

# The Spread of Entrepreneurship

in Central India...

EDII's Interventions



**Entrepreneurship  
Development  
Institute of India**



## DIRECTOR'S Message

Our activities in the Central Region are orchestrated through our base in Bhopal – a city which is fast pacing towards embracing entrepreneurship. The difference in the entrepreneurial demeanour of the region is pretty conspicuous if one compares it to the scenario ten years back. Over these years, there has been a sea change in the perception of entrepreneurship. EDII's initiatives, starting from

entrepreneurship sensitisation camps to mega Enterprise Creation projects have yielded sustainable results, and it is heartening to note that the results continue to promote entrepreneurship development. I am also happy to state that able support from various segments has played a major role in bringing about this difference.

- Sunil Shukla



**Bhopal is strategically located and harbours a distinct industry genius around it, which ensures its ever multiplying commercial potential. EDII established its regional office in Bhopal in 2007 to harness the industry prowess of Madhya Pradesh. The Institute's activities have led to creation of a conducive environment wherein emergence and growth of enterprises and entrepreneurship comes naturally.**

**EDII as a National Resource Organization in the field of entrepreneurship education, training, research and institution building, continues to establish entrepreneurship on the acreage of Madhya Pradesh through various projects and programmes in the area.**

**The Bhopal Regional Office was primarily established to :**

- facilitate the emergence of the first generation entrepreneurs, among various target groups, and growth of existing entrepreneurs.
- act as a resource organisation for effective implementation of the state's 'development schemes'.
- design and implement suitable programmes in the region on the lines of national missions of Swachh Bharat, Stand up India, Green India, Skill India, Digital India, etc.
- plan and work for clean and renewable energy for development of new enterprises as well as to promote energy efficiency in MSMEs
- plan activities in various sectors and sub sectors for livelihood promotion and enhancing job opportunities in rural and urban areas.
- develop linkages with academic institutes, industries associations, technical institutions and social organisations for developing synergies in the efforts made by them to achieve common goal.

## ENTREPRENEURSHIP AWARENESS CAMPS:

Entrepreneurs are indispensable for growth of any economy. They convert ideas into economic opportunities through their strategic vision, judgement and inventiveness. The nation needs more youths to think about entrepreneurship as a career which can be studied like any other discipline. For this, EDII conducts regular awareness programmes for higher secondary and college students. The students get familiar with the 'charms of being an entrepreneur', various characteristics of the discipline and endorse that training and counselling can evolve successful entrepreneurs. The students also undergo achievement motivation training during these camps.

## FACULTY DEVELOPMENT PROGRAMMES (FDPs):

The FDPs are designed to train and develop professionals in the area of Entrepreneurship Development so that they can act as 'Resource Persons' in guiding and motivating young students to take up Entrepreneurship as a career. The faculty members gain knowledge on entrepreneurship and also get oriented to the nuances of promoting entrepreneurship among students.





## MICRO ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES:

Holistic economic growth and integrated development are only possible when rural areas are assimilated in the development plans. Rural areas abound in resources and entrepreneurial potential; however with different dynamics than the urban areas. EDII's entrepreneurship development strategy emphasizes rural entrepreneurship development involving identification of local business opportunities, assessment of resources for setting up and steering a business, and imparting learning to selected potential entrepreneurs to establish and sustain business.

## RURAL INDUSTRIES PROGRAMME FOR THE DEVELOPMENT OF VILLAGE ENTERPRISES:

The Rural Industries Programme (RIP) is a means to economically empower the disadvantaged sections by imparting them marketing and technological support. The objective is to ensure setting up of viable and self-sustaining rural enterprises by harnessing local entrepreneurial talent. The cohesive and integrated training module ensures that trainees learn about entrepreneurial competencies, nuances of setting up and sustaining an enterprise, appropriate technology, networking and market linkages. These programmes have positively addressed the issues of rural unemployment, under-utilization of local skills and resources, migration etc.

## GIRLS EDUCATION PROGRAMME:

The most effective way to combat the issues of poverty and gender discrimination is to educate the girls academically and also on key lifeskills. Through these programmes, on behalf of the Govt. of Madhya Pradesh, the Institute has educated girls in the age group of 8 to 12 years, thus motivating them to appreciate the importance of education and how certain competencies prepare them to make critical life decisions. While the girls have depicted a changed personality, there's been a substantial lowering in the incidence of school dropouts.





## Implementation of the Cluster Development Model:

### PROJECT MANAGEMENT CONSULTANT FOR THE CARPET PARK PROJECT AT GWALIOR:

With the objective of streamlining cluster development initiatives in the Carpet Cluster at Gwalior, EDII has been engaged as Project Management Consultant (PMC). In this capacity, the Institute started closely working with the Industries Department and helped them in developing comprehensive strategy and action plan to foster development in the cluster. The Institute was involved in conducting diagnostic study, preparing vision document, strategy & action plan and implementing the same to usher in holistic development of MSME clusters in the region. The Institute exercises close monitoring and introduces corrective action in clusters.

### IMPLEMENTATION OF CLUSTER DEVELOPMENT MODEL:

The Office, with its vast experience implemented a holistic cluster development model to introduce innovative ideas and strategies for growth and sustainability of Dheeroda Leather Cluster, Rajasthan and Chanderi Handlooms Cluster, Madhya Pradesh. The various interventions began with understanding the information asymmetry through a diagnostic study, undertaking direct interventions in the areas of marketing, technology, production and ergonomics and creating a cadre of cluster development executives to ensure sustenance of results. It was also ensured that policy advocacy is facilitated for worthwhile long lasting results.



For work in the Chanderi Handlooms Cluster, the Institute has been honoured with the ADFIAP Award. Institution of the Sustainable Producers' Collective Model has been recognized by Jeevika & State Innovation Council, Bihar.





## Major Cluster Interventions undertaken:

### **Formation of Self Help Groups (SHGs)**

SHG formation is an established phenomenon in cluster rejuvenation. SHGs thus formed in these clusters have helped weavers and artisans to face market pressures.

### **Common Facility Centres:**

EDII helps establish Common Facility Centres to enable entrepreneurs to access latest facilities and benefit from economies of scale and scope.

### **Capacity Building: Interventions in Design Development, Lean Manufacturing and Technology**

The objective of the capacity building activity has been three-fold: to create awareness among the entire community on the cluster development program, build required skills of the stakeholders in the cluster, and increase productivity of the cluster. Business and manufacturing practices, design development, marketing and sales have registered significant improvement through these workshops.

### **Market Linkage**

Buyer-Seller Meets were regularly organised to facilitate linkages with up market buyers as also designers who are in tune with the needs of the market. This improved the marketability of the products by bringing them in the mainstream markets.

### **Technology Up-gradation Cluster centric**

Technology up-gradation approach focused on process improvement and infrastructure establishment, appropriate processes and technologies were procured for the benefit of cluster entrepreneurs.

### **Financial Linkage**

One of the problem areas that emerged in the diagnostic study was the lack of credit availability to the artisan-entrepreneur in view of their low credit worthiness. Bank linkages were facilitated to artisans' collectives.

## **Technical Agency of KVIC for Scheme of Fund for Regeneration of Traditional Industries (SFURTI) & Khadi Reform Development Programme (KRDP)**

With a view to making the traditional industries more productive & competitive, facilitating their sustainable development and to revitalise the Khadi & Village Industries, KVIC has been implementing comprehensive programmes SFURTI and ADB assisted KRDP. Established national-level institution with proven expertise in artisanal and small enterprise cluster development, office has been engaged as Technical Agency (TAs) to provide close handholding and implementation support to the development of Terracota cluster in District Betul (Madhya Pradesh), Food Processing Cluster in District Pratapgarh (Rajasthan), Leather Cluster in District Jalore (Rajasthan) under SFURTI and Food Processing cluster in Udaipur (Rajasthan) under KRDP.



## Training of Trainers

To assist the SHGs to reach to the third stage of evolution i.e. to take up economic activity for income generation after Group formation and Capital formation, The Office has trained a cadre of supervisors of Women and Child Development Department of Rajasthan by exposing them to the comprehensive Entrepreneurship Development process and equipped them to facilitate the SHG's to link them with economic activities

## National Resource Agency for the Start Up village Entrepreneurship Programme

The Start-Up Village Entrepreneurship Programme was announced by the Hon'ble Finance Minister in the budget speech 2014-15. The Programme envisages creation of sustainable self-employment opportunities for a large number of rural youths, thus enabling them to engage with the market and help generate wealth locally. The project also looks forward to bringing banks and financial institutions closer to the village entrepreneurs. EDII, as National Resource Organization (NRO), is implementing the project in ten states of the country. The three Blocks identified in Madhya Pradesh would be monitored by the Bhopal office.

## Skill Development Training Programmes to Impart Employable Skills to Youth

These programmes adopted a comprehensive approach to help young men and women integrate into the mainstream. The specially designed programmes include skill training, aligning their skills and competencies to relevant training, leadership training and introducing them to the benefits and rewards of entrepreneurship.

## Skill Development Programmes under Corporate Social Responsibility

CSR has become fundamental to the operations of several corporates. EDII's Bhopal office has undertaken significant programmes and projects to uphold result-oriented advocacy for social change. Skill Development Programmes for youths from humble backgrounds and to train women to adopt the role of charioteers have been successfully undertaken under CSR of BHEL Ltd. (Bhopal).

## Evaluation and Research

Research and evaluation takes a front seat so as to match pace with the vicissitudes of markets and the need to review the curriculum and design of projects and programmes for enhancing result-orientedness. The projects undertaken by the Bhopal office include:

- Verification and concurrent evaluation of the units set up under PMEGP in MP and Rajasthan
- GTZ supported study on Survey of Regional Clusters – Value chain and BDS providers: Indore Region
- GTZ supported study on Regional Baseline and SME Development: Indore Region
- Study for strengthening Core Capacity of DUDA/SUDA for promotion of Micro enterprises and Urban Poverty in Madhya Pradesh, supported by Urban Department, Govt. of Madhya Pradesh



- Evaluation Study of Credit Guarantee Scheme for Micro & Small Enterprises under scheme of survey, studies and policy research commissioned by Ministry of Micro Small & Medium Enterprises, GoI
- Impact study of the schemes of the Department of Rural Industries, GoMP
- Action research for integrating Handlooms in NREGA at Chanderi and Bhilwara Handlooms Clusters



## OUR PARTNERS

**NABARD ♦ SIDBI ♦ NSTEDB, DST, GoI**  
 ♦ State Bank of India ♦ DC Handlooms,  
 Ministry of Textiles, GoI ♦ GIZ India ♦ DPII,  
 Panchayat & Rural Development Department,  
 GoMP ♦ Department of Industries, GoMP  
 ♦ MPCouncil of Science and Technology  
 ♦ BHEL ♦ KVIC ♦ Department of Urban  
 Administration, GoMP ♦ Department of Rural  
 Industries, GoMP ♦ Ministry of Rural  
 Development, GoI ♦ Rajasthan Skill and  
 Livelihood Development Corporation  
 ♦ Department of Industries, Government of  
 Rajasthan ♦ Room to Read ♦ UNDP

## Promising Future:

The Office has set upbeat agenda for itself in the coming years. Specifically, it looks forward to working as a resource agency of the state for implementing development schemes of various government departments and other agencies. Strengthening the turf of development, the Office further looks forward to consolidating the ITIs as Livelihood Resource Centres across the state. Business Incubators play a major role in establishing new as well as existing entrepreneurs and thus the vision encompasses a strategy whereby business incubators would be developed in collaboration with State Govt., Universities and Industries. MSME clusters would be focussed upon to ensure holistic development in the state. The Office would also institutionalise comprehensive CSR strategies, processes and best practices for various central and state PSUs and corporates.

## EDII Governing Board (as on 30.09.2016)

### SHRI KISHOR KHARAT

President-EDI  
 Managing Director &  
 Chief Executive Officer  
 IDBI Bank Ltd.

### SHRI K. P. NAIR

Deputy Managing Director  
 IDBI Bank Ltd.

### SHRI MALAY MUKHERJEE

Chief Executive Officer  
 & Managing Director  
 IFCI Ltd.

### SHRI ANAND T. KUSRE

Nominee Member &  
 Former GM-ICICI Bank Ltd.

### SHRI G. K. KANSAL

Chief General Manager (SME)  
 State Bank of India

### SHRI P. K. TANEJA, IAS

Additional Chief Secretary  
 Industries & Mines Department  
 Govt. of Gujarat

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Chancellor  
 Central University of Gujarat

### DR. SAILENDRA NARAIN

Chairman  
 Centre for SME Growth &  
 Development Finance,  
 Former Chairman &  
 Managing Director-SIDBI

### SHRI P. S. SHENOY

Former Chairman &  
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 Bank of Baroda

### SHRI KRISHAN KUMAR JALAN, IAS

Secretary  
 Ministry of Micro, Small  
 & Medium Enterprises  
 Govt. of India

### DR. KSHATRAPATI SHIVAJI, IAS

Chairman & Managing Director  
 Small Industries Development  
 Bank of India

### SHRI MILIND KAMBLE

Founder Chairman  
 Dalit Indian Chamber of  
 Commerce & Industry (DICCI)

### DR. SUNIL SHUKLA

Director  
 Entrepreneurship Development  
 Institute of India



## THE INSTITUTE

*An acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building.*

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII campus. To pursue its mission, EDII has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In view of EDI's expertise in Entrepreneurship, the University Grants Commission had also assigned EDII the task of developing curriculum on Entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards.

In order to broaden the frontiers of Entrepreneurship Research, EDII has established a Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector, and establish a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSI, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

The Ministry of External Affairs, Govt. of India assigned EDII to set up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam and Uzbekistan. Five such centres in African region will be established very soon.

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