



**Entrepreneurship
Development
Institute of India
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From the Director General's Desk

Has COVID-19 Encouraged Enterprises to Innovate & Evolve?

C OVID 19 has had its twists and turns. While a lot has been said about how it has taken a toll on businesses and entrepreneurial activities, much needs to be highlighted on the front of COVID having seen businesses pivot and come around a full circle. But before we go into that discussion, let us cast an eye on the findings of the Global Entrepreneurship Monitor Report 2020-21, which EDII leads. According to this largest study of entrepreneurial dynamics, 'the major indicator of





entrepreneurial activity – the total early-stage entrepreneurial activity (TEA) has declined significantly due to the COVID -19 pandemic. Of the total population in the working age group in 2019-20, TEA was 15 % but has come down to 5.34%.’ Let me add that the study noted how the TEA decline is more severe in the case of female entrepreneurial activity which decreased by 79% as compared to the male entrepreneurial activities that fell by 53%. The overall entrepreneurial intentions fell to 20.31% in 2020-21 as compared to 33.3% in 2019-20.

While I highlight these statistics to show that entrepreneurship did get affected as a career choice, during the pandemic, I also hastily add that a good percentage of the respondents, i.e. 53% said that they knew someone who had started afresh during these difficult times. So, can we draw the conclusion that business has not been a vulnerable option for all? Some could still think ‘differently.’ No wonder the COVID years, ie, 2019 to 2021, have seen the rise of maximum unicorns. 44, 10 and 9 in the years 2021, 2020 and 2019 respectively.

Many entrepreneurial businesses pivoted to meet new needs for goods or services borne out of the crisis and did not just survive but grew. Many learnt to think fast and innovatively, mobilize their resources to create sustainable and profitable ventures, befitting the times. So, while the overall scenario seems to have got affected, the COVID times, did unleash a wave of innovation. The agility of entrepreneurs to leverage their networks and repurpose their expertise and equipment, has seen success. These are the ones who have combined ingenuity and resources to create a safer future.

I vouch for entrepreneurship that is supported by the right kind of knowledge, skills and focus. Entrepreneurship has undoubtedly become a key factor for sustainable economic growth and has huge potential in every possible way. Efforts to improve the country’s entrepreneurial ecosystem should also keep flowing. Entrepreneurship education at school and college levels could be extremely helpful in creating ‘thinking & aware entrepreneurs’ who do not crumble under crisis; instead curate ways and methods to survive. Also, let me add, focussed research, policy advocacy and a pool of mentors would also greatly benefit in improving the entrepreneurial landscape of the country.

I look forward to multitudes opting to learn the dynamics of entrepreneurship and adopting it as a career.

Best wishes !!!

- Sunil Shukla

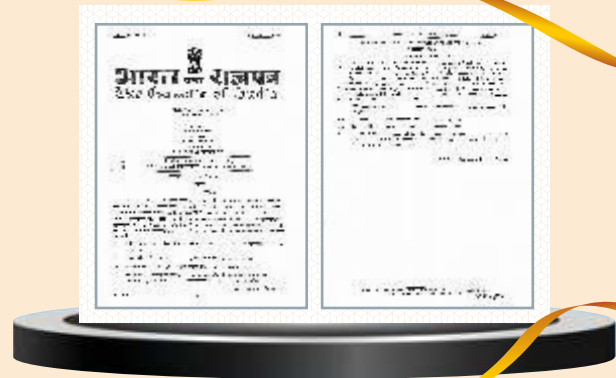
ACCOLADES...

Ranked No. 1 under Atal Ranking of Institutions on Innovation Achievements (ARIIA)-2021 in General (Non-Technical) Category



EDII has been ranked Number 1 under Atal Ranking of Institutions on Innovation Achievements (ARIIA) - 2021 in General (Non-Technical) Category. Under the ARIIA, institutions are ranked on innovation-related globally acceptable indicators. These indicators include successful innovation and startups and funding innovation and startups; intellectual property, technology transfer and commercialisation; annual budget spent on promoting and supporting innovation and entrepreneurship activities; IPR activities, pre-incubation and incubation infrastructure and courses on innovation; IPR and entrepreneurship development. EDII is the only institute from Gujarat to be ranked as Number 1 across all seven categories. A total of 1430 institutions / universities from across the country had participated in seven different categories for this ranking.

Gets Recognized as 'Centre of Excellence'



EDII has been recognized as a 'Centre of Excellence' (CoE) by the Government of India in the field of skilling ecosystem in the country. An official Gazette Notification has been issued by the Ministry of Skill Development and Entrepreneurship (MSDE) in this regard. The recognition comes after a thorough assessment of the Institute on several parameters by the Ministry. EDII has been recognized as a CoE in the skilling ecosystem for being a one-stop national resource centre working in collaborative mode with industry, academia and governments to impart training & competencies to ensure enhanced incidences of new enterprise creation & employability, address emerging skill gaps, and undertake research leading to interventions that match industry needs.



Shri Rakesh Sharma, President-EDII and MD & CEO, IDBI Bank Ltd. congratulated the Institute and its faculty & staff on these landmark achievements, and motivated to target even greater milestones.

EDII expresses gratitude to its President and esteemed board members for their constant mentorship towards exploring newer avenues.

Collaborations & Associations



EDII and Madan Mohan Malaviya University of Technology (MMMUT), Gorakhpur signed an MoU to widespread entrepreneurship amongst students through sharing of knowledge, resources and by designing and implementing outcome based entrepreneurship development activities. Seen during the MoU signing ceremony are (2nd from R) Hon'ble Chancellor, MMMUT & Governor of Uttar Pradesh, Smt. Anandiben Patel; (Extreme R) Dr. Sunil Shukla, Director General-EDII; (3rd from L) Prof. J. P. Pandey, Vice-Chancellor, MMMUT; (L-R) Prof. Brijesh Kumar, Registrar, MMMUT & Prof. Govind Pandey, Dean, Planning and Infrastructure, MMMUT.

EDII entered into an MoU with Chhatrapati Shahu Ji Maharaj University (CSJM), Kanpur to undertake promotion of entrepreneurship through specially designed programmes and activities so that students get oriented to the discipline and get motivated to adopt entrepreneurship as a career. Seen with the signed copies of MoUs are Smt. Anandiben Patel, Hon'ble Chancellor, CSJM & Governor of Uttar Pradesh; Prof. Vinay kumar Pathak, Vice Chancellor, CSJM & Dr. Sunil Shukla, Director General - EDII. Also present on the occasion were (L-R) Dr. Anilkumar Yadav, Registrar, CSJM; Dr. Amit Dwivedi, Associate Prof. & Incharge - Dept. of Policy Advocacy & Research & Mr. N. M. Desai, Advisor, EDII.



- On 4th October 2021, EDII entered into MoUs with Rural Development & Research centre, Ahmedabad, Swami Vivekanand Sewa Trust, Patan and Samata Kelavani Mandal, Dabhoi, Vadodara to promote entrepreneurship among the tribals in Gujarat State. EDII has been working towards inclusive development on the premise of entrepreneurship. The Institute has ensured integration of the marginalised and disadvantaged communities in the mainstream by ensuring New Enterprise Creation and employment opportunities by skill development and capacity building.
- As a step towards broadbasing entrepreneurship across the country, EDII signed an MoU with Odisha State Open University, Sambalpur to promote entrepreneurship in the state through distance education.

India Strengthens Entrepreneurial Ecosystem in Rwanda

...Rwanda - India Entrepreneurship Development Centre



Union Minister of State for External Affairs, Shri V. Muraleedharan inaugurating the Rwanda-India Entrepreneurship Development Center at Kigali. Also, on the occasion were (L-R) Dr. Sunil Shukla, Director General, EDII; Mr. Puneet Roy Kundal, Joint Secretary, Ministry of External Affairs and Mr. Oscar Kerketta, High Commissioner of India, Kigali, Rwanda.

On 15th November 2021, the Rwanda - India Entrepreneurship Development Centre was inaugurated in Kigali, Rwanda at the hands of Union Minister of State for External Affairs, Shri V. Muraleedharan. The Centre has been established by EDII, under an agreement with the Ministry of External Affairs, Govt. of India. This is the sixth international ED Centre set up by EDII. Before this, the Institute has set up Centres in Cambodia, Lao PDR, Myanmar, Vietnam and Uzbekistan.

The Centre will work towards instilling entrepreneurial culture amongst indigenous entrepreneurs and equipping them with adequate knowledge and experience in Entrepreneurship. New Entrepreneurs will be promoted through

education, training and business advisory services to potential entrepreneurs, especially the youth. Cluster development, Performance Improvement and Growth of Existing Entrepreneurs would be emphasized on, in addition to programmes on New Enterprise Creation. The experts at the centre would also extend technical assistance in help in accessing finance to ensure creation of enterprises by trainees. The hand holding and follow up support will ensure a higher success rate. In order to ensure sustenance of entrepreneurship development activities in the region, the Institute will also institutionalize a cadre of competent trainer-motivators and business counsellors and influence policy making process at the national and provincial levels to float policies that are entrepreneur-friendly.

Post inauguration and placement of Advisor at the Centre, by EDII, the first New Enterprise Creation programme was launched in Kigali on 16th November. 30 potential entrepreneurs got trained in 18-day programme. Simultaneously, EDII team in Rwanda conducted Business Opportunity Identification Exercise and have developed at least 50 to 70 project profiles suited to local requirements and conditions.

The Centre will widespread entrepreneurship in Rwanda by intermediating between local business environment, government policies, finance, entrepreneurship training and startup ecosystem sensitization.

The Dynamism of MSMEs Continue to Spur the Economy



Inauguration of MSME Administrative Block & MSME Library at the hands of (3rd from R) Shri Narayan Tatu Rane, Hon'ble Union Minister of MSME. Also present on the occasion were Dr. Milind Kamble, Founder Chairman, DICCI & Esteemed EDII Board Member; Dr. Sunil Shukla, Director General - EDII; Shri Ranjeethkumar J, IAS, Commissioner MSME, Gujarat & senior officials & delegates

Infrastructure support was received under Ministry of MSME's Assistance to Training Institutions. EDII expresses gratitude to the Ministry.



Regulating economic activities, generating employment opportunities, creating sustainable livelihood avenues, reducing poverty are just some of the advantages that MSMEs bestow on an economy. Developing economies like India benefit the most. Against this backdrop, the Government has been instituting outcome-based policies and measures to promote MSMEs. EDII has been majorly contributing to the growth of the MSME sector through various cluster development, training, research and policy advocacy.

Considering the contribution of EDII towards the growth and development of the MSME sector, the Institute received infrastructure support under Ministry of MSME's 'Assistance to Training Institutions.' On 4th December 2021, Union MSME Minister Shri Narayan Rane visited EDII to inaugurate the facilities including, MSME Administrative Block, Library and Hall.

The Minister also delivered his address on 'Role of MSMEs in Enhancing Growth and Competitiveness'. The Minister emphasized on the significance of nurturing a strong industrial environment for revivification of the economy. He said, "A flourishing industrial environment brings stability in society by providing innovative solutions. It also inspires the younger generation to think creatively and dares them to take the plunge. Hence the emphasis on MSME growth and sustenance is a must. Today several progressive Govt.



schemes envision an inventive new generation of entrepreneurs who can set up their small enterprises and start-ups, nurture innovations and bolster the economy of the country.”

Talking about the support to start ups and entrepreneurship in the present times, Shri Rane added, “Both existing and new MSME entrepreneurs stand at an advantageous position. Existence of several incubation centres, easier patent filing, ease of setting up business, and a myriad of progressive schemes relating to legal formalities, credit, marketing, markets, technology, intellectual property, human resource etc. have made it a lot easier.

MSMEs need to consider how ideas and execution need to go hand in hand. A bright idea has to be followed by good execution.” Honourable minister also highlighted stories of great entrepreneurs like Shri Dhirubhai Ambani to motivate students to reach great entrepreneurial heights.



Dr. Milind Kamble, Founder Chairperson, Dalit Indian Chamber of Commerce and Industry and esteemed EDII Board Member, who had also graced the event as Guest of Honour said, “Micro, Small and Medium Enterprises (MSME) sector is the most vibrant and dynamic sector promising high growth potential for the Indian economy. The sector holds immense promise in fostering creativity and innovation in products and processes. Many MSME clusters proactive about adopting new technologies. The MSME units, more often than not, need help in upgrading themselves technologically, and it is very important to ensure that they get help in this area.”



Speaking on the occasion, EDII Director General, Dr Sunil Shukla said, “Entrepreneurship being a rewarding development strategy, more and more enthusiasts are getting allured to the charms of being an entrepreneur; they are equipping themselves with knowledge and skills, and subsequently stepping forth with innovative enterprise ideas. Even established MSME entrepreneurs are seeing opportunities to scale up. The Post COVID world has been particularly tough and it all the more necessitates the significance of knowledge and skills to manoeuvre forth. The Atmanirbhar Bharat Abhiyan, especially focuses on MSMEs, thus assigning certain strategic advantages to them. In consonance with it, EDII has been working diligently to make India into one of the most fascinating MSME destinations.”

Release of the Global Entrepreneurship Monitor Report 2020-21

The eventful day also saw the release of Global Entrepreneurship Monitor Report 2020-21 at the hands of Shri Narayan Rane. The Global Entrepreneurship Monitor (GEM) Survey is the largest annual study of entrepreneurial dynamics in the world. The GEM India study is conducted using a well-established GEM research methodology that is consistent across all participating countries and generates a variety of relevant primary information on different aspects of entrepreneurship.



Release of GEM India Report 2020-2021 at the hands of (3rd from R) Shri Narayan Tatu Rane, Hon'ble Union Minister of MSME. Also seen are (4th from L) Dr. Sunil Shukla, Director General-EDII; (2nd from R) Dr. Milind Kamble, Founder Chairman, DICCI & Esteemed EDII Board Member; (R) Shri Ranjeeth Kumar J., Commissioner, MSME, GoG with Senior Faculty members of EDII (L-R) Dr. Amit Kumar Dwivedi, Dr. Pankaj Bharti & Dr. Raman Gujral

Till now, EDII has brought out 8 GEM Report. The GEM India Report is an outcome of collective efforts of GEM India consortium that strives to capture and understand the current state of affairs in Indian entrepreneurship. EDII is the lead Institute of the present GEM India Team. The GEM Report 2020-2021, throws light on entrepreneurial trends and practices amidst changing business and impact of COVID-19 on entrepreneurial activities in the country.

Major Findings of GEM India 2020-21 Report

- The results show that 82% of the population perceives that there is a good opportunity to start a business in their area. Of the 47 economies, India ranked 3rd for perceived opportunities.
- About 82% of the youth believe that they possess the skills and knowledge to start a business.
- Entrepreneurial intentions had been 33.3% in 2019–20, which fell to 20.31% in 2020–21. This negative change of perception may be due to the lockdown and impact of the COVID 19 Pandemic.
- The rate of Total Early-stage Entrepreneurship Activity (TEA) in India has also been severely affected by the pandemic and it came down to 5.34% from last year's 15%. The change has been observed at 64 percent, decreased from 15 percent in 2019-20.
- The findings reveal that pandemic has negatively impacted Total Entrepreneurial Activities in the country. However, it is more severe in case of the female youth. Female entrepreneurial activities are decreased by 79 percent, while the male entrepreneurial activities are decreased by 53 percent.
- The observation for established business ownership is important and it is found that 5.88% of youth have reported that they are engaged in an established business. The numbers decreased by 51 percent from last year's 11.92%.
- The results presented in the report, indicate that pandemic has a very negative impact on household income. In India, about 44 percent of youth have perceived that pandemic has harmed their household income.
- Across a couple of the government-related framework conditions, India did better in 2020, then it did in 2019. This improvement in institutional support for entrepreneurship is reflected in the experts' assessment of the government's response to the pandemic, where, India ranked 5th among all GEM participating economies.
- The National Entrepreneurship Context Index (GEM NECI), provides policymakers with insights, on how to foster such an environment. In its latest ranking, Indonesia, Netherlands, Taiwan and India are the top four.

EDII recognizes Gujarat based Startups for their Ingenious Contribution to Entrepreneurship

EDII announced the most coveted Gujarat Startup Awards 2021 on 4th December 2021 in the presence of Hon'ble Union MSME Minister Shri Narayan Rane, Founder Chairperson & EDII Board Member, Dr. Milind Kamble and EDII Director General, Dr. Sunil Shukla. The winners were awarded Trophies and prize money in the categories of 'Emerging', 'Growing', and 'Special Jury Award'.

The institute received 120 nominations from across Gujarat for the awards and a jury comprising six members scrutinized the nominations. The jury included Dr Sunil Shukla, Director General, EDII; HK Mittal, Chairman, Startup India Seed Fund; Dukhbandhu Rath, MD, Gujarat Venture Finance Limited (GVFL); Himanshu Saparia, Council Member, Confederation of Indian Industry (CII); Pathik Patwari, Sr. V.P., Gujarat Chamber of Commerce and Industry (GCCCI); and Rajiv Bose, Head of Business, iCreate. On the occasion, Dr. Sunil Shukla, Director General, EDII, Ahmedabad, said, "EDII has always remained at the forefront when it comes to promoting entrepreneurship in the country. In the last four-decades of our existence, we have strived to accelerate the culture of start ups and entrepreneurship in the country, by providing potential entrepreneurs with the right skill sets that help them moves forward on the path of new enterprise creation and management." As far as the awardees are concerned, OmniBRx Biotechnologies Private Limited, a bioprocess engineering company, and All That Dips Private Limited, an agro and food processing company, were chosen as winners in the 'Best Emerging Startup' category. Similarly, Mouldies Infotech LLP and Pivoting Softwares Private Limited were chosen as winners in the 'Best Growing Startup' category. Rayush Natural Fibres Private Limited was given the 'Special Jury Award'.



"I congratulate the winning startups and urge many more to step forth to begin their journey as an entrepreneur. While there are many opportunities awaiting you, there is also an able support system waiting to mentor you. Just scan the environment, develop an eye for opportunities, co-opt resources and take the plunge. It is much easier today for entrepreneurs. Have the confidence to succeed."

- Shri Narayan Rane
Union MSME Minister

The winning startups:



- OmniBRx is India's first Bioprocess Engineering Company engaged in manufacturing Single-use Bioreactors for Biotechnology, vaccine production, cell therapies & other biologics the product, CellBRx Single-use Bioreactors are the world's largest bioreactors for adherent cell culture-based vaccine manufacturing including Covid-19 vaccines. **(Ravindra Patel, Founder - OmniBRx)**



- All That Dips makes delicious and healthy urban pantry essentials that allow customers to enjoy delicious meals in a matter of minutes while not worrying about calories or chemicals. **(Dr. Deep Lodhari, Founder - All That Dips)**



- Mouldies Infotech LLP, is a one stop online solution for all kinds of mould requirements by creating a platform for product manufacturers and mould makers. **(Akshish Sheth, Founder - Mouldies Infotech LLP)**



- Clientjoy helps over 4000 Agencies and 9000 Freelancers in 90+ Countries manage their clients and grow their Business. The Agency Operating System is the first and one of a kind Product that brings everything that any services company does in one single place for better decision making and enabling Growth. **(Yash Shah, Founder - Clientjoy)**



- Rayush Fibers emphasizes on improving the quality of life by providing sustainable, eco-friendly cool curtains / fibers with antidepressant fragrance and mosquito / Insect repellent properties for longer shelf life to make life better even without electricity. **(Namrata Diwakar, Founder - Rayush Fibers)**

Inclusive Growth on the Cornerstone of Entrepreneurship



Shri Pradip Parmar, Cabinet Minister of Social Justice and Empowerment, Gujarat inaugurating the exhibition by the differently abled. Also present were (2nd from L) Surendra Naik, Founder, Udaan Charitable Trust; (L) Dr. Sunil Shukla, Director General, EDII and (Extreme R) Shri Prakash Solanki, IAS (Rtd.) Managing Director, Gujarat State Scheduled Caste Development Corporation

Some people are different but with unique skills. The Centre for Empowerment of Differently Aabled (CEDA) has been set up at EDII with support of Directorate of Social Defense and Gujarat State Handicapped (Divyang) Finance and Development Corporation, Social Justice and Empowerment Department, Govt. of Gujarat, with the objective of channelizing the skills and energies of the differently abled in the direction of entrepreneurship. 3rd December, marked as The International Day of Persons with Disabilities was observed at EDII with events that endorse the inner strength and perseverance of the differently abled. On this occasion, EDII organized an exhibition of Differently abled entrepreneurs, felicitated

successful Divyang entrepreneurs in three categories, i.e, Divyang Innovator Entrepreneurs category, Divyang Emerging Entrepreneur category and Divyang Woman Entrepreneur category, and organized a sports competition.

Shri Pradip Parmar, Hon'ble Minister of Social Justice and Empowerment, Gujarat Government inaugurated the exhibition and felicitated the entrepreneurs and sports winners. Also present on the occasion were Shri Prakash Solanki IAS (Rtd.) Managing Director, Gujarat State Scheduled Caste Development Corporation; Surendra Naik, Founder, Udaan Charitable Trust; government officials, development professionals, entrepreneurs and academicians. In the exhibition 60 divyang entrepreneurs took part and showcased their products and services. Their business ideas drew great applause and response.



Shri Pradip Parmar interacting with divyang entrepreneurs at the exhibition.



Another important segment of the event was awards to selected divyang entrepreneurs. Selected Divyang Entrepreneurs from Gujarat were felicitated by Hon'ble Shri Pradip Parmar. CEDA invited nominations from eligible entrepreneurs and received 49 nominations from all across Gujarat, which were screened by the high-level committee which arrived at 30 nominations. The Committee then interacted with 30 shortlisted candidates to arrive at 12 finalists.

The 12 finalists were further evaluated on the basis of achievements,

- Challenges faced for setting up the organization,
- Innovation in product / service,
- Environment friendly product / service,
- Future plan

5 entrepreneurs were finally selected who were felicitated by Shri Pradip Parmarji.

The winners included:

- **Mrs. Harshidaben Prajapati (Female entrepreneur); Diva Care Products**

Harshidaben Prajapati is handicapped. She feels that every women is not in a position to buy sanitary products of established brands due to weak economic conditions. She, therefore, started the business of sanitary pads with an initial investment of Rs.2.5 lakh in the year 2015. Currently she is running this business with the help of six women. Her husband Mr. Ghanshyambhai Prajapati is taking care of financial and marketing aspects of business. She wants to add more divyang women in her business. Currently, they are selling their products through medical stores.

- **Mr. Jagdishbhai Patel (Male entrepreneur); Divyang Gruh Udyog**

Mr. Jagdishbhai Patel started his business in 2017. Initially, he bought soaps from Ahmedabad and sold in nearby villages. He invested some money from his own savings. Currently, he is manufacturing more than 42 items like soaps, detergent liquid, phenol, etc. under the brand name of **Divyang Gruh Udyog**. He is exclusively selling his products to other divyangs so that they can sell further and earn a living. In his manufacturing facility, he provides employment to divyangjan. In future, he wants to provide employment to 500 to 1000 divyangjan.

- **Mr. Samir Kakkad (Male entrepreneur); SaiKa Mobility Hub**

Mr. Samir Kakkad belongs to Banaskhantha district of Gujarat. He is a mechanical engineer. His father and mother were doctors, yet unfortunately he suffered from Polio at the age of 1. He successfully designed a product which helps in the mobility of divyangjan. He has also come up with a mobility kit for divyangjan. Currently, more than 10000 divyangjan are using his kit in their vehicles and are thus able to overcome their locomotive handicaps.

The Chief Guest congratulated the winners and highlighted how hard work, determination and perseverance could move mountains.

Hon'ble Shri Pradip Parmar stated, "There are focused efforts required to alter the mindset of people towards the differently abled. Their self-reliance is the responsibility of society because the differently abled have unique strengths and skills that need to be worked upon to let them stand as self-confident and self-assured entrepreneurs. Several Government policies are also focused on creating a favorable environment for them, and these are sure generating results. EDII is doing great work. The Institute is facilitating inclusive growth. This is extremely important for a wholesome society."

Also present the occasion was Surendra Naik, Founder, Udaan Charitable Trust. He said, “The exhibition amazed me; I was surprised at the creativity of the differently abled. The products and services are invented by them can inspire any person. This just proves how our society could bring them into the mainstream and create a win-win situation wherein they become self-reliant and the society too benefits.”

Opining, Dr. Sunil Shukla, Director General, EDII, said, “Every individual has unique competencies and there is a need to tap into this vast potential of the differently abled. Hon'ble Shri Narendra Modi ji has very rightly coined the word Divyang, and has helped us all acknowledge the divine power among the differently abled. The nation thanks him for this. It is important to facilitate all-round development of Divyangjan through right skill building, mentoring and counselling, so that they can well be integrated into the mainstream social structure.”



The International Day of Persons with Disabilities also celebrated the resilience of the Divyangjan by organising of Sports Competition. The competitions included carom, chess, badminton and table tennis for Divyangjan. The sports competition was inaugurated by Paralympian badminton player Parul Patel in which about 64 players participated in various games. The six winners of the sports competition were presented with citation and award money by Hon'ble Shri Pradip Parmar. The winners were Manish G Prajapati in Table Tennis (Male Category), Jul Soni in Table Tennis (Female Category), Nisarg Panchal in Badminton (Male Category), Pooja Barvadiya in Badminton (Female Category), Rahul Koshti in Carom and Ramesh Pankhaniya in Chess.

A quick glance into the achievements of Centre for Empowerment of the Differently Abled

<p>Entrepreneurship Development Programme</p> <ul style="list-style-type: none"> • 19 programmes • 609 participants, • 78 enterprises created, • 106 employment generated • Total investment - Rs. 25,73,500 	<p>Thematic Programme</p> <ul style="list-style-type: none"> • 9 programmes • 292 participants, • 32 enterprises created, • 39 employment generated • Total investment - Rs. 17,23,300 	<p>Entrepreneurship Orientation Programme</p> <ul style="list-style-type: none"> • 8 programmes • 253 participants, • 9 enterprises created • Total investment - Rs. 3,69,500 	<p>Developing Soft Skills Programme</p> <ul style="list-style-type: none"> • 18 programmes • 561 participants, • 64 enterprises created, • 99 employment generated • Total investment - Rs. 18,16,600 	<p>Livelihood Programme</p> <ul style="list-style-type: none"> • 12 programmes • 387 participants, • 30 enterprises created, • 39 employment generated • Total investment - Rs. 13,78,000
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On the Trajectory of Entrepreneurship ...Chhattisgarh Rings the Bell



In order to strengthen the entrepreneurship ecosystem in Chhattisgarh, EDII signed an MoU with Guru Ghasidas Central University, Bilaspur (GGCU) on 8th November. MoUs were exchanged between Director General EDII, Dr. Sunil Shukla and Mr. Suraj Meher, Deputy Registrar of Guru Ghasidas Central University Bilaspur, in the presence of (L-R) Prof. Ashok Modak, Chancellor, GGCU & Prof. Alok kumar Chakrawal, Vice-Chancellor, GGCU

Entrepreneurship Awareness Camp at Guru Ghasidas Central University, Bilaspur

An Entrepreneurship Awareness Camp for budding entrepreneurs was held at Guru Ghasidas Central University, Bilaspur during the 13-15 December 2021 as part of the MoU between EDII and GGCU, Bilaspur. 65 people from all across the state attended the three day camp, where they learnt about entrepreneurial competencies, business opportunity identification and selection, enterprise creation, enterprise management, attracting funds, leveraging government schemes and support, and business plan preparation, among other critical areas of business.

“EDII aims to be a catalyst in improving the lives of tribals and rural population who rely on Chhattisgarh's rich flora and fauna, traditional art, craft, textile, and culture, particularly in remote and disturbed areas. With years of experience and technical expertise in cluster development, EDII envisions working hand in hand with the State Government, industry, and other support institutions to help the people of Chhattisgarh harness resources and skills to create enterprises that promote exclusive handloom and handmade products, ecotourism, herbal & wellness products, traditional medicines, and more.”

- Dr. Sunil Shukla
Director General - EDII



Dr. Sunil Shukla in interaction with Shri Kawasi Lakhma, Hon'ble Cabinet Minister of Commerce & Industries, Chhattisgarh to explore EDII's involvement in the development of the state's MSME and startup environment. Dr. Shukla emphasized the importance of Chhattisgarh having an exclusive state-level entrepreneurship development institute.



Highlighting that Chhattisgarh is a resource-rich state with immense potential for creating high-value enterprises, the Hon'ble Minister, Shri Kawasi Lakhma advised Dr. Shukla to meet Shri Manoj Kumar Pingua, Principal Secretary, Dept. of Commerce and Industries, Chhattisgarh, for further discussions. Dr. Shukla's interactions with Shri Pingua focused on drawing a road map for entrepreneurial growth in the state.

To raise awareness on entrepreneurship among stakeholders in the region of Chhattisgarh, EDII hosted a panel discussion on the topic 'Promoting Entrepreneurship in Chhattisgarh.' Vice-Chancellors of Universities, Directors of various educational institutions and representatives from corporations, incubation centers and Government Ministries, attended the event. It was highlighted that in order to promote entrepreneurship, it is required to create an environment for fostering interdependence among institutions for resource sharing and mentorship, resulting in increased exposure and opportunities for prospective start-ups and MSMEs to launch and grow their businesses. EDII is aligning its plans and mission with the discussions and ideas that emerged from the interactions.



Dr. Sunil Shukla at the panel discussion with Vice-Chancellors of Universities, Directors of various educational institutions and representatives from corporations, incubation centres and Government Ministries.

Entrepreneurial Competencies and their Creative Bent of Mind

...Fuse to Create Wonders

India's wealth is reflected in its huge talented resource base of weavers and artisans who are closely connected with traditions and legacy of this resource-blessed country. Gujarat with its rich handicraft and handloom tradition has a glorious crafts history which needs to be resurrected on the cornerstones of skill upgradation; new-age marketing strategies, networking, enhanced credit avenues and similar outcome-based measures. Against this backdrop, EDII has been roped in by Cottage and Rural Industries, Govt. of Gujarat under the Hast Kala Setu Yojana.

The project is being implemented into two phases. While the first phase is being implemented at Ahmedabad, Banaskantha, Jamnagar, Kutch, Rajkot and Surendranagar districts, the second phase is targeting Patan, Mehsana, Junagadh, Baroda, Dahod, Narmada and Valsad.

An Exhibition that stood out for its unique products



Artisans trained by EDII showcased their work at the famous Amdavad Haat's Diwali Mela. 33 exhibition stalls were occupied by EDII supported artisans from Ahmedabad, Banaskantha, Junagadh, Kutch, Rajkot, Surendranagar, Patan, Narmada and Valsad districts. The exhibition was inaugurated by Shri Jagdish Panchal, Hon'ble Minister, Cottage & Rural Industries, Gujarat State. They particularly mentioned how their products were appreciated and how they could feel the pulse of urban clientele.



"The training shows in their work. I can sense the professionalism in the work. Their pieces of art are truly praiseworthy. While their creativity is noticeable, their communication skills have also left me impressed. I can see how training is impacting their business."

- Shri Jagdish Panchal
Hon'ble Minister, Cottage &
Rural Industries, Gujarat State

EDII builds entrepreneurial competencies in artisans through various Entrepreneurship Awareness Camps (EACs) and Entrepreneurship Development Training Programmes (EDTPs) These not just sensitize the artisans about the significance of learning but also provide skill training through domain-based Skill Development Programmes. Constant mentoring and guidance ensure enhanced effectiveness of the project training.

Over the last three months, EDII has sensitized 1579 artisans under 61 EACs. The artisans got familiar with the scope and benefits of the project and how an upgradation and diversification could help them sustain well. In all, in the last three months, EDII trained 1132 artisans in 48 EDPs, thus making them understand the market, the nitty gritty of business growth and New designs, novel publicity methods, networking, marketing techniques and new products have witnessed the artisans generating a total revenue of Rs.1,47,31,454/- through exhibitions, B2B and retail selling.

Glimpses of Amdavad Haat's Diwali Mela...



"I am happy to see the confidence of these artisans. It gives me pleasure to see them discuss their products, explain the processes well, understand business terms like sustainability, business plan, diversification, opportunity identification and so on. I am sure with such exposure, they would rise to newer levels."

- Dr. Sunil Shukla
Director General, EDII



Gujarat Promotes Women Entrepreneurship ...the GWEDC Project



Mrs. Dimpleben Panchal from village Aagiyol started a Mop Making Unit

Gujarat has always been touted as an entrepreneurial state where people have an innate sense of doing business. Women of the state are also much ahead in the league of finding a place for themselves as successful entrepreneurs, despite hindrances which are typically faced by women when they venture out into the business world. Understanding the issues, the state is also extending an able support system with an amalgamation of conducive policies, support institutions and business incubators. Gujarat Women Economic Development Corporation Ltd., Govt. of Gujarat has been diligently pursuing the agenda of promoting women entrepreneurship by developing entrepreneurial capacity and business resourcefulness among women for sustainable income generation through enterprise creation. The project goal is to sensitize 3850 women through Entrepreneurship Awareness Programmes (EAP) and train 1050 potential women entrepreneurs under customized 'Women Entrepreneurship Development Programme (WEDP)' every year. The project location is PAN Gujarat, comprising 33 districts. GWEDC has partnered with EDII in designing and implementing the project across 33 districts of Gujarat. Thus far, the project has generated impressive results towards bringing women into the mainstream.

The impact generated is a testimony to these credible feats.

- 7707 women have been sensitized under 165 Entrepreneurship Awareness Programmes (EAPs).
- 1343 potential women have been trained under 40 Women Entrepreneurship Development Programmes.
- 522 women have successfully started their micro enterprises
- Average income per women entrepreneur per month is Rs. 7338/-
- Total investment made is Rs. 131.36 lacs
- Employment generated is 673

Enhancing abilities, confidence and preparedness of women to establish and run their enterprises would certainly lead to stable, inclusive socio-economic development.

Women Nurture their Strengths to Emerge as Successful Entrepreneurs

...HCL SATTVA Project



HCL SATTVA Project is unique in the way it focuses on building the inner strengths of community institutions such as SHGs, Clusters / Blocks / District level Federations through a well-designed program that suits the needs of community women.

In Bengaluru, under Women Skill Development Programme (WSDP) 16, Skill training on Jute Products as well as Entrepreneurship training was successfully completed during 4th to 30th Oct at Madapatna in Haragadde Panchayat. Under WSDP 17, 22 trainees were provided training on Mushroom cultivation and

processing. HCL Foundation organized a workshop on Child Protection Policy and another online session on Financial Literacy on 25th and 30th Oct, 2021 respectively. The online session was handled by Ms Prema Rajappa, Associate Analyst, HCL Foundation. These sessions were aimed at empowering women participants with knowledge on the subject. Trained women have also been continuously handheld for establishing linkages and expanding market for their products.



In Madurai, in the year 2020-21, 30 WSDP women entrepreneurs were trained as a part of 555 Women Power Tamil Nadu event. Women entrepreneurs trained under WSDP 11 received prestigious Asia Book of Records Award. They also participated in two exhibitions during this period - Yaadhum Healthy Food Market cum Exhibition under the theme 'Diwali Sweets and Savouries' and the second

one organized by HCL Foundation partner NGO AIF. The expense of the exhibition were Handmade Masala Products, Ready to Cook Millet Products and Ready to Eat Millet Products. Also, it is heartening to mention that in December, 2 Common Facility Centres and 1 Mission Office cum Common Facility Centre were inaugurated.



In Hyderabad, training on jute products commenced on 14th December, 2021 for empowering women to establish micro enterprises in this area. Enterprises in the areas of making jute bags, handmade jewellery, etc were nurtured. Their enterprises were studied, strengths and weaknesses were worked upon and markets expanded. A special photo session was organized for capturing product photos produced by entrepreneurs and they were explained how images could be projected to appeal to customers and make a headway. The Sattva team has facilitated women entrepreneurs to markets their products both online and offline. In a landmark achievement, 500 pieces of Hyderabad jewellery were sold in a record period of two months, thus establishing the efficacy of credible marketing tools.



Determination has No Two Names



Jute products are common and face stiff competition unless their manufacturing and marketing are planned carefully. The story of Mangala Gowri, a 44-year-old entrepreneur from Madapatna, an urban poor area of Jigani, Bangalore, however is an inspiration. It was during the pandemic when the family faced severe financial crunch that Mangala set out to do something to support her family. She says, “Given some background in the area, I decided to sharpen the skills of making eco-friendly jute products and in turn, influence & train more people from my village on these skills. I prefer to train unemployed women in my village & support them in income generating activity.”

The HCL-EDII SATTVA Team supported Mangala Gowri to establish her enterprise, where all potential women entrepreneurs could come together and manufacture jute products. Today, these women are operating two electric sewing machines supported by the local well-wishers. Mangala is using her craft skills to make a variety of jute and cloth products & is also training many women from her neighborhood. They are self-reliant, independent and happy.

“All we need is a chance to shine, and taking others forward in this process adds to our glory. I also profusely thank HCL-EDII SATTVA Team for showing me the light at the end of the tunnel,” signs off Mangala Gowri

Women Entrepreneurs Access Connect Transform ...PROJECT WeAct

Women Entrepreneurs - Access Connect Transform (WeAct) is a forum for women entrepreneurs of rural regions to provide them with handholding assistance so that they do profitable and sustainable businesses. EDII has partnered with Accenture to implement the WeAct forum, which supports nano and micro women entrepreneurs by providing a platform for them to network and represent their products, allowing them to gain entrepreneurial knowledge & technological know-how, and undertake product improvement. WeAct is a one stop platform for rural women entrepreneurs who wish to improve their businesses. The project rests on the pillars of market exposure, product creation, networking, and incubation and mentorship.

In a significant move, an Emporium has been set up at EDII Ahmedabad campus under WeAct Project to display the products of women as members under the Project. This Emporium shall give a wider visibility and enhance the scope of market linkages for the enterprises nurtured under We Act. The Emporium is also serving as a convergence platform for women enterprises from different projects like Handmade in India, Accenture MSDP and HCL Sattva.



The Emporium was inaugurated on 4th December, 2021 by (in the centre) the Hon'ble Union Minister, MSME, Shri Narayan Tatu Rane. Also present at the inauguration were (3rd from L) Dr. Milind Kamble, Founder Chairman, DICCI & esteemed EDII board member; (L to R) Dr. Sunil Shukla, Director General - EDII; Dr. Raman Gujral, Director - Project (Corporates); and other eminent policy makers, entrepreneurs, artisans and academicians.

EDII & Rajasthan Patrika Collaborate to Bring about Focused Development

EDII and Rajasthan Patrika have entered into a collaboration to jointly organize Entrepreneurship Development Programmes for emerging women entrepreneurs. Against the backdrop that entrepreneurship is the need-of-the-hour, especially among the women community, the two organizations have joined hands to institute meaningful, outcome-based programmes and bring the results and interventions before the society at large to earn a winning response for the development tool of entrepreneurship. It is heartening to note that while the registrations are still continuing, 400 women entrepreneurs have already enrolled.

महिलाएं सीखेंगी, बिजनेस को कैसे बढ़ा सकती हैं

राजस्थान पत्रिका

महिलाओं को बिजनेस के क्षेत्र में अपने कदमों के लिए प्रेरित करने और स्टार्ट-अप प्रोग्रामों के अंतर्गत उन्हें सहायता देना।

400 महिलाओं को जिन कार्यक्रमों में वे शामिल हो चुकी हैं। इनमें से 400 महिलाओं को बिजनेस शुरू करने में मदद मिलेगी।

राजस्थान पत्रिका (Rajasthan Patrika) के सहयोग से बिजनेस प्रशिक्षण को प्रारम्भ किया है। इसके अंतर्गत महिलाओं को बिजनेस शुरू करने में मदद मिलेगी।

तकनीक और लीडरशिप की ट्रेनिंग

इस प्रकार के तकनीक प्रशिक्षण कार्यक्रमों को प्रारम्भ किया जाएगा। इनमें महिलाओं को तकनीक, प्रबंधन, मार्केटिंग, लीडरशिप, टूल, आदि में प्रशिक्षण प्रदान किया जायेगा।

महिलाओं को बिजनेस शुरू करने में मदद मिलेगी।

इस कार्यक्रम के अंतर्गत महिलाओं को बिजनेस शुरू करने में मदद मिलेगी।



WeAct has been instrumental in providing necessary support to the enrolled women entrepreneurs through its various initiatives and approaches. A few are stated below.

Elevating Skill Levels... A joint initiative of Accenture and EDII

• Unnati Mentorship Programme – Accenture

Emphasizing on the significance of skills in building a livelihood, EDII has been implementing Micro Skillpreneurship Development Programme (MSDP) with support of Accenture for enhancing livelihood options among women. The mandate is to provide women folks with skills to ensure employment or own micro business. MSDPs are designed to motivate and develop entrepreneurs towards establishing 'Local Resource and Demand based Sustainable Micro-enterprises' by providing them with practical exposure and theoretical inputs. The programme is being implemented in semi-urban and rural areas of Andhra Pradesh, Assam, Goa, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Puducherry, Tamil Nadu, Telangana, and Uttarakhand to strengthen local economies by promoting entrepreneurship, innovation. Accenture has now initiated a unique programme termed as the Unnati Mentorship Programme under which the experts/volunteers provide mentorship to the participants in setting up business accounts, logo designing, developing product description, and improving the quality of products. Under this programme, 4 groups of entrepreneurs have been provided support. In an encouraging move, WeAct has linked 13 new groups to this programme for mentorship and support.

• Social Media Mentorship Programme

WeAct initiated has initiated a Social Media Mentorship Program to support its members by helping them establish their enterprise on the social media platform; with handholding support from Accenture volunteers. Members are introduced to social media and are imparted all knowledge and information in using various social media platforms to escalate the prospects of their business.

- Energizer Workshop on 'GST Registration & its Importance in Business' was organized by WeAct for members from Karnataka. 48 members benefitted.

On the occasion of Kannada Rajyostava, entrepreneurs registered under WeAct participated in an exhibition to directly connect with buyers. Entrepreneurs at the exhibition showcased their products. This exposure visit connected participants with other entrepreneurs, helped them understand consumer preferences and market trends. They registered impressive sales.

Mrs. Praseetha, 21-year-old lady from Annamanada was imparted training in Entrepreneurship. She started manufacturing toilet cleaning products in her village. She was mentored and handheld under WeAct to expand her business in tier 2 cities by adopting novel networking and marketing strategies.



Women Stepping Forth As Entrepreneurs is Heartening ...TATA Communications' UDAYA Project

In line with EDII's efforts to promote women entrepreneurship is the Project Udaya, wherein the Institute has joined hands with TATA Communications Ltd. to promote entrepreneurship among women from SC / ST, weaker sections and SHG members for sustainable income generation through enterprise creation. The first phase project was launched on June 4, 2019, at Pune in Raigad district of Maharashtra with an aim to develop entrepreneurial capabilities among potential women entrepreneurs; strengthen their knowledge, skills and behavioural attributes to initiate, plan and implement entrepreneurship development activities. The first phase has been successfully completed.

Over the course of two years, 1145 women have been sensitized through 22 Entrepreneurship Awareness Camps (EACs), and 342 potential women have been trained through 12 customized Women Entrepreneurship Development Programmes (WEDPs). The project has resulted in the establishment of 161 new businesses by women who have been trained and handheld as part of the programme. The total amount invested is Rs. 207.95 lakhs. The average unit investment is Rs. 1.29 lakh. The employment opportunities generated by the women entrepreneurs is 232.

After the successful completion of the phase 1, the next phase of the project was initiated in Raigad and Ratnagiri districts from April, 2021. During the last three months, EDII has sensitized 81 women from the affirmative action community under two EACs and has conducted one Women Entrepreneurship Development Programme at Mangaon, Raigad in which 28 potential women entrepreneurs were trained.



Glimpses from WEDP held at Mangaon

Programme Director, Mr. Prakash Solanki said, "This programme has been achieving commendable success in terms of rate of New Enterprise Creation because the focus is on imparting skills that have market relevance and the potential to stand successful given the level of competition. I wish India sees an influx of women entrepreneurs who continue to excel."

She Rises and Shines...

Mrs. Meghna Sanjog Palwankar had always harboured the dream of making it big as an entrepreneur but could not figure out how to put the blocks together. As destiny would have it, she came to know about the EDII Udaya Project and enrolled for Women Entrepreneurship Development Programme. She says, "That was the turning point as one after the other my questions started getting answered. I learnt about business opportunity identification, marketing, communication, business plan preparation, dealing with customers, accounts and bookkeeping, setting up and managing a venture, and the entrepreneurial skills required to scale up in business." Based on her understanding, rounds of



discussions with EDII Faculty / experts and given the market demands, she set up a mask and sanitizer manufacturing unit with an investment of Rs. 25,000. While this unit took off, she gained confidence in doing business and nurtured her inner desire of setting up a Food Joint in South Indian Cuisine. She invested Rs. 1.50 lacs and set up her unit from which she is today clocking a profit of Rs. 10,000 per month.

Meghna concludes, "I have the confidence which emanates from the knowledge that I received from the EDII conducted WEDP. The more I venture out, the more my entrepreneurial instincts get sharpened. I am in a very happy state today. My heartfelt thanks to EDII and Tata Communications."

Project UDYAMEE

Project UDYAMEE a CSR initiative of Utkal Alumina International Limited, a subsidiary of Aditya Birla Group is being implemented by EDII. The project was inaugurated by Mazhar Beig, Unit Head, Utkal Alumina in presence of Dr Lopamudra Priyadarshini, GM CSR, CR & Sustainability, Dr. Subrata Biswal, Regional incharge, EDII Eastern Regional Office and other dignitaries on 17th November, 2021. This project aims to promote 300 entrepreneurs from Kashipur and Thuamul Rampur areas in the fields of non farm and agri allied sectors. A rural business incubation centre has been established at Gokulmunda, Tikiri to provide business development services. The project has started its initial efforts towards creating an entrepreneurial ecosystem by on boarding Udyog Mitras for providing support to potential entrepreneurs who are being identified under this project.



Dr. Subrata Biswal, Regional incharge, EDII Eastern Regional Office felicitating Mr. Mazhar Beig, Unit Head, Utkal Alumina

Promoting Women Led Entities

...NABARD Project Parisar



Technical Training for beneficiaries in Hub

Project Parisar is a one-year project supported by NABARD for setting up Hub & Spoke model at Mysore of 'coconut leaf straw making' by 100 rural women from the region. The Hub was inaugurated by Shri Niraj Kumar Verma, Chief General Manager, Regional Office, NABARD, Bangalore. The project is being implemented jointly by Accenture and EDII. The inauguration was also marked by the presence of Accenture team members represented by Ms. Sowmya Prakash, Probono and Communication Lead for Corporate Citizenship, Accenture India & Ms. Keerthana Sheshadri, Corporate Citizenship Grants team & Programme Sr. Analyst, Accenture and senior EDII officials including Dr. Raman Gujral, Director, Dept. of Projects-Corporate & Ms. B. R. Poornima, Head WeAct.

The first training commenced in the Hub – Jaibheemnagar, Karnataka on 29th September, 2021 for 40 women participants.

“The project aims to create an Off Farmers Producer Organization (OFPO) of women which will be handled by the women at the Hub and four Spokes. During the first year, EDII will hand hold the women in entrepreneurial training, technical training and trial production,” explained Dr. Raman Gujral

Senior NABARD Officials from Mumbai, Bangalore and Mysore visited the Hub recently and witnessed the progress. “They were explained the straw making process and given an overview of the progress of the participants in terms of their enhanced skill base and knowledge on entrepreneurship,” informed Ms B.R. Poornima.

Discussions for making available E-Vehicles have also been initiated with manufacturers including Cotton Greaves Limited and Design Core.



Persistence and Evolution

...A Camp that Motivates to Persist and Evolve

Catch them young....the phrase carries immense significance when it comes to promoting entrepreneurial traits among millennials.

For last 39 years, EDII has been ensuring that children and youths from across the country get oriented towards the charms of being an entrepreneur and imbibe entrepreneurial skills and competencies. EDII conducts National Camps on Entrepreneurial Adventures for youth to help youths realize their hidden potential and develop capabilities to meet challenges ahead by acquiring entrepreneurial traits of risk-taking, creative thinking, conflict management, effective communication and teamwork. The Institute also offers National Camps on Entrepreneurial Stimulation for Children with the objective to inculcate the 'spirit of enterprise and achievement' in children so that they learn to target higher-order achievements. So far, EDII has completed 39 Camps on Entrepreneurial Adventures, thus training 1657 youth, and 37 Camps on Entrepreneurial Stimulation, training 2511 children. These were mainly offered during the summer vacations. For the first time ever, EDII has started orienting children and youth towards entrepreneurial knowledge even during the winter break.

The institute offered virtual Winter Camp on Entrepreneurial Adventures for youth and received response from 18 students across 4 states of India. The camp pedagogy targeted its objectives with interventions such as; entrepreneurial motivation, psychometric tests, and exercises to foster traits such as creativity, concern for excellence, leadership, problem-solving, independence, goal-setting, interaction with achievers and career counselling.

Camp leader, Dr. Pankaj Bharti, felt that the camps were objective driven and hence the pedagogy was an amalgamation of lessons and activities that could be associated with tangible outcomes. He underlined how simulation exercises and case studies aimed at imparting real world experience to the students with an eye on ensuring that they shed their inhibitions and develop confidence to take bigger stride as entrepreneurs.

They said.....

"I am happy that I enrolled for this camp. Ever since COVID had set in, I was actually feeling that I need a push to envision bigger targets and plans, beyond the usual. I am glad that I got that orientation through this camp. The idea of becoming an entrepreneur thrills me."

Shlok Totla, Gurugram, Haryana

"Dealing with challenging situations is extremely important in career or in real life. More so, an entrepreneur's life is replete with challenges. It is here that he/she has to exhibit traits that bail him / her out of the situation. EDII's winter camp, touched upon all such important aspects. I feel enriched."

Gargi Gupta, Vikaspuri, New Delhi

Academicians Uphold the Winning Parameters

For entrepreneurship to flourish and garner unconditional acceptance as a career option, it is important to have the right kind of processes, a strong and reliable base of knowledge infrastructure and intermediation between various government and private institutions. Amidst such networks and ecosystem, academicians play a major role in creating a fertile ground to make people believe in the power of entrepreneurship, impart them the courage to take risks and engage them in creating start-ups on new-age ideas. EDII has been sensitizing and orienting the faculty group since long on the aspects of imparting such training to students. Over the last three months some of the important programmes conducted to impart a perspective to the faculty group towards entrepreneurship teaching, include as below:

• Faculty Development Programme in Biotechnopreneurship

Health became a priority in the recent times. Several health startups also emerged during the COVID times and successfully sustained on their innovative ideas. Biotechnology based enterprises successfully integrate science and business to address problems gripping society.

With an aim to empower 'Life Sciences and Biotechnology faculty' in nurturing entrepreneurship among their students, EDII in association with Gujarat State Biotechnology Mission (GSBTM), Govt. of Gujarat, designed a two-week residential Faculty Development Programme for faculty of Life Science and Biotechnology discipline.

The programme trained 19 faculty members who had a minimum teaching experience of 10 years in Gujarat-based Universities / Institutes offering courses in Life Science and Biotechnology. The programme objective was to equip the participants with requisite skills, knowledge and competencies for creating awareness about the need and importance of entrepreneurship and organize specialized programmes to develop knowledge, skills and attitude among the beneficiaries. To gain insights into the practical aspects of classroom learning, the faculty members also undertook industrial visits to Savli Technology & Business Incubator, Savli Biotech Park, Zytex Biotech Private Limited and Lincoln Pharmaceuticals.





Participants of Faculty Development Programme in Biotechnopreneurship at the Industrial Visit to Lincoln Pharmaceuticals Ltd.

Mr. S. B. Sareen, Programme Director, said, “To accomplish the objective of the programme, EDII with GSBTM designed this customized course module which was replete with interactive sessions and visits so impart first-hand experience to the participating faculty group. The programme was well received.”

The Chief Guest of the Valediction, Ms. Gargi Jain, IAS, Mission Director & Deputy Secretary Biotechnology, Govt. of Gujarat, presented the certificates to the participants and shared her thoughts, saying, "These courses are crucial. In a biotechnology firm, innovation is considered as both a creative process and an essential component of an effective management structure and strategy for achieving growth. While on that front, the functionaries are well equipped, complementing such skills with entrepreneurial competencies, could lead to even mega achievements."

Dr. Anasuya Bhadalkar, Jt. Director HRD, GSBTM, in her keynote address emphasized on how apprehensions had to be fought about floating a programme on entrepreneurship for the faculty of biotechnology. She added that the results are heartening and today everyone is aligned with the need and significance of such a programme.

• Faculty Training in Entrepreneurship Curriculum Design & Development

EDII has been closely associated with All India Council for Technical Education (AICTE) in introducing several innovations and developments in the sphere of education and learning. Against the backdrop that entrepreneurship is the driver of economy and needs to be promoted, EDII and AICTE designed and offered a short-term training programme to develop faculty skills in the areas of entrepreneurship, curriculum design and development & delivery of entrepreneurship course. Faculty members can play a key role as resource person in the area of entrepreneurship and thus motivate young students to take up entrepreneurship as a career.

The programme trained 35 participants from across India over 6 days on the topics of Entrepreneurship Course Curriculum Design and Development with focus on creativity & innovation for entrepreneurs, achievement-motivation, entrepreneurship teaching model, business opportunity identification & business plan preparation, contemporary pedagogies for entrepreneurship teaching, case-based teaching of entrepreneurship, guidance on business plan preparation and game-based approach to teaching entrepreneurship. The programme also exposed the faculty group to the significance of experiential learning and interactions with successful entrepreneurs as a methodology to drive in learning.

• Faculty Step Forth to Promote Women Entrepreneurship

The entrepreneurship landscape is replete with women creating landmark successes. Yet entrepreneurial aspirations of women have been seen to be taking a backseat when it comes to taking the plunge as an entrepreneur.



Dr. Baishali Mitra, Faculty, EDII conducting a virtual session on Women Entrepreneurship: Opportunities from Ideation to Implementation

EDII in conjunction with AICTE Training and Learning (ATAL) Academy, conducted a virtual National Faculty Development Programme (FDP) on 'Women Entrepreneurship: Opportunities from Ideation to Implementation'. The aim of this programme was to create a cadre of Women Entrepreneur trainer -motivators by developing knowledge, skills and competencies so that, in turn, aspiring and nascent women entrepreneurs could be encouraged and empowered to initiate

enterprises. Such a trend is expected to greatly strengthen the entrepreneurial ecosystem of the country. In the five-day programme, 110 participants from across the country received comprehensive understanding on women entrepreneurship with focus on the frameworks and the tools that can strengthen the phenomenon. Dr. Baishali Mitra, Programme Coordinator, opines, "I hope this programme has given the participants a clear perspective on identifying right business ideas for women entrepreneurs, and the methodologies to be adopted to develop necessary knowledge and skills in them to run a business."

• Faculty Develop a Perspective on Promoting Social Entrepreneurship

Just as the economy needs commercial entrepreneurs; the society needs social entrepreneurs. A social entrepreneur's work embodies *Strategy, Innovation, Sustainable Development* and *Impact*.

EDII conducted a virtual Faculty Development Programme on social entrepreneurship in association with AICTE with the objective to train and develop professionals in the area of Social Entrepreneurship so that they can act as 'Resource Persons' in guiding and motivating young students to take up Social Entrepreneurship as a career.

77 faculty members from different colleges / universities, across India were trained in the discipline of social entrepreneurship with focus on imbibing knowledge on traits, competencies and attitude required for Social Entrepreneurs. The curriculum targeted accomplishing the objective through case studies on social entrepreneurship, strategies to develop a winning pitch for the business idea, design thinking & business model canvas for social ventures, understanding of social business ecosystem and incubation and acceleration support, among other relevant topics.

The participants understood how social entrepreneurs can effect changes in needy communities; analyzed various social enterprise business models, including microfinance, microenterprise development, etc. The participating faculty members got trained and equipped with requisite skills, competencies and contemporary teaching tools and methodologies to conduct courses on social entrepreneurship and counsel students for career in the domain.

The virtual inauguration ceremony of the programme took place in the presence of Chief Guest, Mr. Dinanath Kholkar, Vice-President & Global Head, Tata Consultancy Services and Guest of Honour, Prof. Anil D Sahasrabudhe, Chairman, AICTE. Dr. Mamta Rani Agarwal, Adviser-I, ATAL Academy and Dr. Amit Dutta, Deputy Director, ATAL AICTE were also present at the ceremony.



“Times are constantly changing and the entrepreneurial ecosystem is also evolving rapidly. Faculty members who are key contributors to an amiable entrepreneurial environ, need to remain updated at all times. AICTE has, therefore, planned these FDPs to create an upbeat space where students can learn from faculty members who are abreast with what's new in the discipline.”

- Prof. Anil D Sahasrabudhe,
Chairman, AICTE

“The best thing to do in the domain of social entrepreneurship is to nurture resilient young entrepreneurs. I am thankful for ATAL Academy and EDII for coming up with a customized programme based on the needs and requirements of the market and the educators and professionals.”

- Mr. Dinanath Kholkar,
Vice-President & Global Head, Tata Consultancy Services

“Social entrepreneurs are agents of positive change who use an entrepreneurial approach to address societal problems. Faculty members developing social entrepreneurs and mentoring budding social entrepreneurs have an important role to play. They are partakers in creating a balanced society.”

- Dr. Mamta Rani Agrawal,
Advisor-I, ATAL Academy

“The objective of this programme is to orient young entrepreneurs towards adopting social entrepreneurship as a career. Their job is challenging as they are expected to deal with social challenges and find innovative solutions. Faculty-mentors can impart them the necessary learning, build in them the relevant traits and mentor them to develop an eye to spot challenges and come out with outcome-based answers.

- Dr. Amit Dutta,
Deputy Director, ATAL AICTE

“Perhaps only social entrepreneurship education has the ability to sustain inclusive economic growth which has an impressive tilt towards social and environmental values. Social Entrepreneurship education has the potential to provide unique opportunities to young people so that they experience what it is to make a difference to the lives of people and do business at the same time.”

- Dr. Sunil Shukla
Director General - EDII

“In all ways, EDII is into the task of building a robust economy and so we very well understand the relevance of social entrepreneurs as much as commercial entrepreneurs for a wholesome society. EDII wishes to reach out to as many faculty members as possible so that they in turn can reach out to potential social entrepreneurs and ensure creation of a balanced society and economy.”

- Dr. Amit Dwivedi,
Programme Director
FDP on Social Entrepreneurship

The Potential of Village Entrepreneurship

...Startup Village Entrepreneurship Programme (SVEP)

The glaring income gap between the haves and the have-nots is beginning to find an answer in entrepreneurship. Most of the underprivileged residing, particularly in villages, are unable to spot growth opportunities and continue to dwell in poverty and dismal conditions. The Startup Village Entrepreneurship Programme [SVEP] is the largest village entrepreneurship programme that targets fostering economic growth through sustainable livelihood opportunities. SVEP has been envisioned by the Ministry of Rural Development, Govt. of India.

The project covering 80 blocks in 15 States is helping members of Self Help Groups (SHG) set up small enterprises in rural areas under non-farm sector. SVEP is the sub-scheme under Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM). EDII has been functioning as the National Resource Organisation (NRO) for this programme and is significantly enabling economic growth through sustainable livelihood options.

As a result of various trainings, mentoring support and opportunity sourcing, 65832 enterprises have been established, training has been imparted to 67576 entrepreneurs as well as 1232 community resource persons. Through a dedicated fund known as the Community Enterprise Fund (CEF) accessible under this project, these enterprises have been provided a total of 177.32 crores in credit to help them start and grow their businesses.

41336 women owned entrepreneurs under this project, is an achievement of sorts.

ENTERPRISES PROMOTED

Existing : 17,238
New : 48,594

ENTREPRENEURS PROMOTED

Female : 41,336
Male : 26,239

COMMUNITY ENTERPRISE FUND [CEF] DISBURSED

₹ 177.32 Cr.

BANK LINKAGES

Enterprises: 3149
Mudra: 46
₹ 12.99 Cr.

Highlighting about the importance of programme in SVEP, Faculty, EDII and Project In charge, Dr. Rajesh Gupta said, “SVEP aims to build strong and efficient institutional frameworks in rural areas, allowing for increased daily revenue through sustainable job creation and improved access to existing financial and human resources. It allows youth from rural area by teaching them how to choose the best business to start and how to run it and gives wings to their dream.”



Hon'ble Director (RL), MoRD, GoI, Shri. Raghavendra Pratap Singh during his visit to Pipraich Block Resource Centre

Shri Raghavendra Pratap Singh, Hon'ble Director (RL), Ministry of Rural Department (MoRD), Govt. of India, visited Pipraich Block Resource Centre (BRC) in Gorakhpur district, Uttar Pradesh, on October 29, 2021. During his talk with BRC members, he emphasised on the importance of developing value-added products and devising marketing strategy for them. Shri Singh appreciated the progress under SVEP. He interacted with the beneficiaries and advised them on some significant ways that could

be employed to scale up. For instance, his advice to Ms. Saroj Devi, an SVEP promoted potter to seek creative design support from a design agency was well taken and efforts are being put in place to ensure the same

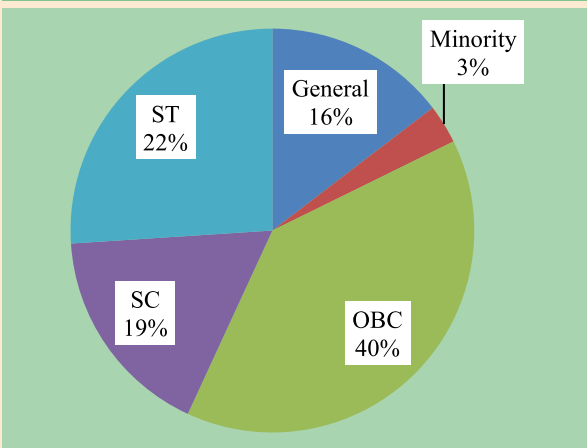
• **Training conducted for CRP-EPs of Gujarat**

The training for 33 Community Resource Person Enterprise Promotion (CRP-EPs) was conducted at EDII, Ahmedabad from 1st to 11th October 2021. The participants were from the Khambha, Ghoghamba, and Garbada blocks of Gujarat, and they were trained in SVEP Software, Marketing, Business Management, and Monitoring skills.

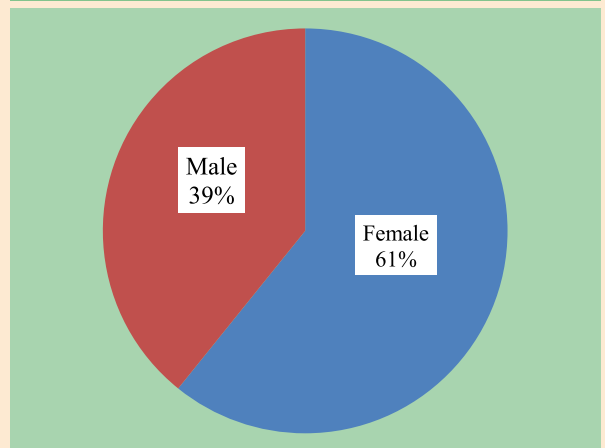


Achievement - Motivation Training of CRP - EPs at EDII

Social Category wise Entrepreneurs



Gender wise Entrepreneurs



Unsteady Circumstances Strengthen her Resolve...

Her mother assisted her husband in his farming endeavours. Somvati studied upto the eighth grade and got married very early. After her marriage, she moved to Devipura village, in Uttarakhand and joined her husband who worked as an agricultural labourer.

Somvati came to know about State Rural Livelihood Mission's, Self Help Group Programme, and became a member of a local self-help group in her village for poverty eradication. After joining the SHG in 2017, she went through a variety of training programmes. During one of the interactions, when community members in her area were given an orientation regarding Block Resource Center and Startup Village Entrepreneurship Program activities, she learned about SVEP and began to dream about starting her own business. Somvati had always been impressed by the idea of setting up a Fast Food outlet and hence moved ahead with developing a business plan on this business idea. She got it approved the BRC Community Resource Person and procured approval to set up her outlet with a loan of Rs. 50,000.

CRP-EP handheld Somvati in setting up her Mini Hotel and Snacks Point in Block Headquarters. Her outlet is growing every day with increasing demand. Given the good response, Somvati now wishes to expand her range of food items to cater to a larger audience. She employs Google, YouTube, and other social media platforms for publicity, as has been taught in the Entrepreneurship Development Programmes.

Currently, she is earning a profit of around Rs.12,000 to 15,000 per month and the estimated annual turnover of her venture is approximately Rs. 2,50,000. Somvati is thankful to EDII's SVEP for providing all necessary assistance to her in her entrepreneurial journey.



Somvati thanks SVEP for giving her a business perspective and ensuring that she came around with her plan. She particularly mentions how as an entrepreneur, today she possesses knowledge on promotion, finance and daily management. Somvati smiles big and with her most confident look signs off saying, “My best is yet to come.”

Centre for Advancing and Launching Enterprises



Technology beckons development and success. In this era of start ups and entrepreneurship, innovative tech-based ideas are getting incubated and evolving into revolutionary possessing the power to alter the business landscape. Initiated in 2016, the Centre for Advancing and Launching Enterprises (CrAdLE) is a technology business incubator hosted by EDII, Ahmedabad and catalysed & supported by National Science and Technology Entrepreneurship Development Board (NSTEDB), DST, Govt. of India. CrAdLE extends technical expertise, advice on intellectual property, mentoring and assistance in business plan, networking, sources of financing and working space to pioneering ideas in the segments of manufacturing, food processing, renewable energy, healthcare and many other emerging areas. Till now, 72 startups have been incubated by CrAdLE.



With the support of CrAdLE, Univia Pvt. Ltd., Rayush Naturals, NeerX, Omspace and Naapbook Pvt. Ltd. got the opportunity to demonstrate their innovative startup ideas before Hon'ble Chief Minister of Gujarat, Shri Bhupendrabhai Patel on 18th, November at StartUp Success Platform - 'From Atmanirbhar Gujarat to Atmanirbhar Bharat'.

Arthayan is a startup ecosystem enabler with the aim of fostering entrepreneurship in India by providing funding facilitation through their tech platform named 'Funding Quest' that uses a proprietary algorithm to match startups to Venture capitalists based on their investment thesis. CrAdLE rolled out a programme in partnership with Arthayan – 'Arthayan Funding Quest 1.0' where startups learnt about the fundamentals of fundraising so that they could grasp the nuances of developing a winning pitching for their business ideas to various Investors.

The Journal of Entrepreneurship Announces Special Issue on **Entrepreneurship and the Craft of Teaching**



The Journal of Entrepreneurship (<https://journals.sagepub.com/home/joe>) is a tri-annual publication published with Sage Publications (ISSN: 0971 3557). Entrepreneurship Development Institute of India (EDII), (www.ediindia.org) Bhat, Gandhinagar, Gujarat, reserves all copyrights.

The Journal of Entrepreneurship is a multi disciplinary forum for publishing articles, research and discussion of issues that bear on and enfold the field of entrepreneurship. The Journal of Entrepreneurship is abstracted / Indexed in all data basis. The journal is peer- reviewed.

The Journal of Entrepreneurship announces **Special Issue** on **Entrepreneurship and the Craft of Teaching**. The Guest Editor of the Special issue is **Prof. Raymond Smilor, Emeritus Professor, Neeley School of Business, Texas Christian University, USA**. The articles will emphasize tools, techniques and approach to enhance teaching effectiveness, create more innovative classrooms, and advance the field of entrepreneurship.

The special issue contains the following research outcome from leading entrepreneurship professors and dignitaries:

- Design and Implementing the Creative Classroom by Prof. Raymond Smilor
- Entrepreneurship Teaching Innovations and Methods by Dr. Michael Morris
- Recognizing and Assessing Opportunity by Dr. Rebecca White
- Design Thinking in the Entrepreneurship Classroom by Dr. Stacy Grau & Dr. Tracy Rockett
- Novel and Creative Ways to Use Case Studies by Dr. Greg Fisher
- How to Use Simulation Games in the Classroom by Dr. Ernest R Cadotte
- Trends and Growth of Entrepreneurship Teaching in India and the Region Dr. Sunil Shukla, Dr. Amit Kumar Dwivedi & Dr. Satya Ranjan Acharya
- Other Key Invited Scholars and Dignitaries

To book your copy or enquiries, please contact

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Guest Editor : Prof. Raymond Smilor, Emeritus Professor, Neeley School of Business, Texas Christian University, USA. www.raysmilor.com

As an author, public speaker, investor, consultant, and teacher, Dr. Raymond Smilor is an internationally recognized expert in entrepreneurship. He is Emeritus Professor of Professional Practice in Management, Entrepreneurship and Leadership at the Neeley School of Business at Texas Christian University in Fort Worth, Texas. He was vice president of the Kauffman Center for Entrepreneurial Leadership at the Ewing Marion Kauffman Foundation in Kansas City, Missouri, from its startup in 1992 through 2000, helped to build one of the most prominent organizations promoting entrepreneurship in the United States.



The stars of tomorrow displaying their skills



A Play Area has been developed at the residential premises of EDII for children of faculty & staff residing on campus. Several exciting activities trigger the imagination of children.

AGE GROUP
12-16
YEARS

Summer Camp
on
Entrepreneurial Stimulation For Children

AGE GROUP
16-22
YEARS

Summer Camp
on
Entrepreneurial Adventures For Youth

Camp Leader :
Dr. Pankaj Bharti, Associate Professor
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PG Corner

MULTIPLE STARTUPS... ONE EXCLUSIVE PLATFORM



EDII takes the credit of placing many a startups on a high growth trajectory. Ranked No. 1 in Non-Technical category under Atal Ranking of Institutions on Innovation Achievements (ARIIA) – 2021, EDII has been ably supporting New Enterprise Creation and startup growth under a variety of initiatives, including Post Graduate Diploma in Management – Entrepreneurship, and incubation of startups under the aegis of the Technology Business Incubator (Centre for Advancing and Launching Enterprises) hosted at EDII Campus.

Empresario Startup Summit is an exclusive platform for Startups, new age Entrepreneurs, industry mentors, investors and the student community to meet, share their entrepreneurial experiences, gain amazing new insights, and pledge to become an invaluable part of the ever-flourishing start-up ecosystem. Empresario, a first-of-its-kind platform was introduced in 2012 and has since become one of the largest entrepreneurship fests.

Empresario Startup Summit 2021 was the 10th Annual Flagship Event held on December 03 & 04, 2021 on EDII Campus. The focus was on fostering the startup ecosystem of Gujarat as well as India. This was brought into action by supporting and collaborating with promising ideas and high-performing startups, investors and individuals who are delivering solutions with market-oriented approaches for global development.

The summit included a big pitch round aimed at garnering investments for viable ideas. This year, Empresario received rave responses from Mr. Sparsh Kumar of Investment Associate at Unicorn India Ventures, Mr. Devesh Chawla, Founder & CEO, Chatur Ideas, Ms. Krishna Handa, Founder of Claris Capital Ltd, Mr. Vikrant Potnis, Director, Fortemagna Advisors, Mr. Vivek Gupta-Director & Co-Founder, Digital Futurists Angel Pvt Ltd, YES Bank and IDBI Bank. The two-day event was marked by participation of more than 200 participants across the country.

60 startups were allocated exhibition stalls to reach out to the audience and display their products and services. Startups of the Centre for Advancing and Launching Enterprises (CrAdLE), the Technology Business Incubator at EDII also participated and benefitted from the event.

Elaborating on the scope of the event, Dr. Satya Ranjan Acharya, Professor and Director, Department of Entrepreneurship Education, said, “ This platform brings startups, innovators and entrepreneurs together and inspires several more to adopt entrepreneurship by sending out the lesson that with proper planning and approach, entrepreneurship can be pursued like any other discipline.”

PG Corner

DIRECTOR'S CONCLAVE...



Under the aegis of Empresario StartUp Summit 2021, the Institute organized the Directors' Conclave: Building Start up Entrepreneurship Ecosystem in Higher Learning Campuses with the objective to brainstorm on developing an entrepreneurial ecosystem in higher learning institutions.

The panelists in the discussion forum were Prof. Shailendra Singh, Director, Indian Institute of Management, Ranchi and Prof. B.S. Sahay, Director, Indian Institute of Management, Jammu. The discussion was moderated by Prof. Sanjeev Chaturvedi, Advisor-India Uzbekistan Entrepreneurship

Development Centre, Tashkent. The discussion highlighted that Entrepreneurs are widely accepted as change-makers, and their innovations and the inherent desire to bring unique ideas, products and services to life are an important segment of today's globalized economy. New trends of globalization, global competition, social development, corporate downsizing, and the emergence of a knowledge-based economy have forced attention towards creating different types of entrepreneurs, it was observed.



"The current business environment is characterized by vulnerability, uncertainty, complexity and ambiguity. Budding entrepreneurs need to develop knowledge, skills and attitudes to deal with such an environment. The key to this is to ensure that all these characteristics are viewed as a whole and the answers are networked together to evolve a target-oriented, wholesome response."

- Prof. Shailendra Singh

Director, Indian Institute of Management, Ranchi



"In the present environment, institutions, particularly those imparting higher learning can play a major role and serve as ideal platforms to motivate students to harness resources, ideate and create new ventures or improve existing businesses. These institutions can focus on cultivating an entrepreneurial ecosystem and mindset within their campuses."

- Prof. B.S. Sahay

Director, Indian Institute of Management, Jammu.



"A flourishing industrial environment leaves a lasting impact on the economy. While it brings stability in society by providing innovative solutions, it also inspires the younger generation to think creatively and dares them to take the plunge. Hence the emphasis on entrepreneurship and startups will always remain a priority for EDII just as it is for the country."

- Dr. Sunil Shukla

Director General, EDII

The EDII Alumni Association recently launched a mobile application where the alumni can sign up and get connected with their batch mates and other alumni. So far, 200 members have registered and the numbers are fast increasing. EDII has a strong alumni base with many significant networking activities. Over the last three months, the alumni has met over 3 times; the largest hybrid meet being on 29th October 2021, with over 120 alumni, from across the country coming together, in their respective places and connecting virtually & physically.

Alumni Corner

Forbes India recognizes EDII's alumnus Mr. Dibyajyoti Pattanaik among 'India's 100 Great People Managers 2021'



EDII's alumnus Dibyajyoti Pattanaik joined 'People's Forum' after learning the dynamics of Micro-Finance and Micro-Enterprise Development as a part of Post Graduate Programme in Management (Batch 2002-03). People's Forum, a non-government organization catered to the credit needs of individuals at the bottom of the economic pyramid. In 2005, Dibyajyoti along with founder of People's Forum promoted Annapurna Finance. Mission Annapurna was a Micro-Finance program, started with the belief of empowering women as they are the backbone of the economy.

Promoting financial independence, providing the right resources to people, contributing massively in the critical areas of women empowerment, sanitation, health, child protection etc. have become the life missions of Dibyajyoti, who has empowered millions of underprivileged. His organization has broadened its scope by offering financial support to the small, medium, and large enterprises, and it rebranded itself as Annapurna Finance

Pvt. Ltd. Under the guidance and leadership of Dibyajyoti, Annapurna Finance Pvt. Ltd. is one of the top 10 NBFC-MFI in the industry. Dibyajyoti, is also serving as the President of Odisha Association of Financial Inclusion, which is working towards financial inclusion in Odisha to serve the poor through responsible finance.

EDII is proud of his achievement and wishes him luck for even greater milestones in future...



Mr. Adarsh Kalia, FPM Scholar (2019-2023), has been selected for the prestigious USASBE 2022 Doctoral Consortium for teaching and learning in entrepreneurship.



Mr. Krishan Mishra, PG Alumnus (2001-2002), has been appointed as the Country Head International of Becker Professional Education. Mr. Mishra will manage India operations for the Chicago, US based organization which provides best Educational content for various courses globally.



Supack Industries Pvt. Ltd., a venture by Ms. Niyati Shah and Mr. Mitul Shah, PG Alumni (1999-2001), has been awarded India CSR Leadership Award 2021 for "Project Pehal - towards Empowerment & Sustainability" under the Education and Health category.



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