

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



Sponsored by



National Science and Technology  
Entrepreneurship Development Board (NSTEDB),  
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Govt. of India, New Delhi

Implemented by



Entrepreneurship  
Development  
Institute of India  
Ahmedabad, Gujarat

## Rationale

Sustainable growth in any business requires constant interventions in certain critical areas, such as; product and manufacturing process development; research to develop new set of products at economical cost and explore new marketing avenues. Such a mindset and effort always ensues when an entrepreneur is inclined towards innovations and constantly tries to catch the pulse of the market and competition. Evidences testify that entrepreneurs who innovate are able to reach strategic decisions at the opportune time, thus improving the prospects of business in competitive times. Hence it is important for entrepreneurs to make 'innovations' and 'technology' an integral part of their businesses. There are

## Objectives

The main objective of the project is to identify viable, sector wise innovative projects and ensure its commercialization to ensure individual and overall growth.

The other specific objectives are to:

- create a database of innovations in the sectors identified
- float a conducive eco-system for knowledge dissemination and its application at grassroots level
- ensure propagation of innovations/ projects through awareness
- commercialize innovations
- impart entrepreneurship development training to entrepreneurs so that they adopt innovations to ensure commercial viability
- provide follow-up support and extend strategic assistance for tangible results
- facilitate network developing for forward and backward linkages
- implement reporting mechanism
- enable monitoring, handholding & evaluation of the project
- undertake research & documentation activities of the project.

several instances of landmark technological innovations taking place in laboratories and not getting commercialized. Entrepreneurs are several times oblivious of such major research innovations as these remain within the four walls of the laboratory. It is important to bridge this gap and help entrepreneurs access these innovations. The project, 'Innovation-Science and Technology based Entrepreneurship Development (i-STED)' has been launched in the North Eastern Region to address this issue.

## Geographical region to be targeted over five years

The states of Assam and Meghalaya would be targeted over the first two years and gradually the project would be expanded to cover other states of NER on selective and merit basis (based on demand and absorption capacity). The duration of the project is 5 years.

## The Potential of the North Eastern Region

The North Eastern Region of the country is blessed with infinite natural resources for industrial development. The region is also emerging as a strong consumer market. However, despite its multiple avenues of growth, the region has not progressed on account of certain challenges such as - difficult geographical terrain, turbulent political environment and insurgency, poor infrastructure – all resulting in unemployment, meagre standards of living and widescale migration to the mainland India. It is appreciable that the Government has sought to float interventions to arrest the problems plaguing the region by floating viable opportunities backed by right policy measures. This project seeks to revive the industrial climate of the state by introducing modern, workable technologies and linking them up with trained entrepreneurs to ensure maximum impact. Concerted efforts under the Government of India's NER 2020 vision would further aid result oriented implementation of the Project, **Innovation-Science and Technology based Entrepreneurship Development (i-STED)**.

Government of India's NER 2020 vision document has the following goals:

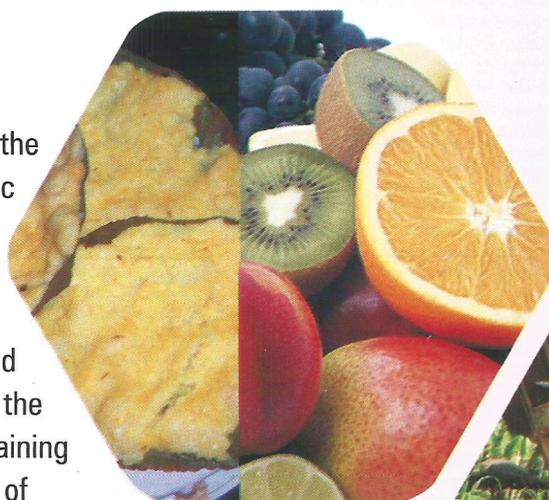
- Empowerment of people by maximizing self-governance
- Rural Development with focus on farm and non-farm sector
- Focus on Development of sector viz. Hydropower, Tourism, Food Processing, Sericulture, and investment in manufacturing
- Capacity Building to promote Entrepreneurship
- Infrastructure Development like roads, railways, air transportation & power, Linkages to Myanmar and Bangladesh
- Adequate funds flow
- 10% of the budgetary allocation from all central Ministries of NER
- Special Ministry for NER named DoNER and a special council called NEC
- Special focus on MSME through NEIP

## Sectors Identified for Interventions:

- **Food Processing:** With the North Eastern Region abounding in forest resources and diverse breeds of fruits, vegetables and herbs, the potential to spring up the Food Processing industry lies in abundance. Linking the sector with the right technical sources, facilitating branding and marketing, would help entrepreneurs establish/ diversify food processing enterprises on contemporary S&T standards.
- **Cane & Bamboo:** North Eastern region is home to rich bamboo and cane species. Bamboo and cane craft is a part and parcel of people's lifestyle and livelihood. It is a household industry in the region. However, the vast expanses of cane and bamboo can be judiciously used and given commercial significance with innovation technology and mechanisms.
- **Renewable Energy:** Renewable energy, like solar energy and bio mass gasifier etc. can play a major role in improving the industrial kaleidoscope of North Eastern region. The renewable energy sector can be harnessed to the hilt through scientific measures to promote industrial sector, for example; tea processing.

## Methodology of Project Implementation

**S&T Based Innovative Solutions:** Against the backdrop of promoting socio economic development in the region through planned science and technology based innovative interventions, EDI would harness the potential through suitable development measures and enabling factors, such as; research to map the conditions, relevant technology identification, training and awareness interventions, match making of technologies and entrepreneurs and follow up to ensure success. Technologies would be sourced from innovators, R&D institutions, Networks, Academic institutions and other similar renowned laboratories and institutions.



The step by step strategic methodology to be undertaken comprises:

- Resource mapping and gap analysis
- Creation of data bank on appropriate technologies suitable for NER in identified sectors.
- Creating awareness of technologies for its adoption and absorption amongst target groups
- Demonstration of technologies
- Commercialization of technologies and adoption by the target groups
- Linking technologies with entrepreneurs through awareness and Entrepreneurship Development Programmes
- Establishing technical and financial linkages for enterprise establishment
- Handholding support to entrepreneurs on issues related to IPR, marketing linkages etc.
- Networking with banks/financial institutions and other service providers



## Expected Outcome

- Application of S&T based developments
  - Ensure around 50 scalable technology based innovations
- Human Resource Development
  - Enhance competencies of around 2200-2500 potential/existing entrepreneurs through innovation / skill enhancement / capacity building programmes
- Entrepreneurship Development
  - Nurture around 600 to 650 new entrepreneurs through entrepreneurship development programmes
- Socio economic and environmental impact
  - Jobs to be generated: 3000-3200
  - Wealth to be created: 1200-1500 Lakhs
  - Impact on environment: Most of the technologies will be eco-friendly
- Social Change
  - With increasing opportunities within the region, the problem of migration would be curbed
  - With small scale industries coming up in a big way, ancillary units would also get a boost
  - Living conditions and health of people would improve



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