



**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**



# EDII Reports 125

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## ***From the Director General's Desk***

**I**ndia's Micro, Small and Medium Enterprise (MSME) sector has been pivotal to the development of the nation. The sector houses more than 6.3 crore MSMEs that have become the premise of the nation's growth. While MSMEs are more prone to disruptions in times of crises, they also possess the ability of bouncing back, with a little handholding. Strategic efforts, at the national and state levels have been directed towards strengthening the base of MSMEs in the country and building a globally competitive Indian mittelstand.



From EDII's experience and interventions, I can say, that sustained efforts in improving cluster competitiveness, supporting specific target group-led MSMEs and placing emphasis on improving market information and thus the outreach of MSMEs, could well ensure that the sector remains at the core of economic activities in the country. From EDII's engagements with the MSME sector, it can also be deduced that sustainable infrastructure, access to finance, training, product diversification, marketing and branding, and access to technology, remain some of the key areas where entrepreneurs find themselves in the need of handholding. Gujarat, as is much known, has emerged as the backbone of the Indian economy. The State is noticeably investing in enhancing its abilities. Then of course, events like the Vibrant Gujarat Global Summits become the gateway to the future, for the State. The 2024 VGGS gave an outstanding peek into well-meaning policies and support that have enabled growth of MSMEs located not only in large cities, but also in semi-urban and rural areas in Gujarat.

I would add that the country is witnessing some of the most welcome changes with MSMEs opening up to the digital world, adopting formal credit systems, skill upgradation and exploring e-commerce and various fintech platforms.

EDII has been working in the space of MSME growth and competitiveness for almost four decades now and, in the coming times looks forward to intensifying its work in this domain. As the new financial year commences, we look forward to accelerating our efforts in infusing growth & competitiveness in the sector.

My Best Wishes to all.

- Sunil Shukla

## Powering Growth ...Vibrant Gujarat Global Summit 2024 #VGGGS24

The MSME Conclave on 12th January 2024, as a part of VGGGS24 was in consonance with the Hon'ble Prime Minister Shri Narendra Modi's clarion call for Viksit Bharat @ 2047, and the pivotal role of MSMEs in shaping our economy. The Conclave witnessed participation of renowned national and global industry players, government officials and other eminent stakeholders to deliberate on the role of MSMEs in the nation's journey towards development.



*At the inaugural session of the Conclave One of the significant highlights of the event was the Institute, a Coffee Table Book, developed by EDII - 'Rising Micro Enterprises to Build Inclusive MSME Sector in Gujarat', was released by distinguished dignitaries - (2nd from R) Shri Narayan Rane, Hon'ble Cabinet Minister, Ministry of MSME, Govt. of India; (R) Shri Bhupendrabhai Patel, Hon'ble Chief Minister of Gujarat; (L) Shri S. J. Haider, IAS, Additional Chief Secretary, Industries & Mines Department, Govt. of Gujarat & EDII Governing Board, and (2nd from L) Dr. Sunil Shukla, Director General, EDII.*

The inaugural session was also attended by distinguished dignitaries, including Shri Balwant Singh Rajput, Hon'ble Industries Minister of Gujarat; Shri Harsh Sanghvi, Hon'ble Minister of State for Industries; Shri Jagadish Vishwakarma, Hon'ble Minister of State for MSMEs and other well-known leaders shared their valuable perspectives on the indispensable role of MSMEs in leading growth and development.





*Dr. Sunil Shukla making a point at the panel discussion on 'Driving Growth through Tech Adoption,' during the MSME Conclave at the VGGGS2024. Dr. Shukla underscored the importance of MSMEs in economic growth and EDII's engagement with them in giving them unparalleled opportunities and platforms. He said, 'Adopting technologies is no longer a choice; it has become a necessity now. As envisioned by our Hon'ble Prime Minister, India must become the most favourite destination for MSMEs, and technology adoption will play a pivotal role in achieving this goal.'*

## Shaping Young Minds

Against the backdrop of ensuring that children evolve with winning qualities, into wholesome individuals, there has been intense brainstorming even at the National level. Under the National Education Policy 2020, the Central Government has identified P M Shri Schools, wherein emphasis is on grooming students in entrepreneurial and life skills to make them future-ready. EDII, being a national resource institute in the field of entrepreneurship, has designed a specialized programme for school-going students.

The programme, 'Entrepreneurship and Innovation' especially curated by EDII, for students of Secondary and Higher Secondary levels is aimed at training young individuals into becoming achievers by imbibing qualities and competencies that help them develop the skills of leadership, creativity, team building, inventiveness, problem solving, effective communication and such other winning qualities which can enhance their abilities to perceive, evaluate, reason and reach right decisions.



*Participants of the P M Shri School, 'Jawahar Navodaya Vidyalaya, Valsad', Gujarat seen with (2nd Row, 6th from R) Dr. Sunil Shukla, Director General, EDII; (1st Row, 5th from R) Dr. Prakash Solanki, Programme Director, EDII. The Institute also conducted similar programme for Maharashtra branch of the school. In all, 80 students were trained.*

## EDII Sets Up its Centre in Goa to Strengthen Entrepreneurship in the State

The recent times have been most rewarding for the country on the fronts of entrepreneurship and start ups. India's entrepreneurial landscape is abuzz with dynamism, especially by its youths. The innovative start ups ideas and concepts are a testament to the increasing interest of Indian youth in entrepreneurship. Goa is among one of the foremost states to encourage entrepreneurship on its land. EDII has set up a Center in Goa to strengthen the State's entrepreneurial ecosystem. The Center was launched on March 12th 2024 at the hands of Hon'ble Chief Minister of Goa, Dr. Pramod Sawant. The goal is to strengthen the entrepreneurial environ of Goa by harnessing the potential of human capital and indigenous resources, thus ensuring a high incidence of New Enterprise Creation and MSME growth.

The implementation partner of the project is EDII, while the nodal agencies are **Goa CSR Authority and EDC Limited, Goa**. In this Government to Government initiative, Shri Pramod Sawant had approached the Chief Minister of Gujarat, Shri Bhupendra Patel to facilitate, responding to which, EDII was beckoned by the Hon'ble Chief Minister of Gujarat to take up the task.



*Present at the inauguration at the EDC House in Goa on 12th March 2024. 12th March, 2024: The Institute's Goa Centre was inaugurated at the hands of Hon'ble Chief Minister of Goa, Dr. Pramod Sawant. Also present (on his R) was Dr. Sunil Shukla, Director General, EDII; (3rd from R) Dr. Milind Kamble, Chairman, Dalit Indian, Chamber of Commerce and Industry (DICCI) & Board Member, EDII; (R-L) Mr. John De Souza, Deputy General Manager (Finance), EDC Limited; Dr. Vijay Saxena, Joint CEO, Goa CSR Authority; Shri Sanjay Satardekar, Vice Chairman, EDC Limited; Shri B. S. Pai Angle, Managing Director, EDC Limited; Dr. Abdul Razak, Associate Faculty, EDII; Dr. M.B. Gururaj, Principal Advisor, Goa CSR Authority and Dr. Amit Dwivedi, Incharge - Department of Government Projects, EDII.*

## Glimpses of the inaugural event...



“Goa is also one of the first four states to implement the Startup Policy 2017. On the front of entrepreneurship, while tourism reigns supreme, people are parallelly delving into other emerging areas. The state now steps forth to harness its potential, in several upcoming sectors, and evolve as a state that nurtures entrepreneurial aspirations to ensure growth. In that sense, the association with EDII will strengthen the entrepreneurship scenario.”

- Hon'ble Chief Minister of Goa, Dr. Pramod Sawant



“Goa, with its dynamic blend of culture and commerce, offers a fertile ground for entrepreneurial ventures to flourish. The EDII's Goa Centre, I am sure, will serve as a catalyst, nurturing the entrepreneurial spirit inherent in the people of Goa, particularly its youth. Given EDII's initiatives, Goa is poised to become a cradle for entrepreneurial aspirations and mindsets.”

- Dr. Milind Kamble, Founder Chairman, DICCI & Board Member-EDII



“I am glad that we are working collaboratively towards the task of strengthening entrepreneurial pursuits in Goa. At EDC Limited, we stand committed to supporting and nurturing the entrepreneurial ecosystem, driving economic prosperity and creating a sustainable future for generations to come. Together, we will seize this moment to unlock Goa's boundless potential.”

- Shri B. S. Pai Angle, Managing Director, EDC Limited, Goa



“The growth in the SME sector, especially in Goa, is profound, and is manifesting itself in several domains. Building on this, EDII will undertake a series of initiatives involving training, research and documentation, mentoring and incubation to ensure that Goa becomes a hub of entrepreneurship and innovations, unleashing a relentless pursuit for new opportunities and processes.

- Sunil Shukla, Director General, EDII



## 136 Youths Receive Grants Under the Student Entrepreneurship Policy

The Higher Education Department, Government of Gujarat, in association with EDII awarded startup grants to 136 students under the Student Entrepreneurship Policy at an event organized on EDII campus, with Shri Praful Pansheriya, Hon'ble Minister of State, Parliamentary Affairs, Primary, Secondary and Adult Education, Higher Education, Govt. of Gujarat, as Chief Guest. Also present at the inauguration were Shri Vadan Singh Bodana, Additional Director, Higher Education, Govt. of Gujarat and Dr. Satya Ranjan Acharya, Director, Dept. of Entrepreneurship Education, EDII.

As a part of the policy, 136 novel ideas of college students were awarded a financial assistance of INR 40,000 each to encourage and support their startup ideas. The selection was made from 838 students who were primarily trained by their college faculty members who had been trained by EDII before the intervention. A total of 426 faculty members were trained by EDII, over 10 training programmes. 460 students were nominated by the faculty members, their ideas were refined and they were trained to pitch their ideas in front of a selected panel comprising EDII faculty, principal/nodal officer of host institute, an expert from i-Hub and officials from Higher Education Department, Govt. of Gujarat. Out of 460 business ideas, 136 were selected for presentation of grants under the Student Entrepreneurship Policy.



*Shri Praful Pansheriya, Hon'ble Minister of State, Parliamentary Affairs, Primary, Secondary and Adult Education, Higher Education, Govt. of Gujarat gracing the event as Chief Guest and felicitating the students to support their startup ideas.*

"Today 136 students are kickstarting their entrepreneurial journey under the patronage of Student Entrepreneurship Policy. I am happy that these 136 students have decided to think different. I assure them that their decision is going to be rewarding. I am sure that this grant will set the ball rolling and they will shine bright."



- Shri Praful Pansheriya  
Hon'ble Minister of State, Parliamentary Affairs,  
Primary, Secondary and Adult Education, Higher  
Education, Govt. of Gujarat.

"EDII has been working closely with the Education Department, and one of the associations is in the area of strengthening the entrepreneurial quotient among students. The vision advocates making entrepreneurship a preferred career option."

- Dr. Satya Ranjan Acharya  
Director, Dept. of Entrepreneurship Education, EDII



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## Infusing Technology in the MSME Sector

Micro, Small and Medium Enterprises (MSMEs) have proved to be a strong foundation for economies. Indian MSMEs have been tremendously advantageous for the growth of the country. To facilitate adoption of innovation and technology by the sector, the institute hosted a two-day International Conference on 'Infusing Technology in the MSME Sector', supported by the Ministry of Micro, Small, and Medium Enterprises, Government of India.

The conference hosted more than 200 national and 74 international delegates from 75 institutions. The technical sessions at the conference focussed on the key themes of enhancing technology infusion and competitiveness in the MSME sector, adopting digital innovations in MSMEs, supporting MSMEs in developing partnerships with other countries to improve trade and business across borders and creating platforms for sharing knowledge, information, ideas and research.

The Conference commenced with an inauguration where the Chief Guest His Excellency Mr. Chang Jae-Bok, Hon'ble Ambassador of the Republic of South Korea emphasized on the crucial role of MSMEs in nurturing bilateral relationships between countries. Other notable guests included Ms. Mercy Epao, Joint Secretary, Ministry of MSME (Joined Online); Mr. Piruz Khambatta, Chairman, Rasna, & Chairman, CII Task Force, Ahmedabad; and Dr. Sunil Shukla, Director General, EDII.

Also, eminent session speakers included Dr. Nimnual Piewthongngam from the Joint Foreign Chambers of Commerce in Thailand, Amaya Ashani Palihawadana from the Ministry of Sports and Rural Development, Sri Lanka, Charles Amoako Atta from the State Interests and Governance Authority, Ghana, and other distinguished experts. These sessions aimed to provide a comprehensive understanding of the challenges and opportunities facing MSMEs in the rapidly evolving technological landscape.

The conference served as a dynamic platform for discussions on the infusion of technology in the MSME sector, bringing together key stakeholders, experts, and policymakers.



*Seen during the inauguration of the International Conference on 'Infusing Technology in MSME Sector' are (R-L) Chief Guest His Excellency Mr. Chang Jae-Bok, Hon'ble Ambassador of the Republic of South Korea, Mr. Piruz Khambatta, Chairman, Rasna, & Chairman, CII Task Force, Ahmedabad; and Dr. Sunil Shukla, Director General, EDII.*





"MSMEs are pivotal to nurturing the Korea-India bilateral relationship. I encourage the entrepreneurs to strengthen cooperation between the two countries by leveraging the extraordinary strengths and powers. MSMEs in every country have their best practices and unique experiences, lets collaborate, learn and grow."

- H.E. Mr. Chang Jae-Bok, Hon'ble Ambassador,  
Republic of South Korea



"As we witness a paradigm shift towards innovation and global competitiveness in the MSME sector, I encourage entrepreneurs to seize the abundant opportunities facilitated by vibrant ecosystems, supportive policies, and a focus on research. Let us collectively elevate the MSME sector and contribute significantly to economic growth."

- Ms. Mercy Epao, Joint Secretary (SME),  
Ministry of Micro, Small & Medium Enterprises,  
Government of India, New Delhi



"Entrepreneurial proficiency is a key factor for MSME entrepreneurs aiming to contribute significantly to economic growth. Higher entrepreneurial quotient among entrepreneurs strengthens the business ecosystem, creating a resilient and sustainable model for growth. This conference is a big step towards creating knowledge infrastructure in the domain."

- Dr. Piruz Khambatta, Chairman, Rasna & Chairman



"MSMEs have come to play a vital role in the development of economies, across countries. India houses various beneficial MSME related schemes and policies, and is constantly seeking to institute ways and means to strengthen the sector. This conference will help strengthen initiatives in this realm. I express my gratitude to the Ministry of MSME for supporting this very thoughtful initiative."

- Dr. Sunil Shukla, Director General, EDII



## 'An Upward Progression in the Overall Entrepreneurial Environment' – Reveals Global Entrepreneurship Monitor: India Report 2022-23

On January 9, 2024 on the occasion of celebrating the power of MSMEs amidst a galaxy of noted guests at the International Conference on 'Infusing Technology in the MSME Sector, EDII launched the 10th Global Entrepreneurship Monitor (GEM) India 2022-23 report. EDII leads the Indian chapter of GEM which is largest study of entrepreneurial dynamics. Dr. Sunil Shukla, Director General, EDII, spearheads the Indian team of the GEM report. The 2022-23 report reflected insightful perspectives on the country's entrepreneurial landscape. The report casts a spotlight on the critical facets of entrepreneurial dynamics among Indians, exploring attitudes, activities and aspirations.

Along with key research insights, the report also provides some crucial policy suggestions that would sustain and promote the entrepreneurial ecosystem in the country. The suggestions include entrepreneurship education at school and college levels, stronger support from the government, research and policy advocacy in the field of entrepreneurship, and the creation of a pool of business mentors.

**GEM Global Report was launched at Hassan II University of Casablanca, Morocco on February 13, 2024**  
**Major Findings:**

- Over the period 2021-2023, India has transformed its entrepreneurial education landscape, from 'less than satisfactory' to 'much better than satisfactory'.
- India ranks second globally, affirming its vibrant ecosystem for innovation and business growth.
- India is second after UAE in terms of social support to women entrepreneurs and their access to the resources necessary to start and run their business.



*The Global Entrepreneurship Monitor (GEM) India 2022-23 report being unveiled by (2nd from R) H.E. Mr. Chang Jae-Bok, Hon'ble Ambassador, Republic of South Korea in the presence of (3rd from R) Dr. Piruz Khambatta, Chairman, Rasna & Chairman, CII Task Force, Ahmedabad; (2nd from L) Dr. Sunil Shukla, Director General, EDII and Author - GEM India 2022-23 & EDII Senior Faculty and Authors - GEM India 2022-23, (extreme R) Dr. Amit Dwivedi and (extreme L) Dr. Pankaj Bharti.*



## Capacity building to boost Entrepreneurship across the world

To foster bilateral cooperation and knowledge exchange, the Institute conducts a series of capacity-building and skill development programmes under ITEC division of the Ministry of External Affairs, Government of India. Over the past three months, several such programmes were conducted, benefitting 183 international participants from various developing countries. These programmes include:

- **Entrepreneurship Education, Knowledge Management and Policy Research:** This programme, held from January 1 to 19, 2024, equipped 28 participants from 18 countries with knowledge and tools to develop effective entrepreneurship education programs and foster knowledge-based economies. The broad modules included: National Education Policy and Entrepreneurship in India; Entry Barriers and Entrepreneurship Education Process, Curriculum and Pedagogy; Resource Material, Training Tools and Entrepreneurship Development Cells; Schemes of Skill Development; Grooming Entrepreneurs through Simulation Exercises; Knowledge Management, Documentation and publications of tools. Dr. Pankaj Bharti was the Programme Director.
- **Promoting Innovations & Entrepreneurship through Incubation:** The programme trained 26 participants from 16 countries. Led by Dr. Satya Ranjan Acharya, the programme focused on the importance of incubation centres in nurturing innovation and propelling entrepreneurial ventures. It was conducted during January 1 to 19, 2024. The participants benefitted by delving into the topics of Entrepreneurship, Innovation and Start-up Ecosystem; Setting up & Managing Business Incubator; Business Model & Fund Raising and Sustainability and Growth of an Incubator.
- **Industrial, Infrastructure & Sustainable Project Preparation & Appraisal:** Dr. Amit Kumar Dwivedi led this programme as Programme Director, focusing on imparting skills to 17 participants from 10 countries, on evaluating and appraising industrial, infrastructure, and sustainable development projects. The participants endorsed to have understood the significance of business idea generation, project formulation, data requirements & their suitability, stages of feasibility report preparation, environmental impact study and rational investment decisions. This program was conducted during January 1 to 19, 2024.

The valedictory function of these three programmes was held on 19 January 2024. Smt. Abhilasha Joshi, Additional Secretary [DPA-II & IV], Ministry of External Affairs, Government of India, graced the occasion as the Chief Guest.





Chief Guest, Smt. Abhilasha Joshi, Additional Secretary [DPA-II & IV], Ministry of External Affairs, Government of India addressing the participants during the valedictory function held on March 22, 2024.

“The programmes under the ITEC, Ministry of External Affairs, Govt. of India are highly relevant, based on contemporary requirement and subscribing to the ethos of South-South cooperation. I also notice an increased women participation in these programmes which again is a promising indication towards women-led development. I urge all to implement the learning back in their country and organization, for national well-being.”

- Smt. Abhilasha Joshi, Additional Secretary [DPA-II & IV], Ministry of External Affairs, Government of India

- Empowering Women through Entrepreneurship Development:** During January 22 to February 9, 2024, the programme aimed at empowering 22 women professionals from 11 countries by training them on the dynamics of launching and managing successful businesses. The Programme modules focussed on Social and Economic aspects of Women Empowerment; Motivation, Leadership & Team Building; Developing Managerial Competencies among Women; Business Opportunity Identification and Business Plan Preparation; Business Finance & Small Business Management and Institutional Support System for Women Entrepreneurship. Educational study visits gave an insightful exposure to the participants. Dr. Baishali Mitra was the Programme Director.
- Developing Entrepreneurship within Cooperatives:** Cooperatives have played a significant role in collective investment schemes, as a big pillar of the private investment strategy in Rwanda. This programme led by Dr. Rajesh Gupta, organised during February 12 to March 1, 2024 for 24 officials from Rwanda, aimed at enhancing the effectiveness of cooperatives in Rwanda through capacity building, knowledge transfer and experience learning. Specifically, the programme focussed on imparting learning on the concept, theories and principles of cooperatives and entrepreneurship; government policies, cooperative management; financial planning and business models; building a value driven organisation and related subjects.

- Informal Sector, Enterprise and Local Economic Development:** This three-week training programme from February 19 to March 8, 2024 facilitated holistic understanding of the informal sector and enterprises, enabling the participants to gain knowledge and insights on the intricacies of the informal sector and its role in driving local economic development. The programme equipped 23 participants from 12 countries, with the necessary knowledge and skills to design and implement Local Economic Development strategies. The participants endorsed how informal enterprises could well evolve from being at the subsistence level to thriving businesses, making a rich contribution to employment generation, inclusive growth, and poverty alleviation. Dr. Rajesh Gupta was the Programme Director.



*The participants also got an opportunity to be part of the Tenth Vibrant Gujarat Global Summit, scheduled from 10th January to 12th January 2024.*

- 43 international participants from East Africa get build their skills and capacities:** The Institute also trained 43 professionals from East Africa (Kenya and Rwanda) in two programmes namely Gender Responsive Governance in Entrepreneurship (2-Week Programme) and Bringing Digital Efficiency in Cooperatives, (3-Week Programme). The first programme, customized exclusively for 20 officials from the Government of Kenya, focussed on the significance of an enabling governance system to achieve gender equality and empowerment. Conducted from March 11 to March 22, 2024, this intensive two-week programme aimed at empowering participants with the necessary tools and insights to foster gender-inclusive entrepreneurship policies and practices. The second programme, titled Bringing Digital Efficiency in Cooperatives focussed on digital innovations, digitalization strategies and digital tools to attain efficiency in the functioning of cooperatives. With a cohort of 23 participants from Rwanda, this three-week programme, held from March 4 to March 22, 2024, aimed at revolutionizing cooperative practices through digital interventions. Participants were equipped with advanced tools and techniques to streamline operations, enhance decision-making processes, and leverage digital platforms for sustainable growth and development of cooperatives. Dr. Rajesh Gupta directed the programme 'Bringing Digital Efficiency in Cooperative', Dr. Baishali Mitra led the programme, 'Gender Responsive Governance in Entrepreneurship'



*Chief Guest, H.E. Amb. Peter Maina Munyiri, OGW, High Commissioner of the Kenya High Commission, New Delhi addressing the participants during the valedictory function of Gender Responsive Governance in Entrepreneurship and Bringing Digital Efficiency in Cooperatives programmes on March 22, 2024.*



“My compliments to participants from East Africa region on successfully concluding this enriching journey at EDII. Let us now leverage the transformative impact gained from these programmes to bring about change in our respective fields. While you are now equipped with skills and insights to drive positive change in your communities, I urge you to never lose side of integrity, attitude and godliness, in life.”

- H.E. Amb. Peter Maina Munyiri, OGW,  
High Commissioner of the Kenya High Commission, New Delhi



“While the participants learnt subject-related skills, they also got an opportunity to observe how the nation, and the state of Gujarat, prioritizes economic growth, infrastructure, education, startups and social development. I am sure the experience has been wholesome and it will have a percolating effect in terms of the advantages reaching down to several layers of society.”

- Dr. Sunil Shukla, Director General, EDII



## Women Artisans of Badarwas Jacket Cluster Rise and Shine

Badarwas Jacket Cluster, nestled in the heart of Shivpuri, Madhya Pradesh, stands as a testament to the resilience and determination of local women to carve out a sustainable livelihood.

The Badarwas Jacket Cluster, distinguished by its unique growth, has emerged as a vibrant hub with many engaged in jacket production and related activities. Unlike conventional industrial hubs, this cluster has organically blossomed by the sheer dedication of its female workforce. Recognizing the need to enhance the cluster's capabilities and capitalize on increasing demand for jackets, Ministry of Rural Development, Govt. of India, promoted a Producers' Company under National Rural Economic Transformation Project which is owned and managed by women artisans of Badarwas, thus giving them an opportunity to becoming shareholders of their company. Cluster based skill training being one of the core areas of EDII, the Institute was roped in to ensure focused domain training to ensure rewarding livelihood opportunities for the women artisans of the Badarwas Jacket Cluster acclaimed for its 'Modi Jackets from mill surplus'. EDII took the onus of training the women involved in this task so that they could add value to their products through design and tailoring finesse, find new markets and adopt new ways of escalating their business. EDII has partnered with the National Institute of Fashion Technology (NIFT), Gandhinagar, to equip the women artisans with necessary tools and knowledge to enhance their craftsmanship and foster economic development within the cluster.

EDII is implementing this cluster development project in association with Madhya Pradesh Rural Livelihoods Mission.



*Participants during a training session at NIFT, Gandhinagar.*

In a training programme that was scheduled from February 13 to 18, 2024, focusing on 'quality appreciation', salesmanship, and visual merchandising, EDII hosted 19 women artisans from the Badarwas Cluster on its campus. The programme offered a dynamic platform for participants to enhance their skills and knowledge. The comprehensive curriculum covered fabric manufacturing intricacies, sales marketing strategies, and brand building essentials.

During the four-day practical sessions at the NIFT campus, Gandhinagar, the participants underwent rigorous training on fabric checks, quality parameters and packaging techniques.

It was followed by a two-day training module at the EDII campus to delve into entrepreneurship basics, costing and pricing strategies, sales techniques, resource mobilisation, and compliance management.



Dr. Rajesh Gupta, Project Director and Faculty, EDII, said, “By leveraging the expertise of NIFT, we enhanced the skill sets of these women artisans and provided them with the necessary tools to become successful entrepreneurs in the long run.”

## **Opening Trajectories for the Marginalized and the Disadvantaged ... Training Programme for SC/ST Women in Kerala**

Recognizing the importance of creating a level-playing field for the disadvantaged is important for inclusive and equitable growth. EDII partnered with the Australian Consulate General to support SC/ST women in Kerala who face a unique set of challenges and vulnerabilities, often hindering their entrepreneurial aspirations.

The programme aimed to empower 1400 SC/ST women in Kerala by raising awareness about the potential and possibilities of self-employment. The initiative exceeded target, with a remarkable participation of 1517 women in the training programme. The participating women imbibed knowledge, skills and attitude to embark on their entrepreneurial journey. Their potential was tapped to ensure that they partake in the mainstream economic activities.

Awareness camps were held in Trivandrum, Idukki, and Wayanad districts. The participants gained entrepreneurial competency, financial literacy and management, as well as learnt about various promising livelihood options. Information on Central & State Schemes related to Livelihood Options for SC/ST women was very well received. The resource persons included bank officials, government officials and proficient community mobilizers.



“The programme focused on both SC and ST community women from diverse educational backgrounds, from rural, tribal, and urban settings”, informed Programme Director, Mr. Sivan Ambattu.

## Artistry Unveiled ... the Hastkala Setu Yojana

Launched in 2020, the Govt. of Gujarat envisioned and EDII implemented, the Project Hastakala Setu. The project has sensitized over 33,800 artisans and trained more than 21,000 artisans across 33 districts in Gujarat, with a focus on providing practical skills and market exposure. As a key partner to the Commissionerate of Cottage Industries, Government of Gujarat, EDII remains committed to nurturing entrepreneurship and promoting sustainable artisanal growth in the state.

EDII trained Hastakala Setu artisans brought together the timeless beauty of traditional Indian crafts and the contemporary flair of top designers in a fashion show held on March 3, 2024. The event was part of a three-day craft exhibition – Rang Soota, organized under the Hastakal Setu.

For 'Artistry Unveiled' - the fashion show, artisans collaborated with leading Indian fashion designers to create an collection of garments that seamlessly blended traditional craftsmanship with modern aesthetics.

The three-day event, also support by GCCI and iNDEXT-C, was inaugurated on March 1st 2024. A B2B networking event was organized and 40 participating artisans engaged with 70 industry leaders and entrepreneurs to exchange ideas and formulate new partnerships. The attendees of the three-day event had the opportunity to explore a vibrant marketplace showcasing over 30 distinct crafts like Soof-work, Patola, Bandhani, Kala cotton, Kutchi embroidery, beadwork, Bhadohi rugs, Paithani, Banarasi Silk, Bhagalpur Silk, Brocades, Pashmina, Applique work, Attar from Kannauj, and Ajrakh from Gujarat, Uttar Pradesh, Bihar, Maharashtra, Kashmir, and Andhra Pradesh.

Renowned designers including Anuj Sharma, Purvi Joshi, Arshana Mandhwani, Rutuja Shah, Chinar Farooqi, Krishna Patel, Arpit Agarwal, and Nishigandha Khaladkar lent their expertise to the show, transforming traditional weaves and fabrics into contemporary works of art.



*At the inauguration of the Fashion Show on March 3, 2024 are (2nd from L) Shri Pravin Solanki, Secretary & Commissioner, Cottage and Rural Industry Dept. - Govt. of Gujarat; (L) Dr. Sunil Shukla, Director General, EDII along with other dignitaries lighting the ceremonial lamp.*





“It is heartening to see how the artisans have evolved as a result of the training. Their skills have got honed, they have developed a sense of market requirements and have started creating designs accordingly. Platforms like the craft exhibitions and the fashion shows encourage the artisans to think creatively.”

- Shri Pravin Solanki, Secretary & Commissioner, Cottage and Rural Industry Dept. - Govt. of Gujarat.



“The fusion of traditional craftsmanship with contemporary design is a testament to the resilience and creativity of our artisans. By providing our artisans with necessary skills and support, we are not only preserving our heritage but also creating new avenues for economic prosperity.”

- Dr. Sunil Shukla, Director General, EDII



This partnership between EDII and the Commissionerate of Cottage Industries, Govt. of Gujarat is a step towards building a vibrant and sustainable future for Gujarat's artisanal communities.

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### 136 Youths Receive Grants Under the Student Entrepreneurship Policy

The Student Entrepreneurship Policy, envisioned by the Govt of Gujarat, aims at promoting and developing entrepreneurship skills alongside academics, among students studying in Government and Non-Government arts, science, commerce, B.ED, law colleges, and Gramya Vidyapeeth.

EDII signed a MoU with the Higher Education Department in November 2023. The institute provides support to the education department by implementing the policy and preparing a cadre of resource persons (faculty-mentor to impart entrepreneurship related training), conducting training programmes and workshops for students, to train them to set up their own enterprises.



## Achieving Product Market Fit

EDII organized two-day workshop on 'Building Product Market Fit' for professionals from Reliance Foundation and representatives of their partner institutions engaged in livelihood promotion and entrepreneurship. The workshop conducted in two different batches, ensured focused learning and participation. The first batch training took place on March 18 & 19, 2024, in which 29 participants attended, while the second batch which was conducted on March 20 & 21, 2024, was attended by 30 officials. States represented included Madhya Pradesh, Maharashtra, Rajasthan, Gujarat, Andhra Pradesh, and Telangana.

The training provided insights and strategies to ensure that products developed within the rural communities align effectively with market demands and consumer preferences. The participants learnt about the importance of achieving product market fit. Topics covered included; effective packaging, labeling, and branding to enhance product visibility and appeal for target customers. Participants also gained insights into leveraging digital marketing tools and techniques tailored for micro enterprises and collectives, so that they could reach wider audiences and drive sales effectively.

“The knowledge and skills acquired by the participants will help them visibly enhance the prospects of enterprises. They are now the catalysts of change and can spread this knowledge to see a ripple effect in this domain, which is so important for the growth and sustenance of business. We are grateful to Reliance Foundation for their partnership in this initiative.” - Dr. Rajesh Gupta, Programme Director.



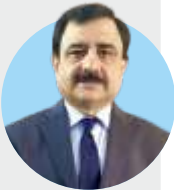
*Dr. Rajesh Gupta, Programme Director, EDII interacting with the participants.*



## Catalyzing Inclusive Growth Across India ...EDII's CSR Collaborations

Over the past three months, EDII has continued its impressive trajectory of fostering inclusive growth through dynamic collaborations with corporate entities. With a keen focus on micro-enterprise development, skill building and empowerment, EDII's initiatives have touched the lives of a significant number of individuals, showcasing the power of strategic partnerships.

Among its notable corporate alliances are Vedanta Alumina Limited (VAL), Accenture, Hindustan Aeronautics Limited (HAL), HSBC Bank, Tata Communications Ltd., TATA Power, Xiaomi India, Utkal Alumina Industry Ltd., KONE Elevators, SBI Foundation, ICICI Foundation, Standard Chartered, Adani Foundation, Reliance Foundation, ONGC, NTPC, IDBI Bank Ltd. and IFCI Social Foundation, among others. These collaborations have had a tangible impact, reaching 92,400+ individuals across 23 states, 138 districts, and 741 villages.



“As EDII continues to advance on its remarkable journey, its notable projects with corporate partners exemplify its commitment to drive sustainable development and foster an inclusive economy.”, opined Dr. Raman Gujral, Director, Dept. of Projects (Corporates), EDII.

Some of the notable achievements over the past three months include:

### Creating Resilient Communities

*...Tata Power supported Project Aarohan*

Nurturing people living under disadvantaged economic conditions is important to accomplish the national goal of inclusive growth and holistic development of society. Handholding the marginalized through training and other related facilitation to secure a sustainable livelihood option for them is important for a well-rounded economy. Project Aarohan, launched under Tata Power's Corporate Social Responsibility (CSR) is a novel initiative dedicated to empowering artisans, farmers, and fishermen residing in the Mundra and Mandvi regions of Kutch, Gujarat. EDII is implementing the project.



*Participants of the Micro Skillpreneurship Development Programme held in Modhva village.*



Under the initiative, training and handholding is being extended to 200 beneficiaries across 19 villages. EDII is implementing the initiatives through its regional project office and a Common Facility Center in Bidada, near Mandvi.

The beneficiaries are being given exposure through Entrepreneurship Awareness Programmes (EAPs), Micro-Skill Preneurship Development Programmes (MSDPs), Industrial Visits, and the networking with relevant organisations. Measures such as digital promotion, participation in exhibitions, improved products and their packaging techniques etc are being focussed upon to enhance their acceptance as micro-preneurs in the market.

#### At a glance

- 5 Entrepreneurship Awareness Programmess (EAPs) organised at Bidada, Sukhpar Timbo, Tragadi, and Shekhai villages.
- Over 273 artisans, farmers and fisherfolk sensitized.
- Training programmes customised to the needs of the target group for maximum impact.
- Artisan cards distributed to 22 artisans by TATA Power officials.
- 2 Micro-Skill Preneurship Development Programmes (MSDPs) organized in Modhva and Tragadi.
- New opportunities embraced by 54 beneficiaries, ranging from advanced fishing techniques to introducing value-added products.

According to Dr. Raman Gujral, Project Director, "The project is focussed on empowering marginalized communities, and this noble initiative is indeed progressing well with strategic initiatives, evolved with the participation of TATA Power senior officials. The results are visible. Recently after the programme at Bidada, the beneficiaries exhibited new products, which were highly appreciated."

#### Improving the Well-Being of Persons with Disabilities...

*...Project AASHRAY, supported by Kone Escalators & Elevators*

Project Aashray has been especially designed to enhance determination and autonomy in persons with disabilities so that they make use of opportunities and lead a life of fulfilment. The Project is being implemented in parts of Maharashtra. The entire initiative has been strategically planned to ensure that the beneficiaries are sensitized about the charms of being an entrepreneur; the viable opportunities in which they can delve.

In the last three months, under the project, 2 Micro Skillpreneurship Development Programmes have been organized in Jaykheda, Nashik and Nimgaon, Pune, in varied domains. Alongside 1 Enterprise Growth Program have also been conducted to facilitate enterprise growth through contemporary ways and approaches.

In all, 181 beneficiaries got trained from different regions of Maharashtra, including Shelgaon, Redni, Nimgaon & Indapur (Pune), Jaykheda, Ambasan & Malegaon (Nashik). The training focussed on enabling PwDs to set up own business. Apart from training them

in the finer aspects of floating a small-scale business, they were also imparted exposure in areas such as; marketing, branding, packaging etc. to ensure sustenance of their business. Networking, B2B linkages and participation in exhibitions was emphasized upon to enhance the prospects of business. "Through 3 exhibitions, the beneficiaries have generated a revenue of Rs. 73,000 in three months. Also, 42 Udyam Aadhar registrations have been accomplished.", informed Project Director, Dr Raman Gujral.

While the beneficiaries were introduced to a well-curated set of business opportunities, some were handheld in opportunity identification and in developing business plans and project reports, completing formalities for bank loans, procuring of raw materials, machinery etc. Some of the new products developed include Gooseberry Candies, Sundried Gooseberry & Gooseberry Juice. Premixes like: Misal Mix, Ginger Power, Onion Powder, Pav Bhaji Mix, Paneer Masala, Chilli Powder and many more.

### Sandip's Business Soared High After the Training

Sandip Ahire from Jaykheda village, in Baglan Block of Nashik district, Maharashtra had perpetually struggled to support his family. Both he and his wife were at their wits end to earn two square meal. They always discussed the idea of setting up own enterprise but lacked direction and guidance. The fear of failure was stronger than their intent to become entrepreneurs.

And, then as luck would have it, they got to know about the training being imparted by the EDII team under the MSDP initiative. Participating in the MSDP training proved to be a turning point for Sandip, significantly boosting his skills, motivation and confidence. Sandip looked ahead with hope with his Kanak Agro Food Processing Unit; he collaborated with other persons with disabilities (PWDs) in his community to venture into the agro and food products business.

The business took off and Sandip's financial condition stabilized. Sandip approached every day

with a passion to learn more, and grow. He explored ways of marketing and networking under, EDII experts. Sandip participated in the several exhibitions and has started earning well today.

Today Sandip is an inspiration for others in his community; he seeks to learn and expand his business. He is a happy entrepreneur.



## Skilling to Build Competencies

*...Project SPARK supported by Xiaomi India*

The project aims at empowering young individuals across districts of Karnataka and Maharashtra by imparting training in skills and entrepreneurial competencies in selected trades. Under the project, EDII Xiaomi Skillpreneurship Learning Centres (EXSL Centres) that are being established, are focussed on imparting comprehensive skill & entrepreneurship related training in selected key areas to ensure that youths become job ready and equipped to float small ventures.

Over the last three months, the project team sensitized more than 800 students from ITI colleges to focus on enhancing their skills and participate in Skill Development Programmes under Project SPARK.

An initiative - Application Mobilization Programs across ITI colleges was introduced to provide a platform to students to gain insights into the project's scope and opportunities.

Several Skill Development Programmes (SDPs) were also introduced in various domains to upgrade the competencies and skills of students in areas which have a large market. Technical sessions and entrepreneurship related training formed a part of these programmes. The students also gained hands-on experience, in addition to gaining financial literacy.



*Participants during an industrial field visit.*

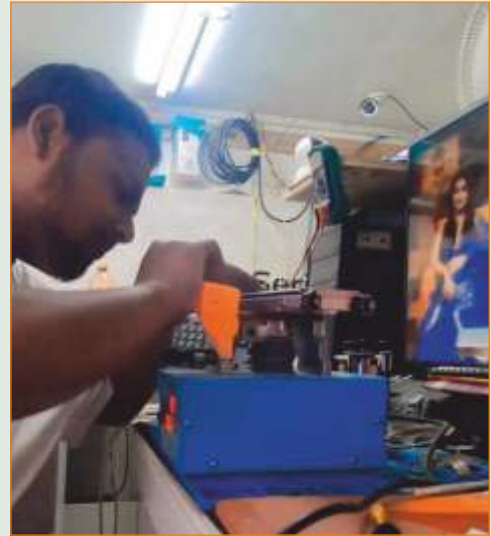
EDII team also assisted the trained students with essential documentation, registration processes and Udyam Aadhaar registrations. Today it is heartening to see students enthused about adopting entrepreneurship as a career.



## Opportunity Strikes for Asif

Asif from the town of Hoskote, is currently pursuing his education at Rajalaxmi ITI College, Hoskote. He participated in Mobile Repair training program under the EDII-SPARK Project. Asif gained skills in mobile repair techniques, marketing strategies, customer interaction and effective entrepreneurship & management. With support from EDII, including assistance in securing the UDYAM ADHAAR registration, Asif established his small-scale enterprise in the local community.

Today Asif successfully operates his business, his entrepreneurial aspirations reign high and he looks forward to rising as an entrepreneur.



## Skilling for Brighter Future

*...Accenture's Micro Skillpreneurship Development Programme*

Setting up new enterprises and becoming employable requires unique skills and competencies. Under the aegis of Accenture Foundation, the Institute has been implementing Micro Skillpreneurship Development Programmes at 14 locations across the country, including the states of Tamil Nadu, Uttarakhand, Kerala, Odisha, Andhra Pradesh, Telangana, Assam, Karnataka, Goa, Bihar, Maharashtra Utter Pradesh, Tripura, and the Union Territory of Puducherry. The mandate of the trainings is to develop skilled micro-entrepreneurs from among the rural youth/ women and urban youth/ women through sustainable technologies and indigenous resources. In the quarter, January to March 2024, close to 59 MSDPs were completed.



*Seen here are the officials of 24 implementation partners during the Annual Review Meeting.*

### Some Unique Outcomes of the MSDPs

- Statutory compliances & licenses, like the Udhyam Aadhar, FSSAI, Artisan Cards, ZED Certifications (Zero Defect Zero Effect), were ensured for beneficiaries
- Eco-friendly & bio-degradable packaging was introduced to reduce the usage of plastic & chemical based products
- Digital marketing innovations, such as; WhatsApp, Instagram and other digital platforms were introduced. QR code were also generated for quick online payments.
- Industry experts and professionals were onboarded for deliberations and guidance on technology, markets networks and business in general.
- Upcycled clothes were recycled and reused to make trendy products like laptop bags, hand purses, Travel bags, Tote bags etc.
- Visits and participation were organized at Trade fairs and exhibitions to expose the participants to the market linkages, technology, raw material, supply chain and attractive eco-friendly packaging of the products
- Introduced new machines to increase the production
- Major collaborations have been struck for the benefit of the participants in terms of grants for production, infrastructure and other business related work.

Eco-friendly Jute laptop bags prepared by MSDP079 beneficiaries in Tamil nadu, Coimbatore, Kinathukadavu. Four members of Joint Liability Group attended the MSDP and started manufacturing eco-friendly bags. They started their dream venture in the name of Vanamali in a rented building. For starting their unit, Chittoor Block sanctioned Rs.4 Lakhs, with Rs, 3 lakh as subsidy. Today Girija.T.N., Sindhu.M.C, Ajitha.P.K. and Rejitha.M make school & college bags, laptop bags, pouches, and other kinds of cloth bags and ladies garments. They are into a profit making business today and have provided jobs to two individuals.



Some products developed by beneficiaries.



Honey



Pain Relief Balm



Value Added Cow Waste Products



### Creating Platforms for the Gems of India... the Women Micro-Entrepreneurs ...WeAct, supported by Accenture

Women Entrepreneurs Access Connect Transform (WeAct), a pioneering initiative of the Institute, with the support of Accenture, has reached a significant milestone by providing comprehensive training and support to more than 13,500 women micro-entrepreneurs across 17 states and 2 union territories in India. Through its vision to 'Empower Rural Women Entrepreneurs', WeAct has provided structured hand-holding support to 5,625 women micro-entrepreneurs in the Food & Agriculture industry, 5,921 in the Handloom & Handicrafts sector, and 1,924 in household supplies enabling them to make their businesses profitable and sustainable. WeAct covers various aspects including market access, product development, access to finance etc. Mr. Samuel Moses Amarnath is the head of WeAct.

#### At a glance

- Completion of over 3500 statutory compliance processes
- Onboarding of more than 2700 members on e-commerce platforms like Amazon and Flipkart
- Provision of product development services to over 2800 members
- Participation of over 4000 members in energizer workshops and exposure visits
- Involvement of over 1000 members in exhibitions, resulting in revenue generation of ₹79 lakhs
- Facilitation of financial assistance, amounting to ₹45 lakhs
- Recording enterprise revenue growth impact of ₹2.5 Crores after WeAct's intervention

### Adding Sparkle and Shine to Lives

...Project Revitalizing Innovation for Sustainable Enterprises (RISE),  
supported by IDBI Bank Ltd

Entrepreneurship and Innovations is a magical amalgamation that can lead to scalable enterprises. Revitalizing Innovation for Sustainable Enterprises (RISE) is a novel project aimed at improving the economic conditions and quality of life in rural and peri-urban communities around Dehradun (Uttarakhand), Kamrup (Assam) and Kashipur (Odisha) through technology-based skill development, livelihood creation, and credit linkage initiatives. Some of the important activities over the last three months give a glimpse into the outcome-based achievements of the initiative:

- As a part of the project, Entrepreneurship Awareness Programmes (EAPs) were conducted for more than 650 participants. The initiative aimed at promoting entrepreneurship as a career option. There was particular emphasis on handloom trade (for Assam beneficiaries) millet value-added products (for beneficiaries from Uttarakhand and Odisha Regions) demonstrating the scope for floating sustainable ventures in the sectors.





*At the launch of the RISE Project in Dehradun on 24th January: Chief Guest, Dr. Dhan Singh Rawat, Hon'ble Minister of Higher Education, Government of Uttarakhand, Shri Parishit Pathak, DGM, IDBI Bank Limited and Dr. Sunil Shukla, Director General.*

- Technology-Based Entrepreneurship Development Programmes (TEDPs)  
18-day TEDPs focusing on millet-based value-added products imparted skills to participants to start own enterprises in the millet value chain. The trainees learnt about making finger millet and foxtail millet value-added products. In addition, they were exposed to the finer aspects of packaging, marketing and networking.
- Additionally, a 24-day TEDP was also conducted focusing on Jacquard Handloom. The beneficiaries were exposed to technological advancements in Jacquard handloom weaving. Fifty-six women completed the training, drawing learnings on natural dyes and creating new designs using jacquard looms. Stoles, Cushion covers, Kurtis and several more products were created using the Jacquard technique.

According to Project Director, Dr. Raman Gujral, “The environment at the training location is upbeat with each one full of enthusiasm to start their business. The curriculum design is unique in the way it approaches the psyche of the beneficiaries, convincing them about the charms of being an entrepreneur. The technical training further, infuses confidence in them.”

### **Athak Bharat Project**

*Supported by: Oil and Natural Gas Corporation (ONGC)*

Athak Bharat Project, supported by Oil and Natural Gas Corporation and implemented by EDII, is focused improving agriculture-based livelihoods, skill development of youths and artisans, protecting the rights of the migrant laborers and providing sustainable livelihoods to the Adivasis of Dang.



“Under the project, sustainable community-based organization (CBO) through SHGs, are being promoted for upgrading the socio-economic conditions of the tribal community in the Dang District.”, informed Project Director, Dr. A.L.N Prasad.

The project module entails awareness creation, formation of groups, capacity building through skill development and entrepreneurship development, providing backward and forward linkages, promoting producer organization and transforming them into self-sustaining organizations to mitigate the hardship and enhance the quality of life of the targeted tribal community. Training has been completed in 5 trades, viz; agriculture (agripreneurship), handicraft, ecotourism, NTFP and medicinal plants. The SHG members were also given opportunity to set up stalls in local haat bazars to open up revenue generating opportunities for them. EDII has facilitated the process of legal formalities, registrations and compliances for the micro units. Several digital marketing and other market linkage interventions have also been initiated to enhance the prospects of enterprises.

## Paving the way for Inclusive Development

*...Project SAMVRUDDHI, supported by GIZ*

In times when social inclusion is increasingly being recognized as vital for holistic progress, initiatives like Project SAMVRUDDHI stand as beacons of hope. Supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, this collaborative endeavor between EDII and the Indo-German development cooperation project ERADA is making significant strides in empowering marginalized rural communities.

Since its inception in June 2023, Project SAMVRUDDHI has been dedicated to mainstreaming marginalized communities in Rajasthan, Madhya Pradesh, Bihar, and Jharkhand. Through a series of capacity-building activities, the project focuses on fostering livelihood creation, entrepreneurship development, and self-employment opportunities.

In just a short span, SAMVRUDDHI has already left an indelible mark. With 24 successful programmes conducted, the project has empowered 881 participants, equipping them with the skills and knowledge necessary for self-employment and enterprise creation.

In the past quarter, 23 six-day Micro Enterprise Development Programmes (MEDP) and a five-day Mentor Development Programme in Entrepreneurship were conducted, benefiting 846 participants and 35 mentors. 4 Buyer-Seller Meets and Policy Melas were conducted in Khandwa and Guna, Madhya Pradesh; Sirohi and Baran in Rajasthan; Ramgarh and Dumka in Jharkhand, Araria and Gaya in Bihar, benefitting about 2000 participants.

According to Project Director, Dr. Pankaj Bharati, "Through strategic interventions and holistic approaches, the project is laying the foundation for communities to take the responsibility of their growth by their hands."



## Promoting Entrepreneurship Among Women & PwDs

...Project Udaya, supported by Tata Communications Ltd.



EDII was beckoned by TATA Communications Ltd. to implement Project Udaya.

“The 4 - Year project, aims to promote entrepreneurship among women from SC/ST, weaker sections, SHG members and Persons with Disabilities (PwD) for sustainable income generation through enterprise creation.”, informed Project Director, Dr. Prakash Solanki.

Some of the activities conducted over the last three months include;

### **B 2 B Workshops for Women Entrepreneurs:**

Potential women entrepreneurs have been sensitized and trained under UDAYA Project to start their micro enterprises in Raigad and Ratnagiri districts. After the training, several women entrepreneurs have started their enterprises at micro level, and they harbour the desire to scale and grow exponentially. To provide them with networks and a larger market, a Business to Business workshop was organized at Alibaug on 23rd February, 2024. The participants were connected with industrialists and other relevant stakeholders so that they could generate leads to enhance their sales; know about the current market trends; build fruitful relationships with potential customers and partners and showcase their products and services to a wider audience, thus establishing their credibility.

In all, 41 women entrepreneurs and 11 industrialists attended the workshop. Dignitaries from Raigad districts were also invited to motivate and guide the participating women entrepreneurs.



Shri G. S. Harlayya, GM, DIC, Raigad guided women entrepreneurs on beneficial Government schemes and informed them about marketing and financial support that they could draw through several schemes and policies. He stressed on the significance of quality products and ethical practices in business”.

Shri Ankit Rastogi, Project Manager, CSR, Tata Communication addressing the audience. Also seen here are (R-L) Shri G. S. Harlayya, GM, DIC, Raigad and Dr. Prakash Solanki, Project Director.



*Shri Ankit Rastogi, Project Manager, CSR, Tata Communications talked about the significance of building a brand. He advised women to network, focus on attractive packing and adopt novel marketing strategies to ensure publicity and bigger markets.*



14 Entrepreneurship Awareness Camps were conducted in Raigad and Ratnagiri districts to create awareness about entrepreneurship as a career option. In all, 1763 women/PwDs have been sensitized under the project, till date.

Six Women entrepreneurship Development Programmes (WEDPs) were conducted in the last three months at various places of Raigad & Ratnagiri districts. 199 potential women/PwDs were trained on selecting the project, assimilating resources, preparing business plans, business management, designing market strategy, establishing an enterprise and other relevant areas.

#### **Promoting Entrepreneurship among SHG members/Women in Bhivpuri Block**

Tata Power Community Development Trust (TPCDT) has initiated a novel project to ensure livelihood opportunities for women, in Bhivpuri (Tal. Karjat, Dist. Raigad). The Institute is presently working in six villages, viz; Karalewadi, Bhivpuri, Mandavane, Vaijanath, Potal and Humgaon.



Women in these villages are primarily engaged in agriculture. With this project, it is envisaged that the socio-economic conditions among the women folk will improve. Several result-oriented activities have been planned, beginning with awareness and sensitization Programmes, and moving on to capacity building programmes for the women beneficiaries of these villages. So far, three Entrepreneurship Awareness Programmes have been conducted at Humgaon, Manavane and Bhivpuri. More than 120 women attended the programmes.

## PG Corner

### Celebrating National Startup Day

The celebration of the National Start up Day on 16th January 2024 was a curtain raiser for EDII's annual entrepreneurship festival— the Empresario. The day-long event involved intra-college events like speaker sessions to guide budding entrepreneurs in their entrepreneurial journey, competitions like Pitch Deck, Demo Day and Alumni Interaction over activities like Ad-Mad Show, Treasure Hunt were followed by a Musical Evening.

The event witnessed participation of over 250 students, start ups and budding entrepreneurs. Around 25 participants pitched their business ideas to the investor panel.



*On the dias are Chief Guest, (in the Centre) Shri P. B Pandya, IAS, Director, Commissionerate of Higher Education, Government of Gujarat; (2nd from R) Guest of Honour, Shri Jimish Kapadia, Founder-Growth 91; (extreme R) Special Guest Shri Nilesh Patel, Co-Founder & Chief Scientific Officer, Lymphon Biologics Pvt Ltd; (2nd from L) Dr. Sunil Shukla, Director General, EDII and (extreme L) Dr. Satya Ranjan Acharya, Director, Dept. of Entrepreneurship Education, EDII.*

Shri P. B Pandya urged the youths to step forth and tap the opportunities amidst the strong entrepreneurship ecosystem that the State has erected. In the same vein, Shri Jimish Kapadia, added that the present time is most beneficial for prospective startups who, he believed, must pursue their dreams with self-assurance. Motivating the budding entrepreneurs, Shri Nilesh Patel reminded them that the entrepreneurial journey is never smooth but after all the hard work the end result is deeply satisfying and rewarding. Appreciating the entrepreneurial climate of the State, Dr. Sunil Shukla highlighted how for the last three years, Gujarat had continued to score the Numero Uno position, in the Startup India Ecosystem Ranking. He implored the youths to come up with their innovative ideas and work towards their execution.



## PG Corner

### Empresario 2024: Igniting Innovation and Entrepreneurship

EDII's Annual startup summit 'Empresario' is one of the largest entrepreneurship events across the country witnessing PAN India participation. Held on March 7-8, 2024, 'Empresario 2024' witnessed a convergence of industry stalwarts, budding entrepreneurs and investors all under one roof to celebrate the spirit of innovation and entrepreneurship.

The event was inaugurated by Shri Banchha Nidhi Pani, IAS, Commissioner, Technical Education, Office of Commissioner of Higher Education, Government of Gujarat alongwith Shri Vishal Chiripal, Director, Chiripal Group, and Dr Sunil Shukla, Director General, EDII.

With the theme of 'Tech Innovations,' Empresario 2024 showcased a plethora of activities aimed at fostering entrepreneurial spirit and technological advancement. Attendees had the opportunity to participate in master classes, talks by successful startup founders, workshops, panel discussions, networking sessions, and startup awards. A highlight of the summit was the panel discussions focusing on Agritech and Healthtech, acknowledging the transformative potential of technology in these crucial sectors. Furthermore, a special round table featuring startups that participated in Shark Tank provided invaluable insights into the journey of emerging ventures like Bottom Line Sprays, Maisha, WeHear, Simply Salad, and Torch it.

The Big Pitch event witnessed over 75 startups presenting their innovative products and services to a panel of investors, aiming to secure vital funding for their ventures. This platform not only showcased a diverse range of entrepreneurial endeavors but also facilitated meaningful connections between startups and investors.







In his inaugural address, Shri Banchha Nidhi Pani, said, “India is on the brink of a big tech revolution, and AI is playing a vital role. We're already the world's IT capital, with tons of opportunities for young people. Our goal is to make sure our youth aren't just looking for jobs, but creating them.”



Shri Vishal Chiripal, Director, Chiripal Group, said, “At the heart of entrepreneurship lies fearlessness and a willingness to embrace risks. Startups in India are not just businesses; they are the engines driving our economic growth. As an investor, I prioritize passion, purpose, scalability, and market potential.”



Speaking about Empresario, Dr Sunil Shukla, Director General, EDII, said, “We're thrilled by the decade-long surge in entrepreneurship, epitomized by events like Empresario. In just 10 years, startups have soared from 500 to 1 lakh, with incubation centers skyrocketing from less than 50 to about 2,000. Technological advancements in AI and machine learning are powering startups and MSMEs.”

The event also featured distinguished speakers such as Shri Ravi Varmora of Univia; Shri Mihir Shah of Agriown Farmtech; Shri Hit Desai of Bull Agritech; Dr. Harsh Shah of AgroCast; Dr. Abhisheka Tripathy from Axiom; Shri Dhruv Patel of D3S Healthcare; Shri Vaibhav Shitole of IOTA; Dr. Karnav Patel of Altea Enterprise and many more. Their insights and experiences added immense value to the event, inspiring and guiding the next generation of entrepreneurs.

Empresario 2024 stands as a testament to the vibrancy and dynamism of India's entrepreneurial ecosystem. Events like Empresario will continue to serve as catalysts for positive change, propelling India towards greater heights of success and prosperity.



## Ecstasy 2024

*On March 9, 2024, EDII hosted the musical extravaganza, Ecstasy 2024, featuring captivating performance by renowned singer, and artist Arjun Kanungo. The concert was held at the campus lawns and witnessed a huge turnout of students and guests.*



*PGDM-E students visited Adani Group for understanding the intricacies of their project, UDAAN.*

*March 8, 2024: EDII organised a play by Mr. Shounak Vyas, Director, Vikram Academy of Performing Arts with his troupe to sensitise students, faculty and staff on social issues concerning women.*





## Collaborations, Associations & Deliberations...



On January 30, 2024, the Institute signed an MOU with CSR Authority of Goa in the presence of (in the centre) Hon'ble Chief Minister of Goa, Dr. Pramod Sawant, senior ministers & state officials, to set up an EDII Regional Office in the state, to implement the Goa Udyamita Yojana.



*Prof. (Dr.) Vijay Kumar Srivastava, Vice-Chancellor, MSU, and Dr. Sunil Shukla, Director General, EDII*

EDII signed an MoU with Maharaja Sayajirao University of Baroda (MSU), Gujarat, on 16th March, 2024 to nurture the spirit of entrepreneurship among students by leveraging the expertise of the two institutions.

Dr. Shukla also graced the Valedictory Session of the National Conference on 'Future Business Trends: Relevance, Impetus & Prospects' as Chief Guest. The event was organized by BBA, Faculty of Commerce, Maharaja Sayajirao University of Baroda.

EDII has also partnered with several leading universities, including Amity University, Auro University and Doon University to promote entrepreneurship and research among students.





## Collaborations, Associations & Deliberations...



*(L-R) Shri Pravin Solanki, IAS, Secretary and Commissioner of Cottage & Rural Industries, Govt. of Gujarat; Dr. Raman Gujral, Director, Dept. of Projects-Corporate, EDII; Shri Hetal Patel, Additional Director of the Cottage & Rural Industries, Govt. of Gujarat; Mr. Daniel Thomas, CSR Manager, Accenture and Mr. Brijesh Dave, Sr. Manager, EDII.*

On February 16, 2024, an MoU was signed between WeAct and the Commissionerate of Cottage and Rural Industries, Government of Gujarat to promote inclusive growth, boost economic development, empower local artisans and drive sustainable based practices in Gujarat women cottage industry artisans.

An MoU was signed between CrAdLE, the Technology Business Incubator of EDII, and STPI Next to encourage startups in creating innovative products and services, thereby transforming the financial landscape and motivating traditional firms to invest in technology. This collaboration aims to establish a FinGlobe Center of Excellence in Gandhinagar, providing a platform for FinTech and TechFin startups and investors to pioneer new solutions using cutting-edge technologies.



## Collaborations, Associations & Deliberations...



*Shri Nand Gopal Gupta 'Nandi', Hon'ble Cabinet Minister, Industrial Development, Export Promotion, NRI and Investment Promotion, Govt. of Uttar Pradesh visited the Institute on January 11, 2024 and interacted with the faculty members on the relation between economic growth.*



*On January 12, 2024, Joaquina Daniel Gumela, General Director, Institute for The Promotion of Small and Medium Enterprises, Mozambique visited EDII, and had an insightful meeting with senior officials of EDII. The discussions revolved around exploring avenues for cooperation in promoting and supporting MSMEs.*



## Collaborations, Associations & Deliberations...



*Shri Sanjay Datta, President, ICICI Foundation visited the Institute on 8th February, 2024. The discussions centered around joint initiatives to ensure economic empowerment of the weaker sectors.*



*Prof. Bart Norre, Associate Prof. UAS, School of Management Fribourg, Switzerland interacting with the audience during the National Tourism Day on January 25, 2024.*



*Ms. Charlie Fraser, India Partnership Manager, Innovate UK from UK Research & Innovation (UKRI) and Gaurav Gurung, Senior Portfolio Manager, Tech and Innovation, UK Research and Innovation (UKRI), at British High Commission in India, visited EDII on February 26, 2024. to discuss the possibilities of joint initiatives on entrepreneurship's impact on economic development and social welfare.*





## Collaborations, Associations & Deliberations...



*Dr. Sunil Shukla, Director General, EDII interacting with Mr. Vijay Shekhar Sharma, Founder, Paytm during Vibrant Gujarat Global Summit 2024.*



*Felicitating Prof. Goutam Sutradhar, Director, NIT Jamshedpur during his visit to the Institute on March 5, 2024.*



*In interaction with Ms. Sarita Bahl, Director, Bayer Foundation to explore collaborative opportunities.*



*IIT Bhubaneswar Professors visited EDII on March 5, 2024 to explore EDII's entrepreneurship and startup promotion model.*



## Collaborations, Associations & Deliberations...



On March 3, 2024, Dr. Sunil Shukla, attended Mehsana Startup Mahotsav 2024 as key note speaker. The event was hosted by the District Administration of Mehsana and supported by i-Hub Gujarat, Ahmedabad.



On March 1, 2024, Dr. Sunil Shukla, Director General, EDII, graced a one-day seminar on Plasma Technologies for Purification and Sterilization, as Chief Guest, at the Plasma Research (IPR). Dr. Shukla stressed on the significance of innovations and technical progression.



March 22, 2024: Dr. Shukla, Guest of Honour, addressed the gathering at Gujarat Industries and SME Summit jointly organised by SME Chamber of India & Gujarat Industry Development Association.



## Collaborations, Associations & Deliberations...



*On 24th Feb, 2024 Dr. Sunil Shukla, shared his insights on entrepreneurial solutions in sustainable agriculture in the session on 'Role of Institutions to Promote Sustainable Agriculture' at the National Conference on Natural Farming by Gujarat Institute of Development Research (GIDR) Ahmedabad & Gujarat Natural Farming Science University (GNFSU), Halol.*



*On Feb 9, 2024, at the 2nd International Conference, at Atmiya University, Rajkot, Dr. Sunil Shukla, moderated a session titled 'Disruptive Technologies Skilling and Future of Work'.*





# Overwhelming

**CMO Goa** @gocm - 30/01/24  
Hon'ble Chief Minister @DrPramodPSawant witnessed the signing of MoU between Goa CSR Authority and Central Power Research Institute, NIMHANS, EDII, CLII, UNICEF, and World Bank. 1/2

**DIP Goa** @dip\_goa - 12/03/24  
A Mega Step towards the implementation of the 'Goa Udyamita Yojana', where EDII will be Implementing Agency with Goa CSR Authority & @edc\_goa, serving as the nodal agencies. 2/2

**ANI** @ANI - 13/03/24  
#WATCH | Panaji: Goa CM Pramod Sawant addressed at the inauguration of the Goa Centre of the Entrepreneurship Development Institute of India. (12.03)

**CMO Gujarat** @CMOGuj - 12/01/24  
મુખ્યમંત્રી શ્રી ભૂપેન્દ્રભાઈ પટેલ અહીં #VGGGS2024 અંતર્ગત કેન્દ્રીય મંત્રી શ્રી નારાયણ રાણે, રાજ્યના મંત્રીશ્રીઓ, દેશ-વિદેશી મહારેલ MSME સેક્ટરના અગ્રણીઓ તેમજ અન્ય મહાનુભાવોની ઉપસ્થિતિમાં મહાત્મા મંદિર ખાતે આયોજિત MSME કોન્ફરન્સમાં ઉપસ્થિત રહ્યા હતા. આ અવસરે મુખ્યમંત્રીશ્રીની... Show more

**ANI** @ANI - 09/01/24  
#WATCH | Ahmedabad: Sunil Shukla Director General, Entrepreneurship Development Institute of India (EDII) speaks on the special seminar organised by EDII to highlight the role and influence of MSME. #VibrantGujarat

**Nand Gopal Gupta 'Nandif'** @NandiGupteBJP  
आज गुजरात की राजधानी गांधीनगर में प्रवास के दौरान India Think Council नई दिल्ली के तत्वावधान में Entrepreneurship-Entrepreneurship Development Institute of India (EDII) उद्घाटित संस्थान का भ्रमण करने के साथ ही शिक्षकों एवं उद्यमियों से संवाद किया। इस दौरान संस्थान के महा निदेशक श्री सुनील शुक्ला जी तथा इंडिया थिंक के निदेशक श्री सौरभ पाण्डेय जी उपस्थित रहे। @IndiathinkOrg

**ANI** @ANI  
#WATCH | Ahmedabad (Gujarat): On Vibrant Gujarat Global Summit 2024, South Korean ambassador, Chang Jae-bok says, "Gujarat is a very vibrant state. So, this Vibrant Gujarat Summit is much much-awaited event. Two years ago, it was scheduled to hold but unfortunately, it was cancelled because of the COVID pandemic. But this year, with the full strength of the participation from many foreign countries, will be a great success this time... There will be good cooperation between India and Korea in the sector of future technologies, like green hydrogen and some biotech industries. So we are looking forward to the events..."

**EDC-GOA** @edc\_goa - 13/03/24  
On the auspicious occasion of EDC DAY on March 12th, marked the inauguration of the EDII (Entrepreneurship Development Institute of India) Ahmedabad - Goa Centre at EDC House. The centre was inaugurated by Hon. Chief Minister of Goa.

**ANI** @ANI - 09/01/24  
#WATCH | Ahmedabad: Piruz Khambatta, Chairman, Rasna Private Limited, Chairman, C8 Task Force speaks on the special seminar organised by EDII to highlight the role and influence of MSME. #VibrantGujarat



**Praful Pansheriya (मौदी का...)** • 12/03/24  
 आजની યુવાપેઢી "વિકસિત ભારત" શકલ્પનાની સારથી...

આંતરમિન્ચોરશિપ ડેવલપમેન્ટ ઇન્સ્ટિટ્યૂટ ઓફ ઇન્ડિયા (EDII), ગાંધીનગર ખાતે "સ્ટુડન્ટ આંતરમિન્ચોરશિપ પોલિસી" હેઠળ ૧૩૬ વિદ્યાર્થીઓને સ્ટાર્ટઅપ આનંદ અનાયત કરી; જેમાં કોલેજના પ્રત્યેક વિદ્યાર્થીઓને રૂ. ૪૦,૦૦૦ની નાણાકીય સહાય... Show more

CMO Gujarat and 29 others

4 17 33 652

**Prof Dr Sameer Sood** • 03/03/24  
 Happy to announce groundbreaking partnership between @GandhinagarNIFT & @EDIIAhmedabad during @BharatTex2024

MoU fosters collaboration in Fashion and craft sector & fostering entrepreneurship, promoting innovation & knowledge exchange.

A transformative journey ahead.

18 10 48 1.7K

**PM Shri School JNV Palghar** • 01/03/24  
 PM Shri School JNV Palghar Students got Training at EDII Ahmedabad under the guidance of Ministry of Education's visionary Pradhan Mantri School for Rising India

#PMSHR #PMSHRISchools @EduMinOfIndia @NPEP2020 @Jnv\_India #EDII @NVIS\_HQ @nvstropune @dcivstropune

3 1 354

**Tv9 Gujarati** • @tv9gujarati • 04/03/24  
 અમદાવાદ ખાતે EDII દ્વારા ભારતીય પરંપરા સાથે ૩૦ અનોખી હસ્તકાળાનું પ્રદર્શન ફેશન શો રૂપે યોજાયું. જુઓ તસવીરો

#Ahmedabad #EDII #FashionShow

From tv9gujarati.com

**India in Peru & Bolivia** • 15/02/24  
 Best wishes to Ms. Lyzzy Maciel Vásquez Tafur, who will attend @ITECnetwork course "Informal Sector Enterprise and Local Economic Development" at the Entrepreneurship Development Institute of India, Gandhinagar - Ahmedabad from 19-02-2024 to 08-03-2024.

ITEC and 11 others

3 8 207

**MOE's Innovation Cell- GOI** • 11/03/24  
 3rd awareness workshop on Cyber Security, Ethical Hacking, and Information Dissemination at the @EDIIAhmedabad, saw over 280 participants from different institutions.

#EduMinOfIndia #AICTE\_INDIA #NCIIPC #Innovation\_Ethicalhacking #CyberSecurityAwareness

5 2 14

**Commissioner of Cottage &...** • 16/02/24  
 EDII's flagship project #WeAct, backed by #Accenture, has inked an MoU with the Dept. of Cottage and Rural Industries, Govt. of Gujarat. This collaboration is set to empower local artisans and foster sustainable practices in Gujarat's cottage industry.

4 8 22 705

**GMP Gas** (GMP) • 18-03-20  
 Chief Minister, @GMPGasMinist witnessed the signing of MoU between Gas CIR Authority & Central Power Research Institute, NIMHANS, EDII, CUI, UJCEE, and World Bank, 1/3

1 8 5 277

**Higher Education Uttarakhand** • 09-higherE07958899

સાત પ્રગતિ પથ પર ઉચ્ચ શિક્ષા ...

उद्यमिता का मार्ग संरक्षित और विकसित भारत के संकल्प को पूरा करने का मार्ग है  
 देवभूमि उद्यमिता योजना के माध्यम से विश्वविद्यालयों और महाविद्यालयों को उद्यमिता के नए केन्द्र विकसित करने होंगे - डॉ. धन सिंह रावत

संकल्प से सिद्धि की और बढ़ते कदम...

Translate post

Dr.Dhan Singh Rawat (Modi Ka Pari.) and 20 others





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