

SOUVENIR

# International Conference

on

“Empowering Women Entrepreneurs  
from the Grassroots to Global”

FEBRUARY 24-25, 2022



सत्यमेव जयते

**MSME**

MICRO, SMALL & MEDIUM ENTERPRISES

सूक्ष्म, लघु एवं मध्यम उद्यम

Sponsored by :  
**Ministry of Micro,  
Small and Medium Enterprises**  
(IC Section)

Government of India



**Entrepreneurship  
Development  
Institute of India**  
Ahmedabad

# International Conference on Empowering Women Entrepreneurs from the Grassroots to Global

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Organized by:



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# Programme Schedule

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**• Programme Schedule •**

<b>February 24, 2022 (Day 1)</b>	
<b>Inauguration</b>	: 10.30 a.m. – 12.00 noon
<b>Technical Session I : 12.00 noon – 1.30 p.m.</b>	
<b>Theme:</b> Breaking the Glass Ceiling	
<b>Session Chair</b>	: Kruti Patel, She & We Women Entrepreneurship Foundation, Ahmedabad
<b>Rapporteur :</b> Ruchika Khetarpal, EDII, Ahmedabad	
<b>Paper Presentations (Venue : Manthan-I)</b>	
<b>Offline Presentations</b>	
<b>Authors</b>	<b>Title</b>
Balaji R	: A Framework for Women Entrepreneurial Support Structure Using Time Currency
Varsha Poddar and Kanika Malhotra	: Entrepreneurs in Making: A Study of Tribal Women's Lived Realities and Past Experiences
Kumar Anubhav, Nandini Varshney and Ashutosh Mishra	: Research Landscape and Future Research Agenda of Women Entrepreneurship: A Bibliometric Literature Review
Neetika Sharma and Rajeshree Gokhale	: She is the Game Changer : An Analytical Study of Generation Z Women's Intention and Attitude Towards Entrepreneurship in India
Remi Mitra, Rajen Purohit and Mahendra Sharma	: Women Entrepreneurship: Boon or Bane
Sunita and Shital Jhunjhunwala	: Women on Top Leadership Positions in India
<b>Online Presentations</b>	
Govindan P.	: A Study on Growth of Special Economic Zones (SEZs) and Indian Corporate Sectors – Golden Opportunity for Entrepreneurs to Generate Foreign Exchange Earnings and Employment Generations
Mamta Bhatia	: Women Empowerment with the Power of STEAM
Rajasekhararaju Podili	: Women Leadership in Entrepreneurship Development
<b>Lunch Break : 1:30 p.m. – 2:30 p.m.</b>	
<b>Invited Talk – 1, 2.30 p.m. – 3.15 p.m.</b>	
<b>Topic</b>	: <b>Role of Financial Inclusion in Women Entrepreneurship Development</b>

**Speaker** : Tej P. Devkota, Director, Securities Board of Nepal Sebon, Kathmandu, Nepal

**Tea Break 3.15 p.m. – 3.30 p.m.**

**Technical Session II : 3.30 p.m. – 5.00 p.m.**

**Theme** : Opportunities and Reorientation of Business during the Pandemic Time

**Session Chair** : Amit Kumar Dwivedi, EDII, Ahmedabad

**Rapporteur** : Nandini Varshney, EDII, Ahmedabad

**Paper Presentations**

**Offline Presentations**

**Authors**

**Title**

Ruchika Khetarpal : Future Prospects in the Wake of COVID-19 for Indian MSMEs Pharmaceutical Sector

Hari Sundar G. and Navin V. Koshy : Study on Economic Impact of Covid-19 Pandemic on Small Businesses: A Study with reference to Women Entrepreneurs of Kerala

Archana Joshi, Jai Pawar, Manorama Jaiswal, Ankur Singh and Dhaval Desai : Surviving COVID-19 Pandemic Through Business Diversification: A Case Study of a Women's Farmer Producer Organization

**Online Presentations**

Maurice Ayuketang Nso : An Assessment of the Challenges and Opportunities in Financing Rural Women Entrepreneurship in the Micro, Small and Medium Enterprises Sector in Cameroon

Gurpreet Pal Kaur and Harpreet Singh Bedi : Strategies for Women Entrepreneurs to Reorient Business During Post COVID-19 Pandemic

Narmatha R. : Sustainable Dry-Waste Management

Sithole Amandla and Andrisha Beharry-Ramraj : The Impact of Covid-19 on Woman Entrepreneurs

Supria Dhanda : Women Entrepreneurship - A Developing Economy Perspective

**Technical Session III : 5.00 p.m. – 6.30 p.m.**

**Theme** : Accelerating Business through Digital Transformation

**Session Chair** : Satya Ranjan Acharya, EDII, Ahmedabad

**Rapporteur** : Ashutosh Mishra, EDII, Ahmedabad

**Paper Presentations**

**Authors**

**Title**

Jaya Kritika Ojha and Soma Mishra : Challenges, Coping-up and Digital Interventions of Women Artisans of Thar Desert of Western Rajasthan

Ritu Sinha and Devaki Nadkarni : Connected Women : Mobile Phones as a Tool for Empowering Women at Grassroots Level

Kirtika Chetia	: Determinants of Social Media Usage by Women Entrepreneurs
Anupriya Pandey and Varsha Jaiswal	: E-Entrepreneurship Intention Among Aspiring Women Entrepreneurs in India
Kirtika Chetia	: What are Women Entrepreneurs Selling on Social Media

**Online Presentations**

Kharabela Rout, Priti Ranjan Sahoo and Archana Bhuyan	: An Assessment of ICT Adoption by Women-led MSMEs in India in a Post-Pandemic Scenario
Hirak Roy	: Business Acceleration through Social Media
Andrea Milagros Carrasco Suyo and Suhasini Verma	: Digital Entrepreneurship: Opportunities for Women in India
Ashutosh Rai and Jainendra Kumar Verma	: Digital Transformation of MSMEs in India: Factors, Problems and Prospects
Anil Kumar Kashyap and Ity Sahu	: Leveraging the Potential of Digital Technology to Remove the Barriers in the Path of Women Entrepreneurs

**February 25, 2022 (Day 2)**

**Technical Session IV : 9.00 a.m. – 10.30 a.m.**

**Theme: Transforming Homemakers into Entrepreneurs**

**Session Chair** : Hari Baabu V., EDII, Ahmedabad

**Rapporteur** : Sheetal Sharma, EDII, Ahmedabad

**Paper Presentations**

**Offline Presentations**

<b>Authors</b>	<b>Title</b>
Swapna Patawari and Mahesh Kumar Bairwa	: Cloud Kitchen Business: Transforming Homemaker to Foodpreneurs
Sayyid Abdulla Shakir	: Theeramythri Project and Fisherwomen Empowerment: A Case of Malappuram District, Kerala

**Online Presentations**

Lohith C. P. and Srinivasan R.	: Empowering Rural Indian Women to Become an Entrepreneur - A Literature Review
Rupa Sarkar	: Empowering Women Entrepreneurs from the Grassroots to Global: Life of Home Maker and Mahdubani Artist
Amit M. Bhattacharya	: Enterprising Housewives: Ultimate Game-Changers - A Study in Possibilities of Converting Housewives into Entrepreneurs
Sharmistha Bhattacharjee	: Small Business Endeavours by Women in a Rural Scenario: Case Studies from Three Villages Near Santiniketan, Birbhum, West Bengal
Ankita Raj	: Transforming Homemakers into Entrepreneurs: Case Study of a Work-from-Home Business Model
Shristi Purwar and Kavita Gupta	: Women Empowerment and Entrepreneurship Development of Homemakers Through Skill Education

**Invited Talk – 2, 10.30 a.m. – 11.15 a.m.**

<b>Topic</b>	: Women Entrepreneurship: The African Story
<b>Speaker</b>	: Chimene Chetty, Director, Entrepreneurship and Industry Partnerships, Carnegie Mellon University Africa, Rwanda

**Tea Break 11.15 a.m. – 11.30 a.m.**

**Technical Session V : 11.30 am – 1.00 p.m.**

**Theme :** Challenges and Solutions for Women Entrepreneurs in the MSME Sector

**Session Chair** : S B Dangayach, Innovative Thought Forum, Ahmedabad

**Rapporteur** : Simran Sodhi, EDII, Ahmedabad

**Paper Presentations**

**Offline Presentations**

**Authors**

**Title**

Deepali Mishra	: Mentorship Needs of Potential Women Entrepreneurs
Meena Bilgi and Bhavna Rabari	: Pastoralist Women and Entrepreneurship: In-depth Case Studies of Pastoralist Women, Botad, Gujarat, India
Akash Sahu, Akash Shah and Manjari Mundanad	: Women Empowerment through Micro Enterprise Development in Rural India Under Startup Village Entrepreneurship Programme [SVEP]

**Online Presentations**

Heena and Harpreet Singh Bedi	: Challenges Faced by Women Entrepreneurs in Micro Sector
Rajiv Bhatia	: Empower Women Entrepreneurs from Grassroot to Global with Special Focus to the Micro and Small Enterprises
Dangwal R. C. and Namita	: Exploring the Role of Innovation Orientation and Access to Finance on the Performance of Micro, Small and Medium Enterprises
Rakesh Kumar Gautam, Jainendra Kumar Verma and Bishwajeet Prakash	: Issues and Challenges Faced by Women Entrepreneurs in Micro, Small and Medium Enterprises in Prayagraj District of Uttar Pradesh, India
Deepali M. Gala and Shrikrishna Mahajan	: Micro Level Entrepreneurship a Remedy for a Rural Women in Upgrading Her Quality of Socio-Economic Status
Yogesh Kumar and Neha Seth	: Women Entrepreneurship in the MSME Sector: Challenges and Solutions

**Lunch Break : 1:00 p.m. – 2:00 p.m.**

**Invited Talk – 3, 2.00 p.m. – 2.30 p.m.**

<b>Topic</b>	: Importance of Training and Development: Women Entrepreneurship
<b>Speaker</b>	: Bharati Suresh Chand, Founder & Managing Director, Global Edge Pharma, Malaysia

**Invited Talk – 4, 2.30 p.m. – 3.00 p.m.**

<b>Topic</b>	: Case Study of TVET and Skill Development in Iran with respect to Women Entrepreneurship
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**Speaker** : Abbas Karimi, Instructor Training Centre & Technical and Vocational Research, Iran Technical and Vocational Training Organization (Iran TVTO)

**Technical Session VI** : 3.00 p.m. – 4.00 p.m.

**Theme** : Inspiring and Supporting Women at the Grassroots to rise to the next level

**Session Chair** : Umesh Srivastava, EDII, Ahmedabad

**Rapporteur** : Geo P. Jose, EDII, Ahmedabad

**Paper Presentations**

**Offline Presentations**

**Title**

- |  |   |
|--|---|
| Gauri Pandey and Hardi Raval                 | : A Systematic Review: Scopes and Challenges of Equal Working Opportunities of Female Prostitutes in India                      |
| Anuja Sharma                                 | : An Academic Investigation on Prelude of Tourism Industry  |
| Meghna Chhabra                               | : Antecedents Leading to Capacity Building of Women Entrepreneurs: A Study with Reference to Women Entrepreneurs from Delhi NCR |
| Naveen Kumar K. and Ashutosh Kashyap         | : Developing Sustainable Women Entrepreneurship: A Study of Mann Deshi Bank and Foundation                                      |
| Raparla Venkata Krishnaveni and Nisha Pandey | : Empowering Women at Grassroots – A Case Study Analysis on Aspirational Districts  |
| Bhawna Solanki Kothari and Meena Galliara    | : Renovate India: Empowering Women at the Grassroots  |

**Online Presentations**

- |   |  |
|---|--|
| Manash Jyoti Borah, Rohit Kumar and Neeraj Kumar Kesharbani | : Female Social Entrepreneurship in Emerging Economies: Influence of Entrepreneurial Ecosystems and Personal Resources |
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**Tea Break 4.00 p.m. – 4.15 p.m.**

**Technical Session VII** : 4.15 p.m. – 5.30 p.m.

**Theme** : Gender-related Bias or Stereotypes that Hinders Entrepreneurship

**Session Chair** : Baishali Mitra, EDII, Ahmedabad

**Rapporteur** : Ms. Vidhy Sethna, EDII, Ahmedabad

**Paper Presentations**

**Offline Presentations**

**Title**

- |  |  |
|--|--|
| Poonam Patel and Dolly Mishra                    | : Gender Bias and Stereotyping in Police: Social and Psychological Aspects                     |
| Sreenivas Rajan                                  | : Knowledge Potential and Cost of Entrepreneur Teams in India                                  |
| Simran Sodhi, Baishali Mitra and Amit K. Dwivedi | : Supporting Women Entrepreneurs “Differently”: A Policy Perspective on Women Entrepreneurship |



Vinod Kumar Patel, Hitendra Bargal and Priyanka Bargal : The Exploration of Female Students towards Hotel Entrepreneurship

**Online Presentations**

Smrutirekha, Priti Ranjan Sahoo and Mou Chatterjee : A Case Study on Women Entrepreneurs, Women Artisans and Handicrafts: All That Grass

Mamandeep Kaur and Jainendra Kumar Verma : Factors Affecting the Performance of Women Entrepreneurs in Malwa Region of Punjab, India

Naseer Mohamed Jaffer, Lakshmi S. P. and Aishanya Nigam : Marketing Cultural Stereotypes – Challenges to Women Entrepreneurs

Aakriti Dewangan and Archana Yadav : Triple Talaq – A Gender-Based Violence / Biasness: In Lieu of Quran and Triple Talaq Act 2019

**Valedictory : 5.30 p.m. – 6.00 p.m.**

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• Message from Director General, EDII •



It gives me immense pleasure to present this Souvenir at the International Conference on "Empowering Women Entrepreneurs from the Grassroots to Global," sponsored by the Ministry of MSME(IC). The dynamic and vibrant domain of women-entrepreneurship makes a significant contribution to the country's sustainable social and economic growth.

It is, therefore, essential to ensure that women entrepreneurs, especially from the MSME sector, rely on a strong knowledge infrastructure to plan a scalable growth strategy, competing with the global scenario. These women entrepreneurs regularly need to nurture their skills and ways to capture newer markets, diversify, and innovate. The post-COVID world necessitates this more than ever before.

The Ministry of MSME has always taken proactive measures to ensure that women entrepreneurs get exposed to rewarding growth opportunities. The Ministry has also been rendering its able support to institutions working in the domain of escalating the entrepreneurial excellence of MSMEs and women entrepreneurship.

In conjunction with the Ministry, EDII has been working towards strengthening the MSME base and women's entrepreneurship by undertaking skill and entrepreneurship training, policy advocacy, and need-based mentoring and counseling. The interventions of EDII are guided by regular research and brainstorming into the existing approaches, skill-base, and policies directed at MSMEs.

The Conference is a significant step in the direction of empowering women entrepreneurs belonging to the MSME sector. I heartily extend my gratitude to the Ministry of MSME for the all-time support and guidance. I am sure that all the learned delegates will make the Conference an extremely informative and worthwhile platform for exchanging innovative thinking. The findings and recommendations of all the research work will help us come together in ensuring growth and competitiveness among women-led enterprises.

**Dr. Sunil Shukla**  
Director General, EDII

## • Profiles of the Speakers •



### **Abbas Karimi**

Abbas Karimi is Research and Planning Deputy at Instructor Training Center & Technical and Vocational Researches (ITC) and Head of Iran UNEVOC Center. He is on a mission to help technical and vocational education and training (TVET) trainers and teachers build, grow, promote and foster their valuable profession and provide international supports for promoting skill training in ITC. He has worked at ITC, a unique agency affiliated to Iran Technical and Vocational Training Organization (Iran TVTO) for 22 years. He has been active in the area of train of trainers (TOT) with focus on pedagogy, entrepreneurship, and TVET. His

international experience includes programs and consultancies in Japan, India and Russia, key speakers in Korea, Australia, and Thailand as a TVET researcher and effective modern leader and coordinator of Iran UNEVOC center. He has published more than 10 scientific papers in the field of TVET, entrepreneurship training, business skills, skill training and competition, pedagogy. Having more than 5000 pages translation in the field, he published the books entitled “Entrepreneurship Training Games”, and “Pedagogy, and Technical and Vocational Training”. Throughout his 22- year tenure with ITC, he has built a reputation for TVET research, pedagogy, business skills training, entrepreneurship, new and modern teaching and learning methods in TVET, and training games. He also developed and managed training programs in entrepreneurship for leading enterprises in order to train in-company trainers.



### **Bharati Suresh Chand**

Bharati Suresh Chand is the Founder & Managing Director of Global Edge Pharma. Bharati has been a consultant pharmacist, managing her community pharmacy for the last 2 decades. Her interpersonal, management and communication skills qualified her to be awarded as the “Best Community Pharmacist Malaysia in 2009”. Bharati has always had a passion to improve the quality of life through prevention and life style changes. Her 23 years of research revealed that the major contributing factor to major illnesses was due to stress at work. Her statistics revealed that 7 out of 10 of her clients were either

stressed or not happy at work or with their superiors. This inspired her to further enhance her skills in certification in NLP and complimentary medicines, both of which serve as the foundation to improve wellness and productivity. Her dreams inspired her to establish Global Edge Consultancy. Her skill as an NLP practitioner has enabled her to master the art of persuasion, negotiation, leadership, communication and mindfulness. She is also a certified practitioner in Entrepreneurship under the UNCTAD “Empretec” International programme under NAWEM Malaysia. Bharati started her compounding services by offering safe and effective sanitizers and disinfectant to all her pharmacists and clients. She formulated a composition that was effective, safe and environmentally friendly, backed with clinical lab test

reports that supports 99.99% efficacy against bacteria, viruses and fungus. Today she has successfully registered her brand 'Shahs' and serves many industries such as colleges, MNC's, local and international schools, gymnasiums and many other premises.



**Chimene Chetty**

Chimene Chetty is the Director of Entrepreneurship & Industry Partnerships, Carnegie Mellon University (CMU) - Africa. She joined CMU after three years as an independent consultant during which she has primarily worked on the development of entrepreneurial universities and entrepreneurial ecosystems in parts of Africa. Prior to that she was the Director of the Centre for Entrepreneurship at the Wits Business School (WBS) in Johannesburg. She spent many years in the NGO and socio-economic development sector where she specialised in the design, development and implementation of programmes in

various fields. Her experience in entrepreneurship started through social entrepreneurship as the regional director of Ashoka Southern Africa. She is committed to developing successful, sustainable, ethical and responsible African entrepreneurs and businesses based on an inclusive growth and a shared value approach. Chimene sits on various boards and working groups advising on entrepreneurship and social enterprise development. She identifies herself as an African womanist, solutions, and change maker dedicated to the development of community, country and continent. She has a B.A. degree, a post graduate degree in management and a master's in public policy and development management and is working on her PhD in building entrepreneurial universities.



**Tej P. Devkota**

Tej P Devkota is a Professional, experienced in the financial sector for more than the last 17 years. Currently, he is working at the Securities Board of Nepal, the apex regulator of the capital market of Nepal. Before joining the board, Devkota worked for the first commercial bank of Nepal, Nepal Bank Ltd. He has published research articles and participated in international conferences on various topics as a paper presenter. He frequently writes for economic newspapers and is raising economic, fiscal, and entrepreneurial development issues at the national level.

## • Profiles of the Conference Chairs •



### **Amit Kumar Dwivedi**

Amit Kumar Dwivedi has over 16 years of teaching and research experience. He is a National Team Member of Global Entrepreneurship Monitor (GEM) India. Dwivedi is also one of the co-authors of GEM India Report 2014, 2015, 2016-17, 2017-18, 2018-19, 2019-20 and 2020-21. He has participated in a training of trainers' program on 'Business Simulation Teaching', held at ILS, University of Tennessee, USA. Dwivedi has presented his research in conferences in China and Malaysia. Currently he is Associate Professor at EDII-Ahmedabad. He is also in-charge of the Department of Policy Advocacy Knowledge and Research at EDII.



### **Baishali Mitra**

A facilitator in the areas of Business Communication, Organizational Communication, and Corporate Communication, with over 18 years of experience in academia, Baishali Mitra holds expertise in training undergraduate / graduate students, professional executives, and grooming budding entrepreneurs. After having completed her double M.A. in Linguistics and English Literature, she received her PhD in English Literature from Osmania University. At present, she is engaged in research in the areas of Women Entrepreneurship and Development Communication. Her research in mobile enabled language

learning under the UGC Grant has helped students in anytime, anywhere learning. She is a qualified Business English Certificate Trainer, and is certified in Corporate Communication. She has conducted MDPs for PSU and Corporates extensively.



### **Hari Baabu V**

Hari Baabu V is PhD in computer science and Engineering with more than 10 years of experience in Academic. Previously he was associated with SRM University as Assistant Professor. His primary research interests are in business analytics, statistics, machine learning, IOT and data-driven decision making. His research work has been presented in multiple conferences and Index journals, where he also received Best Project award from TCS. He had mentor few start-ups participated in Smart India Hackathon Organised by Ministry of Education. He holds two patents on his name.

He also certified as Innovation Ambassador on Design Thinking and Innovation from Institute Innovation Council - Ministry Of Education - Govt of India in 2020. and in 2021 he was certified as Innovation Ambassador (advanced Level) on Design Thinking and Innovation from Institute Innovation Council - Ministry Of Education - Govt of India.



**Kruti Patel**

Kruti Patel is the Founder & Director of *She & WE – Women Entrepreneurship Foundation*, and an Entrepreneurship & Start-up Mentor & Coach. She is a social entrepreneur with a vision to make entrepreneurship training and education impactful. She is promoting entrepreneurship through short term and long-term programmes with an aim of giving them best quality training input to have significant change in the life of an individual. She is closely working with Women, Divyang, Tribals, Youth, Trainers, Corporates and existing entrepreneurs. She possess 14 years of work experience in various fields like development sector, entrepreneurship training, campus placement and management education. She has touched more than 7000 women, 700 Divyang and 20,000 youth for various entrepreneurship and start-up programs. She believes in bringing change to the society by nurturing potential minds for entrepreneurship with a very professional and a structured approach to deliver the training.



**S. B. Dangayach**

S. B. Dangayach is a distinguished alumnus of IIM Ahmedabad with India centric mindset and focus on social, economic and technological spheres. A passionate proponent of green, clean and sustainable development, Dangayach has devoted all his focus, efforts and expertise to evolve products and solutions in domains of water, wastewater, affordable housing, social infrastructure, renewable energy, waste management and health. Dangayach has helped in building brand “Sintex” into a formidable entity offering innovative and affordable solution across sectors during his long career of over 42 years in leadership position including over a decade as Managing Director. Dangayach has been featured in the bestselling book “Stay Hungry Stay Foolish” of Rashmi Bansal as a role model for entrepreneurs.



**Satya Ranjan Acharya**

An academician in the areas of Entrepreneurship Education, Satya Ranjan Acharya holds expertise in training budding entrepreneurs as well as grooming developed entrepreneurs. He teaches courses in New Enterprise Creation, Entrepreneurial Finance and Security Analysis. He has conducted various management development programs in areas such as Agri Entrepreneurship, Technology Entrepreneurship and Business Incubation. He has organized faculty development program on entrepreneurship teaching and startup incubation for Department of Education, Govt of Gujarat. He is engaged with Startup focused initiatives of Government of Gujarat, MHRD Innovation cell at All India Council of Technical Education and various

universities / Institutions. He consistently contributes to strengthen the concept of entrepreneurship as a member of the organizing team of the Vibrant Gujarat Startup Summit organized by Industry Industries Commissionerate , Govt of Gujarat and Annual conference on Student Startup Innovation Policy organized by Gujarat Knowledge Society. He is also the director of CrAdLE, Centre for Advancing and Launching Enterprises, a DST sponsored centre at EDII.



**Umesh Shrivastava**

Umesh Shrivastava has over 11 years of industrial experience and over five years of teaching experience. He has led a team of skilled technicians related to hydropower projects and switchgear products for Indian Railways. He has experience working with clients across verticals, with focus on gathering business requirements and executing production orders. Umesh has delivered high quality Scopus indexed research papers and book reviews on entrepreneurship and presented research in pan-IIM conferences. Focused on delivering cutting-edge solutions through interactive sessions on complex entrepreneurial cases

by bridging theory and practice, Umesh believes in learning by doing.

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## **Entrepreneurship Development Institute of India**

Bhat, Gandhinagar (Dist) - 382 428, Gujarat

Phone : 079 - 6910 4900 / 6910 4999 • E-mail: [info@ediindia.org](mailto:info@ediindia.org)

Web: [www.ediindia.org](http://www.ediindia.org) / [www.ediindia.ac.in](http://www.ediindia.ac.in)