

50%

Programme Package 2011-2012

*SMEs &
Business Development
Services*

*Entrepreneurship
Education &
Research*

*Micro
Enterprises, Micro
Finance & Sustainable
Livelihood*

*Women
Entrepreneurship
& Gender
Studies*

*Cluster
Competitiveness for Growth
& Technology*

*Social
Entrepreneurship
& Corporate Social
Responsibility*



**Entrepreneurship
Development Institute of India
Ahmedabad**



Shri Saurabh Patel, Minister of State for Industry, Govt. of Gujarat and Shri R. M. Malla, Chairman and Managing Director, IDBI Bank Ltd. and President-EDI, releasing the document on 'SME Clusters of Gujarat' developed by the Institute at the SME Convention (Vibrant Gujarat 2011 Summit) on January 13, 2011

Training-cum-Awareness Programme, on Investment Opportunities in Food Processing Sector in Gujarat was inaugurated on 15 June, 2010. Seen during the inauguration are Chief Guest (3rd from L) Shri Subodh Kant Sahai, Hon'ble Union Minister for Food Processing Industries; (2nd from L) President of the Event, Shri Bharatsinh Solanki, Hon'ble Union Minister of State for Power and (2nd from R) Guest of Honour, Dr. Tushar Chaudhary, Hon'ble Minister of State for Tribal Affairs with (R-L) Dr. Dinesh Awasthi, Director-EDI; Mr. Yatindra Sharma, Chairman, CII Gujarat Council and Mr. Piruz Khambatta, CMD, Rasna Pvt. Ltd. & Chairman-CII Task Force on Processed Food Outsourcing



Shri Jay Narayan Vyas, Hon'ble Minister - Health, Family Welfare & Tourism, Govt. of Gujarat, inaugurating the Ninth Biennial Conference on Entrepreneurship on February 16, 2011. Also seen are (R-L) Prof. Dwijendra Tripathi, Eminent Historian; Dr. Dinesh Awasthi, Director-EDI & Conference Host and Prof. Sasi Misra, Conference Chair



Shri Vyas addressing the delegates



Governing Body Members of EDI

(As on 31st March, 2011)

Shri R.M. Malla

President-EDI
Chairman and Managing Director
IDBI Bank Ltd.
Mumbai

Dr. Yoginder K. Alagh

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

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

Ex-Chief Secretary
Orissa

Mrs. K. Rama Devi

President
Association of Lady Entrepreneurs
of Andhra Pradesh
Hyderabad

Shri Anand T. Kusre

Nominee Member of ICICI Bank Ltd.
Mumbai

Shri M.K. Nag

Chief General Manager (SME)
State Bank of India
Mumbai

Dr. Sailendra Narain

Chairman
Centre for SME Growth &
Development Finance
Navi Mumbai

Shri Atul Kumar Rai

Chief Executive Officer & Managing Director
IFCI Limited
New Delhi

Shri V.S. Rathore

Executive Director
Small Industries Development Bank of India
SME Development Centre
Mumbai

Shri B. Ravindranath

Executive Director
IDBI Bank Ltd.
Mumbai

Shri Maheshwar Sahu, IAS

Principal Secretary
Industries & Mines Department
Govt. of Gujarat
Gandhinagar

Shri Uday Kumar Varma, IAS

Secretary (MSME)
Ministry of Micro, Small & Medium Enterprises
Government of India
New Delhi

Chairman

National Bank for Agriculture &
Rural Development
Mumbai

Dr. Dinesh Awasthi

Director
Entrepreneurship Development Institute of India
Ahmedabad





The Institute

Entrepreneurship Development Institute of India (EDI), a wholly autonomous and not-for-profit institute, set up in 1983, is sponsored by the apex financial institutions; the IDBI Bank Ltd., IFCI Ltd., ICICI Bank 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 28 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 2011-12



'There is no short cut to Success' – The statement's almost become a cliché, but there's no way one can deny this fact. And, I would say we vouch for this statement with all sincerity. Our efforts have always been to consider our programmes on the parameters of effectiveness and efficiency; we have never shied away from admitting that a particular programme needs to be revamped to fit into the demands of the market better. Today if I say that we have been growing consistently what I mean is that we have been measuring our success against goals and targets but that doesn't certainly mean that we have fixed rules. We do not let rules restrict us; we make the rules of our trade by examining the changing global economy. The fact is that the altering and the shifting markets have been exerting inordinate influence on the existing patterns of economic development in virtually every country and for entrepreneurship to survive in such circumstances, we have to keep up with whatever happens across the seven seas. I am glad that the annual review meeting is one platform when we discuss such issues, discard what's not working; introduce necessary changes and give market worthy solutions in terms of projects, programmes, seminars, workshops and of course, need based interventions wherever required.

The coming year is another opportunity for us to project entrepreneurship even more convincingly, and so what dominates our focus is primarily the activities in the area of Education – programmes for students and the Faculty group. Programmes for both these groups will find a significant place in our agenda, this year.

Creative entrepreneurship has a critical role to play today. It is obvious that most of the ideas that determined business principles and business decisions in the past have made way for new practices. Those who haven't changed with this demand are languishing in failure and disappointment. This is the fate of most of the once flourishing cluster of industries in India. The

entrepreneurs need to get equipped with knowledge and state-of-the-art technology; modern practices need to replace the traditional ones. EDI has, therefore, been working in several industrial and artisanal clusters to revivify them with implementation of a host of activities. The Institute is also working towards changing the mindset and the knowledge level of these entrepreneurs. This new generation of entrepreneurs will mould the Indian industry. The efforts of EDI cluster model have already begun showing results. The Institute will continue this year with its cluster development programmes. The new projects in this segment – the Mega Handloom Cluster project (Sibsagar, Assam) and the Mega Handicraft Carpet Cluster project (Srinagar, J&K) will also begin demonstrating the efficacy of the approach, this year.

Through other developmental activities and programmes on entrepreneurship development, the coming year would try to target a two-fold objective – one, to impart skills and knowledge that help carve out a niche and second, develop a mindset and confidence that enables these budding entrepreneurs to face competition rather than fearing it. Food Processing, social entrepreneurship and women entrepreneurship are some areas which we will continue to address.

Internationally also, EDI has been pitching in to strengthen entrepreneurship in some countries; the trusted ally that this discipline has become for economic growth. After having set up full fledged ED centre in places like Cambodia, Laos, Myanmar and Vietnam, this year would see inauguration of the Centres at Uzbekistan and Kazakhstan and also witness initiation of activities for floating centres in a few African countries. Also besides conducting programmes in entrepreneurship and investment promotion for officials from a host of other countries, EDI has taken and will continue, this year, with entrepreneurship strengthening activities in Iran, China and Zambia. Creating a responsive and competitive organization, benchmarking against the best global companies, learning to identify and divest from practices that do not add any value to business, employing the best strategies to make a successful organization will be EDI's priority in addressing the need in these countries.

Last year, we could promote high growth environment in every aspect that we worked in. Besides programmes, significant research work could also be initiated, leading to emergence of an environment that did not create a protective shield for new and existing enterprises but taught the ways and means to ensure sustainable growth. This year also with the same mandate, we continue.....

Dinesh Awasthi
Director

A Glimpse into Major Achievements 2010-11

Last year was devoted towards celebrating entrepreneurship like never before with workshops, programmes, seminars and much more....all this was greatly satisfying and moved entrepreneurship to generating worthwhile results. Let's take a look into some of the major achievements.

Centre for Entrepreneurship Education and Research

Post Graduate Diploma in Management - Business Entrepreneurship is fast gaining firm grounds and so are its students who recently won all the first three positions at the National Business Olympiad organized by IIM, Ahmedabad as a part of 'Confluence - 2010'.

The Confluence focused on themes pertinent to existing business scenario in a bid to encourage innovations and help expand boundaries. The Olympiad, organized as a part of the confluence, had the objective of testing business acumen, knowledge, skills, attitude and the decision making power of students in the areas of finance, marketing, operations and research and development. A team of 9 students made a clean sweep at the competition which had teams from around 40 reputed business schools.



Dr. Kiran Bedi, Former IPS officer, presenting certificate and a cash prize of ₹ 1 lac to the PG students of EDI who bagged the first position at the National Business Olympiad, organised by IIM-A. EDI PG students secured all first three positions at the contest

The Ninth Biennial Conference on Entrepreneurship was inaugurated on February 16, 2011 by Shri Jay Narayan Vyas, Hon'ble Minister of Health, Family Welfare and Tourism, Govt. of Gujarat. On this occasion, renowned historian, Prof.



Participants of the Faculty Development Programme at Ahmedabad seen with (4th from L) Dr. Dinesh Awasthi, Director-EDI; (5th from L) Dr. Sunil Shukla, Programme Director; (5th from R) Dr. Pankaj Bharti, Programme Coordinator and EDI faculty group associated with the programme.

Dwijendra Tripathy was also felicitated. The three-day Conference welcomed 150 delegates from national and international universities and witnessed presentation of 117 papers.

In a landmark move, Institute's distance learning programme, 'Diploma in Entrepreneurship and Business Management' obtained recognition from the Distance Education Council, IGNOU, New Delhi, thus giving a further endorsement to entrepreneurship as an ideal career option.

The Institute's association with the Jain Group of Institutions to impart entrepreneurial and managerial skills to students to ensure smooth transition family business and train potential entrepreneurs in new enterprise creation got further grounded.

Ten Faculty Development Programmes planned for the year 2010-2011 added 209 more trained faculty members to the existing group of 1729.

National Summer Camps on Entrepreneurial Adventures for Youth and Summer Camps on Entrepreneurial Stimulation for Children, together honed skills of 157 students through entrepreneurial motivation development exercises, development of entrepreneurial traits and competencies, visits to institutions of repute to analyze the process of creation, exposure to potential opportunities in a variety of

areas, psychological counselling and interaction with achievers.

Centre for Micro Enterprises and Micro Finance and Sustainable Livelihoods

Department of Science and Technology sponsored Science and Technology Entrepreneurship Development Projects at Rae Bareli, Gorakhpur, Roorkee and Nalbari continued with impact making skill development, awareness generation and entrepreneurship development programmes. Following these closely were the SIDBI sponsored Rural Industries Programmes at Kushinagar, Vidhisha and Dhenkenal.

Kudumbashree, a Kerala State Poverty Eradication Mission is promoting sustainable income by the strategy of micro enterprise development.

A three month, Tata Communications sponsored programme for members from the SC/ST community to impart them knowledge, skills and attitude to set up own business and thus come into the mainstream, was conducted successfully with 115 potential entrepreneurs receiving training. 70% of these have either set up their enterprise or are in the process of setting up.

As a National Resource Agency, EDI is also working towards the revitalization of the twenty handloom clusters spread across twelve states of the country. The project is sponsored



Participants of the international programme on 'Business Development Service Providers for Micro Enterprise & Micro Finance' seen with (5th from R) Dr. Dinesh Awasthi, Director-EDI; (4th from R) Mr. Manoj Mishra, Programme Director and esteemed members of EDI Faculty associated with the programme



Seen during the inauguration of the ITEC, Ministry of External Affairs, GoI, sponsored international training programmes, 'Entrepreneurship & Small Business Promotion' and 'Business Research Methodology & Data Analysis' is the Chief Guest (2nd from L) Mr. J S Mukul, IFS, Joint Secretary, Ministry of External Affairs, Govt. of India, with (2nd from R) Dr. Dinesh Awasthi, Director-EDI and Programme Directors, (L-R) Mr. S. B. Sareen and Mr. Jignasu Yagnik

by the Office of the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. As a part of the project amidst other revivification models, the strategy of organizing exhibitions at various locations, such as Ahmedabad, Bangalore and Delhi has also worked well, leading to fruitful buyer-seller meets and impressive sales.

Centre for SMEs and Business Development Services

Entrepreneurship has given a buoyant start to many a nation. Right entrepreneurial competencies and skills lead to overall sustainable, stable and sound development. EDI has designed a variety of programmes on entrepreneurship and investment promotion for the officials of developing countries. In the year 2010-11, the Institute organized ten programmes on varied themes for around 385 officials from countries across the globe. The Institute also took concrete steps towards streamlining entrepreneurial activities in Iran and Greater Mekong Sub-region by way of organizing Trainers' Training Programmes, entrepreneurship awareness camps and related workshops.

International Centre for Cluster Competitiveness and Growth

The three year project on Development of Textile Accessories and Machinery Clusters located in Ahmedabad, Surat and Surendranagar and Engineering Cluster in Baroda progressed well with completion of second year of operations.

Over last two years, after all the efforts that have gone in towards revitalization, these clusters have registered impressive growth. Last year witnessed implementation of several programmes on honing soft skills of cluster entrepreneurs. These programmes were received well by entrepreneurs. Significant improvement in productivity, quality, health & safety standards, domestic & international marketing has enthused entrepreneurs with confidence, motivation and trust in the forward moving approach adopted by EDI. Technology upgradation has set in an upbeat environment in the cluster where each one is keen on



Ms. Rita Menon, IAS, Secretary, Ministry of Textiles, Govt. of India, distributing dividend of Chanderi Handloom Cluster Development Producers' Company to the shareholders



Participants of the programme 'Use of English Language in Business Communication' seen with (5th from R) Dr. Sunil Shukla, Chief Faculty-EDI; (5th from L) Ms. Julie Shah, Programme Director and other esteemed members of the EDI faculty group

adopting new techniques to prove their mettle. Entrepreneurs have been acquainted with high end technologies of manufacturing textile bearings & fabrication of welded structures. EDI has also identified the need of establishing two Common Facility Centers (CFC), one each at Baroda & Ahmedabad. These are the Tool & Dye Manufacturing Centre at Baroda and the Indigenization of Textile Machinery Components at Ahmedabad.

Under the BDS Market Development Project – Kolkata & Santiniketan, skill upgradation & market development have been identified as flagship activities in the Kolkata Leather Cluster. In keeping with this objective, efforts were made to improve the skill base of the artisans which positively impacted marketing, especially the performance of the cluster in the area of exports.

Skill Development Programmes (SDP) on leather goods, footwear making and leather gloves making were implemented over the last year, thus helping the cluster deal with the problem of shortage of skilled labour. Most of these training programmes were designed in a way to encompass basic skill training to higher level of skill formation. Another set of programmes were also designed to benefit existing

workforce and upgrade their skills. The workforce is now productively employed, making a meaningful contribution.

To institutionalize the skill development initiative, the ILPA technical school is being established. It will also take up project report preparation, liasoning with government schemes, developing training modules and conducting training of trainers. The establishment of this institution will take care of skill upgradation & skill development on a regular basis. An integrated approach was also adopted to improve marketing and export performance of the cluster. This included market survey on leather goods in the domestic market; market survey on e-marketing & brand building initiatives in Japan and Italy; establishing promotional help desk in Italy for information collection & dissemination; participating in trade fairs – domestic & international, visual merchandising and local shows, etc. A specialized Business Development Service Provider (BDSP) was hired to do e-marketing of 10 MSMEs on a pilot bases. Another 40 units will be targeted for e-marketing after evaluating performance of the pilot units. The objective is to promote products manufactured by MSMEs through internet marketing. Besides, the entrepreneurs and their employees will also be trained on e-marketing. Another specialized BDSP has been

hired for conducting domestic market survey. A few cities of India have been identified for the purpose of market survey and ascertaining the market worthiness, taste & preferences of the customers and the demand potential. The potential of the domestic market has not been properly exploited by the firms in Kolkata and an understanding of the demand supply picture would open up marketing opportunities.

A Design Development Programme was also conducted by Moda Pelle Academy, Milan, Italy, in association with Freya (IIDF). The programme was organized by Entrepreneurship Development Institute of India, under the project Implementing Business Development Services in Kolkata and Santiniketan Leather Clusters. The project is supported by Small Industries Development Bank of India (SIDBI), World Bank and Department for International Development. The primary objective of the programme was to develop Business Development Services Providers (BDS) who could take care of high-end design requirements in the overseas market and also impart training in design development. Two internationally acclaimed Italian fashion consultants, Gionata Gaudiano and Daphne Stern, were invited from Milan, Italy, to impart training on the various trends existing in the Italian and Japanese markets.

Also, towards revitalization of the Chennai Leather Cluster, significant steps were initiated. Chennai Cluster has the advantage of being located in a state that accounts for a share of about 60% of the Indian Leather Industry's output. The Chennai cluster alone accounts for about 25% percent of the sector's production in Tamil Nadu. Under the guidance of EDI experts several awareness programmes, BDS Provider Training Programmes, training programme on Personal Enhancement for Organizational Excellence and Import-Export procedures were organized. Cluster entrepreneurs drew meaningful learning on enhancing competitiveness, team building, motivation, workspace improvement and conflict resolution among many significant hard core

business aspects, like; cleaner production technology, lean manufacturing, energy efficiency etc. Efforts to set up a Common Facility Centre are also underway.

Social Entrepreneurship and Corporate Social Responsibility

The third batch of the Distance Learning programme in the area of Social Entrepreneurship commenced bringing the total number of learners to sixty three. Under sponsor support of Accenture, Micro Entrepreneurship Development Programmes were organized in Karnataka, thus training a total of 650 unemployed youths.

Special Assignments

Under the DST sponsored National Implementing and Monitoring Agency for Training Project, the Institute has been promoting science and technology entrepreneurship based activities through entrepreneurship awareness camps and entrepreneurship development programmes; Women Entrepreneurship Development Programmes; Technology Entrepreneurship Development Programmes and Faculty Development Programmes in Entrepreneurship. Also an innovative project, 'Support to the Operationalization of MGNREGA' sponsored by United Nations Development Project (UNDP) and Ministry of Rural Development, Gol progressed well at three locations, namely; Bhilwara and Chanderi (For Handloom); Surendranagar district (for Khadi) and Dhrangadhra and Halwas (for Salt Works).

Last year saw implementation of programmes that were efficient in terms of their reach, impact and the research that had gone into mounting them. These efforts have sure moved up entrepreneurship by several levels. This has been the motto of EDI over all these years and needless to add, last year's success further motivates it to target areas that guarantee yet more appreciable results.

EDI-Faculty



Dinesh N. Awasthi,
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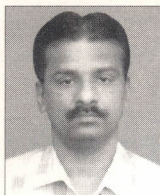
An Economist with extensive experience in Entrepreneurship education, research and training. Worked extensively on policy issues related to SMEs with several multilateral agencies like ILO, UNIDO, UNDP, as a Consultant on several international assignments. Has four books, over 55 research papers and 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, etc.

Satya Ranjan Acharya
MSc. (Agri), MFC, PGDBA (Finance)
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A business management professional with more than 14 years of teaching and consultancy experience in the areas of financial management, idea generation and business plan formulation. Trained in 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. Developed cases on Innovative Entrepreneurs of Gujarat.

Ganapathi Batthini
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Library and Information Science Professional engaged in modern library and information centre, having 21 years experience in managing, administering, developing and disseminating information in Business Management, Entrepreneurship, Social Sector and Engineering Sector. He has authored eight research papers in various conferences and scholarly journals. He earned M.L.I.Sc. from Annamalai University and possessed 'Gujarat State Level Eligibility Test for Lectureship'.

Tarun Bedi
B.E.(Civil), M.A. (Sociology)
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Has 18 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
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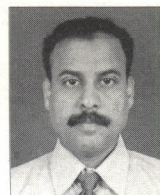
Specialises in Social Psychology, Organisational Behaviour and Research Methods. Trained in conceptualising and developing measurement tools for Social Science Research. Associated with more than sixteen national as well as international research projects. Core competency in Psychometric Assessment Administration and Reporting.

Meena Bilgi
M. Phil (Social Work)
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A professional social worker with 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.

Binod Kumar Das
Ph.D (JNU), Political Sociology
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Specializes in Management of Development Organizations. Has sixteen years of experience in working with UN organizations and national level NGOs. Has taught in MBA (Rural Management) programme at Amity University and has also worked with UNICEF as state level consultant. Resource Person for IGNOU School of Management Studies and a life time member of Indian Society of Labour Economics, New Delhi. He has several research papers and programme evaluation reports to his credit. Currently, Dr. Das is anchoring PGDM programme-Post Graduate Diploma in Management-Development Sector & Social Entrepreneurship.

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 levels. 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. Currently, he is looking after the 'Centre for Social Entrepreneurship and CSR' at EDI.

EDI-Faculty

Dr. Amit Kumar Dwivedi
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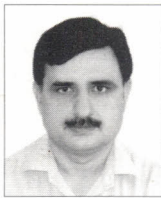
A visiting faculty at CEPT University & Regional Institute of Co-operative Management (RICM), Dr. Dwivedi was also at IIM-A as an Academic Associate (F&Aarea).

He is associated as an Editor with reputed national and international journals. He is also a member of Editorial & Review Board of various organisations. He has around 30 research publications to his credit and contributed two working papers for IIM-A. Has presented (more than 20) research papers in International and National Conferences and congresses. Currently, he is working on Costing and Benchmarking of Banking Industry & Microfinance Institution in India.



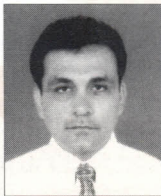
Raman Gujral
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More than two decades of experience in the field of Entrepreneurship. Expertise in establishing network and vital linkages with donor agencies, national level institutions, state and central government departments/ministries. Developed 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.



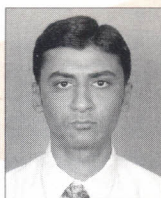
Rajesh Gupta
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A business management professional, has worked extensively at the grassroots level promoting range of income generating activities. Having specialization in promoting micro enterprises in rural areas, Mr. Gupta has considerable experience in micro enterprises promotion and cluster development projects, particularly handloom and handicrafts clusters. Prior to EDI, he has worked with National Institute of Fashion Technology (NIFT) and Seva Mandir, Udaipur (Rajasthan).



Kuldeep Jobanputra
M.Phil (Management), MBA (Marketing & Finance),
B.E. (Instrumentation & Control)
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Completed his M.Phil in Management from The Global Open University with Distinction. He is also an MBA in Marketing & Finance from Smt. R.D. Gardi Dept. Of Business Management. Mr. Jobanputra has 6 publications to his credit and a number of articles published in leading newspapers.



Nagarajaro Karanam
M.A. (Political Science)
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Specializes in conducting training programmes in Soft Skills and Entrepreneurial Skills. Has worked with LIC of India and Bajaj Allianz Life in various capacities. Presently involved in a National Study on Women Entrepreneurs. Has published several papers and articles in various national and international journals and has also presented several papers in International Conferences.



Umesh K. Menon
M.Com., MBA (Finance), AICWA
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Specialises in the areas of finance and accounts with 19 years of 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
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Heads the centre of Micro Enterprise, Micro Finance and Sustainable livelihood and has 17 years of experience in the area of rural development, promotion of micro enterprises, conceptualizing, implementing and providing hand-holding and mentoring support to informal/unorganized enterprises viz; Handloom, Handicraft and Village Industries clusters. He has also been working upon participatory monitoring & evaluation; implementing and monitoring of Entrepreneurship Development Programmes [EDPs], value chain based interventions, agri-business, institutional innovations for informal sector and business development services for micro enterprises. He has also been engaged in conducting action research, evaluation studies and strategy formulations for the kind of interventions stated above.



Sasi Misra
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Currently Dr. Misra is Institute Professor; Editor, The Journal of Entrepreneurship; Chair, CREED and Biennial Conferences. Prior to his appointment at EDI, he was Senior Professor, IIM Ahmedabad; Vice Chancellor, Berhampur University, Orissa; Visiting Professor, McGill University (Canada) and University of Munich (Germany). Dr. Misra is a recipient of the prestigious Alexander Humboldt Fellowship (Germany), Commonwealth Faculty Research Fellowship (UK) and Shastri Indo-Canadian Fellowship (Canada). He was Visiting Scholar at Harvard Business School (USA). His publications (Books, chapters and journal articles) are numerous. He is an Educationist of repute. He serves on Boards and Governing Councils of several institutions of higher education.



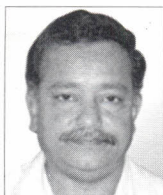
EDI-Faculty

N. Ramesh

M. Sc. (Chemistry)

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Specializes in identifying business opportunities in the areas of Food Processing, Electronics and IT. 25 years of work experience as an Entrepreneur Trainer Motivator.



S.B. Sareen

Diploma in Textile Technology,

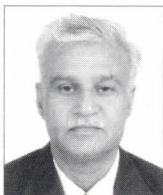
D.I.M, D.I.M.O. (Hons-), D.M.M

sareen@ediindia.org

Twenty seven 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. Also Member of various advisory committees at State as well as National Levels and visiting faculty at DA-ICT and NIFT Gandhinagar.



Bipin H. Shah

B.Sc. (Chem.), MBA (Projects)

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A business management specialist with 37 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, Gol. 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.

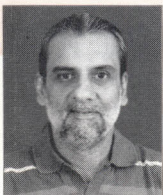


Vivek V. Shah

B.Com. (Hons.), LL.B., PGDBM, PGDIRPM

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A Corporate Trainer, an Independent Communications Management Consultant and a Visiting Faculty to various institutes, having an experience of over 25 years in Human Resource Area, Corporate Communications and Management Training. Mr. Shah



was Chairman, Public Relations Society of India (PRSI) Ahmedabad Chapter and currently is the National Vice President of PRSI-West. There are four books & several articles in leading English newspapers to his credit. Widely travelled, Mr. Shah, also worked with Reliance Industries Ltd., Zydus Cadila Healthcare Ltd. and has been associated with The Times of India.

K K Shaw

B. E. (Hons.) Mechanical, PGDBM

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More than 40 years of experience in developing engineering, textile, handicrafts, handloom clusters in the country. 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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Teaching and training interests are in organizational behaviour, human resource management, entrepreneurship education and development of youth. Research interests include entry barriers to entrepreneurship and curriculum development. Consulting interests are in the areas of entrepreneurial and managerial competence development, family business management, HR Issues and organizational culture. Has been helping medium to large sized firms for strategic planning and capacity building of people to groom their Managers as Intrapreneurs and help create conducive climate for corporate entrepreneurship. Has been a visiting faculty at premier management institutions in the country.

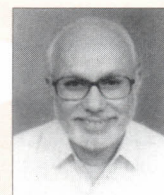


B. B. Siddiqui

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, LL.M., M.A. (Soc.)

psolanki@ediindia.org

Specialises in new enterprise creation and entrepreneurship development activities. 13 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 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)****edivaranasi@rediffmail.com**

Specialises in promoting micro enterprises in rural areas and provides extensive back-up support to NGOs in their capacity building. Also involved in Cluster Development Initiatives.



published by CRS and other publishers for the Ministry of Rural Development, Govt. of India to his credit. Has worked extensively in the areas of Rural Development, Microfinance and NGO Governance.

D. D. Trivedi**M. Com., B. A.****dtrivedi@ediindia.org**

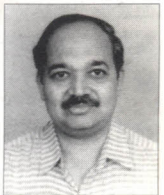
A Management Consultant, associated as a Distinguished Visiting Faculty with EDI. Has also been associated with Management Institutions like IIM-A, MDI, UTI Institute of Capital Market. He is on the Board of Directors of a number of companies and also actively involved in NGOs working in the fields of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

**P. N. Srivastava****M. Com.****pnsrivastava@ediindia.org**

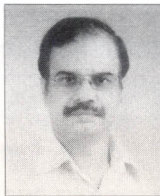
19 years of work experience in providing training inputs in various programmes like REDP, EDP, TTP, NGO-Banker Interface, IMCDS, RIP, STED, Total Sanitation Programme of UNICEF, DRIP, Cluster Development Programmes, REGP and also in coordinating field projects. Presently working at EDI – Gorakhpur office.

**Mayank Upadhyay****ACWA****mayank@ediindia.org**

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.

**V. S. Sukumaran****MBA (Finance), LL. B, PGDTD, PGDHRD****vssukumaran@ediindia.org**

Specialises in Group Entrepreneurship, Micro & Small Enterprise Development and Micro Credit. About 18 years experience in enterprise development. Presently engaged in cluster development, sub-sector analysis and business counselling.

**Jignasu Yagnik****M. Sc. DCO, MBA****yagnik@ediindia.org**

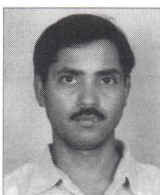
Specializes in the areas of information technology and statistical analysis. Associated with research and academics for more than 22 years. Involved in many state and national level research projects. Current interests include; data-base management, MIS, data mining, e-CRM, VBA programming, research methods and computer aided data analysis.

**Mitali Tiwari****M.A. Economics, M.B.A, B.Ed.****mitali@ediindia.org**

Possesses seven years of teaching experience in the area of Economics and Management. Has worked in reputed Engineering and Management Colleges in Lucknow and Dehradun. Has taught several papers namely Managerial Economics, Business Environment, Entrepreneurship Development, Organizational Behaviour, Industrial Management etc. Currently pursuing research in measuring impact of Government Expenditures on Health, Education and Poverty Alleviation programmes. Has also undertaken personality development programmes for P.G. students. She has been a subject specialist speaker at various institutes for competitive exams.

**Subhransu Tripathy****M. Phil., Ph. D (Economics), J.N.U., New Delhi,****M. A. (Sociology)****tripathy@ediindia.org**

Worked as Assistant Professor at Centre for Rural Studies (CRS), Lal Bahadur Shastri National Academy of Administration (Govt. of India) for seven years. 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



Centre For Entrepreneurship Education & Research

VISION

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

Perceiving the need to promote lateral and independent thinking, creativity and innovation - the entrepreneurial attributes required to make a mark- EDI has designed and successfully implemented training programmes and workshops for the academia under the mandate of this Centre.

With economic reforms in the country, and with the virtual removal of all trade barriers, the world is now our market - and our opportunity! However, it is the method of pursuit and the opportunity that is identified which determines our success. This requires an indomitable spirit of entrepreneurship and the two-year Post Graduate Diploma in Management – Business Entrepreneurship teaches these very aspects to the students. Targeting both, the pupil and the master, a two-pronged approach has been adopted with Faculty Development Programmes for the

academicians on the one hand and Summer Camps for the youth and children, 'to catch them young', on the other. 'The Open Learning Programme in Entrepreneurship & Business Management', a notable and major activity of the Institute has gained firm grounds across the nation in imparting entrepreneurship education through distance learning to those who nurture the desire to be an entrepreneur but find time a major constraint in its pursuit. In the same direction are the programmes on entrepreneurship and Family Business Management instituted at several colleges across the nations, like the Jain Group of Institutions, Bangalore. One-day entrepreneurship orientation camps also endorse the charms of being an entrepreneur. Customized programmes for the corporate sector have also beckoned many a big industrial house to turn their managers into intrapreneurs who can generate bigger milestones for the company.

In order to justify its mandate, the EDI continues with its mission to nurture and promote entrepreneurial spirit and competencies by conducting research in the area of entrepreneurship. The biennial conference is one such platform that is devoted to honing this discipline so that it can be better delivered.

The Centre activities are a testimony to EDI propelling the pace of entrepreneurial empowerment for the teachers and the taught through education.

Programmes and Activities - 2011-2012

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
1.1	Educational Programmes				
1.1.1	Post Graduate Diploma in Management- Business Entrepreneurship (PGDM-BE)-2011-2013 (AICTE approved)	EDI Campus	2 Years	Graduates, Family Business Wards	To train more and more youth to adopt entrepreneurship as a career. The existing 5 specializations to continue and a new specialization on 'Tourism Entrepreneurship' to be added.
1.1.2	Post Graduate Diploma in Management-Development Sector & Social Entrepreneurship (PGDM-DS)-2011-2013 (AICTE approved)	EDI Campus	2 years	Graduates, Employees, NGO Nominees	Efforts to be made to compile/develop course material specially social entrepreneurship cases based on successful experience of EDI in the sector.

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Programmes and Activities - 2011-2012

(Contd....)

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
1.1.3	Integrated Post Graduate Diploma in Corporate Entrepreneurship and Management (PGDCEM) & Entrepreneurship and FBM (PGPEFBM)	Jain Group of Institutions (JGI), Bangalore & EDI Campus	4 Years	Graduating Students, specifically from commerce stream of JGI interested in developing family business	To continue with the joint initiative of EDI and JGI, Bangalore and offer need-based teaching to students so that they develop application oriented skills along with their graduation.
1.1.4	Post Graduate Diploma in Business Management- Corporate Entrepreneurship and Management (PGDBM-CEM)	Jain Group of Institutions (JGI), Bangalore & EDI Campus	1½ Years	Graduating Students of JGI interested in working with corporate sector	To groom select batch of graduate students as entrepreneurs and entrepreneurial managers and family business successors.
1.1.5	Diploma in Entrepreneurship & Business Management (DEBM) (Distance Education Council IGNOU approved)	National	1 year	Graduates in any discipline	To increase effectiveness of programme and reach out to larger segment. MIS to be strengthened with on-line tests, examinations and live contacts with learners/ counsellors.
1.1.6	Orientation Programme for DEBM Counsellors	Bhopal	3 days	New Counsellors	To orient counsellors on course management and enhance their counselling & marketing skills.
1.1.7	Convention of DEBM Learners	Bhopal	1 day	DEBM Learners	An interactive forum to take feedback and gauge the progress of learners for improving the effectiveness of the programme.
1.1.8	Certificate in Business Entrepreneurship & Management	Bhubaneswar	6 months	PG Students	To respond to the need and help students understand the intricacies of business entrepreneurship and intrapreneurship.
1.2	Sensitization of Youth and Children : 'Catch Them Young'				
1.2.1	Entrepreneurship Awareness Camps (30 Nos.)	NRO/CRO/ Bangalore	3 days each	College Students	To use the EAC forum to sensitize the student community towards the 'Charms of Being an Entrepreneur' and orient them to entrepreneurship and self-employment.
1.2.2	20 th National Summer Camp on Entrepreneurial Adventures for College Going Youth	EDI Campus	10 days May 9-18, 2011	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. Productive use of summer vacation.
1.2.3	18 th & 19 th National Summer Camps on Entrepreneurial Stimulation for School Children	EDI Campus	1 week each May 1-6 & May 22-27, 2011	12-16 yr. old Students (7 th - 10 th std.)	To inculcate entrepreneurial values among children at a tender age. A forum to interact with parents as well so that they can monitor right grooming of their ward/s.
1.2.4	Orientation Visits of Students to the Institute	EDI Campus	1 day each	School & College Students (including B-Schools, Engg. Colleges)	To orient students towards the 'Charms of Becoming an Entrepreneur' and motivate them to become self-employed. A self-funded socially responsible activity of the Institute.

(Contd. on Page 24)

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-enterprise, micro-finance and business development services with focus on Governance of NGOs / Non-Profit Organisations both within the country and among developing economies.

Rural Entrepreneurship Development initiatives had been taken up on an experimental basis around two and a half decades earlier. Today, EDI is working with about 500 NGOs for promotion of micro enterprises and micro-finance in rural areas, all over the country. EDI effectively pursues its mission of Rural Entrepreneurship Development by training extension workers of NGOs throughout the country. These, then act as an extended arm of EDI to provide a sustainable solution to rural unemployment and effectively utilize the tremendous potential of resources, both material and manpower in such regions. The institute has successfully institutionalized this activity at a national level by organizing Rural Entrepreneurship Development Programmes. Capacity Building of NGO functionaries in a variety of areas also help them to execute the programmes better. In order to address the growing demands for training on micro-credit

delivery system management, rural marketing capabilities and in-house financial management among NGOs, EDI has been organizing skill development programmes on a continuous basis throughout the country. The cadre of Rural Business Service Providers that the Institute readies, monitors the growth of enterprises. Technology based enterprises have been adequately promoted by focussing on S & T based inputs.

The Institute is also approaching several state governments with their poverty eradication programmes through entrepreneurship development. Kudumbashree, an integrated development approach of the Government of Kerala for entrepreneurship development has resulted in appreciable outcome.

Cluster development approach is also an area which has been again and again authenticated by the results which it has generated. The revivification of the handloom cluster across twelve states of the country has produced many landmarks. Documentation of the model and strategies from time to time has also always bolstered the efforts of the Institute, leading to implementation of improved initiatives for all round, all win development solutions.

The Institute will continue with these activities under this Centre to evolve a broad based and futuristic world characterized by sustainable growth and competitiveness.

Programmes and Activities - 2011-2012

Sr.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	Kushi Nagar Dhenkanal Vidisha Gorakhpur	4 years each	Rural Unemployed Youths	A long term on-going project to ensure setting up of at least 50 rural enterprises in a year. To extend marketing and technological support to beneficiaries of the training programmes.
2.1.2	Skill Training through Science and Technology (STST)	Lucknow Gorakhpur Rae Bareli Kushinagar Roorkee Bhopal Vidisha (2 each)	3 months	Youth	To improve skills of youth in specific science and technology related trade.
2.1.3	Technical Rural Entrepreneurship Programme (TRED) for Minority Community	Rae Bareli (1) Roorkee (2) Lucknow (1)	1 month each	Rural Youths	To improve skill sets of rural youth of minority community in science & technology related trades.

(Cont....)



Programmes and Activities - 2011-2012

(Contd....)

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
2.1.4	Skill Development Training (SDT/REDP)	Lucknow Gorakhpur Rae Bareli Kushinagar Roorkee Bhopal Vidisha (2 each)	2 months	Unemployed Youths	To develop skill of unemployed youth in a specific trade.
2.1.5	Skill Development Training (SDT)	Raigarh (M.P.)	4 months	Rural Youth	To improve the skills of school drop-outs in a specific trade.
2.1.6	EDP Training for PMEGP Beneficiaries	Lucknow Gorakhpur Rae Bareli Kushinagar Roorkee Bhopal	2 weeks each	PMEGP beneficiaries	For effective implementation of new enterprises and strengthening of the existing ones.
2.1.7	EDPs for SC/ST Community (4 Nos.)	EDI Campus	4 weeks each	Minority Community	To help develop SC/ST youths in setting up their own enterprises and create employment opportunities for the others by imparting requisite knowledge and skills for starting and managing enterprises.
2.2	Capacity Building Programme For Micro Enterprises and Micro Finance Development				
2.2.1	Training Programme for RIP Project Coordinators (2 Nos.)	Lucknow	1 week each	Fresh 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.
2.2.2	Advanced Trainers' Training Programme for Professionals of NGOs	EDI Campus	3 weeks	NGO Functionaries/ RIP Agencies	To sharpen skills of NGOs in organizing REDPs.
2.2.3	Training Programme to develop a cadre of Rural Business Development Service Providers / Consultants for Rural /Micro Enterprise Development	EDI Campus	8 weeks	Fresh 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.
2.2.4	Certificate Course on Micro Enterprise Promotion and Development for 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 districts of Orissa.
2.2.5	Performance Improvement Programme (PIP)	Kerala	6 days	NGO Functionaries and Business Providers	To impart professional inputs to NGO functionaries and BDS Providers to help first generation entrepreneurs in enhancing their small business performance.
2.2.6	Training of Trainers' Programme	EDI Campus	2 weeks	Middle level Officials of State Officials/ NGOs/BD Organizations	A capacity building programme to equip the participants with requisite skills and knowledge for developing urban poor in setting up their own micro enterprises.
2.2.7	1-day workshop	Haryana	1-day	Urban Poor	To facilitate setting up of Micro Business Centre
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.

(Contd. on Page 25)

Centre For SMEs & Business Development Services

VISION

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

If some SMEs are in the throes of financial and technical collapse, many have metamorphosised into profit centres, collaborating with larger players who have entered their geographical market segments. This means that despite their limitations, the SMEs can make a mark if nurtured and counseled effectively. EDI faculty, consultants and trainers have had tremendous exposure towards training and counseling potential & existing entrepreneurs, besides the employees of organizations. So while growth of existing entrepreneurs was ensured through training and counselling, infusing intrapreneurial skills in employees of organizations ensured growth of these organizations. EDI's experience and competence in project commissioning, exports, systems and management consultancy is being gainfully employed to ensure transition of SMEs into competitive global players.

For creating 'World Class' entrepreneurs, EDI has been undertaking research and consultancy besides training programmes for existing entrepreneurs under various cluster projects, ensuring that they have a sustainable potential base to grow. Also, programmes for bankers, policy makers, industry association officials and other segments that constitute the support system have honed their skills. Incorporating sophisticated technology & management principles have been the thrust of EDI initiatives under the banner of this Centre.

A medley of growth/technology upgradation/export promotion related activities have greatly impacted the growth of the SME sector. Country/theme specific programmes have also made a mark and become popular for the highly technical inputs in a number of areas surrounding the theme of entrepreneurship under sponsorship support from the Ministry of External Affairs. ED centres at Cambodia, Lao PDR, Myanmar and Vietnam are a testimony to the world's growing faith in entrepreneurship. Close on the heels are the Centres at Uzbekistan and Kazakhstan, gradually giving an entrepreneurial routing to the world. EDI has been globally appreciated for its expertise in Entrepreneurship Development, New Enterprise Creation, Business Opportunity Identification, Project Appraisal Techniques and Micro Enterprise and Micro Finance Development.

It is not just entrepreneurship development in India but the Institute has internationalized the efforts for the benefit of other developing countries. The multiplier effect on the industry and economic growth is appreciable.

Programmes and Activities - 2011-2012

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
3.1	New Enterprise Creation Related Activities				
3.1.1	Science & Technology Entrepreneurship Development (STED) Projects	Rae Bareilly Roorkee Nalbari Kushinagar	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) - 5 Nos.	Roorkee Bhopal Gorakhpur Guwahati Nalbari	6 weeks each	Potential Entrepreneurs	To encourage and motivate potential entrepreneurs to set up technology based new units through Entrepreneurship Development Programme Strategy.

(Cont...)



Programmes and Activities - 2011-2012

(Contd....)

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
3.1.3	EDPs (4 Nos.)	NER (2 Nos.) Lucknow Roorkee	4 weeks each	Potential Entrepreneurs	To foster entrepreneurship development in the North and North Eastern Region through ED approach.
3.1.4	Entrepreneurship Development Programmes for Food Processing (25 Nos)	NER Rajasthan J&K	6 weeks each	Potential Entrepreneurs	To facilitate potential entrepreneurs for setting up enterprises in the Food Processing Sector.
3.1.5	DST-NIMAT Project	National	1 Year Project	Entrepreneurs & ED Organisations	A long term project to promote S&T Entrepreneurship amongst potential target groups and to streamline ED activities in ED organisations.
3.1.6	Biopreneur Programme	EDI Campus	10- months over the week ends	Educated Youth/ Existing Businessmen & Technical Personnel	Aims at promoting entrepreneurs in the field of biotechnology, pharmaceuticals, medical devices and other technology / innovation driven areas.
3.2	Programme for Support System				
3.2.1	Training Programme on Project Appraisal and Entrepreneur Assessment	EDI Campus	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.
3.2.2	Training Programme on Business Research & Data Analysis	EDI Campus	2 weeks	Middle & Senior level Executives of SMEs and Professionals engaged in Small Business Promotion	To enable participants to carry out research projects and improve their proficiency in selection of analytical tools and interpretation of statistical data to solve business problems.
3.3	International Programmes for SME Growth				
3.3.1	International Programme on Use of English Language in Business Communication	EDI Campus	6 weeks July 04 - Aug 12, 2011	Managers/ Executives/ Owner-Managers from developing countries	To sharpen oral and written communication skills (with emphasis on English language) so that carrying out business transactions becomes simple and professional.
3.3.2	International Programme on Business Research Methodology & Data Analysis	EDI Campus	8 weeks Aug 22 - Oct 14, 2011	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.
3.3.3	International Programme on Entrepreneurial Management	EDI Campus	6 weeks Nov 07 - Dec 16, 2011	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.
3.3.4	International Programme on Entrepreneurship & Small Business Promotion	EDI Campus	6 weeks Jan 02 - Feb 10, 2012	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.
3.3.5	International Programme on ICT Enabled Office Applications, Web Designing and E-Commerce for Small Enterprise Operations	EDI Campus	6 weeks Jan 02 - Feb 10, 2012	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.

(Contd. on Page 26)

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.

Present competitive times are witnessing radical changes on the industrial scenario. Indian entrepreneurs have been able to make a mark globally, rendering a warm acceptance of Indian products and services, across the four shores. However, despite the healthy environment, there is potential which has not been harnessed. Inadequate responses, unresearched changes and lack of awareness have kept the Indian economy far behind its peak. Excessive reliance on traditional practices and methodologies has pushed a large section of the Indian manufacturing sector into oblivion, especially the small-scale industry sector.

Age-old knowledge, the base of several Indian industries, needs to be strengthened by researchers so that innovative and modern technologies could be adopted to improve the fragile condition of many Indian Clusters.

SMEs engaged in homogenous products, if addressed in clusters can gain advantages on the fronts of quality, technology, raw material purchase, common facility centre, competition, export, etc. SMEs, in clusters, get some distinct benefits and they experience the much required upsurge.

It is important to introduce a spectrum of activities, conduct researches on emerging principles and develop replicable models, disseminate information, ensure policy level interventions, etc. to introduce innovations and growth in clusters. A centralized planning, implementation and control system in the form of an umbrella organization will bring forth, in totality, the dynamics of turn-around strategies, activities, and advocacy.

EDI's background, experiences and accomplishments in various clusters, across the nation, made the Office of the Development Commissioner, Small Scale Industries, Govt. of India set up the International Centre for Cluster Competitiveness Growth and Technology (IC³GT) at the Institute. EDI's experience, resources, expertise and network will be effectively marshaled to ensure that the Centre serves as a repository of knowledge, information and strategic plans.

Programmes and Activities - 2011-2012

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
4.1	Integrated Cluster Development Programme : Several Sectors				
4.1.1	Facilitating Survival & Growth of Existing Enterprises in the Textile Machinery Clusters	Ahmedabad, Surat, Surendranagar	3 years	Firms manufacturing textile machinery & accessories	Holistic development of the cluster 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	Firms engaged in manufacturing engineering products	Overall development of the cluster through interventions in the areas of technology, enterprise upgradation programme, personal counseling etc
4.1.3	Implementing BDS for MSMEs in Dyes & Chemical Cluster	Ahmedabad	32 months	Existing & Potential BDS Providers 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	Santiniketan/ Kolkata & Chennai	32 months	Existing & Potential BDS Providers working in the clusters	Improving competitiveness of the cluster firms through ensuring BDS market development and provisioning of quality BDS.

(Cont....)



Programmes and Activities - 2011-2012

(Contd....)

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
4.1.5	Establishing Common Facility Centre at Ahmedabad & Vadodara	Ahmedabad Vadodara	1 year	Cluster Units	Technology upgradation and productivity improvement of the clusters.
4.1.6	Facilitating Survival & Growth of Existing Enterprises in the Gold Ornament Manufacturing Cluster	Rajkot	3 years	Entrepreneurs manufacturing gold ornaments & jewellery	To improve the productivity and quality of enterprises engaged in jewellery marketing. Also transfer of technology to improve the glitterness of gold.
4.1.7	Facilitating Survival & Growth of Existing Enterprises in Engineering & Dairy Machinery Manufacturing Cluster	Anand	3 years	Entrepreneurs engaged in manufacturing dairy machinery & other engineering products	Improving the productivity, quality and marketing of the cluster. Also transferring technology for making the product more hygienic.
4.1.8	Facilitating Survival & Growth of Existing Enterprises engaged in Pharma Machinery	Ahmedabad	3 years	SMEs engaged in manufacturing pharmaceutical machinery	To improve the product and reduce the cost of manufacturing through appropriate technology. Capacity building of entrepreneurs through soft promotional skills.
4.1.9	Facilitating Survival & Growth of Existing Enterprises engaged in Foundry Clusters	Vadodara	3 years	SMEs engaged in manufacturing castings	Improving the competitiveness of entrepreneurs through soft promotional skills and possibly establishing a Common Facility Centre (CFC).
4.1.10	Act as a 'National Resource Agency' for 20 Pilot Clusters under the Integrated Handloom Cluster Development Scheme	National	4 years	Handloom Sector	Hand-holding and mentoring support to implementing agencies involved in IHCDP at 20 pilot handloom clusters identified by Govt. of India.
4.1.11	Cluster Based Handloom Sector Interventions at Varanasi, Sonapur, Chanderi (Gwalior)	Varanasi, Sonapur, Chanderi (Gwalior)	4 years	Handloom Sector	An integrated package of skill upgradation, market related interventions, consortium formation, promotion of Public-Private Partnerships, exports development, design related interventions etc.
4.1.12	Mega Cluster (Handlooms) : Cluster Management and Technical Agency, Sib sagar (Assam)	Sibsagar (Assam)	5 years	Handloom Sector	An integrated package of skill upgradation, market related interventions, consortium formation, promotion of Public-Private Partnerships, exports development, design related interventions etc.
4.1.13	Mega Cluster (Handicraft) : Cluster Management and Technical Agency, Srinagar (J.K.)	Srinagar (J&K)	5 years	Handloom Sector	An integrated package of skill upgradation, market related interventions, consortium formation, promotion of Public-Private Partnerships, exports development, design related interventions etc.
4.1.14	Revitalizing Handloom Sector in Kerala	All over Kerala	1 year	Handloom Sector	Creating awareness amongst Weavers, Master Weavers and Stakeholders towards interventions being carried out under Mini Cluster Scheme of the State Government thereby revitalizing the sector in the state.
4.1.15	Cluster Resource & Monitoring Agency (CRMA)	All over India	1 year	Handloom Sector	Monitoring and evaluating 158 mini clusters spread across the country and provide mentoring services to them.
4.2	SFURTI - Khadi, Village Industries & Coir Clusters				
4.2.1	Handholding & Mentoring Support to 5 Village Industries Clusters (to act as Technical Agency for select Implementing Agencies in West & East Zones)	Valsad, Moradabad, Goa, Sindurg, Raipur	4 years	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.

(Contd. on Page 26)

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.

Besides spearheading entrepreneurship as a means of development, EDI has also committed 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 and
- 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 nature 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, creates social entrepreneurs who recognise

the inherent disadvantages rooted in the society and come out with innovative rectification measures. The six month programme therefore, develops 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 enterprises.

Sensitisation workshops in universities and colleges across the country have also been planned. 'Graduate Entrepreneurship Training through Information Technology' would help social enterprises in the area of IT live upto the needs of the present time.

The Institute would, 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 Responsibility (CSR) as an area, has attracted the attention 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 guide 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.

Programmes and Activities - 2011-2012

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
5.1	Centre for Social Entrepreneurship				
5.1.1	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 through an 8-week intensive, non-residential programme.
5.1.2	6 months Distance Learning Diploma in Social Entrepreneurship	EDI Campus	6 months	Potential Social Entrepreneurs	To provide knowledge, information and skills to facilitate setting up of 'for-profit social enterprises' in the country.
5.1.3	Managers for NGOs	EDI Campus (non-residential)	3 months	Existing employees of NGOs & fresh Educated Unemployed Youth	To provide well trained managers to existing NGOs for effective management of their organizations.
5.1.4	Diploma in Social Entrepreneurship & Corporate Social Responsibility	EDI Campus (non-residential)	6 months	Employees of existing NGOs, representatives of CSR Department of Corporate Houses	To promote social entrepreneurship among existing NGOs and support CSR department of Corporate Houses for promoting social businesses resulting in creation of more number of social enterprises.
5.2	Corporate Social Responsibility				
5.2.1	Micro Entrepreneurship Development Programmes (MEDPs) - 60 Nos.	Karnataka	1 month each	Rural Youths	To train rural unemployed youth in setting up their own micro enterprises.
5.3	International Programme				
5.3.1	International Programme on Addressing 'Bottom of the Pyramid' through Fostering Social Entrepreneurship/ Social Business	EDI Campus	6 weeks Feb 20 – Mar 30, 2012	Professionals involved in training Social Entrepreneurs	To sensitize and develop a cadre of social entrepreneurs, trainer-motivators, counsellors and policy makers to meet the challenges of poverty alleviation through sustainable social business ventures.

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.

Women have always known how to make powerful statements of grit and success, be it entrepreneurial or in some other sphere. Today, while their perspectives and aspirations are perfectly in place, they are somehow unable to bring their entrepreneurial potential into full play.

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. Factors that hinder their mobility, access to information, services and also resources need to be dealt with and they need to be promoted. 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 and equality. This would also help deal with gender bias that exists against both existing and potential women entrepreneurs.

The Centre for Women Entrepreneurship and Gender Studies, at the Institute, encourages potential women entrepreneurs to come forward, establish their ventures and become self-sufficient through training interventions; exposes them to appropriate technologies, extends support to existing women entrepreneurs; and, organizes seminars/workshops to bring about interactions between women entrepreneurs and support system officials to facilitate creation and development of business enterprises.

Programmes and Activities - 2011-2012

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
6.1.1	Entrepreneurship Awareness Camps (EACs) for Women (3 Nos.)	EDI Campus	3 days each	Potential Women Entrepreneurs	The camp seeks to address potential women entrepreneurs and orient them to entrepreneurship and self-employment.
6.1.2	Women Entrepreneurship Development Programmes (WEDPs): 6 Nos.	Rae Bareli Bhopal Vidisha Nalbari (2) Guwahati	4 weeks each	Potential Women Entrepreneurs	To equip the participants with requisite skills and knowledge on various aspects of business decision making process. It also aims to bring about necessary behavioral changes in them for initiating, planning and implementing entrepreneurial 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 leading to growth, with competency and need-based inputs.
6.1.4	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, challenges encountered and depiction of success stories would act as learning material in training programmes.

Centre For Entrepreneurship Education & Research Programmes and Activities - 2011-2012

(Contd. from Page 15)

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
1.3	Capacity Building Programmes in Entrepreneurship Education				
1.3.1	Faculty Development Programmes (10 Nos.)	Ahmedabad, Mandya/Mysore, Lucknow, Shillong, Bhopal/Indore, Vizag, Bhubaneswar, Rishikesh, Jaipur, Trivandrum	2 weeks each	Teachers of Universities, Engg. Colleges, B-Schools, etc.	To develop professional skills in teachers of higher education towards teaching the subject 'Entrepreneurship' effectively.
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 and 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 lecture on a specific theme.
1.5	Others				
1.5.1	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 of Orissa to take up entrepreneurial activities.
1.5.2	Socio Economic Empowerment Programme	Dhenkanal	3 years	SHGs	To strengthen SHG federations through promotion of Micro Enterprises in Orissa. Second year of the project to continue.
1.5.3	Internship on Entrepreneurship during Higher Education	Bhopal	8 weeks	UG & PG students	To help students prepare dissertation through extensive training on entrepreneurship development on pre-identified subjects.
1.5.4	Graduate Entrepreneurship Training in Information Technology (GET-IT)	Bengaluru	5 days	UG students	To enable students to master applied information technology tools which in turn would enhance their employability.



Centre for Micro Enterprises, Micro Finance and Sustainable Livelihood Programmes and Activities - 2011-2012

(Contd. from Page 17)

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
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.
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	1 year	SJSRY Implementing Agencies/ DWCUA Representatives, SUDA	An Integrated Package for development and sustenance of Sustainable Urban Poverty Alleviation through micro enterprises in 7 states of India.
2.7	Rural Business Hub [RBH]				
2.7.1	Rural Business Hub	Kerala/ Karnatak	1 year	Local Artisans	To utilize local resources and hone skills of local people in bringing out a champion product acceptable to the current market.
2.8	Action Research				
2.8.1	Market Development Study of Orissa Handloom Woven Products for establishing market linkages with Boyanika	Metro Cities	6 months	Handloom Sector	To utilize local resources of Boyanika products by way of marketing them through Buyer-Seller Meets.
2.8.2	Support to operationalization of the NREGA Project	Bhilwara Surendra-nagar	1 year	Artisans	The broad objective of the project is to enhance the capacity of NREGA workers and make them think beyond NREGA i.e. capacity development to negotiate for work and create assets for sustainable development.
2.9	Capacity Building in Micro Finance				
2.9.1	Certificate Course in Micro Finance and Micro Insurance	EDI Campus	3 months	Fresh Graduates	To create a cadre of NGO professionals for Micro Finance & Micro Insurance.
2.10	International Programmes				
2.10.1	International Programme on Governance & Management of Non-Profit Organizations (NPOs)/NGOs	EDI Campus	6 weeks July 04 - Aug 12, 2011	Members of Governing Body/CEOs/ Officers of Non-Profit Organizations/ Employees of Donor Agencies	To enable Non-profit Organizations/NGOs to achieve highest standards of excellence in governance and best management practices.
2.10.2	International Programme on Informal Sector Enterprise, Entrepreneurship & Local Economic Development	EDI Campus	8 weeks Aug 22 – Oct 14, 2011	NGO Functionaries/ Banks and Government Officials	To develop a cadre of professionals in developing countries practicing value chain related interventions in informal sector and are engaged in local economic development.

Centre For SMEs & Business Development Services Programmes and Activities - 2011-2012

(Contd. from Page 19)

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
3.3.6	International Programme on Industrial & Infrastructure Project Preparation and Appraisal	EDI Campus	6 weeks Jan 02 – Feb 10, 2012	Bankers, Business Development Officers of Financial Institutions	To upgrade appraisal techniques and improve decision making process so that there is improved viability and returns.
3.3.7	International Programme on Promoting Innovations & Entrepreneurship through Business Incubation	EDI Campus	6 weeks Feb 20 – Mar 30, 2012	Incubation Managers and officials of Academic Institutions intend to set up Incubation Centres	The programme will help business incubation managers to build their capacity in the areas of incubation practices, identifying support mechanisms for incubator technology commercialization and financing strategies for supporting clients in developing countries.
3.3.8	Capital Markets, Commodity Markets & Investment Banking	EDI Campus	6 weeks Feb 20 – Mar 30, 2012	Senior & Middle level Officials from Ministries of Finance/ Industry, Representatives from Brokerage Firms, Investment Bankers	The programme will help understand the dynamics of capital markets, technological dimensions in trading, behaviour and prospects of commodity markets and equip participating officers with adequate skills in securities market.
3.4	Publications / Studies				
3.4.1	e-zine	National	Monthly magazine	Techno-savvy Unemployed Youth/ Existing Entrepreneurs	Focussing on innovations, incubation, technologies and services based on international expertise, the magazine tries to reach out to national/international community for promoting technology based enterprises.

International Centre For Cluster Competitiveness, Growth and Technology (IC³GT) Programmes and Activities - 2011-2012

(Contd. from Page 21)

Sr.No.	Activity	Location	Duration	Target Group	Objectives & Outcome
4.2.2	Handholding & Mentoring Support to 7 Khadi Clusters (to act as Technical Agency for select Implementing Agencies in West & North Zones)	Surendranagar, Sultanpur, Gorakhpur, Rae Bareilly, Haldwani, Nanded Saharapur	4 years	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.
4.2.3	Handholding & Mentoring Support to Coir Industries (to act as Technical Agency for select Implementing Agencies in West & South Zones) : 7 Clusters	Kerala - 4, (Beyppore, Mangad, Vaikom, Chirayinkeezh) Gujarat-1, (Mahua) Lakshawdeep-1, Goa- 1 (Panjim)	4 years	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
4.2.4	Handholding & Mentoring Support to Village Industries (to act as Technical Agency for select implementing agencies in Kerala)	Palakkad, Beyppore, Mangad	1 year	Coir Industries	To provide recommendations and prepare an Action Plan for suitable interventions in the cluster, identify marketing channels and find out new possible markets at domestic level.
4.2.5	Market Study of Coir Cooperatives from Beyppur and Mangad Clusters	Beyppore & Mangad	3 months	Coir Cooperatives	To find new markets and make necessary recommendations for enhancing the market.
4.3	International Programme for Cluster Development				
4.3.1	Capacity Building Programme for developing Cluster Development Executives (CDEs)	EDI Campus	6 weeks	Industrial Promotion Officials from developing countries	Developing a cadre of Cluster Development Executives in developing countries to facilitate cluster development interventions in different artisan/MSME clusters.



ENTREPRENEURSHIP EDUCATION

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
1.	Post Graduate Programmes - PGDM-BE - PGDMN Students graduated	964
2.	Open Learning Programme in Entrepreneurship (OLPE) Batches announced Learners enrolled	61 10545
3.	Faculty Development Programmes (FDPs) in Entrepreneurship - Teachers trained	95 1938
4.	National Summer Camps on Entrepreneurial Adventure for Youth (17-22 years) - Students participated	19 710
5.	Summer Camps for School Children (12-16 years) - Students participated	27 1157
6.	National Seminar on Current Researches in Entrepreneurship - Delegates participated	9 535
7.	1-Day Orientation Programmes on Entrepreneurship - Students participated	210 10200
8.	Zydus Group Field Officers completed P.G. Programme in Corporate Entrepreneurship & Management (PGP-CPM) based on Open Learning Mode	79
9.	Students of Jain Group of Institutions (JGI), Bangalore, pursuing entrepreneurship courses at Graduate & Post Graduate levels	1011

MICRO ENTERPRISE AND MICRO FINANCE DEVELOPMENT

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
1.	Micro Enterprise Development Programmes - Micro entrepreneurs trained - Micro enterprises set up	696 17567 9591
2.	Trainers' Training Programmes Organised - Rural trainers trained	37 911
3.	National/Regional Workshops on RED strategy for NGOs - NGO Officials sensitized	19 677
4.	Activities on Informal Micro Credit Delivery System (IMCDS) : - Trainers' Training Programmes NGO trainers trained - Workshops for CEOs of NGOs on IMCDS CEOs attended the workshops - NGO Officials re-trained on IMCDS Refresher Course	5 134 7 182 60
5.	Support to Rural Industries Programme (RIP) Project of SIDBI in Kushinagar, Vidisha & Dhenkanal and DST in STED Projects in Rae Bareilly, Gorakhpur & Roorkee - Rural youth influenced through Entrepreneurship Awareness Camps - Business counsellors developed - Total units promoted - Employment generated - Stakeholders sensitized through orientation programmes - Unemployed youth counselled	4116 83 737 2853 200 3969
6.	Programmes Conducted on Financial Management & Accounting for NGOs - NGO Officials trained	10 229
7.	Training Programmes for Developing Rural Business Development Service Providers - Rural Business Development Service Providers developed	7 146
8.	Training Programme on Rural Marketing - Officers trained	10 253
9.	NGO Officials trained in Advanced Training Programme on Micro Finance	22
10.	Professionals trained through 4 international training programmes on 'Governance & Management of NPOs/NGOs'	83
11.	New Enterprise Creation Activities : (TEDP/EDP/WEDP/STST) (during 2007-2011) - Trainees trained - Units established - Direct employment generated	967 617 623
12.	Trainees trained from Minority Community (2008-2009) - Units established - Direct employment generated	18 17 17
13.	NGO Banker Interface - NGO-CEOs participated - Bankers participated	24 352 330

PERFORMANCE AND GROWTH OF EXISTING ENTREPRENEURS

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
1.	Succession Planning for Entrepreneurial Continuity (SPEC) - Programmes conducted - Successors groomed	18 280
2.	Performance Improvement Programmes (PIPs) for Existing Entrepreneurs - Entrepreneurs trained	136 6062
3.	Food Processing EDPs conducted (2003-2009) - States covered - Trainees trained - Units established - Investment made - Direct employment generated EDPs conducted (2010-2011) - Potential entrepreneurs trained - States covered	300 21 7839 3975 11567 lac 14732 35 912 7
4.	Small Industry Management Assistant Programmes (SIMAPs) - Young graduates developed	37 868
5.	Growth-cum-Counsellors' Programmes - General Growth Programmes - Growth Programmes exclusively for Women Entrepreneurs - Technology-oriented Growth Programmes - Export-oriented Growth Programmes - Entrepreneurs geared up - Business counsellors developed	21 9 1 2 9 469 433
6.	Growth-cum-Counsellors' Programmes in association with State-level ED Organisations - Entrepreneurs influenced - Counsellors developed	35 64
7.	Total Number of Region/ Product-specific Export Workshops - Business with CIS countries : Potential exporters developed - Business with South Africa : Potential exporters developed - Software Exports : Potential exporters developed - Business with Australia : Potential exporters developed	4 23 55 37 13
8.	Functional Programmes on Strategic Management - Entrepreneurs trained	4 62
9.	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

(Cont....)

PERFORMANCE AND GROWTH OF EXISTING ENTREPRENEURS

(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
10.	Workshops organized for Zydus-Neuro Sciences - Executives of Neuro Science Division - Executives of Sri Lankan Division	3 33 12
11.	Executives of Developing Countries trained through 7 International Programmes on Entrepreneurial Management	198
12.	National Trainers' Course - Trainers developed	22 384
13.	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
14.	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
15.	'Agripreneurs' trained through Training Programme on Agri-Clinics & Agri-business Centres	70
16.	Entrepreneurs' Meet ED Orientation Programmes for Officers of DICs/Banks/Financial Institutions - Officers sensitised	11 26 568
17.	Extension Motivation Programmes for Support System Officials - Officers trained	12 240
18.	FBEI Programmes for Credit/ Appraisal Officers of Banks/ Financial Institutions - Officers trained on the interview technique	19 342

(Cont....)



PERFORMANCE AND GROWTH OF EXISTING ENTREPRENEURS

(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
19.	Business Counsellors Programme for Small Industry Development Officers (SIDOs) - Officers trained	48
20.	Intrapreneurship Programme for Govt. Officials of Jammu & Kashmir - Officials trained	26
21.	Workshops on Women Entrepreneurship : Gender & Entrepreneurship Development under GPTP of Gol - Resource persons trained (5 states) - Workshops organised in 2 states (UP & MP)	22
22.	Training Seminar for Executives of Industry Associations - Executives Sensitized	2 33
23.	Training Programmes on 'Credit Risk Assessment based on Project Appraisal & Entrepreneur Assessment' - Officials from banks/financial institutions trained	8 164

STRATEGIC INTERNATIONAL PROGRAMMES

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
1.	Programmes for Training Entrepreneur Trainer Motivators (ETMs) for Developing Countries - Total trainers trained - Polytechnic Teachers trained as Resource Persons for Commonwealth Association of Polytechnics in Africa (CAPA)	24 511 18
2.	Programmes on Industrial Project Preparation & Appraisal for Developing Countries - Appraisal officers trained	22 474
3.	Professionals trained through 6 International Programmes on 'Use of English Language in Business Communication'	126
4.	International Training Programme on 'ICT Skills for Small Enterprise Operation' - Officers trained from developing countries	5 87
5.	International Training Programmes on 'Business Research Methodology & Data analysis' - Professionals trained	3 100

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STRATEGIC INTERNATIONAL PROGRAMMES

(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
6.	Resource Persons of The Vocational Training Organisation (TVTO), Tehran, Iran trained through 4 programmes	120
7.	Inter-Regional Workshops on Entrepreneurship for Policy-makers of African/ Asian/ Francophone and CHOGRM member countries - Countries participated	4 35
8.	UNIDO Project on Women Entrepreneurship - Women entrepreneurs trained - Women entrepreneur trainer-motivators trained - Financial/ appraisal officers dealing with projects of women entrepreneurs trained	21 25 22
9.	Technical Training provided to Women Entrepreneurs of Developing Countries - Women entrepreneurs from Sri Lanka - Women entrepreneurs from Nepal	20 19
10.	International Training Programmes on Micro Enterprise & Micro Finance Development - NGO professionals from developing countries trained	14 266
11.	Achievements under UNIDO & Gol-sponsored Inter-Regional Centre (IRC) Training Programme on Industrial Project Preparation & Appraisal - Appraisal Officers trained In Bahrain for Arab Region - Professionals trained under Training of Trainers for New Enterprise Creation - Potential Entrepreneurs trained for New Enterprise Creation - Business Counsellors groomed for Growth of SMEs	7 119 27 20 12
	In African Region : - Support System Officials attended the Preparatory Workshop in Mozambique on Interventions to Facilitate Investment Promotion in Mozambique - Participants in the Seminar on Project Identification, Formulation & Screening conducted in Mozambique - Professionals trained under Industrial Project Preparation & Appraisal organized in Mozambique - Business Counsellors groomed in Mozambique for Growth of SMEs - Mozambican Entrepreneurs benefited from Enterprise Upgradation Programme - Trainers trained in Industrial Management organized in Tanzania	27 23 15 23 14 15

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

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
1.	Engineering Cluster, Baroda - Units covered under Cluster Development Programm - Enterprises participated in Programme - Counseling offered - Technologies transferred - BDS providers trained - External agencies visited the cluster to observe the impact made - Technologies identified for establishing a CFC - Units covered under health & safety related programmes	1700 units 300 205 6 6 18 11 4 units
2.	Textile Machinery Cluster, Ahmedabad, Surat & Surendranagar - Units covered - Enterprises participated in Programme - Counseling offered - BDS providers trained - Technologies identified for establishing a CFC	310 units 90 50 4 17
3.	Cluster Development Executives Programme - Cluster Development Executives trained • DC (MSME), Ministry of MSME, Government of India • Government of Gujarat • Government of Rajasthan • Executives from countries other than India • Ministry of Textiles • Representatives from other State Governments	60 125 100 40 50 250
4.	Cluster Development Programmes implemented	24 locations
5.	Implementing BDS in the Leather Cluster at Kolkata - MSME units covered under the project - BDS Trained - Persons deriving benefit of SDP and design development programme - Units covered under productivity & energy audit - Brand building and visual merchandising in overseas country - Exposure visit to best practices - New products / process introduced - DPRs prepared - Raw material and accessory supply base	Direct : 211 units Indirect : 476 units 24 343 Direct : 13 units Indirect : CETP energy audit 250 units 55 12 5 3 3 Italian accessory manufactures/

(Cont....)

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

(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
	- BMO Capacity Building	suppliers are contacted for Joint venture/technical collaboration for setting up of accessory manufacturing unit in Kolkata. 25
6.	Implementing BDS in the Leather Cluster at Santiniketan - MSME units covers under the project - BDS trained - Persons deriving benefit of SDP and design development programme - Brand building and visual merchandising in overseas country - Exposure visit to best practices - New products / process introduced - DPRs prepared - Raw material and accessory supply base - BMO Capacity Building	92 24 129 1 GI Promotion Workshop 3 Exposure visits 28 New Designs introduced+12 mock up patterns prepared. 1 DPR on RMB Linkage Established with suppliers from Chennai, for direct procurement of raw material. 1 programme
7.	Implementing BDS Market developed in Chennai Leather Cluster - MSME Units covered - MSME Beneficiary Units - Skill Development Training - BDS Introduced & trained BDS Introduced Trained - BMO Net worked & Capacity Building BMO trained - Studies Undertaken - Establishment of CFC & Innovations	705 Direct : 86 units Indirect : 280 units 140 40 28 25 7 -
8.	Implementing BDS in the Dyes/Chemical Cluster at Ahmedabad - MSME units covered - Units planned for cleaver production - Units planned for energy audit - Primary treatment plant study completed - Workers trained - BMO Executives trained	1200 40 20 3 units 32 8

(Cont....)



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

(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
9.	Integrated Handloom Cluster Development Scheme	
	EDI as National Resource Agency [NRA] to monitor 17 Clusters	
	- CDEs trained in the Handloom Sector	401
	- Weavers covered	79512
	- SHGs formed	1779
	- Membership	21841
	- Credit Linkage [Rs in lac]	760.88
	- Designers Hired	17
	- Designs Developed [No.]	2686
	- Sales Realized solely by the efforts of Designers Tie up [Rs in lac]	209.49
	- Sales Realization [Rs in lac]	5090.93
	- Sales through Exhibitions & Buyer Seller Meets [Rs in lac]	2184.90
	- Sales through other buyers [Rs in lac]	1719.16
	- Sales through CCIC [Rs in lac]	7.21
	- Sales through Handloom House [Rs in lac]	91.42
	- Yarn supplied to the weavers in the cluster through Yarn Depot [Rs in lac]	1887
	- Yarn Corpus Cycles completed [₹ 5 lac corpus] [Rs in lac]	377
	- Weavers benefitted through Yarn Depots	22584
	- Consortiums formed in the 17 clusters	49
	- Weavers/Master Weavers/Traders and SHG covered in the consortiums	16988
- CFC sanctioned in the clusters	17	
- CFC functional	8	
- Dye houses Sanctioned in the clusters	18	
- Dye houses Functional	11	
10.	Integrated Handloom Cluster Development Scheme EDI as National Resource Agency directly involved in implementation of the Scheme at Chanderi [MP], Sonepur [Orissa] & Varanasi [UP].	
	Coverage of Weavers [No]	28202
	1. Gwalior-Chanderi	4240
	2. Sonepur	5014
	3. Varanasi	18948
	- SHGs formed	435
	- Membership (Weavers)	4690
	- Credit Linkage [Rs in lac]	194.91
	- Designers Hired	3
	- Designs Developed	344
	- Sales Realized solely through the efforts of the Designers [Rs in lac]	109.39
	- Total Sales Realization [Rs in lac]	988.90
	- Sales Through Exhibitions & Buyer Seller Meets [Rs in lac]	469.11
	- Sales Achieved through other buyers [Rs in lac]	508.79

(Cont....)

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

(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2011
	- Sales Through CCIC [Rs in lac]	5.50
	- Sales Through Handloom House [Rs in lac]	9.50
	- Total worth of Yarn supplied through Yarn Depot [Rs in lac]	450.20
	- Yarn Corpus Cycles completed [₹ 5 lac corpus] [Rs in lac]	90
	- Weavers benefitted through Yarn Depots	1411
	- Consortiums formed in the 23 clusters	6
	- Weavers/Master Weavers/Traders and SHG covered	3306
	- CFC sanctioned in the clusters	3
	- CFC functional	3
	- Dye houses Sanctioned in the clusters	8
	- Dye houses Functional	7

**SOCIAL ENTREPRENEURSHIP &
CORPORATE SOCIAL RESPONSIBILITY**

Sr. No	Activities under this thrust area	Achievements till March 31, 2010
1.	Open Learning Programme in Social Entrepreneurship (Launched in October 2009)	
	- Batches completed - Learners enrolled	1 24
2.	Deshpande Foundation Project	
	- REDPs conducted	8
	- Districts covered in North-west Karnataka	5
	- Trainees trained	188
	- Units established	40
	- Direct employment generated	150
3.	Hewlett Packard Project	
	- MEDPs conducted	19
	- Districts covered in Karnataka	20
	- Rural youths trained	688
	- Units established	381
	- Direct employment generated	628
	- Training programmes organized on Use of ICT in existing micro enterprises	9
	- Existing micro entrepreneurs enabled	115
4.	Data on Accenture Project	
	- MEDPs conducted	62
	- Districts covered in Karnataka	42
	- Rural youths trained	2535
	- Units established	1239
	- Direct employment generated	1684
5.	Graduate Entrepreneurship Training in use of IT	
	- Students trained	4 83

EDI Publications and Audio-Visual Programmes

Sr.No.	Name of Publications	PRICE	
		INR (₹)	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 & Naline 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	Published by Sage	
17	The Journal of Entrepreneurship - Published by Sage		
	Institutional	1200/-	314
	Individual	715/-	80

Sr.No.	Name of Publications	PRICE	
		INR (₹)	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.		

Shri Maheshwar Sahu, IAS, Principal Secretary, Industries & Mines Department, Govt. of Gujarat and EDI Governing Body Member inaugurating the International Capacity Building Programme organised during 9-13 January, 2011 for officers of Industry Associations, as part of the Vibrant Gujarat Summit-2011. Also seen are (R-L) Dr. Dinesh Awasthi, Director-EDI and Mr. S. B. Sareen, Programme Director



Mr. Sanjay Pal, Project Director - Business Development Services Project in a meeting with esteemed officials of Hyogo Prefectural Government at Kobe, Japan on his visit to the country during January 23-February 11, 2011 to attend the International Trade Fairs and to interact with designers, producers and buyers. He was also accompanied by entrepreneurs and representatives of BMO



Participants of the international programmes, 'Use of English Language in Business Communication' and 'Governance and Management of Non Profit Organizations' visited Agra, while on their study visit to institutes and organisations outside Ahmedabad to get an insight into the Indian Institutional set up and working



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