



From the Director General's Desk

Entrepreneurship is for Everyone: Expanding the Horizon of Opportunities

India is a young nation; it prides on its demographic dividend. The country's youths are passionate about innovation and entrepreneurship. No wonder, India is scaling up the ladder with aspirations to reach the top-most position in terms of its start-up ecosystem, from the present 3rd in the world. The world over, youths are being encouraged to adopt innovation, enterprise building and sustainable development. One such event which celebrates this aspiration is the Global Entrepreneurship Week (GEW), which originated in 2008. The week marks the significance of promoting Small and Medium Enterprises (SMEs) to ensure that indigenous resources are harnessed, innovations are promoted, creativity is triggered and employment opportunities are generated.

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This year GEW was celebrated from November 18th to 24th. With events across different platforms, youths were motivated to shed their inhibitions and explore the unlimited potential of entrepreneurship. 'Entrepreneurship is for Everyone' – the theme of this year, did impact all.

EDII too, over these years, has been reaching out to various target groups, across the country and also the globe, with entrepreneurial avenues and opportunities. Entrepreneurship is not limited by the factors of caste, creed, gender, family business background or for that matter even availability of finance. Anybody can be creative, innovative, resilient and thus become an entrepreneur. For an inventive entrepreneur, funding options open up automatically. Through our various projects, programmes and associations with corporate bodies/Govt. Ministries and Departments, EDII seeks to foster a strong entrepreneurial ecosystem within and outside the nation, where entrepreneurship gets established as a natural career option for people at large and youths in particular.

Today, the country is focussed on promoting entrepreneurship, and through its efforts, the Institute is complementing national initiatives towards erecting a growth-oriented, sustainable economy on the premise of entrepreneurship.

Several strong National and International platforms and strategies are bringing people closer to the charms of being an entrepreneur. Ideas, innovations and best practices need to actively be shared, and global events, conclaves, conferences and symposiums visibly place entrepreneurship before the world, besides bringing us together as a like-minded community. EDII has been organizing Biennial Conferences on Entrepreneurship since 1994. These conferences, organised under the aegis of Centre for Research in Entrepreneurship Education and Development (CREED) (setup by EDII), provide a forum for researchers, educators, and practitioners to share their research findings and experiences in entrepreneurship development.

At this international conference, the themes of Entrepreneurship Theory, Functional Areas of Entrepreneurship, Entrepreneurship Policy, Manifestations of Entrepreneurship, Entrepreneurship Education & Capacity Building, Entrepreneurship Context and MSME Entrepreneurship, are well explored and brainstormed, leading to worthwhile revelations. The 16th Biennial Conference is scheduled at EDII campus during February 26-28, 2025. We look forward to strengthening the entrepreneurial knowledge base and evolving yet more significant strategies in entrepreneurship development.

We at EDII are committed to placing India and the world on the trajectory of entrepreneurial achievements!!!

- Sunil Shukla

EditorDr. Sunil Shukla

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Empowering Artisans; Rejuvenating Crafts ... HastKala Setu Yojana

The Hastkala Setu Yojana, an initiative of the Commissionerate of Cottage and Rural Industries (CCRI), Government of Gujarat and the EDII, is an ambitious project aimed at revitalizing the cottage industry sector. This initiative underscores the vital role of traditional crafts in sustaining cultural identity and supporting artisan livelihoods. Covering all 33 districts of Gujarat, the project has, since 2020, sensitized more than 35000 artisans, with 23338 receiving advanced skill training and marketing support.



Lighting the ceremonial lamp seen here (2nd from R) Shri Nilesh Modi, Dy. Secretary Govt. of Gujarat; (Centre) Shri N.D. Parmar - Executive Director iNDEXT-c; (1st from R) Shri Dinesh Singh Rawat- EDII Governing Board Member & Chief General Manager & Zonal Head, IDBI Bank; (1st from L) Shri C Umashankar-IAS (Retd.), Senior Advisor EDII; (2nd from L) Dr. Sunil Shukla, Director General of EDII.



On October 26, 2024, the 3rd mega exhibition was organized under the aegis of the Project.

A spectacular fashion show and crafts exhibition were organized as a part of the Ahmedabad Shopping Festival '24. The unique event took place at the Event Center, Riverfront, Ahmedabad, showcasing the rich tapestry of traditional Indian crafts through the creative lens of contemporary fashion. The Hastkala Fashion Show - Promoting One District One Product & GI Crafts was organized to mark the genius of trained artisans and to feature a stunning collection of garments designed by noted fashion designers. The fashion designers used the fabric developed by trained artisans to create garments. The event also included an exhibition of 50 stalls showcasing 19 Geographical Indication (GI) Crafts from various states, along with 25 prominent crafts of Gujarat. The event celebrated the diversity of crafts from across Gujarat and highlighted the significance of the One District One Product initiative. This initiative promoted and preserved traditional crafts by encouraging artisans to showcase and innovate their crafts.

The wide range of crafts that were exhibited, featured Patola, Suf, Tangaliya, Ajrakh, Bandhej, Bakhiyu embroidery, Applique, Beadwork, and Agate. While the collection received encouraging feedback, several B2B linkages were also struck.

Additionally, three domain training programmes were held in the areas of Bamboo Pickle Making, Bead Work Making, and Bamboo Products.



Fostering Global Collaborations; Building Skills ...ITEC Supported Programmes

Global collaborations and knowledge sharing are essential for all-encompassing development in today's interconnected world. EDII partakes in initiatives that promote entrepreneurial growth and global partnerships. Under the support of Indian Technical and Economic Cooperation, Ministry of External Affairs, Govt. of India, EDII has been extending a helping hand to professionals of several countries in their journey of building skills and competencies. Over the last two months, some of the significant programmes that took place include:

Circular Economy, Sustainability and Enterprise Development: This unique, need-of-the-hour programme was organized during November 6 -19, 2024. Twenty-eight participants from 22 countries, representing government ministries and departments, attended the programme. As stated by EDII Faculty, Dr. Rajesh Gupta, Programme Director, "Circular economy and sustainable practices are drawing interest of countries across the globe. This is a course with uniquely designed pedagogy, focusing on sustainable practices and highlighting the role of entrepreneurship in ensuring economic growth on the premise of sustainability, both locally and globally. This unique course offers an in-depth understanding of the key aspects of circular economy, sustainability, and enterprise development."



Dr. Sunil Shukla, Director General, EDII with International Participants at EDII.

As a tangible outcome of the programme, the participants were empowered with knowledge and tools needed to implement circular economy principles in their respective nations. The course is divided into three modules, each covering vital aspects of sustainability and responsible enterprise development.

The modules included; Understanding Circular Economy; Integration of Circular Economy in Enterprises, and Sustainability & Enterprise Development. Stakeholder responsibility, stakeholder engagement, and policy frameworks for promoting sustainable businesses were also deliberated at length. Participants also gained insights into measuring and reporting sustainability impacts.



Entrepreneurship in Digital Age for Micro-Enterprise Advancement: The programme commenced on October 9 and concluded on October 22, 2024. Twenty-nine participants from 21 countries attended the programme. The curriculum was designed to empower participants with insights into transforming micro-enterprises into sustainable businesses with entrepreneurial principles and best practices as the key cornerstones. The programme imparted knowledge on identifying and reaching out to the target customers, managing finances and operations effectively, and handling the challenges in a developing economy. "It equipped professionals with the skills and knowledge to revive and grow micro-enterprises in a competitive and dynamic environment," informed Programme Director, Dr. Suneel Sharma.

This programme was structured into four critical modules, each covering vital aspects of skills to convert small ventures into sustainable and profitable businesses. The modules included; Introduction to Entrepreneurship in the Digital Age, Customer Discovery & Validation, Finance & Operations Management, and Innovation & Growth Strategies. The participants opined to have comprehended a practical approach to building a gainful and evolving business landscape.

EDII, under the aegis of ITEC Division of the Ministry of External Affairs, Govt. of India, continues to build capacities of professionals from developing nations so that entrepreneurship, best practices and skill development get a boost.

'Academic Leadership in Action'

...Academicians Draw Learnings to Foster Entrepreneurship



Dr. Sunil Shukla, Director General, EDII briefing the participating principals on entrepreneurship education and its seamless integration into school curricula.

EDII conducted a 2-day Exposure Visit for CBSE School Principals at its Campus during November 27 - 28, 2024. 52 principals from 8 states attended the event. The participating academic leaders were equipped with necessary tools and strategies for fostering excellence and innovation in their respective schools.

Leveraging Rural Strengths to Attain Sustainable Growth

...Start-up Village Entrepreneurship Programme

Bolstering rural economies and livelihoods is important for the balanced socio-economic growth of the country. Start-up Village Entrepreneurship Programme (SVEP) is a subscheme under Deendayal Antyodaya Yojana — National Rural Livelihoods Mission (DAYNRLM) aimed at helping Self Help Groups (SHGs) and their family members set up small enterprises in the non-farm sector.

SVEP is being implemented in 38 blocks of 37 districts.



SVEP Highlights

- Enterprises promoted till date: 1,03,613 (Existing: 31,984; New: 71,629)
- Entrepreneurs: 1,05,467 (Male: 35,448; Female: 70,018; Transgender: 1)
- CEF: INR 256.29 Cr. has been disbursed as CEF to the enterprises.
- Bank Linkages: 7,101 with a loan amount of INR 29.65 Cr. (Disbursed)
- Udyam Registration: 15,691
- CRP-EPs: 1,388 (427 Male; 961 Female)

Over the last two months, EDII, in partnership with the Rajasthan State Rural Livelihood Mission, has successfully trained over 330 women from 11 blocks across Rajasthan as Community Resource Persons - Enterprise Promotion (CRP-EPs). This initiative aims to empower women and promote rural entrepreneurship by equipping participants with the skills and knowledge needed to drive local enterprise development and sustainable growth in their communities.



59 Women participated in written test and interview for CRP-EP selection in Haroli block, Una district, Himachal Pradesh. 35 women were finally selected for training to nurture rural entrepreneurship and thus empower local communities.





Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh awarded SVEP Entrepreneur, Ms. Gunjan Devi with the prestigious 'Aakansha Udyami Samman'.

Ms. Gunjan Devi, SVEP-supported entrepreneur from Akbarpur block of Uttar Pradesh, was recently honored with the Aakansha Udyami Samman by Chief Minister Yogi Adityanath at the Aakansha Haat 2024 in Lucknow. Ms. Devi was felicitated for her remarkable success in running a bakery enterprise, which generates a monthly turnover of Rs. 70,000 to Rs. 80,000. Gunjan's story stands as a testament to the positive impact of SVEP in rural area.



Shri Shravan Kumar, State project Manager, Non-farm, Livelihood, Society for Elimination of Rural Poverty (SERP), Govt. of Telangana, visited a pickle-making unit in Chinnakondur block, Telangana and interacted with women entrepreneurs to understand their business and related issues. Shri Kumar also visited a snack production unit and a ginger paste making unit.

Women CRP-EPs participating in a role-play activity focused on learning enterprise development skills.





Accelerating Cluster Growth ...The National Rural Economic Transformation Project (NRETP)

Proactive clusters of industries have proven to assume the responsibility of harnessing opportunities for optimal growth. Development of clusters is, therefore, mandatory to promote competitiveness among enterprises. The National Rural Economic Transformation Project (NRETP), launched by the Ministry of Rural Development (MoRD) is a thoughtful initiative focussed on complete development of artisan-based clusters in both the farm and nonfarm sectors. EDII has been appointed as Technical Support Agency (TSA) to extend technical assistance to artisan clusters. The Institute collaborates with State Rural Livelihood Missions (SRLMs) and provides technical assistance to artisan clusters. In the last two months, the following activities were undertaken:

Dahod Pottery Cluster, Gujarat

The Dahod Pottery cluster experienced notable transformation through a blend of modern machinery and traditional craftsmanship. Introduction of high-tech equipment, such as electric potter wheels, polishing machines, clay processors and disintegrators, pugmills, and jigger - jolly machine, etc. empowered artisans to improve their craft, scale production, and meet market demands while preserving the essence of their traditional artistry.

Students from MICA, Ahmedabad, during their six-day visit to Dahod Pottery Cluster. They delved into the production process, right from raw material selection to crafting and finishing. Over interactions with artisans, the students identified market gaps, explored growth opportunities and explored modern designs and marketing strategies.





On November 1st, 2024, Shri Raman Wadhwa, Deputy Director (Rural Livelihood), Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM), MoRD visited Saras Mela in Gurugram, organized by the MoRD, Govt. of India. He interacted with women artisans from Badarwas Jacket Cluster, Shivpuri, Madhya Pradesh. These women collectives work on Modi jackets using sustainable, zero-waste techniques.



Kolhapuri Chappal Cluster, Kolhapur

The Kolhapuri Leather Cluster introduced advanced tools at their common facility centre. These included leather polishing machine, leather buffing machine, stamping machine, strap cutting machine, and post bed single needle sewing machine. These machines will enhance the quality, precision, and efficiency of production, empowering artisans to scale their craftsmanship while maintaining the iconic artistry of Kolhapuri leather chappals.

Channapatna Toy Cluster

The cluster is famous for its colorful and eco-friendly wooden toys. In an effort to boost the local economy of artisans, a vision-building exercise was organized with the producer company's shareholders focusing on market strategies. Additionally, field mobilization activities were conducted engaging artisans and encouraging them to join the producer company.

Cluster development efforts notably contribute to growth through collaboration and cooperation. A strong edifice of business practices, expertise and infrastructure are laid. EDII's work in this domain as well as this project, testifies this.

IDBI Officials Hone Their 'Entrepreneurial Thinking'



(Sitting row; centre) Dr. Sunil Shukla, Director General, EDII (sitting row; 3rd from R) Dr. Pankaj Bharti, Associate Professor, EDII with IDBI officials. The two batches of the programme were held in Mumbai during 11-12 November and 13-14 November, 2024.

EDII and IDBI jointly conducted two-day programme named 'Aarohan- My step towards Excellence' for General Managers of IDBI Bank Ltd. EDII was roped in to conduct sessions on 'Entrepreneurial Thinking'. These sessions focussed on enhancing managerial skills, leadership, intrapreneurship quotient and entrepreneurial mindset among the officials. Seven batches of the programme have been planned to reach out to the General Managers of the Bank.

EDII is grateful to its President, Shri Rakesh Sharma, Managing Director & CEO, IDBI Bank Ltd., for providing this unique platform. The support extended by Ms. Purnima Bhargava, Head, Learning & Employee Engagement, IDBI Bank Ltd., was also critical in formalizing this programme.



From Identifying Competitive Advantages to Embracing Entrepreneurial Feats ... Devbhoomi Udyamita Yojana

Uttarakhand's competitive advantages are precious and pave the way for entrepreneurial successes. The state is on a startup drive, providing opportunities, incentives and support to startups. EDII is happy to partake in the State's efforts to promote an entrepreneurial environment abuzz with forward-looking enterprises. Launched in September 2023, 'Devbhoomi Udyamita Yojana,' aims to foster entrepreneurship among the youth, with the aim of fostering an inclusive and balanced development of the state. EDII collaborates with the Higher Education Department, Govt. of Uttarakhand to support this initiative.

Over the last two months, 9 two-day bootcamps were conducted across various universities and government colleges in Uttarakhand under the Devbhoomi Udyamita Yojana. These bootcamps focus on sensitizing students towards entrepreneurial career and startup opportunities. Through these bootcamps, students are encouraged to explore entrepreneurship, as a career, to shape their ventures in future.



Bootcamps at universities and government colleges in Uttarakhand.

The DUY team also conducted 3 twelve-day Entrepreneurship Development Programmes (EDPs) at various government colleges in the state. The programmes aimed at training and mentoring youths to set up their own enterprises. More than 200 beneficiaries were selected through an entrepreneurship mapping test and they were trained in identifying business opportunities, preparing detailed project reports setting up and managing a business, financial literacy, networking, business management, and other aspects related to New Enterprise Creation. All activities are being managed under the guidance of Dr. Amit Dwivedi, Director, Department of Projects (Government), EDII.





Entrepreneurship Development Programme (EDP) at Shri Anusuya Prasad Bahuguna Government PG College, Agastyamuni in progress. 45 participants attended the training.

Dr. Amit Dwivedi, Programme Director, said, "The five-year scheme has completed one year, it is my immense pleasure to share that the project achieved its milestones and showing tremendous outcomes. I am confident that the results will be much more impressive in the upcoming year."

185 51 124 Devbhoomi Udyamita **Faculty Mentors Industry Mentors** Kendras Established Developed Registered 20 5163 Startup Seed Students Attended **Fund Award EDPs** 1132 332 Udhyam Aadhar Students Registered **Enterprises Setup**



Goa Taps its Entrepreneurial Spirit

Entrepreneurial growth, mindset as well as technological shifts are interrelated and complement each other. Goa is emerging as one of the most progressive regions on the fronts of technology and entrepreneurship adoption. Promotion of start-ups is being emphasized upon. The state is overseeing pertinent technological and infrastructural upgradations, devoted to entrepreneurial growth and diversification. EDII's Centre in Goa, committed to entrepreneurship promotion is undertaking interventions to strengthen entrepreneurship in the state. The centre is actively harnessing the potential of human capital and indigenous resources to promote New Enterprise Creation and MSME growth. The Centre has been set up with the support of the patronage of Govt. of Goa, Goa CSR Authority and EDC Limited.

As a part of strategic activities planned for the State, an Entrepreneurship Awareness Programme (EAP), in collaboration with EDC Ltd., was organized in Goa on November 13, 2024. The programme sensitized 53 youths of the state about entrepreneurship and encouraged them to consider entrepreneurship as a career, explore innovative ideas and venture into the world of job creators.

Additionally, in collaboration with District Rural Development Agency (DRDA), a five-day Training of Trainers' Programme - 'Training the Livelihood Cadres', during November 26 - 30, 2024. The programme was designed to institute cadres of livelihood consultants with skills to accelerate rural / village entrepreneurship and enterprise development. The consultants were equipped with skills pertaining to business plan preparation, enterprise management, and performance tracking.

According to Associate Faculty and Incharge, EDII - Goa Centre, Dr. Abdul Razak, the participants developed orientation, knowledge, empathy and skill development to provide business development support to entrepreneurs at the village level, in addition to building their technical competency in the crucial aspects of entrepreneurship.



Participants of Entrepreneurship Awareness Programme with (2nd from L) Dr. Abdul Razak, Associate Faculty, EDII.



Goa: A Rising Star in India's Entrepreneurial Landscape

Goa has always been known as a traveller's paradise and a cultural jewel; now, it has emerged as a destination for entrepreneurship and innovation. Under those palm-fringed beaches and pretty lifestyles is a growing ecosystem of creativity, collaboration, and science that is putting up the newest technology. A prime location, a forward-thinking government breed, and a healthy balance between work and lifestyle make Goa poised to leave no stone unturned on national and world stages.



& Associate Faculty, EDII

A Unique Landscape for Growth

Goa is sandwiched between the two coasts and conveniently links Mumbai, Pune, and Bengaluru. Its location on India's western coast makes it fit as an attractive base for startups looking for access to vast markets and enjoying a life unmatched in metropolitan hubs. The infrastructure of the state, together with its natural wealth and slow pace, creates space for creativity and innovation. To this is added an influx of digital nomads and work-from-anywhere workers who energize Goa with a global entrepreneurial spirit. With its cosmopolitan culture, high quality of life, and talented workforce supported by local educational institutions, Goa is poised to be a vibrant, innovation-driven ecosystem.

The Thriving Entrepreneurial Ecosystem **Government Support for Innovation**

The government of Goa has consistently endorsed entrepreneurship with their intervention initiatives like the Startup Policy of 2017, which intended the incubation of viable startups at the rate of 100 per year. Such financial incentives, as well as various skillbuilding programs and infrastructure provisions, have empowered entrepreneurs to turn those ideas into successful business ventures. The Goa Startup and Innovation Day is an event in which innovators, investors, and industry leaders can come together, thus increasing the networking opportunities.

Collaborative Spaces and Incubators

Of the many constituent parts attaching themselves to the general startup ecosystem in Goa, co-working spaces and incubators form the central hinge. Mentoring and access to funds and networking are thus made part of the offerings given in introduction to startups by organizations like the Center for Incubation and Business Acceleration (CIBA) and the Forum for Innovation Incubation Research and Entrepreneurship (FiiRE). Apart from these being spaces to work in, they also serve as other function-rich lively swirling spaces wherein entrepreneurs come to meet each other and mingle with ideas, inspiration, and possible partnerships.



Diverse and Impactful Startups

In Goa, there exists a wonderful entrepreneurial ecosystem. From the forward-thinking fintech companies to the sustainability enterprise, these entrepreneurs would cover everything. Startups tackling real-world problems, mainly concerning tourism, agriculture, and those concerning environmental sustainability, will showcase Goa's transformation into an economy driven by technology.

It places the state within the matrix of profitable ventures with a social impact model of new purposeful innovation as, it can potentially exploit the natural advantages of Goa with emerging industries.

Goa's Competitive Edge

There is something unique about Goa regarding its balanced and equally inspiring environment, undoubtedly providing the space for personal and professional development. The rich cultural heritage of the state, coupled with relatively low living costs and connectivity that can compete with the best in the world, lays the best foundation for entrepreneurial and business success. Goa does not have any of the hallmarks of age-old start-up destinations and, instead, drives entrepreneurs through collaborative and community-centrism in coming up with businesses but also lifestyles intertwined with well-being.

Goa Centre of the Entrepreneurship Development Institute of India (EDII): Catalyzing Entrepreneurial Growth

The advent of the Goa Centre of the Entrepreneurship Development Institute of India (EDII) on March 12, 2024, is a significant event in the entrepreneurial trajectory of Goa. The centre, housed in the EDC Complex, Panaji, will serve as a hub for fostering entrepreneurial thinking, attaining economic self-reliance, and building a more substantial support system for upcoming and existing entrepreneurs.







Hon'ble Chief Minister of Goa, Dr. Pramod Sawant inaugurating the Goa Centre of the Entrepreneurship Development Institute of India, on March 12, 2024.



A Vision for Entrepreneurial Excellence:

At the Goa Centre of EDII, skill development programmes, capacity-building initiatives, and personalized mentoring are being implemented. It inspires individuals in raising their intent toward entrepreneurship as viable employment and equips them with a skill set for successful survival in a competitive business environment.

A Strong Foundation: Inauguration and Partnership

"This was followed by the comments of Dr. Pramod Sawant, Chief Minister of Goa, on the growing demand for innovative technology for these sectors and the signing of an MoU between EDII and the Goa CSR Authority. Therefore, it drives

- design of skill enhancement programmes that are particularly relevant to local needs,
- specific interventions and provisions for MSMEs, and
- incubation of innovative ideas to address contemporary business challenges.

Building Entrepreneurial Acumen:

Entrepreneurial Mind Sets: The EDII Goa Centre strives to instil entrepreneurial mindsets in various strata of society through practical training, mentorship, and access to resources, creating an environment for innovation and creativity to occur.".

A Bright Future Ahead

With increasing investments in infrastructure, collaborations between industry and academia, and proactive initiatives from the government, it seems like Goa shall soon become a global destination for startups. The unique combination of natural beauty with cultural richness and entrepreneurial vibrancy has the potential to offer something rare for the innovators. Goa's journey emphasizes how much vision can achieve when combined with collective efforts, where innovation and quality of life can be blended perfectly. Entrepreneurs searching for a place that nurtures creativity and, at the same time, growth will find Goa not just to be a destination, but a launching pad for their dreams. "In Goa, the future isn't just imagined; it is being created."



Participants of an Entrepreneurship Awareness Programme with (4th from R) Mr. B.S. Pai Angle, Managing Director, EDC Ltd; (5th from R) Mr. John De Sousa, Deputy General Manager, EDC Ltd. and (3rd from R) Dr. Abdul Razak, Incharge, EDII - Goa Centre.



Uttar Pradesh Strengthens its Entrepreneurial Roots

Uttar Pradesh is poised to establish a world-class startup ecosystem by building strong knowledge edifice and a supportive policy environment. The state is attracting attention for its growing opportunities and potential. EDII is committed to strengthening entrepreneurial feats in this resource-rich state. EDII's Regional Centre in Lucknow emphasizes entrepreneurship development and fosters entrepreneurial culture in the state by developing skills, knowledge and attitude among a diverse cross section of population.

During the last two months, 9 Entrepreneurship Awareness Programmes (EAPs) were conducted by EDII under Entrepreneurship Skill Development Programme (ESDP) project, supported by the Ministry of Micro, Small and Medium Enterprises (MSME), Govt. of India.

Alongside these, 5 six-week Entrepreneurship Development Programmes (EDPs) were conducted to train and develop youths with entrepreneurial competencies and skills, especially form marginalized sections of society such as Persons with Disabilities, exservicemen, women and disadvantaged individuals.

475 individuals were trained under these programmes in Gorakhpur and Khushinagar. Most trained youths, identified small business opportunities and are pacing towards setting up sustainable and rewarding businesses under the guidance of EDII mentors.



 $Participants\ of\ Entrepreneurs hip\ Awareness\ Programme\ at\ Dharampur\ Tiraha,\ Gorakhpur,\ Uttar\ Pradesh.$



Potential Galore The Food Processing Sector

Food processing is one of the largest industries in India. The industry also witnesses unique innovations and countless developments, on a regular basis. Realizing the endless potential for growth and livelihoods for people, in 2020, the Ministry of Food Processing Industries (MoFPI) launched the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme under the Aatmanirbhar Bharat Abhiyan. This initiative empowers micro-enterprises by promoting their formalization, capacity building, financial support, and market linkages. EDII has been actively working across all districts in Gujarat on all scheme components to maximize impact. Some significant activities undertaken over the last few months, include the following:

Multiple awareness programmes were conducted in various districts of Gujarat to create awareness among people about the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme, thus supporting micro food processing enterprises in rural areas. In all, 421 people were addressed through 12 Awareness and Promotional Workshops at various centres.

A diverse cross section of people including, tribal community members, small entrepreneurs, potential entrepreneurs with focus on women, members of sakhi mandals etc. were sensitized. The beneficiaries were taken through the benefits of floating small business, beneficial government schemes, processes and ways of setting up business.





Agri-Business & Food Processing Conference, organized in partnership with Knowledge Chamber of Commerce and Industries, Unjha being chaired by (Centre) Shri M. Nagarajan, IAS, Collector and District Magistrate, Mehsana. The event was attended by (2nd from R) Shri Bharat Patel, Hon'ble Secretary General, Knowledge Chamber of Commerce and Industry; (1st from L) Dr. Amit Joshi, Director, Knowledge Chamber of Commerce and Industry; (1st from R) Dr. Pinal Patel,

Assistant Manager, Gujarat Agro Industries Corporation Limited (GAICL); (2nd from L) Shri Dinesh Patel, Ex-Chairman, Agricultural Produce Market Committee, Unjha and representatives from National Bank for Agri culture and Rural Development (NABARD) and Small Industries Development Bank of India(SIDBI).

The initiatives have together sensitized local entrepreneurs and farmers on the huge potential of commercializing food & agro business.



Driving Growth Across Sections and Sections of People

...In partnership with Government and Corporates

In collaboration with Corporates and Government Ministries/Departments in implementing their CSR programmes, the Institute seeks to create unique opportunities that render rewarding life to beneficiaries.

EDII focusses on creating an inclusive entrepreneurial ecosystem, by targeting women, tribal communities, disadvantaged youths and Persons with Disabilities (PwDs) through training, mentoring and handholding support.



Beneficiaries trained under 'Skills to Succeed' project exhibiting hygiene, sanitation and wellness products developed by them.

Giving wings to women by training them and supporting them to set up sustainable enterprises is one of the core areas of intervention. Over the last two months, over 3000 women have been skill - trained and guided with production, marketing and networking strategies, so that they unleash their strengths, hone their skills, align these with their interests and float sustainable enterprises. Programmes including Skills to Succeed (supported by Accenture); Subhalakshmi Udyogini (supported by Vedanta Alumina); Micro Skill Entrepreneurship Programmes (under the support of Hindustan Aeronautics Limited (HAL), Project UDAYA (under TATA Communications); SANKALP (under the aegis of Standard Chartered) etc. are intervening to bring women in the forefront of economic activities.





Trainer explaining the importance of packaging as a crucial part of business development to the beneficiaries of Project Aathak Bharat at Ambika Haldar Farm (Farmer Producer Organization).

Under the UDAYA Project supported by Tata Communications, till date, 5900 women and PwD entrepreneurs have been sensitized through 60 Entrepreneurship Awareness Programmes. Out of these, more than 1400 potential entrepreneurs have received specialized training and more than 630 trained individuals have successfully started their micro-enterprises.



Dr. Siddharth Bhatt, General Manager, Tata Business Excellence Group addressing the participants at Alibaug. Also present on the occasion were Ms. Vinita Chavla, Talent Management & DE&I, Tata Consulting Engineers Limited and Mr. Anit Rastogi, Project Lead, Tata Communications.

As a step towards encouraging the consolidation and growth of businesses set up by women, the specially curated (with the support of Accenture) Chambers of Commerce for Women, the WeACT (Women Entrepreneurs Access Connect Transform) has been conspicuously connecting women entrepreneurs to new opportunities across 17 states and 2 union territories.



WeACT's Winning Feats

- In October 2023, the Vocal for Local initiative was launched in four states—Uttarakhand, Bihar, Karnataka, and Odisha. WeAct members showcased and sold their products across three main categories: Food & Agro, Handloom & Handicrafts, and Household Supplies.
- On the occasion of Diwali, WeAct Emporium unveiled a new collection featuring jewellery, warli art home decor, leather products, stylish jackets and kurtas for men. The response to these new products and designs was encouraging.
- Products of several entrepreneurs were relaunched with innovative packaging, new logos and creative marketing ideas.



Dr. Raman Gujral, Director - Dept. of Projects (Corporates), EDII interacting with Ms. Ajita Singh, Project Manager, NASSCOM Foundation. Also present in the discussion was Mr. Samuel Moses Amarnath, WeAct Head.

Over the last two months, concerted efforts were also put in the direction of uplifting the marginalized sections of society, such as the Tribal community of Gujarat's Dang District under the Project Athak Bharat (supported by ONGC); rural and peri-urban communities under Project Revitalising Innovation for Sustainable Enterprises (RISE) (under the support of IDBI Bank Ltd.) and Nirmal District (supported by Accenture). 166 beneficiaries were trained in setting up micro-enterprises based on small technologies, local skills, and resources. Along with this, a cadre of 30 trainers were trained in team-building activities, task division exercises, and decision-making.

718 Persons with Disabilities were also trained under Project Swavlamban (under the support of SBI Foundation) from Anand, Kheda, Gandhinagar, Ahmedabad, and Arvalli districts of Gujarat through interventions aimed at economic and social development. In the last two months, 147 PwDs were trained under 'Business Scale-up Training Programmes' and 'Member Based Organisations (MBOs) Training Programmes.'

EDII is committed to helping people across sectors, overcome inhibitions, develop skills, bridge the gaps of gender and equality and place people on the trajectory of growth and sustainable livelihoods.

Annual Plan Meet 2024



During October 21 to 26, 2024, EDII faculty members gathered to brainstorm over new initiatives and intervention for 2025 - 2026.

Swachhata Hi Seva 2024

October 2, 2024: EDII observed a cleanliness drive on campus as part of initiative 'Swachhata Hi Seva 2024.' The housekeeping, gardening & security staff were appreciated and rewarded for their dedicated efforts.





Swachhata Hi Seva 2024



Spurring Entrepreneurship, Innovations and Incubation

...Centre for Advancing and Launching Enterprises



CrAdLE (Centre for Advancing and Launching Enterprises), EDII's Technology Business Incubator initiated in 2016, has been guiding, supporting and mentoring tech based startups, primarily in the areas of manufacturing, food processing, renewable energy and healthcare.

So far, 129 startups have been incubated at CrAdLE. Significant activities of October and November include:

- Virtual pitching event featuring some of Gujarat's most innovative startups in manufacturing and Industry 4.0. This event was organized in collaboration with SwiftSeed Ventures. Out of 40 applicants, 10 were selected for the final investor pitch.
- Online session on 'Financial Opportunities for Startups & MSMEs.' Dr. Harish Kumar Yadav, IES, Assistant Director, Ministry of Finance, Govt. of India shared insights on various government programmes and schemes for startups and MSMEs. Over 80 participants joined the session.
- Online session with Mr. Amit Kumar an accomplished entrepreneur and investor, to delve into the secrets of building a successful startup. Over 80 participants joined the session, gaining valuable insights.



Workshop titled 'Startup-MSME Connect' as part of Vikas Saptah, was organized in collaboration with Karnavati Innovation & Incubation Foundation — KMET, Karnavati University. The event comprised an exhibition featuring 10 innovative startups incubated by CrAdLE and KMET, an overview of Gujarat's startup ecosystem and an inspiring story by Ms. Shruti Mehta, founder of Bharat Godam Solutions LLP. Over 30 participants joined the workshop to connect and collaborate to building a stronger ecosystem.





Prof. Philippe Regnier delivered two sessions during his visit to EDII, over November 25 – 26, 2024. He shared insights on 'Entrepreneurship and Appropriate Technology for International Sustainable Development'. He also conducted a session for students of 'Fellow Programme in Management' where he reflected on 'Swiss SME and Startup Sustainable Internationalization to Asian Emerging Markets: Recent Trends and Promotion Initiatives'.



November 14, 2024: A session was conducted to spread awareness about the dangers of narcotics and drug abuse. The session was delivered by Ms. P.N. Dhandhaliya, Police Inspector (Adalaj).



Blood Donation Camp on October 1, 2024.





PGDM-E (2024-2026) students during their visit to M/s. Hitachi Hirel Power Electronics Pvt. Ltd., Sanand, on October 17, 2024, as a part of field visit.



November 15,2024: eChai and EDII jointly organized Startup Growth Conversations on, EDII campus. The event had the presence of (1st from R) Mr. Tanamy Shanishchara, Founder, MeDigit; (2nd from R) Mr. Vaibhav Shitole, MD, IoTA Diagnostic; (3rd from R) Mr. Paresh Mayani, CEO, SolGuruz; (4th from R)Mr. Hardik Manwani, CTO, Mind Alcove. Students witnessed brainstorming over building a startup from just an idea.





The Glorious; the Eminent: PG Alumni Leaving Indelible Mark As Entrepreneurs

This section features PG Alumni who are excelling as business/social entrepreneurs. Every issue of EDII Reports will introduce three such progressive entrepreneurs. Let's meet the three alumni entrepreneurs selected to be featured in this issue.

Suril Dipak Udeshi (batch 2001) First Generation Entrepreneur Suril Udeshi Restaurant Consulting

Suril Udeshi, inspired by his mother and grandmother's culinary creativity, developed a passion for the restaurant business early on. Hearteningly, since 2002, he has curated over 40 high-end F&B establishments, gaining acclaim for creating standout restaurants with exceptional attention to detail. Specializing in global cuisines and large-scale restaurant setups, Suril's vision focusses on elevating Indian cuisine on the global stage through innovative presentation



and establishing flagship vegetarian restaurants worldwide. Suril's consultancy focuses on meticulous business analysis, minimizing risks, and maximizing market dominance. With two decades of expertise, he has earned accolades, including the Best Restaurant Consultant Award 2024 from Restaurant Guru.





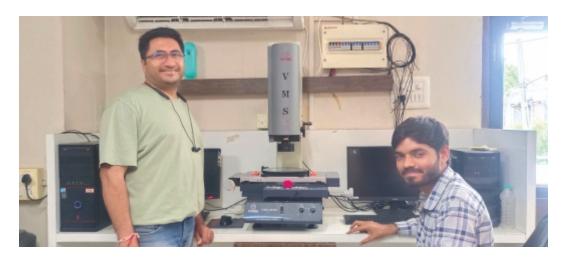


Sagar Hargovind Malvi (batch 2005) Family Business Entrepreneur Enterprise: Shri Guru Metals

Shri Guru Metals manufactures precision parts from ferrous and non-ferrous based alloys. Jamnagar Brass Industry had been witnessing the negative impact of climate changes and the role played by metals manufacturing processes & its effect on nature. Sagar took the initiative of moving towards RoHS and REACH Compliance manufacturing processes in the



Industry and also spread knowledge on improvising manufacturing technique compatible with versatile metals manufacturing. With Sagar's implementation of the five-year diversification plan for his family business, the turnover jumped by 22 percent in a span of just one year. Sagar is focussed on introducing contemporary technology that lead to increase in productivity and diversification to newer regions.







Mukesh Kumar Pandey (batch 2019)
First Generation Entrepreneur
Enterprise: Navchetna Agro Centre Producer Company Ltd.

Hailing from an agrarian family in Mirzapur, Uttar Pradesh, Mukesh Pandey is a pioneer in sustainable farming and forestry models. Driven by his passion for entrepreneurship and his deep-rooted connection to agriculture, Mukesh has become a notable name in organic farming, carbon credit implementation, and farmer empowerment. He leads Navchetna, one of the leading Farmer Producer Organizations



(FPO) in Uttar Pradesh. As CEO of Navchetna, Mukesh oversees a team of 288 members operating across 6 districts, 1,960 villages, and 49 blocks (talukas). Navchetna has emerged as a pioneer in exporting vermicompost to South Korea and as a Net Zero organization, promoting environmental sustainability in agriculture. Much appreciated and recognized on various significant platforms, Mukesh and his co-founder, Aparna Srivastava are committed to widespreading organic farming across the country.





EDII Alumna, Ms. Priyanshi Jariwala (PGDM-BE 2014-2016), Founder of 'The K Cult' Featured in Ahmedabad Mirror

23rd November 2024 (on page nos. 1 & 4)

Trend of wearing pre-owned clothes picks up; entrepreneurs create dedicated community for sustainable fashion

Trend of wearing pre-owned clothes picks up; entrepreneurs create dedicated community for sustainable fashion

Niyati.Rana Fahmedabadmirror.in

into a thriving community of pre-loved clothing buyers and sellers in Ahmedabad. Priyanshi Jariwala, an EDII alumnu started selling good quality clothes through Instagram to friends and family. Her conscious decision to embrace sustainable fashion has now transformed into "Just P.O. Stuff," a platform that collects, washes, irons, and resells pre-owned clothes.

From three to fifty

Since December 2023, Jariwala ha seen her community grow from a mere three members to over 50, a testament to the increasing accept ance of second-hand fashion in

"What's crucial is the quality check of the pre-loved clothes we accept for resale," Jariwala explains. "We have a stringent process where we thoroughly impect pre-owned clothes, dry-clean them, and iron them before putting them up for resale. We encourage wellers to give us 10-15 pre-owned clothes. We allow a 90-day period for the sale, mutually decide the resale price, and sell them through various platforms We have a stringent process where



Instagram, thrift events in the city, and even special Ravivari thrift markets."

Jariwala retains 50% of the resale price to cover the costs of arranging the sale, managing inventory, and handling courier

From Surat to Ahmedabad

"After moving to Ahmedabad from Surat, I sold pre-loved clothes for my flat-mate, and the response was amazing," she shares.

CONTINUED ON PAGE 4

Sustainable fashion

CONTINUED FROM PAGE 1

"That's when I decided to create a dedicated platform Just P.O. Stuff, which stands for 'just pre-owned stuff.' It's encouraging to see people buying these clothes not just for affordability but also out of a sense of responsibility, a love for sustainable fashion. and eco-consciousness. wearing second-hand clothes

Mother-daugher duo Gradually, the stigma of regulars at thrift events

is being replaced by conscious fashion."



Neha and Noor who are

Beyond commercial benefits While Just P.O. Stuff focuses on building a community and generating commercial benefits, other initiatives in Ahmedabad promote thrifting, selling pre-loved clothes, and donating them. Organisations like India Recycle and individuals have

Interestingly, people from all age groups and diverse economic backgrounds - middle class, upper-middle class, and affluent have started embracing pre-loved cloth-ing. Even major brands like Zara and H&M have jumped on board, with Zara recently launching its pre-owned clothing store and H&M offering credits to sellers who donate their old clothes.

been accepting pre-loved clothes, primarily for non-commercial purposes.

Rahul Gurnani, an event management company owner, admits that while he was comfortable wearing his cousin's clothes, he initially dreaded the idea of wearing pre-owned clothes before encountering Jariwala's initiative. "When I learned about the stringent quality checks," he says, "I decided to give it a try. Now, I not only buy pre-owned stuff from her but also sell my own clothes to make space in my wardrobe for new purchases. The money earned from selling

pre-owned items is a bonus, something you don't get when you pass on clothes to cousins and family.

Learning through thrifting

Neha Chopra and her 11-year-old daughter, Noor, are regulars at thrift events. Neha, who has opted out of formal schooling for Noor, believes that participating in thrift markets provides valuable learning experiences. "When we set up a stall at Ravivari and engage in direct selling," she explains, "Noor picks clothes, checks quality, decides pricing, convinces people to buy, and negotiates prices. She learns about business, marketing, selling, and financial literacy, in addition to understanding the importance of the circular economy and sustainable fashion." Neha emphasises the value of exposing children to the concept of accepting pre-loved clothes and other



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* IIMs have no role either in the selection process or in the conduct of the programme

For details and application, visit www.ediindia.ac.in

BIENNIAL CONFERENCE FEBRUARY 26-28, 2025 **(**

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registration-details/

https://conference.ediindia.org/

A unique, one-of-its-kind forum for researchers, scholars, educators, professionals and practitioners to share their research findings and experiences in entrepreneurship development, theory and practice. For registration and other details, visit (conference.ediindia.org).

Doctoral Colloquium 2025 (February 25, 2025): 🔏

To provide an opportunity for the doctoral students to present their research ideas and obtain valuable inputs from the discussions.

• Eligibility: Any PhD/FPM scholar registered with any recognized institution / university in India or other countries.



Collaborations, Associations & Deliberations...



October 3, 2024: Dr. Sunil Shukla, Director General, EDII visited Puducherry, to meet Hon'ble Lieutenant Governor of Puducherry, Shri K. Kailashnathan. The discussions explored the ways and means to propagate entrepreneurship in the state.



November 10, 2024: EDII signed an MoU with State Bank of India to offer Digital Business loans to entrepreneurs trained by the Institute for setting up Small and Medium Enterprises. The agreement was signed between Shri Chandra Sekhar V, General Manager (NW 1), State Bank of India (SBI), and Dr. Sunil Shukla, Director General, EDII.





Collaborations, Associations & Deliberations...



November 28, 2024: Shri Ramsinh Rathwa, Chairman, TRIFED, Ministry of Tribal Affairs, Govt. of India, and Shri Gautam Gediya, Noted Social Worker visited EDII to discuss entrepreneurial activities for tribal community & formation of scheme aimed for upliftment of the community.



October 17, 2024: EDII signed an MoU with the Management & Entrepreneurship and Professional Skills Council (MEPSC), New Delhi, to foster academic excellence, skill building, entrepreneurship promotion, research & industry partnership. The MoU was signed between Director General Dr. Sunil Shukla from EDII and CEO, Col. Anil Pokhriyal from Management & Entrepreneurship and Professional Skills Council.



October 17, 2024: Prof. Girishwar Mishra during his visit to EDII, delivered an insightful sessions on Empirical Research and Academic Writing for students of EDII's Post Graduate Programmes and the Fellow Programme in Management.





Collaborations, Associations & Deliberations...



November 18, 2024: Prof. Satish Kumar Sinha, Vice President (Sustainability), Adani Enterprises Limited, visited EDII to discuss joint initiatives related to sustainable entrepreneurial growth.



October 18, 2024: (Centre) Dr. Chandra Charu Tripathi, Director, National Institute of Technical Teachers Training and Research Institute (NITTTR), Bhopal and (L) Dr. Nishit Dubey, Professor and Head, NITTTR (Ahmedabad Regional Centre) visited Dr. Sunil Shukla, Director General, EDII and to explore opportunities between the two institutions.

November 12, 2024: EDII and Delhi Skill and Entrepreneurship University (DSEU) signed an MoU to collaborate on strengthening, educational programmes on entrepreneurship and innovation.

EDII Archives

As appeared in EDII Reports 60 Published in 1999-2000

The methodology adopted for the programme comprised classroom lectures that lay emphasis on explaining concepts and cases so that the participants could get a deeper and practical insight. Many real life situations were also highlighted and discussed at length. Against the backdrop that Mozambique, in the near future, could witness the establishment of a few institutions, be they for marketing support, technical consultancy or development financial institutions, the discussions bordered around concepts relating

to their setting up and successful management.

The participants felt that the programme had immensely benefited them. They opined that the inputs delivered would directly help them as far as their professional work is concerned. Lectures, discussions, practical exercises and other instructional techniques were rated as excellent.

A similar integral country programme is on the anvil for Sudan in the Sub-Saharan Africa.

ORGANISATIONAL AUDIT OF PUNB, KUALA LUMPUR: A NEW DIRECTION



Dr. Sunil Shukla presenting a paper during Entrepreneur Competencies Seminar.

Perbadanan Usahawan Nasional Berhad (PUNB), Malaysia, i.e. National Entrepreneur Corporation Limited assigned a very unique task to EDI. The task was evaluating the organisation and giving suggestions for increasing its effectiveness and efficiency. PUNB is seven years old and extends a host of services for promoting entrepreneurship in Malaysia. These include:

- Entrepreneur Assessment and Selection
- Entrepreneur Training and Counselling
- Corporate Monitoring
- Financial Assistance and Investment Analysis
- Business Development
- Technical Assistance

In the recent past, PUNB was in the process of reviewing its operations with an objective of revitalizing the organisation and appointed EDI as consultant to carry out an audit of one of its divisions, i.e. 'Entrepreneur Identification and Development Division (EIDD)'. The objective was to study and audit EIDD and its capability in selecting and developing quality Bumiputra (indigenous Malays) entrepreneurs. A 3-member team comprising Dr.V.G.Patel, Mr. Mayank Upadhyay and Dr. Sunil Shukla (Project Coordinaor) after critical analysis of the Division submitted its report. PUNB found the report satisfactory and starting initiating actions

for restructuring the organisation and division on the line of suggestions made in the report.

As a part of the assignment, the institute also developed 'A Manual for Entrepreneur Identification and Selection'. About 25 staff members involved in entrepreneur selection/ monitoring were also given training on 'How to identify and select potential entrepreneurs through using psychometric tests and applying 'Focussed Behavioural Event Interview (FBEI)' technique.

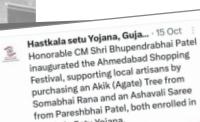
The team, during this visit, also made presentation to Shri YB Dato Mustapha Mohamed, the Minister of Entrepreneur Development, Government of Malaysia and to His Excellency, the Indian High Commissioner in Malaysia, Shri P.S. Sahay on entrepreneurship development in Malaysia.

On PUNB's special request Dr. Sunil Shukla conducted a public seminar on 'Entrepreneur Competencies' and 'Intrapreneurship'. 55 participants from leading banks and Entrepreneur Development Ministry of Malaysia attended the workshop. Mr. Mayank Upadhyay also made a presentation on 'Financial Analysis' to 30 PUNB staff members. Overall, PUNB assignment was a new initiative. It opens new avenues for the Institute for serving those organisations looking for restructing and development.

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Industrial Extension Cotta... · 28 Oct Shri C Umashankar-Senior Advisor EDII, and Dr. Sunil Shukla - Director General Entrepreneurship Development Institute of India.

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Devbhoomi Udyamit... Devbhoomi Udyamita Yojana Department of Higher Education, Government of Uttarakhand, Govt. of Uttarakhand achieved the milestones mentioned below mduring the last ONE-YEAR. EO EO



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India in Eswatini 🕸 @India... · 03 Oct Ms.Phangisile Neliswa Mngomezulu of Min of Commerce, Industry & Trade proceeding to @EDIIAhmedabad for course on "Entrepreneurship in Digital Age for Micro Enterprise Advncmnt*

under @ITECnetwork



Eswatini Government and 4 others

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District Collector & Magist... · 21 Nov भारतीय स्टेट बैंक ग्रामीण स्वरोजगार प्रशिक्षण संस्थान (आरसेटी) सिरोही द्वारा ग्राम नवारा, मे आज गुरुवार को "सामान्य उद्यमिता विकास प्रशिक्षण कार्यक्रम के तहत 06 दिवसीय प्रशिक्षण शिविर का समापन किया गया । sirohi#@Rajcmo

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