

# The Spread of **EDI's Interventions** in the North-Eastern Region of India...



**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**





“ EDII envisions a vibrant entrepreneurial ecosystem in the North East India, laden with conducive policies, investors, mentors, institutions, incubators and accelerators. The Institute has been persistently seeking to consolidate the strengths of the region, harness the resources and analyze the potential areas of growth and development. The Institute’s initiatives in the Region have been in consonance with the Government’s thrust on accelerating growth and development in view of the inherent strengths of the North Eastern region. I am happy to state that we, as a National resource Institute in Entrepreneurship, feel committed to ensure sustainable entrepreneurial growth in the region. ”

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

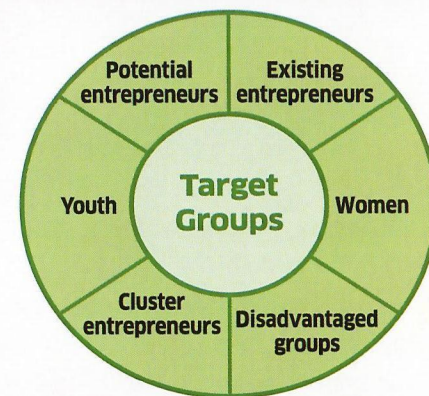


## The Spread of EDII's Interventions in North-Eastern Region of India...

### Entrepreneurship... The Game Changer

The Institute established its office in Guwahati, Assam in 1990 with the objective of undertaking relevant entrepreneurship, technology and innovations related interventions. EDII has sought to accelerate entrepreneurial growth through training, support services, linkages, technology and market development.

Entrepreneurship Development Programmes, Skill Building, Training and counselling have ensured setting up of MSMEs and thus sustainable livelihood options in the region.



At the State Conclave on Shaping a New Development Discourse for Arunachal Pradesh (8th & 9th December, 2017, Itanagar)



Significant Projects and Programmes in the North East:



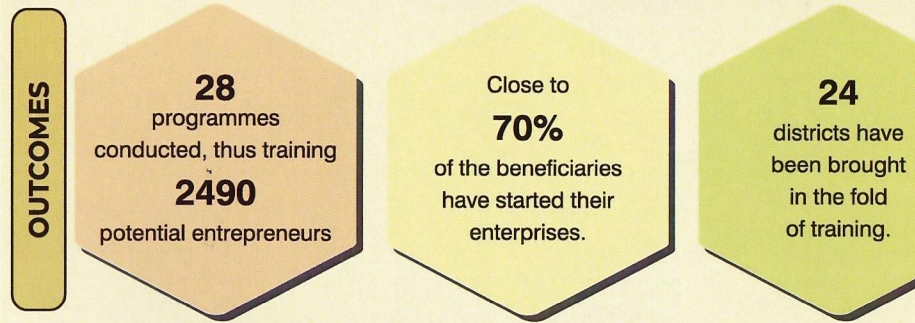
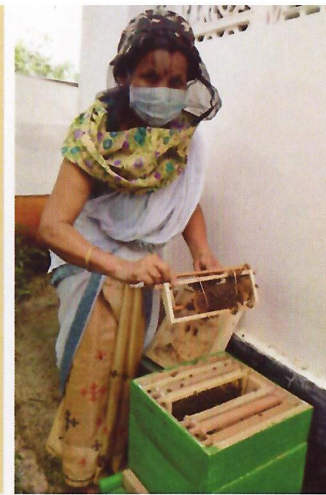
Accenture's Skills to Succeed 2020 project aims at identifying and stimulating unexploited entrepreneurial potential in women, disadvantaged as also other sections, thus addressing the vulnerability of rural and urban micro entrepreneurs, emphasizing on innovation, incubation and research. EDII, as the implementing agency of this project, took the onus of conducting Micro Entrepreneurship Development Programmes across India, including Assam and Meghalaya in the North East.

### OUTCOMES



### Creating Sustainable Micro Entrepreneurs

Micro Skillpreneur Development Programme (MSDP), which commenced in 2017-18 in the region, continue to create sustainable micro entrepreneurs. Presently EDII is working in the domains of mushroom cultivation, pottery, bamboo craft, sital pati, bee keeping, vermicompost, poultry, piggery, goatery and bag making. The Institute is focussed on facilitating creation of individual as well as group enterprises.

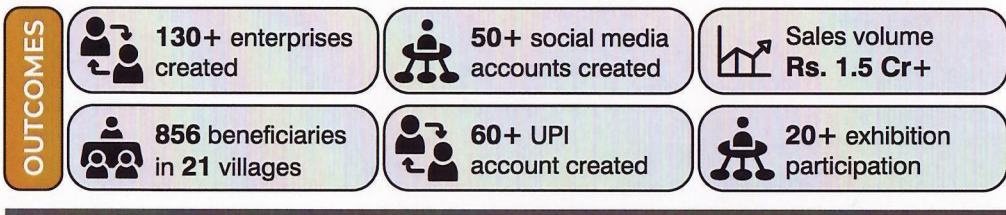


### Handmade in India

Considering the significant contribution of handloom to the economy of the North East and its role in imparting livelihood opportunities to scores of artisans, EDII has been beckoned by HSBC to implement the project 'HandMade in India' across 6 clusters in India. In the North East, the project is being implemented in Kamrup Cluster in Assam. The year project is geared towards evolving an entrepreneurial ecosystem and en the overall growth of the cluster.





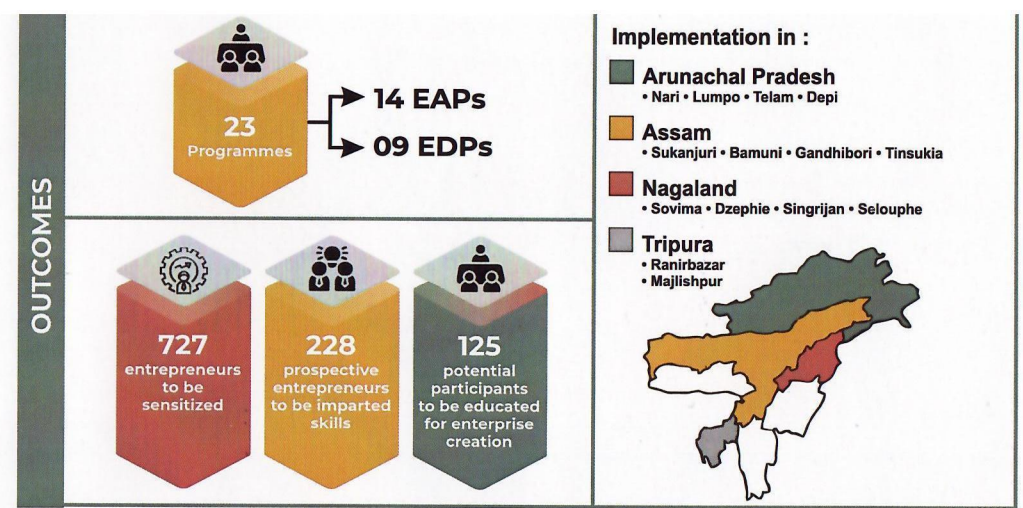


## Honing the Enterprising Spirit in association with North East Centre for Technology Application and Reach (NECTAR)

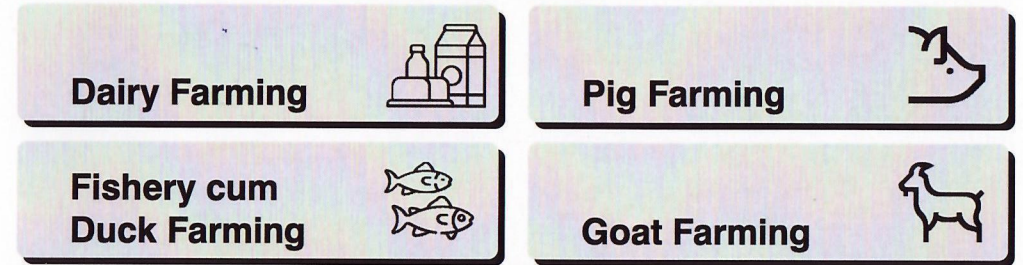


**Promoting Technopreneurship**  
To enhance technical orientation and entrepreneurial skills among the aspiring and existing entrepreneurs of the North East Region, EDII with support of North East Centre for Technology Application and Reach (NECTAR), is implemented a series of interventions at different locations of the Region with the primary objective of introducing the local populace to appropriate

technologies that they could easily adopt.



**Skillpreneurship Programmes :** EDII designed skillpreneurship programmes to train 200 local unemployed youths of Sootea, Sonitpur Dist. in Assam. The intervention was guided by the primary objective of creating self-employment opportunities. The training was conducted in four trades namely :



125 trained youths have thus far created enterprises.

## The Largest Village Entrepreneurship Programme

Startup Village Entrepreneurship Programme (SVEP), the sub-scheme under Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) has the objective of helping members of Self Help Groups (SHG) to set up small enterprises in rural areas under non farm sector. EDII is functioning as the National Resource Organisation (NRO) for this program and implementing SVEP in 82 blocks across 15 States.





## Progress under SVEP in Assam

Enterprises Supported / Promoted in Hajo, Pub Mangaldai, Sidli-Chirang (3 Blocks in Assam)



Unique Enterprises Supported

Home Decor : Bamboo Products, Water Hyacinth Products  
Decorative Product from Brass - Metal  
Handloom Design & Training Center

(Till August 2022)

## Joining Hands with Department of Science & Technology (DST) Govt. of India

### Implementing, Monitoring & Managing Entrepreneurship Training Programmes for NSTEDB, DST, GoI



To exclusively focus on science and technology based entrepreneurship, the Government of India under the aegis of Department of Science & Technology established the 'National Science & Technology Entrepreneurship

Development Board (NSTEDB)' in 1982. EDII got associated with NSTEDB, DST, Govt. of India as National Implementing and Monitoring Agency (NIMAT) to endorse and promote an interrelationship between entrepreneurship, technology and innovations to generate a knowledge driven entrepreneurial society.

The programmes implemented, ensured training and capacity building of women, students, technocrats, academia, entrepreneurship trainers and policy makers. Across the North East, 165 Entrepreneurship Awareness Camps (EACs), 26 Entrepreneurship Development Programmes (EDPs), 20 Women Entrepreneurship Development Programmes (WEDPs), 22 Technology Based Entrepreneurship Development Programmes (TEDPs) and 28 Faculty Development Programmes (FDPs) were conducted, impacting more than 13902 beneficiaries.

### Innovation-Science and Technology based Entrepreneurship Development (i-STED)

The North Eastern Region was especially chosen to float interventions backed by innovative science and technology interventions. This intervention sought to revive the industrial climate of the region by introducing modern, workable technologies and linking them up with trained entrepreneurs to ensure maximum impact. Sectors Identified for Interventions were Food Processing, Cane & Bamboo and Renewable Energy. After suitable research to map the conditions, relevant technologies were identified and match making of technologies and entrepreneurs was undertaken. Awareness creation and training was backed by follow up with trained entrepreneurs.

### Outcomes



199 units launched,  
921 jobs created



Jobs generated:  
3000-3200



Competencies of around  
2200-2500 potential/existing  
entrepreneurs enhanced through  
innovations / skill enhancement /  
capacity building programmes



Around 650  
new entrepreneurs were  
nurtured through  
entrepreneurship  
development programmes



With increasing opportunities  
within the region, migration  
has been substantially curbed



Eco friendly  
Technologies  
sourced

NSTEDB introduced 'Science and Technology Entrepreneurship Development Project (STED)' seeking to familiarise micro, small and medium entrepreneurs with required technological interventions so that the enterprises adopt these, and progress to newer levels. The project also encouraged potential entrepreneurs to select simple technologies, allowing them to set up micro enterprises. Nalbari district of Assam, comprising 12 blocks, was addressed under this project.



## Entrepreneurship Sensitization & Development Programmes (ESDPs) under Aspirational District Programme

The Government of India has identified 115 aspirational districts for rapid transformation, sustainable development and growth in the areas of nutrition, education, health, skill development & entrepreneurship amongst others. Pioneering innovations in these less developed districts are aimed at transforming the lives of the poor.

The Institute has been roped in to motivate and encourage local youth of selected aspirational districts to go for self-employment and set-up micro/small enterprises. EDII has worked in two states in three districts, namely; Ri Bhoi, Meghalaya and Darrang & Goalpara in Assam.



*NER holds unlimited potential for development in the area of Food Processing. EDII intervened in all eight states of North East and aimed at promoting, supporting, strengthening and revitalizing the food processing sector in the region. The NER office institutionalized an ED strategy for promoting MSMEs / SMEs in the sector which included conducting specialized EDPs and building capacities of development organizations to ensure sustainability of efforts. Special strata of society were also targeted, like; women, SC, ST and OBC sections.*

## Cluster Development Model (Integrated Handloom Cluster Development Scheme)

DC-Handlooms, Ministry of Textiles, Govt. of India had appointed EDII as Cluster Resource cum Monitoring Agency for Mini Handloom Clusters across Manipur (33 clusters), Meghalaya (5 clusters) and Tripura (14 clusters). For Sivasagar Mega Handloom Cluster too, EDII was appointed by DC - Handlooms as the Cluster Management and Technical Agency. The tasks included preparation of diagnostic study and Project Report extending financial advisory services working capital

intermediation with financial institutions, technical and operational support, overall monitoring and evaluation and structuring and establishment of Special Purpose Vehicle.



EDII's Agartala Office implemented the Cluster Development Programme (GDP) in the Bamboo Handicrafts cluster at Shankhala, West Tripura under Micro and Small Enterprises-Cluster Development Programme (MSE-CDP) of the Office of Development Commissioner MSME, Ministry of MSME, Government of India. Activities like technology and design mapping, workshop on design development, advanced skill development programme, product standardization and quality control, exposure visit, website development etc. were successfully undertaken.

**Common Facility Centre:** This significant initiative under the cluster development intervention assured technology upgradation by housing appropriate machinery / technologies in a special Centre on a private public partnership (PPP) mode so that all the cluster entrepreneurs has easy access.

## Revitalizing the Handicrafts Sector

The handicrafts of the North Eastern sector not just mirror the region's culture and tradition but also play a major role in providing employment to a vast majority of artisans and craftspersons. Considering their importance, a need was felt to enhance productivity, diversity and value addition in handicraft products to ensure their better acceptance in the market. Over a period of two years (2015 to 2017), under the aegis of Development Commissioner-Handicrafts, Govt. of India, the Institute organised 'Handicraft Skill Development Training Programmes', benefitting more than 300 artisans.



## Capacity Building of Existing Entrepreneurs



### Programmes for Existing Entrepreneurs

Programmes for local entrepreneurs ensured that they learnt about new business trends and practices to expand their wings.

### Extending Technical Assistance

In order to address infrastructural limitations that some entrepreneurs encounter, EDII extended help to Khadi & Village Industries Board (KVIB) to identify

and install equipment suitable for the entrepreneurs of the area. For instance, KVIB, Mizoram was provided technical assistance in identifying and procuring equipment for processing Tung seeds which are available in abundance in Mizoram. KVIB was also aided in setting Tung seed oil mill project. In another landmark turnkey project, for KVIB Mizoram, EDII executed a 100 TPD Mini Sugar Plant in Mizoram.

### SME Growth Model

EDII's North Eastern Office made efforts to float an environment favourable for germination and growth of SMEs. State wise workshops were, therefore, regularly organized to ensure coming together of stakeholders such as; donors, implementing agencies, government organizations, banks, business consulting firms and other apex organizations. Such workshops aimed at debating on the ways and means to promote SMEs and entrepreneurship in the North Eastern Region. The outcomes of the projects reflected in the health, standard of living, orientation towards education, and the overall economic condition and frame of mind.

*The Institute has conducted Entrepreneurship Development Programmes supported by National Scheduled Caste Scheduled Tribe Hub, Ministry of Micro, Small & Medium Enterprises, Government of India to empower the marginalized and the disadvantaged to set up own enterprises. So far, 7 EDPs have been conducted, training 181 potential entrepreneurs. Also, the beneficiaries have been skilled through 5 Thematic Programmes in the areas of Developing Entrepreneurial Soft Skills, Digital Marketing, Entrepreneurship Sensitization & Development Programme, Financial Management and Marketing & Branding Management. 164 people have been trained through these thematic programmes. Out of 345 people trained in all, 70% have either created new enterprises or have upgraded the existing ones.*

## Capacity Building of Support System Officials

### Capacity Building Programmes for Development Officers

A pool of resource persons, including government officers, district level development officers of ED activities, officials of District Industries Centre, Small Industries Development Corporation, Directorate of Industries, Banks and Industrial Development Corporation, has been instituted, to undertake developmental activities and ensure sustenance of initiatives and results.

### Entrepreneur-Support System Officials' Interface

To ensure that first generation entrepreneurs and support system officials appreciate and understand each other's concerns, differences were identified across a number of dimensions whilst interaction between the two groups. These were then dealt at length through conclaves, workshops and symposiums to promote better interaction between the two groups.



Participants of the Capacity Building Programme on Entrepreneurship Development For Officials of Tea Board India. The programme was supported by Tea Board India, Ministry of

Commerce & Industry, Department of Commerce, Govt. of India. The participants developed learning and awareness towards maximizing resource utilization for optimum growth. They were introduced to idea generation process, resource mobilization and latest business strategies.

### Faculty Development Programmes

FDPs are specialized interventions offered to enable faculty members of various institutions to initiate and set a road for entrepreneurial landmarks by motivating and training students to adopt entrepreneurship as a career. The Faculty Members are imparted training to adopt diverse teaching and learning methods in imparting entrepreneurship education.

### Trainers' Training Programme

In order to institutionalize the process of entrepreneurship development, Trainers' Training Programmes were conducted to create a cadre of trainers who could take the initiative forward by floating regular interventions, holding counselling



## Research and Documentation

Diagnostic studies, market surveys and investigative studies have been undertaken to harness as also spur the entrepreneurial potential of the region. Some of the impact making reports and documentations include:

- Feasibility Study for setting up an ED Centre in Manipur at the behest of Industry department, Govt. of Manipur.
- Project Report ideas based on banana fibre at the instance of Khadi and Village Industries Commission.
- Feasibility Study for Mini Sugar plant at the behest of Govt. of Mizoram.
- Manuals on Food Processing Industry (for trainers and entrepreneurs) and a compendium of 50 project profiles in the Food Processing sector, as tasks assigned by the Ministry of Food Processing Industry, Govt. of India.

*In a landmark move, EDII signed an MoU with State Institute of Rural Development (SIRD), Meghalaya to train 10,000 potential entrepreneurs over a period of three years (2014-2017). The Institute, in association with SIRD, undertook a survey of local opportunities for enterprise creation. Based on this a master plan was readied and training of trainees commenced in pre-identified areas. By the end of 2017, trainees were exposed to business opportunities, viable in their vicinity. This gave a boost to indigenous entrepreneurship, by creating well groomed, trained and skilled group of young entrepreneurs.*



*The institute collaborated with Kaziranga University and set up a Centre of Excellence in Entrepreneurship and Innovation at Kaziranga University (KU) to impart technical and entrepreneurial competencies to students and faculty of KU and other regions in Assam. As a part of this collaboration, 976 students*

*have been sensitized and 28 faculty members trained under the 'KU-EDII Centre of Excellence in Entrepreneurship and Innovation (KUECEEI)'.*

The unlimited potential of the North Eastern Region needs to be unleashed to render a mainstream status to the region. Opportunities wait to be carved for the local populace. Entrepreneurship, startups and innovations can be extensively focussed up among across section of people to widespread entrepreneurship in the region.

## About Entrepreneurship Development Institute of India

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-two acres of land on which stands the majestic and sprawling EDII Campus. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been ranked as No. 1 under General (Non-Technical Category) by Atal Ranking of Institutions on Innovation Achievements (ARIIA)-2021, Ministry of Education, Govt. of India.

EDII moved on to adopt the role of a National Resource Institute in the field, and facilitated 12 state governments in setting up Entrepreneurship Development Centres/Institutes. EDII's efforts in entrepreneurship training, education, research, MSME development and institutional building have been broad-based nationally and internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

In consonance with the emphasis on startups and innovations, EDII hosted the Technology Business Incubator, CrAdLE – Centre for Advancing and Launching Enterprises in the year 2016, with the support of NSTEDB, DST, Govt. of India.

The first national resource institute in entrepreneurship training, research, education and institution building, EDII has successfully brought about a change in the way entrepreneurship is perceived. The Institute has earned regional, national and international recognition for boosting entrepreneurship and start-ups across segments and sectors through innovative models and by intermediating creatively among stakeholders such as; new age potential entrepreneurs, existing entrepreneurs, incubation centres, and venture capitalists. The Institute conducts a variety of programmes and projects through its 7 regional offices and 29 project offices, under the *Departments of Policy Advocacy, Knowledge and Research, Entrepreneurship Education; Projects; Business Development Services & National Outreach and Developing Economy Engagement.*







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### & PAN India Branch Offices

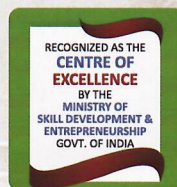
EDII Affiliates in Rwanda, Uzbekistan, Vietnam, Myanmar, Cambodia & Lao-PDR



under General (Non-Technical) Category by  
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Ministry of Education  
Government of India



Ministry of Skill Development  
And Entrepreneurship  
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