

Journey down the memory lane

- A Pictorial Biography of EDI

celebrating
25 *years*
of service to society



Entrepreneurship Development Institute of India
Ahmedabad, Gujarat

Emergence of EDI

1983

- Entrepreneurship Development Institute of India (EDI) established

1982

- Idea of National Centre for Entrepreneurship Development (NACED) mooted to all India financial institutions, viz. IDBI, IFCI, ICICI & SBI

1981

- Need for a national ED organization to promote the concept of Entrepreneurship across the country realized

1979

- Background paper on the Gujarat EDP model prepared by the Industrial Development Bank of India (IDBI)
- Increased demand for EDPs led to the establishment of a separate body
- Centre for Entrepreneurship Development (CED), a state-level ED organization, set up in Gujarat
- CED approached by other states to conduct EDPs

1978

- Ford Foundation supported EDPs in less entrepreneurial states of Assam, Rajasthan and Uttar Pradesh

1970

- First EDP conducted by Late Shri Anil Trivedi, the first Entrepreneur Trainer-Motivator

1969

- The Govt. of Gujarat launched Technician Scheme to provide 100% finance without collaterals to promote business ventures
- Need for training in Entrepreneurship established
- Training – cum – counselling intervention for developing entrepreneurs conceptualized
- Concept of Entrepreneurship Development Programme (EDP) evolved

From President's Desk



Ever since its establishment, EDI has been spearheading entrepreneurship movement in the country and has shaped public opinion in favour of entrepreneurship, which I believe, is the prerequisite for promoting growth and employment. Located in Gujarat which showcases an entrepreneurial community that has harnessed the state's economic potential, EDI is a testimony of what a strong entrepreneurial spirit can achieve. Over the past 25 years, it has made a significant difference to the society and has added value to the betterment of communities across the length and the breadth of the country by evolving itself as a focal point for promoting entrepreneurship development. This documentation gives a comprehensive understanding of those *yesteryears* that have given us this *today* and is aimed at better *tomorrow*.

Yogesh Agarwal

President – EDI & CMD-IDBI Bank Ltd.

A word by Director



Two decades and a half ago EDI had to work hard to garner support and approvals to establish the credibility of entrepreneurship development approach. I am glad that we have proved ourselves right. The work in the area, much to the benefit of various target groups, has grown substantially over time. People look up to entrepreneurs today as role models. Entrepreneurship is as promising a career as any of those that have enchanted people since time immemorial. I am happy that this Institute has pioneered a new school of thought which says that entrepreneurship is not a natural phenomenon always; it has to be learned and mastered like any other skill. Entrepreneurship training is there to stay and make a difference to society. This pictorial biography on entrepreneurship movement and EDI is an attempt to catch a few landmark historical moments.

Dinesh Awasthi



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.....And the Concept of Entrepreneurship Was Born

The entrepreneurship development approach got a formal recognition in January, 1970. Although this was a period when people believed entrepreneurship to be an excuse for non-performance, a few did see this as an answer to aid employment and economic growth of the country.

It's been a story since - a story that unfolded the potential of an amazing concept.

In 1969, the Gujarat Industrial and Investment Corporation (GIIC) and Gujarat Industrial Development Corporation (GIDC)

jointly floated their liberal credit scheme, 'The Technician Scheme' that offered 100% finance to technocrats who could not afford seed money but had business ideas. Several technocrats and employees with little education including turners, fitters, machine operators, artisans, craftsmen and young graduates with technical background responded, resulting in the setting up of over 300 enterprises. But what seemed so encouraging on face value did not turn out to be as rewarding as projected. The list of



EDI campus under construction - 1984-85

defaulters was glaring and the reason cited was failure of most of the ventures, pointing out to the lack of capabilities on the part of the promoters. However, this did point towards the innate desire of a certain group of people to opt for entrepreneurship, given a chance.

Those who were already toiling with the idea of conceptualizing an approach that promotes the incidence of entrepreneurship got encouraged with this revelation and initiated a survey to delve into factors that led to the failure of the scheme as also the reasons that prevented the larger society from taking the risk of leaving their jobs and breaking away from caste/community based roles. The study brought six constraints to the fore and these were lack of:-

- motivation to be on their own;
- awareness about viable business opportunities;
- knowledge on market assessment;
- know-how on business plan preparation (indispensable for securing a loan);
- information about permits and licences, registrations and government formalities to support a business;
- competence to manage a business venture

It was discovered that self doubt, lack of confidence as well as lack of competence based on either one or more of the above factors led to inhibitions in venturing out or failure of the established venture.



Shri Anil Trivedi, the first entrepreneur trainer-motivator of the country, seen with Dr. V. G. Patel, Founder Director of EDI

So, the questions that stared right in the mind were:-

'If entrepreneurship is the answer, how can entrepreneurs be developed?'

'What measures would ensure a sustained supply of entrepreneurs?'

'How can a healthy support environment be created?'

The concept evolves into a training module

The questions were intriguing, more so, as there was no experience of education, teaching or training in developing entrepreneurs or creating business ventures. Besides, there were hardly any believers in the argument that teaching and training can create entrepreneurs successfully. The skepticism in the air about this concept was noticeable.



The rented building where the Institute was housed from its birth till October 14, 1987. EDI faculty members and participants seen during a training programme

There were observations that the Indian Institute of Management (IIM) was conducting similar training programmes. However, a structured probe revealed that IIMs were meant to create managers and executives, and not owners and promoters.

However, those who floated the idea, i.e., Dr. V. G. Patel, the then Chief Economic Advisor, GIIC and Shri Manubhai Shah, the then Chairman, GIIC and GIDC were convinced of

its positive impact. "Let the results of the first (landmark) Entrepreneurship Development Programme (EDP) establish the efficacy of the concept," they felt.

The Journey begins

No effort was left untried to ensure the desired impact. A brain trust was formed, comprising business and management educationists, stalwarts from financial institutions, banks, consultants, policy makers and also entrepreneurs. The curriculum of the first ever EDP was (strategically) planned to address the constraints identified, build confidence and create entrepreneurs through structured teaching and training.



Participants of the First Accredited Trainers' Training Course seen with EDI Faculty - 1984-85

However, the success did not come without hurdles. There was a time when EDPs became immensely popular and states started getting funds for the programme. All kinds of EDPs emerged - ranging from one week to six months, and these were subcontracted to a number of states and non governmental organisations. These organisations were totally unprepared to handle complex human resource development tasks and failed abysmally. Discouraging results earned a bad name for EDPs. This trend began to bother the initiators of the movement. A series of reviews were conducted and these revealed a number of pitfalls in the manner in which EDPs were conducted. Incompetence of the trainer-motivators was cited as one of the primary reasons. This revelation established a need to create a cadre of trained trainers, and develop well designed, result oriented



EDI Faculty interacting with the participants of one of the Rural Entrepreneurship Development Programmes (REDPs) organised in the 1980s

Late Shri Bharat Bhatt, EDI Faculty, promoting REDPs in remote areas during the early days

of service to society



First S&T based Entrepreneurship Development Programme for women - 1985

training material. The big question was—Who would take up all this? Need for a national resource centre, was, therefore, felt and the seeds of Entrepreneurship Development Institute of India (EDI) were sown. The Institute was eventually born in 1983 with the support of premier financial institutions, viz; the IDBI Bank Ltd; ICICI Ltd; IFCI Ltd; and the State Bank of India, with the backing of the Govt. of Gujarat.



A Step-by-Step Approach to Evolving EDI's Activities

The belief that 'Entrepreneurs can be created' has come a full circle - from being a mere concept to delivering tangible results. With growth in terms of support from various quarters, the trend can be comfortably termed as encouraging. However, it's been an arduous journey.

EDI was launched in 1983 with the dictum that *Entrepreneurs are not necessarily born but can be created also through training and well conceived interventions*. Today, after all the work that has gone into the field, it can be said that the status of an entrepreneur has significantly improved in society. They are given the designation of an 'achiever', someone who can be a role model. This sharply contrasts with the earlier days when they were considered exploiters - money minded, ruthless individuals who monopolized ownership of business.

Knowing the massive task that lay ahead of it, the Institute planned its activities after scanning the environment, identifying areas in need of intervention and researching extensively to find out need for entrepreneurship in the country. Gradually the Institute expanded its wings and every single activity led to a gamut of activities around it, leading to emergence of thrust areas.

Let's catch a glimpse of evolution of related activities under different focus areas.

Laying down the foundation

Since its inception, EDI has played the role of a crucial promoter and monitor of entrepreneurship movement. It began by conceptualising **Entrepreneurship Development Programmes (EDPs)**, and subsequently launched demonstration EDPs



EDI faculty members conducting a Simulation Exercise in the Incubators' Programme, China - 1990^b



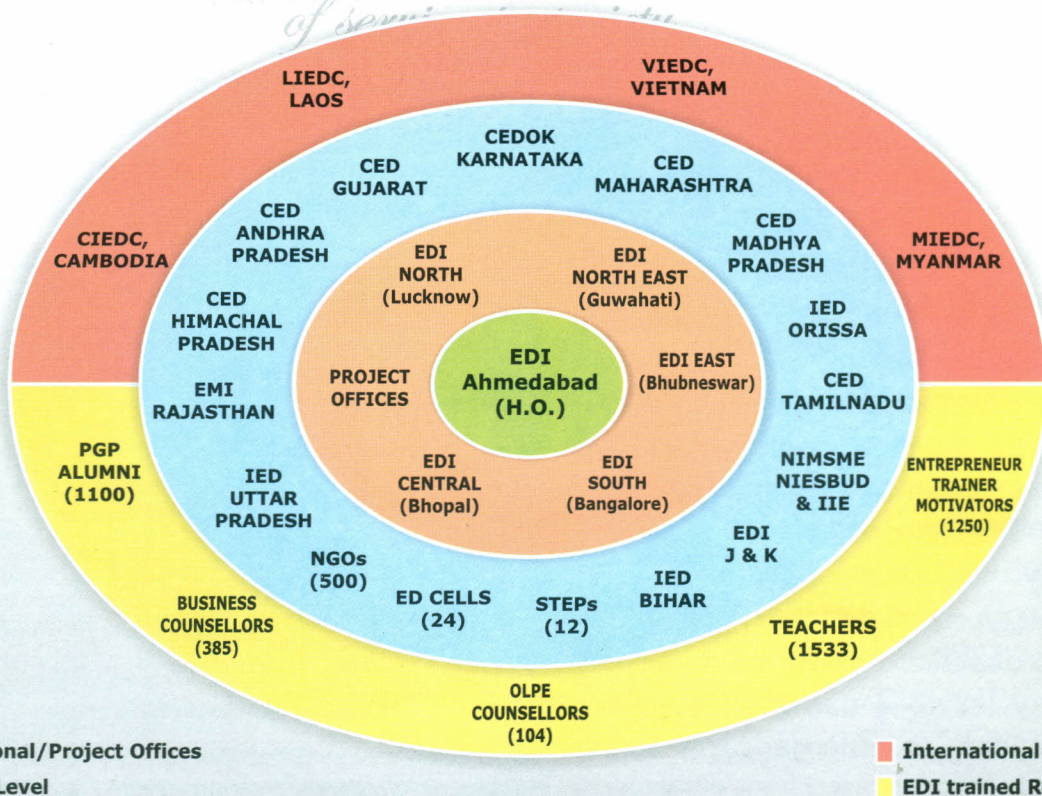
Shri K. Ramamurthy, Secretary, Education Department, Govt. of Gujarat, receiving Textbooks on Entrepreneurship for 11th and 12th standards prepared by the Institute, at the hands of Shri S.S. Nadkarni, President, EDI - December, 1991

to test their result-orientedness. The first EDP was conducted in Kerala (Trivandrum) in 1983. Fine tuning the programmes led to emergence of a well tested training model on New Enterprise Creation, popularly known today as **EDI-EDP Model**.

As the Institute moved on to adopt the role of a national resource centre in the field, it realized the need to create a **network of ED**

institutions that could adopt this activity and make it widespread. It initiated the process of rendering support to state governments to set up EDI like institutions in their states. Today, together with three other exclusive national institutions, it is successfully backing about 12 state level entrepreneurship organizations. However, the process of this institutionalization also enabled EDI to sense the need of developing human resource that could hold high the baton of entrepreneurship development movement. The need was to spread the activity nationally for greater impact. This, it sought to achieve through a cadre of EDI trained trainers who could carry the pioneering flag. Making a decisive impact, the Institute conducted **Trainers' Training Programmes** to create a cadre of Entrepreneur Trainer-Motivators (ETMs) who could take the responsibility of teaching entrepreneurship at the state level, effectively. The first Accredited Trainer-Motivators Programme was conducted in 1984 in Ahmedabad. In order to keep the

EDI's Institutional Network



Entrepreneur Trainer-Motivator force updated with contemporary ways and means, the Institute designed a **structured entrepreneurship development curriculum** and developed related material. Subsequently, in 1987, it initiated the **Convention of Entrepreneur Trainer-Motivators** to provide a platform to ETMs to brainstorm over the hindering factors and convert these into winning ones. Clubbed with these Meets were the **Awards for Best Entrepreneur Trainer-Motivator**, introduced in 1992, to recognize their contribution.

Youth empowered... through entrepreneurship education

Youth being a promising target, EDI gradually emphasized on the need for taking entrepreneurship into education and implemented **Entrepreneurial Camps** for youths and children. The first summer camp for youth was conducted in 1992 and the first children's camp in 1994. Complementing these efforts were the entrepreneurship skill enhancement activities for teachers, i.e. the



Presentation of Entrepreneur Trainer-Motivator Awards - 2001

Faculty Development Programmes, launched in 1987 as **Teachers' Training Programme**, so that the trained teachers could guide students to choose entrepreneurship as a career and also motivate and train them accordingly. Regular **Orientation Camps** to sensitize the students and the society at large to the charms of being an entrepreneur followed closely. Also, understanding the limitations of a classroom based entrepreneurship development programme, the Institute introduced the **Open Learning Programme in Entrepreneurship** in 1995, for imparting knowledge for setting up and managing business enterprise. Knowledge generation through research was also simultaneously emphasized upon and the Institute encouraged **applied research cum development** in entrepreneurship. This included an indepth study of the *need* and structuring programmes around this. Setting up of **Centre for Research in Entrepreneurship Education and Development (CREED)**



A participant of the First National Summer Camp for children receiving the certificate - 1994

with the Institute's own funds is a testimony to this. Under the aegis of the Centre, Biennial Conferences on Entrepreneurship are conducted and the biannual Journal of Entrepreneurship is published to shape beliefs on entrepreneurship.

The growing awareness and the need encouraged the Institute to launch a long term, unique, first-of-its-kind education programme in 1998 – the '**Post Graduate Programme In Business Entrepreneurship and Management**' to develop

a new breed of young generation entrepreneurs who could handle the nitty-gritty of the business of their forefathers or set up new enterprises in some burgeoning sectors. It is a zero subsidy course - i.e. no burden on public funds. But, to ensure that deserving students do not miss out due to the fee factor, the Institute has secured fellowships from premier corporate houses and institutions. The success of the course earned it the AICTE approval. In view of the Institute's expertise in entrepreneurship, the University Grants Commission also assigned to it the task of **developing curriculum in entrepreneurship** and the Gujarat Text Book Board assigned to it the responsibility of **developing textbooks** on entrepreneurship for 11th and 12th standards.

The one-year Post Graduate Diploma in Business Entrepreneurship and Management has not just evolved into a two-year AICTE recognised **Post Graduate Diploma in Management-Business Entrepreneurship** but has groomed 647 students as entrepreneurs from across the country.



Dr. C. Rangarajan, Former Governor-RBI was the Chief Guest at the Eighth Biennial Conference - 2009

Through its Summer Camps, as of now, the Institute has groomed 968 children and 595 youth

6057 men and 1527 women have been trained to set up own enterprises under the Open Learning Programme in Entrepreneurship

8 Biennial Conferences conducted, as of now, have sought to generate productive responses on entrepreneurship from academicians, across the country



Launch function of the Institute's first long term academic Post Graduate Programme - 1998



Students of the four-year integrated Post Graduate Programme in Entrepreneurship & Family Business Management and in Corporate Entrepreneurship Management - 2008-09. The programmes are offered to the undergraduate students of Sri Bhagwan Mahaveer Jain College, Bangalore

Memorable PG Convocation evenings with esteemed guests



Shri Subhash Chandra,
Chairman, Zee Telefilms Ltd.

Second Convocation-2000

Shri Yashwant Sinha,
Union Finance Minister

First Convocation-1999



Shri Sunil Bharti Mittal,
Chairman & Group Managing Director, Bharti Enterprises

Third Convocation-2001



Shri Brijmohan Lall Munjal,
Chairman, Hero Honda Motors Ltd.

Fourth Convocation-2002





Shri Anil Ambani
Vice Chairman & Managing Director
Reliance Industries Ltd.

Fifth Convocation-2003

Dr. Kumar Mangalam Birla
Chairman, Aditya Birla Group

Sixth Convocation-2004



Shri Hari Shankar Singhania
President, JK Organisation

Seventh Convocation-2005

Padmashree Ms. Lila Poonawalla
Chairperson, DeLaval Pvt. Ltd.

Eighth Convocation-2006



Shri Shashi Ruia
Chairman, Essar Group

Ninth Convocation-2007

Shri Venugopal Dhoot
Chairman & Managing Director, Videocon Group

Tenth Convocation-2008



Spreading its wings to reach the grassroots

From efforts to create general self-employment opportunities, EDI strategy expanded to include the concerns of the rural populace. Micro, small and medium scale enterprises were fostered, in the light of the benefits that this sector accrues to the economy. During the meantime, a need was detected and **Rural Entrepreneurship Development Programme (REDP) Model** was evolved by the Institute after a three-state, three-year experiment sponsored by the Ford Foundation. The experiment brought forth the need for a strong intermediary in micro-enterprise development process which could be in the form of institutions working at grassroots like the non government organisations (NGOs). With training and counselling, a **large network of NGOs** was created and productively used for income generation activities by implementation of REDPs at grassroots. A cadre of **Rural Entrepreneur Trainer-Motivators** was readied to deal with the requirement.



Special REDP for socially challenged Basawi (temple maids) of Nellore district, Andhra Pradesh - 1993-94

Micro Enterprise Development Programmes	690
Entrepreneurs trained	17284
Micro enterprises set up	9506

Rural Entrepreneur Trainer-Motivators' training programmes	37
Trainers trained	911

Informal Micro Credit Delivery System (IMCDS)	
NGO trainers trained	134
Workshops for CEOs of NGOs	7
CEOs attended	182



Orientation Programme on Micro Enterprise Development for members of the World Vision Programme - 2003

Micro-Enterprise and Micro-Finance were used as major strategies to tackle the problems of poverty, unemployment and credit. Today this area has come to incorporate programmes that encourage holistic development of rural area with setting up of science and technology based enterprises, agro clinics by agriculture graduates, programmes on marketing rural products, as also a step ahead : promotion of micro enterprises in urban areas to channelise the

potential of unemployed youths towards self employment, creating gainful employment opportunities. Realizing the need to institutionalise a cadre of professionals who could protect and also advance the principles that govern an NGO, EDI initiated the 'Post Graduate Diploma in Management of NGOs,' a full time academic programme. Simultaneously, the Institute has kept a check on the mushrooming of NGOs of all kinds and hues, by initiating a movement that aims at strengthening the NGO sector as a vanguard of just and equitable society. It is in this direction that the 'Centre for Governance Studies in Non-Profits' was established at EDI. It contributes to genuine growth of the voluntary sector by addressing issues related to governance.

The much needed programme, 'Post Graduate Diploma in Management of NGOs' has put in place a cadre of 244 NGO professionals.



Shri Balasaheb Vikhe Patil (in the centre), Minister of State for Finance (Expenditure, Banking & Insurance) seen during the presentation of the National Awards for Rural Entrepreneur Trainer-Motivators - 2000

Govt. of India-UNDP Project, 'National Strategy for Urban Poor' (NSUP), aimed at promoting micro enterprises through Entrepreneurship Development Strategy, in seven states, thus creating employment opportunities for the urban poor.

Impact (NSUP Project)

Micro Enterprise Development Programmes	14
Entrepreneurs trained	350
Enterprises created	210
Employment Opportunities generated	850



Dr. Syeda Hameed, Member, Planning Commission, at the inauguration of the National Workshop on Strengthening Governance in the NGO Sector - 2008

Bolstering the performance of existing entrepreneurs

Over the years, there were major shifts in strategy. An important one was towards improving performance of existing enterprises and preparing them for growth. The Institute emphasized on sector specific programmes, with the conceptualization of **Growth-cum-Counselling model**. These helped focus on technology selection, introduction of innovations,



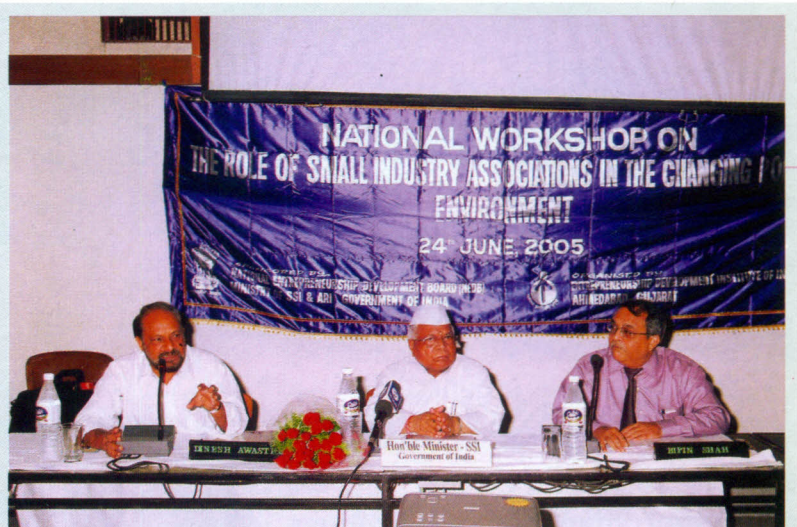
Dr. Y. K. Alagh, Minister of State for S&T, GoI and EDI Governing Body Member releasing the National Directory of ETMs and Resource Persons - 1997

469 existing entrepreneurs through 21 Growth-cum-Counsellors' programmes have successfully analysed the performance and potential base of their enterprises and made tangible changes.

Performance Improvement Programmes (PIPs) for Existing Entrepreneurs	133
Entrepreneurs trained	5971

Small Industry Management Assistant Programmes (SIMAPs)	37
Young graduates developed	868

Intrapreneurship : Corporate Executive Programmes for Zydus-Cadila Group of Companies	
Area Business Managers trained	363
Regional Business Managers trained	72



Hon'ble Shri Mahabir Prasad, Minister of Small Scale Industries and Agro and Rural Industries, Govt. of India at the inauguration of the workshop - 2005



Inaugural function of COMAP (subsequently SIMAP) - November 1991

promoting tie-ups by networking, new sources of funds, new methods of marketing and development of competencies for exports and dealing with international business. Results were ensured by attaching trained entrepreneurs to EDI - trained business counsellors. The cadre of business counsellors put in place by the Institute has bolstered performance of many a business enterprises. Close on the heels were short duration, skill honing, 'Performance Improvement Programmes' for existing entrepreneurs, including those



Officials of the Zydus Group in the first Executive Development Programme for Regional Business Managers seen with (5th from L) Shri Pankaj Patel, CMD, Zydus Group

struggling with teething troubles. Performance and Growth of Existing Entrepreneurs, therefore, emerged as a significant focus area.

Indian enterprises are also facing challenges from the outside world. Closely linked to this argument is that in India 90% businesses are family-owned or controlled. And, every organisation needs competent managers, executives with competencies, skills and knowledge to make a dynamic organisation, whether private, government or non-government. Fortunately, these skills can be developed. Keeping pace with these market requirements, the Institute launched the '**Small Industry Management Assistant Programme (SIMAP)**' to produce a cadre of trained youths who could assist in managerial work in small industries so that the entrepreneurs could focus on growth. The programme is now implemented by reputed institutions, including IITs and also state ED institutions. Subsequently, these programmes



Shri Somnath Chatterjee, Speaker, Lok Sabha at the National Convention on Cluster Development - 2005



Launch of the Project to promote trade relations between entrepreneurs of India and Europe - 2000

evolved into '**Executive Development Programme**' to cater to the needs of entrepreneurially inclined managers/executives. It was also observed that in an open market, international companies and other giants face competition from the local ones. **Country specific workshops** conducted by EDI exposed the entrepreneurs to the business environment and factors of the selected countries and made trade easy with these.

However, although these programmes generated results, it was felt that they were somewhere 'isolated' initiatives and could have a larger impact if the 'cluster focus' was adopted to spur entrepreneurship. EDI adopted the '**Cluster Development Approach**', where it guided an enterprise to approach a business function in an agglomeration of producers, engaged in manufacturing homogenous products, 'better known as clusters'. Cluster Development Initiatives brought results in terms of enhanced productivity and increased marketing depth. This effort also protected small scale firms from coming under severe resource pressure, as they then adhered to benchmarks, like - better products, lower costs, quality, competitive prices, technology and reduced response time, etc. Creation of Consortiums and Common Facility Centres further strengthened their base.

A conducive environment smoothed the road

Although Entrepreneurship Development Programmes started getting conducted systematically, the results, it

Brass Parts Cluster, Jamnagar; Diesel Engine Cluster, Rajkot; Automobile Components Cluster, Jalandhar, Ludhiana and Phagwara in addition to many other clusters across the nation have been put on a promising growth trajectory. Handholding support to select clusters in 12 states has also yielded worthwhile results.



Hon'ble Chief Minister of Gujarat, Shri Narendra Modi inaugurating the International Centre for Cluster Competitiveness and Growth (IC³G) - 2005



was felt, could be made more encouraging. A research on Evaluation of EDPs showed that the support system (banks, industry promotion organisations and so on) was not very sensitive to the needs of trained potential entrepreneurs and thus not inclined towards floating a wholesome, growing business environment. An able support system has the inherent potential to give the necessary thrust to entrepreneurship and, therefore, EDI felt the need to rope in the support system so that an overall conducive environment could be created for growth of entrepreneurship.

Sensitization and Stakeholders' workshops to create awareness were thus mounted. Programmes to sensitize government officials were also conducted, and these have contributed to the creation of a supportive environment. **Gender Sensitization Workshops** followed and achieved the dual purpose of orienting women to business and developing a positive attitude of the support system officials towards them. **The NGO – Banker Interfaces** further set in credible relations between the NGOs and the banks, making the scenario more conducive.

Going all out

Institutionalizing entrepreneurship across the world was also one of the needs that the Institute identified and addressed. The Institute has **institutionalized entrepreneurship in around 80 developing countries**. It has helped under developed and developing countries in initiating entrepreneurship development related activities. New enterprise creation,



Air Marshal V. K. Bhatia at the inauguration of the Special Entrepreneurship Development Programme for Defense Personnel - 2000

enterprise upgradation and investment promotion were given a thrust in Mozambique, Sudan, Yemen and Lao PDR as a part of activities under the **'Inter Regional Centre (IRC) for Entrepreneurship and Investment Training**, sponsored by UNIDO and Govt. of India. The focus was on capacity building of specific focal point institutions in these regions through training interventions that followed the concept-to-completion approach.

In order to replicate the success story of promoting first generation entrepreneurs



Shri S. H. Khan, President-EDI and Chairman-IDBI at the inauguration of the UNIDO-GoI sponsored Inter Regional Centre - 1998

through training and counselling interventions as also to sustain this movement, the Ministry of External Affairs, (MEA) Govt. of India assigned to EDI the task of setting up **EDI-like Entrepreneurship Development Centres (EDCs)** in Lao PDR, Cambodia, Vietnam and Myanmar – a task that has been successfully accomplished. Also, a series of activities targeted towards strengthening entrepreneurial capabilities in trade negotiations and regional integration in **Greater Mekong Sub-Region**. The Institute has also been selected by the ITEC division of the MEA, Govt of India to share its expertise with developing countries by organizing short term capacity building programmes in various facets of entrepreneurship.

Women form a major section of society and this segment needs to be integrated in the mainstream if the society has to progress. EDI conducted the First Women Entrepreneurship Development Programme in New Delhi in 1985. It has since been conducting programmes that train women to strive for entrepreneurial excellence. The UNIDO sponsored 3-tier project involving sensitization, demonstration programmes and creating a cadre of ETMs for developing women



Prof. Raymond Smilor, Executive Director, Beyster Institute, USA at the workshop on training faculty members involved in teaching entrepreneurship, from selected business schools of India, Bangladesh, Pakistan & Sri Lanka-December, 2006

entrepreneurs has done a lot towards earning acceptance for women as entrepreneurs.



Signing of Memorandum of Understanding (MoU) between EDI and University of Kelaniya (UoK), Sri Lanka - 2007



A special 12-week programme on 'Use of English Language in Business Communication' organised for Government Officials from Afghanistan - 2008

Established EDI like Institutions in CLMV countries under Initiatives of ASEAN Integration (Project sponsored by Ministry of External Affairs, GoI)



Former Minister of External Affairs, Govt. of India, Hon'ble Shri Natwar Singh inaugurated the Lao-India Entrepreneurship Development Centre - 2004



Shri N. Ravi, Ambassador of India to Viet Nam inaugurated the Viet Nam-India Entrepreneurship Development Centre - 2005-06



Hon'ble Vice President of India, Shri Hamid Ansari inaugurating the ED Centre in Yangon, Myanmar - 2009



Shri ANP Sinha, IAS, Jt. Secretary, Ministry of Food Processing Industries, Govt. of India, inaugurated the First Stakeholders' Workshop on Promotion of Food Processing Units through EDP strategy - 2003

Nodal Agency of Ministry of Food Processing Industries, GoI to promote food processing units through ED strategy

Creating 3267 enterprises in the food processing sector through the EDP strategy also establishes the efficacy of the approach. As a nodal agency appointed by the Ministry of Food Processing Industry, Govt. of India, the Institute promoted new ventures in the Food Processing Industry in 18 states of India.

Demands of the time have always beckoned us

Economic Regeneration of Earth Quake affected areas of Kutch & Saurashtra region

The Institute's initiatives have sought to support market-demand and have displayed social responsiveness. During 2001, when the Earthquake struck Gujarat, EDI came up with a development-model which targeted enterprise development and revival in the region. Successful and satisfactory completion of the work even helped develop a replicable model for economic regeneration of disaster-struck regions across the globe and thus earned development status to entrepreneurship. EDI model of economic regeneration was replicated by other multilateral agencies in Tsunami affected regions.

Impact of EDI-EU Economic Regeneration Project

EDPs conducted	240
Entrepreneurs trained	990
Units established	6422
Employment generated	15089
Total Investment mobilised	Rs. 254 millions

Consolidating Handloom Clusters

EDI is the National Resource Agency (NRA) under the Integrated Handloom Cluster Development Scheme of the Office of the Development Commissioner-Handlooms for 20 Clusters spread across 12 states and is also acting as Implementing Agency (IA) at Varanasi, Chanderi (MP) & Sonapur (Orissa) clusters. The objective of the project is to develop handloom clusters in an inclusive, holistic, sustainable and self reliant



Shri B. K. Sinha, IAS, Development Commissioner (Handlooms), Ministry of Textiles, GoI inaugurating the National Resource Centre established under the integrated Handloom Cluster Development Scheme - 2007

manner. The capacity building is aimed at facilitating handloom weavers to meet the challenges of a globalized environment. As a result of interventions, as of now, 47 consortiums with 18704 stakeholders, 1884 Self Help Groups have been formed covering 23451 weavers in 20 clusters under the scheme. 133 exhibitions and 68 buyer-seller meets have generated sales and orders worth Rs. 2577.61 lacs.

Together the activities of the Institute steer success and self sustaining growth at national and international levels.

Over last 25 years, EDI has sought to launch contemporary and need-of-the-hour programmes.

Our PRIDE:

EDI is

- A Member of the Economic and Social Commission for Asia and the Pacific

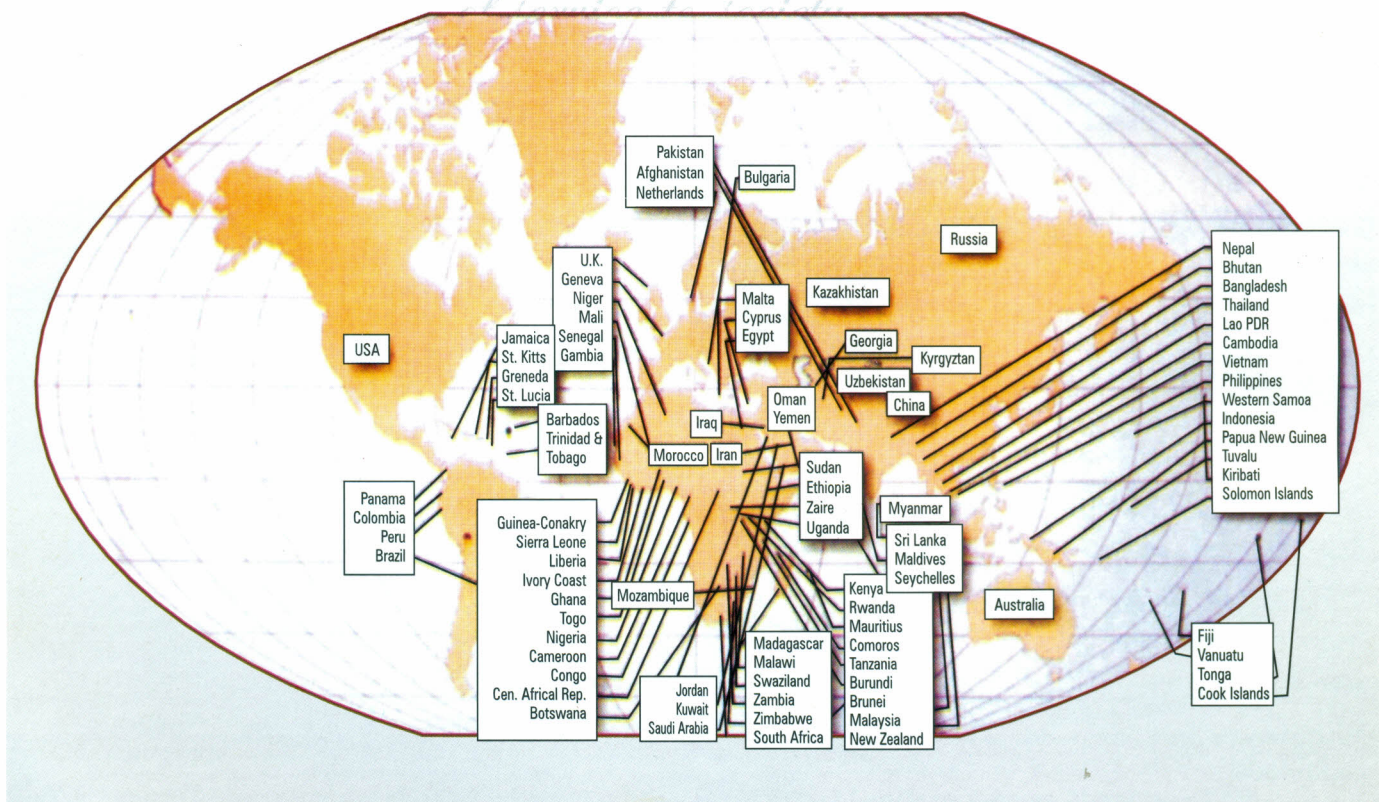


Dr. V. G. Patel, Former Director, EDI, receiving the Aga Khan Award for Architecture in 1992 at the hands of His Highness Aga Khan

[ESCAP] Network of Centres of Excellence for HRD Research and Training

- The winner of the prestigious' Aga Khan Award for Architecture for its campus (1992)
- National Implementing, Monitoring and Evaluating Agency of Department of Science & Technology, GoI for its entrepreneurship training programmes

EDI's International Interactions



Distinguished Speakers at Bharti Annual Lecture Series

- Bharti Centre for Entrepreneurial Initiatives conducts activities at the national level to establish entrepreneurship as a viable career option. Recognising EDP trained entrepreneurs is one of the activities of the Centre to cement entrepreneurship in society. Lectures by eminent personalities on various facets of entrepreneurship inspire entrepreneurial traits in youth.



Shri M. Damodaran, (in the centre),
Chairman,
Security and Exchange Board of India - 2005



Shri J. J. Irani, Director, Tata Sons Ltd. - 2006



Shri Pradeep Mallick, (3rd from L)
Well known Strategic Advisor &
Mentor and Former Chairman (CII,
Western Region) - 2009



Dr. Rakesh Mohan, Dy. Governor, Reserve Bank of India - 2008

A Glimpse of Activities at EDI Regional Offices

EDI's **Regional Office at Bangalore** has been making a significant contribution towards cementing entrepreneurship among the youth. The major programmes being conducted by the Centre are; 4-year Integrated Programme in Entrepreneurship and Family Business Management and in Corporate Entrepreneurship Management; Graduate Diploma in Business Entrepreneurship, 18-month Post Graduate Diploma in Business Entrepreneurship & Management, Graduate Entrepreneurship Training in Information Technology, in addition to the Open Learning Programme in Entrepreneurship. The Centre also conducts Micro Enterprise Development Programmes, Performance Improvement programmes for existing entrepreneurs, besides being associated with leading Multinational Corporations.

EDI's **Eastern Regional Office at Bhubaneswar** has been focusing on Micro Enterprise Development through programmes on Rural Entrepreneurship Development, Training of Trainers, Awareness Creation, NGO-Banker Interfaces, Rural Marketing and Rural Industries, Women Empowerment, Capacity Building of Veterinary Doctors, Employment Officers and Forest Department Officials of Government of Orissa, Management Development, Faculty Development and Cluster Development. The Centre has also been contributing towards building capacities of displaced families of Vedanta Alumina Ltd., to enhance their employability.

EDI's **Northern Regional Office at Lucknow** has been providing professional support to SIDBI, NABARD, KVIC and other developmental financial institutions in their entrepreneurship development programmes in the states of Uttar Pradesh, Bihar, Uttarakhand, Orissa, Haryana, Madhya Pradesh, Chhatisgarh, Himachal Pradesh and Punjab. Programmes on Rural Entrepreneurship Development, Training of Trainers, Gender Sensitization and Micro Enterprise Creation are some of the main activities. Science and Technology Entrepreneurship Development Programmes, Rural Industries Programmes, Faculty Development Programmes and Entrepreneurial Summer Camps are also taken up to create an impact.



Hon'ble Ms. Sonia Gandhi, Member of Parliament, Rae Bareilly interacting with participants of the Technology based Entrepreneurship Development Programme - 2005

The Institute's **Thrissur Centre** started functioning in 2004 with the signing of an agreement with Kudumbashree, State Poverty Eradication Mission. The emphasis of the project is on institutionalizing Entrepreneurship Development Activities by developing capacities of Kudumbashree professionals and conducting Performance Improvement Programmes for micro entrepreneurs. In addition to the Kudumbashree Project, the Centre undertakes research projects and conducts training programmes on creating Rural Business Hubs under Ministry of Panchayatiraj; Faculty Development; Growth as well as Business Counsellors' and Cluster Development. The Micro Enterprise Establishment Programme for Tsunami affected people of Kollam and the Special Livelihood Project for Malappuram and Perithalmanna Municipalities of Malappuram District are some of the impact making efforts to its credit.



Professors of Engineering Institutions of Kerala and Executives of Technopark, Thiruvananthapuram in one of the Faculty Development Programmes organized by the Southern Regional Office-2008



Mr. N. Ramesh, Faculty-EDI interacting with the officials of Hewlett Packard – Asia, Pacific & Japan on Micro Enterprise Development Programme



Sensitization Workshop on Promoting Entrepreneurship in Science & Technology Institutions of Uttarakhand - 2009. Chief Guest Prof. C. P. Barthwal, Vice Chancellor, Kumaun University, Nainital, Uttarakhand releasing the National Report on Faculty Development Programmes in Entrepreneurship. On his left is Mr. H.K. Mittal, Advisor & Head, NSTEDB, DST, Govt. of India.

An Array of Interventions to Refurbish Handloom Clusters....



Participants of the displaced families, the training programme sponsored by the VEDANTA Alumina Group, undergoing ITI Training in Mechanical Trades



A workshop on Twin Shuttle Box Loom technology at Kurinjipadi



A Cluster Development Coordination Committee meeting in progress



Customers at the Handloom Clusters Exhibition in Mumbai - January, 2008

Present Areas of Activities

Centre for Entrepreneurship Education and Research

Through this Centre, the Institute acts as a key resource centre for policy-level interventions, curriculum design, resource material and human resource development in entrepreneurship education at the national and international levels. It also works with the mandate of undertaking and supporting research in entrepreneurship and disseminating findings through seminars, workshops and publications.

Centre for Micro Enterprises, Micro Finance and Sustainable Livelihood

The Centre for Micro Enterprises, Micro Finance and Sustainable Livelihood aims at promoting micro-enterprises, micro-finance and business development services with focus on governance of NGOs and non profit organisations, both within the country and abroad

Centre for SMEs & Business Development Services

The Centre for SMEs & Business Development Services seeks to assume the role of an International Resource Centre to institutionalize Entrepreneurship Development and Investment Promotion activities in developing/ developed countries.

International Centre for Cluster Competitiveness, Growth and Technology (IC³GT)

The Centre aims at fostering global competitiveness & growth of MSMEs in cluster through a range of technical, managerial, capacity building, handholding and advisory services. It also caters to the requirement of disseminating information to ensure policy level interventions for sustainable advancement.



First-of-its-kind Post Graduate Programme in Corporate Entrepreneurship & Management designed especially for the Zydus Group officials. In the centre is Shri Pankaj Patel, CMD, Zydus Group, the Chief Guest at the certification ceremony - 2009

Centre for Social Entrepreneurship & Corporate Social Responsibility

A social vision, concern and awareness guides the efforts under this thrust area. The programmes are aimed at creating social entrepreneurs who display the ability to cope with myriad social issues and turmoil plaguing the society. The Institute has also stepped forward to support corporate houses in ensuring social development through their projects under the Corporate Social Responsibility segment. EDI seeks to mainstream the discipline of Social Entrepreneurship and render support to those devoted to societal well being.

Centre for Women Entrepreneurship & Gender Studies

The Centre encourages potential women entrepreneurs to establish their ventures; exposes them to appropriate technology,

extends support to existing women entrepreneurs; and, organizes seminars / workshops to bring about interactions between women entrepreneurs and support system officials to facilitate creation and development of business enterprises.



Chief Guest, Shri Natwarlal Patel, Managing Director, Meghmani Organics Ltd. at the Alumni Meet - 2008-09

of service to society



Participants of the Awareness Workshop on 'Unleashing Entrepreneurship for Development & Trade', conducted under the aegis of the Global Issues and Sustainable Development, Division of Swiss Agency for Development and Co-operation at People's Republic of China - 2007

1989-90

- First National Trainers' Directory
- First competency-based EDP
- First Ex-Servicemen EDP
- Initiated the process of introducing ED input in Management Education

1990-91

- First Annual Conference of Indian Society for Entrepreneur-Trainers (ISET)
- Commencement of Performance Improvement Programmes for existing entrepreneurs
- International Labour Organisation Workshop on Employment Promotion
- Emphasized the need for setting up 'Small Business Centres' (SBC) in educational institutions
- UNIDO recognition
- First Entrepreneurship Orientation Programme for management graduates
- Manual on 'Project Report Preparation'

1991-92

- First Training Programme on Succession Planning for Entrepreneurial Continuity – A programme for sons and daughters of established business persons
- Launching of the UNIDO sponsored Training Programme on Industrial Project Preparation and Appraisal
- Launched the Journal of Entrepreneurship

1992-93

- EDI Campus won the Aga Khan Award for the best architecture
- Instituted the National Award for Entrepreneur Trainer – Motivator
- First Growth-cum-Counsellors' Programme
- First Youth Summer Camp on Entrepreneurial Adventures
- First Group Entrepreneurship Development Programme (GEDP)

1993-94

- First Biennial Conference on Current Research in Entrepreneurship
- First Functional Programme on International Marketing & Strategic Management
- Launched the 'Small Industries Management Assistants Programme' (SIMAP)

1994-95

- FNSt sponsored Research on Implications on GATT in Indian SMEs
- Launching of Open Learning Programme in Entrepreneurship
- First Summer Camp for school children on Entrepreneurial Stimulation
- Organised a 3-tier UNIFEM/UNIDO sponsored project for women entrepreneurs, trainers and support system officials
- First Regional Workshop for NGOs on Rural Entrepreneurship
- Decade celebration

1995-96

- Initiation of the Programme on Informal Micro-Credit Delivery System
- EDI Director invited, as a Member of the National Expert Committee, under the Chairmanship of Abid Hussain, appointed to formulate Small Scale Industrial Policy
- First programme on Entrepreneurship for executives/managers
- First Gender Planning and Training (GPTP) project to bring women entrepreneurs in the forefront of economic development

1996-97

- EDI Membership on the Boards of National Science and Technology Entrepreneurship Development Board & National Entrepreneurship Development Board
- Launch of the NSTEDB, DST Govt. of India supported 'National Facility for Entrepreneurial Innovations'

1997-98

- Commencement of SIDBI sponsored Rural Industry Project (RIP)
- SIDBI sponsored Study on Financial Implications on Industrial Rehabilitation in Jammu & Kashmir
- First Region/Country Specific Export Programme
- First Meet of Chairmen/Heads of Institutes of Entrepreneurship Development Centres/Institutes on Entrepreneurship Development
- Policy Research Study on Impact of Incentive Scheme on Industrialisation of Gujarat
- Setting up of the UNIDO & Government of India sponsored Inter-Regional Centre for Entrepreneurship & Investment Training

1998-99

- Launch of the one-year Post Graduate Diploma courses in Business Entrepreneurship & Management and in Management of NGOs
- Commencement of Cluster Development Programme
- Launch of EDI-EU ENTRIXIE Project between 4 partner countries namely; India, UK, Austria & Germany
- Prestigious International assignment on organization audit of PUNB, Malaysia

1999-2000

- Launched Federation of Entrepreneurship Development Institutions (FEDI)
- First Convocation of the Post Graduate Diploma Programmes with Shri Yashwant Sinha, the then Union Finance Minister as the Chief Guest

2000-01

- Launch of Department of Science & Technology sponsored Science & Technology Entrepreneurship Development (STED) Project
- Setting up of SIDBI sponsored Common Facility Centre and Training-cum-Production Centres
- Empanelled by the Indian Technical and Economic Cooperation, Ministry of External Affairs, Govt. of India to conduct International Training Programmes

2001-02

- First Cluster Development Agents' Programme
- Moradabad Brass-parts Cluster Development Project for Enterprise Development and Productivity Enhancement
- The Bharti Centre for Entrepreneurial Initiatives set up to broadbase entrepreneurship across the country
- Study on 'Entry Barriers to Entrepreneurship - As perceived by youth', sponsored by National Entrepreneurship Development Board

2002-03

- EDI –EU Project undertaken for Economic Rehabilitation of the Earthquake affected Areas of Kuchchh, Saurashtra and Gujarat
- Launched Ministry of Food Processing Industry, Govt. of India, sponsored project on Creating New Enterprises in the Food Processing Sector
- Revitalisation of the Brass-parts and Components Cluster, Jamnagar, Gujarat

2003-04

- First 'Bharti Entrepreneur of the Year Award'
- Developed textbook on Entrepreneurship in Gujarati for 11th Std. for Gujarat Textbook Board
- First ever Integrated EDP for Leather Sub-sector at Jalandhar, Punjab
- Launched a prestigious project to set up ED centre in Cambodia, Lao PDR, Myanmar and Vietnam under the India's commitment to initiatives of ASEAN Integration

2004-05

- Developed textbook on Entrepreneurship in Gujarati for 12th Std.
- Carried out a Diagnostic-cum-Evaluation Study on Ministry of Food Processing Industry, Govt. of India approved Food Parks
- First training programme to train agriculture graduates to set up business enterprises in the agri sector
- Setting up of International Centre for Cluster Competitiveness and Growth (IC³G)

2005-06

- Appointed as the National Resource Agency by Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India under Integrated Handloom Cluster Development Programme (IHCDP)
- National Conference on Urban Poverty Alleviation
- Designed and conducted a Technopreneurship Development Programme for faculty members of Engineering colleges of Kerala
- National Workshop on 'Role of Small Industry Association in the Changing Policy Environment'
- Set up the foundation for MSME Cluster with the support of United Nations Development Programme
- First training programme on 'Research Methodology' to create a cadre of professionals to undertake research based activities

- Undertaken two policy studies for Cambodia on
 - Promotion of Self Help Groups and
 - Setting up of Small Enterprise Development Fund in the Country
- Carried out a Feasibility Study for Vietnam-India Entrepreneurship Development Centre
- Signed a Formal Agreement with Aquinas South Asian Regional Management (ASARIM) to promote ED movement in Sri Lanka
- Under the aegis of the Bharti Foundation, the First Annual Lecture was delivered by Shri M.Damodaran, the then Chairman, SEBI on 'India in the 21st Century'

2006-07

- Shri V.P.Shetty, the then President, EDI inaugurated the Centre for Governance Studies (CGS) in Non Profits, established jointly by EDI and Janvikas, an NGO
- Organised a workshop, supported by Global Issues & Sustainable Development (GISD), a Division of Swiss Agency for Development & Cooperation, on Unleashing Entrepreneurship & Trade in GMS Countries with Special Focus on Cambodia, Lao PDR and Vietnam
- Developed a website 'SME Knowledge Base' (www.smeknowledgebase.org) to share experiences, knowledge and information in the area of SME development

2007-08

- Launched a course 'Four-year Integrated Programme in Entrepreneurship and Family Business Management' in association with the Jain Group, Bangalore
- Signed an MOU with Vedanta Alumina Limited for organizing Soft Skill Enhancement training programme in Orissa to increase the employability of displaced people
- Organised 'Handloom Expos' at New Delhi, Ahmedabad and Mumbai to facilitate weavers of handloom clusters increase their retail sales
- Launched the CII sponsored national project on 'Entrepreneurship Development Training for the Members of the Scheduled Caste and Scheduled Tribe'
- Organized MEDPs under Accenture Project in Bangalore
- Conducted a six day Orientation Programme on Entrepreneurship for MBA students of the University of Kelaniya, Sri Lanka
- Conducted a three month ITEC sponsored specialized programme on 'Use of English Language in Business Communication' for Government officers from Afghanistan

2008-09

- Established Myanmar-India Entrepreneurship Development Centre
- Launched Cluster revitalisation project for Machinery and Textile Clusters in Gujarat
- Appointed as National Implementing, Monitoring and Evaluating Agency of Department of Science & Technology, GoI
- Released the book on cases of successful EDI-PG students
- Launched first-of-its-kind Post Graduate Programme in Corporate Entrepreneurship & Management designed especially for the Zydus Group officials

And the journey continues....

Some High level delegations at EDI



Ugandan Investment and Trade delegation led by the Minister of State, General Duties, Ministry of Finance, Planning and Economic Development, Mr. Mwesigwa Rukutana - 2002

(6th from L) Mr. Ismail Serageldin, Vice President, the World Bank - 1994



A 15-Member delegation led by Dr. Boymurod S. Ulashov, Chairman of the State Committee of the Republic of Uzbekistan on De-Monopolization, Support of Competition and Entrepreneurship to discuss the modalities of promoting and establishing an ED Centre in Uzbekistan - 2007



Dr. Carlos Alfredo Magarinos, Former Director General, UNIDO during a presentation on the UNIDO sponsored Inter Regional Centre for Entrepreneurship and Investment Training - 2003



Acknowledgments

EDI is privileged to receive cooperation of premier Institutions and gratefully acknowledges the support extended by:

NATIONAL LEVEL INSTITUTIONS/BUSINESS HOUSES:

- Accenture
- Aditya Birla Foundation
- Bharti Enterprises
- Central Silk Board(CSB)
- Confederation of Indian Industries
- Development Commissioner, Micro, Small & Medium Enterprises(MSME), GoI
- Development Commissioner, (Handlooms) Ministry of Textiles, GoI
- Hewlett-Packard India (HP)
- Indian Technical & Economic Cooperation (ITEC), Ministry of External Affairs, GoI
- IDBI Bank Ltd
- ICICI Ltd.
- IFCI Ltd.
- Institutes/Centres for Entrepreneurship Development
- Janvikas
- Jain University, Bangalore
- Khadi & Village Industries Commission (KVIC)
- Kudumbashree, Kerala
- Ministry of Food Processing Industries, GoI
- National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology (DST), GoI
- National Council of Education, Research and Training (NCERT)
- National Bank for Agriculture & Rural Development (NABARD)
- Remik Trading Company
- Rural Development and Self Employment Training Institute (RUDSETI)
- Rashtriya Gramin Vikas Nidhi (RGVN)
- State Bank of India (SBI)
- Sir Ratan Tata Trust (SRTT)
- Small Industries Development Bank of India (SIDBI)
- State Governments & Union Territories
- Technical Cooperation Scheme of Colombo Plan, Ministry of Finance, Dept of Economic Affairs, GoI
- UNIDO – Cluster Development Programme, New Delhi.
- Videocon Group
- Vedanta Alumina Ltd.
- Zydus Cadila Group of Companies

INTERNATIONAL INSTITUTIONS:

- African Development Bank
- Asia and Pacific Centre for Transfer of Technology (APCTT)
- British Council
- Business Opportunity & Information Centre (BOIC), Ministry of Trade & Industry, Royal Govt. of Bhutan
- Commonwealth Secretariat
- Commonwealth Association of Polytechnics of Africa (CAPA)
- Deshpande Foundation, USA
- European Commission
- Ford Foundation
- Friedrich- Nauman-Stiftung (FNSt)
- Gesellscaft Fur Technische Zusammenarbeit (GTZ)
- International Labour Organisation (ILO)
- National Board for Small Scale Industries (NBSSI), Ghana
- Swiss Agency for Development and Cooperation (SDC)
- United Nations Industrial Development Organisation (UNIDO)
- United Nations Development Programme (UNDP)
- U.S. Department of State Educational & Cultural Affairs Bureau, USA.
- USAID
- United Nations Development Fund for Women (UNIFEM)
- World Bank



The Aga Khan Award for Architecture Citation of the Master Jury

This innovative programme in education and training in entrepreneurship is housed in an open, congenial campus. The fruitful collaboration between the Director of the Institute and the architect produced a fine example of a low-cost, low-maintenance building which promises easy replicability. The architect is commended for his confident use of formal elements growing out of the Indo-Islamic architectural heritage. A series of geometrically structured courtyards and loggias are the primary organizing framework. The variation of open, closed and transactional spaces provides light and shade, and creates an inviting environment for work, interaction and repose.

EDI spreads its wings

from a rented premises in 1983 to a base across nations



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