

Congratulatory messages from
our Esteemed Board Members...



Dear Dr. Shukla,

Greetings from Mumbai.

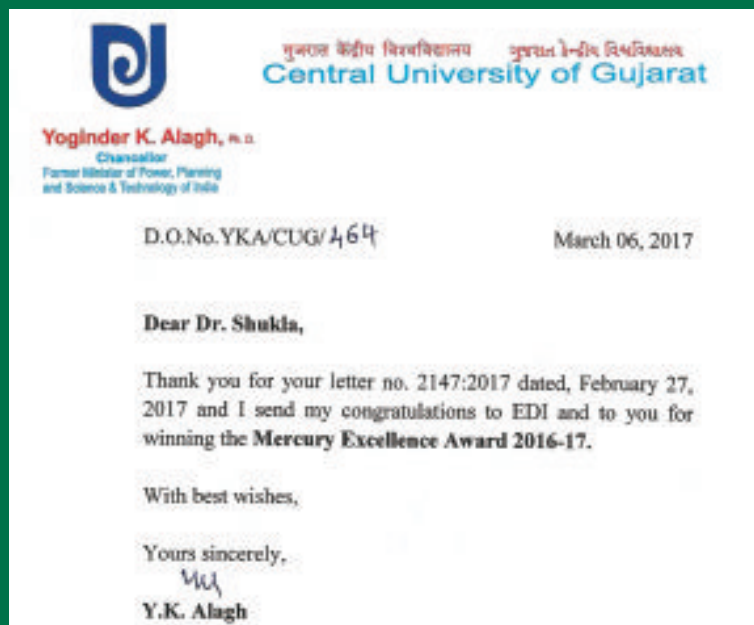
I have received your letter and am very pleased to know that the EDII has won the Mercury Excellence Award 2016-17 for its Annual Report. This is an international award of world repute.

Congratulations to you and your Team for imaginative, impressive and significant presentation of the contents & design of the Annual Report.

Wishing EDII many more such global recognition.

Best regards

Dr. Sailendra Narain
Chairman, Centre for SME Growth and
Development Finance (CESMED)



EDI Reports 98

November 2016 to February 2017



From the
Director's Desk

The Development Perspective of the
Budget 2017



Transform, Energise and Clean (TEC) India - That was the refreshing agenda for this year's Budget. The development perspective to the Budget, this year, is commendable. The mandates of transforming the quality of governance and quality of life for people; energising various sections of the society, especially the youth and the vulnerable, thus enabling them to unleash their true potential, and cleaning the country of the evils of corruption, black money and non-transparent political funding, draw appreciation. In achieving these goals, I believe, people will have to be

empowered through contemporary skills and knowledge of technological tools. Hands-on experience and exposure to skills and technical knowledge is a critical aspect in achieving these mandates.

Against this backdrop, I would say that the Budget also fine-tuned the Government of India's missions - Start-up India, Skill India, Make in India and Digital India. Among the 10 distinct themes, listed to achieve the mandate of TEC India, the two themes that particularly catch my attention, and are critical, are:



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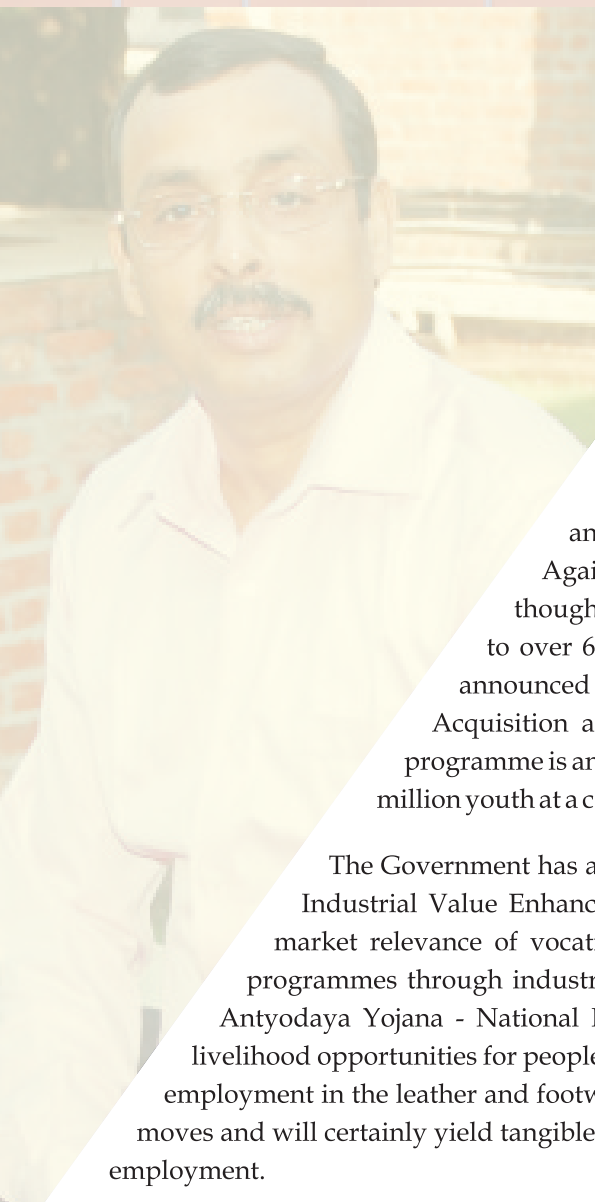
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**Entrepreneurship
Development
Institute of India**

(continued...)



- Youth: Energising them through education, skills and jobs; and
- Rural population: Providing employment and basic infrastructure.

Skill development for sustainable livelihood options will endow people and youths in particular to become employable and also to pursue entrepreneurship. So, focus on skill-building will certainly facilitate entrepreneurship. Let me reiterate that imparting hands-on experience and exposing beneficiaries to skills and technical knowledge is a critical aspect of entrepreneurship training. Against this backdrop, let me say that the Government has been very thoughtful in announcing the extension of Pradhan Mantri Kaushal Kendras to over 600 districts across the country, from the present 60 districts. It also announced setting up of 100 India International Skills Centres. Launch of the Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) programme is another big step forward as it will provide market-relevant training to 35 million youth at a cost of around ₹4,000 crore.

The Government has also announced the launch of second phase of Skill Strengthening for Industrial Value Enhancement (STRIVE). STRIVE will focus on improving the quality and market relevance of vocational training provided in ITIs and strengthen the apprenticeship programmes through industry-cluster approach. There is also a higher allocation for Deendayal Antyodaya Yojana - National Rural Livelihood Mission for promotion of skill development and livelihood opportunities for people in rural areas. Along the lines in textiles sector, a scheme for creating employment in the leather and footwear industries was also launched. I would say, these are considerate moves and will certainly yield tangible results in terms of increasing employment opportunities as also self-employment.

MSMEs also stand to benefit by way of certain major incentives announced for the sector. Through reduction of tax rates by five per cent for companies with revenue under ₹50 crore, the Budget has provided a level playing field to MSMEs, which is commendable. This step is likely to benefit a major chunk of companies in the organised sector. This will put in place a relevant development model which will strengthen livelihood and microenterprise opportunities. One-stop convergent support services for empowering rural women, with opportunities for skill development, employment, digital literacy, and health and nutrition, are also laudable.

India's higher education system is one of the largest in the world and of paramount importance. The desire for providing greater administrative and academic autonomy to accredited institutions is commendable. Through several initiatives such as an innovation fund to encourage local innovation and introduction of National Testing Agency and reforms in UGC, a lot of emphasis has been given on improving the quality of higher education in India. It is also encouraging to see that the Budget has given due importance to outcome-based learning for inculcating innovative thinking among students. All in all, there is a creditable effort to fortify entrepreneurship and employability through skill-building and relevant development initiatives. EDII feels even more motivated and is geared to pitch in.



A CrAdLE for Start-ups at EDII

Shri Kishor Kharat (centre), President, EDII and MD & CEO, IDBI Bank Ltd. seen with Dr Sunil Shukla (R), Director, EDII and Mr S B Sareen (L), Director, CrAdLE during the inauguration of CrAdLE

The role of business incubators in enhancing the entrepreneurial process cannot be challenged. Advisory, technical and administrative support services, which incubators extend, play a major role in establishing a start-up and paving the way for unparalleled feats in future. The essence of economic development lies in the pace of entrepreneurship development. And, technical originations and innovations elicit enhanced entrepreneurial responses from people. A Technology Business Incubator (TBI) can ably support such an environment by mentoring, nurturing technical bents of mind and innovations. TBIs are, therefore, a desirable link in the present context between manifesting the potential of

The newly-inaugurated Technology Business Incubator (TBI) plans to nurture at least 50 start-ups over the next five years and generate a few thousand direct and indirect jobs.

technical innovations and new enterprise creation and growth.

On the similar lines, the Centre for Advancing and Launching Enterprises (CrAdLE), a technology business incubator supported by NSTEDB, Department of Science and Technology (DST), Government of India and hosted by EDII, was

inaugurated on December 2, 2016 by Shri Kishor Kharat, President, EDII and MD & CEO, IDBI Bank Ltd.

Speaking at the inauguration, Shri Kharat said, "As of now, CrAdLE

"TBIs are need of the hour to facilitate rapidly-evolving start-up ecosystem in India. We are going to encourage entrepreneurship among students who wish to start their ventures while studying."

SGOPALAKRISHNAN,
Co-founder, Infosys and
Chairman, CrAdLE
Advisory Board

Sectors in focus

- Manufacturing
- Food/agri-business
- Renewable energy (clean and green)
- Healthcare

Intake of incubatees

The selection criteria (indicative) for incubatees are:

- Innovation proposed
- Proof of concept
- Technical feasibility
- Financial feasibility
- Resources requirement planning
- Scalability
- Sustainability
- Team composition
- Social relevance

will focus on four niche areas - manufacturing, food processing, renewable energy and healthcare. EDII is offering milestone-based learning for future entrepreneurship and most of the verticals focused are in line with the Government's Make in India and Stand Up India schemes. We are confident that with support from DST, EDII would be able to create new enterprises that would be job creators in the next few years."

Dr Sunil Shukla said, "CrAdLE will have a mix of investment from DST, EDII and angel investors. Apart from providing physical infrastructure, EDII will also play a pivotal role in mentoring, guiding and even funding, if required, to the incubatees. CrAdLE has been registered under Section 8 of the Companies Act which would enable it to invest in start-up ideas and share profits that would be reinvested in the development of incubation centre."

Dr Shukla added, with EDII's experience of over three decades in the field of various facets of

entrepreneurship education and consultancy, CrAdLE will foster knowledge-based start-ups by nurturing them at an early stage. EDII's incubator aims at encouraging new venture creation in the country and bridge the communication gap among academia, financial institutions and industry.

Mr Mayank Patel, Acting CEO, CrAdLE said, "Technology business incubation is the natural extension of EDII's present expertise in the areas of entrepreneurial education and research. At CrAdLE, we shall provide start-ups not only the physical space to work from, but also mentoring in technology, law, marketing, taxation, finance and other experts to scale up their operations, accelerate growth and reduce probability of failure in future. We have screened nearly 20 start-ups and will take a decision on them soon".

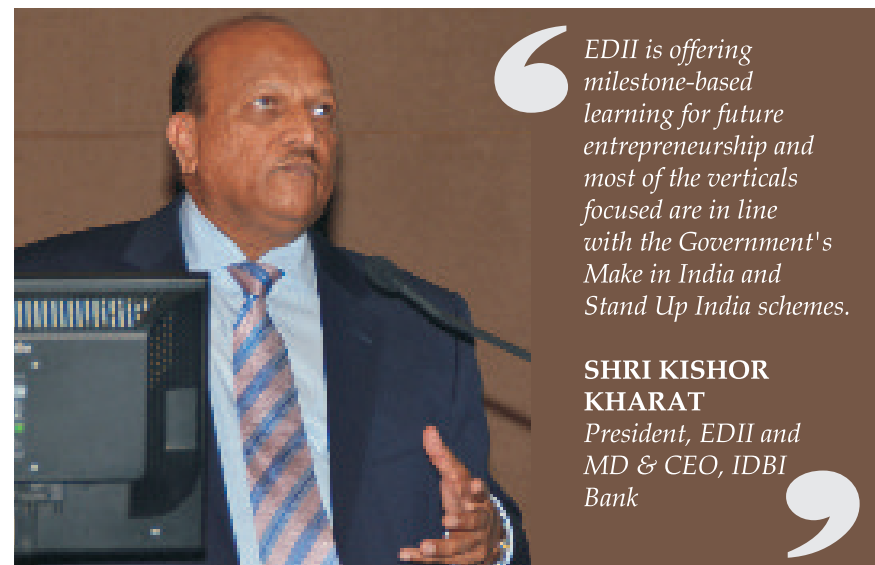
The CrAdLE aims at fostering technology/knowledge-based entrepreneurial start-ups by:

- Nurturing them at an early stage and helping them overcome teething troubles

The CrAdLE edge

At CrAdLE, an array of workshops, courses and mentorship programmes will provide knowledge and skills necessary to develop and execute an effective business plan. Individuals starting out in business and SMEs, looking forward to improve business performance, will have access to a range of services including physical infrastructure, management support, technical support, access to funding and networking.

- Providing all-equipped business environment for operation
- Extending value-added services viz. legal, financial, technical, IPR, mentoring, etc. to the incubatees
- Strengthening business skills/knowledge of incubatees
- Providing a platform for speedy commercialisation of technologies developed in academic and R&D institutions across the country
- Facilitating business networking for better and faster enterprise growth



EDII is offering milestone-based learning for future entrepreneurship and most of the verticals focused are in line with the Government's Make in India and Stand Up India schemes.

SHRI KISHOR KHARAT
President, EDII and MD & CEO, IDBI Bank

Felicitating the Pioneer of Entrepreneurship Movement in India

A prominent economist and former professor at the University of Wisconsin, Dr V G Patel started his career in India as an Economist with the Planning Commission and also served the Industrial Development Corporation of Gujarat as Chief Economic Adviser. Dr Patel founded the country's first Centre for Entrepreneurship Development (CED) in 1979. In the same year, he set up and assumed the position of Managing Director of Gujarat Industrial and Technical Consultancy Organization Limited (GITCO).

In 1983, Dr Patel convinced leading financial institutions to join hands in setting up India's first national entrepreneurship institute - Entrepreneurship Development Institute of India (EDII). He laid down his mantle at EDII in 2003. By then, the institute had become an Inter-Regional Centre for Entrepreneurship and Investment Training for UNIDO and Government of India, and had secured a place among the UN network of Centres of Excellence for HRD Research and Training.

Dr Patel is known as the Father of Entrepreneurship Development Movement. Several prestigious organisations have him on their Boards, and are benefitting from his vision and expertise.

EDII on February 6, 2017 felicitated Dr Patel at its campus for being honoured with the Padma Shri. Dr Sunil Shukla, Director, EDII

Padma Shri Dr V G Patel



Dr Sunil Shukla (second from R), Director, EDII felicitating Padma Shri Dr V G Patel (R), Founder and Former Director, EDII in presence of (L-R) Smt Yoginiben Patel, Former Principal, Gujarat Law Society; Prof Dwijendra Tripathi, Noted Historian and Former Distinguished Faculty at EDII and Dr Y K Alagh, Esteemed Governing Body Member of EDII and Chancellor, Central University of Gujarat





“An institution belongs to society. And to the society it is accountable.”

- Padma Shri Dr V G Patel

welcomed Dr Patel, his wife Smt Yoginiben Patel, Dr Yoginder K Alagh, esteemed Governing Body Member of EDII and Chancellor, Central University of Gujarat; and Prof Dwijendra Tripathi, Noted Historian and former Distinguished Faculty at EDII. Dignitaries from the government, academics, industry, media, EDII employees and EDII programme participants were present on the occasion.

Reflecting over Dr Patel’s erudite vision, Dr Shukla remarked, “EDII is the result of Dr Patel’s vision and desire to create an entrepreneurial ecosystem in the country. He has been the torch-bearer of the movement and our constant guide. EDII is delighted today that his efforts have been recognised by the

Government of India in the form of the prestigious Padma Shri Award.

Reminiscing over the earlier years and his association with Dr Patel, Prof Tripathi said, “We would have to go back to several decades ago to understand what Dr Patel has done to the entrepreneurship movement. In the late 1950s and early 1960s, the kind of efforts he was putting in to bring a change to the movement is commendable. The whole community should remember that his efforts, activities and practical insights have made entrepreneurship in India a reality.”

Prof Tripathi remarked that Dr Patel had built EDII from scratch, with no grants from any government body.

Dr Alagh shared his journey and stories of the early days with Dr Patel. He remarked, “The Padma Committee has honoured itself by bestowing this award on Dr Patel.”

Dr Alagh said the notion that enterprises can be built within the society was seeded by Dr Patel and that the ideas being followed now were played by Dr Patel in the 1970s.

Dr Patel remarked, “I am satisfied today that my work did not go in vain and that appreciation has come my way. The award is a testimony that if you pursue a cause for a very long time, results definitely show.”

Dr Patel credited several people for his success, including his wife Ms Yoginiben Patel who, he said, had supported him through thick and thin.

Dr H C Raval, a former distinguished Faculty Member of the institute, being welcomed by Dr Sunil Shukla.



Targeting Sustainable Development by Empowering Women

Skill Training Imparted to Women in the Villages of Karnali Group Panchayat

Approximately, one-third of all entrepreneurs in the world are women. In India too, the contours of the education system have undergone a vast change. Our women are educated and motivated to do their best in all walks of life. In the rural areas too, women are fast taking up the threads of augmented livelihood in their hands and are earning extra income for the households with their varied skills. With the purpose of identifying more such women and orienting them in the right direction, workshops for women were organised by EDII in the Karnali group panchayat villages on entrepreneurship and skill training in the manufacturing of sanitation and hygiene products, and food processing, with support from IDBI Bank Ltd. under its CSR initiative.

There is a need to promote self-employment among women in order to create entrepreneurs in the villages, which can go a long way in empowering women in terms of self-reliance, employment creation and poverty reduction. The self-employment would essentially help strengthen and supplement family income and empower women. EDII has successfully attempted to promote skill empowerment and entrepreneurship among rural women.

The process of identification and planning started with Dr Saji Kumar, Faculty, EDII visiting the Karnali group panchayat, which includes Karnali, Pipaliya, Vadia and Baglipura, on September 23, 2016 to conduct a baseline survey. The broader aim was to sensitise women regarding the need to acquire vocational skills, necessary for self-employment and enhancing income.

Eighty-eight women met Dr Kumar in the village and were introduced to the institute's role in developing vocational skills and entrepreneurial mindset. Nineteen from Karnali, 30 from Pipaliya, eight from Vadia and 31 from Baglipura villages attended the meeting. It was encouraging to witness such an overwhelming



Survey summary: Total preference for each trade

Sr no.	Trades	Karnali	Baglipura	Pipaliya	Vadia	Total preference
1	Pickles and papad	2	2	20	0	24
2	Stitching/embroidery	10	13	22	1	46
3	Dairy products	0	13	24	6	43
4	Bakery business	0	0	8	0	8
5	Beautician	6	16	24	3	49
6	Soap and detergent	9	16	22	6	53
7	Imitation jewellery	0	0	12	0	12
8	Soft toys	0	0	11	0	11
9	Other businesses	1	0	8	0	9



Shri Arun Jaitley, Union Minister of Finance, being presented with EDII's Annual Report 2015-16 by Dr Sunil Shukla, during his recent visit to Karnali

response from women. The discussions were focused on the need to impart vocational skills to women in order to make them empowered and employable. The possible business opportunities and ideas for micro-start-ups in the

village or nearby areas of Karnali and Chandod were also discussed. Each participant's career aspirations were noted and recorded, to identify the kind of specialised training required for them.



Shri Arun Jaitley (2nd from R), Union Finance Minister, while on his visit to Karnali, gave away cheques to 10 youths, selected for financial handholding support under the IDBI Bank's CSR initiative. Also seen in the picture are (R-L) Shri Balkrishna Patel, MLA, Dabhoi; Dr Sunil Shukla, Director, EDII; Shri Ramsinh Rathwa, MP, Chhota Udaipur and Smt Khyati Patel, Deputy Collector, Dabhoi.

On October 17, 2016 Dr Saji Kumar and Mr K K Shaw, Senior Visiting Faculty, EDII visited Karnali to interact with women. It was encouraging to see 16 women from Karnali and 26 from Pipaliya, enthusiastically attending the session. The session was addressed by Prof Shaw. He started with helping the participants explore their ambitions and envisage the possibility of becoming an entrepreneur by delineating the illustrations of few successful, first-generation entrepreneurs from Gujarat. Further, he helped them appreciate the concept of opportunity cost and how to identify the most profitable entrepreneurial opportunities by simple innovations in day-to-day problems, for which no solutions exist.

The participants were riveted to his insights into making of different products (chemicals and detergents) and creating profitable ventures by creating and identifying markets.

During November 7-8, 2016 Dr Kumar and Mr Shaw visited Karnali and Pipaliya again, for entrepreneurship orientation of the women, especially the demonstration of manufacturing of cleaning agents. Thirteen women from Karnali village and 15 from Pipaliya participated. The participants practiced how to measure and mix chemicals and make a solution of the cleaning agent. The participants were given information on how and

A Platform for New Entrepreneurs



Ms D Thara, Vice Chairperson & Managing Director, GIDC while speaking at the felicitation ceremony of start-ups, held at EDII campus on November 19, 2016. The ceremony was organised for the selected start-ups for the coffee-table book - *Rising Start-ups of Gujarat*.

EDII hosted an interactive session with 40 most promising and rising start-ups of the state. The 40 start-ups, selected as 'the rising start-ups of Gujarat', presented their vision and 'out-of-the-box' thinking to an audience of budding entrepreneurs and start-up enthusiasts. The session aimed at providing a networking for budding entrepreneurs and establishing a mechanism to understand operational challenges in the early years and providing technical support and advice.

Stressing the need for creating a conducive atmosphere for start-

ups, Ms D Thara, Vice Chairperson & Managing Director, Gujarat Industrial Development Corporation (GIDC), said, "Today, we are witnessing more and more aspirants entering the start-up space with fresh and innovative business ideas. It is indeed encouraging and motivates us, the policymakers, to support the process further by creating systems to fund, train and nurture them." She said the state government has proactively facilitated start-ups for the past few years and would continue to do so.

Dr Sunil Shukla said that the inspirational role models and steps

initiated at policy levels have given a major push to start-ups. "It is imperative to not only provide technical support to start-ups but also to understand various markets they can operate in. Sustainability is the key towards enabling start-ups to scale up and flourish," he added.

The selected start-ups made presentations on areas ranging from artificial intelligence to enterprise software, edutech, fintech, IoT, media and logistics. They were selected on the basis of their innovation, successful market integration and adaptability.

(continued on page no. 29...)

While Gujarat promotes a 'Vibrant' start-up culture, EDII offers a helping hand...

EDII, being the knowledge partner of Gujarat Government for the Vibrant Gujarat Global Summit, 2017 developed four documents. The Hon'ble Chief Minister of Gujarat Shri Vijay Rupani released the books, during the Vibrant Gujarat Start-up Summit, October 21-22, 2016 and Vibrant Gujarat Global Summit, January 10-13, 2017.



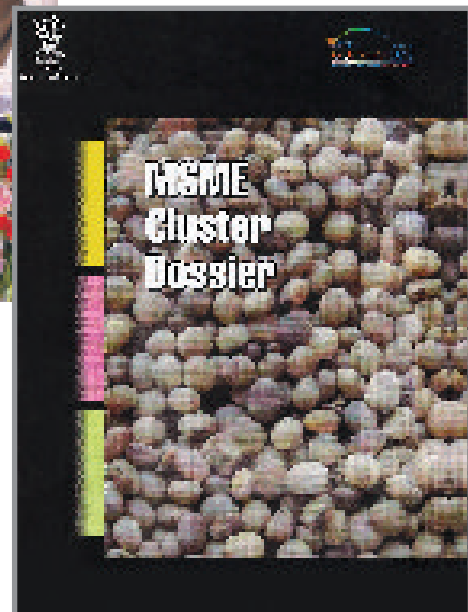
MSME Accolades

The book has tried to capture this era of transformation by highlighting innovations of Gujarat-based MSMEs. These are not only success stories but milestones of the journey of evolution that Gujarat MSME sector has gone through. The book will inspire the upcoming generation of entrepreneurs and MSMEs and take the sector to new heights.



MSME Cluster Dossier

With 106 flourishing clusters in Gujarat, the state spells out how collaborations, partnerships and networks can be cultivated to ensure convergence of dispersed buyers and resources. There are several successful models that are the hallmark of 'industrial' Gujarat and this document showcases them. It brings out the cutting-edge advantages in perspective and will certainly motivate several potential entrepreneurs as also the investors.



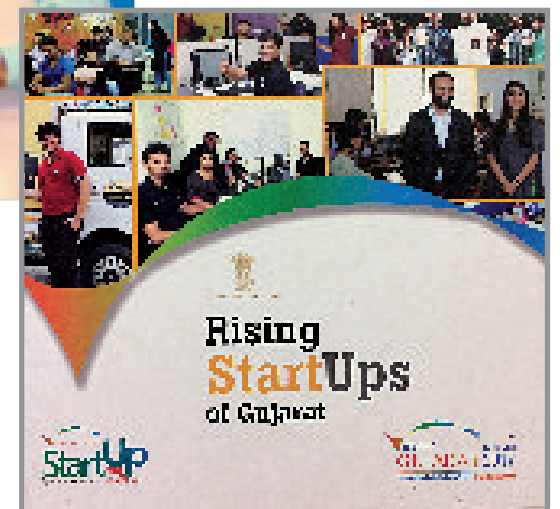
Start-up Vision Document 2020

Based on several interactive sessions with various industrial bodies, academic institutions and start-ups in Ahmedabad, Vadodara, Rajkot, Surat and Bhuj, a vision document has been made. The document has tried to understand various needs of all the stakeholders. It tries to evaluate as well as promote the Gujarat start-up ecosystem.



Rising Start-ups of Gujarat

Till a few years back, entrepreneurship was looked at with apprehensions and uncertainty but today, more youngsters aspire to become one. This book is a compilation of the rising start-ups of Gujarat which aims to ignite entrepreneurial ambitions in several entrepreneurially-inclined individuals.



‘The New Era is of Small Businesses,’

Says Shri Sunil Bholah Soomilduth, Minister of Business, Enterprise and Cooperatives, Mauritius while on his visit to EDII

Shri Sunil Bholah Soomilduth, Minister of Business, Enterprise and Cooperatives (MBEC), Mauritius visited the institute on January 20, 2017. He was accompanied by Shri D Gaoneadry, Acting Permanent Secretary, MBEC and Shri G Seechurn, Director of the National Institute for Cooperative Entrepreneurship (NICE).

The delegation was on its visit to India to explore possibilities of collaboration with relevant Indian authorities in the field of entrepreneurship and cooperatives. The delegation visited EDII to have discussions on various avenues of collaboration

between the institute and NICE, primarily with regard to training and capacity-building. They met Dr Sunil Shukla and senior faculty members to identify the core areas of collaboration.

On being asked about how EDII's support would be crucial to Mauritius, Shri Bholah said, "We need EDII's support in guiding and training start-ups and small businesses. We are looking at various sectors which include food processing, agri-business, healthcare and tourism. Primarily, we need to look at how the old technologies could be evolved in a way that the small and medium enterprises (SMEs) derive

maximum benefit."

Shri Bholah remarked, "Now, is the time for small organisations, employing barely 20-30 people. We have spotted the potential of the SME sector and are thus focussing on the same." Throwing more light on the present scenario of entrepreneurship in Mauritius, he said, "The Mauritian government is betting on SMEs and so, we are looking at designing training programmes for the same."

The visit will be followed by more brainstorming sessions in order to concretise collaboration for wide-spreading entrepreneurship in Mauritius.



(L-R) Shri D Gaoneadry, Acting Permanent Secretary, MBEC; Shri Sunil Bholah Soomilduth, Minister of Business, Enterprise and Cooperatives; Dr Sunil Shukla; Shri G Seechurn, Director, NICE and Dr Manoj Mishra, Senior Faculty, EDII during the delegation's visit to the campus

EDII inks MoU with Kaziranga University



Shri Basant Khetan (3rd from left), Pro-chancellor, Kaziranga University and Dr Sunil Shukla while signing the MoU in Guwahati. Also seen in the picture are (L-R) Mr Raman Gujral, Associate Senior Faculty, EDII; Dr P K Mishra, President, North Eastern Knowledge Foundation; Dr Amit Dwivedi, Faculty, EDII and Dr Satyaranjan Acharya, Associate Senior Faculty, EDII

E DII signed a Memorandum of Understanding (MoU) with the Kaziranga University (KU) for introducing MBA in Entrepreneurship and Development Programme in the Northeast. Shri Basant Khetan, Pro-chancellor, KU and Dr Sunil Shukla signed the MoU in Guwahati. KU, in collaboration with EDII, will introduce such a course for the first time in the Northeast. Besides, numerous Faculty Development Programmes and Entrepreneurship Awareness Camps will also be introduced.

"The KU-EDII initiative is a unique project that will teach and inspire entrepreneurial thinking in the region. The introduction of entrepreneurship courses within KU will present students the option of business specialisation and will help in identifying aspiring entrepreneurs, challenging them and motivating them to realise their ideas and dreams," said Shri Khetan.

The programme will be the first-of-its-kind in the region and aims to create awareness among the youths of the region.

The MoU between the two institutes also lays down setting up of a Centre of Excellence in Entrepreneurship and Innovation at KU, in order to cultivate and encourage an entrepreneurial mindset amongst the youths.

The Centre of Excellence will provide an array of programmes for the students as well as facilities for interaction with the local community. This would facilitate hands-on experience in entrepreneurship development as well as strengthen the local economy with improved technical and entrepreneurial competency.

TRAINING SENIOR SME PROFESSIONALS OF MALAYSIA FOR BETTER MANAGEMENT

EDII conducted a Senior Management Development Programme (SMDP) for SME Leaders from Malaysia in collaboration with the Malaysian Institute of Management (MIM) during November 21-26, 2016.

This was the first-of-its-kind programme, aimed at developing capabilities of the SME business leaders in five verticals:

- Business strategies and strategic thinking
- Innovation

- Productivity and efficiency
- Business sustainability
- Human capital management

The programme was attended by 20 participants from various Malaysian SME organisations.

Subsequent to the on-campus programme, the participants will be provided post-programme support for a period of 12 months, which will include facilitating coaching and mentoring through emails, chat or video sessions, etc. This will be done in association

with MIM and will be routed through them.

Prof P Ganesh, Faculty, EDII and Programme Director for SMDP, said, "This is a one-of-its-kind programme that identifies various senior SME leaders from Malaysia and trains them for management in several core areas like strategic thinking, innovation, efficiency, business sustainability and HR management. We look forward to training more SME professionals in the subsequent programmes."

Participants of the SMDP for SME Leaders from Malaysia seen with EDII Director and faculty members



Strengthening the 'SOCIAL' Dimension of Entrepreneurship

EDII Collaborates with University of East London

The institute also plans to start a two-year distance education programme in social entrepreneurship for imparting knowledge, education and skills to set up social enterprises

Social entrepreneurs are individuals who come up with innovative solutions to society's most pressing social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale changes. Realising the need to orient these individuals in the right direction ahead, EDII has collaborated with the University of East London (UEL) to promote social entrepreneurship education in India. The primary objective of this collaboration is to mainstream social entrepreneurship education in India through sensitisation, awareness, discussions and deliberations.

Towards this, five sensitisation workshops were conducted at Ahmedabad, Lucknow, Bhopal, Bhubaneswar and Kolkata. Over 100 participants comprising the academia, social entrepreneurs and policymakers attended the workshops which focused at understanding the scope of social entrepreneurship across the multi-disciplinary education system. Participants were further sensitised on the possibilities of mainstreaming social entrepreneurship education.

Throwing light on the project, Dr Sunil Shukla, Director, EDII said, "The Mainstreaming of Social Entrepreneurship Education in

India programme seeks to inject enthusiasm and competency for social entrepreneurship education. This is supported by the British Council, New Delhi under their aegis of Social Enterprise Education Programme (SEEP), a significant initiative by the Council in facilitating social entrepreneurship education in India."

Professor Andre Mostert of UEL, actively involved in the project, said, "India is seen as one of the most entrepreneurial countries in the world. Recognising this fact, we have linked with EDII to tap that entrepreneurial spirit and nurture it." EDII and UEL have also formed a partnership to develop an internationally-accredited qualifications' framework to support social enterprises across India.

Dr Guru Gujral, Head - Society (India), British Council said, "I am

pleased with the enthusiasm and interest that EDII and UEL have shown in implementing the Social Enterprise programme and believe that through this partnership, they will develop knowledge, skills and curricula that will help mainstreaming social enterprise in the higher education system in India."

Dr Sanjay Pal, Senior Faculty, EDII said, "Considering the changes happening in the socio-economic environment, promoting social entrepreneurship education in India is of utmost importance. Sensitising students about social entrepreneurship and its relevance in addressing diverse problems of the society and community is getting increasing significance. Thus I am sure that the project taken up by EDII will yield positive results. We thank the British Council for supporting such an important initiative."



Mr Shailesh Modi, Visiting Faculty, EDII and Dr Sanjay Pal, Senior Faculty, EDII with UEL delegates, while on their visit to India, post signing of the MoU

Mainstreaming Social Entrepreneurship Education in India Need of the Hour

EDI, in partnership with UEL, organised a two-day national conclave on Mainstreaming of Social Entrepreneurship Education in India. The aim was to consolidated the work done so far and catalyse an enduring network to promote social entrepreneurship education in India. The Conclave was inaugurated at EDII campus on January 31, 2017. The chief guest for the occasion was Prof Preeti Shroff, Dean, MICA. Also present were Mr Simon Mather, Grants Development Manager, UEL and Mr Sameer Chaturvedi, Head of Social Enterprise (India), British Council.

Dr Sunil Shukla welcomed all the guests and set the tone of the event by throwing light on the concept and need of social entrepreneurship. He remarked, "Social entrepreneurship has taken centerstage both nationally and internationally. A social enterprise runs in the principles of business but at the same time addresses social concerns, which is why mainstreaming of the same has become a need of the hour."

Prof Preeti Shroff, the keynote speaker for the session, remarked that change begins from self. She added, "Entrepreneurship is a way that would have to be instilled in our institutions so that they continue to instil it in the children. The educational institutions



Prof Preeti Shroff, Dean, MICA lighting the lamp at the inaugural session of a two-day national conclave - Mainstreaming Social Entrepreneurship Education in India - at EDII campus.

will have to become social entrepreneurs in order to create ideapreneurs from among their students."

Prof Shroff lay emphasis on the fact that to achieve social entrepreneurship, it is necessary that we teach students to be aware of religious, cultural and geographic differences between them and at the same time, appreciate them. "An integration needs to be brought among campuses, curriculum and communities in order to facilitate successful social enterprises," she stated.

Mr Sameer Chaturvedi highlighted the activities of the Council in promoting social entrepreneurship in various countries across the world, including India and UK.

Mr Chaturvedi said, "There is a need of mainstreaming social entrepreneurship across courses in all sectors. We need to lay dedicated mechanisms by the virtue of which

social enterprises could become a part of public service delivery."

Mr Sanjay Pal, Senior Faculty, EDII talked about EDII and UEL's role in the project and also provided a round-up of various activities carried out in the past one year under the project. He said that a lot of foundation work has been carried out for introducing social entrepreneurship in universities and institutions of higher learning. A pilot was run across nine states and based on the learning and observations, seven modules have been prepared to train young minds for social entrepreneurship.

Spread over the two days, the conclave looked at the EDII-UEL model of social entrepreneurship in more depth. Delegates from various institutions engaged in social entrepreneurship learning and stakeholders shared their experiences across different themes.

ON THE SIDELINES

In conversation with...



Mr Simon Mather, University of East London

What is your idea of a social entrepreneur?

Anyone who runs a business in a way that s/he earns profit out of it and then invests a major part of the profit in solving a societal problem can be called a social entrepreneur. I also believe that one who teaches and inspires people to give back to the society through whatever means they have is also a social entrepreneur.

How do you view the need for SE education?

The irony is that the top two per cent people own 90 per cent wealth in the world. The only way that people can be inspired to give back to society is through social entrepreneurship education. The rich can also be informed that there exists a way through which they can also share their benefits with society.



Dr Sharmistha Banerjee, University of Calcutta

What is your idea of a social entrepreneur?

One who has a grassroots understanding of lives around him and who feels passionately for people who also believes that this passion can be turned into a profession is a social entrepreneur.

How do you view the need for SE education?

SE education can open up minds of students in traditional institutions to the challenges of society that can be addressed by these students, by making meaningful use of their conventional education.

What requires to be done to promote SE education?

There are three integrated catalysts/drivers of change

What requires to be done to promote SE education?

Entrepreneurship should be taught to not only MBA candidates but also doctors, engineers, lawyers and other students. If we start at school level, probably we will make a difference to the world. The Chinese have realised this and have started involving courses on SE at schools.

Maybe, we should have prep talks and awareness campaigns for not just students or institutions but parents too, because they are a child's first school.

Would you like to share any experiences/observations on SE education?

Everybody is capable of an idea. However silly it may seem, it might make a difference to some lives. So, the empathy and the concept need to be instilled in everyone, everywhere.

which can promote SE: State-level policies, educational institutional strategies and societal mindset.

Would you like to share any experiences/observations on SE education?

I have personally promoted hands-on education at the co-curricular level at my institute. And, I found that the students are pro-active and interested in the area but lack institutional support.

After seeing the change in students and their attitude, I have more respect for them.

Say 'YES' to Sustainable MSMEs in India

EDI has worked actively in the Micro, Small and Medium Enterprises (MSMEs) sector. Now, furthering its work in the area, the institute has partnered with YES Bank in order to implement the bank's CSR project titled 'Say YES to Sustainable MSMEs in India' in five different locations in India. The objective is to enhance competitiveness of less sustainable MSME clusters with reduced environmental and social impact through promoting environmental sustainability and Occupational Health and Safety (OHS) within the Indian MSME sector.

Under this project, EDII conducted two sensitisation workshops on Promoting Environmental Sustainability through Energy Efficiency & OHS in association with Rajkot Plastic Manufacturers' Association and Aji GIDC Industries Association.

About 135 entrepreneurs from different MSME units participated in the workshops. Energy experts and OHS consultants shared information on environment sustainability through various interventions. Many units showed their interest in participating in energy as well as OHS interventions under the project.

Under the interventions, EDII conducted three health camps, four first-aid training and two safety training sessions for the workers of MSME units. About 570 workers



Training on first-aid being imparted to the workers of Applied Auto Parts at Rajkot



Health checkup and blood group testing organised at Rasik Foundry and Vishnu Technocast in Rajkot

participated in these. Moreover, about 170 workers' general health checkup was done by doctors and medicines were given to them.

EDII has Created 5,500 Entrepreneurs in Food Processing Sector across 23 States

Since the year 2003-04, EDII has been actively involved in conducting Entrepreneurship Development Programmes (EDPs) on behalf of the Ministry of Food Processing Industries, Government of India and National Mission on Food Processing Industries, Government of India in various parts of the country. It has worked with fervour in studying and promoting entrepreneurs and enterprises in the fish processing sector. It has trained over 11,000 individuals. Of these, half of them took the entrepreneurial plunge and in the past decade, 5,500 enterprises have come up in this sector with their own production units and have, in turn, generated employment for over 19,000 persons.

Maharashtra accounted for the largest number of enterprises, with 600 having been set up in the previous decade, followed by Gujarat with 586, Jharkhand with 578, Bihar with 473 and Karnataka

with 444 food-processing units.

Dr Sunil Shukla said, "India is the world's second largest producer of food and has the potential to acquire the number-one status with its sustained efforts. The growth of this industry will bring immense benefit to the economy, raising agricultural yields, enhancing productivity, creating employment and raising living standards of a large number of people across the country, especially in the rural

areas. Given the thrust of the Government on the food processing sector, it is imperative that new entrepreneurs are motivated and trained to take up challenges of the emerging opportunities in the sector."

The enormous growth potential of this sector can be understood from the fact that food production in the country is expected to double in the next 10 years while the consumption of value-added food products will also correspondingly grow. India, with an arable land of 184 million hectare, produces 140 million tonne milk per year (most in the world), 250 million tonne fruits and vegetables (second most), 512 million livestock (largest), 257 million tonne food grain (third most), 958 million tonne fish (third most), 3.8 million tonne poultry meat a year (third most) and 65,000 million eggs (second most).

"Till date, around 450 EDPs have been conducted across 23 states. Results of these EDPs have been extremely encouraging as large number of EDP-trained entrepreneurs have started their own businesses as well as production units."

Mr S B SAREEN
Project Director



(Reported in The Economic Times and The Hindu Business Line, both dated December 19, 2016)

Rajasthan now has 258 food processing start-ups

EDII has enabled 258 individuals to become entrepreneurs in various businesses related to the food processing sector in the state of Rajasthan. It has provided EDP training to over 500 persons in Rajasthan since 2003-04, and about 260 of those trained have set up their own micro or small-scale business in the vast food processing sector across Rajasthan. These 260 odd units have generated employment for 800 persons in Rajasthan.

(Reported in India Today, dated December 26, 2016)

EDII created 45 start-ups in the food processing sector in Odisha

EDII has enabled 45 individuals to become entrepreneurs in various businesses related to the food processing sector in the state of Odisha. It has provided EDP training to about 145 persons in Odisha since 2003-04, and about 44 of those trained have set up their own micro or small-scale businesses in the food processing sector across Odisha. These 45 odd units have generated employment for 100 persons in Odisha.

(Report published in Odisha Diary, dated December 20, 2016)

Faculty Geared for Better Tomorrow

Among the several initiatives taken at various levels against the backdrop that entrepreneurship can be taught like any other discipline, the recent and a notable one is the establishment of the Ministry of Skill Development and Entrepreneurship (MSDE) by the Government of India. The efforts will not just develop entrepreneurial and employability skills among the youth but will also deliver world-class Learning and Management System (LMS) to equip potential as well as early-stage entrepreneurs. Besides, Government's pan-India programmes viz. Start-up India, Stand Up India, Make in India, Digital India and Swachh Bharat (Clean India) aim at further propelling entrepreneurship movement in India.

Sculpting its mandate around the mission of nationwide promotion of entrepreneurship, EDII aids the efforts by training faculty members to impart learning in entrepreneurship as well as counsel youths to adopt this discipline as a career. The Faculty Development Programmes (FDPs) are sponsored by the NSTEDB, DST, Government of India.

The FDPs are designed to train and develop professionals in the area of entrepreneurship so that they can act as 'resource persons' and motivate students, to

take up entrepreneurship as a career. The programme covers several aspects of entrepreneurship viz. the process, self-assessment tests, selection of potential entrepreneurs, role of DST, EDI and other support agencies, business

opportunity identification, entrepreneur motivation training, business plan, creativity and problem-solving, emerging business opportunity, intra-group dynamics, market, and technical and financial analyses.

FDP conducted at EDII Head Office

A national FDP was successfully conducted at the EDII campus during December 19-30, 2016. A total of 25 faculty members participated in the programme. The programme was organised for faculty of nine states - Delhi, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Telangana and Uttar Pradesh.

Mr Pankaj Bharti, Programme Director, said, "The programme aims at equipping the faculty members with requisite skills, knowledge and competencies for effective initiation of entrepreneurship orientation courses at their institutions. This way, they can guide the students towards an entrepreneurial career in a better way."



Faculty Members with EDII Director during the valediction at EDII Campus

FDP at SRO, Hyderabad

An FDP in entrepreneurship was conducted at Hyderabad (Telangana) by the EDII Southern Regional Office (SRO). The programme was conducted for the faculty members from various technology education institutions. The programme was conducted during November 7-19, 2016.

FDP concluded at Assam University

EDII North Eastern Regional Office (NERO) successfully conducted an FDP at the Jawaharlal Nehru School of Management Studies, Assam University, during December 19-31, 2016. The participants were from science/engineering streams of the university and affiliated colleges.

Promoting Entrepreneurs in the Field of Life Sciences



Mr Bipin Shah, Senior Faculty, EDII while addressing the participants of the Biotechnopreneur Programme

Many biotech companies are founded by scientists. But, there is certainly a path, somewhat less trodden but nonetheless viable, for the inspired entrepreneur. To promote such entrepreneurs and enterprises, EDII launched a unique Biotechnopreneur Programme for promoting innovative enterprises in various areas of life science.

The programme, sponsored by Gujarat State Biotechnology Mission (GSBTM), Government of Gujarat, aims to provide comprehensive academic, practical and ground support to interested entrepreneurs in the areas such as pharmaceuticals, biomedical engineering, biotechnology, etc. The 10-month, weekend programme is particularly suited to candidates who are presently pursuing post-graduate level studies in the above disciplines or working in pharmaceuticals industry. Professionals from

biotechnology and/or biomedical engineering companies as well as those in various R&D organisations can also attend the programme. Reputed businesses, finance and academic organisations such as Gujarat Venture Finance Ltd, CII at IIM Ahmedabad and SkyQuest are EDII's knowledge partners for the programme.

EDII, along with the state government, has been carrying out various interventions to strengthen the ecosystem that promotes innovation in life sciences and biotechnology sector. The first programme was completed in May 2012 with support from the Government of India, Foundation of MSME cluster and Gujarat State Biotechnology Mission (GSBTM). The second programme was completed in October, 2014 with sponsorship from GSBTM and the third programme started in 2016 with sponsorship from GSBTM and Department of Science and Technology (DST), Government of

Gujarat. Post successful completion of two batches of the programme, 14 participants have started their own ventures.

The third programme was officially launched by Dr Sunil Shukla in presence of Shri Subhash Soni, Chief Guest and Joint Director, DST, Government of Gujarat, and Shri S N Tyagi, IFS, Chief Guest and Mission Director, GSBTM on September 15, 2016 and the mentoring phase is currently in progress.

In a heartening move, during the Vibrant Gujarat 2017, a total of 10 MoUs, worth ₹83.9 crore, were signed by current and/or ex-participants of the programme with the Government of Gujarat.

Mr Bipin Shah, Programme Director, was happy about this development and said, "We hope for even improved business conditions for life science entrepreneurs in the times to come."

A Round-up of EDII's Activities at Regional Offices

EDII and Accenture join hands to impart skills to Micro Entrepreneurs



E DII Southern Regional Office (SRO) at Bengaluru has bagged the prestigious Accenture Project - Skills to Succeed (S to S) 2020.

The Institute has taken the onus of organising Micro Enterprise Development Programmes (MEDPs) in eight southern Indian states viz. Karnataka, Telangana, Tamil Nadu, Kerala, Andhra Pradesh, Maharashtra, Goa and Puducherry. The project will develop micro entrepreneurs from among the rural women and youth. The beneficiaries are mostly from the marginalised and backward families.

The project has been substantially helping the beneficiaries in their socio-economic development through livelihood creation, employment generation, asset creation and revenue generation on a sustainable basis.

In 2015-16, EDII trained 3,000 beneficiaries in southern India, of which 2,222 have started their micro enterprises successfully, creating direct jobs for nearly 6,300 rural youth. In 2016-17, EDII has a goal to train 4,050 beneficiaries. The institute expects that over 3,000 of them shall become micro entrepreneurs, creating job opportunities for over 10,000 people.

The beneficiaries are trained in entrepreneurship and imported technical skills, along with necessary handholding support in terms of credit linkage, market development, technology transfer, raw material sourcing, linking the beneficiaries to the supporting government agencies and business counselling, etc.

The holistic focus of Accenture is to achieve the motto of Skills to Succeed by the end of fiscal 2020 and EDII is helping them achieve the same. The entire project, S to S will equip three million people globally with workplace and entrepreneurial skills.



EDII Faculty Presents Paper at ITC 2016

Mr Raman Gujral, Regional Coordinator, EDII SRO presented paper on *Myths and Realities of Start-ups: Challenges Ahead* at the fourth edition of ITC, held in Bengaluru during December 1-2, 2016. ITC was organised by the Foundation for educational Excellence at Jnana Jyothi Auditorium, Bengaluru. Seen here is Mr Gujral being felicitated during the event.

Motivating the Unemployed Rural Youth Towards Success



E DII North Regional Office (NRO) conducted 16 Entrepreneurship Development Programs (EDPs) on different trades like dress-making, motor winding, mobile repairing, computer hardware, etc. at different districts viz. Kanpur, Varanasi, Allahabad, Barabanki, Deoria, etc. in Uttar Pradesh, and Almora and Udham Singh Nagar in Uttarakhand.

The objective of these programs was to develop entrepreneurial and activity-oriented skills among unemployed rural youths, willing to set up small/micro-enterprises. The programme also focused on creating sustainable employment and income opportunities in a cost-effective manner for the benefit of educated yet unemployed rural youth.

Boosting Rural Enterprises in UP

The NRO organised a workshop as part of the Start-up Village Entrepreneurship Programme, with district and block-level staff of Uttar Pradesh State Rural Livelihood Mission (UPSRLM) at Chhanvey Block, Mirzapur during September 14-16, 2016. Around 90 people attended the workshop.

Mainstreaming Entrepreneurship..

A regional sensitisation workshop on Mainstreaming of Social Entrepreneurship Education in India was held on November 16, 2016 at Lucknow. It was attended by over 20 invitees from various sectors that included academia, non-governmental organisations and practising social entrepreneurs.

Dr Sanjay Pal, Senior Faculty, EDII and Project Director, informed the participants about the background of the project and the benefits that would accrue to the participants.

EDII Throws Light on 'Stand Up India' in UP

A sensitisation workshop, organised by NRO on Stand Up India in Unnao and Raebareli, was attended by 50 people. Officials of SIDBI, handholding agencies and other stakeholders were sensitised.



Addressing Global Developmental Challenges Entrepreneurially

Through its programmes, the Institute equips participants with essential skills to address challenges faced by the developing countries.

In the fast-paced era of development, it has become imperative for developing countries to hold hands and proceed towards progress. It is for this reason that EDII, with assistance from the Government of India, commenced the Indian Technical and Economic Cooperation (ITEC)-sponsored, capacity-building programmes.

■ **Empowering Women through Entrepreneurship Development** was commenced on August 8, 2016. The course received 23 participants from 15 developing countries, including Ethiopia, Uganda, South Africa, Mongolia, Lithuania, Honduras, Madagascar, Sudan, Afghanistan, Kenya and Ghana undertook the courses. The programme, directed by Mr P Ganesh, Associate Senior Faculty, focused on providing knowledge of tools and techniques that may facilitate increase and growth of women entrepreneurs. The Programme Director stated, "The aspect that the participants appreciated the most related to preparing viable business plans and enhancing leadership and managerial capabilities."

Over past four months, eight such programmes addressed various developmental challenges faced by the participating developing countries. These six-week programmes helped participants understand the scope of growth in various sectors, right from capital markets to agriculture and small business.

During each programme, field visits were conducted for the participants in order to help them understand various facets of Indian economy and culture. This included visits to industrial and academic organisations as well as tourist places.

Following programmes were conducted during September-December, 2016.



The valediction function of three ITEC programmes namely Empowering Women Through Entrepreneurship Development, Informal Sector Enterprises, Entrepreneurship & Local Economic Development and Industrial Infrastructure and Sustainable Project Preparation & Appraisal was conducted on September 15, 2016. Shri P K Taneja, IAS, Additional Chief Secretary, Govt. of Gujarat, Industries & Mines, awarded certificates to the participants.





The valediction function of three programmes namely SME Banking & Financial Services, Agri-Entrepreneurship & Supply Chain Management and Entrepreneurial Management was conducted on December 22, 2016 at EDII campus. Dr Sunil Shukla gave away certificates to the participants.

- The programme on **Capital Markets & Investment Banking**, directed by Dr Satya Acharya, Associate Senior Faculty received 20 participants from 12 different countries, including Afghanistan, Ghana, Iraq, Malawi and Nepal. The programme focused on imparting comprehensive knowledge on various instruments of capital market, different products of commodity market, key players and basic features of international markets. Dr Acharya said, "The programme was a blend of conventional finance subjects like asset valuation, treasury, investment banking and contemporary subjects like equity research through economic, industry and company analyses. It included field visits and study tours."
- **Entrepreneurial Management**, directed by Dr Amit Dwivedi, attracted 32 participants. With an objective to give a boost to entrepreneurial culture in their respective countries, the participants learnt about creating an organisational framework to encourage entrepreneurial culture. The programme sharpened their managerial competencies so that they are able to manage people and performance in entrepreneurial organisations better. Dr Dwivedi said, "The batch was a mix of executives, professionals and faculty members. The participants learnt various entrepreneurial practises and concepts. Several activities made the programme more vibrant and interesting. These included business canvas, business plan and several achievement motivation training modules. Overall, it was received very well and the feedback was excellent."
- **Entrepreneurship & Small Business Promotion**, especially designed for Entrepreneur Trainer-Motivators (ETMs), received 33 participants from 18 countries. Directed by Mr Prakash Solanki, Faculty, EDII the programme focused on equipping the participants with skills to analyse and assess competency of potential entrepreneurs. Mr Solanki said, "The

PARTICIPANTS OPINE

It is said that 'Give a person a fish and you will feed that person for a day. Give him/her a fishing rod and the person will never go hungry again'. I believe EDII has given us the recipe of making fishing rods. I wish to continue the legacy of EDII by sharing the knowledge I have gained here with my society and government.

Aurelija Olendraite,
Board Member,
Business Profession
Women Association,
Lithuania

Empowering Women through Entrepreneurship Development Programme

I belong to a very small country, Uganda. We have marbles abound but never did we know that this natural resource can contribute to the growth of our economy. Thank you EDII for teaching me how my country can make the most of the natural resources.

Byamukama Richard,
Research Officer,
Ministry of Defence,
Uganda

Industrial, Infrastructure and Sustainable Project Preparation & Appraisal Programme

programme helped participants identify business opportunities and enabled budding entrepreneurs prepare their business plans. The course also touched upon a few social facets such as women and entrepreneurship, and the nature of enterprise and entrepreneurship in developing countries."

- The programme **Industrial, Infrastructure and Sustainable Project Preparation & Appraisal**, directed by Dr Saji Kumar, Faculty, EDII received 23 participants from 15 countries, including Fiji, the Philippines, Sri Lanka, Malawi, Namibia, Bangladesh and Uzbekistan amongst several others.

Dr Kumar shared, "The objective of the programme was to help participants identify lucrative investment opportunities that can lead to improved viability and returns." The programme honed decision-making skills of participants by improving and updating their knowledge in various areas of project.

- **Informal Sector Enterprise, Entrepreneurship and Local Economic Development**, directed by Dr Manoj Mishra, Senior Faculty, EDII received 30 participants from 22 countries, which included Tajikistan, Sudan, Lesotho, Azerbaijan, Ethiopia, Uganda and Mongolia among others. The programme focused on



The valediction function of three ITEC programmes namely Entrepreneurship & Small Business Promotion, Capital Markets & Investment Banking and Local Economic Development was conducted on November 4, 2016. The six-week ITEC-sponsored programmes commenced in the month of September 2016.

Mr Ashish Shah, Chairman of Shree Balaji Group and Chief Guest for the occasion, awarded certificates to the participants. Sharing his success secrets with the participants, he said, "An entrepreneur must have guts and courage to pursue his dream. For entrepreneurs, failure is a learning lesson. Make mistakes but never repeat them - this is a simple key to success."

Mr Shah added, "ITEC-sponsored programmes will help resolve various developmental challenges faced by developing countries."

strategies for local economic development. Dr Mishra shared, "The participants learnt how to identify strong elements, opportunities, weaknesses and threats of different localities and territories as part of this programme. The programme guided them on creating environment for new enterprise development in their respective countries."



■ **SME Banking & Financial Services**, directed by Mr Mayank Patel, Faculty, EDII received 20 participants. The participants learnt about various facets of retail banking and financing, credit rating and rating models, etc. Mr Patel said, "The participants received extensive knowledge about various emerging finance options. The guidance imparted during the course was highly appreciated."

■ **Agri-Entrepreneurship & Supply Chain Management**, directed by Dr Satya Acharya, attracted 17 participants from developing countries having agrarian economies. The participants learnt to spot agribusiness opportunities in organic farming, cooperatives, dairy and animal husbandry, commercial

horticulture, aquaculture and other such sectors. Dr Acharya remarked, "The participants got a holistic exposure to the concept of agri-entrepreneurship and agribusiness, commodity markets, agri-supply chain management and agri-value chain financing."



Students of Jain Group of Institutions visit EDII

EDII has designed tailor-made courses for the students of **Jain Group of Institutions** to impart entrepreneurial and managerial skills to them. The courses facilitate smooth transition into family business and also groom potential entrepreneurs who may wish to set up their units and achieve success during the times of boom and recession alike. Forty-four students visited EDII for classroom lectures on contemporary business trends and practises in the Post Graduate Diploma in Business Management (PGDBM) during January 24 to February 1, 2017.



(continued from page no.8...) **Targeting Sustainable Development by Empowering Women**

where to source the chemicals from, the cost of production and at what price it can be sold in order to make a profitable venture. They were also taught how four to five women can jointly raise capital from Mudra Bank and collectively buy chemicals and packaging materials.

Dr Kumar and Mr Kamlesh Mehta, a specialist trainer in manufacturing of 200 *gruh udyog* products, visited Karnali during December 14-15, 2016 and January 4-6, 2017 with an objective of providing entrepreneurship

orientation, by conducting hands-on experience of manufacturing sanitation and personal hygiene (herbal phenyl and shampoo) compounds and food processing (tomato ketchup, mixed fruit, *dabeli masala* and spiced garlic paste), with a broader aim of sensitising women regarding the need for acquiring vocational skills, necessary for self-employment and income growth.

Mr Mehta enlightened women on the possibilities of establishing micro-start-ups in the village or in

the nearby areas - Chandod and Poicha. He provided various illustrations of business women from ordinary families with very limited resources, courting success through proper yet inexpensive marketing techniques.

The women were also taught and trained in the preparation of three food products, namely tomato ketchup, mixed fruit jam and *dabeli masala* with spiced garlic paste. The training motivated the participants and enriched their self-belief in starting a business.

Start-Up India (SUI) Clinic pushes the mandate a few notches higher

Amongst its other objectives, the Stand Up India scheme also seeks to commit itself as an envoy of instituting sustainable financial instruments, especially for SC/ST and women entrepreneurs. Considering the role of EDII in promoting the entrepreneurial culture in the country, the institute's faculty members have been empanelled as experts (<https://www.standupmitra.in>), with the institute playing the role of a handholding agency to aspiring and existing entrepreneurs. The requests from entrepreneurs on this portal have been encouraging. However, it was felt that there is need to provide handholding support to the aspiring entrepreneurs registered on <https://www.standupmitra.in>. It was felt that they can make a headway with extended focussed support and by sensitising the support system with regards to their needs

and concerns. Thus, to personally interact with experts and bankers and address their issues, a Start-Up India Clinic (SUI Clinic) was organised by the institute in association with SIDBI.

The SUI Clinic was attended by those who had registered on the portal but were unable to complete their application or those whose applications had been rejected by the bankers. EDII experts and officials from SIDBI and NABARD gave inputs to the participants. One-to-one interaction with bankers and EDII experts helped the applicants firm up their projects and submit their applications. Support was also provided to applicants whose

cases had been rejected to rework on their proposal and resubmit it for consideration. Twenty-seven potential entrepreneurs participated in this event. Mr Rajesh Gupta, Faculty, EDII coordinated the event. Happy with the outcome, he stated, "It was a good start towards strengthening the start-up ecosystem in the country."

Addressing the participants is Mr C S Thanvi, General Manager, SIDBI Ahmedabad. Also seen on the dais are (L-R) Mr Pramod Vijayvargia, DGM, SIDBI; Mr Sanjay Dave, Chartered Accountant and Mr Rajesh Gupta, Faculty, EDII and Coordinator of the SUI Clinic.



PG Corner

A mix of *music, colour and dance* at campus



Jhankaar is the annual festival of *dandiya* and *garba raas*, which is celebrated every year during Navratri on the premises of EDII. This year too, the Students' Affairs Committee at EDII organised Jhankaar on October 7, 2016.

A mix of dance, music and colours, the fest was followed by prize distribution across different categories. The students, faculty, international participants at the campus and some students from other academic institutions participated in Jhankaar. Dr Sunil Shukla, Director, EDII remarked, "Jhankaar brings to the campus a colourful, infectious fervour which truly charges the atmosphere in the campus and brings people of all cultures and countries together."



Prepping up for EMPRESARIO 2017

The Empresario committee organised EXILIO during November 29-30, 2016 at the EDII campus. EXILIO, the pre-event to Empresario 2017 (scheduled in February), was exclusively organised for EDII students. The main objective of the fest was to provide an opportunity to the students to experience, experiment and excel in enterprising. Activities were split into various contests, discussions, workshops and seminars over the two days of the fest. This included a workshop on digital marketing, conducted by Mr Saurav Pandey,

In the business simulation game, part of the fest, Parichay Tyagi and Maria Kidangali emerged as winners while Harsh Mehta and Jasleen Kaur were the runners-up. In the B-quiz - Inquisitive - Harsh Mehta and Chirag emerged as winners while Rohan Shah and Sushen Dutt were the runners-up.

A panel discussion was held on the second day on the biggest start-up dilemma - *To be an Expert or Hire an Expert*. The panellists were Shri M L Joshi, General Manager, Dint Tech Control Pvt Ltd; Mr Samir Thakariya, CEO of Shyam Plastics Machinery; Mr Hiranmay

Mahanta, Director, GTU Innovation Council; Mr Vishvajit Sonagara, Founder of Quicko and Mr Nikul Patel, Founder of Dangee Dums. Mr Kuldeep Tiwari, CSR and Media Consultant, moderated the event.

Another event INCURSIO, a hunt for EDII's best entrepreneur, had a series of elimination rounds like aptitude, marketing and finance tests before finally making it to the minefield and the stress interview. Akshay Ranjith emerged as its winner while Vaibhan Gang was the runner-up.



Equipo: Cultivating Sportsmanship

The annual, intercollegiate sports festival, Equipo, was organised in the premises of the EDII campus during December 16-18, 2016. Organised by the students of EDII, Equipo, which means 'team spirit' in Spanish, saw a huge participation. Invitations were extended to several colleges in Gujarat. The participants included Institute of Management, Nirma University (IMNU), School of Petroleum Management, National Institute of Fashion Technology (NIFT), Gandhinagar and Institute of Rural Management (IRMA), Anand. Some of the EDII alumni also participated actively.

The participating teams competed in various games like football, cricket, badminton, table tennis and volleyball. But, there was a new addition to the format. A women's basketball team made its debut this year, including a box cricket game, introduced exclusively for women. The tournament was held in the knock-out format. All the teams participated with great enthusiasm and sportsmanship.

While EDII emerged as the overall champion, IRMA won the badminton championship. NIFT's women's team won the basketball game while LDRP and C U Shah College sealed their win in volleyball and basketball (men), respectively.



Bidding for the Winner at EPL

EDII Sports Committee, along with the assistance from the institute, organised the EDII Premier League (EPL), an intracollegiate sports tournament during September 11-19, 2016. In the tournament, the students bid to own a team among the four contesting. Thereon, players' auction takes place and teams are made. The four teams, named the Nawabis, the Busters, the Challengers and the Smashers, have their colour codes as red, yellow, blue and green, respectively. Matches are played in the league format. The pot amount from the bid is generated and is vented out in a certain proportion to the winning teams.



L u m i n a r i e s

Bringing the LGBT Community on Par



In what started as a research undertaken at EDII, Urvi Shah's empathy towards the LGBT community has resulted in the establishment of an International Gay Marriage Bureau.

PGDM-DS, 2014-16

Hailing from Ahmedabad, Urvi Shah is the co-founder of the International Gay Marriage Bureau in Ahmedabad. She also works with Surrogacy Abroad Inc and is passionate about lesbian, gay, bisexual and transgender (LGBT)'s rights and issues. Her compassion towards the community led her to start a portal for arranged gay marriages, along with her co-founder Benhur Samson. Her company is based in Atlanta, Georgia, USA which runs operations for South-Asian countries from Secunderabad in India.

Being a businessman's daughter, Urvi was always motivated to start a business. Post graduating from Gujarat University, she joined JUST DIAL as a Marketing Executive and simultaneously started looking for an entrepreneurship course. She came to know of Development Studies at EDII and enrolled for the same. During the course, she interned with Quest Alliance and got a chance to learn about Indian youths' problems. The programme gave her good insights of work culture in development organisations and skill development sector. It was at this time that Urvi

settled for research in livelihood opportunities for transgender community.

Urvi researched about social, economic and political status of transgender community and problems faced by them in day-to-day life. She identified various areas that called for immediate attention from local bodies, civilians and government. These mainly included sensitising people about transgender community, counseling them about various career options and personal life as also of their family members to make them aware about needs of transgenders, providing them skill training for jobs and encouraging them for self-employment or entrepreneurship. Citing a need of special institution for their training and development, Urvi also recommended a Legal Gender Certificate course at universities.

During her research, Urvi used to attend various conferences on LGBT community. During one such conference, she got a chance to meet Mr Benhur Samson, who was about to open an LGBT marriage bureau. The idea of co-founding and partnering the bureau was sowed then. Post the PGDM-DS course at EDII, Urvi also went on to establish a platform for transgenders to earn livelihood, based on the work they like and the skills they have. The institution is a social enterprise, working for profit, with a cause to eradicate the traditional work of transgenders and give them equality in society. On her experience at EDII, Urvi says, "EDII helped in my personality development and exposed me to the people at grassroots. The place taught me to empathise instead of sympathising with people. The course opened up my mind through practical subjects and gave me a deep sense of understanding of societal problems. It completely changed my world."

"PGDM-DS is a hoard of knowledge and experiences that will first develop your personal life and then the society."



Changing Lives by Providing Logistics Solution

Sensing a lucrative business opportunity in professional logistics solutions following the UBER model, Jay Ramesh Merja initiated MUVR.in. His start-up has not only helped generate revenue but is also changing lives for some.

Jay Ramesh Merja got enrolled in the PGDM-BE programme in 2013-15, after completing engineering in electronics and communication. After completing the course, he started MUVR.in, a logistics solution providing company. Presently, he is also pursuing PhD in management and entrepreneurship and is associated with IEEE as a Member of their Educational Activity Board. An active member with the United Nations and Google Business Group - Ahmedabad, he also heads Gujarat Microsoft Student Associates.

EDII was the turning point. "I came across eminent personalities who shared their knowledge and gave us necessary guidance to become an entrepreneur," says Jay.

"The business entrepreneurship course is sufficient to provide guidelines about entrepreneurship in all aspects across all sectors. One feature that attracted me the most was subject selection as per the need of the business, from a basket of over 45 subjects. All the subjects were taught by field experts and eminent faculty from IIM, NID, NIFT, IIFT, MICA, IRMA, etc.," says Jay.

EDII gave him an opportunity to take part in many conferences and seminars which increased his network. He could thus pitch his idea to many investors and financing organisations. Events like EMPRESARIO were a sound platform for students.

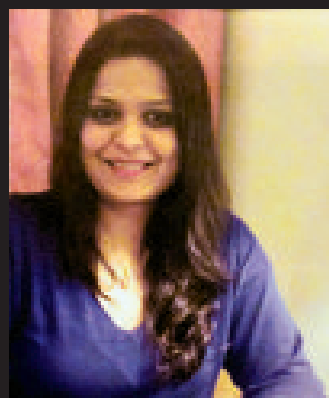
During a visit to USA for IEEE Educational Activity Board meeting, Jay found the adaptability of technology which is providing people flexibility and convenience. "In India, we have gradually started using and being dependent on technology for booking cab/taxi and movie tickets but, there is lack of technology in the transportation and logistics sector," he says. So, the thought of replicating the UBER model into the logistics sector by providing mini tempo and truck service within fingertips using technology," explains Jay.

MUVR.in not only helped industry and other B2B platforms solve their logistics and transportation hurdles via single point-of-contact using technology but also created income opportunities for mini tempo

drivers and stabilised their monthly income.

MUVR.in is a team of 11 people. In the first four months of running operations, the company generated ₹3.5 lakh revenue on monthly basis, with over 25 industry clients. Currently, it caters to big stores like Big Bazar, D-mart, Reliance Fresh and Hypercity.

As start-up, Jay worked with a limited budget. He learnt that venture marketing is essential at primary stage to make people aware about your services. After getting good response in Ahmedabad, he looks forward to expanding MUVR.in by starting operations in Rajkot, Surat and Vadodara. He plans to cover Tier-I and II cities soon.

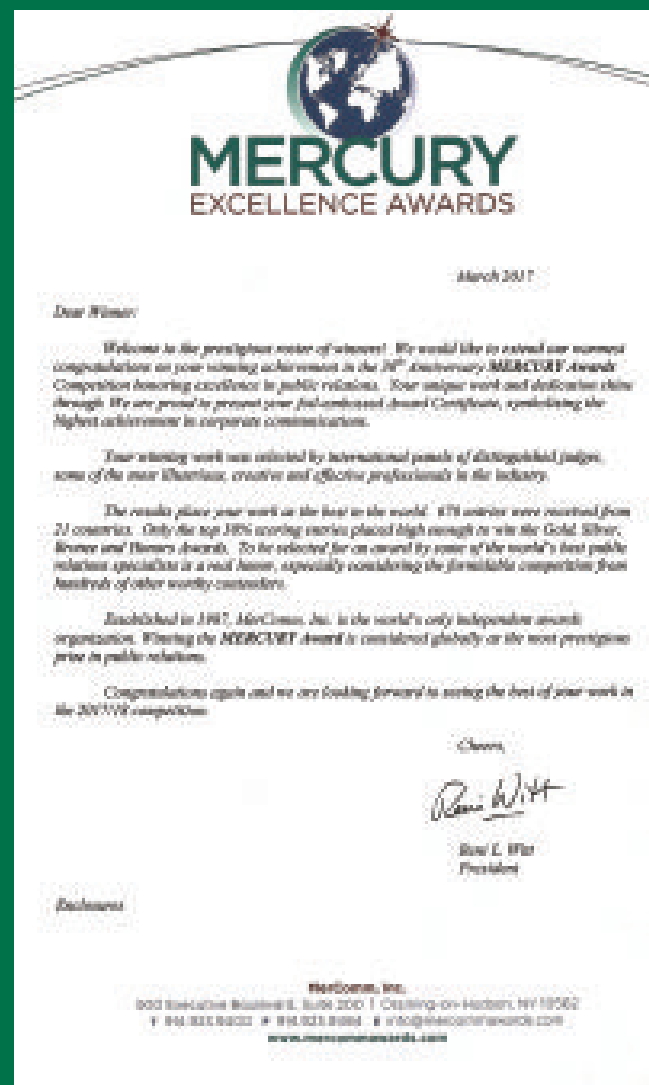


Palak Chokhani, an alumni of EDII (PGDM-BE, 2012-14), was covered in *Window on Travel*, a premium travel magazine, for her upcoming book - *The Coffee Girl*.

EDII wins International Mercury Award 2016-17

EDII's Annual Report for the year 2015-16 won the prestigious Mercury 2016-2017 Award for its overall presentation.

Letter of Appreciation received from the Awards Committee:



Citation

