

# EDI Reports 88

FROM THE  
DIRECTOR'S DESK

## An Entrepreneurship Policy Could be the Answer.....



Entrepreneurs shape economic destiny of nations by creating wealth and employment, offering products and services, and generating taxes for governments. That is why entrepreneurship has closely been linked to economic growth in the literature on the subject. Entrepreneurs convert ideas into economic opportunities through innovations which are considered to be a major source of competitiveness in an increasingly globalizing world economy. Therefore, most governments in the world strive to augment supply of globally competitive entrepreneurs in their respective countries. While developed nations have a reasonably good pace of

entrepreneurial supply, most developing countries suffer from dearth of such entrepreneurs.

It is, therefore, necessary to craft an Entrepreneurship Policy which is all-inclusive and especially addresses concerns of self-employed micro entrepreneurs as well as under-represented groups like; women, minority communities, SC/ST, other disadvantaged groups, etc.

(cont....)

With a 'go-ahead' from none other than the visionary, Dr. Sam Pitroda, EDI prepared the National Entrepreneurship Policy Draft for wider consultations so that the country could have a strong entrepreneurship base.

The proposed Entrepreneurship Policy focuses primarily on innovative, nascent, start-up and growth-oriented entrepreneurs, and the issues confronting self-employed micro entrepreneurs and under-represented groups with a view to making them more productive, efficient and competitive.

This Entrepreneurship Policy, may I clarify, is different from Micro, Small and Medium Enterprise (MSME) Development Policy. While MSME policy focuses on existing enterprises or a group of enterprises (clusters), entrepreneurship policy focuses on individuals with an expectation that they would move towards entrepreneurship. The client in the case of an MSME Policy is a firm, a physical entity, unlike the entrepreneurship policy where it is difficult to pin point the 'target'. The Entrepreneurship Policy encompasses multiple stages in the emergence of an enterprise from pre-start to stabilization and growth. It usually focuses on motivation, opportunity and skills, with the primary objective of encouraging people to venture out. Moreover, while an MSME Policy uses 'hard policy instruments' to directly benefit established firms; entrepreneurship policy uses 'soft' policy measures such as awareness, promotion, skill development, networking and mentoring, and tries to change the mind-set of target group. In short, it aims at making entrepreneurship a movement.

EDI is moving ahead with the vision of putting the nation on the forefront of accomplishments and successes and this policy, once implemented, will blur the paradoxes and the gaps that exist on the plane of entrepreneurship.

*(We would be happy to receive your comments/observations on the draft National Entrepreneurship Policy which has been placed on EDI website - [www.ediindia.org](http://www.ediindia.org))*

- Dinesh Awasthi



# Kunming University.... Supplements their Skills

The students of EDI's PG programme are working at priority towards expanding their knowledge and skill base. A daunting task indeed but certainly not so big in front of their resolve and resilience. So these future entrepreneurs in the process of brainstorming on the ways that expand their horizon, came across the idea of exploring the fast expanding shores of China. A visit to select institutes and industries of this country was considered important towards imparting them a stronger competitive advantage. So, 24 students of EDI visited the prestigious Kunming University of Science and Technology, China. During the visit, the students learnt about various laws, systems and strategies that support entrepreneurship in China. The students were

enlightened about business opportunities and government industrial policy as well as promotional scheme to start a new venture. They also visited a leading pharmaceutical company in China and met the officials of State Chamber of Commerce. Their interaction with the elite panel of entrepreneurs here, tremendously added to their learning. To know about the market scenario of China, students also visited many areas such as; stone forest, flower auction centre, etc. where they learnt the method of auction and their system, logistics and storage facilities and supply chain.

Also, 3 EDI students participated in the International Student Summer Camp of the Southwest University of Finance and Economics (SWUFE) at China. 47



EDI students during their visit to Kunming University of Science and Technology, China



students of 11 universities from eight countries participated in this camp.

During this camp, the students were exposed to the social, cultural and economic systems of China through a variety of seminars and cultural programmes. The faculty members also enlightened students with the economies of China and Sichuan.

Exposure, they say, is the best form of augmenting business acumen and functions....

*No wonder, here it was so !!!*

## Students of Jain Group of Institutions, Bengaluru visit EDI

EDI has designed tailor made courses for the students of the Jain Group of Institutions to impart entrepreneurial and managerial skills to them so that, one; smooth transition in family businesses 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. 141 students of second year Post Graduate Diploma in Business Management (CEM) visited EDI for classroom lectures on contemporary business trends and practices.



Seen here are the students with (8<sup>th</sup> from R) Dr. Dinesh Awasthi, Director-EDI; (to his right) Dr. Sunil Shukla, PGP Chairperson and members of the EDI faculty group associated with the programmes

# Helping Young **Minds** Cross the Boundary of **Mediocrity**

A child's brain is highly impressionable in early life than at later stages. This flexibility of moulding it the way we

wish, makes them open to learning and respond to influences, if they are provided with a nurturing environment. Therefore, when it comes to planning programmes for children, the motto which works is 'Catch Them Young'. Exposure and environment impact, to a large extent, the psyche of children in developing certain behavioural traits, skill base, perceptions and inclinations. Hence if winning qualities have to be inculcated in children, it is important that this exercise be done at an early stage. EDI's National Summer Camp on Entrepreneurial Stimulation for Children in the age group of 12 - 16 years has, therefore, come to be



*Chief Guest of the valediction of the 21<sup>st</sup> Summer Camp on Entrepreneurial Stimulation for Children, Mr. Krishnakant Jha, Editor, Gandhinagar Samachar addressing the participants. Mr. Jha encouraged the children to face the challenges, which he said were a part and parcel of each one's life. He shared experiences from his own life to motivate children.*



Participants of the 'Summer Camp on Entrepreneurial Stimulation for Children' seen with (first row, centre) Ms. Aishwarya Majmudar, winner of the show, 'Chhote Ustad' on Star Plus; (top row, centre) Dr. Dinesh Awasthi, Director-EDI, (to his left) Dr. Sunil Shukla, Camp Leader and eminent Faculty Members of EDI associated with the camp



Chief Guest of the valediction of the 20<sup>th</sup> Summer Camp on Entrepreneurship Stimulation for Children, Mr. Amish Saheba, Ex-umpire, International Cricket Council, presenting a certificate to a participant. Mr. Saheba urged the children to work extensively on their strengths so that these get further sharpened and play a major role in their success

accepted as a strong means of inculcating the right values and traits in children at a right age.

Two National Summer Camps on Entrepreneurial Stimulation, 20<sup>th</sup> & 21<sup>st</sup> in the series, were organized at the institute with an objective to inculcate the 'Spirit of Enterprise and Achievement' in children. The wider objective was to enable them to reach out to higher-order achievements. 132 children from 9 states participated in these camps. Over these years, EDI has groomed 1481 children. The response has been amazing to the extent that over last three years, the Institute has been organizing two programmes in quick succession, i.e., in a particular year.

As Ms. Sunidhi Mittal from 21<sup>st</sup> Children Camp said, "I really did not know that I had the potential to keep so much in my mind. I am surprised that I can remember so much without any real preparation towards it. And the confidence that has come about gives me a good feeling within."



Chief Guest of the valediction of the 21<sup>st</sup> Summer Camp on Entrepreneurial Stimulation for Children, Mr. Raju Barot, well-known theatre artist, presenting certificate to a participant. Shri Barot talked about today's highly competitive market and the need to keep skills updated continuously to succeed

A parents' meet was also organized after each camp, to brief them on their ward's performance and potential and discuss with them the ways that they could adopt to continue the process of right development in them.

Interaction with well-known entrepreneurs and achievers from various fields were also held to motivate the children to target mega successes in life. They learnt as to how these achievers also faced problems, kept the patience to overcome these and then with a lot of hard work and persistence reached where they did.

Mr. Amish Saheba, Former ICC umpire, Mr. Raju Barot, well-known Theater Artist and Mr. Krishnakant Jha, Editor, Gandhinagar Samachar were the Chief Guests at the Valedictory Functions.

# Youths Develop a Mindset Inclined to Growth

When challenges become motivating rather than threatening, we ought to know that our youths are learning it right. Stretching themselves to achieve their potential, inspiring themselves continuously to seek successes, converting setbacks into opportunities and working incessantly towards audacious targets are the parameters that set apart dedicated and proficient youths. The academic curriculum, more often than, is primarily focused on developing knowledge but simultaneously if they are imparted a unique set of skills, to make them adore challenges, demonstrate perseverance and trust their abilities to deal with situations, no matter how complicated, they are sure to make a mark.

EDI's National Summer Camp on Entrepreneurial Adventures for Youth has proved to be an enduring motivator for its participants. The innovative, creative and the enterprising traits that the participants acquire in this national camp prepare them not just to deal with circumstances headlong but also to condition their mind in a manner that they emerge victorious.

Two such Camps for Youths, 21st & 22nd in the series, were organized at the Institute. 81 youths from 10 states participated in these camps.



*Chief Guest of the Valediction of the 21<sup>st</sup> Summer Camp on Entrepreneurial Adventures for Youth, Mr. Narendra Somani, Chairman, The Grand Bhagwati, presenting a certificate to the participant. Mr. Somani shared small secrets of success with the youths and urged them to put their best foot forward, always*

The youths who attended the camp stated that they had developed unique strengths and entrepreneurial traits, came face to face with their hidden potential and felt confident about meeting the challenges ahead.

## Participant Opines...

"I had a great experience during this camp. I learnt about setting goals and to evaluate things in a creative and innovative manner. Various games that we played here helped me understand the different aspects of success even better. I feel confident and know that I must, from time to time, do some introspection and check myself on some parameters."

**Priyanka Shah**  
Ahmedabad



*Chief Guest of the Valediction of the 22<sup>nd</sup> Summer Camp on Entrepreneurial Adventures for Youth, Mr. Mahendra Trivedi, Chairman, Pavitra Yatra Dham Vikas Board, Gujarat State, addressing the participants. Mr. Trivedi advised the participants to develop a futuristic vision to able to explore their ability to succeed*

# Communicating with Ease

Having a distinct professional sagacity in terms of dealing with one's stakeholders and employees as also issues and situations, can lead to worthwhile results and rewarding long term relations. A lot of this can be achieved by relying on effective business communication skills. Success of a business largely depends upon ways that are implemented to share information, coordinate activities, reach decisions and draft different kinds of messages. This becomes all the more significant against the phenomenal changes in the business environment. Further, English having come to be accepted as the language of the globe for communication, fine tuning one's skills in this discipline also promises tremendous returns.

Almost all contemporary curricula, irrespective of the stream, impart training in business communication considering its significance in modern day organizations. While such courses takes care of the communication needs of students, a comprehensive course for professionals that gives them an insight into the various aspects of it within a stipulated time, was considered desirable. With this argument, the ITEC



*Participants of the Programme 'Use of English Language in Business Communication' seen with (in the centre) Dr. Dinesh Awasthi, Director-EDI; (7<sup>th</sup> from L) Ms. Julie Shah, Programme Director and faculty members of EDI associated with the programme*





division of the Ministry of External Affairs, Govt. of India, sponsored an international programme titled, Use of English Language in Business Communication.

The objective of this programme was to impart contemporary business communication skills with emphasis on English. 28 participants from 18 countries viz; Afghanistan, Indonesia, Chile, Madagascar, Tanzania, Uzbekistan, Kazakhstan, Seychelles, Nigeria, Niger, Cape Verde Island, Slovakia, Mongolia, Palestine, Serbia, Vietnam, Suriname and Lithuania participated in the programme.

With focus on the main objective of acquainting the participants with the dynamics of English language in Business Communication, the programme dealt with nature and scope of Communication, Principles of Modern Business English Writing, E-communication, Organizational Communication, Effective Verbal and Non-Verbal Communication. What is heartening to mention here is that all the participants expressed confidence about making presentations, conducting meetings, drafting special messages and documents and undertaking other specialized assignments. Participants also suggested that they were now capable about

suggesting changes in the communication patterns in their organization.

Programme Director, Ms. Julie Shah said, “the programme was structured in a way to establish the significance of business communication against the constantly changing and evolving multicultural environment. The focus was on imparting effective business communication skills so that the participants could identify vulnerable areas in their communication practices, amend these to adopt a style and system that establishes them as credible communicators. So, by the end of the programme, it was important that the participants gained concepts and skills in all practical and workable areas, and I am glad that the learning was well accepted.”

### Participant Opines....

“We had good academic inputs, in which all aspects of business communication were covered. The faculty members transmitted their knowledge and provided us their best. Apart from that, this training was an opportunity for us to meet people from different countries, to know about their culture, customs and traditions.”

**Mrs. Voahangimamy Harivelo Zoelinanahary**  
Madagascar

## EDI International Centre Inaugurated

Mr. Kumar Tuhin, IFS, Joint Secretary, DPA II, Ministry of External Affairs, Govt. of India inaugurated the EDI International Centre on 10 October, 2012. This 80-room centre has been especially constructed for the participants of EDI's International Programmes. The institute conducts around 13 international capacity building programmes, every year, under sponsorship support of the ITEC division of the Ministry of External Affairs, Govt. of India.



# The Buzz Words here are..... Transparency, Accountability and Responsiveness



*Certificate distribution by Dr. Dinesh Awasthi, Director-EDI. Also seen is (2<sup>nd</sup> from L) Dr. Manoj Mishra, Programme Director*

A pro-active and innovative not-for-profit sector is essential to accomplish a dynamic and all-encompassing social fabric for a country.

The sector performs a significant duty in elevating communities through its social, cultural, educational and environmental contributions. It plays a major role in restoring the faith of the people in the power of reform systems, services and practices. All this makes it accountable to society and calls for transparency in its own governance practices, especially when it involves public resources and funds. This has necessitated a paradigm shift in an NPO/ NGO's systems of management and governance to build an effective organizational capacity to develop and manage funds, respond to accountability requirements of funding agencies, manage volunteers and stakeholders, and supervise inter and intra-organizational networks.



In order to develop a cadre of professionals with such a skill base, EDI conducted a programme, 'Governance & Management of Non-Profit Organizations (NPOs)/NGOs' during 16 July to 24<sup>th</sup> August, 2012 with sponsorship support of ITEC division of the Ministry of External Affairs, Govt. of India. 23 officials from 14 countries such as; Uganda, Nigeria, Tanzania, Kyrgyzstan, Mauritius, Central African Republic, Vietnam, Cameroon, Chad, Mongolia, Madagascar, Afghanistan and Sudan participated in the programme.

The participants appreciated acquiring macro perspectives on Governance issues with special emphasis on Governance and Management of NPOs/NGOs, Management Practices of Financial

Resources, Human Resources & External Resources, Project Planning, Design & Implementation. They also expressed confidence about being able to work with donor agencies and other support organizations, implementing resource mobilization and fund raising strategies and taking up advocacy issues.

Appreciating the interest and receptivity of the participants, Dr. Manoj Mishra, the Programme Director, stated that the participants understood how their mission, vision and mandate were bound by the common thread of governance, accountability and transparency and thus the significance of these disciplines. He appreciated their interest and inclination towards learning.

## Strengthening the Roots of Entrepreneurship



Seen during the valedictory function of the programmes, 'Entrepreneurship & Small Business Promotion' and 'SME Banking & Financial Services' is the chief guest Mr. Kumar Tuhin, IFS, Joint Secretary, DPA II, Ministry of External Affairs, GoI, with (2<sup>nd</sup> from L) Dr. Dinesh Awasthi, Director-EDI and Programme Directors, (L-R) Mr. S. B. Sareen and Mr. D. M. Parikh.

Mr. Tuhin emphasized on the significance of the roles of the government, institutions, individuals and innovative mechanisms in bringing about any major change. He highlighted the role that the trained participants could play in their own career growth and in enhancing their country's global competitiveness. Mr. Tuhin looked forward to participants utilizing their knowledge to benefit others in their country

Entrepreneurship is no more an alien concept. World over, concerted and consistent efforts are going in to train and motivate people to adopt this discipline. And, there is no denial that the transition from 'Job-seeking mindset' to 'Job-giving mindset' is rather conspicuous. However, people who have pitched entrepreneurship at the pedestal, highlighting its achievements, or should we say the trainer - motivators, need, to be credited the most. They are devoted to popularizing the charms of being an entrepreneur and also training them to become one. Committed to such a significant task, it is critical that their own skills are constantly upgraded. Against this, EDI conducted an International programme titled, 'Entrepreneurship & Small Business Promotion' under

sponsorship support of ITEC, Ministry of External Affairs, Govt. of India. The programme was, conducted during September 03-October 12, 2012 and was attended by 48 participants from 29 countries, including Afghanistan, Belarus, Botswana, Colombia, Costa Rica, Egypt, El-Salvador, Estonia, Ethiopia, Fiji, Ghana, Iraq, Lesotho, Madagascar, Mauritius, Mongolia, Myanmar, Nepal, Nigeria, Papua, New Guinea, Seychelles, Sri Lanka, Swaziland, Tanzania, Togo, Uganda, Uzbekistan and Zimbabwe.

The programme sought to create a cadre of hard core professionals who could work for promotion of economic activities in developing countries. The participants were equipped with tools and techniques to lead potential entrepreneurs to new enterprise creation as also facilitate growth of existing small enterprises. It was felt that their efforts would intensify and strengthen the efforts of policy makers and planners towards economic development of their respective countries.

Dr. Dinesh Awasthi, Director-EDI hailed the growing shift towards entrepreneurship as the most positive factor for the economy. He delved into the significance of SMEs and emphasized how an entrepreneurial environ could make the country conspicuously progressive.



*Mr. Kumar Tuhin presenting certificate to a participant*

Mr. S.B. Sareen, Programme Director, elaborated on the significant role that ETMs play in making a country entrepreneurial. He stated his happiness over the fact that all the participants sported a distinct competitive advantage and that they were eager to take on the role of change agents in their respective countries.

The participants felt that they had acquired up-to-date knowledge on current entrepreneurial trends and strategies and that would help them put their country on the path of fast paced economic growth.

# Aligning **SMEs** with EFFECTIVE BANKING SERVICES

SMEs have been acknowledged as a vital link in the global value chain in an open economy. While they are a significant part of the supply chain for large corporates and MNCs, they are equally important for agriculture based nations transitioning to an industrial and service oriented economy. Also, what cannot be negated is the excellent scope that they offer for innovations and initiatives, on account of their inherent flexibility and risk-taking ability. Owing to these advantages and their contribution to economic growth, SME Banking and Financial Services has lately gained critical significance, especially in the developing nations. Also, financial reforms, worldwide, have made it imperative to showcase a globalized perspective on SME development and financing.

The programme, 'SME Banking & Financial Services' was designed and offered under sponsorship support of ITEC, Ministry of External Affairs, Govt. of India to facilitate an indepth understanding and develop skills in assessing financial needs of SMEs and designing appropriate financial intermediation. The duration of the programme was September 03 - October 12, 2012

and it was attended by 17 participants from 13 countries like; Mauritius, Sri Lanka, Ethiopia, Uganda, Philippines, Yemen, Indonesia, Peru, Iraq, Uzbekistan, Myanmar, Togo and Tanzania.

Specifically, the programme imparted skills set in all facets of Financial Intermediation to further the cause of development and growth of the SME sector and built capacity of organisation in SME related issues, thus, inducing sustainable development in the SME sector to ensure that it moves up the global value chain.

The participants stated having gained knowledge & practical insights in the areas of accessing the latest developments in SME banking, formulating alternative risk management and mitigation strategies in SME lending, distinguishing products with value-added services to support the growing needs of SME and developing financial services markets for SME.

Mr. D. M. Parikh, the Programme Director said that this first programme was received well, and would go a long way in evolving a feasible framework for development and growth of the SME sector in a country.



*Participants of the Programme 'SME Banking & Financial Services' seen with (2<sup>nd</sup> from R) Dr. Dinesh Awasthi, Director-EDI; (in the centre) Mr. D. M. Parikh, Programme Director and faculty members of EDI associated with the programme*

# The First batch of BIOTECHNOPRENEURS strike it big.....

Technological and advanced systems have brought many of mankind's dreams to fruition. And, as we talk about our dreams and well being, we can't help but mention the potential of Biotechnology. We are heading towards a society that is exploring the possibilities of using biotechnology to transform itself into a forward-looking, knowledge-driven economy. In order to aid the process, the Institute initiated a 10-month Biotechnopreneur week-end programme to promote enterprises in the *Life Sciences Sector*. This programme aimed at promoting entrepreneurs in the area of biotechnology, pharmaceuticals, medical devices and other technology and innovation driven areas. The programme emphasizes on practical and field related aspects such as; technology evaluation,

business plan preparation, networking with institutions for financial resources and implementation. The programme was offered with support of other knowledge partners such as, GITCO, GVFL, CIIE and IIM, Ahmedabad. The classroom training of the programme commenced in May 2011 over week ends. Besides this, the applicants were also counseled by advisors on a regular basis.

The nineteen participants who enrolled for the programme were graduates from various life sciences areas. The main objective of the programme was to train and guide the participants on selection of technologies, commercialization of the technology and aspects related to entrepreneurship. The programme also emphasized on practical and field related aspects



Seen during the valedictory function of Biotechnopreneur Programme is (3<sup>rd</sup> from R) Mr. Ravi Saxena, IAS, Additional Chief Secretary, Science & Technology Department, Govt. of Gujarat and the Chief Guest for the function, with (L-R) Dr. Subodh Adeshara, Advisor, Foundation for MSME Cluster; Shri A.K. Saxena, IFS, Mission Director, Gujarat State Biotechnology Mission, Department of Science & Technology, Govt. of Gujarat; Dr. Renu Swaroop, Senior Scientist, Dept. of Biotechnology, Ministry of Science & Technology, GoI and CEO, Biotechnology Industry Research Assistance Council (BIRAC); Shri Mihir Joshi, Managing Director, Gujarat Venture Finance Ltd. (GVFL) and Mr. S. B. Sareen, Asso. Sr. Trainer, EDI



*Mr. Ravi Saxena, IAS, Additional Chief Secretary, Science & Technology Department, Govt. of Gujarat and the Chief Guest for the Valedictory function addressing the participants*

such as; technology evaluation, business plan preparation, networking with institutions for financial resources and implementation.

Out of 19 participants who were selected for the programme, 14 could complete the programme and were awarded certificates.

The function was presided over by Shri Ravi Saxena, Additional Chief Secretary, Science & Technology Department, Govt. of Gujarat and the Chief Guest for the function was Dr. Renu Swaroop, Senior Scientist, Dept. of Biotechnology, Ministry of Science & Technology, Govt. of India and CEO, Biotechnology Industry Research Assistance Council (BIRAC). Other dignitaries present on the occasion were Mr. A.K. Saxena, IFS, Mission Director, Gujarat State Biotechnology Mission, Department of Science & Technology, Govt. of Gujarat, Dr. Subodh Adeshara, Advisor, Foundation for MSME Cluster, Mr. Mihir Joshi, Managing Director, Gujarat Venture Finance Ltd. (GVFL) and Mr. S. B. Sareen, Asso. Sr. Trainer, EDI.

Addressing the participants, Mr. Ravi Saxena emphasized on the significance of creating synergies

among various stakeholders and developing information systems for the benefit of first generation entrepreneurs. He added that ecosystems for enterprise and entrepreneurs must be strengthened with innovation as the key focus area. Mr. Saxena said that although innovation, as an area, has started looking up, there are still gaps in this area and these need to be filled by promoting research at a much wider scale. Alongside these areas, Mr. Saxena also spoke about the significance of capacity building, irrespective of the area. He concluded by appreciating the entrepreneurial spirit of Gujarat but added that biotechnology has not got the prominence which it must have received and hence the area must be promoted to ensure more number of biotech enterprises.

Dr. Renu Swaroop, the Chief Guest of the function, appreciated the efforts of Gujarat state to promote entrepreneurship in the biotechnology sector, adding that very soon the state would become a biotechnology hub as an encouraging beginning had been made through this programme. Ms. Swaroop urged on the significance of linking the budding entrepreneurs with science base in the country so that they are oriented well. Ms. Swaroop also underlined the need to research the commercial value of a good business opportunity, adding that the requirements of the market must be thoroughly researched. She concluded by congratulating the participants and urging them to make use of the wonderful collaboration today between the academic sector and the industry sector.

Mr. S.B. Sareen, Asso. Sr. Trainer, EDI who represented the Institute in the function, congratulated the participants and emphasized on the significance of business opportunity identification and business plan preparation; areas which EDI had greatly focused upon. Mr. Sareen credited the success rate of 80% (6 have set up their enterprises, 6 are in the advanced stage of setting up) to this focus of the Institute. He called the passing out entrepreneurs, enterprising in the true sense of the term as they had started their businesses in

high tech, innovative areas and had thus moved beyond run-of-the-mill kind of projects.

Dr. A.K. Saxena, Director, Gujarat State Biotechnology Mission, expressed happiness over the good number of participants setting up their venture after completing the course. He looked forward to more number of participants and even better success in the subsequent biotechnopreneur programmes. He called the area tough and taking the plunge in this area even tougher. This success, he said, had given him confidence to churn out more such programmes for a high tech India of tomorrow.

Three participants were awarded cash prize of ₹ 1 lac each for innovative projects. The participants appreciated the inputs and the assistance extended to them but requested stronger support in sourcing technology at cheaper price, making arrangements for larger funding support and land for setting up enterprise. They profusely praised all institutions involved for making them what they were today.

## Pahele Aap



The students of EDI started an initiative 'Pahele Aap' to persuade everyone to take the responsibility of reducing road accidents. The students identified that the rush on roads is more due to an urge to get ahead of everyone else on the road. They wanted people bring about a change in their attitude, by accepting the slogan, 'Pahele Aap'.

In order to disseminate the message of 'Pahele Aap', the students organized a road show on 20 July, 2012 to create awareness among people towards road safety.



# Executive Programme on Technology Commercialization

The Global Commercialization Group (GCG) Executive Programme on Technology Commercialization is a series of lectures and experiences developed to expose senior officials, professors and incubator managers to key aspects in entrepreneurship and technology incubation. The goal is to expand the

technology entrepreneurship, visits were planned to a number of institutions, such as; Geekdom Community of Entrepreneurs-SA, San Antonio Clean Energy Incubator-University of Texas, Centre for Innovation & Technology Entrepreneurship, InCell Corporation, InCube Labs, Texas Technology Development Centre, USAA Innovation Centre, Texas A&M University, NASA, Rice University Technology Transfer, Rice Alliance for Technology & Entrepreneurship, Houston Technology Centre etc. Some commonalities that these Institutions/Organizations have are:

- ▶ Strong Academia-Industry Relationship
- ▶ Activities with High Social Impact
- ▶ Team Building
- ▶ Market Driven Business Models
- ▶ Teach both Business & Theory to students
- ▶ Create classes that bring together students & opportunities for commercialization
- ▶ Involve alumni & community

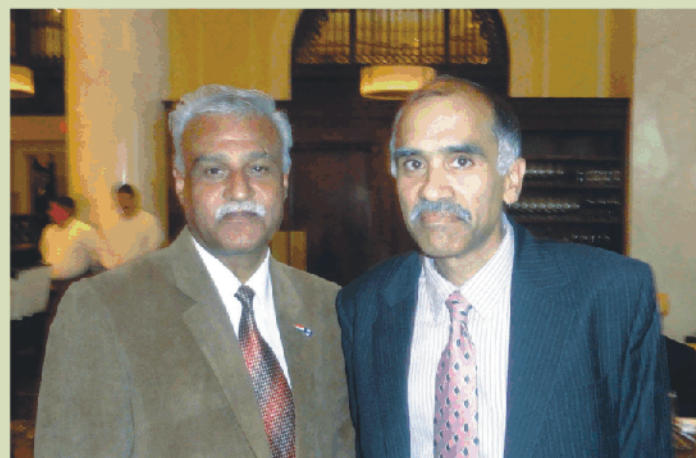
According to Mr. S.B. Sareen, the visit was quite useful and professionally rewarding as it gave good exposure and also facilitated in the much needed networking amongst the institutions working in the areas of mutual interest.



*Mr. S. B. Sareen, Asso. Sr. Trainer with the delegates of the '2012 Executive Programme on Technology Commercialization'*

participants' horizons for effectively managing technology-related activities in universities, research institutes or the private sector. The programme helps the participants explore various business models, methodologies, challenges and opportunities so that they could apply this newly gained knowledge on their home turf and diverse situations.

Under the aegis of the Department of Science & Technology [DST], Govt. of India Mr. S.B. Sareen Asso. Sr. Trainer, along with other 14 delegates, participated in this programme scheduled during September 8-19, 2012 at Texas, USA. To help the delegates understand various business models, methodologies, strategies adopted to promote



*(L-R) Mr. S. B. Sareen with Mr. P. Harish, IFS, Consul General of India, Houston*

# Creating a Cadre of Progressive Managers

Every organization needs efficient policy-makers and a dynamic team to be able to innovate and grow by maximizing the use of available resources within the enterprise. Such professionals have a unique entrepreneurial streak in them and hence are best referred to as 'intrapreneurs' or entrepreneurial managers. These professionals are an embodiment of the highest standards of efficiency and innovations.

Intrapreneurial attributes can be developed in an individual through proper training and competency building programme. Thus, with this objective, Entrepreneurship Development Institute of India (EDI) designed an innovative programme on Managerial Effectiveness Improvement. The programme has been tested and implemented successfully on private and public sector managers of various organizations, both at middle and senior levels. The impact and the tangible results have been overwhelming.

Using experiential learning concepts, case studies and examples, this innovative programme focuses on giving an understanding of the concept of intrapreneurship and depicting how imbibing these skills could bring about immediate improvement in their skill and competency base. The professionals get equipped with the spirit of creativity, innovation and motivated thinking processes, thus boosting productivity.

In view of the results, Department of Public Enterprises (Government of Karnataka), sponsored a 5 day training programme titled "**Competencies for Enhancing Managerial Effectiveness**" for managers/officers of public sector enterprises in Karnataka, to be conducted by EDI at its campus in Ahmedabad. The duration of the programme was 24<sup>th</sup> – 28<sup>th</sup> September 2012. The programme was attended by 32 participants representing 14 public sector units.

The specific objectives of this programme were to develop a spirit of 'enterprise' among participants, make them aware of their latent potential and render them capable of being entrepreneurial, ensure that the entrepreneurial vision resulting in creation of an enterprise is not only sustained but is also adequately developed, help develop intrapreneurial leadership style among participants and motivate them to become achievers within the organization. To facilitate development of these competencies, the training approach was based on adult learning principles/ experiential learning. Classroom lectures, group discussions, case studies, games/ simulation exercises,

audio-visual presentation and role-plays were used as strategies to impart learning.

Participants acknowledged a noticeable change in their attitude and stated that this change was complemented by knowledge par excellence which would see them achieve big, especially in the areas of managerial effectiveness, creativity, roles and responsibilities, leadership, harnessing human relations, effective communication and corporate entrepreneurship. Programme Director, Mr. N. Ramesh said that the programme was received well by the participants and that they would sure become effective decision makers, planners and role models for those working with them.



*Participants of the Programme 'Competencies for Enhancing Managerial Effectiveness' seen with (1<sup>st</sup> row, in the centre) Dr. Dinesh Awasthi, Director-EDI; (1<sup>st</sup> row, R-L) Mr. N.Ramesh, Programme Director and Dr. Sunil Shukla, Chief Faculty-EDI*

# Dream, Dare, Deliver

## Entrepreneurship Development Institute of India

A National Resource Organisation engaged in Entrepreneurship Education, Training, Research & Institution Building  
Promoted by: IDBI Bank Ltd., ICICI Bank Ltd., IFCI Ltd. & State Bank of India (SBI), with support from the Govt. of Gujarat

Honoured with the  
Dewang Mehta B-School  
Leadership Award (National)

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IMs have no role either in the selection process or in the conduct of the programme.

Also on  & 

# Coconut Farmers and their Impending Halo of Fame

Coconut is of vital importance in an agrarian economy like that of India. Coconut and its variants find umpteen applications in Indian society and elsewhere too. That 93 countries of the world, besides India produce coconut is a testimony to this. One reason for this is that although coconut is a tropical plant, it can be grown under a variety of climatic conditions. Coconut being a source of food, beverage, oil seeds, fibers, timber, health products etc., is widely known as “Kalpavruksha” or the tree of life.

However, coconut farmers have recently had to face unpleasant situations. Low yield is a factor that they have had to face on account of scarcity of skilled labour, escalation in labour cost and regular pest attacks which the common fertilizers are unable to control. In order to address these factors, the Coconut Development Board has initiated the formation of ‘Coconut Producer Societies’ to redress the grievances related to coconut farming. It was felt that most of the issues could be addressed if the farmers had awareness and skills to deal with these.

EDI was, therefore, assigned the task to train the members of the ‘Coconut Producer Societies’ of Malappuram district. 38 farmers from 16 societies participated in the training programme. The main

objective of the programme was to equip the participants with knowledge, impart leadership qualities to them, help them identify opportunities to diversify and make them adept at developing an action plan.

The programme also specifically dealt with the problems of coconut farmers, the possible solutions and the need to organize them into groups for enhancing business prospects, the significant responsibilities which the Coconut Producers’ Society could shoulder, advanced techniques and practices in coconut farming, trust building, qualities of a good leader and communicator, product value chain in coconut. A SWOT analysis further brought them closer to their inherent traits – some which could be shunned and some which needed to be developed.

The participants opined that they could see easy solutions to their problems and appreciated the techniques of group discussions, lectures, simulation games and brain storming exercises in understanding ‘how to handle a situation of crisis’. The participants appreciated the training inputs. They added that they had acquired enormous motivation and confidence through this programme.

## Expert’s Interaction



*Mr. Rob Hanna interacting with the faculty members to discuss the ways of supporting development of social innovation and social enterprise programmes*

EDI invited Mr. Rob Hanna, Chief Architect and Director of Operations, Dell Social Innovation Challenge to address the students of Post Graduate Programme on 26<sup>th</sup> September, 2012. He enlightened the students on varied topics including differences between social and business entrepreneurship, ways to evaluate social impact etc. He also discussed three measurable aspects such as; awareness, behaviour and conditions and emphasized that institutions like EDI which are backed with great experience in Entrepreneurship Education could play a leading role in promoting Social Innovation Agenda. He said that EDI is a great platform for developing social enterprises and also appreciated the efforts of EDI on drafting the National Entrepreneurship Policy.

*(Contd. from pg. 7)*

## Youths Develop a Mindset...

To foster entrepreneurial traits such as; creativity, concern for excellence, leadership, problem solving, independence, goal - setting etc. inputs were delivered through specifically designed psychological tests, instruments, self development games and exercises and by organizing interactive sessions with successful achievers and entrepreneurs, visits to institutions of repute to analyse the process of creation and development. One-to-one career and psychological counseling was imparted to participants, thus opening a host of career opportunities before them.

Mr. Narendra Somani, Chairman, The Grand Bhagwati, a well-known chain of hotels and Mr. Mahendra Trivedi, Former Gujarat State Minister for Home and Youths & Cultural Activities were the Chief Guests at the Valedictory Functions.

## Scotland Delegation Visits EDI



*The Scotland delegation seen during their meeting with faculty members at EDI*

As a part of British Council Delegation, a team of academics from various universities of Scotland visited the Institute. The British Council Library in Ahmedabad organised a meeting between Ahmedabad based colleges with the Scottish Academics. The main topics discussed were on collaborations between Ahmedabad based colleges and the Scottish Universities in areas like; Joint Research, Student & Faculty Exchanges and Sharing of Courses & Course Materials. EDI was represented by Mr. Umesh Menon, Sr. Visiting Faculty. Based on the discussions, Prof.

Pravin Balraman of University of West of Scotland (UWS) and Mr. Umesh Menon undertook a joint research on Entrepreneurial Opportunities in India and UK for genetically modified foods.

# Skill Development Programmes

Department of Science & Technology (DST) sponsored skill development training through science and technology on 'Computer Graphics Designing & Computer Hardware Repairing' was organized at Bhopal. 45 participants participated in this programme. The main objective of the programme was to deliberate on the ways and means of making the maximum use of science & technology infrastructure resources in the country for skill development training so that the quality of services/products improved tremendously.

Besides, another DST sponsored 'Skill Development Training in Herbal Cosmetology' was organized at Bhopal and Rae Bareli. The main objective of the programme was to train women to set up their own ventures. 30 participants participated during training sessions.



*Seen here is (in the centre) Mr. Parag Dubey, Professor, IIFM, Bhopal addressing the participants of the programme. Also seen are (R-L) Mr. Raman Gujral, Faculty-EDI and Mr. Vinay Verma, Team Leader, EDI CRO Bhopal*



*Participants seen during the programme, 'Repairing & Maintenance of Domestic Appliances' and 'Repairing & Maintenance of Inverter and Battery'*

SIDBI sponsored two Entrepreneurship Development Programmes on 'Repairing & Maintenance of Domestic Appliances' and 'Repairing & Maintenance of Inverter and Battery' were organized by STED Roorkee at Dehradun. The main objective of the programmes was to motivate unemployed rural / semi urban youth belonging to minority community to take up self-employment. The programmes also imparted training in entrepreneurial competencies.

# EDI explores new avenues for its students

EDI is in the process of entering into a Memorandum of Understanding with the Southern Institute of Technology (SIT) New Zealand to facilitate Student Exchange and Joint Certification Programmes. Mr. John Wright, Former Coach, Indian Cricket Team and Former Captain, New Zealand Cricket Team, is the brand ambassador, and was in Ahmedabad recently to launch the John Wright Academic and Sports Scholarships in India (10 to 100 % of tuition fees) and talk about New Zealand and SIT. At this meet, EDI was represented by Mr. Satya Acharya, Faculty-EDI and Mr. Mukesh Shah, Head, Finance, EDI.



*Seen here is Mr. John Wright, Former Captain, New Zealand Cricket Team and Brand Ambassador, Southern Institute of Technology (SIT) New Zealand with (L-R) Mr. Mukesh Shah, Head, Finance, EDI and Mr. Satya Ranjan Acharya, Faculty-EDI*



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