



**Entrepreneurship  
Development  
Institute of India**

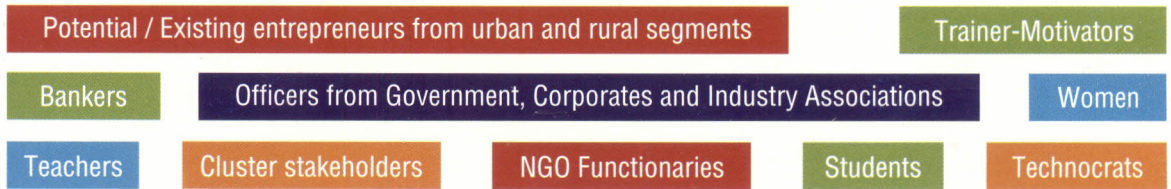
# *The Spread of Entrepreneurship in Southern India.... EDII's Initiatives*



***A vibrant start-up ecosystem characteries the Southern region of India. Mention South India and what rolls before eyes are images of venture packed states of Karnataka, Kerala, Andhra Pradesh and Tamil Nadu.***

The region has blossomed as the tech capital of India and has given some of the most contemporary technologies to the country. As a start-up base and a destination that foresees massive foreign investments, it also gradually came forward with the need for training to nurture small businesses and to make more local talent follow suit. EDII, as a pivot of entrepreneurship development across the nation, considered it only logical to establish an office in Bengaluru and Kerala to cater to the entrepreneurial requirements of southern region.

**Target Group**



**Areas delved into in this region**



## Micro Enterprise Development Programs (MEDPs):

EDII-evolved Rural Entrepreneurship Development Programme Model (REDP) has generated resounding success throughout the nation. The model has been widely implemented with significant impact in this region too.



Accenture-sponsored one-month Micro Enterprise Development Programme in progress

Participants of Seminar on 'Problems and Prospects of Promoting Rural Entrepreneurship' visited the Cloth Dyeing Centre during field visit to Rajan Katte Village, Gokak TQ.

Some notable instances are:

*Micro Entrepreneurship Development Programmes for Accenture, world's leading management consulting, technology services and outsourcing organisation*

This office has been implementing the Accenture Project of 'Skills to Succeed 2020 Goal'. Under this project, Micro Enterprise Development Programms (MEDPs) are being organised in five southern Indian states viz. Karnataka, Telangana, Tamil Nadu, Kerala and Andhra Pradesh. The project will develop micro entrepreneurs among the rural youth, which shall subsequently result in employment generation, asset creation and revenue generation on a sustainable basis. The goal is to train 3,000 people over 75 programmes in five states of Southern India.

*Micro Entrepreneurship Development Programmes for Hewlett Packard*

MEDPs were conducted for the Hewlett Packard group to develop micro entrepreneurs from among the rural youth and women across Karnataka, Andhra Pradesh and Maharashtra, to



promote entrepreneurship and create employment through optimum utilisation of resources, value addition and asset creation. This programme commenced in 2007 and since then has trained over 15,000 rural youth and women with close to 10,000 emerging as micro entrepreneurs i.e. an appreciable 70 per cent success rate.

**Capacity Building of Non Government Organisations:** One of the significant roles that EDII plays in order to float a conducive entrepreneurial ecosystem and to render the efforts sustainable is to build skills and capacities of NGO functionaries to work at the grassroots. Under sponsorship support of SIDBI, NABARD, KVIC, Accenture, Hewlett Packard and related agencies, EDI Southern Office has successfully reached out to NGO functionaries to hone their skills and impart learning.



**Facilitating Performance and Growth of Existing Micro Enterprises:** While Micro Enterprise Creation is significant for economic growth and sustenance, equally important is the focus on ensuring success and growth of existing enterprises. Most micro enterprises close down within the first year of setting up and an even higher number get stagnant at a level. The Southern Regional Office has been conducting Performance Improvement and Growth-cum-Counsellors' programmes to train existing entrepreneurs to understand the nuances of their business and develop a vision to plan growth.

*Participants during a Performance Improvement Programme at Thrissur*



**Studying the Impact of Programmes:** In order to continue strengthening the impact and outcome of developmental programmes implemented by this office; regular impact studies, diagnostic studies and programme evaluation are undertaken. The programmes are revisited to introduce changes based on the revelations. Several benchmark studies were also undertaken e.g. for Kannur and Malappuram furniture clusters.

**Advisory Services and Dissemination of Information:** The Bengaluru office is certainly a Pothouse of innovations, replicable models and advisory services. The office is actively engaged in conducting programmes for support system officials and in extending support services/ consultancy to Government organisations/ educational institutions and other development agencies to facilitate strategic decision-making. Some of the beneficiaries are Centre for Entrepreneurship Development of Karnataka (CEDOK), Visvesvaraya Technological University (VTU, Belgaum), Ministry of Rural Development, Coir and Khadi Village Industries etc.

**Collaborating with Institutions:** In order to widespread entrepreneurship across the nation, EDII has adopted a well crafted strategy of associating with universities and offering entrepreneurship course encompassing training to students on their campus as well as EDII's main campus in Ahmedabad. The students get oriented to various aspects of entrepreneurship through training in corporate entrepreneurship, business plan preparation and business negotiation. Some colleges with whom an alliance has been struck are Jain Group of Institutions, Bengaluru; KLS-IMER, Belgaum; BVVS, Bagalkote; BLDEA College, Bijapur; BNMIT, Bengaluru; BMS College of Engineering, Bengaluru; Sai Vidya Engineering College, Bengaluru; ISBR, Bengaluru etc.





### **Entrepreneurship Development Programmes:**

In order to orient more and more youths to adopt entrepreneurship as a career, EDII Southern Regional Office has been designing tailor-made programmes focusing on entrepreneurship training as well as skill development. In particular, in association with the Kerala State Youth Welfare Board, the office has been working to train more than 2,000 youths over three years with a target of 60 per cent start-up rate.

### **Poverty Eradication:**

Most of the poverty eradication programs in the country are mired with multiple drawbacks on account of lack of complete understanding of all the complex factors responsible for poverty. Some focused more on growth, some lacked continuity whereas some missed out on account of outreach. Based on more than three decades of experience at the grassroots, EDII evolved a **Poverty eradication** model as the implementing agency in **Kudumbashree** – the Kerala State Poverty Eradication Project. The strategy involved a chain of interventionist programmes, primarily including, business counsellors' programmes, capacity building of support system, performance improvement programmes in varied areas and creation of a cadre of micro business enterprise consultants. The success resulted in replication of the model by several states of the country.

### **Crises Management and Rehabilitation Models:**

Demonstrating social responsiveness, EDII has always played a critical role during crises and natural calamities by evolving development model for social and economic regeneration of the region. Similarly, the institute rose up to the situation during the Tsunami crises and evolved a rehabilitation model focusing on creation of micro enterprises.

### **Cluster Development Programmes:**

The positive impact of cluster approach in spurring entrepreneurial performance of industries is widely known. The geographical concentration of industries benefit on account of economies of scale and scope. This office is working towards revitalisation of clusters, such as screw pine, coir as well as several other handloom and handicraft cluster at locations spread across Southern India.



*Weavers along with programme officials of Capacity Enhancement Programme*

**Faculty Development Programmes:** These programmes are offered to enable faculty members of various institutions to initiate and set a road for entrepreneurial landmarks and also to ensure diverse teaching and learning methods in imparting entrepreneurship education.

**Programmes for Bankers:** Several programmes have been conducted for skill development of bankers in appraising project and the entrepreneur behind it. The idea is to ensure contemporary skills in project preparation and appraisal and decision-making process to reach improved viability, returns and investment decisions.

### Strategy for the coming years:

In addition to its established initiatives, with the growing emphasis on green environment and projects that encourage 'Make in India' concept, the region's focus would be more on entrepreneurship development programmes that encourage new enterprise creation in urban and rural areas. Urban Poverty alleviation is also to be targeted in the coming years. Problems and opportunities in the domain of women entrepreneurship is an area that is being brainstormed over, by this office and would receive priority in the coming times. Incubating facilities can add wings to the process of entrepreneurship; the office is, therefore, contemplating setting up technical as well as non-technical incubator. The office also plans to launch certificate courses in innovation, entrepreneurship and agribusiness so that entrepreneurship percolates down the mind of younger generation for a far reaching impact. With the establishment of the Ministry of Skill Development and Entrepreneurship, several avenues open up and this office looks forward to working closely with the Ministry. In addition, research would be focused upon to expand the frontiers of this discipline. In enlarging its intervention focus, the region would also seek to expand its geographical outreach to bring more regions of the south within its ambit.

EDII's Southern Regional Office has made mega strides towards concretising entrepreneurship in the region, and with its inclusive strategy encompassing various target groups, it is sure to emerge as an overriding agent of change.



*Collaboration with educational institutes to promote entrepreneurship education and training*



## The Institute

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

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged 23 acres of land on which stands the majestic and sprawling EDII campus. To pursue its mission, EDII has helped set up 12 state-level exclusive entrepreneurship development centres and institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In view of EDII's expertise in entrepreneurship, the University Grants Commission had also assigned EDII the task of developing curriculum on entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on entrepreneurship for 11<sup>th</sup> and 12<sup>th</sup> standards.

In order to broaden the frontiers of Entrepreneurship Research, EDII has established a Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector, and establish a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

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

The Ministry of External Affairs, Govt. of India assigned EDII to set up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam and Uzbekistan. Five such centres in African region will be established very soon.

*For more information, please contact:*

### **EDI Bengaluru Office**

102, 70<sup>th</sup> Cross, 17<sup>th</sup> 'A' Main Road,  
5<sup>th</sup> Block, Rajajinagar, Bengaluru - 560 010.  
Phone : 080-23119361  
Telefax : 080-23119360  
E-mail : edibangalore@ediindia.org

### **EDI Thrissur Office**

C/o. KILA Campus, Mulamkunnathukavu  
P.O., Thrissur - 680 581.  
Phone : 0487-2206241  
Telefax : 0487-2206242  
E-mail : vssukumaran@ediindia.org

**Head Office:**



## **Entrepreneurship Development Institute of India**

P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat  
Tel. : +91-79-23969159, 23969161, 23969163  
Fax : +91-79-23969164  
E-mail : info@ediindia.org  
Website : www.ediindia.org / www.ediindia.ac.in