

Programme Package

2013-14



**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**



# 13<sup>th</sup> CONVOCATION POST GRADUATE PROGRAMME

APRIL 03, 2012



Seen during the 13<sup>th</sup> Convocation of PG Programme are (in the centre) Chief Guest, Dr. Sam Pitroda, Adviser to the Prime Minister, Public Information Infrastructure & Innovations; (5<sup>th</sup> from R) Shri R.M. Malla, President EDI & Chairman - IDBI Bank Ltd. and (5<sup>th</sup> from L) Dr. Dinesh Awasthi, Director-EDI with EDI Governing Body Members (R-L) Shri Anand T. Kusre, Nominee Member of ICICI Bank Ltd.; Shri V.S. Rathore, Executive Director, SIDBI; Shri P. S. Shenoy, Former Chairman, Bank of Baroda, Dr. Y. K. Alagh, Vice Chairman & Professor Emeritus, Sardar Patel Institute of Economic & Social Research; Dr. Sailendra Narain, Chairman, Centre for SME Growth & Development Finance; Mrs. K. Rama Devi, President, Association of Lady Entrepreneurs of Andhra Pradesh; Shri B. Ravindranath, Executive Director, IDBI Bank Ltd. and Dr. Sunil Shukla, Chairperson-PGPs & Chief Faculty-EDI

Hon'ble Chief Minister of Gujarat, Shri Narendra Modi, inaugurated the SME Convention on 12<sup>th</sup> January, as a part of the Vibrant Gujarat Summit 2013. Seen here is the Hon'ble Chief Minister releasing the EDI prepared 'Dossier on Potential for Setting up Fruit, Vegetables and Agro Processing Businesses in Gujarat'. On his left is Dr. Dinesh Awasthi, Director-EDI



EDI organised the Tenth Biennial Conference on Entrepreneurship during February 20-22, 2013. Shri Arun Maira, Member-Planning Commission was the Chief Guest at the inaugural function. Seen here is Shri Maria addressing the 150 national and international delegates of the conference. Also present was (in the centre) Dr. Dwijendra Tripathy, noted Historian, who delivered the distinguished plenary lecture. Also seen are (R-L) Dr. Dinesh Awasthi, Director-EDI and Prof. Sasi Misra, Conference Chair





## EDI Governing Board (As on January 1, 2013)

**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

**Mrs. Vijayalakshmi Das**

Managing Director  
Ananya Finance for Inclusive Growth Pvt. Ltd.  
Ahmedabad

**Shri Anand T. Kusre**

Nominee Member of  
ICICI Bank Ltd.  
Mumbai

**Shri D. Mozumder**

Chief General Manager (SME)  
State Bank of India  
Mumbai

**Shri Sushil Muhnot**

Chairman and Managing Director  
Small Industries Development Bank of India  
Lucknow

**Dr. Sailendra Narain**

Chairman  
Centre for SME Growth & Development Finance  
Navi Mumbai

**Shri Atul Kumar Rai**

Chief Executive Officer and Managing Director  
IFCI Limited  
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**Shri B. Ravindranath**

Executive Director  
IDBI Bank Ltd.  
Mumbai

**Shri Maheshwar Sahu, IAS**

Principal Secretary  
Industries & Mines Department  
Government of Gujarat  
Gandhinagar

**Shri P. S. Shenoy**

Ex-Chairman  
Bank of Baroda  
Gandhinagar

**Shri Jawhar Sircar, IAS**

[Fr. Secretary (Culture)]  
Chief Executive Officer  
Prasar Bharti  
New Delhi

**Dr. Dinesh Awasthi**

Director  
Entrepreneurship Development Institute of India  
Ahmedabad





## The Institute

*An acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building.*

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus. To pursue its mission, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In view of EDI's expertise in Entrepreneurship, the University Grants Commission had also assigned EDI the task of developing curriculum on Entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards.

In order to broaden the frontiers of Entrepreneurship Research, EDI has established a Centre for Research in Entrepreneurship

Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector through its publication, "**The Journal of Entrepreneurship**". CREED also establishes a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDI earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

Under the Ministry of External Affairs, Govt. of India assignment EDI established Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam. Five such centres in African region and one such centre in Uzbekistan will be established very soon.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (UN-ESCAP), Bangkok, Thailand, has declared EDI as a 'Center of Excellence'.





## Planning for the Year 2013-14



It's with a feeling of great pride and pleasure that I place the Programme Package for the year 2013-2014 before you. We had entered the last year with skepticism, on account of the anxiety around, due to recession. We were, however, confident about our strategy, philosophy and belief in entrepreneurship to reach set goals. And, we discussed and deliberated to launch projects and programmes that kept us away from the impact of recession. I am glad to state that we were successful. Planning for this year, therefore, emanated from our experiences of last year and our vision for future in keeping with the changing market trends.

The year 2013-14 will continue to place emphasis on education, under which besides the long term post graduate programmes in entrepreneurship and development studies, several new initiatives will make headway. A one-year, full time Post Graduate Diploma in Entrepreneurship for middle to senior level officers from developing countries, programmes on life skills for school going girls and initiatives to strengthen the entrepreneurial urge among school and college students will further demystify the concepts of myths and risks associated with this discipline. Programmes to rehabilitate employees opting for voluntary retirement so that they take up some entrepreneurial activity, are also a significant initiative from development perspective.

Simultaneously, the Institute will continue to place accent on cluster development and micro enterprise development and

micro finance initiatives. Strengthening these areas by creating a cadre of professionals and consultants will be on the anvil. A major highlight is the UNDP sponsored project to revamp the tufted carpet cluster by training women carpet weavers and putting the cluster on a fast growth track. Pulp and paper industry, furniture and tribal garments clusters will also witness a holistic intervention to ensure improved prospects of the clusters. In the past our efforts to raise the status of SMEs have worked well and these businesses today are poised for accelerated growth.

Internationally, in the past, we did make a dent with several activities and programmes for various target groups. This year too, the capacity building programmes for officials from developing countries will continue to place many a country on the turf of entrepreneurship. I am happy to state that the Institute is in the process of setting up Five Entrepreneurship Development Centers – one each in Gabon, Namibia, Rwanda, Senegal and Zambia, and one in Uzbekistan.

I would say, year after year we are toiling to assign an entrepreneurial purpose to the growth plan of India and several other countries. I compliment the faculty and staff members of EDI for reinventing, exploring and constantly experimenting to perch EDI where it is today.

**– Dinesh Awasthi**  
**Director**





## A Glimpse into Major Achievements 2012-13

Last year had been pretty satisfactory for EDI in terms of the innovative programmes that the institute organized and the tangible results that it generated. New models of entrepreneurship were evolved, and successfully addressed. Some unique travails and tribulation faced by various target group, much to their satisfaction and ours. Here is a glimpse.

### Awards galore....

- EDI awarded the National Education Leadership Award

EDI was awarded the National Education Leadership Award by ET NOW. The award ceremony was organized in Mumbai on 16 February, 2013. The ET NOW National Education Leadership Awards recognizes institutions that are innovative modern & industry related in their curriculum in Marketing, Advertising, Marketing Communications, Engineering & Technology. The award is in recognition of leadership, marketing an institute and industry interface.

- EDI conferred with the ADFIAP Award

EDI was awarded the prestigious ADFIAP (Association of Development Financing Institutions in Asia and Pacific)

award in the category of Human Capital Development for innovative and outstanding projects that have led to huge development impact in the country.

- EDI honoured with the National B-School Leadership Award



*EDI has been honoured with the National Education Leadership Award by ET NOW, Seen here is Mr. Nikhilesh Desai, Head-BDC receiving the award, on behalf of the Institute, at the Award Ceremony in Mumbai on 16<sup>th</sup> February, 2013*



Late Shri Dewang Mehta B-School Leadership Award 2011



Late Shri Dewang Mehta B-School Leadership Award 2012



The Aga Khan Award for Architecture 1992  
The Entrepreneurship Development Institute of India

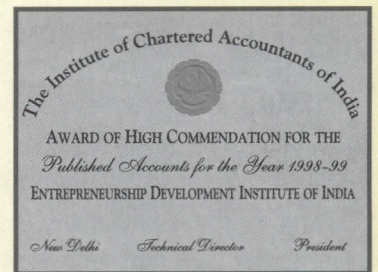


ADFIAP Development Award for Human Capital Development 2012



ET-NOW National Education Leadership Award 2013

Ranked one of the top four B-Schools for Entrepreneurship in India [as per the magazine 'Entrepreneur' Jul.'11-Vol.2-Issue 11]



Award of High Commendation 1998-99



EDI was conferred with the Dewang Mehta National B-School Leadership Award for the second consecutive year. The award presentation ceremony was organized in Mumbai on 24 November, 2012. The award instituted in memory of Late Shri Dewang Mehta was presented in recognition of the Institute's efforts in Leadership, development, innovation and industry interface.

### Entrepreneurship Education and Research

Sixty six students of Post Graduate Diploma in Management – Business Entrepreneurship walked the Convocation alley on April 3, 2012 depicting their confidence to take on the world as an entrepreneur. In the presence of the Chief Guest, Dr. Sam Pitroda, Advisor to the Prime Minister (Public Information Infrastructure and Innovations), the students were awarded diplomas – 16 in New Enterprise Creation, 24 in Family Business Management, 18 in Services Management and 8 in Agri-Entrepreneurship.

24 students of the 13<sup>th</sup> batch of PGDM-BE visited the prestigious Kunming University of Science and Technology, China to get insights into various laws, systems and strategies that support entrepreneurship in China. Also, 3 EDI students participated in the International Student Summer Camp of the Southwest University of Finance and Economics (SWUFE) at

China. An MoU was also signed in June 2012 between Kunming University of Science & Technology (KUST) and EDI, to jointly announce the establishment of Sino-India Entrepreneurship Development & Research Centre at KUST.

National Summer Camps on Entrepreneurial Adventures for Youth and Summer Camps on Entrepreneurial Stimulation for Children, together honed skills of 213 students through entrepreneurial motivation development exercise, 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 counseling and interaction with achievers.

Tailor-made courses on Entrepreneurship and Family Business Management designed for students of the Jain Group of Institutions, Bangalore aim at imparting entrepreneurial vision to potential entrepreneurs and family business successors. As of now, 1400 students have passed out.

The National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Govt. of India, has been promoting entrepreneurship training in the academic curricula of Science and Technology institutions. The Department appointed EDI as



*EDI students during their visit to Kunming University of Science and Technology, China*





*Participants of the 'Summer Camp on Entrepreneurial Stimulation for Children' seen with (first row, centre) Ms. Aishwarya Majmudar, winner of the show, 'Chhote Ustad' on Star Plus; (top row, centre) Dr. Dinesh Awasthi, Director-EDI, (to his left) Dr. Sunil Shukla, Camp Leader, Dr. Pankaj Bharti, Camp Coordinator and eminent Faculty Members of EDI associated with the camp*

its nodal agency for implementing, monitoring and evaluating their training programmes in entrepreneurship. This time, the programme was conducted during 10 – 14 December, 2012 with 23 scientists and technologists who greatly appreciated the learning imparted.

In the direction of widespreading 'entrepreneurship', as a career option among students, EDI organized six Faculty Development Programmes in the year 2012 with more than 100 participants. The main objective of the programme was to expose the participating faculty members to the comprehensive Entrepreneurship Development process and equip them to coordinate or organize entrepreneurship related activities in their colleges, polytechnics or schools.

The Tenth Biennial Conference on Entrepreneurship was inaugurated on February 20, 2013 by Shri Arun Maira, Member, Planning Commission. The three-day Conference welcomed 150 delegates from national and international universities and witnessed presentation of 105 papers. The Biennial Conference which is being organized since 1994 testifies the Institute's pursuit of excellence and contribution to entrepreneurship education, training and institution building within India and Internationally.

## Centre for SMEs & Business Development Services

Under the banner of International Technical Economic Cooperation, Ministry of External Affairs, Govt. of India, EDI has been conducting international programme for officials of Asia, Central Asia, Africa, East Europe and Latin America to build their capacities so that they promote entrepreneurship with a progressive, global approach.

Training programme on '**Credit Appraisal, Risk Analysis & Entrepreneur Assessment**' was conducted during 17 – 22 December, 2012 with 21 participants. The main objectives of the programme were to orient and strengthen the skills of credit officers engaged in project formulation and risk analysis, selection of the entrepreneur based on his competencies and understanding the need of responsible lending.

International Programme on '**Capacity Building of BMO Functionaries**' was conducted during 7-13 January, 2013 with 37 participants from 28 countries. The main objective of the programme was to make industry associations involved in SME clusters to undertake competitive as well as socially, environmentally and economically relevant initiatives.



## International Capacity Building Programmes

Sr. No.	Name of the Programme	Organised during	No. of Participants and Countries represented	Objectives
1.	Use of English Language in Bus. Communication	16 July – 24 August, 2012	28 participants from 18 countries	To acquaint the participants with the dynamics of English Language in Business Communication so as to facilitate its effective use in Business Communication.
2.	Governance & Management of Non-Profit Organizations (NPO)/NGOs	16 July – 24 August, 2012	23 participants from 14 countries	The programme focused on Governance & Management of NPOs/NGOs, Management Practices in Financial Resources, Human Resource & External Resources, Project Planning, Design & Implementation
3.	Entrepreneurship & Small Business Promotion	September 3 – October 12, 2012	48 participants from 29 countries	The participants were equipped with tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises
4.	SME Banking & Financial Services	September 3 – October 12, 2012	17 participants from 13 countries	The programme imparted skills set in all facets of Financial Intermediation to further the cause of development and growth of SME sector and built capacity of organization in SME related issues.
5.	Business Research Methodology & Data Analysis	October 29 – December 21	46 participants from 29 countries	The programme imparted knowledge in making business decisions based on reliable research outcomes
6.	Informal Sector Enterprise, Entrepreneurship & Local Economic Development	October 29 – December 21	39 participants from 26 countries	The programme provided the necessary knowledge and skills to design and implement Local Economic Development
7.	Finance and Non-Finance Executives	October 29 – December 21	14 participants from 9 countries	The participants were equipped with financial and accounting concepts into decision making tools
8.	Entrepreneurial Management	January 7 – February 15, 2013	33 participants from 22 countries	To sharpen the participants' knowledge and skills and equip them with attributes to practice entrepreneurial management effectively and thus create a conducive environment where entrepreneurial values could germinate and grow.
9.	Cluster Development Executives	January 7 – February 15, 2013	36 participants from 21 countries	The programme aimed at creating a cadre of Cluster Development Executives by improving knowledge and skills of participants.
10.	Industrial & Infrastructure Project Preparation & Appraisal	January 7 – February 15, 2013	28 participants from 17 countries	The main objective of the programme was to sharpen the skills of and competencies on business identification, formulating investment projects, appraisal and financing, leading to prudent investment decisions for sustainable economic growth.
11.	Promoting Innovations & Entrepreneurship through Incubation	February 25 – April 5, 2013	34 participants from 22 countries	The programme addressed the problems in the areas of entrepreneurial ecosystem, sources of funding, business models and strategies to obtain financial leverage for the incubated business.
12.	Social Entrepreneurship & Corporate Social Responsibility	February 25 – April 5, 2013	30 participants from 22 countries	To sensitize and develop a cadre of social entrepreneurs, trainers-motivators, counselors and to sensitize policy makers to meet the challenges of poverty alleviation through sustainable social business ventures.
13.	Capital Markets, Commodity Markets & Investment Banking	February 25 – April 5, 2013	35 officials from 19 countries	To enable the participants to learn the dynamics of capital markets and financial services





*Participants of the Programme 'Use of English Language in Business Communication' seen with (in the centre) Dr. Dinesh Awasthi, Director-EDI; (7<sup>th</sup> from L) Ms. Julie Shah, Programme Director and faculty members of EDI associated with the programme*

Department of Public Enterprises (Govt. of Karnataka), sponsored a 5-day training programme titled "**Competencies for Enhancing Managerial Effectiveness**" for managers/officers of public sector enterprises in Karnataka, during 24 – 28 September, 2012. The programme was attended by 32 participants representing 14 public sector units. The objectives of the programme were to develop a spirit of 'enterprise' among participants, make them aware of their latent potential and render them capable of being entrepreneurial. This ensured that the entrepreneurial vision resulting in creation of an enterprise is not only sustained but is also adequately developed. The participants also developed intrapreneurial leadership style and got motivated to maximize from the given resources.

EDI was assigned the task to train the members of the 'Coconut Producer Societies' of Malappuram district. 38 farmers from 16 societies participated in the training programme. The main objective of the programme was to equip the participants with knowledge, impart leadership qualities to them, help them identify opportunities to diversify and make them adept at developing an action plan.

The weekend 'Biotechnopreneur programme' was started in May 2011 to train and guide the participants on selection of technologies, commercialization of the technology and aspects related to entrepreneurship. The programme also emphasized on practical and field related aspects such as; technology evaluation, business plan preparation, networking with institutions for financial resources and implementation. 19 participants had enrolled and successfully completed the programme with a bankable project report in their hand. Fourteen participants were awarded certificates. The valedictory function was organized on 6 July, 2012.

### **Micro Enterprise, Micro Finance & Sustainable Livelihood**

In the DST-sponsored 4-year Science & Technology Entrepreneurship Development (STED) Projects in Rae Bareilly (U.P.), Kushinagar (U.P.), Roorkee (Uttarakhand) and Nalbari (Assam), Awareness Generation Meetings, Entrepreneurship Awareness Camps and Skill Development Training Programmes through Science & Technology were organized



to sensitize people on the advantages of pursuing entrepreneurship. A step further, with a view to motivating unemployed rural/semi-urban youth, belonging to minority community, towards self-employment, programmes of one-month duration were taken up under STED, Roorkee benefiting more than 100 local youths. The STED, Roorkee team, also formed from Joint Liability Groups (JLGs) in Surveying Instrument Cluster, with the support of NABARD. A JLG is an informal group comprising preferably 4 to 10 individuals coming together for the purpose of availing bank loan either individually or through group mechanism against mutual guarantee. Under the SIDBI-sponsored Rural Industry Programme, entrepreneurship related activities are regularly organized so that the discipline of entrepreneurship gets an open arm welcome, as a viable career option. Room-to-Read, an NGO and EDI introduced Girls' Education Programme in the tribal district of Betul to motivate, educate and empower girls by providing them support to enroll and remain in school. It is a 9-year project for 100 tribal girls, in the age group of 7 to 12 years, to ensure that they get the opportunity to complete secondary school education. Over the last year, these girls were provided life-skills training and mentoring support.

Under the Integrated Handloom Cluster Development Scheme (IHCDS), sponsored by the Office of the Development

Commissioner-Handlooms, Ministry of Textiles, Govt. of India, EDI was appointed as the National Resource Agency (NRA) to provide handholding, managerial and technical support in implementation of the scheme at 20 locations, and as an Implementing Agency (IA) at three locations viz., Varanasi (U.P.), Chanderi (M.P.) and Sonapur (Odisha). The project satisfactorily got completed in December 2012. It had targeted 5,000 weavers, and improved their business prospects. Also, EDI's interventions in the 5-year Mega Handloom Cluster Project, Sivasagar (Assam) as also Mega Handicraft Carpet Cluster Project in Srinagar (J.K.), which had so far remained unorganized, brought about sweeping changes in the operational methods of these clusters and thus, their sales, revenue and networking. Cluster Development of Tufted/Woven Carpet and carpet related products across Mirzapur and Sant Ravidas Nagar districts of Eastern Uttar Pradesh generated appreciable results in the area of training women SHG members and establishing a successful Producer Company owned and managed by village women groups.

The project on Agri-Entrepreneurship Promotion among Tribal Youth, Dahod, Gujarat, sponsored by Development Support Agency, Govt. of Gujarat trained 50 tribal youths on agri-entrepreneurship in Dahod district so that they acquire capability to earn at least Rs.60,000 per annum.



*Prof. Anil K. Gupta, Professor, IIM-A was the Chief Guest at the valediction of the programmes on 'Promoting Innovations & Entrepreneurship through Incubation',*

*Addressing 'Bottom of the Pyramid through Fostering Social Entrepreneurship / Social Business' and 'Capital Markets, Commodity Markets & Investment Banking'. Seen here is Dr. Gupta addressing the participants. Also seen are (2<sup>nd</sup> from L) Dr. Dinesh Awasthi, Director-EDI; (L-R) Programme Directors, Mr. S. B. Sareen, Mr. Ajay Dixit and Mr. Satya Ranjan Acharya*





Depicting improvement in quality of castings by a process known as 'Innoculation'

### **International Centre for Cluster Competitiveness, Growth & Technology (IC<sup>3</sup>GT)**

EDI is implementing four cluster development projects. These are in the areas of; Pharmaceutical Machinery at Ahmedabad, Casting & Forging at Vadodara, Dairy & Food Processing Machineries at Anand and Gold Jewellery Manufacturing Cluster at Rajkot. The projects are sponsored by the Office of the Industries Commissioner, Govt. of Gujarat. The Ahmedabad Cluster has 375, Vadodara has 300, Anand has 1000 and Rajkot has 20,000 units. The main objectives for taking up these projects are to improve the quality and productivity, to create awareness about health and safety measures to impart knowledge on marketing at national and international levels. The diagnostic study of these projects has been completed. On the basis of this study the action plan has been prepared and implementation is presently in full swing.

Post implementation, the clusters would be on a high growth path with several critical business factors and sectors revamped.

Also, EDI has applied for patents to Gujarat Council of Science and Technology (GUJCOST) for five Minor Research Projects

i.e. development of product, process and technology for pharmaceutical machinery manufacturing cluster and transfer the technology to the cluster, for air conditioning and refrigeration machinery, gold ornaments manufacturing cluster, silver ornaments manufacturing cluster and manufacturing a consumer product in order to create a new enterprise.

### **Social Entrepreneurship & Corporate Social Responsibility**

Seven batches of the 6-month Distance Learning Programme in Social Entrepreneurship have been completed. With this, the cumulative number of learners has reached 125 covering 17 Indian states and three international locations.

A 5-day training programme for the Sub-Contractors of L&T from Ahmedabad and Mumbai Region was organized at L&T, Panvel during June 18-22, 2012 with 29 participants. The objective of the programme was to inculcate the '*spirit of entrepreneurship*' in them and also provide managerial inputs to sharpen their sense of business and decision making.

Under the sponsorship of *Accenture*, thirty 1-month Micro Entrepreneurship Development Programmes (MEDPs) were completed in the state of Karnataka to help participants in starting their own micro enterprises.

### **Women Entrepreneurship & Gender Studies**

National Training Programme on '**Entrepreneurship Development & Management for Women Scientists & Technologists**' with the Government Sector was organized during 18-22 March, 2013 with 25 scientists and technologists from different science and technology institutions. The main objectives of the programme were to arouse interest amongst women scientists & technologists,





Participants of the programme, 'Entrepreneurship Development & Management for Women Scientists and Technologists' seen with (5<sup>th</sup> from R) Dr. Dinesh Awasthi, Director-EDI; (4<sup>th</sup> from R) Ms. Mitali Tiwari, Programme Director and esteemed members of EDI faculty group associated with the programme

sensitize them towards entrepreneurship and establish the importance of owing knowledge based innovative business ventures. The programme met with huge success.

### **DST-sponsored National Implementing & Monitoring Agency for Training (NIMAT) Project:**

EDI successfully coordinated and monitored activities as National Implementing & Monitoring Agency for Training (NIMAT) Project, for the fifth consecutive year. For the year 2011-12, 1307 programmes were completed in association with 152 organizations spread all over the country whereas in 2012-13, 1405 programmes were sanctioned. With a view to bringing about desirable results in terms of maximizing the incidence of New Enterprise Creation, EDI team has been constantly making monitoring visits to DST implementing agencies.

### **Interventions in Food Processing**

The Indian Food Processing is an area with immense scope and potential that could be harnessed to benefit the umpteen people of India who dream of becoming an entrepreneur but shy away for lack of knowledge and motivation. EDI primarily

focused on some of the glaring gaps in the sector and worked out an implementation model comprising Stakeholders' Workshop, Identification of Partner Organizations and tie-ups with them, Constitution of Monitoring-cum-Guidance Committee, Trainers' Training Programmes, Organizing Entrepreneurship Development Programmes and Follow-up Support to ensure a good start-up rate. Since 2003-04, EDI has implemented 360 EDPs in 21 states, thus training 9394 entrepreneurs, leading to setting up of 4764 units with an investment of ₹12757.75 lacs and generation of 16836 employment opportunities.



Participants of 'Food Entrepreneurship Development Programme (FEDP)', organised by EDI in association with RCED, Bilaspur District, Himachal Pradesh, receiving programme completion certificates

EDI has been giving credence to the statement that World Class Entrepreneurs are in the making.' All its projects, strategies and efforts are geared towards this goal. The coming year, with plans for innovative projects, will sure record many more milestones.





## EDI-Faculty



**Dinesh N. Awasthi**  
**Ph.D. (Economics); Gujarat University**  
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Dr. Dinesh Awasthi is an Economist with vast experience in entrepreneurship education, research and training. He has worked extensively on policy issues related to SMEs with several multilateral agencies like ILO, UNIDO, UNDP. As a consultant, he has worked on several international assignments. He is widely published with 6 books, 62 papers and 27 reports. His areas of interest are: policy research, cluster development, sub-sector analysis, social entrepreneurship, rural entrepreneurship and NGOs. Dr. Awasthi is a Member of Apex Committees and Core Group of Ministries of MSME, Urban Employment and Poverty Alleviation, and Department of Science & Technology.



**Satya Ranjan Acharya**  
**MSc. (Agri), MFC, PGDBA (Finance)**  
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A business management professional with more than 16 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**  
**M.L.I.Sc., NET Qualified**  
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A Library and Information Science Professional, heading EDI's modern library and information centre. He has 23 years of experience in developing, managing and disseminating information in business management, entrepreneurship, social and engineering sectors. He is the Associate Editor of the Conference Proceedings of **Tenth Biennial Conference on Entrepreneurship Volume I & II** published by Bookwell, New Delhi in 2013. He has authored thirteen research papers for conferences and scholarly journals. He earned M.L.I.Sc. from Annamalai University and has been awarded Gujarat State Level Eligibility Test for Lectureship. He is the Coordinator of the Biennial Conferences and EDI Alumni Association.



**Tarun Bedi**  
**B.E. (Civil), M.A. (Sociology)**  
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Has 20 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.



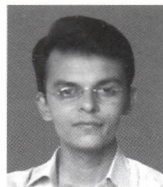
**Deepak Kumar Behera**  
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Has worked at Perspective Planning Division (PPD), Planning Commission, as a Consultant. Got his Ph.D. degree in the area of Labour and Employment Problems in India from University of Hyderabad. Participated in several conferences, seminars and workshops related to employment issues and has published five research papers in different scholarly journals. His areas of interest are; Micro Economics, Development Economics specifically Labour and Employment and Quantitative Techniques.



**Pankaj Bharti**  
**Ph.D. (Psychology)**  
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Specialises in Social Psychology, Organisational Behaviour and Research Methods. Trained in conceptualising and developing measurement tools for Social Science Research. Has published 4 papers and a book on 'Dehumanization of Urban and Rural Poor'. Associated with more than twenty national as well as international research projects. He is also a National Team Member of Global Entrepreneurship Monitor (GEM), India. Core competency in Psychometric Assessment Administration and Reporting.



**Vivek Bhatt**  
**M. Com.; Ph.D. Management (IT)**  
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Possesses about 14 years of teaching experience in Management Information Processing, Computer Applications, Programming, Quantitative Methods and Research Methods. Has a working experience with IIM A as Academic Associate in Production and Quantitative Methods area. Also worked with ICFAI National College for more than 3 years as a Faculty. Developed several Software applications to support decision system in academic institutions. Submitted a thesis in the area of Decision Making in SMEs and Business Intelligence Tools.



**Ajay Dixit**  
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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.





**Amit Kr. Dwivedi**  
Ph.D., University of Lucknow  
akdwivedi@ediindia.org

Has worked at Indian Institute of Management (IIM-A) Ahmadabad and Amity University Rajasthan. Associated with reputed national and international journals as Editor and reviewer. He published 35 research papers and a book on 'Women in Agriculture'. He also edited two books on 'Rural Entrepreneurship in Liberalised Era' and 'Rural Development in Post Colonial Era'. Dr. Dwivedi has presented several research papers in national and international conferences and also written few teaching cases. Currently he is a National Team Member of Global Entrepreneurship Research Association (GERA), U.S.A. His area of research is rural entrepreneurship & development, costing and benchmarking of micro-small and medium scale enterprises and efficiency measurement of microfinance institutions in India.



**P. Ganesh**  
B.E. (Mechanical);  
M.B.A. (Gold Medalist);  
p.ganesh@ediindia.org

Possesses around 28 years of industry experience with top of the line organizations like; Tata Steel (Jamshedpur), Maruti Udyog Ltd. (Gurgaon), Apollo Tyres Ltd. (Gurgaon), Coats Viyella India Ltd. (Ambasamudram), Arvind Mills Ltd. (Ahmedabad) and Ashima Ltd., (Ahmedabad). He has also been actively engaged in academia as visiting faculty in Management Institutes in Ahmedabad. His areas of interest include; Production & Operations, Supply Chain Management, Data Warehousing & Business Intelligence, IT and MIS and ERP Implementations.



**Raman Gujral**  
M. Com.  
gujralraman@yahoo.com

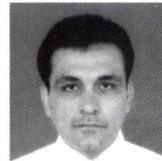
More than two decades of experience in the field of Entrepreneurship. Worked for co-ordination and management of field projects in sectoral areas of entrepreneurship development. Developed curriculum, modules and structures for various entrepreneurship development activities. Expertise in conceptualizing and successful implementation of VTE programme. Specialises in areas such as; business opportunity identification and guidance, project report preparation, and entrepreneurship. He has also been involved in planning and conducting need & impact assessment study for different organizations.



**G. S. Gupta**  
Ph. D. (Economics)  
Johns Hopkins University, USA  
gsgupta@ediindia.org

Possesses over 40 years of experience in teaching, research and consulting. Was Professor (and Chair Professor) at IIM Ahmedabad, Illinois State University

and University Sains Malaysia, and Dean at Nirma University. Has authored / co-authored six books, published around 70 articles in national and international journals and guided / co-guided 27 doctoral dissertations. In addition to being on the Boards of several prestigious educational institutions and Editorial Boards of several journals, Prof. Gupta is Independent Director, Paschim Gujarat Vij Company Ltd. His areas of specialisation include economic theory and policy, econometrics and international banking and finance.



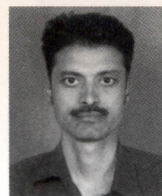
**Rajesh Gupta**  
M.Com; PGDBM  
rajesh@ediindia.org

A business management professional, has worked extensively at the grassroots level promoting range of income generating activities. Having specialization in promoting micro enter-prises 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).



**Bhasker Jani**  
B.E. (EC)  
bhasker@ediindia.org

A practitioner with 31 years of experience in initiating and successfully managing various types of industries, like; manufacturing of mechanical and electromechanical components and sub assemblies, industrial valves, fabrication shop, foundry etc. Also involved in mentoring potential and existing entrepreneurs. Holds position as Director, M/s. Odhav Estate Infrastructure Development Ltd.



**Avdhesh Jha**  
M.Sc., M.Ed., Ph.D., Gujarat University  
avdhesh@ediindia.org

Possesses 12 years of experience in teaching and training Research Psychology and Philosophy. Has more than 20 books to his credit. Has presented more than 15 research papers in national and international conferences. A member of the inspection team of National Council for Teacher Education (NCTE), a life time member of All India Association for Educational Research (AIAER) and Resource Person at Indra Gandhi National Open University (IGNOU) and Gujarat Technical University (GTU). His areas of interest include Research Methodology, Management, Teaching Methodology and Psychology.



**Rajiv Joshi**  
Ph.D. (Marketing Management)  
rajiv@ediindia.org

Has over 15 years of cross-functional and cross-cultural experience in industry and academics. He is an Accredited Management Teacher (AMT), certified by All





India Management Association (AIMA), member of Chartered Institute of Marketing, UK and Member of AIMA. He has published several articles, papers and book reviews in leading management journals. He has contributed management cases to European Case Clearing House (ECCH). He is trained in 'Case Method of Teaching' by Prof. Kamran Kashani, Professor of Marketing, IMD, Switzerland.



**P.G. Makhija**  
**M.com, LL.B., ACS**  
**pgmakhija@ediindia.org**

A practicing Management Counselor & Mentor. Has industry experience of more than 35 years including 18 years in Top Management as CEO of Bombay Dyeing & Mfg. Co. Ltd. and Executive Director of Gujarat Ambuja Exports Ltd. Worked in diverse industries like textiles, edible oils, industrial automation, pharmaceuticals, engineering plastics and banking. Mentors young generation in business families and advises small & medium enterprises on Consolidation & Growth Strategies.



**Gautam Mazumdar**  
**PGDBM (International Business)**  
**Fellowship (Social Enterprise)**  
**gautam@ediindia.org**

Involved in consultancy & research assignments at national and international levels towards Sustainable Livelihood Solutions for Pro-Poor and person with Different Abilities. Undertaken project assignments in the area of Livestock & Gender Intervention Livelihood Program in India- Project of Bill and Melinda Gates Foundation and Livelihood scope for Disability Program-Project of VSO (UK)/British Council at Indonesia. Engaged in study of Project Design, Implementation and Evaluation-Rural Entrepreneurship Livelihood Models, engaged in study linked to sustainable social enterprises, local ownership, access to mainstream market & finance, potential growth strategies and impact evaluation.



**Umesh Menon**  
**M.Com; MBA (Finance); AICWA**  
**umeshmenon@ediindia.org**

A Business Management Expert, specialising in the areas of Business Planning, Financial Management, and Financial & Cost Accounting with 21 years of experience in Government and Private Sector. He has been working with Existing Entrepreneurs for Growth & Performance Improvement; training bankers and investment promotion officers in the area of investment promotion, project preparation and appraisal. He has worked in many industrial and artisan clusters across India. He has worked with UNIDO, UNDP, ILO, European Commission and many other bilateral and multilateral agencies in over 25 countries. He works actively with a few companies and non-government organisations by being on their Board.



**Manoj Mishra**  
**Ph.D. (Economics); M.Sc.; PGDFM**  
**manoj@ediindia.org**

Heads the Centre of Micro Enterprise, Micro Finance and Sustainable Livelihood and has 20 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 engaged in coordinating the Two Year Post Graduate Diploma Programme in Management – Development Studies. Action research, evaluation studies; strategy formulations; market potential study; value chain; agri-business, institutional innovations for informal sector and business development services for micro enterprises; social entrepreneurship are some of the spheres of his expertise.



**Sasi Misra**  
**Ph.D. (Psychology),**  
**University of California, Los Angeles (UCLA)**  
**smisra@ediindia.org**

He is Institute Professor at EDI. He is Editor, *The Journal of Entrepreneurship*; Chair, *Centre for Research in Entrepreneurship Education and Development (CREED)* and *Biennial Conferences*. Prior to his association with EDI, he was Professor of Organizational Behaviour at IIM Ahmedabad; Vice Chancellor, Berhampur University, Odisha; Visiting Professor, McGill University (Canada) and University of Munich (Germany). Dr. Misra is a recipient of the prestigious Alexander von Humboldt Fellowship (Germany), Commonwealth Faculty Research Fellowship (UK) and Shastri Indo-Canadian Fellowship (Canada). He was a Visiting Scholar at Harvard Business School (USA). His publications (Book, Chapters and Journal articles) are numerous. He is an Educationist of repute and Behavioural Scientist of distinction. He serves on Boards and Governing Councils of several institutions of higher education.



**Shalabh Mittal**  
**B.Com (Hons.); Masters in Financial Management;**  
**PG Diploma in Human Rights Law;**  
**PG Diploma in NGO Management;**  
**shalabh@ediindia.org**

Has over 12 years of experience in development sector and management consultant to various grassroots civil society organisations, international agencies, state and national level government agencies. Has worked extensively on development issues including water, sanitation, health and HIV/ AIDS. Has led many studies and projects for various international development organisations, including the World Bank & Food and Agriculture Organization of United Nations. Has also led the team in designing, monitoring and evaluation system for the IFAD-supported Uttarakhand Rural Livelihoods Project in the Himalayas using quantified participatory assessment methodology. Experienced in multi-sectoral rural livelihood work, he has honed skills in fundraising and has keen interest in development communication.





**Sanjay Pal**  
**M.Sc. (Economics), M.B.A (Marketing)**  
**sanjaypal@ediindia.org**

Specializes in Cluster Development, Business Development Services, Market Development and Rural Marketing. Managing International Centre for Cluster Competitiveness, Growth and Technology (IC<sup>3</sup>GT) as well as engaged in providing strategic and advisory services to the organisations involved in MSME Cluster Development in India and outside. Conducted Cluster Development Executives Programmes within the country and outside. Carried out research on clusters, value chain and BDS market and presented papers in international conferences.



**Bishnu Prasada Panda**  
**M.A. (Economics), LL. B.**  
**MBA (Financial Management)**  
**bishnu@ediindia.org**

Possesses more than 24 years of experience in Micro Finance, Micro Enterprise, Livelihood and Cluster Development Programmes. Has worked extensively with national and international agencies like; Rashtriya Gramin Vikas Nidhi and CARE on enhancing the capacities of national level NGOs, CBOs and BMOs. Has in-depth understanding on microfinance sector and incubated models in the state of Odisha. Also possesses knowledge on capacity assessment of micro finance institutions. His areas of specialisations are financial management, cluster development and livelihood promotion.



**D. M. Parikh**  
**BE (M), M.Tech (IIT), ICWA**  
**dmparikh@ediindia.org**

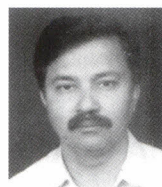
Two decades of experience in Project Finance for new enterprise creation, expansion, modernization of MSMEs. 9 years of experience as an Industrial Engineer, conducting diagnostic studies, improving productivity and implementing cost reduction approaches for various enterprises. Trained more than 500 participants in the areas of SME banking, project report preparation and appraisal as well as financial services at national and international levels. Specialist in implementation of holistic cluster development as well as BDS market development projects for MSMEs. Anchoring activities of urban poverty alleviation; deploying skill & micro enterprise development interventions. Research interest of exploring the role of financial intermediation in enhancing contribution of manufacturing sector in GDP.



**J. B. Patel**  
**B.Sc. (Chem.); B.Sc. (Tech.)**  
**jbpatel@ediindia.org**

More than 3 decades of experience in the areas of business opportunity identification, project formulation, project appraisal, counselling and guiding entrepreneurs. Conducted more than 10 international

programmes and worked as an expert in a number of developing countries in the above fields. He is also the Local Representative for the Netherland Senior Experts Organisation.



**C. R. Patnaik**  
**PGDM**  
**crpatnaik@ediindia.org**

More than two decades of experience in promoting micro enterprises. Currently involved in imparting behavioral and other soft skill inputs for enhancement of employability, conducting Rural Entrepreneurship Development Programmes and in imparting behavioural inputs in REDPs.



**A. B. Raju**  
**B.Tech (Mech); PGDRM**  
**abraju@ediindia.org**

Has more than 23 years of corporate experience including two years in Bangkok, Thailand. Has worked for more than 12 years in 'C' level positions in Somany Group, Mafatlals and President Park Group, Thailand. He was the youngest team leader at the age of 25, the youngest business unit head in Mafatlals and the youngest CEO in President Park Group, Thailand and the youngest top management professional in Somany Group. Set up & managed successfully two ` 100 Crore green-field projects right from scratch (One in India-Mafatlal Burlington and the another in Thailand-Atlantic Mills) and turned around another manufacturing company (President Textiles, Thailand). Is also, Visiting Faculty at Management Schools of Nirma University, Ahmedabad University and other Business Schools in Ahmedabad.



**N. Ramesh**  
**M. Sc. (Chemistry)**  
**edinro@ediindia.org**

Specializes in identifying business opportunities in the areas of Food Processing, Electronics and IT. 27 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 nine 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-IICT and NIFT, Gandhinagar.



**Bipin Shah**  
**B.Sc.(Chem.); MBA (Finance)**  
[bipinshah@ediindia.org](mailto:bipinshah@ediindia.org)

A business management specialist with 39 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.



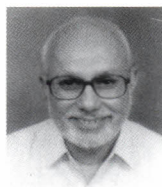
**K.K. Shaw**  
**B. E. (Hons.) Mechanical; PGDBM**  
[kkshaw@ediindia.org](mailto:kkshaw@ediindia.org)

More than 41 years of experience in design engineering, manufacturing processes, metallurgy, surface engineering, and engineering failure analysis. His experience also includes advising the entrepreneurs on improvement in productivity and quality. He is currently engaged in developing clusters like Gems & Jewellery, Pharma Machineries, Dairy Machineries, Casting & Forging Clusters, and several other engineering clusters. His responsibility also includes saving energy in engineering sector.



**Sunil Shukla**  
**Ph.D. (Psychology), Utkal University**  
[sunilshukla@ediindia.org](mailto:sunilshukla@ediindia.org)

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. Currently a national team leader of Global Entrepreneurship Monitor (GEM) India Plus National Team.



**B. B. Siddiqui**  
**Ph.D. (Psychology)**  
[siddiqui@ediindia.org](mailto:siddiqui@ediindia.org)

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.



**Prashant Vallabh Singh**  
**B.Com., M.B.A. (Rural Development)**  
[prashant@ediindia.org](mailto:prashant@ediindia.org)

Possesses over six years of experience in teaching, training and consultancy. Started his career with Council for Advancement of People's Action and Rural Technology (CAPART), Ministry of Rural Development, Govt. of India. Has worked as a Project Officer in Rajeev Gandhi Watershed Mission, an ambitious project of Govt. of India at Jhabua, Madhya Pradesh. He was also associated with Banaras Hindu University, Varanasi as an Asst. Professor. Mr. Singh has participated in several conferences, seminars, quality improvement programmes and workshops of national and international repute. His areas of interest include Microfinance, Community Participation and Watershed Management.



**Ranvijay Sinha**  
**Ph.D. (International Relation),**  
**Yunnan University**  
**Masters in Chinese Language and Studies, JNU**  
**Diploma in Export Management, IIFT**  
[ranvijay@ediindia.org](mailto:ranvijay@ediindia.org)

Dr. Sinha represented India at "Chinese Bridge", Chinese Language Speech contest, held in Beijing. He has been involved in numerous Government of India programmes as an interpreter. He was part of the Indian Youth Delegation to China, led by Sri Mani Shankar Aiyar, Minister of Sport and Youth Affairs, Government of India. Dr. Sinha has had the honour of serving as an 'Interpreter' for Ex-President of India Her Excellency Smt. Pratibha Devi Singh Patil. He has been part of various track-II dialogues between India and China, functioning as a resource person for various meetings, government agencies and diplomatic dialogues. Dr. Sinha has published research articles in international journals including South Asia Studies. His research areas include trade security and international relation. He is currently heading China-India Entrepreneurship Development Centre at Kunming, China.



**Prakash Solanki**  
**B.Sc. (Chem.); PGDPPT; PGDBM;**  
**PGDRD; LL.M.; M.A. (Soc.)**  
[psolanki@ediindia.org](mailto:psolanki@ediindia.org)

Specialises in new enterprise creation and entrepreneurship development activities. 15 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.



**P. N. Srivastava**

**M.Com.**

**pnsrivastava@ediindia.org**

21 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.



**V. S. Sukumaran**

**LL.B; PGDHRD;**

**PGDTD; PGDM; MBA**

**vssukumaran@ediindia.org**

Specialises in Group Entrepreneurship, Micro & Small Enterprise Development and Micro Credit. About 20 years experience in enterprise development. Presently

engaged in cluster development, sub-sector analysis and business counselling.



**Mitali Tiwari**

**Ph.D. (Economics); UGC-NET Qualified;**

**M.B.A. (Marketing)**

**mitali@ediindia.org**

Possesses nine 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. Has done research in measuring the impact of Government Expenditures on Health, Education and Poverty Alleviation programmes. Currently, working as the thrust area co-ordinator of 'Centre for Women Entrepreneurship and Gender Studies' at EDI.



**Kaushlendra Mani Tripathi**

**M.A.**

**kmtripathi@ediindia.org**

Possesses over five years of experience in teaching, training and research and development related activities. Started his academic career at Defence

Institute of Psychological Research as a Research Fellow and then joined Institute of Banking Personnel Selection, Mumbai as Faculty. Has participated and presented research articles in several national and international conferences. He has two publications to his credit. His areas of interests are organizational behavior & research methodology.



**D. D. Trivedi**

**M.Com.**

**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.



**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.



**Chaitanya Vyas**

**M.B.A., Ph.D. (Marketing),**

**NET Qualified**

**chaitanya@ediindia.org**

Has over seven years' experience of teaching Marketing and Management. Previously worked as Assistant Professor with Nirma University and as Academic Associate with IIM-Ahmedabad. Has published two

books and published research papers in international journals. Has won Best Paper Presentation award from BITS-Pilani. His areas of interests include Marketing, C.S.R., E-commerce etc.



**Jignasu Yagnik**

**Ph.D. (Management)**

**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 23 years. Involved in many

state and national level research projects. Current interests include; MIS, Database Management, IT Infrastructure Management, Data Mining, e-CRM, Programming, Quantitative Techniques, Research Methods and Data Analysis.





## 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.

Entrepreneurship is a much sought after discipline across the world, today. Pursuing it has proved to deliver higher order achievements. EDI has involved experts and thinkers to evolve competency based analytical education which accommodates perspectives and knowledge in relation to the changing business domain. It is, therefore, more prudent and promising. The two-year Post Graduate Diploma in Management – Business Entrepreneurship covers issues comprising ideal business standards, management practices, entrepreneurial competencies and philosophy. This year, at the forefront will also be Certificate Courses on Business Entrepreneurship and Development Studies. Also, making the world, knowledge and value-oriented, is the one-year international training programme on Entrepreneurship. Close on the heels this year is a Workshop on Entrepreneurship and Trade Capacity Building on International Business to enable students, executives and entrepreneurs to understand the nuances of procuring and processing international business transaction funding. Simultaneously the National Summer Camps reinforce how entrepreneurial traits and characteristics lead to all-round success. Emphasizing on life skill education for girls, the Institute will be guiding girls in the age group, of 7 to 10 years in the tribal district of Betul in this critical domain. Vocational education, guidance and career counseling will impart a stronger direction and motivate the young brigade to choose a career that complements their capabilities. The Institute has



*Award winners seen with EDI President and IDBI Chairman, Shri R.M. Malla and (R to L) Dr. Dinesh Awasthi, Director-EDI, Dr. Sunil Shukla, Chairperson-PGPs & Chief Faculty-EDI and Mr. Satya Acharya, Faculty-EDI*

also strengthened as also influenced the policy climate of the country by disseminating the findings of research and interventions through seminars, workshops, conferences and capacity building programmes. These initiatives will continue.

The efforts and interventions of this thrust area are geared towards ensuring proliferation of entrepreneurship in society so that innovation and creativity become its cornerstones.





## Programmes and Activities 2013-14

Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
1.1	<b>Educational Programmes:</b>				
1.1.1	Post Graduate Diploma in Management- Business Entrepreneurship (PGDM-BE) 2012-14 (2 <sup>nd</sup> year)	EDI Campus	2 Years	Graduates, Family Business Wards	To strengthen the course qualitatively. Faculty, mentors and domain experts to guide students in their projects. Continuous interactions with investors, bankers, professionals and entrepreneurs. Start-up fairs to be organized.
1.1.2	Post Graduate Diploma in Management- Business Entrepreneurship (PGDM-BE) 2013-15 (1 <sup>st</sup> year)	EDI Campus	2 Years	Graduates, Family Business Wards	Revised course architecture as per AICTE guidelines. The course to be positioned as a top-class management programme with a focus on entrepreneurship. New initiatives: Sector-specific seminar courses, liberal electives in New Enterprise Creation and Family Business Management streams along with rich functional management specializations. Efforts to strengthen international tie-ups.
1.1.3	Post Graduate Diploma in Management- Development Studies (PGDM-DS) 2012-14 (2 <sup>nd</sup> year)	EDI Campus	2 Years	Graduates, Employees	To standardise course objectives, structure, material and pedagogy. Local study visits to social/ development institutions. Efforts to place the students in national and international institutions of repute.
1.1.4	Post Graduate Diploma in Management- Development Studies (PGDM-DS) 2011-13 (1 <sup>st</sup> year)	EDI Campus	2 Years	Graduates, Employees, NGO Nominees	Rigorous efforts to be made to market the programme. Groom students as effective social entrepreneurs and change-agents in the sector.
1.1.5	Post Graduate Diploma in Management- Executive (PGDM-X) - 2013-14	EDI Campus	15 Months	Entrepreneurs, Family Business Successors and Professionals	To offer a programme to experienced entrepreneurs, family business successors and employees who would like to re-learn and sharpen their entrepreneurial and managerial competencies in the changed environment. Focus on applied education, international exposure and tangible results.
1.1.6	Integrated Post Graduate Diploma in Corporate Entrepreneurship and Management (PGDCEM) & Entrepreneurship and FBM (PGPEFBM) 4 <sup>th</sup> year	JGI Bengaluru & EDI Campus	4 Years	Graduate Students from JGI interested in developing Family Business	To continue with the joint initiative of EDI and JGI, Bengaluru and offer need-based teaching inputs to students.
1.1.7	Integrated Post Graduate Diploma in Corporate Entrepreneurship and Management (PGDCEM) & Entrepreneurship and FBM (PGPEFBM) 3 <sup>rd</sup> year	JGI Bengaluru & EDI Campus	4 Years	Graduate Students from JGI interested in developing Family Business	To continue with the joint initiative of EDI and JGI, Bengaluru and offer need-based teaching inputs to select group of students. Teaching during the third year to be offered at Bengaluru. Faculty support for critical subjects to be provided from Ahmedabad.
1.1.8	Integrated Post Graduate Diploma in Corporate Entrepreneurship and Management (PGDCEM) & Entrepreneurship and FBM (PGPEFBM) 2 <sup>nd</sup> year	JGI Bengaluru & EDI Campus	4 Years	Graduate Students from JGI interested in developing Family Business	To continue with the joint initiative of EDI and JGI, Bengaluru and offer need-based teaching inputs to select group of students. Teaching mostly will be done at Bengaluru except for few courses during the second year for which, students will be visiting EDI.
1.1.9	Integrated Post Graduate Diploma in Corporate Entrepreneurship and Management (PGDCEM) & Entrepreneurship and FBM (PGPEFBM) 1 <sup>st</sup> year	JGI Bengaluru & EDI Campus	4 Years	Graduate Students from JGI interested in developing Family Business	To make efforts jointly in collaboration with JGI to popularize the joint initiative and offer need-based teaching inputs to select group of students. Teaching mostly will be done at Bengaluru, except few courses during the second and fourth years for which, students will be visiting EDI.
1.1.10	Post Graduate Diploma in Business Management- Corporate Entrepreneurship and Management (PGDBM) 2012-13 Batch	JGI Bengaluru & EDI Campus	6 months during the 2 <sup>nd</sup> year	Graduate Students from JGI interested in developing Family Business	To groom select batch of graduate students as entrepreneurs, entrepreneurial managers and family business successors. Teaching mostly will be done at Bengaluru.
1.1.11	Post Graduate Diploma in Business Management- Corporate Entrepreneurship and Management (PGDBM) 2013-14 Batch	JGI Bengaluru & EDI Campus	12 months during 1 <sup>st</sup> year	Graduate students of JGI interested in working with Corporate Sector	To groom select batch of graduate students as entrepreneurs, entrepreneurial managers and family business successors. Teaching mostly will be done at Bengaluru but a week-long visit to Ahmedabad will also be organized for imparting critical inputs.
1.1.12	Diploma in Entrepreneurship and Business Management (DEBM) - Open and Distance Learning (ODL) Based	National	1 Year	Graduates & Under Graduates with three years of work experience	To increase effectiveness of programme management and reach out to the newer segment. MIS and E-learning mode to be strengthened. To explore development and introduction of a new three year PG Programme.

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Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
1.1.13	Orientation Programme for DEBM Counsellors	EDI Campus	3 Days	New Counsellors of DEBM	To orient counsellors on course management and enhance their program management, counselling & marketing skills. Focus on MIS developed by the Institute.
1.1.14	Convention of DEBM Learners	Bengaluru/ EDI Campus	1 Day	DEBM/OLPE Learners	An interactive forum to take feedback and gauge the progress of learners for improving the effectiveness of the programme.
1.1.15	Workshops on Entrepreneurship and Trade Capacity Building on International Business	EDI Campus & Regional (Jointly with IIFT)	6 Months	Entrepreneurs & Professionals	To enable students, corporate executives, family business successors, as also MSME entrepreneurs understand the step-by-step approach of procuring, processing and executing an international business transaction funding.
1.1.16	Programme on 'Social Safety Net' (SSN) on Entrepreneurship Orientation, Education and Counseling	BBSR	1 Year	VRS Retirees	To identify, orient, groom, counsel, and educate VRS employees of Odisha based PSUs and enable them to launch new business enterprises successfully.
1.1.17	Certificate Course in Development Sector Management	BBSR	6 Months	Students/ Development Sector Nominees	to impart need-based technical education and training to development professionals on applied aspects blended with core courses in the development sector. A part-time course.
1.1.18 & 5.2.2	Certificate Course in Business Entrepreneurship	Jamshedpur	3 Months	Tribal Entrepreneurs	To provide tools and techniques to help tribal entrepreneurs initiate new business enterprises and make financial decisions as relevant to their areas of interest. Also to enabling them for taking and managing business risks.
<b>1.2</b>	<b>Sensitization of Youth and Children : 'Catch Them Young'</b>				
1.2.1	Entrepreneurship Awareness Camps (20 Nos.)	NRO / CRO / ERO	2-3 Days each	College Students	To sensitize student community towards the 'Charms of Being an Entrepreneur' and orient them on entrepreneurship and self-employment.
1.2.2	22 <sup>nd</sup> and 23 <sup>rd</sup> National Summer Camps on Entrepreneurial Stimulation for School Children	EDI Campus	1 Week each Apr. 28 – May 03, 2013 & May 19–24, 2013	12-16 yr. old Students (7 <sup>th</sup> - 10 <sup>th</sup> std.)	To inculcate entrepreneurial values among children at a tender age. The camp has been continuing for last two decades. A forum to interact with parents as well.
1.2.3	23 <sup>rd</sup> and 24 <sup>th</sup> National Summer Camps on Entrepreneurial Adventures for College Going Youth	EDI Campus	10 Days each May 06-15, 2013 & May 27-Jun. 05, 2013	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. A two-decade old core activity.
1.2.4	Children and Youth Camps for students of Kerala	EDI Campus	1 Week each	School Children from Peevees International School, Nilambur, Kerala	A strategic tie-up with Peevees International School creating a win-win situation for the school, students and EDI. Learnings of EDI summer camps to be used in designing and delivering a customized course. As an outcome, more opportunities are visualised in future by making an impact.
1.2.5	Entrepreneurship Education to school children of AIS	EDI Campus/ Ahmedabad International School	1 Year	School children from Ahmedabad International School	A collaboration to help school children acquire and develop entrepreneurial values and orientation. Developmental course to be designed and offered to school children on regular basis. Success can lead to establishment of a Centre for Entrepreneurship. Scope to bring US-based Brown University on Board who are close to AIS.
1.2.6	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' as also motivate them to become self-employed. A self-funded socially responsible activity of the Institute.
1.2.7	Vocational Education, Guidance and Career Counseling	Angul, Odisha	3 Years	Youth of Displaced Families	Vocational guidance to the youth of Displaced Families and help affected families achieve Integrated Rehabilitation and Resettlement.
1.2.8	Girls Education Programme (GEP) in Life Skills	Betul, MP	1 Year	Students	To help children in the developing world gain the lifelong gift of education through four core programs.

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Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
<b>1.3</b>	<b>Capacity Building Programmes in Entrepreneurship Education:</b>				
1.3.1	Faculty Development Programmes (6 Nos.)	Ahmedabad, NRO (3), Kerala, Odisha/ West Bengal	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.
1.3.2	Capacity Building of Development Sector Managers on Project Planning, Monitoring and Evaluation	Odisha (Raygada, Kandhamal, Baliguda and Keonjhar DFOs)	5 Days each	NGO Professionals/ CSR Officers	To develop the capacity of front-line managers of leading Development Sector Agencies in Odisha and other states.
<b>1.4</b>	<b>Research &amp; Dissemination:</b>				
1.4.1	Journal of Entrepreneurship	EDI Campus	Bi-annual	Academic Community	To share research findings with the academic community and enhance the boundaries of knowledge in entrepreneurship.
1.4.2	Short-term Fellowships in Entrepreneurship Research	EDI Campus	2-12 Weeks each	Researchers	Up to 5 fellowships to ED trainers, teachers, researchers to work on specific themes.
1.4.3	Global Entrepreneurship Monitor- India Survey and Report	National	1 Year	Survey Experts	To survey and contribute the data to GEM on behalf of GEM India team. Adult Population Survey to be the responsibility of EDI in the current year.
1.4.4	An Impact Assessment Study of Beneficiaries assisted under Special Central Assistance (SCA) to Scheduled Caste State Plan (SCSP)	Dhenkanal, Angul and Raygada Districts of Odisha	6 Months	Beneficiaries of SCA and SCSP	To find out socio-economic status of SC households covered under SCA. The study is relevant for reviewing Special Central Assistance Schemes.
1.4.5	Action Research on 'Sustaining Community Livelihood through Farming of Anantmula – A Herbal Creeper'	Dhenkanal	6 Months	Farmers	The study will have implications to suggest measures for conservation, preservation of the herbal creeper as well as sustainability of the livelihood of farmers.
<b>1.5</b>	<b>Others:</b>				
1.5.1	Long-term Programme on Vocational Guidance & Skill Development	BBSR	6 Months	Displaced Families	A combination of soft skill development inputs along with personality development, vocational guidance and entrepreneurship education would help prepare a batch of displaced families of Orissa towards self-employment/ gainful employment. Based on successful experiments of Vedanta Alumina Ltd.
1.5.2	Education and Development of Women SHG Members	Dhenkanal	3 Years	SHG Members	To help provide access to banking services to the poor households in rural areas through WSHGs. Interventions to promote and support livelihood development programmes for the poor through SHGs.
1.5.3	Educating VSS and SHG Members on Sustainable Enterprise Development under IGASA (Income Generation Activity Support Agency)	Phulbani Zone	1 Year	VSS and SHG Members	Promotion of income generation activities among the VSS/SHG members
1.5.4	Educating SHG Members of Tripura on Use of Science and Technology for Enterprise Development	Tripura	2 Years	Youth and SHG Members	Socio-economic Development of SHG members in the state of Tripura through education and training interventions. To develop among them knowledge and skills for adoption of indigenous technology.
1.5.5	Evaluation of Entrepreneurship Training in Information Technology	Agartala	1 Week each	Intermediate Students	To enhance employability scope among students and make them explore prospective entrepreneurial opportunities in the information sector
<b>1.6</b>	<b>International Programme:</b>				
1.6.1	Post Graduate Diploma in Entrepreneurship-International (PGDE-I)- 2013-14	EDI Campus July 01, 2013 – Jun. 30, 2014; July 01 – Sep. 26, 2014	12 Months at EDI, 3 months in own country	Govt, NGO Nominees from Developing Countries	To enable participants from developing countries to learn and re-learn entrepreneurial and managerial skills and competencies in a changing business environment.





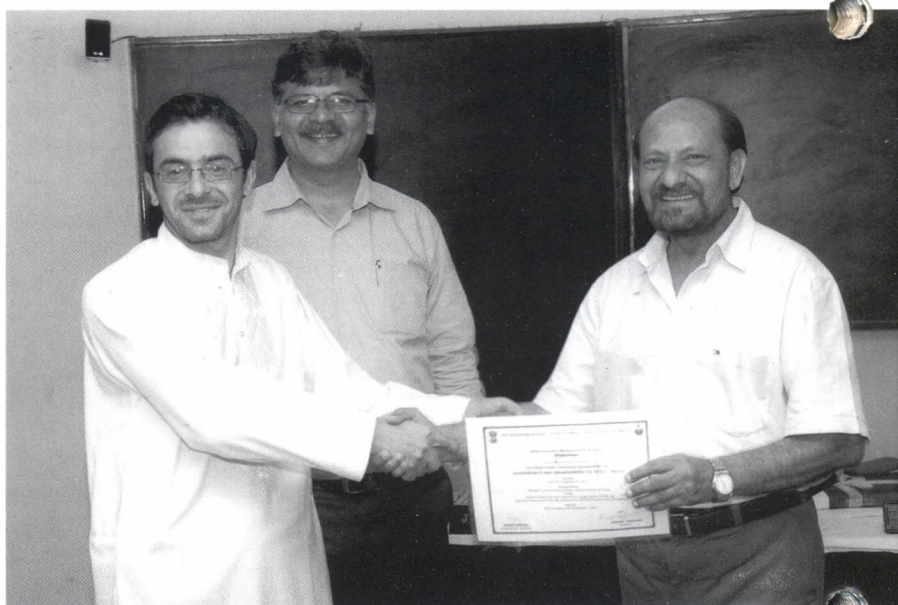
# Centre for Micro Enterprises, Micro Finance and Sustainable Livelihood

## Vision

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

High incidence of poverty in rural and urban India has been a matter of concern for development planners for years. The reasons for the abysmal conditions of agricultural wage earners, small farmers and non-agricultural labourers are many; primary ones being their small land holdings, poor education, lack of awareness of market methods, less achievement motivation and so on. The Centre's activities seek to adopt a new and innovative perspective to deal with rural unemployment and poverty. The programmes under this thrust put up a system that ensures social and economic well-being of the disadvantaged. Micro enterprise and micro finance as a strategy offer systematic and sustainable solution to poverty, unemployment and related issues perpetuate the problem.

Under this thrust, through its various programmes around the objects of revitalizing and rehabilitating through entrepreneurship development, the centre yields tangible results in a variety of disciplines, sectors and clusters. The Rural and Micro Enterprise Development Programmes have brought about pervasive changes on the contours of rural India. EDI trained Rural Entrepreneur Trainer Motivators further add to concretize the impact and the reach of programmes, thus underlining 'self employment' and 'independence'. Enterprise Development Programmes with focus on technology have substantially altered conditions at rural locales. Skill Development Programmes for Women and the Members of Minority Community are an effort to ensure a 'productive tomorrow' for them. Cluster Rehabilitation



*Dr. Dinesh Awasthi, Director-EDI awarding certificate to a participant of the international training programme on 'Governance & Management of Non-Profit Organizations (NPOs/NGOs)'. Also seen is (2<sup>nd</sup> from L) Dr. Manoj Mishra, Programme Director*

Programmes promote improved technology and production standards, thus placing the cluster at a significantly competitive position. Many handloom, handicraft and artisanal clusters have become prominent and inspirational on account of their growth, subsequent to cluster-strategy implementation. EDI would now be addressing the Tufted Carpet cluster.

Micro Enterprise and Micro Finance Development has today become a unique development phenomena not just nationally but internationally too. EDI looks up to it to yield lasting impact.





## Programmes and Activities 2013-14

Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
2.1	<b>Rural and Micro Enterprise Related Programmes:</b>				
2.1.1	Skill Development Training Programme	Bhopal Sehore Raisen Vidisha Betul	1 Month each	Potential Entrepreneurs	To provide specialized skills to first generation women entrepreneurs in urban areas for establishing sector specific units.
2.1.2	Skill Development Training Programme for Women - 4 Nos.	Kushinagar	1 Month each	Potential Entrepreneurs	To provide specialized skills to first generation women entrepreneurs in urban areas for establishing sector specific units.
2.1.3	Entrepreneurship Development Programmes (EDPs) - 5 Nos.	Assam Uttar Pradesh Madhya Pradesh Uttarakhand	4 Weeks each	Potential Entrepreneurs	To foster entrepreneurship development in the North and North Eastern Regions through ED approach.
2.1.4	Technology-based Entrepreneurship Development Programmes (TEDPs)- 8 Nos.	Assam Uttar Pradesh Uttarakhand Madhya Pradesh	6 Weeks each	Potential Entrepreneurs	To encourage and motivate potential entrepreneurs to set up technology based new units through Entrepreneurship Development Programme strategy.
2.1.5	Technical Rural Entrepreneurship Development Programme (TREDP) - 30 Nos.	Uttar Pradesh Uttarakhand Madhya Pradesh	4 Weeks each	Rural Youth	To improve skill sets of the rural/tribal/ minority community in science & technology related trades.
2.1.6	Rural Industries Project (RIP) Support to SIDBI	Vidisha	4 Years	Rural Unemployed Youths	To extend marketing and technological support to beneficiaries of the training programmes. A long term project to ensure setting up of at least 50 rural enterprises in a year.
2.1.7	Science & Technology Entrepreneurship Development (STED) Projects	Rae Bareli Roorkee Nalbari Kushinagar Azamgarh Unnao Kaushambi Haldwani	4 Years 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.
2.1.8	Promotion of Agri-Entrepreneurship among Tribal Youth in Gujarat	Dahod	2 Years	Agri Entrepreneurship Sector	To help establish sustainable Agri-Enterprises in Dahod through training and hand-holding services to tribal youth.
2.1.9	Special Component Plan on Skill Development	Rae Bareli (3)	4 Months each	Rural Youth	To improve skills of unemployed youth in a specific trade.
2.1.10	Sub Plan for SC / ST	Gorakhpur	4 Months	Minority Community	To improve skills of unemployed SC / ST youths in a specific trade.
2.1.11	Women Empowerment Project	Gorakhpur Sultanpur	4 Months each	Rural Youth	To co-ordinate and monitor implementation of SIDBI (P&D) Programmes by individuals / institutions / organizations / women consortiums. Will work as a vital link between SIDBI and implementing agencies for conducting the programmes.





Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
2.1.12	UNDP Project : Tufted Carpet	Mirzapur Sant Ravidas Nagar	18 Months	Women Carpet Weavers	To facilitate formation of Producer Company, Preparation of Business Plan and institutional linkages.
2.1.13	UNDP Project : State ED Technical Resource Agency	Uttar Pradesh	4 Years	Women Members across four value chains	Providing handholding and mentoring support to the Implementing Agency in Eastern Uttar Pradesh for Value Chain Development.
2.1.14	Entrepreneurship Orientation Programme for Potential & Existing Tribal Entrepreneurs	Jamshedpur	5 Days	Tribal Entrepreneurs	To groom potential and existing entrepreneurs and improve their skills in successfully initiating, managing, developing and diversifying a business venture in up-coming areas, including manufacturing of machinery, agriculture and service sectors.
2.1.15	Entrepreneurial Orientation for Women Self Help Group (SHG) Members	Jamshedpur	5 Days	Women Entrepreneurs of SHGs	To inspire women SHG members to become entrepreneurs and introduce them to the best practices, challenges, opportunities and constraints of business careers and social enterprise development.
<b>2.2</b>	<b>Capacity Building Programme For Micro Enterprise and Micro Finance Development:</b>				
2.2.1	Training Programme for World Vision Functionaries	National	1 Week	Managers of Area Development Programme from different locations	To develop a cadre of micro enterprise consultants and provide necessary knowledge and skills to the practicing managers in World Vision.
<b>2.3</b>	<b>Professionalisation of NGOs:</b>				
2.3.1	Training Programme on Thrift and Credit Societies (TCS) Animators	Regional	1 Week each	Thrift and Credit Society Animators	To build capacities of functionaries from Thrift and Credit Societies in management of micro finance operations.
2.3.2	Training Programme on Participatory Planning, Resource Mobilization, Implementation and Evaluation	Regional	1 Week Each	NGO Functionaries	To build capacities of functionaries from NGOs for improving upon project delivery.
<b>2.4</b>	<b>Sensitization of Environment and Support System:</b>				
2.4.1	Carpet Park Project	Gwalior	2 Years	Carpet Producers	To prepare DSR, form SPV, mobilize carpet weavers, master weavers and societies of cluster and extend technical support to the SPV.
<b>2.5</b>	<b>An Integrated Development Approach for Entrepreneurship Development in Kerala &amp; Tamil Nadu:</b>				
2.5.1	Short Duration Training Programmes on Participatory Planning, Resource Mobilization, Implementation & Evaluation	Tamil Nadu	1 Year	Functionaries of Municipal Administration	Capacity building of functionaries of Municipal Administration in micro enterprise development.
<b>2.6</b>	<b>Research &amp; Dissemination:</b>				
2.6.1	Concurrent Evaluation of PMEGP units	National	1 Year	PMEGP Beneficiaries	To assess the effectiveness of PMEGP project.
<b>2.7</b>	<b>International Programmes:</b>				
2.7.1.	International Programme on Governance & Management of Non-Profit Organizations (NPOs)/NGOs	EDI Campus	6 Weeks July 15 – Aug. 23, 2013	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 management practices.



Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
2.7.2	International Programme on Informal Sector Enterprise, Entrepreneurship & Local Economic Development	EDI Campus	8 Weeks Jan. 06 – Feb. 27, 2014	NGO Functionaries/ Banks and Government Officials	To develop a cadre of professionals in developing countries practicing value chain related interventions in informal sector and engaged in local economic development.
<b>2.8</b>	<b>Support to National Rural Livelihood Mission (NRLM):</b>				
2.8.1	Support to State Rural Livelihood Missions for performance improvement of existing enterprises and acting as project management unit for Self-Employment Component of NRLM	Andhra Pradesh Jammu & Kashmir Jharkhand	3 Years	SRLM unit of State Govt.	To provide specialized support to the State Rural Livelihood Mission Directorates in three states and also act as Project Management Unit for Self - Employment Projects.



Participants of the programme 'Governance & Management of Non-Profit Organizations (NPOs/NGOs)' seen with (5<sup>th</sup> from R) Dr. Dinesh Awasthi, Director-EDI; (6<sup>th</sup> from R) Dr. Manoj Mishra, Programme Director and faculty members of EDI associated with the programme





# 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.

Globally, SMEs have been credited with adding pace to economic growth, generating employment, augmenting cross border trade and nurturing entrepreneurship. In India their contribution has been especially recognized and efforts are being put in to further strengthen the pillars of the sector. However despite its various advantages and the efforts to spur growth, the SME sector still encounters several difficulties and hindrances to its development.

EDI has taken upon itself the onus of focusing on holistic and sustained initiatives to fix the issues that keep the sector away from reaching its potential. The Institute has specifically been addressing clusters of industries, elevating the existing enterprises to a level where they begin to think beyond the threat to survival, building capacities to equip them to face the challenges of market dynamism. To this effect the Institute conducts In-company Executive Development Programmes to create entrepreneurial managers who can maximize the output from the existing resources. In line with it, are its Entrepreneurship Development and Management Training Programmes for Scientists so that this highly specialized group can learn to float their high-tech, knowledge based enterprises. Food processing area has also been adequately probed in with enterprises in plenty in this area in the 21 states taken up for intervention. This year in a landmark

initiative, the Institute would train a group of 25 indigenous entrepreneurs to set up small ventures. An ED Cell which will be simultaneously established will further impart need based training and guidance to these and other such potential entrepreneurs.

Programmes for bankers, policy makers, industry association officials and other segments that constitute the support system have become regular thrusts so that the trained



*Participants of the international training programme on 'Promoting Innovations & Entrepreneurship through Incubation' seen with (7<sup>th</sup> from L) Dr. Dinesh Awasthi, Director-EDI; (8<sup>th</sup> from L) Mr. S.B. Sareen, Programme Director and faculty members of EDI associated with the programme*

potential entrepreneurs get a favorable environment to flourish.

Mindful of reaching out to all strata of society, EDI has planned an entrepreneurship and skill development programme for the youths of families below poverty line and located near BHEL plant. The programme would enhance their educational





outcomes, ensure better future achievements and improve employment prospects.

With its efforts the Institute has been successful in winning an approval for entrepreneurship as a result-oriented development concept. EDI pioneered the movement of establishing full fledged Entrepreneurship Development Centres across the globe. The countries that have full fledged ED Centres are Cambodia, Lao PDR, Myanmar and Vietnam. Very soon Uzbekistan and five selected countries of Africa

(Namibia, Zambia, Gabbon, Senegal and Rwanda) will join the league. Also, a series of intensive programmes, under the banner of this Centre and with the support of Ministry of External Affairs, Govt. of India, instituted for professionals from developing nations, to enable them to catch up with the process of enterprise growth, contemporary entrepreneurial and management principles, project preparation and appraisal, incubation and other related areas that help them delve into the nuances of the present economic world.

## Programmes and Activities 2013-14

Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
<b>3.1</b>	<b>New Enterprise Creation:</b>				
3.1.1	Entrepreneurship Development Programmes in Food Processing Sector (25 Nos.)	Gujarat Kerala Jharkhand M.P.	6 Weeks each	Potential Entrepreneurs	To facilitate potential entrepreneurs in setting up enterprises in the Food Processing Sector.
3.1.2	DST-NIMAT Project	National	1 Year	Entrepreneurs & ED Organisations	A long term project to promote S&T Entrepreneurs amongst potential target groups and to streamline ED activities in ED organisations.
3.1.3	Entrepreneurship Development & Management Training Programme for Scientists	National (EDI Campus)	1 Week	Scientists & Technologists working with Govt. Sector	To promote high-tech and knowledge-based projects through research and entrepreneurship training.
3.1.4	Entrepreneurship and Skill Development Programme for Youth	Bhopal	3 Months	Youth from BPL Families	A new residential programme targeted at young children and youth from BPL families located near BHEL plant. To help participants develop entrepreneurship and employability skills.
3.1.5	Enhancing Skills and Competencies of Youth	Odisha	1 Year	Project-affected Youth	Skill development, employment generation and rehabilitation and resettlement of affected families in the project and peripheral villages.
<b>3.2</b>	<b>Programme for Support System:</b>				
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.
<b>3.3</b>	<b>International Programmes for SME Growth:</b>				
3.3.1	Use of English Language in Business Communication	EDI Campus	6 Weeks July 15 – Aug. 23, 2013	Managers/ Executives/ Owner-Managers from Developing Countries	To sharpen verbal & non-verbal communication in English language so that carrying out business transactions becomes simple and professional.
3.3.2	Finance for Non-Finance Executives	EDI Campus	6 Weeks July 15 – Aug. 23, 2013	Entrepreneurs, Trainers, Senior & Middle level Executives engaged in Entrepreneurship Development	To provide comprehensive working knowledge of critical financial principles in an easy-to-follow manner to help participants develop their financial understanding, measure financial performance and stability of a business and appreciate financial implications of decision-making.

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Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
3.3.3	Business Research Methodology & Data Analysis	EDI Campus	8 Weeks Sep. 02 – Oct. 25, 2013	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.
3.3.4	SME Banking & Financial Services	EDI Campus	6 Weeks Sept. 02 – Oct. 11, 2013	Executives/ Officers working in Financial Intermediaries	To provide specialized skill sets to the target group thus enhancing their decision making ability to facilitate development and growth of SME sector.
3.3.5	Entrepreneurship & Small Business Promotion	EDI Campus	6 Weeks Nov. 11 – Dec. 20, 2013	Professionals engaged in Small Business Promotion	To train Entrepreneur Trainer-Motivators and Business Counsellors of developing countries to help them initiate, plan and implement ED activities and groom them to impart business counselling.
3.3.6	Entrepreneurial Management	EDI Campus	6 Weeks Nov. 11 – Dec. 20, 2013	Managers of SMEs and Entrepreneurs	To sharpen managerial skills of entrepreneurs and senior executives of SMEs, leading to performance improvement of enterprises.
3.3.7	Promoting Innovations & Entrepreneurship through Incubation	EDI Campus	6 Weeks Jan. 06 – Feb. 14, 2014	Incubation Managers and Officials of academic institutions intending to set up Incubation Centres	The programme will help business incubation managers to build their capacity in the areas of incubation practices, identify support mechanisms for incubator technology commercialization and financing strategies for supporting clients in developing countries.
3.3.8	Enhancing Proficiency in English Language, Information Technology & Web Designing	EDI Campus	8 Weeks Jan. 06 – Feb. 27, 2014	Potential/ Existing Entrepreneurs, IT Professionals, Consultants/ Counsellors/ Analysts, Managers/ Executives, Representatives of development institutions	With English and Information Technology being widely used in modern business, proficiency in both these areas would help professionals strike a balance by enhancing their overall capabilities and skills so that they excel in today's competitive world.
3.3.9	Industrial & Infrastructure Project Preparation and Appraisal	EDI Campus	6 Weeks Mar. 03 - Apr. 11, 2014	Bankers, Business Development Officers of Financial Institutions	To upgrade appraisal techniques and improve decision making process so that there is improved viability and returns.
3.3.10	Capital Markets & Investment Banking	EDI Campus	6 Weeks Mar. 03 - Apr. 11, 2014	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 security market.
3.3.11	Business Counselling & Consultancy Services for Growth & Expansion of SMEs in Developing Countries	EDI Campus	6 Weeks Mar. 03 - Apr. 11, 2014	Senior & Middle level Govt. Officials involved in SME Growth, Consultants/ Small Business Advisors, EDP Trainers, Practicing Private Management Professionals, Investment Bankers	The programme will help participants understand current performance base and potential of a business; growth plan preparation & evaluation; role of business counsellor/consultant; development of soft skills and entrepreneurial competencies; counselling model and its relevance to business counselling and enhancing problem-solving skill/inter-personal effectiveness.
<b>3.4</b>	<b>Institution Building for Entrepreneurship Development in African Continent:</b>				
3.4.1	<i>Preparatory Activities :</i>				
3.4.1 (a)	Feasibility Study for Setting Up of Apex ED Institution	Senegal, Rwanda, Zambia, Namibia & India	1 Week each	Key Policy Makers/ Bureaucrats/ Entrepreneurs/ Ministries/ Donor Agencies	With a view to getting a feel of entrepreneurial climate and identifying the activity profile of the proposed institution, a feasibility study for Entrepreneurship Development Centre (EDC) would be carried out through extensive interactions with key stakeholders involved in promoting entrepreneurship in the country.

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Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
3.4.1 (b)	Entrepreneurship Appreciation Workshop	EDI Campus	3 Days	Key Policy-Makers/ Planners/Heads of Lead Commercial Banks/Financial Institutions	To acquaint the delegates with various interventions to promote and strengthen SMEs and help them understand the pre-requisites of an enabling environment to promote entrepreneurship in their country and the need for setting up an Institute similar to EDI.
3.4.1 (c)	Entrepreneurship Appreciation Workshops for Operational-level Officials	Provinces of respective countries	3 Days each	Senior/Middle level Officials of relevant Ministries/ Financial Institutions/ Business Advisory Services	To deliberate on successful interventions for entrepreneurship development; roles of relevant stakeholders; and necessary & sufficient conditions for creating a conducive environment for implementing ED by knitting together all relevant stakeholders for mobilising support.
3.4.2	<i>Capacity Building :</i>				
3.4.2 (a)	Training of Trainers	EDI Campus	8 Weeks	Professionals engaged in Small Business Promotion	To develop a resource pool of trainers to facilitate New Enterprise Creation; assist existing entrepreneurs in taking their businesses to greater heights and help develop industrial/artisan clusters.
3.4.2 (b)	Business Opportunity Identification (BOI) Process	Senegal, Rwanda, Zambia, Namibia & India	2 Months each	Potential/ Existing Entrepreneurs	The exercise will lead to listing out viable business opportunities relevant to local conditions followed by preparation of at least 50 project profiles.
3.4.3	<i>New Enterprise Creation :</i>				
3.4.3 (a)	Launching of the First New Enterprise Creation (NEC) Programme	To be decided	3 Phases stretched over 6 months	Potential Entrepreneurs	A group of 25 indigenous entrepreneurs will be developed to take up small business ventures in the country. The first programme will be launched to coincide with the inauguration of Entrepreneurship Development Centre (EDC).



Participants of the international training programme on 'Industrial & Infrastructure Project Preparation & Appraisal' seen with (in the centre) Dr. Dinesh Awasthi, Director-EDI; (6<sup>th</sup> from R) Mr. D. M. Parikh, Programme Director and faculty members of EDI associated with the programme





# International Centre for Cluster Competitiveness, Growth & Technology (IC<sup>3</sup>GT)

## Vision

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

Detroit's auto industry concentration, computer chip production in California's Silicon Valley, London's financial sector, the Napa Valley's wine production and many others are examples of clusters that are driving economies. EDI adopted a similar cluster development concept, thus ensuring that technology, support services, raw materials and various other components come together to offer economically viable and result-oriented solutions to firms in agglomerate.

EDI, therefore, introduced market driven efforts based on research on emerging cluster revivification principles and replicable models under the centralized planning, implementation and control system in the form of this Centre.

A package of interventions has been planned by EDI as a part of the responsibility. The Institute has successfully transformed some of the clusters, such as; the Jamnagar Brassparts Cluster; Rajkot Engineering Cluster and the Autoparts Clusters at Jalandhar, Ludhiana and Phagwara into cohesive, self reliant and competitive entities. Close on the heels is the success of 12 MSME clusters, 23 Handloom Clusters, 5 Village Industry Clusters, 7 Khadi Clusters and 7 Coir Clusters. The project - 'Implementing BDS in MSME Cluster in Dyes and Chemicals (Ahmedabad) and in the Leather Cluster (Kolkata & Chennai)' with the support of SIDBI has yielded conspicuous results. Baroda Engineering Cluster, and the Textile Machinery Cluster, Ahmedabad, Surat and Surendranagar also bear a changed countenance today.

The Centre is presently assigning stability to Handloom Cluster, Sivasagar (Assam), handicraft Carpet Cluster, Srinagar; Gold Ornaments Cluster, Rajkot; Engineering and Dairy Manufacturing Cluster, Anand; Pharma Machinery Cluster, Ahmedabad; Foundry & Forging Cluster, Vadodara; Tribal Garments Cluster, Khonglong, Manipur; Furniture Cluster, Ranchi and Cottage and Rural Industry Clusters of Gujarat.



*Participants of the international training programme on 'Cluster Development Executives (CDEs)' visited Ummaid Bhavan Palace, Jodhpur*

If best practices and innovations are becoming widespread in clusters, the credit goes to research projects and the committed cadre of EDI trained Cluster Development Executives that not just trains entrepreneurs but also keeps a track of the responses of the cluster to market dynamism. Several capacity building programmes for grooming Cluster Development Executives and training functionaries of Business Management Organizations will be taken up in the coming years to improve the performance of clusters. Entrepreneurship and skill development programmes for cluster entrepreneurs of the state of Kerala will further add to a conducive MSME environ.

Markets are constantly changing. Entrepreneurs need regular counselling and guidance on correct choice of measures to respond to market forces or else they would fizzle amidst intense competition. In the forthcoming year, the Centre would adopt a holistic approach to development to make a visible impact on the Indian cluster scenario.





## Programmes and Activities 2013-14

Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
<b>4.1</b>	<b>Integrated Cluster Development Programme:</b>				
4.1.1	Cluster Management & Technical Agency (CMTA) Mega Handloom Cluster Project: Sivasagar, Assam	Sivasagar (Assam)	5 Years	Handloom Sector	An integrated package aimed at skill upgradation, market related interventions, consortium formation, promotion of Public-Private Partnerships, export development, design related interventions, etc.
4.1.2	Cluster Management & Technical Agency (CMTA) Mega Handloom Cluster Project: Srinagar, J&K	Srinagar (J&K)	5 Years	Handloom Sector	
4.1.3	Cluster-based Handloom Sector Interventions in Maharashtra	Yeola Ahmednagar Achalpur	3 Years	Handloom Sector	
4.1.4	Cluster Resource & Monitoring Agency (CRMA)	All over India	1 Year	Handloom Sector	To monitor and evaluate 158 mini clusters spread across the country and provide mentoring services to them.
<b>4.2</b>	<b>Integrated Cluster Development Programme : Facilitating Survival and Growth of :</b>				
4.2.1	Gold Ornaments Manufacturing Cluster	Rajkot	3 Years	Entrepreneurs manufacturing Gold Ornaments & Jewellery	To improve the productivity and quality of enterprises engaged in jewellery making. Also to facilitate transfer of technologies to improve the glitter of gold.
4.2.2	Engineering & Dairy Manufacturing Cluster	Anand	3 Years	Entrepreneurs manufacturing Engineering Products & Dairy Machinery	Overall development of the cluster through interventions in the areas of technology. Will also facilitate transferring of technologies for making the product more hygienic.
4.2.3	Pharma Machinery Cluster	Ahmedabad	3 Years	SMEs manufacturing Pharmaceutical Machinery	To improve the productivity and reduce the cost of manufacturing through appropriate technology. Capacity building of entrepreneurs through development of soft skills.
4.2.4	Foundry & Forging Cluster	Vadodara	3 Years	Entrepreneurs manufacturing Castings	Improving competitiveness of entrepreneurs through development of soft skills and possibly establishing a Common Facility Centre (CFC).
4.2.5	Sustainable Development Project (SDP) for Pulp & Paper Industry Cluster	Muzaffarnagar (U.P.)	1 Year	Micro Entrepreneurs	An integrated package of skill upgradation, market related interventions, consortium formation, promotion of Public-Private Partnerships, export development, etc.
<b>4.3</b>	<b>Cluster Related Research Projects:</b>				
4.3.1	Removal of Residual Sand Particles from Core Holes of Casting	EDI Campus	18 Months	Cluster Entrepreneurs	Technology upgradation and productivity improvement of the cluster.
4.3.2	Removal of Iron Contamination from Orthopaedic Implants	EDI Campus	18 Months	Cluster Entrepreneurs	To improve the productivity and quality of products in this cluster.
4.3.3	Development of Powder-based Compound for Removal of Soil from Tiles	EDI Campus	18 Months	Cluster Entrepreneurs	Improving the productivity, quality and marketing of the cluster.
4.3.4	Ultrasonic Technology for Brightening & Tarnish Removal of Gold & Silver Jewellery	EDI Campus	18 Months	Cluster Entrepreneurs	To improve the product and reduce the cost of manufacturing through adoption of appropriate technology.
4.3.5	Production of Aluminium Monhydrate on different grades of Aluminium	EDI Campus	18 Months	Cluster Entrepreneurs	Improving the productivity, quality and marketing of the cluster.
<b>4.4</b>	<b>Capacity Building Programmes:</b>				
4.4.1	MSME-CDP in Leather Cluster	Topsia, Kolkata	18 Months	Cluster Entrepreneurs	To develop skills of entrepreneurs to facilitate cluster development initiatives in the cluster.
4.4.2	MSME-CDP in Handicrafts Cluster	Shankala, Agartala	18 Months	Cluster Entrepreneurs	To strengthen skill sets of entrepreneurs to achieve overall cluster development.
4.4.3	MSME-CDP in General Engineering Cluster	Kannur, Kerala	18 Months	Cluster Entrepreneurs	To develop skills of entrepreneurs to facilitate holistic development in the cluster.
4.4.4	MSME-CDP in Tribal Garments Cluster	Khonglong, Manipur	18 Months	Cluster Entrepreneurs	To develop skills of entrepreneurs to facilitate cluster development initiatives in the cluster.
4.4.5	MSME-CDP in Furniture Cluster	Ranchi, Jharkhand	18 Months	Cluster Entrepreneurs	To develop skills of entrepreneurs to facilitate cluster development initiatives in the cluster.
<b>4.5</b>	<b>Cluster Development:</b>				
4.5.1	Interventions in Energy, Environment and Social Sector in Select Clusters	Kolhapur Pune Tirunelveli Ankaleshwar Faridabad	4 Years	Select Clusters	To improve energy efficiency and social sector development in the clusters thereby leading to technology upgradation, export growth and quality improvement.
<b>4.6</b>	<b>International Programme for Cluster Development:</b>				
4.6.1	Capacity Building Programme for Developing Cluster Development Executives (CDEs)	EDI Campus	6 Weeks Nov. 11 – Dec. 20, 2013	Industrial Promotion Officials from developing countries	To create a cadre of Cluster Development Executives in developing countries so that cluster development interventions could be implemented in different artisan/MSME clusters.





# 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 society.*

'Entrepreneurship as a means of economic development' and 'entrepreneurship as a means of social development,' – EDI has adopted both these as its primary goals. The Institute is as much committed to creating social entrepreneurs or assisting corporates in their CSR projects as it is to creating 'world class entrepreneurs'. To this end it seeks to implement result-oriented activities under the Centre for Social Entrepreneurship and Corporate Social Responsibility.

A unique spirit of volunteerism is forms the premise of the mission of social entrepreneurs. Their 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, under the aegis of this centre, creates social entrepreneurs who recognize the inherent disadvantages rooted in the society and come out with innovative and sustainable rectification measures. The six month programme, therefore, develops skillful and competent social

entrepreneurs who would formulate holistic and sustained initiatives towards development.

'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 society.

## Programmes and Activities 2013-14

Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
<b>5.1</b>	<b>Centre for Social Entrepreneurship</b>				
5.1.1	Distance Learning Diploma in Social Entrepreneurship	EDI Campus	6 Months	Potential Social Entrepreneurs	To impart knowledge, information and skills on how to set up 'for-profit social enterprise'.
<b>5.2</b>	<b>Corporate Social Responsibility</b>				
5.2.1	Micro Entrepreneurship Development Programmes (MEDPs) - 30 Nos.	Karnataka Maharashtra A.P.	1 Month each	Rural Youths	To train rural unemployed youth in setting up their own micro enterprises.
5.2.2 &1.1.18	Certificate Course in Business Entrepreneurship	Jamshedpur	3 Months	Tribal Entrepreneurs	To provide tools and techniques to help tribal entrepreneurs initiate new business enterprises and make financial decisions as relevant to their areas of interest. Also to enabling them for taking and managing business risks.
<b>5.3</b>	<b>International Programme</b>				
5.3.1	International Programme on 'Social Entrepreneurship' Addressing 'Bottom of the Pyramid' through Fostering Social Entrepreneurship/Social Business	EDI Campus	6 Weeks Sep. 02 – Oct. 11, 2013	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 faced by society 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.*

While most women have their entrepreneurial perspectives and aspirations in place, they are somehow unable to live their dreams; sometimes on account of the circumstances around them, and at other times simply because they are trapped amidst inhibitions. However, history bears testimony to the entrepreneurial potential of women and perhaps due to this reason, there are several initiatives in place, by the government and institutions alike, to bring women to the forefront of economic activities.



*Participants seen during 'Motivation and Capacity Enhancement Programme for Weavers Oruttambalam Handloom Cluster'*

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. 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, adopt 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.

With these points in view, the Centre for Women Entrepreneurship and Gender Studies, 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 promote interactions between women entrepreneurs and support system officials to facilitate creation and development of business enterprises.

## Programmes and Activities 2013-14

Sr. No.	Activity	Location	Duration	Target Group	Objectives & Outcome
6.1.1	Women Entrepreneurship Development Programmes (WEDPs) : 5 Nos.	Regional	4 Weeks each	Potential Women Entrepreneurs	To equip women participants with requisite skills and knowledge on various aspects of business decision making process. Also aims at bringing about necessary behavioural changes in them for initiating, planning and implementing entrepreneurial activities.
6.1.2	National Training Programme on 'Entrepreneurship Development & Management for Women Scientists & Technologists with Government Sector	EDI Campus	1 Week	Women Scientists/ Technologists employed in central/state government organizations, PSUs, etc.	To sensitize women scientists & technologists towards entrepreneurship and promote knowledge-based entrepreneurship.





# Achievements under Strategic Thrust Areas

## Entrepreneurship Education

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
1.	<b>Post Graduate Programmes</b> - PGDM-BE - PGDMN Students graduated	1105
2.	<b>Open Learning Programme in Entrepreneurship (OLPE)</b> Batches Completed Learners enrolled	68 11557
3.	<b>Faculty Development Programmes (FDPs) in Entrepreneurship</b> - Teachers trained	101 2069
4.	<b>National Summer Camps on Entrepreneurial Adventure for Youth (17-22 yrs.)</b> - Students participated	22 859
5.	<b>Summer Camps for School Children (12-16 yrs.)</b> - Students participated	31 1481
6.	<b>National Seminar on Current Researches in Entrepreneurship</b> - Delegates participated	10 670
7.	<b>1-Day Orientation Programmes on Entrepreneurship</b> - Students participated	275 11300
8.	<b>Zybus Group Field Officers completed P.G. Programme in Corporate Entrepreneurship &amp; Management (PGP-CPM) based on Open Learning Mode</b>	79
9.	<b>Students of Jain Group of Institutions (JGI), Bangalore, pursuing entrepreneurship courses at Graduate &amp; Post Graduate levels</b>	1400

## Micro Enterprise and Micro Finance Development

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
1.	<b>Micro Enterprise Development Programmes</b> - Micro entrepreneurs trained - Micro enterprises set up	696 17567 9591
2.	<b>Trainers' Training Programmes Organised</b> - Rural trainers trained	37 911
3.	<b>National/Regional Workshops on RED strategy for NGOs</b> - NGO Officials sensitized	19 677

## Micro Enterprise and Micro Finance Development

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
4.	<b>Activities on Informal Micro Credit Delivery System (IMCDS) :</b> - 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.	<b>Support to Rural Industries Programme (RIP) Project of SIDBI in Kushinagar, Vidisha &amp; Dhenkanal and DST in STED Projects in Rae Bareilly, Gorakhpur &amp; Roorkee</b> - Rural youth influenced through Entrepreneurship Awareness Camps - Business counsellors developed - Total units promoted - Employment generated - Stakeholders sensitized through orientation programmes - Unemployed youth counselled	6779 166 1412 4778 250 5409
6.	<b>Programmes Conducted on Financial Management &amp; Accounting for NGOs</b> - NGO Officials trained	10 229
7.	<b>Training Programmes for Developing Rural Business Development Service Providers</b> - Rural Business Development Service Providers developed	7 146
8.	<b>Training Programme on Rural Marketing</b> - Officers trained	10 253
9.	<b>NGO Officials trained in Advanced Training Programme on Micro Finance</b>	22
10.	<b>Professionals trained through 6 international training programmes on 'Governance &amp; Management of NPOs/NGOs'</b>	120
11.	<b>New Enterprise Creation Activities : (TEDP/EDP/WEDP/STST) (during 2007-2012)</b> - Trainees trained - Units established - Direct employment generated	1984 914 1263
12.	<b>Trainees trained from Minority Community (2008-2012)</b> - Units established - Direct employment generated	166 110 133
13.	<b>NGO Banker Interface</b> - NGO-CEOs participated - Bankers participated	24 352 330

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## Performance and Growth of Existing Entrepreneurs

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
1.	<b>Succession Planning for Entrepreneurial Continuity (SPEC)</b> - Programmes conducted - Successors groomed	18 280
2.	<b>Performance Improvement Programmes (PIPs) for Existing Entrepreneurs</b> - Entrepreneurs trained	136 6062
3.	<b>Food Processing EDPs conducted (2003-2012)</b> - States covered - Trainees trained - Units established - Investment made - Direct employment generated	360 21 9374 4564 12332.60 lac 16284
4.	<b>Small Industry Management Assistant Programmes (SIMAPs)</b> - Young graduates developed	37 868
5.	<b>Growth-cum-Counsellors' Programmes</b> - 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.	<b>Growth-cum-Counsellors' Programmes in association with State-level ED Organisations</b> - Entrepreneurs influenced - Counsellors developed	35 64
7.	<b>Total Number of Region/Product-specific Export Workshops</b> - 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.	<b>Functional Programmes on Strategic Management</b> - Entrepreneurs trained	4 62

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## Performance and Growth of Existing Entrepreneurs (Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
9.	<b>Intrapreneurship : Corporate Executive Programmes for Zydus-Cadila Group of Companies</b> - Area Business Managers (ABMs) trained in 18 basic programmes - ABMs trained in 10 Theme-specific Programmes - Regional Business Managers (RBMs) trained	363 210 72
10.	<b>Workshops organized for Zydus-Neuro Sciences</b> - Executives of Neuro Science Division - Executives of Sri Lankan Division	3 33 12
11.	<b>Executives of Developing Countries trained through 10 International Programmes on Entrepreneurial Management</b>	260
12.	<b>National Trainers' Course</b> - Trainers developed	22 384
13.	<b>Functional Trainers' Programmes on :</b> Entrepreneur Selection, Motivation, Counselling and Competencies - Professionals trained Business Opportunity Identification & Guidance - Professionals trained Project Report Preparation - Professionals trained	4 50 4 80 4 67
14.	<b>Capacity Building of Organisations : Trainers Trained</b> - Central Silk Board - Khadi & Village Industries Commission - Kerala Horticulture Dev. Programme (KHDP), Cochin - Rural Dev. & Self Employment Training Institute (RUDSETI) - Indo Dutch Project Management Society (IDPMS) - Entrepreneurship Development (ED) Cells of Engineering Colleges - Tata Iron & Steel Company (TISCO) Ltd., Jamshedpur - Karnataka State Women Dev. Corpn. - Tamilnadu Corpn. For Development of Women - Kudumbashree, Kerala	90 45 52 55 22 19 8 22 184 53
15.	<b>'Agripreneurs' trained through Training Programme on Agri-Clinics &amp; Agri-business Centres</b>	70

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## Performance and Growth of Existing Entrepreneurs (Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
16.	<b>Entrepreneurs' Meet</b> <b>ED Orientation Programmes for Officers of DICs/Banks/Financial Institutions</b> - Officers sensitised	11
		26
		568
17.	<b>Extension Motivation Programmes for Support System Officials</b> - Officers trained	12
		240
18.	<b>FBEI Programmes for Credit / Appraisal Officers of Banks / Financial Institutions</b> - Officers trained on the interview technique	19
		342
19.	<b>Business Counsellors Programme for Small Industry Development Officers (SIDOs)</b> - Officers trained	48
20.	<b>Intrapreneurship Programme for Govt. Officials of Jammu &amp; Kashmir</b> - Officials trained	26
21.	<b>Workshops on Women Entrepreneurship : Gender &amp; Entrepreneurship Development under GTPP of GoI</b> - Resource persons trained (5 states) - Workshops organised in 2 states (UP & MP)	22
22.	<b>Training Programmes on Entrepreneurship Development &amp; Management</b> - Number of Scientists & Technologists trained - Number of Women Scientists & Technologists trained	23
		24
23.	<b>Training Seminar for Executives of Industry Associations</b> - Executives Sensitized	2
		33
24.	<b>Training Programmes on 'Credit Risk Assessment based on Project Appraisal &amp; Entrepreneur Assessment'</b> - Officials from banks/financial institutions trained	9
		179
25.	<b>International Training Programme on 'Promoting Innovations &amp; Entrepreneurship through Incubation'</b> - Officials trained from developing countries	3
		117
26.	<b>International Training Programme on 'Capital Markets, Commodity Markets &amp; Investment Banking'</b> - Professionals trained	2
		66

## Strategic International Programmes

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
1.	<b>Programmes for Training Entrepreneur Trainer Motivators (ETMs) for Developing Countries</b> - Total trainers trained - Polytechnic Teachers trained as Resource Persons for Commonwealth Association of Polytechnics in Africa (CAPA)	26
		584
2.	<b>Programmes on Industrial Project Preparation &amp; Appraisal for Developing Countries</b> - Appraisal officers trained	18
		24
		533
3.	<b>Professionals trained through 8 International Programmes on 'Use of English Language in Business Communication'</b>	181
4.	<b>International Training Programme on 'ICT Skills for Small Enterprise Operation'</b> - Officers trained from developing countries	6
		111
5.	<b>International Training Programmes on 'Business Research Methodology &amp; Data analysis'</b> - Professionals trained	5
		182
6.	<b>Resource Persons of The Vocational Training Organisation (TVTO), Tehran, Iran trained through 4 programmes</b>	120
7.	<b>Inter-Regional Workshops on Entrepreneurship for Policy-makers of African/Asian/Francophone and CHOGRM member countries</b> - Countries participated	4
		35
8.	<b>UNIDO Project on Women Entrepreneurship</b> - Women entrepreneurs trained - Women entrepreneur trainer-motivators trained - Financial/ appraisal officers dealing with projects of women entrepreneurs trained	21
		25
		22
9.	<b>Technical Training provided to Women Entrepreneurs of Developing Countries</b> - Women entrepreneurs from Sri Lanka - Women entrepreneurs from Nepal	20
		19
10.	<b>International Training Programmes on Micro Enterprise &amp; Micro Finance Development</b> - NGO professionals from developing countries trained	15
		293

(Cont....)





### Strategic International Programmes

(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
11.	<b>Achievements under UNIDO &amp; Gol-sponsored Inter-Regional Centre (IRC) Training</b>	
	Programme on Industrial Project Preparation & Appraisal	7
	- Appraisal Officers trained In Bahrain for Arab Region	119
	- Professionals trained under Training of Trainers for New Enterprise Creation	27
	- Potential Entrepreneurs trained for New Enterprise Creation	20
	- Business Counsellors groomed for Growth of SMEs	12
	<b>In African Region :</b>	
	- Support System Officials attended the Preparatory Workshop in Mozambique on Interventions to Facilitate Investment Promotion in Mozambique	27
	- Participants in the Seminar on Project Identification, Formulation & Screening conducted in Mozambique	23
	- Professionals trained under Industrial Project Preparation & Appraisal organized in Mozambique	15
	- Business Counsellors groomed in Mozambique for Growth of SMEs	23
	- Mozambican Entrepreneurs benefited from Enterprise Upgradation Programme	14
	- Trainers trained in Industrial Management organized in Tanzania	15

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(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
2.	<b>Textile Machinery Cluster, Ahmedabad, Surat &amp; Surendranagar</b>	
	- Units covered - Enterprises participated in Programme - Counseling offered - BDS providers trained - Technologies identified for establishing a CFC	310 units 90 50 4 17
3.	<b>Cluster Development Executives Programme</b>	
	- 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.	<b>Cluster Development Programmes implemented</b>	<b>24 locations</b>
5.	<b>Executives of Developing Countries trained through 3 international Cluster Development Executives Programmes</b>	<b>77</b>
6.	<b>Implementing BDS in the Leather Cluster at Kolkata</b>	
	- MSME units covered under the project  - BDSPs 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 - BMO Capacity Building	Direct: 372 units Indirect: 620 units 53 Direct: 432 Indirect: 1367 Direct: 13 units Indirect: 280 units 55 12 5 3 40
7.	<b>Implementing BDS in the Leather Cluster at Santiniketan</b>	
	- 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

### International Centre for Cluster Competitiveness, Growth and Technology (IC<sup>3</sup>GT)

(Cont....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
1.	<b>Engineering Cluster, Baroda</b>	
	- Units covered under Cluster Development Programme	1700 units
	- Enterprises participated in Programme	300
	- Counseling offered	205
	- Technologies transferred	6
	- BDS providers trained	6
	- External agencies visited the cluster to observe the impact made	18
	- Technologies identified for establishing a CFC	11
	- Units covered under health & safety related programmes	4 units

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

(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
8.	<b>Implementing BDS Market developed in Chennai Leather and Leather Products Cluster</b>	
	- MSME Units covered	705
	- MSME Beneficiary Units	Direct: 101 units Indirect: 280 units
	- Skill Development Training	287
	- Awareness Programmes/Seminars/Workshops	51
	- BDSPs Introduced	40
	- BDSPs Trained	28
	- BMOs Networked & Capacity Building	25
	- Visit for Best Practices & Networking	3
	- Survey & Reports	6
	- Creation of Cell / SPV / Association	1 each
	- Technology Innovation	1
	- Leveraged Govt. Schemes	2
	- Case Studies	7
	- Videography of Interventions	3
	- Newsletters	8
	- Directory	1
	- Coverage of Activities in Magazines Journals / Newspapers	28
- CCC Meeting	8	
- Learn shop	4	
9.	<b>Implementing BDS in the Dyes/Chemical Cluster at Ahmedabad</b>	
	- Total units in the cluster	1200
	- Unique MSME participated in project activities (Indirect)	440
	- BDSPs introduced	35
	- BDSPs trained	20
	- MSMEs direct beneficiary	39
	- Skill Development	50
	- BMO Executives trained	8
	- Inter cluster visits for market linkages	4 Clusters, ₹ 35 lakh worth orders executed
	- Visit and participation to International Exhibition	Participated in TURCHEM-2010, Turkey. ₹ 40 lakh worth orders executed after this visit.
	- SPV and BDS cell	2 each
	- DPR	1
	- Newsletters	8
	- Directory	1
	- Videography of project intervention	1
	- CCC Meeting	8
	- Learn shop	4

(Cont....)

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

(Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
10.	<b>Integrated Handloom Cluster Development Scheme EDI as National Resource Agency [NRA] to monitor 17 Clusters</b>	
	- CDEs trained in the Handloom Sector	401
	- Consortiums/PCLs formed	57
	- Membership Base	20091
	- Credit Linkage [₹ in lac]	1074.13
	- Sales Realization [₹ in lac]	7278.00
	- Weavers benefitted through Yarn Depots	25884
	- CFC Established & functional	17
	- Dye houses Established & Functional	23
	- HARD INTERVENTIONS [New Looms, Jacquards / Dobby, Take up Motion Healds & Reeds, Loom & Work Shed Modification] Coverage [Nos.]	18454
11.	<b>Integrated Handloom Cluster Development Scheme EDI as National Resource Agency directly involved in implementation of the Scheme at Chanderi [MP], Sonepur [Orissa] &amp; Varanasi [UP].</b>	
	<b>Coverage of Weavers [No]</b>	<b>28202</b>
	1. Gwalior-Chanderi	4240
	2. Sonepur	5014
	3. Varanasi	18948
	- SHGs formed	444
	- Membership (Weavers)	4807
	- Credit Linkage [₹ in lac]	213.21
	- Designers Hired	6
	- Designs Developed	440
	- Sales Realized solely through the efforts of the Designers [₹ in lac]	131.11
	- Total Sales Realization [₹ in lac]	1376.56
	- Sales Through Exhibitions & Buyer Seller Meets [₹ in lac]	581.86
	- Sales Achieved through other buyers [₹ in lac]	774.77
	- Sales Through CCIC [₹ in lac]	14.43
	- Sales Through Handloom House [₹ in lac]	9.50
	- Total worth of Yarn supplied through Yarn Depot [₹ in lac]	600.75
	- Yarn Corpus Cycles completed [₹ 5 lac corpus] [₹ in lac]	162
	- Weavers benefitted through Yarn Depots	1411
	- Consortiums formed in the 3 clusters	6
	- Weavers/Master Weavers/Traders and SHG covered	3306
	- CFC Established & functional	3
- Dye houses established & Functional	4	
- Dye houses Upgraded & Functional	6	
- Solar CFL Lamps sanction and under distribution	3800	

(Cont....)





**International Centre for Cluster Competitiveness, Growth and Technology (IC<sup>3</sup>GT)** (Contd....)

**International Centre for Cluster Competitiveness, Growth and Technology (IC<sup>3</sup>GT)** (Contd....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
12.	<b>Sivasagar Mega Handloom Cluster under Comprehensive Handloom Cluster Development Scheme</b> EDI as Cluster Management & Technical Agency [CMTA] - Weavers Coverage - Major Project Sanctioned - SPV created - Shareholders Enrolled - SPV/IA Identified and Projects awarded - Common Facility Centers Established & Functional [CFC] - Weavers trained under Skill Development Project - New Looms distributed under Loom distribution Project - Workshed established and functional - Weavers applied for Credit Cards - Weavers Credit Cards Issued by Banks - New designs Developed & Produced - Yarn supplied to weaves [₹ in lakh]	25000 2 2 660 2 753 262 31 8003 146 202 14.84
13.	<b>Srinagar Mega Handicraft [Carpet] Cluster under Comprehensive Handicraft Cluster Development Scheme</b> EDI as Cluster Management & Technical Agency [CMTA] - Artisans Coverage - Major Project Sanctioned - SPV created - SPV/IA Identified and Projects awarded - Artisans trained under Skill Development Project - New Looms distributed under Loom distribution Project	25000 2 1 3 2202 500
14.	<b>Cluster Development of Tufted / Woven Carpet and Carpet related Products across Mirzapur and Sant Ravidas Nagar, Districts of Eastern UP [An UNDP-IKEA Foundation Project]</b> EDI as Technical Resource Agency • Trained SHG Women (Carpet Weaving) • Women engaged in economic activities • Wage Turn over (June 2012 to Feb 2013) • Women average earnings per day • Market Linkages : With three Carpet Export Houses • Establishment Women Primary Producer Company - Swayaam Kriti Producer Company Limited, Bhadohi, Uttar Pradesh • Primary Producers as Share Holders (In No.)	3160 2686 (In INR): 18.11 Million (In INR):150-200 13 Women Members

(Cont....)

Sr. No	Activities under this thrust area	Achievements till March 31, 2013
15.	<b>Agri entrepreneurship Promotion among tribal youth of Dahod districts, Gujarat.</b> Training conducted Trained youth DPRs prepared Enterprise start-ups New Women Entrepreneurs Startup Rate Bank loan received Total Loan amount Self-investment for enterprise startup License received for Agri Service centers Average Monthly Profit	1 25 25 17 8 68% 06 ₹ 5.99 Lakh 11 08 ₹7000 to ₹15000

**Social Entrepreneurship & Corporate Social Responsibility**

Sr. No.	Activities under this thrust area	Achievements till March 31, 2013
1.	<b>Open Learning Programme in Social Entrepreneurship (Launched in October 2009)</b> - Batches completed - Learners enrolled	7 117
2.	<b>Deshpande Foundation Project</b> - REDPs conducted - Districts covered in North-west Karnataka - Trainees trained - Units established - Direct employment generated	8 5 188 40 150
3.	<b>Hewlett Packard Project</b> - MEDPs conducted - Districts covered in Karnataka - Rural youths trained - Units established - Direct employment generated - Training programmes organized on Use of ICT in existing micro enterprises - Existing micro entrepreneurs enabled	19 20 688 381 628 9 115
4.	<b>Data on Accenture Project</b> - MEDPs conducted - Districts covered in Karnataka/A.P./Maharashtra - Rural youths trained - Units established - Direct employment generated	137 53 5579 2963 3520
5.	<b>Graduate Entrepreneurship Training in use of IT</b> - Students trained	4 83
6.	<b>Executives of Developing countries trained through 2 international programme on 'Social Entrepreneurship'</b>	58





## 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 & Nalinee Contractor	200/-	15
6	Performance Improvement Booklets for Existing Entrepreneurs	50/- (Per booklet)	4
	1. Budgeting		
	2. Energy Conservation		
	3. Cost Consciousness for SSI (Hindi)		
	4. Business Plan for SSI (Hindi)		
	5. Cash Flow in Small Business Management (Hindi)		
	6. Understanding Value Engineering (Hindi)		
	7. Basics in Export Marketing		
	8. Just in Time		
	9. Record-Keeping in Small Business Management (Hindi)		
	10. Statutory Aspects in SSI		
7	Not Born - The Created Entrepreneurs - Jose Sebastian & Sanjay Thakur	200/-	15
8	New Initiatives in Entrepreneurship Education & Training - Edited by Gautam Jain & Debmuni Gupta	200/-	15
9	When The Going Gets Tough - Strategic Responses To Business Crises - V.G.Patel		Published by Tata McGraw Hill
10	Evaluation of Entrepreneurship Development Programmes - Dinesh Awasthi & Jose Sebastian		Published by Sage
11	Short Steps Long Leaps - Stories of Impact Making Rural Entrepreneurs - Edited by Dinesh Awasthi		Published by Sage
12	The Journal of Entrepreneurship		Published by Sage
		Subscription	
		INR (₹)	USD (\$)
	Institutional	1450/-	347
	Individual	870/-	187
13	Enterprise Development in Mountain Areas - Dinesh Awasthi & T. S. Papola		Published by Himalaya Publishing House

Sr. No.	Name of Audio-Visual Cassettes	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) Note : Postage Charges will be extra.	2000/-	-





Seen during the valedictory function of the programmes, 'Entrepreneurship & Small Business Promotion' and 'SME Banking & Financial Services' is the chief guest Mr. Kumar Tuhin, IFS, Joint Secretary, DPA II, Ministry of External Affairs, Govt, with (2<sup>nd</sup> from L) Dr. Dinesh Awasthi, Director-EDI and Programme Directors, (L-R) Mr. S. B. Sareen and Mr. D. M. Parikh. The programme were organised during September 03-October 12, 2012



Shri Maheshwar Sahu, IAS, Principal Secretary, Industries and Mines Department, Govt. of Gujarat, inaugurating the International Programme on 'Capacity Building of BMO Functionaries' during 7-13 January, 2013. Also seen are (L-R) Dr. Dinesh Awasthi, Director-EDI and Mr. Sanjay Pal, Programme Director



Participants of the International Programme on 'SME Development Training Programme for the officials of SME Directorate, Ministry of Commerce and Industries, Afghanistan' organised during January 15 - February 22, 2013 seen with (6<sup>th</sup> from L) Dr. Dinesh Awasthi, Director-EDI; (6<sup>th</sup> from R) Mr. S.B. Sareen, Programme Director and faculty members associated with the programme





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