

# EDI Reports

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FROM THE  
DIRECTOR'S DESK

## More Countries to Experience Entrepreneurship



Most of the emerging economies are resource rich. However, this richness has not converted into prosperity. They continue to suffer from resource curse – underdevelopment, poverty, squalor, illiteracy, corruption and human suffering. All this happens despite enormous resources, because these resources remain under utilised, unexplored and unexploited due to lack of the critical human resources, entrepreneurship in particular. All the rich but resource poor regions have a regular and adequate supply of human resources - entrepreneurship. All that is needed is effective channelling of resources, be it human or natural. To keep pace with the demands of the 21<sup>st</sup> century economy, a country has to hold on to the reins of *dynamism* as this will automatically beget the spirit of enterprise and enthusiasm in its people.

EDI has been applauded time and again for its entrepreneurial initiatives and I feel happy to state that it has been acknowledged as a world leader in creating first generation entrepreneurs as also honing skills of existing ones. It has, of course, earned this acknowledgement on account of sharing its expertise with several developing countries, and has gone a step further by ensuring sustainability of the training imparted, by setting up entrepreneurship development institutions with trained personnel in those countries.



**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA**  
Ahmedabad

EDI-pioneered Entrepreneurship Development Model has acquired the face of a revolution today. EDI vision also advocates the strategy of institution-building for forging entrepreneurship as an International Movement. In order to, therefore, replicate its success story of promoting first generation entrepreneurs through training and counselling interventions, the Ministry of External Affairs, Government of India had assigned to it the prestigious task of setting up EDI-like Entrepreneurship Development Centres (EDCs) in Lao PDR, Cambodia, Vietnam, and Myanmar (CLMV nations) in ASEAN. The Centres have successfully been yielding appreciable results. Following this success, the Ministry has now assigned EDI the task of setting up such Centres in Uzbekistan, Kazakhstan and five African countries. Beginning with the need assessment study and identification of viable business opportunities, leading to planned interventions, such as, evolving an appropriate policy framework for promotion of SMEs, undertaking advocacy for implementation of entrepreneur-friendly policies, conducting appropriate training programmes for potential and existing entrepreneurs, setting up incubators and developing SME Clusters under an umbrella ED organisation in the target countries. The objective is to create a sound economic structure and promote healthy bilateral relations. The decision for the African countries came in after the Hon'ble Prime Minister of India; Shri Manmohan Singh announced implementation of several projects in the African continent at the recently concluded Second Africa-India Forum Summit at Addis Ababa.

These countries have the potential to evolve from traditional, less productive economies to industrially prosperous economies. The transition, of course, is being supported by several economic and policy adjustments, which have made the need for entrepreneurial initiatives starkly blatant than ever before. Indigenous, competent entrepreneurs can only get them assimilated with mainstream markets. Hence, globally competitive entrepreneurs who can exploit and manage resources for the benefit of the economy, besides creating jobs for others and of course, benefiting themselves are a pressing need.

Therefore, the Centres would gradually develop into Centres of Excellence and work to create viable and competitive new enterprises and strengthen the existing ones. It will endeavour to create resilient, indigenous and techno savvy entrepreneurs with a global vision who will be efficient and effective in a competitive environment in the partner countries where EDI is actively intervening, with support of the Ministry of External Affairs, Government of India.

**Dr. Dinesh Awasthi**



# National Colloquium at JK-EDI

Chief Minister of Jammu & Kashmir, Hon'ble Shri Omar Abdullah inaugurated the first National Colloquium of Chairpersons and Executive Directors of state and national Entrepreneurship Development Institutes on 23 June, 2011. The Colloquium was jointly organized by EDI, Ahmedabad and Jammu & Kashmir Entrepreneurship Development Institute (JKEDI) at Srinagar.

Speaking at the inaugural function, the Chief Minister said that this was his fourth visit to JKEDI and is an evidence to how serious they were in recognizing the importance of Entrepreneurship. The Chief Minister felt that entrepreneurship should be popularized in the country so that today's youth deem it as a viable career. Shri Abdullah informed the delegates that his Government was continuously interacting with the JKEDI, Industries and Commerce Department, J&K Bank and various other stakeholders so that they could extend support to various schemes that are in place. "This way more credit would be made available to the young entrepreneurs and their growth would be facilitated", he opined.

Referring to the entrepreneurs, the Chief Minister said he wanted the government to facilitate opportunities in entrepreneurship than provide jobs. He said that the mindset that it is only the Government's responsibility to provide employment to youths, must be broken as there is a limit for the government to provide jobs to all. "The government job should be the last resort for youth; they must first consider being a job provider" he said. The Chief Minister informed that J&K government was, therefore, creating a conducive environment to popularise entrepreneurship so as to change the 'thinking' in society and motivate young people to come forward to adopt this career.

Addressing the bankers, Shri Abdullah said that banks must seek to become a strong link in the self employment scheme. He urged financial institutions to



*Seen during the inaugural function of the National Colloquium is (in the centre) Chief Guest, Mr. Omar Abdullah, Hon'ble Chief Minister of Jammu & Kashmir with (R-L) Dr. Dinesh Awasthi, Director-EDI and Dr. M.I. Parray, Director, JKEDI*

hold hands of small entrepreneurs and completely support them.

Addressing the delegates he mentioned that this Colloquium was a good opportunity for JKEDI to learn from the mistakes of other entrepreneurship institutions of the country, as JKEDI was a young organization in comparison to other EDIs. The lapses could then be avoided and best practices be adopted to widespread entrepreneurship in J&K, said the Chief Minister.

Shri Abdullah also appreciated the impressive industrial growth in Gujarat in the recent years.

Director, EDI-Ahmedabad, Dr Dinesh Awasthi appreciated the Chief Minister for launching schemes like Sher-e Kashmir Employment and Welfare programme for Youth (SKEWPY). "No other state government has been able to come up with result-oriented schemes like this," said Dr. Awasthi. He also opined that such proven schemes can be replicated in other states, and appealed to the banks and financial institutions to play a proactive role and extend support to such initiatives taken by the Government.



Chairmen and Directors of ED Institutions seen with (1<sup>st</sup> row, 4<sup>th</sup> from L) Mr. Omar Abdullah, Hon'ble Chief Minister of J&K, (3<sup>rd</sup> from L) Mr. H. K. Mittal, Advisor, NSTEDB, DST, (5<sup>th</sup> from L) Dr. Dinesh Awasthi, Director-EDI and (6<sup>th</sup> from L) Dr. M.I. Parray, Director-JKEDI

Dr. Awasthi also proposed to have a common website of all EDIs of the country in order to promote continuous interaction and dialogue.

Director, JKEDI, Dr. M. I. Parray said, "This colloquium is a platform to establish interstate institutional network, develop mutual understanding, learn from each other's mistakes and set future goals. (These days the role of the Government in industrial development is shrinking and role of EDIs is widening," he added.

He felt that the role of EDIs in spurring industrial development must be significant, and added that EDIs, with their impact creating efforts are making this happen.

The Colloquium was the first-of-its-kind in the country and aimed to draw a road map to strengthen the Entrepreneurship Development Movement in the country and to emphasise on the Indian dimensions of entrepreneurship and interactive entrepreneurship learning approaches.

The endeavour of the Colloquium was to find out ways to continue strengthening entrepreneurship teaching and research among faculty and educators, and to support various institutions in their role in promoting entrepreneurship and innovation.



# A symbol of entrepreneurial empowerment - The 12<sup>th</sup> EDI Convocation

'With economic reforms, and with virtual removal of trade barriers, the world is now our market and also our opportunity' – All 73 youths impeccably dressed in the convocation gowns seem to be saying this out aloud. They were determination and conviction personified. Their fiery spirit was infectious and one just couldn't stop gazing at these stars of tomorrow.

The 12<sup>th</sup> Convocation of the 'Post-Graduate Diploma in Management – Business Entrepreneurship' and 'Post-Graduate Diploma in Management of NGOs' was organised on April 4, 2011 at the sprawling EDI campus.

Dr. K. C. Chakrabarty, Dy. Governor, Reserve Bank of India had graced the occasion as the Convocation Chief Guest.

73 students of both the programmes were awarded diplomas. 57 students successfully completed the 'Post Graduate Diploma in Management – Business

Entrepreneurship' and were awarded the certificates: 30 in New Enterprise Creation, 17 in Family Business Management, 10 in Services Management. 16 students were awarded **Diplomas in Management of NGOs**.

Welcoming Dr. Chakrabarty, Dr. Dinesh Awasthi, Director-EDI said that Dr. Chakrabarty was an accomplished banker with over three decades of experience in commercial banking. In his long and distinguished career as a banker, said Dr. Awasthi, Dr. Chakrabarty had handled diverse portfolios like banking operations and administration, planning, economic research, investment banking, integrated treasury operations, risk management and corporate accounts, international banking, global syndication etc. Dr. Chakrabarty, said Dr. Awasthi represented India on various international boards and committees. Appreciating Dr. Chakrabarty's insight and interest in academics, Dr. Awasthi informed that his areas of interest were Risk Management, Asset-Liability



Seen during the Convocation are (4<sup>th</sup> from L) Chief Guest, Dr. K. C. Chakrabarty, Deputy Governor, Reserve Bank of India; (4<sup>th</sup> from R) Shri R. M. Malla, President-EDI & Chairman-IDBI Bank Ltd. and (3<sup>rd</sup> from L) Dr. Dinesh Awasthi, Director-EDI with EDI Governing Body Members (R-L) Shri M. K. Nag, Chief General Manager (SME), SBI; Shri B. Ravindranath, Executive Director, IDBI Bank Ltd.; Dr. Y. K. Alagh, Vice Chairman & Professor Emeritus, Sardar Patel Institute of Economic & Social Research; Dr. Sailendra Narain, Chairman, Centre for SME Growth & Development Finance and Shri D. P. Bagchi, Former Chief Secretary, Orissa



*Award winners seen with Chief Guest, Dr. K. C. Chakrabarty, EDI President, Shri R. M. Malla and (R to L) Dr. Dinesh Awasthi, Director-EDI and Dr. Sumil Shukla, PGPs Chairperson and Chief Faculty- EDI*

Management, Credit Plans, Lead Bank Schemes, Profit Planning and Coast Control. Dr. Awasthi extended a warm welcome to Dr. Chakrabarty and all present.

Shri R. M. Malla, President – EDI and Chairman – IDBI Bank Ltd., endorsed the importance of training in entrepreneurship, in his speech. The President highlighted how the Institute was broad basing entrepreneurship in foreign lands like Uzbekistan and Kazakhstan, besides offering entrepreneurship related courses in a host of other countries. Shri Malla also highlighted EDI's foray into Food Processing and cluster development, especially in places like Sibsagar in Assam and Srinagar in J&K. He applauded EDI's efforts in revitalizing the 20 Handloom and Handicraft clusters across twelve

states, and conveyed his wishes for the new project, wherein EDI has been appointed as Cluster Resource cum Monitoring Agency for 158 additional handloom clusters across ten states of the country. President concluded by congratulating the passing out students and advising them to understand the market-friendly and pro-business policies of the Government and move ahead with confidence.

President- EDI awarded diploma to students.

The Chief Guest of the Convocation, Dr. K. C. Chakrabarty awarded medals to meritorious students and delivered the Convocation address.

Handmade greeting cards, an initiative by Ashish Kumar Jha, a PG student, were released by Chief Guest, Dr. K. C. Chakrabarty on the occasion of the 12<sup>th</sup> Convocation. The project is an attempt to promote Indian art and craft, and also the art of card giving. The collection named Tannishtha is especially for the young, and includes cards for various occasions, including New Year, Valentine's Day, Prom Night, etc.

*Dr. K. C. Chakrabarty and Shri R. M. Malla inaugurating Tannishtha, a venture by EDI alumni - Ashish Kumar Jha*





## Abstract from Dr. Chakrabarty's Speech

“Entrepreneurship and finance alone are not sufficient. Conducive Conditions are needed for entrepreneurship to thrive. To create a nurturing ecosystem conducive to building business, a host of policy measures have been put in place by central and state governments, RBI, and other institutions. These include creating infrastructure - financial institutions to lend, institutions to assist with technical skills development, assistance with technological up-gradation, marketing, consulting, as well as capacity building in the form of entrepreneurship development programmes. I will be taking up some of these aspects which will be of help to you.

From the 1990s India's growth rate has accelerated from the Hindu rate of growth of 3.5%. India has had much to celebrate over the past two decades on the economic front. It has become one of the world's fastest growing economies. Indian companies have made their mark abroad and indeed many are transforming themselves into multinationals with a global presence. Most important, there is a new found sense of confidence. Confidence reposed by the world in us and confidence by us in ourselves. There certainly is the feeling of 'Yes, we can!' To sustain this momentum, it is important that the growth that we have seen is inclusive, people centric and translates into overall development. It is important that this feeling and confidence permeates all sections of society and none are left out of the India growth story. Without this we will not be able to sustain high growth.



Where you are concerned, the EDI and the faculty have done their job. It is now for you to go out and find yourselves. Three pieces of advice, which I give to primary students and postgraduates alike, which you should remember is, first, “be information literate”, i.e. third generation literate. It is not enough to be a first generation literate, i.e. you know how to read and write, or to be second generation literate, i.e. to be computer literate, but to achieve information literacy. When transiting to a knowledge society and to be a successful entrepreneur, it is critical to be information literate.

Second, you are passing out of EDI and have dreams. Many of you will be highly successful. But remember to “avoid complacency” during good times. Downturn may come any time. Third, life is not easy; it is difficult, whether of an individual or an institution. Bad times may come, and sometimes, all bad things

will come together. In such times, do not become desperate. Do not lose hope, but pray, “wait and hope” because good times will return. I look forward to a challenging, prosperous, and enterprising career for all of you passing out today.”

The function concluded with a vote-of-thanks by Dr. Dinesh Awasthi. Students later shared their business plans with Shri Chakrabarty and also other distinguished guests. They were visibly excited and enthused with the spirit of achievement.

# Ideas that Impact

EDI and The Indus Entrepreneurs (TiE) brought together pioneering entrepreneurs to interact with EDI's Post Graduate students on the significance of innovations in an entrepreneur's life. In an interactive session held on 11th March, 2011 at EDI, pioneering entrepreneurs, Mr. Amit Chugh, Founder and CEO, Cosmos Ignite Innovations and Mr. Mansukh Prajapati, one of the top seven rural entrepreneurs of India as listed by FORBES, interacted with students and drove in as to how innovations are the only way to go about surmounting hurdles to build businesses.

Mr. Chugh, said, "Innovations should not be just limited to a product and its design and form, but it is also about how you present your product. He advised the students that while designing a product and its business line, they should keep the society's 'need gap' in mind as it is the only way one can come up with out-of-the-box innovations.

Giving a peek into his own life, Mr. Mansukh Prajapati said, "I am a school dropout, but I always yearned for business of my own. I switched jobs and finally ended up with my own clay business." Mentioning that he had the rural populace in his mind before finalising the business opportunity, and to meet their requirements, he started with clay tawa or pan which lasts longer than non-stick tawas. He then came out with a major innovation in the form of clay refrigerators and water filters for rural people. "Today, people of rural areas can keep their vegetables and other eatables cool and can have clean drinking water like their urban counterparts," said Mr. Prajapati.

Students were inspired to think creatively and were convinced that innovativeness of an idea is the most important factor for success of a venture. Some of them opined that they were glad to understand how innovativeness can make the environment less hostile and gradually, friendly.

The Indus Entrepreneurs (TiE) was founded in 1992 in Silicon Valley by a group of successful entrepreneurs, corporate executives, and senior professionals with roots in the Indus region. There are currently 13,000 members, including over 2,500 charter members in 56 chapters across 13 countries. TiE's mission is to foster entrepreneurship globally through mentoring, networking, and education.



# “Hum Honge Kamyab” echoed in the air

The potential stars of the world of entrepreneurship swarmed EDI in huge number. The campus bore a festive look with faces sporting varied emotions..... some cheerful, some somber, some a little worried but one could read determination on all faces. 192 children in the age group of 12 – 16 years were at EDI this summer for the 18<sup>th</sup> and 19<sup>th</sup> National Summer Camp on Entrepreneurial Stimulation for Children, during 1-6 May and 22-27 May, 2011. Children from 12 states across the country and one from South Korea made the camp a potent platform for learning and experience sharing.

This Camp for children had been designed with the object of ‘catching them young’ so that the entrepreneurial seeds that are sown in them at a young age germinate to develop them into full bloom entrepreneurs. In keeping with this objective, the



*Chief Guest of the Valediction of the 18<sup>th</sup> Summer Camp on Entrepreneurial Stimulation for Children, Mr. Jay Ruparel, Co-founder, Azure Knowledge Corporation addressing the participants. Mr. Ruparel drove in as to how the children could make a success in their lives; all they needed was a keen eye to identify opportunities and a clear plan of action to target it*



*Chief Guest of the Valediction of the 18<sup>th</sup> Summer Camp on Entrepreneurial Stimulation for Children, Mr. Narendra Somani, Chairman, The Grand Bhagwati, addressing the participants. Mr. Somani encouraged the children to face hardships headlong and never shy away from them. He said that every hardship comes with a solution; it's just that we need to be creative in identifying them*

sessions at the camp aimed at inculcating entrepreneurial skills by encouraging them to think ‘out-of-the-box’.

The regular sessions were a mix of various problem-solving exercises and motivational success stories from high achievers. Exercises such as, ring toss and tower building gave them insight into the kind of single mindedness they should employ while targeting their goal. The participants were made to analyze their moves in the game and thus, got an idea of ‘calculated risk taking’ and realistic ‘goal setting’.

Interaction with experienced academicians and experts enabled them to explore various career options other than the traditional preferred ones. “One has to be entrepreneurial in thoughts and actions to succeed, irrespective of the field one chooses”, opined Prof. Sunil





Shri Amish Saheba, addressing the participants. Shri Saheba drew incidents from his life to motivate children to put up a tough fight in all situations. Shri Saheba's insistence on ethics, hard work and determination convinced the children that they too could make it big with the right approach and attitude

Shri Amish Saheba, Umpire, International Cricket Council (in the centre), Chief Guest at the Valedictory Function of the 19<sup>th</sup> National Summer Camp on Entrepreneurial Stimulation for Children seen with (R-L) Dr. B.B. Siddiqui, Distinguished Faculty-EDI, Dr. Dinesh Awasthi, Director-EDI, Dr. Sunil Shukla, Camp Leader and Dr. Pankaj Bharti, Camp Co-ordinator

Shukla, the Camp Leader, while interacting with the participants and apprised them on how an attitude and approach change can bring about a whole lot of difference.

A healthy mind breeds healthy thoughts and with this idea the children were exposed to yoga sessions early morning everyday. They were taught to perform various *asanas* so as to maintain a healthy body and happy mind. The values of fraternity, religious tolerance and brotherhood were also imbibed in them by organizing an all-religion common prayer meeting everyday.







Chief Guest of the Valediction of the 19<sup>th</sup> Summer Camp on Entrepreneurial Stimulation for Children, Mr. Rajiv Vastupal, Chairman & Managing Director, Rajiv Petro Chemicals Pvt. Ltd. addressing the participants. Mr. Vastupal shared little secrets of success with the children and urged them to put in their best always.

Learning fails to be complete unless fortified with practical experiences. Industrial visits to Gopala Polyplast Ltd. and Havmor Ice Cream plant, were thus very well received by the participants and gave them an opportunity to see implementation of the principles taught to them in practical settings.

The camp also organized meetings with some great achievers who have excelled in their fields. The group was highly inspired and felt motivated. The achievers who motivated them were, earthquake victim, Ms. Prutha Desai who made it big in life despite her being physically challenged; Ms. Devaki, Renowned RJ of Red FM; Mr. Manthan Choksi, national level chess player; Mr. Archan Trivedi and Mr. Makrand Shukla, well known artists; Mr. Fenil Shah, Chess Champion, Ms. Aishwarya Majmudar, winner of 'Chhote Ustad' of Star Plus.

The Valedictory Functions were arranged for groups A & B separately in both the camps. Mr. Narendra Somani, Chairman, The Grand Bhagwati Group and Mr. Jay Ruparel, CEO of Azure Knowledge Centre graced the occasion as the Chief Guests in 18<sup>th</sup> Summer Camp and Mr. Amish Saheba, Umpire, International Cricket Council and Mr. Rajiv Vastupal, Chairman & Managing Director, Rajiv Petrochemicals Pvt. Ltd. graced the occasion as the Chief Guest in the 19<sup>th</sup> Summer Camp. The impressive speeches by the Chief Guests added the final touch in boosting the morale of the future entrepreneurs.



(in the centre) Dr. Sunil Shukla, Camp Leader and eminent Faculty Members of EDI associated with the camp

The Institute welcomed the parents of the participants at the Valedictory Function who were apprised of their child's performance in an observation report developed for every child. However, much could be said from the demeanour of the children, on the last day. They were exuberant, conversed without inhibitions and depicted the confidence to take on the world.



### **Giving them the Wand to Success - Summer Camp on Entrepreneurial Adventures for Youth**

The camp is a platform for youths to realise their hidden potential, add to their strengths and capabilities, and hone them in a way that these become their winning traits. The Institute organized 20<sup>th</sup> such National Camp during 9 – 18 May, 2011. 68 youths from diverse backgrounds and 9 states of India reposed complete faith in EDI in grooming them, inculcating seeds of success in them and in preparing them to take the reins of their future in their hands.

*Chief Guest at the Valedictory Function of the 20<sup>th</sup> National Summer Camp on Entrepreneurial Adventures for youth, Mr. Sanjay Gupta, Chairman, CAMBAY Hotels & Resorts, addressing the participants*

The camp focused on entrepreneurial motivation development exercise, evaluation and development of entrepreneurial traits and competencies, visits to institutions of repute to analyze the process of creation, exposure to potential opportunities, self-assessment through specially designed psychological tests, career and psychological counseling and formal and informal interaction with successful entrepreneurs.

Simulation exercise to impart an understanding on issues such as; problem solving, decision making, team building, creativity and related themes were also well taken.

And, as Shristi Sainani, 16 years old from Nigeria, puts it, "We are all more comfortable with ourselves now. We trust our decisions better and therefore, are able to think in the right direction, communicate effectively and will be able to deal with letdowns, if any, better.

Youths even got to experience the spirit of enterprise. Based on the guidance of EDI experts and their own creativity, they





even set up their small enterprise, and earned money by working strictly within EDI Campus. Ask them about this and they say smiling, “We now understand what hard earned money actually means.”

The valedictory function of the camp took place on 18<sup>th</sup> May, 2011. The Chief Guest for the function was Shri Sanjay Gupta, Chairman, CAMBAY Hotels & Resorts. Shri Gupta encouraged the participants to understand the tough challenges of the present day market and grow into competent, trained and well informed individuals so that, when in the garb of entrepreneurs in future, they did not face hurdles.

Enlightening all, Shri Gupta said that an entrepreneur must possess the ability to take legitimate risks, plan everything with the motive of earning profits and be determined to succeed. Shri Gupta advised students not to shy away from failures in life, instead look ahead and spot the opportunities to grow, which are in plenty today.

Shri Gupta concluded his speech by wishing good luck to the students and reminded them to use this learning as a springboard to success. Hailing EDI as one of the finest institutions in the field of Entrepreneurship, Shri Gupta called this Summer Camp the stepping stone for

the participants and urged them to understand the traits that make a successful entrepreneur.

Dr. Sunil Shukla, Camp Co-ordinator encouraged the participants to deal headstrong with whatever life offers and come out with workable solutions. Dr. Shukla delved on the significance of having a right attitude and cultivating the right qualities to excel.

### From the diary.....

“I used to be an introvert and always blamed myself for being this way. It is here that I realized I wasn’t any different and that I did not have to be shy of the way I conducted myself. All that I needed to do was change my personality type. I realized for the first time that introverts also had umpteen qualities and I felt proud of myself, perhaps for the first time. Today I am an extrovert and this came by automatically, once I realized that I too was special with special qualities. EDI helped me achieve something that I was struggling to all these years. I will forever be indebted to the Institute.”

Aamer Shah, Ahmedabad



Participants of the ‘Summer Camp on Entrepreneurial Adventures for Youth’ seen with (9<sup>th</sup> from L) Dr. Sunil Shukla, Camp Leader (to his left) Mr. Jitendra Chauhan, Chairman & Managing Director, Jade Blue and eminent Faculty Members of EDI, associated with the camp

## EDI students return from China visit



*EDI students during their visit to China*

### Chinese language course introduced

This year, EDI has introduced the Chinese language course in the institute to equip its students to explore and set up entrepreneurial links with China. The curriculum for the 60-hour-module has already been prepared and the students who are entering EDI this year will be able to opt for the course. For the first time at EDI, the institute had organized a trip to Kunming in China for a team of 10 students who returned on June 26. Such trips to China are going to become more frequent for students of the institute. The institute will tie up with universities in China for student exchange programmes.

Chintan Shah, a student of EDI's PG programme has just struck upon a business idea of importing affordable solar water heaters from China. Another student, Gaurav Bagaria has become more confident about his business plan for exporting iron ore to China.

Chintan and Gaurav are part of a group of 10 students of EDI who visited China to understand the business ambience, characteristics and opportunities of entrepreneurship there. It was their first visit to China. The visit that was organized by the Institute in association with Yunnan University of Finance and Economics in China has given the students of the Institute various business ideas and new lessons on Chinese business models.

"We learnt that the Chinese entrepreneurs are very quick in responding to changes in the market demand. As soon as a product loses its demand they will loose no time to innovate and manufacture another product. Unlike us the Chinese have a strategy of manufacturing in a large bulk to cut down the cost of manufacturing and then focus on selling it by using various means," said Bagaria.

The students also learnt about government policies which, they think, could be lessons for the Indian government. Talking about such a policy, EDI student Nakul Mistry said, "We learnt that the Chinese government has strongly encouraged foreign traders to come and set up their business in China. They have set up special huge malls as facilities for this initiative. This helps the country and its people to have a better link with foreign countries. This is one of the reasons why Chinese products are penetrating various foreign markets."

Satya Acharya, Faculty-EDI, who led the team of students to China, said, "While we have a flat tax rate in our country, the Chinese government has worked out different tax rates and benefits for different industries. This is a good way to control the composition of industries."

*[As appeared in Times of India, Ahmedabad, Dt. 28 June, 2011]*





# EDI to establish Africa-India Entrepreneurship Development Centers (AIEDC) in 5 Select African Countries

At the recently concluded Second Africa-India Forum Summit at Addis Ababa, Hon'ble Prime Minister of India, Dr. Manmohan Singh announced, implementation of several projects in the African continent. This is primarily to strengthen partnership with Africa. Among the projects to be implemented, EDI has been assigned the prestigious task of setting up Entrepreneurship Development Centres in five select African countries. The countries will be identified by EDI in consultation with the Govt. of India and Association of African Countries.

These exclusive Centers devoted to Entrepreneurship Development would work towards identifying entrepreneurial potential and aiding development in a way to facilitate setting up of small ventures. This would address the needs of a large part of the population which is not in a position to seek entrepreneurial career due to variety of constraints such as information asymmetry, knowledge gaps or fear of failure. The Center would sow the seeds of entrepreneurship at an early stage in the life of young women and men, thereby motivating them to consider self-employment and entrepreneurship as a career. The Center can also contribute significantly to improving the health of existing enterprises through counselling and training interventions.

These Entrepreneurship Development Centres would thus cater to the needs of both Start-up Entrepreneurs and Existing Entrepreneurs, thereby creating viable and competitive new enterprises and strengthening the existing ones. The Centres will also organize courses for support system like banks and industry promotion agencies, planners and policy-makers to create an enabling environment for establishment of small and medium enterprises. It will also ensure sustainability of the project by organising Trainers' Training Programmes who could later organize entrepreneurship development programmes for potential entrepreneurs and extend out-reach of the programme. Sectoral development and contribution to economic development of these countries will thus be the order of the day.

This assignment is based on the successful experience of Entrepreneurship Development Institute of India in setting up four such Centers, one each in Cambodia, Laos, Myanmar and Vietnam, with support of the Ministry of External Affairs, Government of India and its extensive experience of over 25 years of working in a number of African Countries.

# Mentoring students to make Entrepreneurial Beginnings

EDI has designed tailor made course for the students of the Jain Group of Institutions to impart entrepreneurial and managerial skills to them so that, one; smooth transition is ensured and second, potential entrepreneurs get groomed to set up their units and achieve success of their enterprise during the times of booms and recession, alike. The programme, 'Post Graduate Diploma in Business Management-(Corporate Entrepreneurship Management) (PGDBM-CEM)' has been launched with an objective to train students to set up own enterprises and to ensure that if they choose to work for an enterprise, they work as intrapreneurs, that is they obtain the optimum from the existing resources.

The tailor made programmes therefore,

- ensure that the entrepreneurial vision resulting in the birth and consolidation of an enterprise is transmitted to the next generation of leaders;
- sharpen the capabilities of potential entrepreneurs/ future leaders of enterprises so that they acquire the capability to gauge the constraints and opportunities in the ever changing competitive environment;
- sensitize those intending to take on the role of executives and managers to the traits of intrapreneur.

Students attended the contact sessions at EDI during April 4 to 28, 2011 as a part of the programme. The contact sessions were organized to apprise them with all that is latest in the world of business and to promote interaction of students with experts so that their queries could be settled. Total 157 students attended the contact sessions in 3 different batches.



Students of the Jain Group of Institutions seen at EDI during one of the contact sessions. With them are (in the centre) Dr. Dinesh Awasthi, Director-EDI; (3<sup>rd</sup> from L) Dr. Sunil Shukla, Project Incharge and members of the EDI faculty group associated with the programme



# Bhutan..... basking in the glory of this new found direction



*Seen with the participants of the Capacity Building Programme for Teachers [Faculty Development Programme] and Growth Programme for Existing Entrepreneurs [Enterprise Building Programme] are (R-L) Mr. Rinzin Namgay Dorji, Programme Manager, Private Sector Development Project (World Bank), The Royal University of Bhutan; Dr. Dinesh Awasthi, Director-EDI; Dr. Pema Thinley, Vice Chancellor, The Royal University of Bhutan; Shri H.K. Mittal, Advisor & Head, NEB, DST, GoI and EDI Faculty Members*

The 21<sup>st</sup> century world economy looks upon entrepreneurship as the redeemer for a country from the clutches of poverty, bare minimum utilization of resources, unemployment etc. Against this backdrop, EDI has been shepherding broad spectrum interventions, thus ensuring a precedent of successes and self sustaining deep rooted growth at national and international levels. Further, experiences have confirmed that an able support system has the potential to give necessary thrust to such efforts and, therefore, in order to maximise the result of its interventions, EDI

has always relied on first strengthening the response from this quarter. Also, to inspire potential entrepreneurs to take to entrepreneurship, it is necessary to project the existing ones as role models and this can only happen when the existing entrepreneurs' success and sustainability are ensured.

While nationally, the impact of EDI's initiative, built broadly around need analysis, sensitization and training has been commendable, internationally too, EDI has been able to place many a country in the corridor of

entrepreneurship. Recently, at the behest of the Royal University of Bhutan, EDI entered into a Memorandum of Understanding with this University to support them on a long term basis. The Institute began with organizing Capacity Building Programme for Teachers [Faculty Development Programme] and Growth Programme for Existing Entrepreneurs [Enterprise Building Programme] at Thimpu. Accordingly, an expert team of five resource persons namely; Shri H.K. Mittal, Advisor & Head, NEB, DST, GoI, New Delhi; Dr Dinesh Awasthi, Director, EDI, Ahmedabad; Prof. Sunil Shukla, Chief Faculty, EDI, Ahmedabad; Mr S.B. Sareen, Faculty, EDI, Ahmedabad and Mr. Umesh Menon, Faculty, EDI, Ahmedabad visited Bhutan for organizing the two programmes which were conducted simultaneously.

In all, 23 teachers of various academic institutions of Bhutan participated in the FDP and 17 existing entrepreneurs attended the Growth programme. Both the activities were inaugurated by the Vice Chancellor, Prof. Pema Thinley. Prof. Thinley called this a new beginning for Bhutan and felt that such an orientation would surely enhance the prospects of the country. He appreciated EDI for all its efforts. Teachers being a crucial chain in the support system, were imparted inputs keeping in mind that they can rightfully motivate students to take up entrepreneurship as a career option. Various inputs were offered with this objective, using strategies like; class room discussions, case studies, simulation exercises, group discussions etc. The curriculum encompassed Entrepreneurship Development (ED) Process, Innovation and Incubation for Entrepreneurship, Entrepreneurship Development: Stages & Interventions, Selection of Potential Entrepreneurs: Approaches & Tools, Entrepreneurial Motivation Training (EMT), Entry Barriers & Curriculum Development, Business Opportunities Scanning, Business Plan, Business Counselling, Curriculum Development, Intrapreneurship etc.

Participants of the Growth programme were instructed on the core inputs of Strategies for Growth and Performance Improvement for Existing Entrepreneurs, Routes of Growth: Product Market Matrix – Growth Change Profile, Market Audit: Understanding the existing market signals for Growth,

*(Contd. on pg. 29)*



# Enabling youths to step on the plank of success

Skill based training that allows people to leverage on their limited education has always been appreciated, especially so in the case of youngsters who have relatively fewer employment opportunities on account of their restricted education. Such youths need to be guided so that they get accepted in the mainstream. Right direction, training and counseling can impart them the abilities, competencies and attitude to set up and manage an entrepreneurial venture. Therefore, to expose the youth of central and northern India to various business opportunities and impart skill training to them, EDI launched various Technical Training Programmes in these regions.

The Institute has implemented National Bank for Agriculture and Rural Development (NABARD) sponsored training programmes in central and northern parts of India. The programmes included various Skill Development Initiatives (SDI) on Repairing and Maintenance of Mobiles (in Roorkee), Inverter Batteries, televisions, CDs & DVDs and Computers. Alongside these, Rural Entrepreneurship Development Programme (REDP) on two wheeler repairing and Skill Development Programme (SDP) on Fashion Jewellery Designing were also conducted.

Similarly, EDI has executed several National Science & Technology Entrepreneurship Development Board (NSTEDB) – Department of Science and Technology (DST) sponsored Technical Training Programmes to benefit unemployed youth in central and northern India.

The training programmes focused on imbibing entrepreneurial competencies, providing business opportunity guidance to enable selection of suitable business idea, imparting achievement motivation

training to help the trainees gain the confidence of an entrepreneur, guiding them in conducting market survey and preparing business plan / project report to obtain finance, providing necessary training inputs for enterprise launching and enterprise management and providing soft-skill development inputs to help them succeed as an entrepreneur.

About 400 participants have been trained in different training programmes. Extensive handholding support has been provided to trainees who are going to set their own ventures in near future. A good number of trainees also approached financial institutions and most are in the process, to obtain finance and start their business within the next 6 months. About 35% of the trainees have arranged finance from their own resources.

These Training Programmes have given a motto to youth to look ahead and dream of a future that is bright.



Mr. Raman Gujral, Faculty-EDI addressing the participants during a Skill Development Programme. Also seen are (R-L) Mr. V. G. Deshpande, DGM, NABARD and Project Officers, EDI, Mr. Vinay Verma and Ms. Usha Mahor

# Business Incubators to strengthen the economic prowess

Innovations and entrepreneurship are critical drivers of social and economic development. With increasing awareness around the world, especially in developing economies, about the need to promote Innovation and Entrepreneurship, policymakers and other stakeholders increasingly view business incubation as an important tool to unleash human ingenuity, facilitate competitive enterprises and create sustainable jobs. This has resulted in the growth of Business Incubators to support new ventures, overcome the challenges faced by entrepreneurs and establish an ecosystem for the venture initiation process so that the startups are successful.

The challenges of developing an effective business incubator can be met only by preparing and equipping the Incubation Managers in all the functional areas of the business incubation process. This can be done by promoting knowledge sharing among incubation managers who have learned these processes by experience. The international programme, 'Promoting Innovation & Entrepreneurship through Incubation', was organized during 21 February to 31<sup>st</sup>



Participants of the programme 'Promoting Innovation & Entrepreneurship through Incubation' seen with (in the centre-2<sup>nd</sup> row) Dr. Dinesh Awasthi, Director-EDI; on his right is Mr. S. B. Sareen, Programme Director and esteemed members of EDI Faculty associated with the programme





Seen during the Valediction of the Programmes-‘Promoting Innovation & Entrepreneurship through Incubation’ and ‘Industrial & Infrastructure Project Preparation and Appraisal’ are (L-R) Mr. S.B. Sareen, EDI-Faculty & Programme Director; Shri H. K. Mittal, Advisor & Head, NEB, DST, Govt. of India, Chief Guest of the function; the Guest of Honour Dr. Saurabh Srivastava, Founding Member, Indian Angel Network & Chairman, CA Technologies; Dr. Dinesh Awasthi, Director-EDI and Mr. D. M. Parikh, EDI-Faculty & Programme Director

March, 2011. 42 participants from 26 countries participated in this programme. The programme was sponsored by ITEC, Ministry of External Affairs, Govt. of India and supported by Department of Science and Technology, Govt. of India. The main objective of this programme was to enable incubation managers accept challenges of modern day business. The programme focused on entrepreneurial ecosystems, sources of funding, business models and strategies to obtain

financial leverage for the incubated business. The programme counseled the entrepreneurs on aspects of business establishment and management.

Course Director, Mr. S. B. Sareen said, “Our country had also gone through such a phase which these developing countries are going through now. And, our experiences could well serve as pointers for them to implement result-oriented strategies.”

## They said it.....



“I had no clue about incubation before I took part in this programme. Now I understand the entire process and its importance. We such learning percolates from the decision making authority to the implementing authority, it would bring about a world of difference”

- Mr. Carlos Pires, Brazil

“We are getting used to this concept in our country and so, lack the expertise which is required to move ahead. I am glad I attended this programme as I now have a better insight and will be able to aid some major implementations in the field.”

- Ms. Deepika Rai, Bhutan.



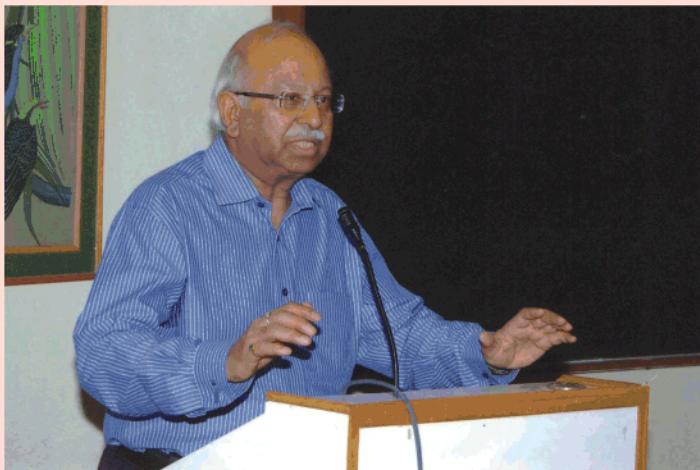
# Learning to make a difference to the Industrial Climate of their country

EDI has been aiding many developing nations in building an entrepreneurially strong economy. Most developing countries abound in natural resources and opportunities for business which need effective canalization or identification, so to say. Identifying potential investment opportunities, formulating project reports and appraising them, need to be effective for a country to become industrially prosperous. This however calls for a systematic approach that can be imbibed in officers through proper training interventions. In response to such a need, the Institute has designed, 'Industrial & Infrastructure Project Preparation and Appraisal'. The programme also uses various features of Excel, MS-Project as well as COMFOR (UNIDO) package for facilitating investment decisions. With this objective, the Institute conducted a programme during February 21 – March 31, 2011. 38 officials from 24 countries participated. They represented Industry & Economic Ministries; Investment Promotional Agencies, Development Bodies participating in Industrial Development; Development Financial Institutions, Commercial Banks, Consultancy Organizations executing Projects and Business & Management Development Organizations.



*Shri H. K. Mittal, addressing the participants*





*Dr. Saurabh Srivastava, addressing the participants*

The programme helped officials sharpen skills and competencies on business idea identification, formulating investment projects (Industrial & Infrastructure), appraisal and financing, leading to prudent investment decisions for sustainable economic growth. The course content focused on Project

Development Cycle, Market, Technical, Environmental, Risk and Financial Analysis, National Cost-Benefit Analysis, Entrepreneurial Assessment, Project Appraisal, Use of Computer & COMFAR (UNIDO) Packages for Investment Analysis and Use of MS-Project in scheduling of a project. A two-week study tour to industrial houses exposed the participants to the application orientedness of the lessons learnt in class.

Appreciating the participants, Course Director, Mr. D. M. Parikh said that they were willing to learn and make a difference to the industrial climate of their respective countries. He added that inputs on the process of business idea generation and formulation, screening for pre-feasibility studies and developing feasibility studies went down very well with them. Participants also felt they had acquired contemporary knowledge in the area, and commended EDI's efforts in imparting information in relation to diverse industrial settings and environments.



*Participants of the programme 'Industrial & Infrastructure Project Preparation and Appraisal' seen with (9<sup>th</sup> from R) Dr. Dinesh Awasthi, Director-EDI; on his right is Mr. D. M. Parikh, Programme Director and esteemed members of EDI Faculty associated with the programme*

# Kerala Handloom Clusters set out on a new road...



*Weavers along with programme officials of Capacity Enhancement Programme*

The Indian Handloom sector is characterized by uniqueness, innovativeness and adaptability. Yet problems and hindrances have always surrounded this most promising industry. In view of its potential to contribute significantly to the country's economy, the Government of India has initiated proactive measures that harness the sector's ability to overcome periods of uncertainty and ambiguity. Kerala handloom cluster is promising and holds the capacity to tide over the conundrums to create a viable growth climate in the state. EDI has been appointed as the implementing agency by the Directorate of Handloom and Textiles, Thiruvananthapuram to carry out the revitalization work. The Institute worked out a holistic intervention model to create immediate impact solutions for the Kerala handloom sector. Over the last few months, the EDI-Kerala office implemented the following training activities to address:

- Weavers of 24 mini clusters spread across Kerala
- Office bearers of member societies
- Officials of Directorate of Handloom and Textiles

*(Contd. on pg. 29)*



# Kolkata Leather Cluster Designers take a closer look at Modern Designs

Design and skill development have been the major strategies for growth of the Santiniketan and Kolkata Leather Clusters. The clusters have experienced a major increase in terms of creativity, which has resulted in designs that are in vogue, across nations. Recently, the Institute conducted a design development training programme supported by Small Industries Development Bank of India, World Bank, DFID, GIZ and KfW at Freya (IIDF) for 19 budding and existing designers of the Kolkata Leather Cluster. Ms. Barbara Guarducci an Italian designer imparted training which was quite insightful and in tune with the demands of the international markets. The programme was held during 15 - 25 February, 2011.

The training programme also focused on developing design Business Development Services (BDS) so that high-end design requirements in the overseas market could be taken care of and a resource pool of high tech designers could be created. The main areas covered were high-end design development in view of the changing customers' preferences overseas, training of trainers' on Design development, involving Italian Design School, design forecasting to keep the designers abreast with the latest, and ways to ensure sustainability of the design development process.

The designers appreciated the knowledge that was imparted to them with regard to patterns, trends and styles existing in different countries.

The workshop delved into subjects such as; decorative ethno chic looks, street fashion of different countries,

cuts and patterns of various countries like Milan, London, New York, Paris, Tokyo, Beijing and New Delhi. Discussion on main seasonal trends included different shades and tones like camel tones, chic punk look, denim look, mix of colours, materials and patterns, stripes, flowers, shiny effects, geometrical effects, rustic canvas look and retro sophisticated look.

Ms. Guarducci said that Leather was still a fashion enthusiast's dream. She talked about the various ways that leather could be experimented with and added that the demand for leather was everlasting and could never die because of its versatility.



*A Skill Development Programme in progress in the Kolkata Leather Cluster*

# Exploring the Diversity of Leather



*Mr. Riccardo Rovatti in technical discussion with Leather Technologists in Kolkata*

With the efforts of Small Industries Development Bank of India (SIDBI), EDI has been able to bring about a marked improvement in the condition of tanneries. After a series of efforts, there has been a conspicuous step up in terms of knowledge dissemination and quality of finished leather. However, in order to strengthen this process of enhancement, a meeting was arranged at the Indian Leather Technologists Association (ILTA) on 18<sup>th</sup> June, 2011, where around 25 technologists and owners of tanneries participated. Renowned Italian BDSF, Mr. Riccardo Rovatti, had been invited to impart learning on various aspects of leather finishing. Mr. Rovatti also displayed different samples of leather such as Paillette Tamonate, Goath embossed with textile colour, Goath Fett Art, Goath Iron with textile, Goath Fett Crunch Brown, Goath Crunch art from his country and tried to differentiate between Italian and Indian leather. He also shared inputs on making the raw material more appealing and marketable. Trends in fad, chemicals to be used, treatment procedures, marketing and production methodologies were also discussed in detail.



*Mr. Rovatti explaining latest leather finishing technology to a tannery owner in Kolkata*

Mr. Riccardo Rovatti and his team visited five tanneries, viz; Weblec India Ltd., Gateway Leathers Pvt. Ltd., Alam Tannery, N.G. Leather and Creative Leather. Raw hide processing, finishing of leather, use of contemporary machinery, chemicals to be used, ways of treating various kinds of defects, different chemical compositions, textile printing, finishing techniques, application of pigments, colouring techniques, developing light colours etc. were some of the areas in which detailed information was imparted to tannery owners and their problems were resolved.



# MIPEL FAIR

MIPEL holds significance as the most ideal locale when it comes to learning about the latest product designs and patterns, technical innovations and the ways to be adopted to market products. It is the nucleus of the fashion industry and beckons the *whos who* of the fashion industry in its trade shows.

As part of BDS development project under the tutelage of ‘Implementing Business Development Services in the Kolkata Leather Cluster’ the Institute has been able to ensure a significant role of business development service providers in the growth of medium, small and micro enterprises. Financial and Technical aid from sponsoring agencies like World Bank, DFID, GIZ and KfW has been pivotal in this initiative. With the same objective, the Institute organized a visit of 24 MSME entrepreneurs to the MIPEL Fair, Milan, Italy, from 6-9<sup>th</sup> March, 2011. The delegation also visited a few factories during this visit and understood the nitty gritty of manufacturing products which are, in every way, in harmony with the times. They also interacted with

### Tangible Outcome

51 entrepreneurs from Kolkata Leather Cluster, in March 2010 bagged spot orders worth US \$ 1.05 Million, in March 2011, this was to the tune of US \$ 0.52 Million. Orders expected are to the extent of US \$ 6.50 Million.

Japanese and European marketing experts to understand and explore various aspects of their business. Factory visit to Florence to observe ‘best manufacturing practices’, a visit to manufacturing unit of PRADA, meeting with quality accessory manufacturers (accessories by the name of OBI and ABC Morini) and visit to their manufacturing facilities, meeting with representatives of important import houses in Italy enlightened the delegation and imparted practical learning to them.

The trade fair served as a learning platform for the participants. In addition to latest design trends, they particularly observed the methods of embossing designs on ladies bags, the ways and the quality of stitching and the finishing that a good leather product should be imparted. The delegates also explored the possibility of conducting business in Italy. With this second fair in which the Kolkata leather cluster entrepreneurs participated, the visibility of the cluster has increased tremendously and the outcome has been tangible.



Delegation from Kolkata Leather Cluster, headed by Mr. Sanjay Pal, Project Director, interacting with International Marketing Consultants in Italy

## Developments at the Santiniketan Leather cluster



Mr. M. K. Chakraborty, a leading consultant addressing the participants in a workshop on Geographical Indication

Under the project *Implementing Business Development Services in the Santiniketan Leather Cluster*, EDI conducted a workshop, 'Handing Over Responsibility', on 6<sup>th</sup> June, 2011 with the objective of enabling local BMOs in successful management of BDS market development activities. Realizing the significance of Financial linkages, an interaction was arranged between financial institutions and cluster firms to generate awareness about the existing schemes. BMO Association is now acting as financial Business Development Service Provider for the cluster firms and has facilitated more than 139 firms in accessing credit with total credit disbursement of Rs. 1.2 crore.

A raw material bank has also been operationalized on a pilot basis for Santiniketan Leather Goods Cluster.

(Contd. from pg. 25)

### Kolkata Leather Cluster.....

Ms. Guarducci also visited 8 factories of the Kolkata Leather Cluster and guided the entrepreneurs on production, designing and marketing.

The training programme led to several design innovations leading to increase in core competence and competitiveness of the cluster. The cluster's brand building initiatives also got a boost. Innovative styles and patterns like the printed animal motifs on white leather have become a striking feature of the cluster today, so much so that these were quite in demand even in the Italian market during the recent Mipel Fair. The cluster has experienced an increase in productivity by 25%, new buyers have been introduced and there's been a substantial increase in income also.





*(Contd. from pg. 24)*

## **Kerala Handloom Clusters...**

Weavers were sensitized to think according to the present day demands of the market. They were given insights into the benefits of their changed thinking and how it could impact their business prospects. They also understood the significance of producing for the consumer and not what they felt was right. The workshop thus inculcated entrepreneurial values, brought about a mindset change, leading to confidence in weavers and improvement of their business prospects.

From the implementation of this activity, EDI experts could reach out to 960 weavers and they got to know about the weavers' strengths and weaknesses and professional needs which helped them in designing other capacity building programmes. As of now 20 capacity building programmes have been completed. Quality consciousness, brand awareness, technical wisdom and market knowledge were the immediate results for weavers.

*(Contd. from pg. 18)*

## **Bhutan.... basking in the glory.....**

Market Programme, Product Mix, Pricing, Promotion and Distribution, Finance Audit: Investments: Existing & New, Need for Cash v/s Need for profit, Soft Skills needs at Growth Stage for an Entrepreneur, Technology Choices for the Growth of Enterprises, Production Audit: Understanding Technology, Equipment, Production Costs & Labour, Use of Financial Ratios as predictors of growth or failure, Developing Growth Plans for Enterprise, What is

Performance Improvement Programmes were also taken up for Officials of Societies to help office bearers redefine the business processes by analyzing current performance, hone their managerial skills so that core competencies and strategic awareness could be developed in entrepreneurs, leading to performance improvement and growth. In six performance improvement programmes conducted till now, around 188 society officials of weaver societies have been trained.

The clusters are experiencing a positive environ with weavers willing to experiment with new methodologies and styles of doing business. They are no more resistant to new ideas and are exposed to new ways of making their presence felt.

Growth & Types of Growth, Business Profiling: Performance Audit, Entrepreneurial Competencies needed for growth etc.

Participants were happy with the knowledge gained and termed the curriculum of both the programmes as all-encompassing. They added that their personality had undergone a complete change and that they had acquired immense motivation and confidence.



## CM's advice to jobless youth Go for entrepreneurship

MIR LIYAQUT ALI | JUNE 23

Srinagar: Stating that it was not possible for the government to provide jobs to all unemployed educated youth, Chief Minister, Omar Abdullah Thursday called for strengthening of private sector and inculcation of entrepreneurial spirit among them.

He was speaking after inaugurating the first National Colloquium of Chairpersons and Executive Directors of IEDs and CEDs at Entrepreneurship Development Institute (JKEDI) near Pampore. Urging the outside entrepreneurs to visit Kashmir, the chief minister

said the valley was presently witnessing huge tourist influx and was a safe destination for tourists as well as investors.



Chief Minister Omar Abdullah flags off 'Olympic Day Run 2011' in Srinagar on Thursday.

"We cannot provide government jobs to every youth. Our focus is to create more job opportunities

▶▶ Contd on page 10

Rising Kashmir, Srinagar, 24 June, 2011, pg. no. 1

## EDI plans centres in Africa

TIMES NEWS NETWORK

Ahmedabad: Through a project assigned by the ministry of external affairs, city-based Entrepreneurship Development Institute of India (EDI) will work towards enhancing trade between India and Africa. While the institute will set up Entrepreneurship Development Centers (EDCs) in African countries, it will also help entrepreneurs from the continent access Indian market.

The initiative is an outcome of a recent Africa-India Forum Summit held in Addis Ababa in Ethiopia, Africa, where Prime Minister Manmohan Singh announced implementation of several projects in the African continent. EDI has been assigned the task to set up the EDCs in five selected African countries. The institute will identify the countries in consultation with the Association of African Countries.

Director of EDI Dinesh Awasthi said, "We will help entrepreneurs develop in Africa. In the process, we will help them choose the right kind of technologies and procure those technologies from India. There is tremendous opportunity in exporting simple technologies to African countries. For example, the farmers there still use wooden ploughs. We can export agricultural machinery and tools which are hand driven as there is no electricity in most parts of the continent."

Talking about the project, Awasthi said, "The 1<sup>st</sup> half of the 21<sup>st</sup> century will belong to India and China and the 2<sup>nd</sup> half to Africa. So the initiative becomes very important for our country. The way in which Africa is growing, by 2050 they will have a large population of skilled population and resources. China has already started investing there and has



AFRICA BOUND

The initiative is an outcome of a recent Africa-India Forum Summit held in Addis Ababa, Ethiopia where Manmohan Singh announced implementation of projects in the African continent

grabbed almost half of Africa by giving huge grants, particularly in areas like Angola that has enormous resources."

"While India cannot compete with China in terms of money power, we can take advantage of better English language proficiency in our country and focus on lending services like human resource development to strengthen relationships with Africa," said Awasthi.

The African countries in which the EDCs will be set up will be identified in July. EDI will visit the countries and start the process of setting up centers soon after the countries are identified.

Times of India, Ahmedabad, 9 June, 2011, pg. no. 4

## Go for entrepreneurship

for them. I will ask them to go for entrepreneurship which will help boost our private sector," Omar said.

The chief minister said the government has been the sole job provider in the State and 20 years of disturbance has only added pressure on government jobs.

"The current year's wage bill in the State is likely to be Rs. 14500 crores and the job offering in the Government sector has almost saturated," he said.

The youth of the state, he said, were obsessed with government jobs.

"I have seen youth leaving their jobs in private companies outside the state and coming here to knock the doors of government offices. They are so desperate that they can work as adhocces, daily wagers and even go without salary for months. I am being seen as the sole job provider and only the ones having government jobs are considered as employees here," Omar said, adding that this psyche needs to be changed."

He stressed on the need to promote and upgrade private sector in the state besides inculcating entrepreneurial spirit among the educated youth.

The government, Omar said, supports all initiatives which inculcate spirit of entrepreneurial spirit among educated youth, paving way for large scale creation of job avenues.

In order to improve the entrepreneurship in the state, the chief minister asked the banks to be flexible towards youth.

"While Jammu and Kashmir Bank is rendering its good service in this regard, it needs to make it better and help the youth realize their goals in the field of entrepreneurship," he said.

The chief minister underlined the need to create conducive atmosphere in the state for investment, and sought cooperation from outside entrepreneurs in this regard.

"It is a high tourist season for us and I wish you (outside entrepreneurs) too visit the tourist resorts here and go back with a good message. This will help in creating an environment that will help outside investors to invest in the valley," he said.

Hailing JKEDI for holding first of its kind colloquium in the valley, he said government would extend all support to the youth for exploring entrepreneurial opportunities.

"More and more youth should get trained so that they can come up with new innovative ideas and can create success stories in the state," Omar added.

## Foreigners get incubated

Dayananda Yumliembam | TNN

Ahmedabad: After his recent visit to India, 46-year-old Carlos Pires from north Brazil is geared up to start an incubation centre in his region which does not have any such facility.

Pires was on a special visit here to learn how to set up and operate incubation centers. He was part of a group of 42 foreigners from 26 countries attending first-of-its-kind programme in the country called 'Promoting Entrepreneurship and Innovations Through Business Incubation' at the Entrepreneurship Development Institute of India (EDI). The six-week-long programme, which was sponsored by the Union ministry of external affairs and supported by the state's department of science and technology, will end on March 31.

Pires said, "I didn't have a clue about incubation before I came to India to take part in this programme. Now I understand the entire process and its importance for the economic development of the country. I will be starting the process of setting up incubation



Representatives from various countries including Jordan, Nepal, Thailand and Uganda, at

I had no clue about incubation before I took part in this programme.

Now I understand the entire process and its importance

Carlos Pires | BRAZIL

centers back home now have lots of ideas but may begin with helping startups working in the area of pharmaceuticals or ev





# EDI to spread its wings to Africa

DNA Correspondent AHMEDABAD

Ministry of External Affairs, Government of India (GoI) has directed Entrepreneurship Development Institute (EDI), Ahmedabad to set up entrepreneurship development centres in five select African nations. These centres will cater to the needs of both novice and existing entrepreneurs. These managers will also get an access to Indian technologies that are appropriate for their use.

At the recently concluded second Africa-India Forum Summit at Addis Ababa, PM Manmohan Singh announced implementation of several projects, which included setting up of these centres.

According to Dr Dinesh Awasthi, director EDI, GoI has planned a two fold strategy, first to provide grants for capacity building human resources and second, to provide soft loans. US \$5 billion will be allocated as soft loan for developing infrastructure.

Dr Awasthi said, "In the first plan, GoI will provide a grant of US \$700million for setting up various institutes. By the third summit, we intend to expand to at least 15 more centres. A tentative decision will be taken on July 1 regarding the five countries where centres have to come up," he added.

Dr Awasthi also mentioned that agricultural and food processing sectors of Africa have tremendous opportunities in which they will push machinery and engineering equipment that do not utilise electricity. "Africa faces acute power shortage and thus, tools that work without power, are more useful," Dr Awasthi said.

Through these centres, EDI also aim to bring in substantial business into India. They are also going to work towards establishing strong ties between Africa and India to increase foreign trade by at least five times.



Dr Dinesh Awasthi, dir, EDI

## Centre to set up entrepreneurship development centres in five African nations



# BRTS, 108 service wow foreigners

Students participating in the programme hope to implement similar models in their own countries

DNA Correspondent

The Entrepreneurship Development Institute of India, Ahmedabad (EDI) campus was the scene of much cross-cultural interaction recently when participants from 24 countries took part in a programme.



All Photos: Personal Photo/EDI

Many of them were very impressed by the city's BRTS and 108 emergency service.

The course was a six-week, ministry of external affairs (MEA), Government of India sponsored international training programme on Industrial and Infrastructure Project Preparation & Appraisal. It had 28 foreign participants from 24 countries. "It has been a regular course for the last 10 years. Every year we invite around 40 students for one course. We had 10 courses this year and want to increase it to 12 next year," said director of EDI, Dr Dinesh Awasthi.

"The programme helped foreign students sharpen skills and competencies on business ideas identification, formulating investment projects, appraisal and financial, investment project, leading to prudent investment decisions for sustainable economic growth," said Awasthi.

Associate senior faculty, DM Parikh, said that the MEA had tied up with 40 countries for the prog. "Over 40 countries are endowed with natural resources as also certain competitive advantages that offer a variety of industrial as well as infrastructure opportunities," he said.

## 38 foreigners from 24 countries participated in MEA's international training prog on Industrial & Infrastructure Project Preparation & Appraisal

A systematic approach to identify such investment opportunities, formulate comprehensive project proposals and their appraisal is being taken up as a new vista for industrial development. This calls for industrial human resource development programme as a programme was developed. This training programme was designed in response to such a need, he added.

This year, all the courses are getting over before March 31. The next session will begin in August when we will run two courses so that we will be able to finish 12 courses in the year. All these courses are six to eight weeks long," said Dr Awasthi.

Simultaneously EDI is also running an incubator programme for foreign students. "This is a unique programme not only in India but across the world. China has such a programme of 10 days but EDI is known for its quality," he added.

### LEARNING BIZ

DNA, Ahmedabad, 9 June, 2011, pg no. 5

# Incubation tips at EDI



Pics: Kevin Antao

Incubation centre there. One such participant from Bhutan, Deepika Rai, who is working with the Bhutan government, said, "Our country is on the process of setting up incubation countries in different areas and my participation in the programme will help. I am now clear about the roles of the different stakeholders, including the government, and the importance of the aspect of sustainability." appreciating the programme Rai said, "I hope EDI will run this programme again so that another person from my country will get the opportunity to learn about incubation."

Other countries like Bulgaria, Curacao, Ecuador, Egypt, Iran, Jordan, Panama, Nepal, Thailand and Uganda had their representatives taking part in the programme.

Faculty at EDI and course director of the programme S B Sareen said, "Our country had also gone through such a phase which these developing countries are going through now. So we wanted to teach them through our experience."

I hope EDI will run this programme again so that another person from my country will get the opportunity to learn about incubation

Deepika Rai | BHUTAN

agriculture." While most of the participants were from developing countries, many of them said they did not have a single in-

## impressed with excellent 108 services



I work in the chamber of commerce in Mongolia. I wanted to learn how to write project proposals and appraisals. I have learnt so many interesting things here which I am eager to share in my country. When I return, I will organise advanced courses in business support skills. Also, I believe that PPP is an excellent initiative for social welfare and business. The 108 service under this model is an excellent example of earning profit keeping in mind the welfare aspect. This is what we need to replicate in our country.

Onunchuluun Jargalsalkhan, Mongolia

## Expand biz on PPP model



For the past three years I have been trying to attend the EDI course but I was not eligible for it age-wise. I work with Mongolian National Chamber of Commerce and Industry. From my learning from EDI, I want to help my chamber and businessmen expand. Mongolia is a mineral rich country where we have many copper and gold mines but we lack businesses. I have been to cement plants, jewelry industry and marble plants in India. I want to start infrastructure projects in PPP Mongolia to start infrastructure projects in PPP model. I want to start an institution like EDI in my country to help industries.

Gareituya Bat-Uziil, Mongolia

## Power on my mind



The course was an eye opener for me. One will never get to do such programmes in Nigeria. This is my first visit to India. I work with Cross River state government department in Calabar in Nigeria. This course will help in policy formulation and implementation of power and other infrastructure projects in Nigeria. My focus is on power. I am impressed with the PPP model and want to replicate it in my country. My country can also replicate the toll collection system and 108 service.

Sunny Udeh, Nigeria

## 'PPP IS AN EXCELLENT INITIATIVE FOR SOCIAL WELFARE AND BUSINESS...'



Dr Dinesh Awasthi, director EDI

## We need similar courses

This is my second experience of an international training programme, but the first in India. I have learnt various new tools and techniques, different structures and a complete new way to deal with things. I work as a sales manager in a company and also as a lecturer at a university. I will implement things I have learnt in my company, which we are trying to make energy efficient. Secondly, I will propose that my university starts such courses in entrepreneurship which we really need. The best thing I liked about Ahmedabad is the BRTS.

## Entrepreneurship beckons

I work with the ministry of Justice in Namibia where I look after infrastructure projects. The appraisal of infrastructure projects is very difficult in Namibia. We have more drawbacks, insufficient funds and poor management, than strengths. We should replicate the PPP model in infrastructure projects in India to entrepreneurship. I learnt something related to entrepreneurship in Namibia, services are in high demand and supply is insufficient. I plan to buy services from India and sell them in my country.

Phulgentius Kahambundu, Namibia

Times of India, Ahmedabad, pg. no. 5



Befitting the need of the present times for entrepreneurship, the National Science and Technology Entrepreneurship Development Board (NSTEDB), Dept. of Science and Technology, Govt. of India has been promoting entrepreneurship training in the academic curricula of Science and Technology institutions. The Department's contribution towards setting up Entrepreneurship Development Cells in S&T Colleges is also worth the appreciation.



Seen during the Advisory Committee Meeting of NSTEDB-DST, Govt. of India, are (L-R) Mr. Neeraj Sharma, Advisor, NSTEDB-DST, Govt. of India; Shri H.K. Mittal, Advisor & Head, NEB, DST, GoI; Dr. R. P. Jagdale, Director General & CEO, STEP, Pune and Chairman, National Advisory Committee, DST-NIMAT and Dr. Dinesh Awasthi, Director-EDI



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