

Unnati



Volume : I

Director's Message

Social Entrepreneurship: A Pure Perseverance

Development sector is growing at a faster pace and so is the need for professionally trained managers. This sector needs newer interventions in the form of social enterprises focusing on areas like malnutrition, infant and mother mortality, education, health, livelihoods, environment etc. Thus the concept of Social entrepreneurship is gaining greater importance in the current scenario. Social work and social enterprise differ from each other and the Developmental studies course at EDII is more about social entrepreneurship than social work. Social work is dependent on charity, donations, grants etc and is run on activism mode while social enterprises are based on the principle of entrepreneurship. It is not for profit on the contrary it's for social innovation, advantage or benefit. Apart from classroom lectures and interaction with faculty, students should develop a network of contacts with the people from different fields of development sector. The very essence of Development studies is to identify the societal needs and know how these needs can be built in and around the social innovations. One should try to experiment and learn from experiences. EDII believes that for a social enterprise, motive should come from the heart and implementation should come from the head. The perfect combination of a helping heart and thinking mind is a quality of development professionals that set them apart from those from other institutes.



- Dr. Sunil Shukla, Director, EDII



**Entrepreneurship
Development
Institute of India**

Boost Your Business: An Initiative towards Skill India



CM Vijay Rupani and others inaugurating the event Boost Your Business

Today when everything is getting digitized, there is a need that each and everyone should use social media as a medium to promote their businesses. So, with this aim, Facebook has joined hands with the Entrepreneurship Development Institute of India (EDII) to impart trainings to over 7,500 entrepreneurs from Gujarat. They will work collaboratively to equip them with skills to use a social platform like Facebook for digital marketing in order to grow their businesses online.

This initiative is named as 'Boost Your Business' programme. Facebook and EDII will also train 20,000 youths and entrepreneurs across the country. This programme was inaugurated by Honourable Chief Minister Shri. Vijay Rupani along with Mr. Rohit Patel, minister of state - industry, mines and minerals, finance-Gujarat.

Mr. Rupani said, "Our government stands for the overall development of Gujarat in line with Narendrabhai's (PM) vision. Such programmes will help encourage entrepreneurship and employability besides provide global visibility which will help in growth of business and upliftment of society."

Mr. Ritesh Mehta, Head of Programmes, Facebook-South Asia, said, "Much of the state's progress is due to the sheer industry, dedication and talent of its people. As a Gujarati, who grew up in Surat, I can confidently say that this passion for enterprise when coupled with new world skills will enable the entire country's entrepreneurs to accelerate their businesses through online exposure and integration with global markets."

"We look forward to collaborate with Facebook to train entrepreneurs in Gujarat, and across the country, to access global markets through Facebook's tools and technologies," said Sunil Shukla, Director, EDII.



From the Fields

Striding Upward: Strengthening Sustainable Livelihoods in the Mid-Himalayan Region

We, as the students of the development studies, go out in the fields and perform to understand the real development scenario.

Organisation: Ambuja Cement Foundation (ACF), Darlaghat, Himachal Pradesh

Project: Analyses & Recommendations for Sustainable Livelihoods through Dairy and Agriculture FPOs in the Mid-Himalayan Region

Interned by: Sameer Yadav (PGDM DS-2016)

Walking forms the major part of physical activity in the lives of people in hilly areas of Himachal Pradesh. Nested in the middle Himalayas, this Indian state is home to a resilient, industrious agricultural community that produces the most exotic yield of fruits. The potential for sustainable development is evident even in one of the most remote regions of HP. But, much more can be achieved in terms of livelihood enhancement, motivational drive and monetary gain. I studied the challenges, the opportunities and the possibilities in this mountainous terrain, and how ACF in particular and HP at large, are all set to climb high and STRIDE UPWARD.

The picturesque beauty of Himalayas is breathtaking but the residents here face several problems in identifying the sources of income generation. Since farmers are poor and do not get a fair price for the milk, their affordability and desire to spend money and effort on the nutrition of their cattle is not much of a driving factor. With help from the government and ACF, a majority of farmers have replaced indigenous breeds of cattle with exotic breeds, which require premium diet and special care. Consequently, the produce is less and of a poor quality. Due to low population density in the hilly areas and long distances between the farmers' homes and the processing plant, dairies are unable to recover transportation costs of two rounds a day. All this makes the collection of milk from farmers

financially and logistically unviable. Therefore, farmers are unable to get a fair price of their produce.

Agriculture and horticulture in this area is highly dependent on rain. A majority of the farmers are marginal and small farmers. Since the cropping pattern of this region is quite similar to that of the plains, their productivity is also low as against the plains. Because of these reasons, farmers are not able to offer competitive prices in the market. In this area, the density of population is also low thus hindering the farmers from taking their produce directly to the market. They are therefore forced to sell their produce to agents and middlemen, who cheat the farmers by weighing their produce less and by quoting lesser prices than the market.

With support of my mentor, Prof Umesh Menon, and based on detailed studies and visits to Chandigarh *mandis*, along with two days of training at Dr Y S Parmar University of Horticulture and Forestry and discussions with technical, financial and market experts, I have prepared various documents, compiling my recommendations. These include: Business Plan for Bulk Milk Cooling and Collection Centre for Dairy FPO; Business Plan of Fodder Warehouse for Dairy FPO; Draft of MoU with Kamdhenu; Detailed Analysis and Recommendations for Agri FPO; Business Plan for Tomato Collection, Grading and Processing Centre for Agri FPO; Business Plan of Promoting Cultivation, Collection and Aggregate Marketing of Celery (Exotic Vegetable) & African Marigold for Agri FPO; A Diagram explaining my Theory of Change to ensure the sustainability of the FPOs.

I find that the mountains continue to beacon, the opportunities continue to appear. The state offers some of the most variegated, exotic flora and crops in India and with a few efforts, it can leapfrog to newer heights of sustainability and development.

Unnati — Development Everywhere

Development is one of the vital elements that every nation needs in order to scale the ladder of progress and growth. Entrepreneurship Development Institute of India (EDII) – an acknowledged National Resource Institute for entrepreneurship education, research, training and institution-building – through the Post Graduate Diploma in Management - Development Studies (PGDM-DS) has been trying to create a cadre of social entrepreneurs. The institute is committed to promote and train development professionals who can work for societal development. Being a development professional, one must be good at expressing the concerns of the society by getting an exposure to the real world scenario.

To promote and help others understand the objective that EDII envisions, we have come with this new initiative of having a newsletter named “**Unnati – Development Everywhere.**”

Unnati, as a newsletter, aims to create a vibrant platform to bring forward the voice of the students, faculty members, development professionals and other people who are associated with this field directly. Apart from this, it also aims to create a network of like-minded people and spread knowledge gathered from academic-industry-field interface. This is our first edition including various sections like EDII news update where the major events happening will be posted. We have 'Students Corner' to



encourage young minds to advocate on social issues in the form of an article. Alumni section brings the experiences and wisdom of the EDIIs Development Studies alumni who are contributing to this sector and have grassroots knowledge of the field. We have 'Faculty/Expert Speak' where different perspectives of development and entrepreneurship will be emphasized through their words.

NGO/Social Enterprise is part of the 'Interview of the Month' to bring together the challenges and success stories of these organizations working in the sector. Finally, we have satires/cartoons portraying the social issue drawn by the student community at EDII- Development Studies.

Expression of thoughts and accepting feedback, will always keep oneself developed is the motive of this newsletter named "Unnati – Development Everywhere."

Srinish M, PGDM DS-2017



Bachhpan: Give a Child Wings to Fly

Child labour is a menace, a dent in an otherwise soulful society, a vicious circle into which a country once enters, it deteriorates. To get rid of this, there is this small student run organization called Bachhpan in Gujarat who have taken an initiative of involving the society with them to work for the betterment of the children engaged in child labour.

An interview, with one of the representatives at Bachhpan, throws light upon this issue.

Q What is Bachhpan and what does it do?

A Bachhpan is a completely student driven NGO which is working against one of the social evils, child labour. We promote ourselves through students that are part of our volunteer team in different colleges and motivate them to join us. We have, in all, 5 branches with around 250 volunteers and around 500 students.

We find out the slum areas and try to identify needy kids and start giving basic education to them based on their merits and capabilities.



Sports Day conducted by Bachhpan

Q What are different projects that are undertaken by Bachhpan?

A We have in all 4 projects – Aadhaar, Paathshala, Any Body Can Dream (ABCD) and Javahar Navodaya Vidyalaya (JNV).

Under Aadhaar, we provide complete support to the special talented kids who are child labourers but wish to study. We enroll such students in the best schools of the city and take care of their need- starting from school fees, books to uniforms.

With Paathshala, we aim to take education to places where schools can't reach. A dedicated team of volunteers provide education to the children in different slums everyday through evening classes.

ABCD is a new step to provide all-round personality development along with academics. Under this, we provide our students with different types of books just like a 'Real Library'.

JNV is an exam conducted by CBSE under which the 5th Grade students appear for the JNV exam and meritorious students qualify for 'Free Education' in 6th Grade. In 2015 Bachhpan took the first initiative to prepare the students of 5th grade.

Along with studies, Bachhpan focuses on their overall development too. Every weekend, they are made to do some creative work like drawing, rangoli making, watching cartoons, learning poems, read inspirational stories etc.

Q How does Bachhpan raise funds?

A We do not have any external source of funding. We ask our student members to donate a reasonable amount of Rs. 100/- for a student (quarterly) and Rs. 250/- for adults (quarterly) which helps to change lives of the children and be an inspiration for others.

Q How do you all ensure that the programs are implemented successfully?

A All the volunteers visit the children and their family once every week/month for counselling sessions in order to better understand their needs and submit a report accordingly. Also, we consult school teachers of the respective students to monitor their attendance & progress and proper steps are taken so that they don't indulge in any kind of labour whatsoever.

Abhishek Pandey
PGDM DS (2017-2019)

Alumni Speak



Urvi Shah, CEO, Arranged Gay Marriage

Two, Four, Six, Eight! How Do You Know Your Kids Are Straight?

LGBT Community has always suffered and been ignored from the society. Urvi Shah, 23, one of the proud Alumni of Development Studies program of Entrepreneurship Development Institute of India has been on a mission to support gay and lesbian marriages which made her start a non-profit organization named Arranged Gay Marriage. She is currently CEO of the Arranged Gay Marriage Bureau which works to find like-minded partners for them.

The bureau has 26 employees who work from home and have catered 24 marriages, 36 live-in relationships and are attending to 28 couples who are in relationship and want to move in together.

Urvi says: "LGBT, as of now is not considered a taboo anywhere in India but the only problem that LGBT community faces is visibility. The people in this community don't come out in public. The second most important problem is that the people are not ready to accept them because different people have different perspectives regarding LGBT. So for some people it's natural, for some it's about their choices and for some it's about mental issues. I feel this is present due to lack of knowledge or understanding about LGBT people. The solution to this would be educating the society what LGBT is all about and ask the LGBT community to come out in public and be visible in the society."

She has thought of future interventions to start an Employment bureau for the LGBT people in India. But as we all know it is not that easy to take up this initiative openly, though she is determined and stays true to her company's motto, "Get hitched without a hitch!"

EDII.....a name I was not familiar with a few months ago, has now become an important and integral part of my life. My desire to divert from my undergraduate field but at the same time remain linked to it indirectly, prompted me to choose EDII for its Development Studies program. The program itself is unique with its innovative pedagogical structure backed by mentors who are expert in their respective domains. Working for the farmer's welfare was a field I was interested in since my undergraduate days and I believe this course would help me to do so. Being a part of EDII is a privilege and at the same time it's an opportunity for me as it will help me to harness my skills and knowledge for working towards the upliftment of the society.



Roshna George (PGDM DS-2017)
Bsc. Agriculture, Kerala

EDII to me in simple words would be a medium that helps in changing my perception towards things. Before joining EDII, I had long a term goal of doing something for the betterment of the society. But I didn't know it would turn into my lifetime achievement goal. Yes, the credit goes to EDII, its faculty members and mentors. Apart from all this, I have keen interest in micro finance and livelihood sectors. I interned at SEWA Bank for the project financial literacy for children. My aim is to set up a Micro Finance Institution where people can find solutions to their problems.



Nishi Jain (PGDM DS-2016)
B.Com., Rajasthan



Development means different things for different people

Abheeshek Dev Roye
PGDM DS (2017-2019)



**Entrepreneurship
Development
Institute of India**

P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat
Tel : +91-79-23969159, 23969161, 23969163
Fax : +91-79-23969164 E-mail : info@ediindia.org
Website : www.ediindia.org / www.ediindia.ac.in

Like the earthy scent of the first rain of the rainy season, we hope that the first edition of the newsletter smelled sweet. If so, comment your views to unnati@ediindia.org. Also, follow us on unnationline.wordpress.com.