entrepreneurs as well as Business Development Service (BDS) Providers.
3.2.5	Export-oriented Growth-cum-Counsellors' Programme	Jalandhar	4 months Apr-July, 2004	Existing SMEs	To facilitate growth among established entrepreneurs of Sports Goods Cluster through focus on project management techniques and export counselling.
3.2.6	Growth-cum-Counsellors' Programmes (3 Nos.)	Regional	3 phases stretched over 4 months	Existing SMEs	To facilitate planned growth among established entrepreneurs. Focus will be on promoting export. Region and sector-specific.
3.2.7	Export Market Entry Programme : Focus-Middle East	Regional	18 months Throughout the year	Enterprises from Scientific Instruments' Cluster at Ambala	To promote sustainability of exports from the cluster through trade partnerships/ networking amongst cluster SMEs and trade partners in the Middle East;
<b>3.3 Capacity Building</b>					
3.3.1	Cluster Development Agents' Programme for the Govt. of Kerala	EDI Campus	3 months	Officials of NHDC	Capacity building of National Handloom Development Corporation Officials to induce dynamism in the handloom cluster through appropriate interventions.
<b>3.4 Corporate Entrepreneurship</b>					
3.4.1	In-Company Executive Development Programmes in Intrapreneurship (3 Nos.)	Regional/EDI Campus	1 week each	Managers & Executives of Medium and Large Business Houses	To ensure all-round development of managerial competence of managers and executives of enterprises so as to make them 'intrapreneurial'.
3.4.2	Development of Case Studies on Intrapreneurs	EDI Campus	1 year Throughout the year	Programme participants	To recognise co-relates of entrepreneurial behaviour at work and identify 'entrepreneurial' managers working in different sectors in the country.



# ED Organisations & Support System



## Core Competence

- Creation of an environment conducive to entrepreneurship by;
  - sharpening skills of appraisal officers for entrepreneur assessment and project appraisal
  - equipping financial / institutional personnel with skills in financial and economic analysis of industrial and infrastructural projects
- Sensitization of the support system officials and support to state governments
- Capacity building of ED institutions
- Creation of a Cadre of Cluster Development Agents to revivify dormant yet potential clusters

## Approach

Entrepreneurship is certainly not an urban phenomenon alone; it is a grassroots activity also and requires to be carried out by a large number of ED organizations with reach in the remotest of areas. For this, an organizational network and cohesiveness is an absolute necessity. The programmes conceptualized by EDI under this crucial thrust area, clarify and also impart the right orientation to the mission and vision of ED centers, leading to concerted efforts by the society, government, financial institutions, industry associations, etc. to put up a conducive environment for entrepreneurs to flourish.

This is significant as the support system and the institutional mechanism must have the capacity to perceive entrepreneur-friendly business structure. An enabling structure and its functionaries spearhead progress by their trouble shooting attitude, thus making it convenient for entrepreneurs. Facilitating policies and schemes for creation and development of an entrepreneurial climate place the patterns of maximizing success in sharp focus.

EDI has brought about radical changes in the entrepreneurial climate by supporting creation of Centres of Entrepreneurship Development and Institutes of Entrepreneurship Development in several states of the country. This has heightened the prospects of business growth by institutionalizing ED activities, nationally.

Capacity building of IEDs, CEDs & other ED organizations through skill enhancement of entrepreneur trainer-motivators has proved to add a characteristic dynamism to their efforts. Meets of CEOs and Conventions of EDP trainers enable them to develop responsiveness to the emerging elements of competition, and carve proactive strategies in implementing programmes so that the result is only optimized.

Programmes for bankers and financial institution personnel such as the 'Project Appraisal and Entrepreneur Assessment' develop insights into project formulation and appraisal and entrepreneur assessment. The widely appreciated 'Focused Behavioural Event Interview' (FBEI) Technique, developed by EDI, is implemented to address the issue of appraising the man-behind-the-project. Insight into application of UNIDO developed software and system imparts the ability to discuss patterns of change and apply assessment and analytical skills accordingly.

The Institute has also been appointed as a Nodal Agency by the Ministry of Food Processing, Govt. of India, to carve core competencies in potential entrepreneurs so that new opportunities are explored in the burgeoning area of Food Processing Industry.

Programmes for Cluster Development Agents develop a cadre of professionals who analyse the nuances that are at play and the kind and degree of competition existing in a given industry cluster. This analysis then leads them to effective strategy development and sustained profitability in the cluster.

A compliant support system is a decisive element in making or breaking an enterprise. It is, therefore, important to periodically and effectively upgrade the skills of functionaries of support agencies as also sensitise them to the requirements of entrepreneurs.



A participant of the training programme on Project Appraisal and Entrepreneur Assessment receiving certificate at the hands of Dr. Dinesh Awasthi, Director, EDI. Also seen in the picture is Mr. Nikhil Raval, the Course Director.



## THRUST AREA : ED ORGANISATIONS & SUPPORT SYSTEM

Sr. No.	Activity	Location	Duration/ Period	Target Group	Objectives
<b>4.1 ED Institutions</b>					
4.1.1	Bharti Entrepreneur of the Year Award	EDI Campus	1 day	First Generation Entrepreneurs Created through EDPs	To establish the credibility & image of entrepreneurship development programmes and ED institutions.
4.1.2	Training Programme on 'How to Work in Industrial Clusters'	EDI Campus	1 week	State ED Institutions, STEPs, ED Cells & NGOs	To help ETMs acquire new knowledge in the area of working in industrial clusters thus enabling them to initiate such activities in their respective regions.
4.1.3	Training Programme on Research Methodology	EDI Campus	1 week	State ED Institutions, STEPs, ED Cells & NGOs	Will help Entrepreneur Trainer-Motivators acquire basic knowledge/skills to undertake research projects.
4.1.4	Trainers' Training Programmes to Promote Food Processing Units through EDP strategy (2 Nos.)	EDI Campus	2 months each (spread over 3 Phases)	State ED Institutions and NGOs	To build capacity of ETMs towards conducting 100 EDPs in order to promote food processing units in four states viz., J&K, Himachal Pradesh, West Bengal & Orissa.
4.1.5	Chairmen's/CEOs' Meet of ED Organisations (FEDI)	Regional	1 day	ED Organisations	To strengthen ED network and discuss issues that lead to better implementation of EDPs as also generation of new activities.
<b>4.2 New Enterprise Creation</b>					
4.2.1	Spill-over EDPs (35 Nos.) to Promote Food Processing Units	Gujarat Maharashtra, U.P. Uttaran-chal, Bihar & Jharkhand	6 weeks each	Potential Entrepreneurs	To facilitate potential entrepreneurs in undertaking food processing related activities.
4.2.2	50 EDPs to Promote Food Processing Industries in North Eastern Region	North-Eastern Region	6 weeks each Throughout the year	Potential Entrepreneurs	To facilitate potential entrepreneurs of NER in undertaking food processing related activities.
4.2.3	100 EDPs to promote Food Processing Industries	J&K, Himachal Pradesh, West Bengal & Orissa	6 weeks each	Potential Entrepreneurs	To train potential entrepreneurs to set up enterprises in the food processing sector.
<b>4.3 Programme for Support System</b>					
4.3.1	Training Programme on Project Appraisal and Entrepreneur Assessment	EDI Campus/ Bank Training Centre	6 days	Project Appraisal Officers of Banks/ Financial Institutions	Officers would be trained for project formulation & appraisal to cater to the latest assessment needs. Would lead to improved decision making by banking officials and faster project appraisals.
4.3.2	A 1-day Workshop on 'Role of Small Industry Association in the Changing Policy Environment'	New Delhi	1 day	Office Bearers of Industry Associations	Office Bearers of Industry Associations will be oriented towards the concept of Business Development Services (BDS) and the pro-active role that they can play in a liberalised environment.





# Strategic International Interactions

## Core Competence

- Country capacity building in the areas of :
    - Project identification, formulation and screening
    - Identification of business opportunities and preparation of project profiles
    - New enterprise creation
    - Industrial project preparation and appraisal
    - Technology sourcing and evaluation
    - Enterprise upgradation / growth,
- thus leading to installation of Investment Advisory Centre,

## Approach

The environment of business, across the world is dynamic. However, the global trade patterns and regulatory measures, where on one hand, have led to rapid economic growth and profitable use of natural resources for some countries, yet others, especially the ones developing, have slow or lopsided development. Economic forces and trends have had less impact on the success of developing countries in the area of entrepreneurship.

In order to derive maximum benefit from the expanding global market opportunities, it is important for developing countries to enhance their entrepreneurial strength.

EDI has, therefore, extended its services across the continents in response to the global responsibility vested in it by leading international institutions such as; the United Nations Industrial Development Organisation, Commonwealth Secretariat, International Labour Organisation, European Union, World Bank, SAARC and governments of developing countries. EDI has initiated customized programmes and projects to impart expertise in entrepreneurship development and new enterprise creation in keeping with the nature and scope of international business standards. The support of Indian Technical and Economic Cooperation, Ministry of External Affairs, Government of India towards inviting developing countries to get an exposure to Indian development experience and maintaining bilateral relations with them is indeed commendable.

Unique ways of identifying opportunities and operating under uncertain industrial patterns requires capability building of potential entrepreneurs and of institutions shouldering the responsibility of investment promotion and industrial development. As a resource centre for fulfilling the capacity building requirements of developing countries in Asia, Africa and Arab regions, EDI seeks to streamline the process of Entrepreneurship Development and Investment Decision Making.

Impact and activities under this area are institutionalised by institution building initiatives. Establishment of the Arab Regional Centre in Jeddah and the Investment Advisory Centre in Mozambique are significant manifestations of EDI advocacy. Strategic orientations and growth have also significantly been achieved by :

- New Enterprise Creation Programmes
- Entrepreneur Trainer-Motivators' Programmes
- Small and Medium Enterprise Development Programmes
- Bankers' Training Programmes and
- Sensitisation and Orientation Workshops for Policy-makers and Support System Officials.

The European Union sponsored project enhances business relations among Indian and European entrepreneurs and is a big leap forward in the direction of global alliances and partnerships.

EDI's efforts under this thrust area are evolving positive frameworks to accelerate the pace of entrepreneurship progress in developing nations.



*Participants of the ITEC - sponsored Faculty Development Programme organized during September 8-October 17, 2004, seen with (4th from L) Director, EDI, Dr. Dinesh Awasthi, (3rd from L) Dr. KVSM Krishna, the Course Director & other Faculty Members*



## THRUST AREA : INTERNATIONAL INTERACTIONS

Sr. No.	Activity	Location	Duration/ Period	Target Group	Objectives
<b>5.1 Institution Building : Saudi Entrepreneurship Development Institute (SEDI)</b>					
5.1.1	Developing Resource Persons for Enterprise Growth	Jeddah/ Riyadh	2 weeks	Professionals from Financial & Educational Institutions/ Chambers of Commerce & Industry/Government	Developing a resource pool of well equipped business counsellors to counsel and support existing entrepreneurs in pursuing planned growth.
5.1.2	Growth Programme for Existing Entrepreneurs	Jeddah/ Riyadh	4 months (classroom training with in-built individual counselling)	Existing Entrepreneurs	Entrepreneurs will be assisted in the process of enterprise growth.
5.1.3	Summer Camp on Entrepreneurial Stimulation for School Children	Jeddah/ Riyadh	1 week	12-16 yr old Students	To inculcate entrepreneurial values in youth. Productive use of summer vacation.
<b>5.2 Institution Building for Entrepreneurship Development in Selected ASEAN Member Countries</b>					
<b>5.2.1 Preparatory Activities</b>					
5.2.1 (a)	Entrepreneurship Appreciation Workshop	EDI Campus	1 week Apr. 19-23, 2004	Key Policymakers/ Planners/Heads of Lead Commercial Banks/Financial Institutions	To acquaint the delegates with various interventions to promote and strengthen SMEs and help them understand the pre-requisites of an enabling environment to promote entrepreneurship in their countries and the need for setting up an Institute similar to EDI.
5.2.1 (b)	Entrepreneurship Appreciation Workshops for Operational-level Officials	Vientaine Ha Noi Phnom Penh Yangon	3 days each May 10-12,'04 May 15-17,'04 May 20-22,'04 June 01-03,'04	Senior/Middle Level officials of relevant Ministries/Financial Institutions/ Business Advisory Services	To deliberate on successful interventions for entrepreneurship development; roles of relevant stakeholders; and necessary & sufficient conditions for creating a conducive environment for implementing ED by knitting together all relevant stakeholders for mobilising support.
5.2.1 (c)	Policy Framework for SME Sector : Advisory Services for Laos PDR	Laos PDR & India	1 month June 2004	SME sector	An Indian expert well conversant with economic policies and in particular, policies related to small enterprises in a developing economy will prepare an appropriate SME Policy Framework subsequent to extensive interactions with relevant ministers in Laos PDR to understand the overall economic policies, contextual factors and local needs.
5.2.1 (d)	Advisory Services for Evolving an Operational Framework for Small Industry Development Fund (SIDF) for Laos PDR	Laos PDR & India	1 month June-July 2004	SME sector	An Indian specialist with expertise in designing, installing and managing financial instruments for small scale sector will develop a document outlining the broad requirements of financial support to small scale sector in Laos PDR, proposed financial instruments and modalities for installing SIDF.
<b>5.2.2 Capacity Building :</b>					
5.2.2 (a)	Training of Trainers for CLMV Countries	EDI Campus	8 weeks July 05- Aug. 28, 2004	Professionals engaged in small business promotion in CLMV countries	Developing a resource pool of trainers to facilitate New Enterprise Creation; assist existing entrepreneurs in taking their businesses to greater heights and help develop industrial/artisan clusters.
5.2.2 (b)	Business Opportunity Identification (BOI) Process	Laos PDR & India	2 months Sept.-Oct. 2004	Potential/Existing Entrepreneurs	The exercise will lead to listing out viable business opportunities relevant to local conditions followed by preparation of at least 50 project profiles screened by financial & non-financial parameters. This exercise will facilitate on-the-job-training of trained trainers.
<b>5.2.3 New Enterprise Creation :</b>					
5.2.3	Launching of the First Entrepreneurship Development Programme (EDP) for New Enterprise Creation	Vientaine (Laos)	3 Phases stretched over 6 months Sept. 2004- March-2005	Potential Entrepreneurs	A group of 25 indigenous entrepreneurs will be developed to take up small business ventures in Laos PDR. The first programme will be launched on November 29, 2004 to coincide with the inauguration of Entrepreneurship Development Institute of Laos (EDI-L) in Vientaine.

(Cont... Page No. 27)



# Innovation Centre

## A National Facility for Science & Technology based Entrepreneurial Innovations

### Core Competence

- Resource Centre for information on innovative technologies
- A catalyst in commercialisation of new project ideas / product processes

### Approach

The major developments taking place in the pattern of industrial development across the world, have intensified globalisation of products and services. More so, in an economy which is so perfectly competitive, entrepreneurs need to become increasingly conscious about improved services and improved quality standards. It is important for an entrepreneur to envision a growth plan with encompasses technological and organisational upgradations.

While technologies indigenously developed in R&D laboratories / universities / project research centres are inherently sound, either entrepreneurs are not aware of them or the technologies are not always suitable for production on a commercial scale.

A National Facility for Science and Technology based Entrepreneurial Innovations sponsored by the National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology (DST), Govt. of India set up at EDI bridges the gap between entrepreneurs and scientists / laboratories.

The Centre facilitates evolution of technology-driven enterprises. The technical experts of the Centre offer process and product technologies which are developed in-house as also secured from other scientific laboratories in the sub-continent. The Centre's data bank which compiles information on innovative technologies and projects to support existing / potential growth-oriented entrepreneurs disseminates this information through sector / product specific seminars and workshops. In order to enhance quality and competitiveness of industrial manufacturing processes and products in varied sectors, such as brass-parts, diesel engine, glass industries, air conditioning & refrigeration, fabrication, bearing, electroplating & electro-polishing etc., one-to-one counselling of entrepreneurs would be focussed upon. In-plant training to engineers of an industry would become an integral part of Institute's aims & mission as an International Technology Resource Centre.



Mr. K. K. Shaw (Second From R), an EDI expert providing counseling to entrepreneurs from the Metal Handicraft Cluster



## THRUST AREA : INNOVATION CENTRE

Sr. No.	Activity	Location	Duration/ Period	Target Group	Objectives
<b>6.1 Technology Upgradation</b>					
6.1.1	A process for removal of zinc chromate coating from machined surfaces of castings.	Rajkot	-	Entrepreneurs	Will lead to improvement in the process of manufacturing machine tools.
6.1.2	A process for coating machine surfaces by palmetic acid for providing corrosion resistance in saline atmosphere	Rajkot	-	Entrepreneurs	Will lead to improvement in the process of manufacturing machine tools.
<b>6.2 Technology Based Programmes &amp; Workshops for Engineering Cluster, Rajkot</b>					
6.2.1	Technology of improving the quality of grey iron castings	Rajkot	1 day	Entrepreneurs Manufacturing Castings	Improvement in quality of castings and therefore, production of good quality diesel engines and machine tools.
6.2.2	Critical analysis of tolerances to improve the quality of machine tools and reduce cost of manufacturing	Rajkot	2 days	Entrepreneurs Manufacturing Castings	Improvement in quality of castings leading to good quality diesel engine and machine tools.
6.2.3	Process of austempering to improve the micro structure of bearings	Rajkot	1 day	Entrepreneurs Manufacturing Castings	Improvement in quality of bearings.
6.2.4	Process of minimizing distortions during heat treatment of gears used in diesel engines (cost reduction)	Rajkot	1 day	Entrepreneurs Manufacturing Castings	Improvement in quality of gears.
6.2.5	Stress relieving of cast component of machine tools	Rajkot	1 day	Entrepreneurs Manufacturing Castings	Improvement in quality of machine tools.
6.2.6	Testing methods of precision component for their hardness by various hardness measuring machines	Rajkot	1 day	Entrepreneurs Manufacturing Castings	Improvement in quality of diesel engines and machine tools.
6.2.7	Machine tool inspection methodologies	Rajkot	1 day	Entrepreneurs Manufacturing Machine Tools	Improvement in quality of diesel engines and machine tools.
6.2.8	Inspection of gears to minimize backlash	Rajkot	1 day	Entrepreneurs Manufacturing Gears	Improvement in quality of gears.
6.2.9	Technological workshops for improving quality of brass parts	Jamnagar	Throughout the year	Entrepreneurs of Jamnagar	To facilitate technology upgradation.
<b>6.3 Technology Sourcing &amp; Dissemination</b>					
6.3.1	Database for Technology Sourcing	EDI Campus	Throughout the year	New & Existing Entrepreneurs	To provide new business opportunities to potential entrepreneurs and diversification options to the existing ones.
6.3.2	Website Development of Technology Database	EDI Campus	3 months	New & Existing Entrepreneurs	Dissemination of information on available technologies to the entrepreneurs.
<b>6.4 Implementation of Cluster Development Methodology to Ensure Holistic Development of the Engineering Cluster, Rajkot</b>					
6.4.1	Network Formation among Cluster Actors	Rajkot	1 month	Cluster Actors	Capacity building of cluster actors
6.4.2	Exposure visit to relevant Cluster	Rajkot	2 months	Cluster Actors	Capacity building of cluster actors.
6.4.3	Organising Buyer-Seller Meets	Rajkot	Throughout the year	Cluster Actors	Capacity building of entrepreneurs and technology upgradation.
6.4.4	Training on Diversification as a Strategic Option	Rajkot	5 days	Cluster Actors	To promote business diversification in SMEs of the cluster.
6.4.5	Providing Business Development Services	Rajkot	8 months	Cluster Actors	Creation of a cadre of Business Development Service (BDS) Providers for cluster development.
6.4.6	Developing Data Bank of BDS Providers	Rajkot	1 month	Cluster Actors	To make information readily available to entrepreneurs



# Centre for Research in Entrepreneurship Education and Development (CREED)

## Core Competence

- Undertakes research in education, innovations in training methodology, impact of industrial policies, rural entrepreneurship and innovative credit delivery system in the field of entrepreneurship
- Dissemination of valuable research findings to the academic fraternity at large through 'The Journal of Entrepreneurship'.

## Approach

The Centre has been vested with the responsibility of serving as a bridge between academia and training and consultancy in the field of 'Entrepreneurship'. Applied research and consultancy needs be effectively supported by solid theoretical insights, if the entrepreneurship movement needs to be institutionalised throughout the globe. The Centre encourages enquiries into education, innovations in training methodology, impact of industrial policies, rural entrepreneurship and innovative credit delivery system in the field of Entrepreneurship. Several research

projects believed to be crucial to the growth of small & medium enterprises have been initiated by the Centre.

One of the major objectives of the Centre is to catalyse the process of building network of researchers and institutions in the sphere of entrepreneurship. 'The Journal of Entrepreneurship', the reputed academic publication of the Centre, has established its credibility and identity among scholars in India and abroad as a unique forum to disseminate their valuable research findings, both theoretical and empirical to the academic fraternity at large.

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

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

## Important Research Projects Completed

• Impact of New Economic Policy of SMEs
• Impact of GATT on SMEs
• Dynamics of Industrial Cluster in India
• Growth of Firms and Entrepreneurial Competencies
• Constraints to Growth of Small Scale Firms
• National Evaluation of Entrepreneurship Development Programmes
• Evaluation of EDPs in North Eastern states
• A Critical Analysis of Entrepreneurship Development Programmes
• Role of Small Business Associations in the Changing Economic Environment
• Promoting Entrepreneurship Through Training : An Assessment of Training Initiatives of MCED, Aurangabad
• A Study on Entry Barriers to Entrepreneurship : Perceived by Youth
• USAID sponsored research project on 'Entrepreneurial Competencies'
• Project on Self-made Impact Making Entrepreneurs
• Ford Foundation sponsored Action Research Project on Testing & Documenting a suitable approach to Entrepreneurship Development for rural poor
• Research based publication on First-generation Women Entrepreneurs of India
• Study of 'Created' Entrepreneurs
• FNSI sponsored research project entitled 'Export Entrepreneurship : Relative Characteristics of Exporting and Non-Exporting Firms'
• SIDBI sponsored Research Study in Industrial Clusters
• ICIMOD sponsored research study on "Promoting Small & Micro Enterprises through Training Interventions in Himalayan Region; The Indian Experience"
• Govt. of Gujarat & INDEXTb sponsored Research Study on 'Impact of Incentive Schemes of Industrialisation of Gujarat'
• IDBI funded study on 'Facilitating & Hindering Factors in the Growth of SMEs'
• ILO sponsored study on 'Need & Demand Assessment for Job Quality in Micro & Small Enterprise Sector in India'
• DFID sponsored Research Project on 'Business Development Services (BDS) Markets in India' (with special reference to Calcutta)
• Research based Publication-'Doing Business in India : Street-Smart Entrepreneurs in an Imperfect Market Place'

## EDI-EU Project for Economic Regeneration of Kachchh and Saurashtra (EDI-EU PERKS)

Amidst a scenario where economies across the world are assuming competitive dimensions in view of the increased challenges to growth and success, the economy of Kachchh and Saurashtra is still recuperating from the severe blow it suffered on account of the devastating earthquake of 26th January, 2001. Clusters of industries, households and cottage industries disappeared, not just disrupted. Developmental initiatives towards economic and social regeneration became a pressing need. The EDI-EU project sanctioned by European Union for earthquake, addresses the need of revitalising the shattered economy of the quake hit regions of Kachchh and Saurashtra. The Institute conceived this comprehensive package of intervention in the month of March 2001. Economic regeneration through micro and small enterprise creation for potential and small entrepreneurs, is the focus of the project. Implementation of projects to train individuals to take up income and employment generation activities besides conduction of programmes to revive industrial / artisanal clusters have been designed and conceptualized so as to make maximum impact.

Sr. No.	Activity	Location	Duration/ Period	Target Group	Objectives
8.1	Workshop for NGOs and Support System (4 Nos.)	Kachchh & Saurashtra	one day each	Stakeholders of the Developmental Project	To sensitise stakeholders about the implementation of the project in the past 2 years and seek their valuable support in this developmental activity for various types of linkages.
8.2	Rural Entrepreneurship Development Programmes - REDPs (18 Nos.)	Kachchh & Saurashtra	10 weeks each	Earthquake affected persons from rural areas	Promotion of micro enterprises in rural areas through training and follow-up support provided through NGO network.
8.3	Entrepreneurship Development Programmes - EDPs (7 Nos.)	Kachchh & Saurashtra	12 weeks each	Earthquake affected persons from Urban/ Semi-urban areas	Promotion of enterprises in urban/semi-urban areas through training and follow-up support through NGO network.
8.4	Group Entrepreneurship Development Programmes - GEDPs (10 Nos.)	Kachchh & Saurashtra	7 months each	Earthquake affected persons formed SHGs/Rural Artisan Clusters	To develop existing rural clusters and SHGs through business counselling and technology upgradation through forward & backward linkages.
8.5	Industrial Rehabilitation Programme - IRP	Kachchh & Saurashtra	3 months	Earthquake affected SMEs	To rehabilitate earthquake affected enterprises through counselling services.
8.6	Corporate Linkage Programmes - CLP	Kachchh & Saurashtra	9 months	Earthquake affected SMEs	To establish linkages between earthquake affected enterprises and corporate bodies.



**THRUST AREA : MICRO ENTERPRISE & MICRO FINANCE DEVELOPMENT** (Cont... From Page No. 15)

Sr. No.	Activity	Location	Duration Period	Target Group	Objectives & Outcome
<b>2.4 Sensitization of Environment and Support System</b>					
2.4.1	NGO - Banker Interface ( 3 Nos.)	Regional	3 days each	NGOs and Bankers	To sensitize bankers towards the needs of REDP trainees and help NGOs establish linkages with banks.
2.4.2	Workshops on Facilitating Cluster Development Strategy: Handicrafts Cluster (10 Nos.)	Regional	3 days each Throughout the year	AHVV Implementing Agencies	To sensitize AHVV implementing agencies towards the concept of cluster development so as to help them implement craft cluster development programme under the Ministry of Textiles, Govt. of India.

**THRUST AREA : INTERNATIONAL INTERACTIONS**

(Cont... From Page No. 21)

Sr. No.	Activity	Location	Duration Period	Target Group	Objectives & Outcome
<b>5.3. Region Specific Capacity Building Programme</b>					
5.3.1	Training Programme for Cluster Development Agents (CDAs) of Developing Commonwealth Member Countries in the Asian Region	EDI Campus	4 weeks Nov. 22- Dec. 17, 2004	Development Officers of NGOs / Officers of Support System Institutions providing extension services to SMEs	Equipping the participants with requisite knowledge, skills and attitude to work effectively for the development of industrial/artisan clusters in their respective countries.
<b>5.4 Country Specific Capacity Building Programme</b>					
5.4.1	Developing Resource Persons for Enterprise Growth	Kuwait	2 weeks	Professionals from Financial & Educational Institutions/ Chambers of Commerce & Industry/Government	Developing a resource pool of business counsellors to counsel and support existing entrepreneurs for pursuing planned growth.
<b>5.5 Open Programmes</b>					
5.5.1	Faculty Development Programme (FDP) in Entrepreneurship	EDI Campus	6 weeks Aug 9- Sept. 17, 2004	Faculty from Educational Institutions in Developing Countries	To develop professional skills of teachers of higher education to conduct entrepreneurship courses effectively.
5.5.2	Management Education Programme (MEP)	EDI Campus	6 weeks Sept. 27- Nov 05, 2004	Managers of SMEs and Entrepreneurs	To sharpen managerial skills of entrepreneurs and senior executives of SMEs, leading to performance improvement of enterprises.
5.5.3	Training Programme on Managing Micro Enterprise & Micro Finance Development	EDI Campus	6 weeks Nov 08- Dec 17, 2004	Senior Officials/ Functionaries of NGOs	Capacity building of NGOs of developing countries to enable them to initiate micro enterprise development related activities in a sustainable way.
5.5.4	New Enterprise Creation (NEC) Training Programme for Trainers of Developing Countries	EDI Campus	6 weeks Jan 10- Feb 18, 2005	Professionals engaged in Small Business Promotion	To train ETMs and Business Counsellors of developing countries for initiating, planning and implementing ED activities and grooming them for effective business counselling.
5.5.5	Training Programme on Industrial Project Preparation and Appraisal	EDI Campus	6 weeks Feb 14- Mar 25, 2005	Appraisal Officers from Financial Institutions in Developing Countries.	To improve and update project appraisal techniques and decision making process so that there is improved viability and returns.
<b>5.6 Others</b>					
5.6.1	International Exposure Visit of ED organizations	National	10 days	Functionaries of NGOs / MFIs / SHPIs	To expose ED organizations to the initiatives undertaken in Micro Enterprise and Micro Finance Development in other countries.
5.6.2	International Programme on Business Development Service (BDS)	EDI Campus	6 weeks	NGO Functionaries	To develop a cadre of Business Development Service Providers with specific focus on micro entrepreneurs.



## Achievements under Strategic Thrust Areas

### ENTREPRENEURSHIP EDUCATION

Sr. No	Activities under this thrust area	Achievements till March 31, 2004
1.	<b>One-year Post Graduate Programmes</b> Students enrolled in 6 batches	453
2.	<b>Faculty Development Programmes (FDPs) in Entrepreneurship</b> Teachers trained	814
3.	<b>National Summer Camps on Entrepreneurial Adventures for Youth (17-22 years)</b> - Students participated	380
4.	<b>Summer Camps for School Children On Entrepreneurial Stimulation (12-16 years)</b> - Students participated	535
5.	<b>National Seminar on Current Researches in Entrepreneurship</b> - Delegates participated	179
6.	<b>National Workshop on Entrepreneurship Education in Vocational Schools &amp; Technical Institutions</b> - Delegates participated	37
7.	<b>National Workshop on Approaches to Entrepreneurship Education</b> - Delegates participated	17
8.	<b>1-Day Orientation Programmes on Entrepreneurship Organised for Gujarat Schools</b> - Students participated	6300

### MICRO ENTERPRISE AND MICRO FINANCE DEVELOPMENT

Sr. No	Activities under this thrust area	Achievements till March 31, 2004
1.	<b>Number REDPs conducted</b> - Rural poor trained - Rural enterprises set up	650 16255 9102
2.	<b>Trainers' Training Programmes Organised</b> - Rural trainers trained	31 777
3.	<b>National/Regional Workshops on RED strategy for NGOs</b> - NGO officials sensitised	19 677
4.	<b>Activities on Informal Micro Credit Delivery System (IMCDS) :</b> - Trainers' Training Programmes organised - NGO trainers trained - Workshops for CEOs of NGOs on IMCDS - CEOs attended - NGO officials re-trained on IMCDS Refresher Course	5 134 7 182 60
5.	<b>Capacity Building Programmes for NGOs on Sustainability</b> - NGO trainers trained	3 48
6.	<b>Policy Sensitisation Workshops organised for Sustainability of NGOs</b> - Officials sensitised	5 275
7.	<b>Programmes conducted on Financial Management &amp; Accounting for NGOs</b> - NGO officials trained	7 159
8.	<b>Training Programmes for Developing Rural Business Development Service Providers</b> - Rural Business Development Service Providers developed	3 63
9.	<b>NGO officials trained in Advanced Training Programme on Micro Finance</b>	22
10.	<b>Support to Rural Industries Programmes (RIP) Project of SIDBI (States covered - U.P., Uttaranchal, M.P., Chhatisgarh, Bihar, Jharkhand and Orissa)</b> - Technology Demonstrations organised - Institutions Profiled - Innovative Projects Developed - SSIs/Artisans/Potential Entrepreneurs benefitted	40 30 30 1000
11.	<b>International Delegations on Micro Enterprise Development :</b> - Sri Lankan delegates - From Nepal - Bangladesh	66 60 10



EDI Library





## Achievements under Strategic Thrust Areas

### PERFORMANCE AND GROWTH OF EXISTING ENTREPRENEURS

Sr. No	Activities under this thrust area	Achievements till March 31, 2004
1.	<b>Succession Planning for Entrepreneurial Continuity (SPEC)</b> - Programmes conducted - Successors groomed	15 254
2.	<b>Performance Improvement Programmes (PIPs) for Existing Entrepreneurs (65 programmes for women)</b> - Entrepreneurs trained	95 3681
3.	<b>Small Industry Management Assistant Programmes (SIMAPs)</b> - Young graduates developed	37 868
4.	<b>Growth-cum-Counsellors' Programmes Conducted</b> General Growth Programmes Growth Programme exclusively for Women Entrepreneurs Export-oriented Growth Programmes Technology-oriented Growth Programmes - Entrepreneurs geared up - Business counsellors developed	19 9 1 7 2 427 385
5.	<b>Growth-cum-Counsellors' Programmes in association with State-level ED Organisations</b> - Entrepreneurs influenced - Counsellors developed	35 64
6.	<b>Region/ Product-specific Export Workshops</b> - <i>Business with CIS countries</i> : Potential exporters developed - <i>Business with South Africa</i> : Potential exporters developed - <i>Software Exports</i> Potential exporters developed - <i>Business with Australia</i> : Potential exporters developed	5 23 55 37 13
7.	<b>Functional Programmes on Strategic Management</b> - Entrepreneurs trained	4 62
8.	<b>Intrapreneurship : Corporate Executive Programmes for Zydus-Cadila Group of Companies</b> - 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.	<b>Workshops organised for Zydus-Group</b> - Executives of Neuro Sciences Division - Executives of Sri Lankan Division	3 33 12
10.	<b>Executives of Developing Countries trained through International Management Education Programmes (MEPs)</b>	44

### PERFORMANCE IMPROVEMENT OF ED ORGANISATIONS & ED PROGS.

Sr. No	Activities under this thrust area	Achievements till March 31, 2004
1.	<b>Open Learning Programme in Entrepreneurship (OLPE)</b> - Batches announced - Learners enrolled - S&T learners - Non-S&T category - Women learners	36 3119 2060 1059 604
2.	<b>National Trainers' Course</b> - Trainers developed	20 343
3.	<b>Functional Trainers' Programmes on</b> • 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
4.	<b>Capacity Building of Organisations : Trainers Trained</b> - 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 19
5.	<b>Number of 'Agripreneurs' trained through Training Programme on Agri-Clinics &amp; Agri-business Centres</b>	25



EDI Classroom



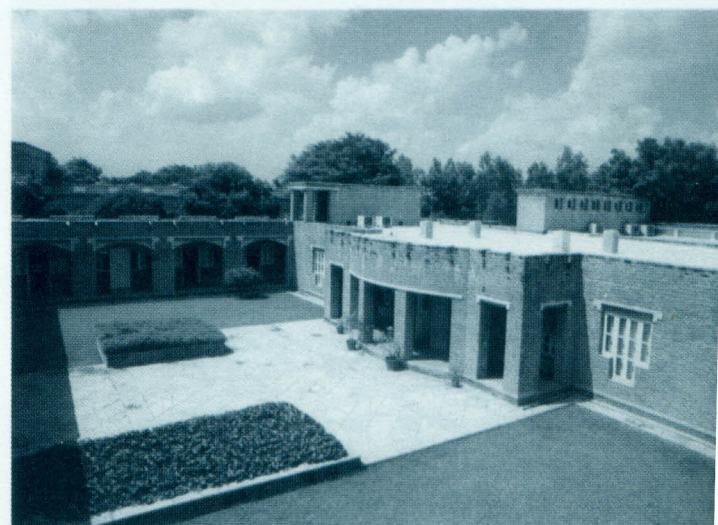
## Achievements under Strategic Thrust Areas

### STRATEGIC INTERNATIONAL INTERACTIONS

Sr. No	Activities under this thrust area	Achievements till March 31, 2004
1.	<b>Programmes for Training Entrepreneur Trainer Motivators (ETMs) for Developing Countries</b> - Trainers trained	17 288
2.	<b>Polytechnic Teachers trained as Resource Persons for Commonwealth Association of Polytechnics in Africa (CAPA)</b>	18
3.	<b>Programmes on Industrial Project Preparation &amp; Appraisal for Developing Countries</b> - Appraisal officers trained	15 278
4.	<b>Inter-Regional Workshops on Entrepreneurship for Policy-makers of African/ Asian/ Francophone and CHOGRM member countries</b> - Countries participated	4 35
5.	<b>UNIDO Project on Women Entrepreneurship</b> - Women entrepreneurs trained - Women entrepreneur Trainer motivators trained - Financial/ Appraisal officers dealing with projects of women entrepreneurs trained	21 25 22
6.	<b>Technical Training provided to Women Entrepreneurs of Developing Countries</b> - Women entrepreneurs from Sri Lanka - Women entrepreneurs from Nepal	20 19
7.	<b>International Training Programmes on Micro Enterprise &amp; Micro Finance Management</b> - NGO professionals from developing countries trained	7 98
8.	<b>Achievements under UNIDO &amp; Gol-sponsored Inter-Regional Centre (IRC)</b> • Training Programmes on Industrial Project Preparation & Appraisal • Appraisal officers trained <b>In Bahrain for Arab Region :</b> • Professionals trained under Training of Trainers for New Enterprise Creation • Potential Entrepreneurs trained for New Enterprise Creation • Business Counsellors groomed for Growth of SMEs  <b>Activities in African Region :</b> • Support System Officials attended the Preparatory Workshop on Interventions to Facilitate Investment Promotion organised in Mozambique • Participants in the Seminar on Project Identification, Formulation and Screening conducted in Mozambique • Professionals trained under Industrial Project Preparation & Appraisal organised in Mozambique • Number of Business Counsellors groomed in Mozambique for growth of SMEs • Mozambican Entrepreneurs benefitted from Enterprise Upgradation Programme • Trainers trained in Industrial Management organised in Tanzania	7 119 27 20 12 27 23 15 23 14 15

### ENTREPRENEURSHIP ENVIRONMENT AND SUPPORT SYSTEM

Sr. No	Activities under this thrust area	Achievements till March 31, 2004
1.	<b>Entrepreneurs' Meet</b>	11
2.	<b>ED Orientation Programmes for Officers of DICs/ Banks/ Financial Institutions</b> - Officers sensitised	26 568
3.	<b>Extension Motivation Programmes for Support System Officials</b> - Officers trained	12 240
4.	<b>FBEI Programmes for Credit/ Appraisal Officers of Banks/ Financial Institutions</b> - Officers trained on the interview technique	19 342
5.	<b>Business Counsellors' Programme for Small Industry Development Officers (SIDOs)</b> - Officers trained	48
6.	<b>Intrapreneurship Programme for Govt. Officials of Jammu &amp; Kashmir</b> - Officials trained	26
7.	<b>NGO-Banker Interface</b> - NGO-CEOs participated - Bankers participated	15 231 220
8.	<b>Workshops on Women Entrepreneurship Gender &amp; Entrepreneurship Dev. Under GPTP of Gol</b> - Resource persons trained (5 states) - Workshops organised in 2 states (U.P. & M.P.)	22 4
9.	<b>Training Programme for developing Cluster Development Agents (CDAs)</b> - Support system officials trained as Cluster Development Agents (CDAs)	5 144
10.	<b>Training Seminar for Executives of Industry Associations</b> - Executives sensitised	2 33





## EDI Publications & Video Cassettes

Sr. No.	Title of Publication	Amount in Rupees	US \$
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	300	22
4.	National Directory of Entrepreneur Trainer-Motivators and Resource Persons Compiled by S. B. Sareen & H. Anilkumar	190	
5.	In Search of Identity - The Women Entrepreneurs of India - Ajit Kanitkar & Nalinee C.	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 1. Budgeting 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 Small Scale Industries	50 (per Booklet)	4 (per Booklet)
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 Dr. P.C. Jain	595	20
13.	Evaluation of Entrepreneurship Development Programmes - D.N. Awasthi & Jose Sebastian	250	20
14.	Doing Business in India - The Street Smart Entrepreneurs - V. Padmanand & P.C. Jain	425/-	109
15.	The Journal of Entrepreneurship	425	109
16.	Short Steps - Long Leaps - Dinesh Awasthi	395	-



## EDI Publications & Video Cassettes

(Cont... From Page No. 31)

Sr. No.	Title of Publication	Amount in Rupees	US \$
<b>EDI Video Cassettes</b>			
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	-

### Entrepreneurship Development Institute of India

(Via Ahmedabad Airport & Indira Bridge),

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

Tel. : (91) (79) 23969155/23969161/23969163 Fax : (91) (79) 23969164

E-mail : ediindiaad1@sancharnet.in Website : <http://www.ediindia.org>

### EDI Regional Offices :

**Bangalore Office** : No. 133, XI 'A' Cross, I Main Road, II Stage,  
West of Chord Road, Bangalore - 560 086

Telefax : (91) (80) 23496580, 23490384 E-mail : ediro@giabg01.vsnl.net.in

**Lucknow Office** : 432/36, Kala Kankar Colony, Old Hyderabad, Lucknow - 226 007

Tel. : (91) (522) 2780820 Telefax : (0522) 2780856

E-mail : edinro@sancharnet.in

### EDI Branch Offices :

**Bihar** : 1/9A, Patli Putra Colony, Patna-800 013

Tel. : (0612) 2271071

**Orissa** : N-1/224, IRC Village, Nayapally, Bhubaneswar-751 015

Tel. : (0674) 2554494 E-mail : edero@rediffmail.com

**Assam** : Nr. D.G.P. Office, B. K. Kakoti Road, Ulubari, Guwahati-781 007

Tel. : (0361) 2461063 E-mail : edinero@india.com

**Jharkhand** : Plot No. 41, Budh Bihar Colony, Opp. Ashok Nagar, Road No. 4, Ranchi-834 002

Tel. : (0651) 2240605 E-mail : rch\_ediranchi@sancharnet.in



EDI organised an International Trainers' Training Programme for New Enterprise Creation during January 27 - March 5, 2004. The programme was sponsored by ITEC., Ministry of External Affairs, Govt. of India. The Chief Guest for the valedictory function of the programme was the Hon'ble Minister for Education, Govt. of Gujarat Smt. Anandiben Patel. Seen in the picture is Smt. Anandiben Patel, (on her left) Dr. Dinesh Awasthi, Director, EDI and (on her right) Mr. S. B. Sareen, the Programme Director.



Inset : Smt. Anandiben Patel delivering the valedictory address.

Mr. E. Barwa, Jt. Secretary, Ministry of External Affairs, Govt. of India was the Chief Guest for the valedictory function of the International Management Education Programme, sponsored by ITEC, MEA, Gol. Seen in the picture is Shri Barwa presenting the certificate to one of the participants of the programme. On his left is Dr. Sunil Shukla, the Programme Director.



Shri ANP Sinha, Jt. Secretary, Ministry of Food Processing Industries, Govt. of India, was the Chief Guest for the Inauguration of the 1st Stakeholders' Workshop on Promotion of Food Processing Units through Entrepreneurship Development Programme Strategy. The Project has been launched in the states of Gujarat, Maharashtra, U.P., Uttranchal, Bihar & Jharkhand. Seen in the picture is Shri Sinha addressing the participants. Also seen are (R-L) Dr. Dinesh Awasthi, Director, EDI and Mr. S. B. Sareen - National Co-ordinator.



Inset : Shri Sinha inaugurating the Stakeholders' Workshop



**Entrepreneurship Development Institute of India**