

EDI Reports 97



From the
Director's Desk

CrAdLE the Start-ups for Better Growth



Despite being amongst world's largest economies, unemployment is one of the most crucial problems India is currently facing. And unfortunately so, with youths turning directionless and disappointed, unemployment is leaving its trace on social sphere as well. India needs to generate 10 million jobs a year to address the issue. A recently conducted survey suggests that maximum number of jobs is created by the companies that are less than five years old. In such a scenario, encouraging start-ups and new enterprise creation seems to be the most viable solution to the problem of unemployment. To stimulate the start-up ecosystem in the country, Government of India too has rolled out action plans and campaigns like Start-up India, Stand-Up India, Make in

India, Digital India and Skill India.

Visibly there appears a positive sentiment about start-ups in the country but we must not overlook the fact that start-up failure rate is too high. A survey analysing reasons for start-up failure suggests that 29% start-ups fail as they run out of money whereas 8% do not find proper financing. Inability to face legal challenges proves fatal for 8% start-ups in all.

This indicates that most of the start-ups lack guidance and financial support that are essential during the initial phase of business. There are more than 150 incubators supported by DST, DBT, DEitY, MSME, MHRD, Govt. of India and various state governments. Atal Innovation Mission is planning to create another 100 incubators across India. For improving the survival rate of start-ups, India needs many more incubators equipped with knowledge and adequate funding.



**Entrepreneurship
Development
Institute of India**



Recognizing the need for Technology Business Incubators in the country, EDII has promoted an incubator named Centre for Advancing & Launching Enterprises (CrAdLE) under the aegis of National Science and Technology Entrepreneurship Development Board of Department of Science and Technology, Government of India. The incubator of the institute will primarily support start-ups in the field of manufacturing, food and agribusiness, renewable energy and health care. Co-Promoter of Infosys, noted entrepreneur and Start-up investor Padma Bhushan S. Gopalakrishnan has kindly consented to undertake the Chairmanship of CrAdLE Advisory Board.

The institute, with its experience over three decades in the field of entrepreneurship education will help strengthen business skills of the incubatees by providing them appropriate guidance. To increase the reach of technologies developed in academic and R&D institutions, CrAdLE will facilitate speedy commercialization of such technologies.

Manufacturing, food/agri business, renewable energy and healthcare sectors are blooming with business opportunities and hence the institute has zeroed in on these sectors for supporting start-ups. It has been observed that budding entrepreneurs prefer tech start-ups over start-ups in the sectors like manufacturing, energy or agriculture.

Start-ups in manufacturing sector demand huge investment right from the beginning while tech start-ups on the other hand are easy to start even with little investment. In line with Government of India's Make in India project, the incubator will support start-ups in the manufacturing sector.

Agriculture sector is the biggest source of income and employment in rural India. Being an agrarian economy, we need innovations and robust start-up ecosystem in the agriculture sector. Start-ups with creative ideas to increase agricultural production and employment generation will be facilitated by CrAdLE.

Despite holding limitless business opportunities, renewable energy sector has failed to catch attention of entrepreneurs in India. The current environmental status of the country demands widespread use of renewable clean and green technology. Start-ups with innovative ideas to increase usage of renewable energy will be encouraged by the incubator set up by EDII.

Healthcare is another sector in dire need of revitalization. Innovative start-ups in this field will help customers get cost-effective medical tests, maintain health records & data and also avail different kind of healthcare services at doorsteps or online. Apart from that, Government of India is soon going to announce a scheme which will cover more than 10 crore people in healthcare sector. CrAdLE will ensure that the start-ups with innovative ideas in healthcare sector garner maximum benefits from this.

Our aim is to support start-ups that churn out 100 jobs each. The institute is looking forward to create 5000 job opportunities by supporting around 50 start-ups in the first five years. The Department of Science and Technology has extended its generous support to CrAdLE for promoting start-ups.

Apart from encouraging new enterprise creation, CrAdLE will also facilitate growth of family businesses. In entrepreneurial states such as Gujarat or Rajasthan, entrepreneurs also seek mentorship in growing or expanding their family business. As it serves the purpose of employment generation, CrAdLE will also help second generation entrepreneurs to expand or grow family business.

A journey of a thousand miles begins with a single step and this is just the beginning. A lot has to be done. The start-ups are getting all the encouragement possible right from the top of Government. By substantially increasing the survival rate of start-ups, Technology Business Incubators can help deal with the growing issue of unemployment.

- Sunil Shukla

Destination Success:

103 Students
Conferred Diplomas at
17th Convocation of EDII

Hon'ble Governor
of Gujarat
Shri O. P. Kohli
graced the occasion
as Chief Guest

It is said that an entrepreneur can see what others cannot see. The word 'start-up' might have become trendy in last couple of years but the institute this year churned out the seventeenth batch of entrepreneurs, all set to make a difference in the world with their innovative ideas and start-ups. Thirty three years back, the institute envisioned the growing

demand for entrepreneurship education and today, the institute has become a milestone in the field of entrepreneurship teaching.

In the scorching heat of May, lush green campus of EDII flooded with emotions and excitement. Total 103 students of Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE) (85



Hon'ble Governor of Gujarat
Shri O.P. Kohli addressing the students





students) and Post Graduate Diploma in Management - Development Studies (PGDM-DS) (18 students) were conferred diplomas at the 17th convocation of EDII held on 6th May, 2016. On this occasion, the institute received Hon'ble Governor of Gujarat Shri O.P Kohliji as Chief Guest who motivated students with his powerful address. The convocation was declared open by Shri Kishor Kharat, President-EDII and MD & CEO-IDBI Bank Ltd. Governing Board Members of EDII also marked their presence at the event.

The Director of the institute Dr. Sunil Shukla welcomed all the dignitaries, EDII's Governing board members, President of EDII and Chief Guest.

In his address, Shri Kharat mentioned that EDII is working towards promoting both commercial and social entrepreneurship. Speaking on Start-up Village Entrepreneurship Programme (SVEP) he said, "Appointed as a National Resource Organization (NRO) by the Ministry of Rural Development, Govt. of India, EDII is trying to stir entrepreneurial spirit in the remotest of villages of India. The institute is working in 23 blocks in 10 states to create sustainable employment opportunities for village youth."

He also announced that to encourage entrepreneurship, EDII is soon going to develop its Technology Business Incubator with the help of Department of Science and Technology of Government of India.

He also appreciated skill development programmes conducted by the institute for tour operators, artisans and other specialists related to tourism sector to boost tourism in Gujarat. He said, "Such programmes will not only reduce failure rate in business but will also improve the quality of services provided to the tourists, and thus will help the state attract more tourists."

Congratulating the graduating students he said, "The skills that you acquired in the last two years will help you identify opportunities and fight challenges." With these final words he wished students a bright future.

After the convocation address, the president awarded diplomas to the students. Chief Guest awarded



medals to the students for Scholastic Performance in Family Business Management, New Enterprise Creation and Development Studies. He also awarded trophies to the Best Sportspersons.

In his convocation speech, Shri Kohli described how entrepreneurs play vital role in bringing change to society citing examples of Marco Polo, Vasco D' Gama and the like. He said if these entrepreneurs would not have initiated trade links, the world would have been different place. It is because of their passion to realize their goals; this world has turned into a global village.

Shri O.P Kohliji also motivated the budding entrepreneurs by giving examples of noted entrepreneurs who had started from a scratch

and built empires. Talking about some of the attributes that entrepreneurs must possess, he said, "Entrepreneurs must have clarity of vision and defined goals. He should have art of leadership, creativity, optimism and a sense of purpose. He must be a man of action with single minded focus on goals."

He told students not to be afraid of failure and criticism as they often pave path to success. Concluding his address, Chief Guest said, "This was the most opportune time for entrepreneurship. You are fortunate to have studied in this institute in the state of Gujarat at a time when the start-up mission is at a boom and policies are favourable."

After the encouraging speech delivered by Chief Guest, Dr.

Sunil Shukla proposed vote of thanks. He thanked one and all for their contribution in the growth of the institute. He heartily thanked committee by saying, "The learned members of important committees keep themselves updated with the current market needs and ensure that the course design is regularly reviewed to fill in the gap between what the market needs and what the courses offer."

EDII's PGDM-BE course is ranked among the top 25 entrepreneurship courses by a reputed SME Magazine and NIRF survey has recently rated the institute among top 50 B-Schools in the country. The event was attended by a large number of students, parents, professionals, academicians, officials and entrepreneurs.

Award Winners

PGDM-BE

1. Dahyabhai Chhotalal Charity Foundation (Remik) sponsored Gold Medal for Scholastic Performance in Family Business Management – **Drashti P Shah**
2. Dahyabhai Chhotalal Charity Foundation (Remik) sponsored Gold Medal for Scholastic Performance in New Enterprise Creation – **Ramachandran T**
3. Dahyabhai Chhotalal Charity Foundation (Remik) sponsored Silver Medal for Scholastic Performance in New Enterprise Creation – **Suhani Bhattar**

PGDM-DS

1. Aashray Techno Social Business Incubator sponsored Gold Medal for Scholastic Performance in Development Studies – **Afsha**
2. Aashray Techno Social Business Incubator sponsored Silver Medal for Scholastic Performance in Development Studies – **Darshan Kumar R**

Best Sportspersons' Award Winners

1. Neel J Thacker
2. Sukhwinder Singh Dikla
3. Aastha S Bagrecha
4. Mishika Velvan



Award winners seen with (2nd from R) Shri Kishor Kharat, President-EDII; (1st from R) Dr. Sunil Shukla, Director-EDII and (3rd from R) Mr. Soman Nair, Director, Remik Trading Co. Pvt. Ltd.

EDII Promotes Technology Business Incubator to Boost Start-up Ecosystem

The incubator will mentor 30 start-ups in first three years

With a view to boost start-up ecosystem in the country, Entrepreneurship Development Institute of India (EDII) has promoted Technology Business Incubator named 'Centre for Advancing & Launching Enterprises' (CrAdLE), under the aegis of National Science and Technology Entrepreneurship Development Board, DST, Govt India. The Technology Business Incubator (TBI), set up by EDII, will nurture start-ups in the fields of manufacturing, food/agri business, renewable energy and healthcare. Co-founder of Infosys and Chairman of CrAdLE Advisory Board, Padma Bhushan S Gopalakrishnan visited EDII campus on 5th July for the Advisory Board meeting.

The incubator will help foster technology or knowledge based start-ups by nurturing them at an early stage and will provide all equipped business environment for operation. The incubator will also provide legal, financial, technical and IPR mentoring to the incubatees to strengthen their business skills. It will facilitate speedy commercialization of technologies developed in academic and R&D institutions and will create robust network for better and faster enterprise growth. Initially, CrAdLE will mentor 10 incubatees each year and provide handholding support in all aspects

of technology based start-ups.

Dr. Sunil Shukla, the Director of EDII said, "Technology Business Incubator set up by EDII aims to encourage new venture creation in the country which is very important for employment generation. It will bridge communication gap among academia, industry and financial institutions by enhancing interaction and networking which



will gradually strengthen start-up ecosystem." Employment generation is one of the prime focuses of the Technology Business Incubator. The institute is looking forward to churn out ventures that would create 100 jobs each.

Emphasizing on the role of Technology Incubators Co-founder of Infosys and Chairman of CrAdLE Advisory Board, Padma Bhushan S. Gopalakrishnan said, "Technology Business Incubators are need of the hour to facilitate rapidly evolving start-up ecosystem in the country. With

support right from the top that is from the Indian Prime Minister himself, start-ups are getting all the encouragement possible. To address the need of 10 million jobs a year, we need to create large number of start-ups." He also cited a survey stating that large number of new jobs has been created by businesses that are less than five years old. He also emphasized on need for creating rural business incubators. The Technology Business Incubator established by the institute will be functional soon.

National Policy on MSMEs Receives Rave Reviews



Dr. Prabhat Kumar, IAS
First Governor of Jharkhand &
Chairman of One-man Committee on
National Policy on MSMEs



Shri S.N. Tripathi, IAS,
Development Commissioner,
Ministry of MSME, Govt. of India



A consultative meet of stakeholders on National Policy on MSMEs with special reference to MSME finance was conducted on 21st July at the institute in presence of Dr. Prabhat Kumar, IAS and Chairman of One Man Committee constituted by Ministry of MSME, Government of India. Shri S.N. Tripathi, IAS, Development Commissioner, Ministry of MSME, Government of India; Mrs. Mamta Verma, IAS, Industries Commissioner, Government of Gujarat and Shri Jiji Mammen, CEO-MUDRA were part of the deliberations along with Regional Heads of leading banks, representatives of MSME Support Institutions & Micro Finance Institutions and budding entrepreneurs. The stakeholders offered suggestions that can help

strengthen National Policy on MSMEs. Dr. Sailendra Narain, Former Chairman & MD of SIDBI and esteemed member of EDII Governing Board moderated the discussions.

Director of the Institute Dr. Sunil Shukla welcomed one and all present at the meet and encouraged them to take active part in the discussion. He also thanked Dr. Prabhat Kumar for selecting EDII to conduct the meet.

Suggesting that the culture of entrepreneurship must be encouraged, Dr. Prabhat Kumar said, "Almost 97% MSMEs benefit from the MUDRA yojna promoted by the Prime Minister. In 15 months, as many as 4.3 crores loans have been sanctioned and micro, small and medium

- **The definition of Micro, Small and Medium Industries should be considered for change**
- **97% MSMEs will benefit from the MUDRA Yojna**



enterprises have received finance of around Rs. 1.5 lakh crores. MUDRA has potential to solve the financial problems faced by small businesses.” He further said that finance under MUDRA will impact figures of employment generation positively in days to come.

A suggestion to create mass database to map the transaction of the amount disbursed by the bank was offered by Shri Jiji Mammen, CEO-MUDRA. He said that with a reliable database, it would be easier for banks to decide whether they should finance the applicant or not. Dr. Sailendra Narain mentioned that SIDBI has created SIDBI Start-up Mitra portal that can facilitate entrepreneurs and various stakeholders like

incubators, angel investors, venture capital funds and the like. The span of database can be widened.

A suggestion to train bankers to assess entrepreneurial abilities of the applicant was also made so that banks can assess the viability of the business idea and potential of the entrepreneur before sanctioning loan. To serve the same purpose, EDII has been conducting training programmes for bankers since last 10 years.

A suggestion to modify the definition of Micro, Small and Medium Enterprise was also offered at the meet. The definition of MSME was last changed in the year 2006. Since then, the inflation rate has gone up and the market scenario has changed. Till date, the units having turnover up to Rs. 25 lakh are considered as micro units. Units with the turnover between 25 lakh to 50 lakh fall into the category of small enterprises. As per the suggestions, considering the current market scenario, the limit must be raised so that more enterprises can benefit from the schemes launched by the government for Micro, Small and Medium Enterprises. Mrs. Mamta Verma, IAS, Industries Commissioner, Government of Gujarat asserted that the

Government is focusing on ease of doing business to promote start-ups.

Remarking 'Women are the best borrowers', Jayshree Vyas, Managing Director of SEWA bank suggested that apart from finance, women should be provided technical skills and guidance so that they can flourish in business. A suggestion to create Micro Enterprise Development Clinics to guide entrepreneurs in each and every aspect of entrepreneurship was also made.

MD of Sintex Industries, Mr. SB Dangayach made a suggestion to make procedure of land clearance quick and hassle free so that new enterprises face less trouble in finding place for starting business. He also suggested Government to create business parks wherein start-ups can hire a place and can start business with less investment.

The consultative meet turned out to be fruitful with a large number of suggestions coming from stakeholders. The One Man Committee constituted by the Ministry of MSME will conduct discussions with stakeholders across the nation and will form a policy on MSME considering them.

Innovative Student Start-ups

Receive Funding from the

INSTITUTE

The Institute extends seed funding of Rs. 9 lakh to 5 students



Encouraging student start-ups has been one of the prime goals of the institute since inception. Growing beyond the confined role of entrepreneurship teaching, the institute has also started providing seed funding to innovative student start-ups to ensure their growth during the initial phase of business. This year, the Institute has extended seed funding of Rs. 9 lakh to 5 students for developing their start-up ideas.

The students willing to receive seed funding submitted their Detailed Project Reports (DPR) to the institute. Based on that, a mentoring session was conducted for all the applicants. The students were asked to make a

presentation of their business idea. A panel comprising financial experts and senior faculty members of EDII selected business ideas based on the DPR and presentation.

Rahul Gonsalves, an EDII student who has founded start-up named ENZO Car Wash received seed funding of Rs. 3.5 lakh. He has developed a waterless car wash system to help clean cars without wastage of water. Enzo Car Wash cleans the car using a special technique and equipment that cost less than Rs. 100 per car for a month. This innovative idea is being widely appreciated by the clients and the company is growing rapidly.



Dnyaneshwar Ghule who has come up with the unique idea of establishing an agri input retail outlet named Kisan Krishi Seva Kendra has received seed funding of Rs. 2.5 lakh from the

institute. His idea is to provide quality inputs, information on crops and soil to the farmers which will help increase agricultural production and quality of crops. It will also serve as a soil test laboratory. Kisan Krishi Seva Kendra can serve as one stop solution for village farmers. To support this noble and unique thought, seed funding of Rs. 2.5 lakh was extended to the student.



The institute has extended seed funding of Rs. 1 lakh to the start-up working in the direction to resolve health issues faced by pregnant women. Maatravta, the start-up initiated by Nimesh Jain aims to provide nutritional food to women facing health issues during pregnancy. It will also provide pre and postnatal care services to the



Evaluating the success of Past Participants of the Biotechnopreneur Programmes, over the years

An interactive meeting with media officials, was held at EDII. Mr. Bipin Shah, Senior Faculty & Project Director, Biotechnopreneur Programme and Dr. Anand Bhadalkar, Sector Specialist, Gujarat State Biotechnology Mission addressed the media. Participants from earlier batches who have successfully established



their enterprises also attended the interaction and credited EDII with the training, counselling & mentorship support extended to them.

mother and the child. Maatratva is equipped with a trained staff of midwives to facilitate pregnant women. Lady Counsellors, Doctors and Dieticians too are roped in to help and guide women during her pregnancy.

Compared to service sector, the number of start-ups in manufacturing sector is remarkably less as it needs more investment and financial support in the initial phase. To support one such student start-up, the



institute extended seed funding of Rs. 1 lakh to EDII student Rishabh Hundia. Rishabh's start up is into manufacturing of copper bus bars which are used in heavy electrification and panels. These bus bars made from copper rod are largely imported by Indian companies and its demand has increased by 11% since 2010. Sensing the rising demand for

copper bus bars, Rishabh has established his start-up in copper bus bar manufacturing.

With the changing times, demand for online services is rapidly



increasing. Aman Jain, an EDII student has started an online web portal named Go Garage which will help people book and get their vehicle serviced at doorsteps. The portal will facilitate people who find it difficult to keep health of vehicles up to date due to shortage of time.

Dr. Satya Acharya, Associate Senior Faculty and core member of the panel created for selecting the start-up ideas said, "We are passionate about promoting student start-ups. From this year onwards, we are also going to promote 'Launchpad' where students can work on the start-up ideas after classroom hours."

EDII Faculty Presents Research Paper at International Conference

EDII Faculty Dr. Amit Kumar Dwivedi presented paper on 'Pre-Start-up Academic Activities during Entrepreneurship Course' at The First International Conference on Innovation Studies (ICIS2016) hosted by the Research Center for Technological Innovation, Tsinghua University in Beijing, China. Researchers from across 16 countries participated in the conference held during 25-26th June, 2016.

Dr. Dwivedi's paper focused on pre-start-up academic activities required to be conducted on academic campus to enable students in launching and sustaining their start-ups. It attempted to figure out pedagogical steps essential in an entrepreneurship course that aims to create start-ups; thematic workshops and events to orient students towards several policies and government interventions.



Prof. Chen Jin (The Director of the Research Center for Technological Innovation, Tsinghua University and Conference Chairman) presented University memento to Dr. Amit K. Dwivedi

Summer Camp

Participants Explore their Entrepreneurial Potential at **EDII**



President-EDII, Shri Kishor Kharat (1st from R) and Governing Board Member of EDII, Shri K. P. Nair (1st from L) presenting certificate to a participant



entrepreneurship as career through development games and exercises. It helped groom traits like creativity,

leadership, problem solving and independence. Career and psychology counseling and self-assessment through psychological tests were an integral part of the youth summer camps.

Due to large number of participants, the institute conducted two summer camps for children and two for youth.

MD & CEO of IDBI Bank Ltd. and President of EDII Shri Kishor Kharat graced the valedictory function of the 28th Children Camp

Keeping the tradition of last 22 years throbbing, this year too, EDII conducted Summer Camps for youth and children in the month of May and June. Over 200 kids from across the country participated in the 28th and 29th Summer Camp on Entrepreneurial Stimulation for Children. The 29th and 30th Summer Camps on Entrepreneurial Adventures for Youth received 93 participants from different states of the

country. Participants learned key lessons of entrepreneurship through various activities.

Summer Camp for Children in the age group of 12-16 years involved activities like mental gyms, motivation, creativity exercises, puzzles, value education, industry visits and yoga. Well-known entrepreneurs and achievers from different walks of life were invited to interact with the participants. The participants of youth summer camp were motivated to embrace

as Chief Guest. Congratulating parents of the participants he said, "Till now, parents wanted their child to become doctor, CA or engineer. But it is heartening to know that parents want their kids to become entrepreneurs as well."

rather than seeking one. He encouraged students to solve problems through innovation. He asserted that children have immense potential to provide creative and innovative solutions to the problems faced by society. Founder of Honey Bee network and Professor at IIMA, Dr. Anil

creative thinking, conflict management, effective communication and team work."

Mr. Vijay Gupta, Managing Partner of The Honest Riviera graced the valedictory function of 29th Youth Camp as Chief Guest and shared his success secrets with



He encouraged the participants to pursue career in the field of entrepreneurship by saying, "Indian entrepreneurs have the highest rate of success in business across the world. For succeeding, entrepreneurs must follow ethical practices throughout their career. Business doesn't grow if you don't follow ethics. It is a win-win situation for entrepreneurs, customers and government."

Prof. Anil Gupta, Chief Guest of the valedictory function of 29th Children Camp also inspired participants to become entrepreneurs and create jobs



Dr. Anil Gupta, Founder of Honey Bee network and Professor-IIMA presenting certificate to a participant

Gupta said, "The negligence of my generation has left many problems unsolved. But the gen next must not live with unsolved problems. They should be sensitive and compassionate to come up with innovative solutions to the problems society is facing now."

Addressing participants and their parents at the valedictory function of 29th Children Camp Dr. Sunil Shukla said, "The chief objective of the camp is to help children realise their hidden potential and develop traits like risk taking,

the participants. He shared his exciting entrepreneurial journey with the participants. He started from the scratch and today owns a huge business empire with branches in Dubai and USA. Sharing his success secret he said, "Entrepreneurs who believe in good work are sure to be noticed by people. Start small, don't rush. Small but firm steps will lead to success." He also said that people with strong willpower make good entrepreneurs.



Talking about failure in business Mr. Vijay Gupta said, “The chief reason for failure in start-ups is rivalry and competition. Start-ups must start from the ground level. Today, many start-ups make a mistake to start business directly at huge level and meet failure. Slow but steady progress is the key to success in business.”

Participants of both youth and children camp got opportunity to

interact with achievers such as leading Gujarati Filmmaker Abhishek Jain, renowned entrepreneur Ruzan Khambhatta, Finalist of Indian Idol Nirvesh Dave, Founder of popular chain of restaurants 'Sankalp' Mr. Kailash Goenka among several others. The participants unanimously expressed that participating in the Summer Camp at EDII has been a life changing experience for them.

Participants Opine:

“Till date, I have been to many summer camps. But no summer camp has moved me as much as this one. Creative activities and field visits gave me an opportunity to understand the world of entrepreneurship better. Interaction with achievers widened my horizons and inspired me to pursue entrepreneurship as career.”

Parth Mehta, Thane
(29th Children Camp)





“At EDII Summer Camp I learned to think out of the box. I learned to dream, aspire and focus on my goals. I feel more confident than before. I used to feel uncomfortable working with a team before but this summer camp has turned me into a good team player.”

Kanika Sahijwani, New Delhi
(30th Youth Camp)



Faculty at EDII and the Camp Leader Dr. Pankaj Bharti was contented with the outcome of the programme. He said, “The kids were very responsive and enthusiastically participated in all the activities. They thoroughly enjoyed the study tours conducted as a part of the camp and curiously asked questions to understand the concept of entrepreneurship.”



Prof. B B Siddiqui, Distinguished Visiting Faculty-EDII explained that the inputs delivered through mental gyms, motivational & creative exercises and interaction with achievers helped children enhance their entrepreneurial abilities.





EDII

Inducts New Batch of PGDM Students – 2016-18

EDII includes start-up India policy in syllabus

Induction programme of Entrepreneurship Development Institute of India's Post Graduate Diploma Programmes: Post Graduate Diploma in Management – Business Entrepreneurship (PGDB-BE) and Post Graduate Diploma in Management-Development Studies (PGDM-DS) took place on 23rd June 2016. The programmes have 87 students

including 80 from 14 states of the country, 4 from Cambodia and 3 from LAO-PDR.

Dr. Sunil Shukla, Director-EDII addressed the students and mentioned how the architecture of PG courses are reviewed and revised every year to accommodate changes in view of the new policies and schemes of the Government and the business

world. Focussing on Business Entrepreneurship as well as Social Entrepreneurship, Dr. Shukla said, “You are at the right place and at the right time because EDII is a part of all that is happening in the country on the front of entrepreneurship. The Institute knows how to make innovative entrepreneurial brains leverage amidst the booming entrepreneurial culture in India.”

Dr. Shukla informed about EDII's pro-active association with start-up initiatives of the Governments at the Centre and the State.

Start-up India is the buzz word in the field of entrepreneurship these days and to acquaint students with all the latest developments, the Institute has introduced a special subject on 'Indian Economy: Government Policy and SMEs' in its Post Graduate Diploma in Management-Business Entrepreneurship (PGDM-BE) curriculum. To help students understand the nature of family business and its contribution to the Indian economy, EDII has also launched 'Understanding of Family Business' as a core subject this year.

Speaking about the course revision, PGDM-BE Course Coordinator at EDII Dr. Satyaranjan Acharya said that, "We revise our syllabus every alternate year to help students understand start-up environment in the country. Till now, PGDM-BE was focusing chiefly on micro and macroeconomics but from this year onwards we will also focus on impact of government policies on new enterprise creation."

Government of India and various state governments like Government of Gujarat, Kerala and Haryana are coming up with their start-up policies to promote start-ups. In such scenario, students at EDII will learn about various aspects of Government's

start-up policies in detail. The course will also impart understanding of how to do business with government which includes learning of the processes like bidding, filing tenders amongst several others.

Till now, family business was an optional subject in PGDM-BE course at EDII. Recognizing the importance of family business and its remarkable contribution in Indian economy, the institute has introduced 'Understanding of Family Business' as a core subject from this year. Dr. Sunil Shukla, Director, EDII said, "The institute has introduced milestone based learning to enable students to achieve stepping stones in their entrepreneurial journey. These milestones will provide students a momentum to get involved into various aspects of family business and new enterprise creation by taking consistent small steps to achieve their goals."

The institute believes that social entrepreneurship is as important as corporate entrepreneurship. Speaking on Post Graduate Diploma in Management-Development Studies, PGDM-DS Course Coordinator at EDII Dr. Dinesh Jain said, "There is huge untapped potential for business at the bottom of the pyramid. For students with social bent of mind, the institute offers PGDM-DS course in social entrepreneurship which covers topics like Micro Finance, CSR, Natural Resource Management and others."

GoI Validates Diagnostic Study Carried Out by the Institute

The Institute conducted diagnostic study in four clusters of Gujarat namely Engineering Cluster in Bilimora, Rice Mill Cluster in Tarapur, Hume Pipe Manufacturing Cluster in Bodeli and Steel Re-rolling Mill Cluster in Bhavnagar as a part of cluster development project assigned by the Industries Commissionerate, Government of Gujarat. Satisfied with the findings, GoI officials validated the Diagnostic Study Reports (DSRs) prepared by the institute.

The validation program was conducted on 12th July. Core committee members of the respective associations, officials of MSME-DI, GOI and cluster managers from the Institute participated in the program.

The program focused on major technical as well as non-technical findings of the diagnostic study. Presidents of various associations expressed satisfaction over the findings of the study and agreed to setup CFC in their respective clusters as per the findings and suggestions stated in the study.

Straight from the Horse's Mouth

Renowned entrepreneurs share success secrets with PGDM-BE students

Success stories of entrepreneurs have always been a great source of inspiration for budding entrepreneurs. Thus, with a view to acquaint first year PGDM-BE students with the real world of entrepreneurship, the Institute invited several successful entrepreneurs during the one-week induction programme to interact with the first year PGDM-BE students. The entrepreneurs shared their success stories and inspired students to establish their own unique business. They also talked about barriers in the field of entrepreneurship and provided solutions to overcome them. Interactive sessions with the entrepreneurs turned out to be an enriching experience for the students.

From 2 Lakh to 3300 Crore: Founder of Thyrocare Dr. A Velumani Shares Success Secrets

“If you are in comfort zone, you are in danger” says Founder of Thyrocare Dr. A Velumani

From being a farmer's son, he is now the owner of multimillion company, Thyrocare. After historic success of Thyrocare IPO, his worth is

more than \$350 million. His life has been a series of right decisions taken at the right time. Dr. A Velumani, Managing Director and Chief Executive Officer of Thyrocare shared his journey of life with the first year students of the institute on the fourth day of induction.

Born in a small village of Tamil Nadu, Dr. A Velumani was always a good decision maker. He decided to leave for Mumbai to pursue master's degree in Science. Giving a powerful success mantra to the budding entrepreneurs, he said, “An entrepreneur can either discuss or decide. If you keep discussing, you will never be able to decide.”

After his post-graduation, he bagged a job at Bhabha Atomic Research Centre (BARC) as a lab assistant. While working at BARC, he completed his doctoral programme in thyroid biochemistry from Bombay University and was posted at BARC's Radiation Medicine Centre.

“If you are in your comfort zone, you are in danger”, said Dr. Velumani to the students. It was a comfortable job at BARC but one day suddenly he decided to quit the job. He said, “I have taken all my decisions without discussion. I decided to leave for Mumbai without discussing with my

father." He wittily remarked, "I decided to marry without discussing with my mother and I decided to quit the job without discussing with my wife."

He advised potential entrepreneurs, "If you have an idea, ask ten close people who love you a lot. If all of them say no, then certainly do it. If all of them support, don't do it. Your close ones want you to choose easier

aim to earn profit from customers earn petty amount but if he aims to earn profit from the vendor, he can earn volumes and value. He cited example of Thyrocare which provided thyroid testing services at the lowest rate in the country and still became the leading medical diagnostic chain.

"An entrepreneur can see what others cannot see", said Dr. Velumani, who himself has broken

download test report using username and password. He proved that an entrepreneur can generate great fortune by applying 'single kitchen for several outlets' concept into business. He introduced the franchise model which also helped increase the number of samples per day and made operations cost effective. Today, Thyrocare receives more than 50,000 samples per day.



option. What is easy is not right and what is right is never easy."

The root cause of failure in entrepreneurship is that entrepreneurs wish to earn profit from both vendor and customer which is not possible. Revealing his success secret, Dr. A Velumani said that the entrepreneurs who

several taboos throughout his entrepreneurial journey. Apart from offering thyroid testing at the lowest rate, he was the first person to make samples fly to the lab so that the patients can get quick result and specimens from across the nation can be collected at Thyrocare's laboratory in Mumbai. He pioneered the system to

He shared four magical words for success with students: focus, learning, growing and enjoying. He asserted, "Please don't change the order. You must focus on learning in order to grow. If you are not enjoying, it means that you are not growing and you need to get your focus right."

Budding Entrepreneurs must Learn to Overcome Distractions

The Director of N.K Proteins (Singapore) Ms. Priyanshi Patel interacts with the students

The winner of Global Woman Entrepreneur of the Year and Director of N.K Proteins (Singapore) Ms. Priyanshi Patel addressed the new batch of students on the second day of induction, 27th June. She shared valuable tips for gaining success in the field of entrepreneurship. She stressed that the entrepreneurs must learn to overcome distractions to achieve success.

“The quicker you grow, the faster and deeper you fall”, said Ms. Priyanshi Patel emphasising that there is no shortcut to success in the field of entrepreneurship. She said that now-a-days everyone has a brilliant idea but very few start-ups succeed. This is because there is a huge gap between the original start-up idea and what it turns out to be. She asserted, “Entrepreneurs must learn to focus on the main idea. They will have to face hundreds of distractions but the focus should not be moved from the core idea. Entrepreneur should consider the distraction only if it complements the main idea or improvise it.” She further said that retaining network and contacts is essential for success. Sometimes casual talk with somebody can also spark a brilliant idea. Thus, an entrepreneur must retain and

expand his network.

Sharing her experience, she compared life of an entrepreneur with a juggler. Ms. Priyanshi said, “Being an entrepreneur is like juggling hundreds of balls together at the same time.

Budding entrepreneur must start small. First learn to juggle three balls well and gradually keep adding extra balls once you have mastered the art. But if an entrepreneur makes a mistake of starting with 100 balls right from the beginning, chances of failure are high.” Giving practical advice to the students Ms. Priyanshi said that an entrepreneur must not try to do everything on his own. Delegating work is important part of entrepreneurship and to do this effectively, entrepreneur must have good communication skills. She said that, “If your team does not follow your instructions, it does not mean the team is ineffective. It means that your communication is flawed.”

Entrepreneurship is a Lifestyle, not a Career

Founder of India Film Project Mr. Ritam Bhatnagar gives valuable tips to EDII students

Founder of India Film Project- India's largest filmmaking platform- Mr. Ritam Bhatnagar interacted with the first year PGDM-BE students on the third

day of induction. Stating, “Entrepreneurship is a lifestyle, not a career” he told students that entrepreneurs must not start business in something they are not good at.

“Don't start business in something you are not good at”, advised Mr. Ritam Bhatnagar. Sharing his experience he told students that he was always fond of foreign movies and used to watch Japanese, French or Iranian movies with subtitles right from his childhood. That's why, when he first worked on the idea to project such foreign films in PVR, the idea turned out to be a grand success within a short span. A huge company such as PVR acquired his idea and took it to national level.

Giving valuable tips to the students he said, “It is very important for an entrepreneur to be innovative and ahead of time.” His successful venture India Film Project, which has turned out to be Asia's largest and World's second largest filmmaking platform was also an idea that emerged from his surroundings. During his stay in Mumbai few years back, he realised that so many people want to make films but either they are lazy about it or they don't have a platform to showcase it. Thus, he started India Film Project and threw a challenge to make 5 to 7 minutes film in 50 hours on a given topic. Today, India Film Project receives participation from countries across the world and more than 5.5 lakh people are linked to the project.

Citing example of his successful venture 'wWhere' he accentuated the role of marketing in fundraising. He said that initially they pitched their idea to several investors but could not find one. But when he started marketing his idea in a creative way they could raise fund of Rs. 1.5 crores within 15 days.

“Decision making has to be quick”, said Mr. Ritam Bhatnagar sharing another success secret with the students. He emphasised that entrepreneurs must start playing on their intuitions and learn to take decisions within three seconds. He inspired students to pursue entrepreneurship as a lifestyle, not career.



Ritam Bhatnagar

Start-ups must Innovate and Disrupt the Business Model

Founders of successful start-ups interact with the new batch of students

The institute conducted interaction with start-ups on the last day of induction to acquaint students with changing start-up trends and current market potential.

Founders of four successful start-ups Candour Legal, Youth Connect, ChaiiPani and Techpedia were invited to share their entrepreneurial journey with the students.

The Founder of Candour Legal Mr. Manasvi Thapar emphasised on taking maximum advantage of Indian consumer base. He said, “India is the largest consumer base in the world right now but start-ups outside of India seem to be gaining maximum benefit from it rather than Indian start-ups.” He further said that the successful Indian start-ups are more or less replica of Western start-ups. He asserted that Indians need to come up with innovative ideas to suit the needs of Indians. “In spite of being early adaptors of technology, we have to make technology that rest of the world adapts.” said Mr.

Thapar.

Supporting Mr. Manasvi Thapar's views, Mr. Rahul Bhagchandani, Founder and Editor in Chief of one of the fastest growing online portal Youth Connect asserted that it is essential for start-ups to recognize problems and provide innovative solutions. He explained how online portal can help grow network.

While Mr. Rahul Bhagchandani talked about growing network through online portal, Mr. Hiranmay Mahanta, MD of Techpedia spoke on importance of disruptions in business model citing example of OYO. He said, “A few decades back, all the companies used to have their limited market share. But the scenario has changed now. Nowadays, one company comes and rules 99 per cent of the market. Your success depends on disruptions you make in business model and how you utilize the resources you have.”

One of the chief problems start-ups face is funding. The founder of budding start-up ChaiiPani, Ms. Shruti Chaturvedi shared her experience about crowd funding. She said, “Crowd funding helps not only in raising fund but also strengthens your bond with your clients. A start-up should not ever hesitate about crowd funding.”

ENCOURAGING ENTREPRENEURIAL ECOSYSTEM

**EDII-Bangalore
conducts Faculty
Development
Programme to speed
up entrepreneurship
development**

Encouraging entrepreneurial ecosystem has always been the chief goal of all the activities carried out by the institute. In line with this, the Bangalore office of EDII conducted Faculty Development Programme (FDP) in association with BNMIT and AICTE. The programme conducted during 11-22 July was sponsored by DST, GOI. Total 20 participants from 12 institutes participated in the programme.

The participants were given a Self-Rating Questionnaire to evaluate their entrepreneurship competency. Programme Director

Mr. Yashaswi Nag discussed the process of starting an enterprise with the participants. He also discussed importance of decision making, feasibility study and market research. Mr. Raman Gujral, Asso. Sr. Faculty & Incharge, EDII-Bangalore Regional office conducted a session on identifying business opportunities.

The programme included various simulation games to make learning interesting. The participants were given an insight on various subjects like IPR, functional and financial autonomy, angel investment and





alike. Classroom discussions involved idea generation in food processing, textiles and plastic technology sector. Along with creative classroom activities and insightful lectures, the programme also included field visits.

Contented with the outcome of the programme, Programme Director Mr. Yashaswi Nag said, "The participants were very happy to learn about the basics of entrepreneurship. This kind of programmes will play key role in shaping up entrepreneurial culture in the country."



EDII-Bangalore conducted Certificate in Entrepreneurship Management (CEM) Programme from 4-9 July, 2016 for exceptionally talented but economically backward students pursuing engineering courses. 71 participants from Karnataka, Maharashtra, Rajasthan, Gujarat and Goa participated in the programme sponsored by Foundation For Excellence (FFE), Bangalore. The objective of this programme was to develop entrepreneurial approach in the minds of the students.

Advanced Business Hindi Programme

Receives 29 Chinese Students

Advanced Business Hindi Certificate Course will help bring two giant countries closer

Drama and Hindi Literature will be a part of curriculum this year



With India emerging as one of the strongest economies in the world, the number of Chinese students willing to learn Hindi language to penetrate into Indian markets is substantially increasing. This year EDII has received 29 students from Yunnan Minzu University and Guangdong University for its Advanced Business Hindi Certificate (ABHC) Programme. The number of students has increased by almost 2.5 times in comparison to the last year. This will be the fourth batch of Chinese students joining Advanced Business Hindi course at EDII.

This year, 20 senior officials from Yunnan Minzu University have registered themselves for 14 months Advanced Business Hindi Certificate course sponsored by Government of China. The other

10 students from Guangdong have joined 9 months course at EDII. Two faculty members from Yunnan Minzu University too will accompany students this year.

Speaking on changes made in the programme duration, Programme Director Dr. Avdhesh Jha said, "This is the first time we are introducing 14-month course. We have added three extra modules in this course which includes drama/plays, Hindi literature and research." Works of prominent Hindi writers like Premchand, Usha Priyamvada and Bharatendu Harishchandra will also be taught to the students from this year onwards. The students will learn about the basics of research.

The earlier batch of Chinese students was also encouraged to watch remarkable Hindi movies to get good command over Hindi language. The participants learned

to dance to the tunes of Bollywood songs. To make learning interesting, the students were introduced to Indian culture, festivals and literatures. They were taught poems of great Hindi poets like Kabir and Rahim. Students from the previous batch of Advanced Business Hindi Certificate course visited several cities like Delhi, Agra, Jaipur, Udaipur and Varanasi to get the real feel of Indian culture.

Participants of previous batch performed a play "*Andheri Nagri Chaupat Raja*" in Hindi to showcase their learning. The girls performed dance on Bollywood numbers and sang a couple of Hindi songs. They unanimously said that they thoroughly enjoyed watching Hindi movies and the tunes of Hindi songs.

The valedictory function of the previous batch of Advanced



Dr. M.N Patel, Vice Chancellor, Gujarat University presenting certificate to a participant. Also seen are (R-L) Dr. Sunil Shukla, Director-EDII and Dr. Avdhesh Jha, Programme Director

Business Hindi Certificate was conducted on 4th May, 2016. Vice Chancellor of Gujarat University Dr. M.N Patel graced the Valedictory Function as the Chief Guest.

Dr. Sunil Shukla, Director, EDII addressing the valedictory function said, "This is the third batch of students who have come here to learn Business Hindi. Students from previous two batches are now working with the companies having presence in both India and China. The course will definitely help bring two giant countries closer."

Advanced Business Hindi Certificate course is giving Chinese students plethora of opportunities with prominent multinational companies active both in India and China. The demand for Hindi speaking

Chinese students has increased gigantically in the last couple of years. To make the most of these opportunities, more and more Chinese students are showing interest in learning Hindi.

At the valedictory function, Chinese students shared their experience of learning in Hindi. Impressed with the students, Vice Chancellor of Gujarat University Dr. M.N Patel said, "The students will play instrumental role in strengthening relationship between India and China. Many companies from China are investing in India and are boosting growth of Indian economy. In such scenario, cultural exchange between the two countries will help make the world one family." He also congratulated students for their perseverance to learn a foreign language.

Participants Speak:

"Initially, I found Hindi very difficult but after 9 months I am confident to communicate in Hindi. The credit definitely goes to faculty members, especially Dr. Avdhesh Jha who patiently taught us the language and made the learning interesting."

**Wu Ze Peng,
Guangdong University**

"This course not only gave me an opportunity to learn Hindi language but also gave me a chance to take a close look at Indian culture and tradition. It was an enriching experience to visit Delhi, Agra, Jaipur, Udaipur, Varanasi and several other cities of India as a part of study tour."

**Liang Yueling,
Yunnan Minzu University**

EDII-FPM Student Represents India in International Entrepreneurship Conference



FPM student Raj K Shankar presents his dissertation work on Corporate Accelerators in Norway

Student of doctoral level Fellow Programme in Management (FPM) at the Institute, Raj K Shankar represented India at prestigious Babson College Entrepreneurship Research Conference (BCERC) which was held in Norway between 8th to 11th June. Being one of the 25 research scholars selected from across the world, Raj received mentoring from top scholars in the field such as Dean Shepherd, Johan Wiklund, Saras Sarasvathy amongst others.

Speaking on his research Mr. Raj says, “Corporate Accelerator is a nascent and emerging phenomenon in the field of entrepreneurship. Large companies are engaging with start-ups to increase their innovation and entrepreneurial abilities. Start-ups benefit by gaining access to the resource pool of large companies. Thus the model seems to be mutually beneficial to both corporations and start-ups.”

Research in the field of corporate entrepreneurship and entrepreneurship ecosystem is still in its infancy. Studying emerging trends such as this will help Indian entrepreneurs understand the fast growing entrepreneurship ecosystem in the country. Participation in prestigious international conferences will also propel India to the forefront of global entrepreneurship research.

Delegates from Babson College Visit EDII

Delegates from world renowned Babson College visited EDII to discuss possibilities of collaboration in the field of academic activities and entrepreneurship research. The delegation comprised Mr. Tom Simon, Administrative Director of the Babson Collaborative for Entrepreneurship Education, Mr. Abdul Ali, Professor, Marketing and Mr. Vinod Radhakeeson, Senior Director at Babson Executive and Enterprise Education.



Strengthening Solar Entrepreneurship in Assam



With a view to strengthen solar entrepreneurship, the North East Regional office of EDII (EDI-NERO) organized a workshop on Solar Sector on 15th July at Guwahati, Assam, under i-STD Project of Department of Science & Technology, Government of India.

The project aimed at promoting 25 Solar Entrepreneurs in Assam by bringing all stakeholders of this sector to a common platform. The workshop turned out to be an effective medium for sharing ideas and discussing initiatives taken by the Government of India to promote solar industry. The participants were also given information about facilities available for the growth of business in solar industry. The workshop helped potential entrepreneurs upgrade their technical knowhow.

**25 Solar
Entrepreneurs
promoted in
a one-day workshop
conducted at
Guwahati**

The workshop was presided over by Ms. Rajashree K Baruah, Chief General Manager, Regional Office, NABARD. Major stakeholders of solar sector like representatives of Ministry of New and Renewable Energy (MNRE), Assam Science and Technology Environment Council (ASTEC) NABARD, IDBI, AGVB, existing and potential solar entrepreneurs attended the

workshop and chalked out a road map for promoting 25 solar entrepreneurs in Assam.

Post workshop, two potential entrepreneurs were financed by SELCO Incubation Centre, Bangalore to attend a 3-day technical training in solar energy systems at Bangalore. To enable potential entrepreneurs set up their enterprises, a technical training programme for 15 potential entrepreneurs will be organized at Guwahati by the end of August'16.

Empowering Start-up Dreams in Kerala

Government of India has initiated entrepreneurship development activities under Startup India and Standup India project across the nation. In this regard, a workshop was conducted at Trivendrum in the month of June. Nearly 200 potential entrepreneurs participated in the workshop. Out of this, 35 were selected for a 3-month intervention programme. The selected participants will be provided incubation facility and mentoring support under GoI's Startup Mission. The institute was approached to give entrepreneurial inputs in this programme.

The Institute designed a 10-day programme to impart understanding of start-up ecosystem. The programme was conducted in two phases: From 21-25 June and from 4-8 July. Selected 35 participants learned the process of starting a new enterprise. It also covered topics like entrepreneurial competencies, fine tuning the business opportunities, business plan preparation, statutory requirements, marketing and book keeping.

Programme Director Mr. V.S Sukumaran was contented with the outcome of the programme. He said, "The participants had so many queries about initiating a business venture. The programme helped clear their vision. I am glad that most of the participants have started their business in the fields like food processing, construction material, software development, paper bag manufacturing and online marketing."

A Peep into The U.S Business Culture

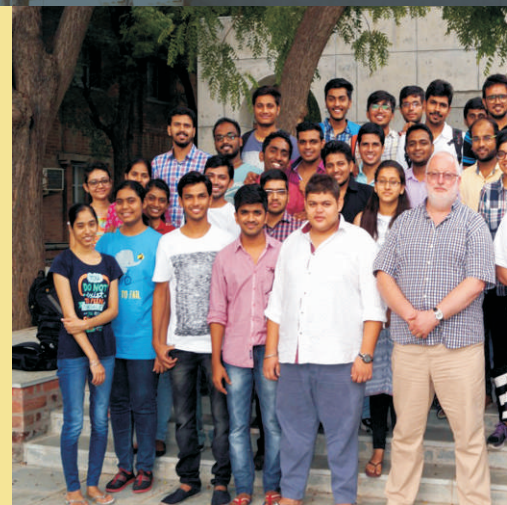
The University of Oklahoma's Gaylord College of Journalism and Mass Communication & Centre for the Creation of Economic Wealth (CCEW) collaborated with EDII and BRAC University's Center for Entrepreneurship Development to conduct a five-week Professional Fellows Programme in United States in May, 2016.

education, incubation hubs, community training programs and social entrepreneurship got an opportunity to spend four weeks with the small businesses in Oklahoma under this programme to help them understand business culture of the US. The programme aimed at providing professional experience and training to the participants that nurtured their talents and prepared them for



Total 10 participants from India, Bangladesh and Burma participated in the programme. This third batch of Professional Fellows Program had 3 participants from India, 3 from Bangladesh and 4 from Burma. Professional fellowship placement at an American Small Business Organization was an integral part of this programme funded by U.S State Department's Bureau of Educational and Cultural Affairs. Selected representatives of small or start-up business ventures, business administration, government, NGOs, business

more responsible leadership positions in their businesses, communities and society in general. Dr. Sanjay Pal who orchestrated the programme was very happy with the outcome of the programme. He said, "Working closely with small businesses in Oklahoma helped participants understand the work culture of the US. These kinds of programmes stimulate leadership qualities in the participants and would gradually shape economic empowerment in the participating countries."



EDII and UEL to Promote Social Entrepreneurship Education in India

With an objective to mainstream social entrepreneurship education in India through sensitization, awareness, discussions and deliberations, the Institute collaborated with the University of East London (UEL). To set the ball rolling, a two member team from the UEL visited the institute during 5th to 8th July. They shared UK's experience in promoting social entrepreneurship. A strategy to jointly promote business and social entrepreneurship in India





Intervention in MSME Clusters in West Bengal

EDII has been appointed as Project Management Consultant (PMC) by the Directorate of Micro, Small & Medium Enterprises, Govt. of West Bengal to spearhead MSME cluster development activities in West Bengal.

In the capacity of PMC, EDII is taking up soft and hard intervention activities in various MSME clusters in West Bengal. On 2nd June 2016, the institute inaugurated soft intervention activity for Kalyanpur Brass & Bell Metal Clusters in presence of Mr. Jyotirmoy Kar, MLA & Ex Minister of State and Senior Faculty of the institute Dr. Sanjay Pal. Total 60 participants took part in the soft and hard intervention activities.

As a West Bengal PMC for 22 clusters, the institute has completed Need Assessment Study for the clusters and the reports have been submitted to the DICs. The institute has also completed cluster mapping exercise in Bihar and has submitted the report to the Department of I&C, Govt. of Bihar.



and other countries such as China was also discussed.

The Institute has undertaken a project to mainstream social entrepreneurship education in India. The project is supported by British Council. Following the mandate of the project, the Institute has formed Regional Advisory Groups (RAGs) in Gujarat, Orissa, Bihar, Jharkhand, MP, Chhattisgarh, UP, Rajasthan and West Bengal. In each region, RAG meetings were conducted to discuss strategy to introduce social entrepreneurship in education system, its approach and methodology.



Institute Undertakes Cluster Value Chain Study in Four Countries

Kolkata Project Office team, led by Dr. Sanjay Pal, Sr. Faculty-EDII, recently conducted a cluster value chain study in four countries. Post MoU signing EDII and Mekong Institute of Thailand initiated the work of carrying out study in Thailand, Cambodia, Vietnam and Myanmar. The institute has identified 19 clusters and has studied them in detail. The institute will submit a report indicating suggestive course of actions in the region to the ASEAN Japan Integration Fund, the sponsoring agency.

An Attempt to Cultivate Entrepreneurial Culture in Pune

Institute conducts 8 Entrepreneurship Awareness Camps in Pune District

In order to promote entrepreneurship amongst individuals and self-help groups from affirmative action communities in Pune, EDII signed an MoU with TATA Communications Limited in December, 2015 to conduct Entrepreneurship Awareness Camps (EAC) at 8 different locations of Pune district. Total 599 participants benefited from the EACs conducted by the institute during the month of March and April. The institute recently concluded Entrepreneurship Development Programmes (EDPs) at Shikrapur and Perne Phata. Total 55 participants benefited from these EDPs.

The activity was designed to develop entrepreneurial capacity and business resources for socially & economically weaker sections and SHG members for helping them generate sustainable income through enterprise creation. The camps chiefly targeted employment generation in the fields such as communication, electrical and electronics, food processing, handicraft and service sector.

A Field Assessment Survey was conducted by the institute to identify 60 viable business opportunities as per the need of entrepreneurship and potential target group in Pune district. Project profiles of all 60 businesses were prepared by the institute. These businesses included Computer hardware repair maintenance, mobile repair and maintenance, home appliance servicing and repairing, kumum/mehandi manufacturing, bamboo products, broom manufacturing, car wash shampoo manufacturing, spray and perfume manufacturing, spices processing, milk products making, dairy farming, banana figs and chips manufacturing, hosiery product trading amongst several others.

Mr. Prakash Solanki, Faculty, EDII who interacted with EAC participants was satisfied with the outcome of the programme. He said, "The district is brimming with untapped business opportunities. The programme helped the participants identify business opportunities from their surroundings. To ensure implementation of quality and result oriented training programmes, we have networked with various stakeholders including banks and important institutions."

Institute Commences Two ITEC Programmes

The institute commenced two six-week international programmes on 8th August. The international programmes sponsored by Ministry of External Affairs, GOI under ITEC/ SCAAP received 46 participants from around 25 developing countries.

The programme **Empowering Women through Entrepreneurship Development** received 23 participants from 15 countries including Ethiopia, Uganda, South Africa, Mongolia, Lithuania, Honduras, Madagascar, Sudan, Afghanistan, Kenya and Ghana. The programme directed by Mr. P. Ganesh focuses on providing knowledge of tools and techniques that may facilitate increase and growth of women entrepreneurs. The participants



Six-week international programmes receive 46 participants from the developing countries

will also learn about preparing viable business plans and enhancing leadership & managerial capabilities.

The programme **Industrial, Infrastructure and Sustainable Project Preparation & Appraisal** directed by Dr. Saji Kumar received 23 participants from 15 countries such as Fiji, Philippines, Sri Lanka, Malawi, Namibia, Bangladesh and Uzbekistan amongst several others. The objective of the programme is to help participants identify lucrative investment opportunities that can lead to improved viability and returns. It will hone decision making skills of participants by improving and updating their knowledge in various areas of project.



The institute organized Micro Enterprises Promotion Programme (MEPP) at Varanasi. The programme was sponsored by Small Industries Development Bank of India Ltd. Sanjay Narayan Singh, General Manager, SIDBI- Lucknow inaugurated the programme and said that this will boost entrepreneurial ecosystem in Varanasi.

EDII Celebrates International Yoga Day

The institute celebrated International Yoga Day on 21st June with zeal and enthusiasm. More than 75 EDII faculty, staff members and students joined yoga session conducted by renowned yoga trainer Samarth Dave in the morning.

Dr. Sunil Shukla on the occasion of International Yoga Day said, "Apart from creating awareness about health, Yoga has greatly contributed to employment generation also. There is steep increase of 30% in the number of yoga trainers in last one year. The demand for yoga trainers is increasing day by day and Yoga can be a great medium for employment generation in days to come." With Yoga being practiced by several celebrities, the number of Yoga practitioners has steeply increased. The rising demand for designer yoga wear, mats, towels and other such luxury products also has created plethora of business opportunities.

The President of EDII Staff Wellbeing Committee Dr. Jignasu Yagnik remarked, "This is for the second time institute is celebrating yoga day. Last year also it received warm response from the participants."



Dr. Jignasu Yagnik

Azadi 70:

Institute Celebrates 70 Years of India's Independence

In line with Government of India's initiative 'Azadi 70' or 'Independence 70', the institute organized various events during the third week of August to celebrate 70 years of India's independence. The celebration included events like candle light freedom march, flag hoisting on Independence Day, an address on 'Gandhian Philosophy: Its Relevance to Indian Context' and organ donation programme.



Candle Light Freedom March:

Candle Light Freedom March was organized on August 14, 2016, in honour of freedom fighters of India. Students, staff and faculty representatives enthusiastically participated in the candle light march. Marchers paid their tribute to martyrs by lighting candles and carrying out a candle light freedom march at the Institute campus.

In addition to Institute students, staff and faculty, participants of Govt. sponsored Indian Technical & Economic Cooperation Programme (ITEC) also participated in this event.

Students Take Pledge to Gift Life

A one day organ donation awareness camp was conducted at the institute as a part of Azadi-70 celebration. Members of Shatayu- an organ donation initiative interacted with the students & faculty members. Citing several cases, they shared how organ donation can gift someone a life. A large number of students as well as faculty members took a pledge to donate their organs and registered with the organization.





Flag Hoisting

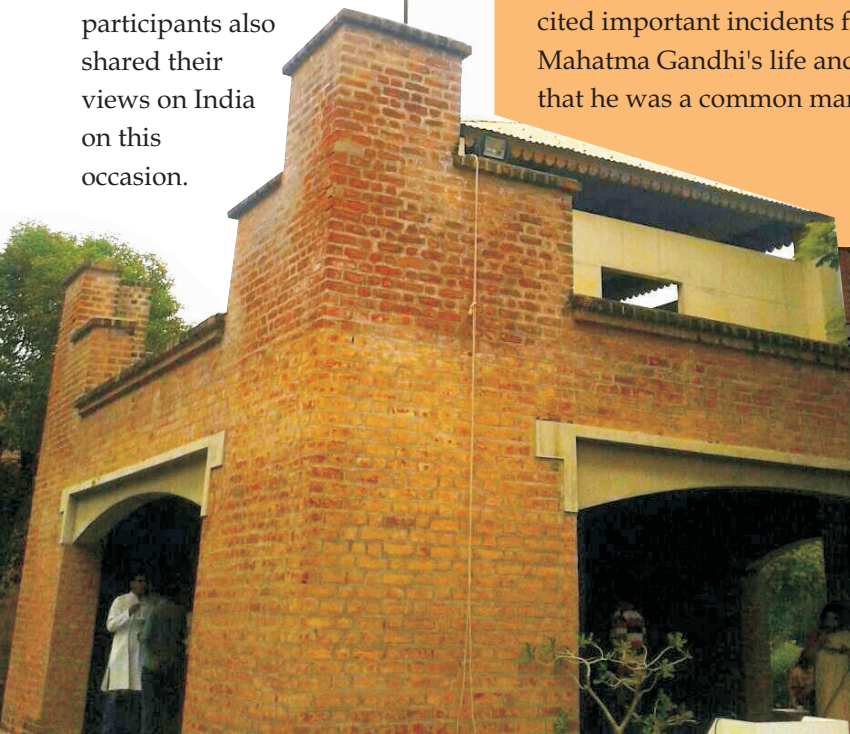
The institute celebrated 70th Independence Day with zeal and enthusiasm at the institute campus. Flag hoisting was followed by a speech given by Mr. K.K Shaw, Associate Senior Faculty-EDII. ITEC participants also shared their views on India on this occasion.



A Peep into Mahatma Gandhi's Life

Shri P.K Lehri, IAS and a staunch follower of Mahatma Gandhi delivered a lecture on 'Gandhian Philosophy: Its Relevance to Indian Context' as a part of Azadi-70 celebration. Apart from EDII students and faculty members, a huge number of ITEC participants also attended the lecture to know more about Mahatma Gandhi's life. A lucid speaker Shri P.K Lehri cited important incidents from Mahatma Gandhi's life and said that he was a common man like us

but his constant awareness about his own self and his surroundings made him a legendary human being. This charismatic leader put his thoughts into action that benefited society at large. He further said that Gandhiji considered commerce without morality as sin and thus monopolistic and immoral practices should be avoided. The engaging lecture was followed by interactive session in which some of the ITEC participants shared their thoughts about Gandhiji's life.



PG Corner

Hey Budding Entrepreneurs...We are there for you...Just go for it!!!

EDII has set up the New Enterprise Initiation Fund to reach out with financial support to students whose project ideas are innovative and viable. This fund is in addition to scholarship given to students on means-cum-merit basis. Students with promising business proposals can apply for this fund at EDII. A panel of experts, bankers and EDII faculty assess the viability and potential of the project before sanctioning the start up fund.

EDII Student Makes Puja Hassle Free

Riya Shah creates *Easy Puja* portal for booking services of Pundits online

It is said that brilliant idea can strike you anytime anywhere, you just have to keep your eyes and ears open. **Easy Puja**, a unique start-up of EDII alumnus Riya Shah is a flourishing example. She nurtured the idea sparked at the moment of crisis. Today, she has won accolades for her unique and progressive thinking.

An entrepreneur can see what others cannot see. Narrating the accidental moment when the business idea struck her mind Riya says, "While studying in college, one of my friends received news that his close relative has passed away. As he was from Mumbai, it became very difficult for him to find a Pundit in Ahmedabad to perform the last rituals. Though we could finally manage a Pundit, the incident really touched my heart. For the first time I realised how important it is to avail timely services from Pundits or priests. People don't know how to find or contact them. Especially those who have migrated from other cities, finding Pundits becomes even more difficult." To reduce the hassle, she thought of creating a portal where services of Pundits or priests can be booked online and thus Easy Puja was created.

EDII stimulated her dream to make it big in the world of entrepreneurship. Talking about her experience at EDII, Riya remarks, "I got practical exposure to the world of entrepreneurship only after I joined PGDM-BE

course at EDII. The institute helped me create network which turned out to be very useful for the growth of my business." While studying at EDII, Riya side by side started market research and operations for Easy Puja.



Riya Shah
PGDM-BE 2014-15

The biggest challenge Riya faced was to change people's mindset. Availing services of a Pundit is very different in comparison to other services as it involves great deal of trust and respect. On the other hand, the idea was unconventional for pundits as well. But with patience and perseverance, she created a robust network of Pundits having thorough knowledge of rituals like Grah Shanti, Marriage, Thread Ceremony and rituals performed on festivals. She also roped in Pundits to perform last rituals or Antim Vidhi.

Authentic and knowledgeable Pundits are Easy Puja's strength. Easy Puja believes in providing its clients an opportunity to have proper and authentic ceremonies and rituals. Riya's aim is to reinstall lost Vedic tradition.

In a short span of one year, she has generated revenue of Rs. 4 lakh. Her unique idea has people's heart. She aspires to expand her business internationally in years to come.

From a Dreamer to a Planner and Implementer

PGDMN Student spreads light in electricity deprived villages

Born in an average middle class family of Kendrapara, Orissa, Prasanta Biswal always wanted to contribute to the growth of society. His family was involved in small business and farming but Prasanta had dreams to leave his lasting impression on society. Post-Graduation Diploma in Management of NGOs (PGDMN) gave a clear direction to his thoughts and today he is working wonders in the remotest villages of Bihar, Orissa, Karnataka and Gujarat.

Prasanta's life changed when he joined IIHMR (Indian Institute of Health Management Research) after pursuing Masters in Rural Development Programme from Utkal University. He had an opportunity to travel through the tribal belt of Odisha. Touched by their living conditions, he made up his mind to build career in social development sector. He was searching for a model other than charity to make a difference in the field of social entrepreneurship.

The seed met the soil when he came to know about EDII's PGDMN course in the year 2005. It transformed him from a dreamer to a planner and an implementer. He joined SELCO solar Light Pvt Ltd, Bangalore in 2006. He pushed management to think beyond traditional ways. Sensing Bihar's potential for renewable energy, he convinced the management to undertake a pilot project in the region which turned out to be the most successful project undertaken by the company leaving a deep social impact behind.

He headed a new department named

'Mission' that worked for identifying extremely poor and energy deprived communities. He developed a sustainable business model to facilitate them in accessing solar energy. He made these people bankable and provided them solar systems through bank finance. Prasanta made sure that underprivileged communities such as farmers, flower pluckers, cashew nut sellers and street hawkers across Karnataka and Gujarat have access to electricity.

He always wished to serve people of Odisha. For a long time, he faced a dilemma whether to continue with SELCO or initiate his own business. Unable to choose between the two, he consulted his boss at SELCO Dr. Harish Hande. He encouraged Prasanta to continue his association with SELCO while pursuing his dream project in Odisha.

Forming a team of like-minded individuals, he founded a non-profit organization named *Swasthya Swaraj* in Kalahandi, Odisha to work for tribal health care. Dr. Hande supported his initiative under SELCO umbrella in Kalahandi. Prasanta Biswal is quite confident that he will be able to expand *Swasthya Swaraj* into other parts of Odisha as well. He remarks, "Today, when I reflect over the past, I feel satisfied with my decisions: Enrolling for PGDMN at EDII and joining SELCO. Both changed my life."



Prasanta Biswal
PGDMN 2005-06

Workshop for ibrant GUJARAT StartUp Igniting the future Summit 2016



Government of Gujarat is going to organize Vibrant Gujarat Start-up Summit, the first of its kind event to encourage start-up ecosystem in the state. The institute is Knowledge Partner for the event that is to be organized at Mahatma Mandir, Gandhinagar on 21-22 October, 2016. To spread awareness about the summit, a workshop was conducted at Vadodara Chamber of Commerce and Industries (VCCI) in the month of August. Associate Senior Faculty Dr. Satya Ranjan Acharya imparted knowledge on start-up ecosystem at the workshop.



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