

Planting thoughts, propelling ideas...

Post Graduate Diploma in Management – Business Entrepreneurship
Post Graduate Diploma in Management – Development Studies

EDII Alumni Survey Report 2017



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In 1983 began the journey of a distinctive Institute in India. It was in this year that Entrepreneurship Development Institute of India or EDII, as it is fondly called, started finding its standing in the domain of entrepreneurship. Entrepreneurship, a newer concept back then, had gradually started gaining a footing in the western part of the country. Identifying the scope of entrepreneurship and with the understanding that entrepreneurs are not necessarily born but can also be created through well-conceived training, begun the inspiring *odyssey*, a story of over three successful decades and motivating stories.

Set up in 1983 with the support of IDBI Bank Ltd, ICICI Bank Ltd, IFCI Ltd, SBI and Government of Gujarat, EDII started enhancing its ambit of activities for various target groups. The institute started receiving support from various governments, and several programmes and courses were introduced to cater to the hidden “entrepreneur” in people across diverse sectors and segments. From the very beginning, the Institute was clear about changing lives, not only at the higher echelons of the society but also at the bottom of the pyramid. EDII, with its courses and training, started emerging as the breeding ground of several transformational ideas.

EDII'S TWO FLAGSHIP POST GRADUATE PROGRAMMES

In order to sensitise the society at large about the charms of being an entrepreneur, entrepreneurship was gradually brought within the fold of education. After several skill-based and short-term programmes, the first-of-its-kind long-term programme in entrepreneurship was introduced to develop a new breed of young generation of futuristic entrepreneurs. The one-year Post Graduate Diploma in Business Entrepreneurship & Management (PGDBEM) initiated in the year 1998 has brought about a paradigm shift in the achievement and awareness quotient of people. In 2008, this course was restructured into a two-year, full-time, AICTE-approved programme, Post Graduate Diploma in Management – Business Entrepreneurship (PGDM-BE).

The PGDM-BE programme facilitates understanding of mainly two verticals: new venture creation and family business management. While New Venture Creation imparts comprehensive knowledge on starting an independent business, the specialisation of Family Business Management looks at equipping the students, desirous of joining their family businesses, with specialised inputs on management, issues, challenges and unique concerns of family businesses.

By the year 2000, the Institute had also recognised the growing importance of non-government initiatives for solving grassroots problems of income and employment generation. To create a cadre of development professionals who could address livelihood concerns, the Institute launched the Post Graduate Diploma in Management of NGOs (PGDMN). This unique specialisation was developed in order to help students either launch their own voluntary organisations or join the development sector to contribute towards its growth. In 2011, this course was converted into a two-year, full-time AICTE-approved Post Graduate Diploma in Management – Development Studies (PGDM-DS). The PGDM-DS programme is designed as a broad and multi-disciplinary programme to equip students with knowledge, analytical and conceptual skills of social and economic development. It prepares students with the ability to provide entrepreneurial solutions to social problems, livelihoods for rural and urban poor, corporate social responsibility initiatives and creating social enterprises. EDII's 100-per cent placement record in this programme connects each student to a meaningful and challenging career opportunity.

PGPs AT A GLANCE

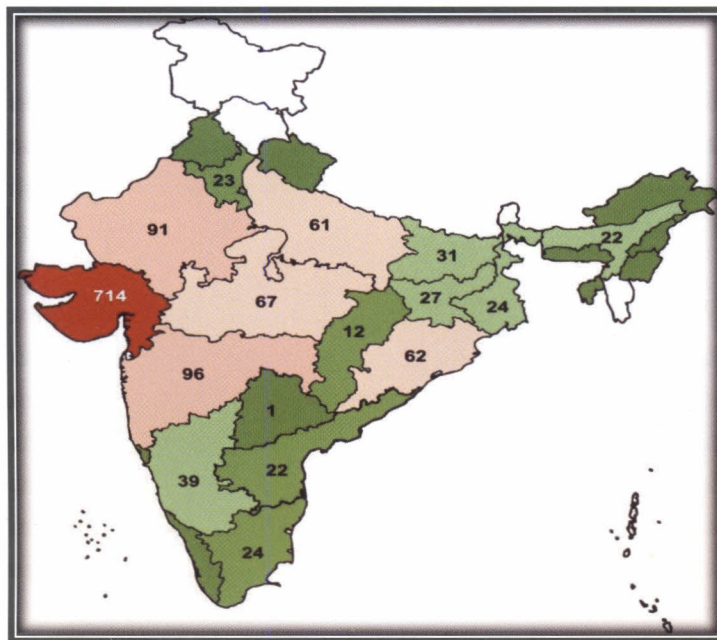
Till date, 1,398 students have graduated from EDII. Of these, 1,111 have graduated from the PGDBEM and PGDM-BE programmes while 287 have graduated from the PGDMN and PGDM-DS programmes.

During the year 2017, the PG Diploma Programmes at EDII have completed 20 batches. A survey of the Institute's alumni was undertaken to gauge their growth and noteworthy contribution to society and the country. The structured questionnaire method was employed to cover the alumni from the first batch in 1998-99 till the 17th batch of 2014-16. This detailed study of EDII graduates was conducted to obtain information about their career and employment status.

Out of the total 1,398 alumni, contact could be established with 983 graduates, comprising 207 females and 776 males. While the questionnaire focused primarily on understanding the career and employment status of alumni, the respondents were also allowed to report their academic experiences at EDII. Based on the responses, key findings were identified and compiled into the report titled *EDII Alumni Survey Report 2017*.

Let us take a look at how the alumni of EDII have been performing all these years.

UNITY IN DIVERSITY



Figures indicate the number of students enrolled from that state

TOWARDS A PROGRESSIVE FUTURE

The survey yielded valuable information about the activities of the alumni. Seventy-eight per cent (78%) of our alumni have chosen an entrepreneurial path after graduating from EDII and have contributed significantly to their family businesses or have created new ventures and are riding on the start-up wave in the country. Our alumni are working in diverse sectors, ranging from manufacturing, services sector, trading and social enterprises.

Career Path

Social Entrepreneurship



Few of our alumni have successfully stated social enterprises and our contributing significantly towards social development

Our alumni have reported working at senior positions with organisations such as; Kotak Securities, Plum Slice Labs, Donear India Ltd., AC Nielson. Our alumni are also placed with social organisations of national and international repute

Intra-preneurs



About 24% of our alumni have successfully started new ventures out of which almost 1/4 are technology based new age start-ups

New Age Start-ups

New Venture Creation



Family Business

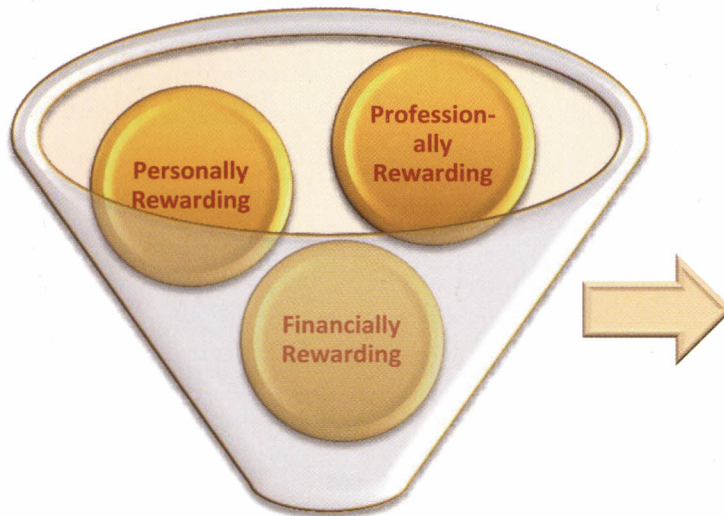


Almost 54% of our alumni have joined their family businesses and have successfully taken it towards the path of growth

TRANSFORMING EDUCATIONAL LANDSCAPE

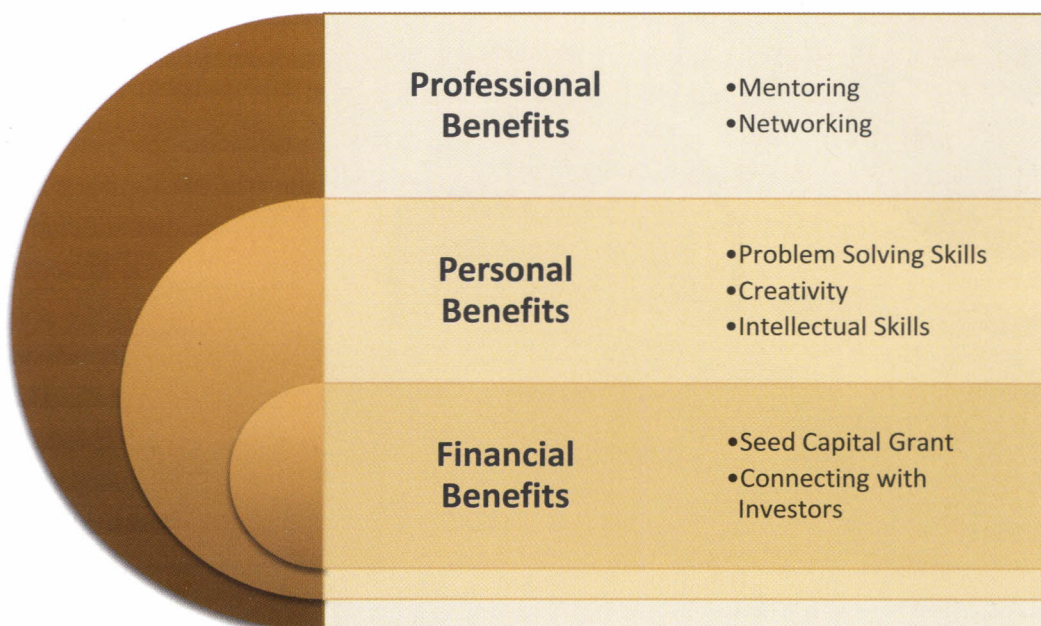
It is no secret that EDII has been diligently working towards promoting and sustaining the entrepreneurial movement in the country. Through its specialised courses, which cater to both the corporate/start-up sector and the development sector, the Institute has been working from strength to strength to create an environment suitable for all aspiring and existing entrepreneurs in India.

Value created by the programmes



On the above parameters the average rating score was 8.12 on a 10 point scale. This number speaks for the efforts and perseverance that is put into structuring the courses each year.

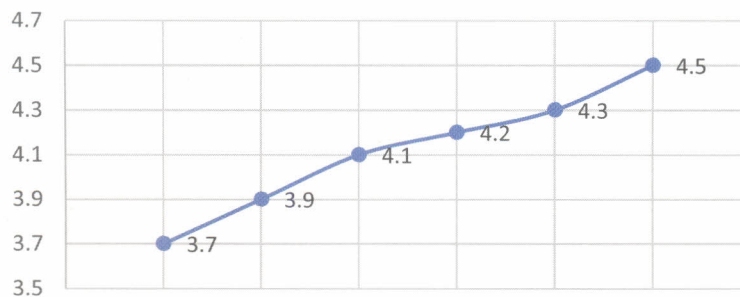
Benefits of the programmes



THE LEARNING CURVE

The survey also requested the alumni to reflect on their learning and the type of courses and experiences that proved helpful in realising their career goals. Based on the response, it was found that detailed project report (DPR) preparation was the most beneficial element of PGDM-BE programme. Similarly, in the PGDM-DS programme, the most important courses reported were community-based projects and the courses that facilitated direct contact with the community, industry or society.

Learning Curve

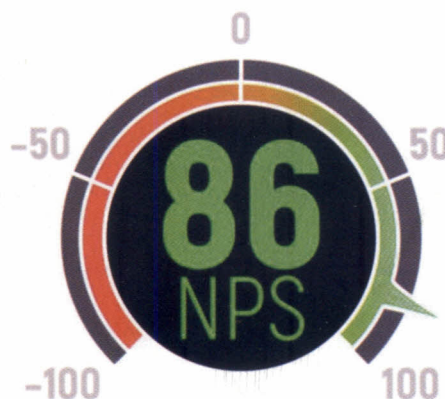


The above learning curve displays the mean rating given by alumni on each category of courses on a five-point scale. It was reported that the DPR preparation was the most beneficial element of PGDM programme with a mean score of 4.54, similarly, the mean score for seminar courses was observed at 4.3, Mentoring and guidance from faculty members was the third important contributor to the overall learning curve with a mean score of 4.2. Other factors that significantly contributed to the learning curve of our alumni were summer internship and entrepreneurial lab.

Feedback by alumni



Net Promoter Score (NPS)



NPS of 86 per cent suggests that EDII alumni are committed to promoting the mandate of EDII.



Table 2: How much connected are you with EDII?

	Percentage	Cumulative Percentage
Very connected	21.4	21.4
Moderately connected	48.5	69.9
Somewhat connected	16.4	86.3
Not very connected	13.7	100.0

Suggestions by alumni

The alumni were asked to provide suggestions about strengthening the alumni connect and improving the PGDM programmes. About 324 respondents (33%) gave their suggestions. The suggestions related to strengthening alumni connections included:

- Establishing alumni association chapters in major cities such as Jaipur, Bengaluru, Delhi, Mumbai, Pune, Kolkata, etc.;
- Conducting alumni meet at regular intervals; creating and sharing the alumni database as per industry verticals;
- Creating batchwise social media groups and engaging with alumni on these groups on a regular basis;
- Regularly mailing updates on upcoming lectures/events on campus;
- Opening a consultancy cell for alumni where alumni can visit to seek solutions for their real-life business problems with the help of industry experts as well as faculty members.

Similarly, the suggestions related to academic area included:

- Increased focus on field projects,
- Inviting young start-up icons and learning from their failures as well as successes,
- Making internships more structured,
- Adding more subjects in operations management/factory management,
- Encouraging students to participate in events at other universities and colleges,
- Improving international exposure by having formal interactions between the participants of ITEC-sponsored programmes and PG students,
- Including new courses on analytics and digital marketing and increasing availability of faculty outside classroom.



A GLANCE AT BATCHWISE CAREER TRENDS OVER THE YEARS...

The journey began with 51 students in the **first batch** (1998-99) of PGDBEM. Alongside, 10 students joined the PGDMN. Out of these 61, 37 alumni responded to the survey. Based on their response, it could be found that 59-per cent alumni resorted to an entrepreneurial career.



*Vinod Agarwal of PGDBEM 1998-99 batch with
Hon'ble Prime Minister Shri Narendra Modi at China in 2011*

Vinod Agarwal has successfully started a manufacturing facility in China. He has travelled to 40 countries and is a proud member of Young Indians. He is also a resource person and consultant to entrepreneurs intending to do business with China. Vinod recently returned to India and started "Arunya Organics Private Limited" and within a very short span of time, the company has garnered a loyal customer base across the globe.

Several successful entrepreneurs and development professionals have come from the first batch of EDII, some of them being Sameer Allawadi, Ramesh Kumar Jena, Amit Bhartari and Kuldeep Arora.

The **second batch** (1999-2000) of PGDBEM course had 66 students, of which 29 could participate in the survey. Based on their response, it was observed that 41 per cent joined their family businesses post graduating from the Institute. These businesses ranged from manufacturing of handicrafts, chemicals, plastic products, ferrous and non-ferrous metals, stainless steel, supplies for oil & gas industry, garments, etc. to trading and service-sector firms.

About 31 per cent alumni from this batch reported starting a new venture. Santosh Bhansali, Nikita Wadhwa, Rucha Thakkar, Chhaya Khale and Nooruddin Bombaywala are renowned names.



***Sumit Grover, Managing Director, Vinod International Group of Companies with
Mr Pankaj Patel, Director, Certification TUV India Private Ltd in 2009***

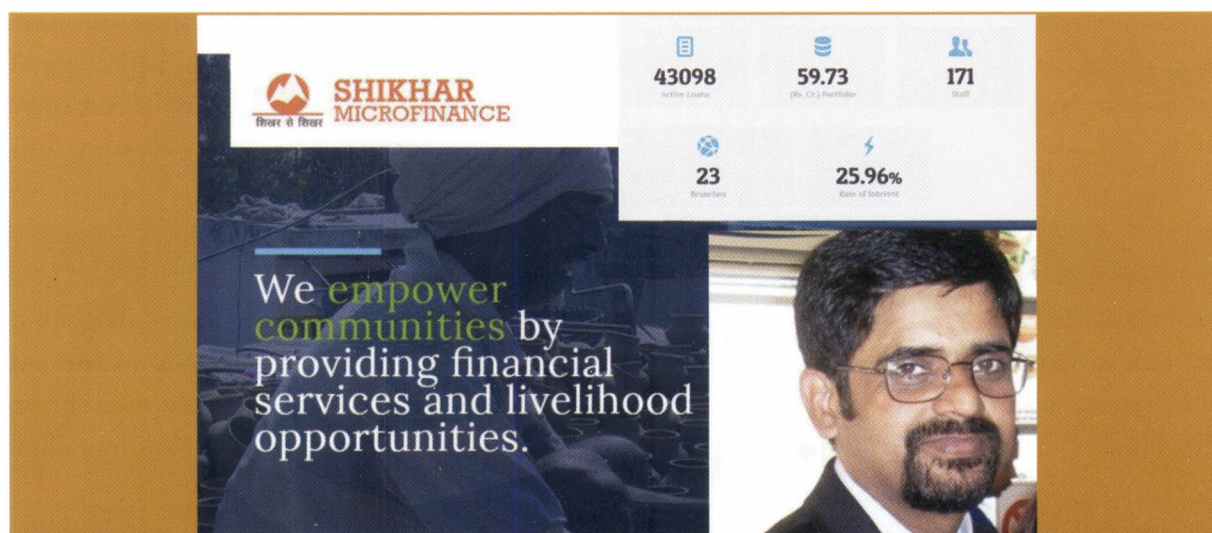
Sumit Grover, an alumnus of PGDBEM 1999-2000 batch, is a leading consultant in setting up steel plants and has been honoured with several national and international awards. He attended the Commonwealth Alliance of Young Entrepreneurs – Asia as an expert delegate.

EDII has not only created successful entrepreneurs but has also given business leaders who, with their entrepreneurial skills, have made a mark in the industry. Aditya Banthia, GM, Donear Industries Limited and Archana Kumar, SAAKAR Welfare Foundation exemplify this. EDII alumni have not only taken their family businesses to the next level and created successful ventures but have also created jobs in all sectors of the economy, be it manufacturing, trading or services. Few of our alumni have alone created over 100 jobs. Mitul A Shah of Supak Industries Pvt Ltd, which clocks a turnover of ₹100 crore, has provided livelihood to more than 125 people.

The **third batch** (2000-01) had enrolled 67 students – 43 in PGDBEM and 24 in PGDMN. Based on the responses of 31 alumni (21 PGDBEM and 10 PGDMN), it was reported that 90-per cent alumni from this batch chose entrepreneurship. Sixty-five per cent (65%) joined their family businesses while 35 per cent started a new venture. It was reported that 33-per cent businesses were in the manufacturing sector, 39 per cent in the services sector and 28 per cent in trading.

Ameet Mulchandani, upon joining his family business of trading plastic sheets, started thinking of scaling it up and decided to go for backward integration. Using his EDII experience, he decided to set up a manufacturing unit. Currently, he has added three manufacturing units to his family business and has created employment for close to 50 people. Similarly, Atiq Puthawala scaled up his family business of paper trading by getting into export and currently, his firm, Paper Pack Agency is among the renowned exporters of paper products in Ahmedabad.

The alumni of the third batch of EDII have created very innovative start-ups and have earned many laurels. EDII alumni are not only finding entrepreneurial opportunities in India but are also making a significant contribution to global entrepreneurial ecosystem. *Manan Kuradia has created a successful venture in Hong Kong and his company Aashi Diamonds Limited is a renowned company dealing in diamonds and catering to international market.* Our alumni are also respected for their capabilities of turning around sick businesses. *Naresh Ayer from third batch is a renowned consultant, known not only for facilitating buying and selling of businesses but also for his skills of turning around sick business units.*



Satyavir Chakrapani, an alumnus of PGDMN 2000-01 batch, has left a mark on society. He founded Shikhar Finance & Development Service Private Limited in 2007. Shikhar is a development foundation and in less than 10 years, it has expanded to 23 branches, with 43,098 active loans and a whopping ₹59.33-crore portfolio. Shikhar has also created direct employment for more than 170 people.

The **fourth batch** (2001-02) had 77 enrolments, out of which 49 students enrolled for PGDBEM programme and 28 enrolled for PGDMN. About 36 responded to the survey and of these, 68 per cent joined their family businesses and 32 per cent created new ventures. About 30 per cent businesses reported in survey were manufacturing units, another 30 per cent were into services sector and the remaining 40 per cent reported trading as their major business activity.

Kunal H Parikh shared that he was required to prepare a five-year growth plan for his family business as a part of curriculum at EDII. Proudly, he shares that he was able to implement the growth plan prepared by him. Sushil K Jain and his peers echoed what Kunal said.



Pratik Bachkaniwala, an alumnus of PGDBEM 2001-02 batch, receiving the Export Excellence Award 2013-14 during the 54th AGM of Textile Machinery Manufacturers Association (India)

Pratik has not only helped in the growth of his family business, Himson but has also diversified and created a new venture Autotech Non-wovens Private Limited. He is the founder of Autotech, a reputed name in the non-woven fabric category.

Amit Aggarwal started his venture G L Designs immediately after completing studies at EDII. Making a bold move of entering into embroidery segment, Amit decided to adopt technology in the conventional industry of embroidery. He invested into computerised designing and embroidery, and is currently a market leader in this segment. He employs more than 150 people.

Like previous batches, this batch also created intrapreneurs who are successfully holding leadership positions in the corporate world. Ritish Rangwalla is now heading Indian operations of a New York-based start-up, OuStart Capital LLC.

The PGDMN programme created social changeagents like Rajesh Kumar Jha, who is contributing significantly to the Social Welfare Department, Government of Bihar. Ranjith Kumar Mohanty of the same batch holds significant position with Foundation for Ecological Security.

Seventy (70) students enrolled in the **fifth batch** (2002-03), 47 in PGDBEM and 23 in PGDMN. Of these, 32 responded to the survey, all of them being PGDBEM alumni. It was reported that 56 per cent joined family businesses and 21 per cent started their own ventures. Hence, approximately 77 per cent of the respondents reported choosing entrepreneurship as their career path.

Our alumni acknowledged with gratitude that their experience at EDII helped them significantly in scaling up and growing their family businesses. Govind Bajaj shared that after graduating from EDII, his family business Balaji Industries, previously into manufacturing of dyes and chemicals, diversified into textile dyes and is now a leading exporter of the same. Its turnover increased from ₹2 crore to ₹50 crore after implementing the forward integration strategy.



***Rutul Zaveri from PGDBEM 2002-03 batch featuring in the prestigious magazine
Print Week for pioneering in adopting advanced technology***

Rutul Zaveri joined his family business after completing post-graduation from EDII. Enthusiastic about taking his family business to the next level, Rutul installed the Kodak FLEXCEL NX Digital flexographic system and became the first flexography trade shop in India to house the legendary Digital Kodak Thermoflex mid-device.

Several alumni floated new ventures, thus contributing to the start-up wave in the country, and this was at a time when the world was still hesitant about opening its gates to start-ups. These include Anand Doshi who opened Jodhpur's most advanced dairy – Nish Dairy & Organic Farms, and Manan Patel who instituted Tattvam Food and is also a manufacturer of natural ice-cream in Ahmedabad. With an investment of around ₹30 lakh, his annual turnover has risen to ₹80 lakh now.

Continuing the legacy of giving successful intrapreneurs to the corporate world, 10 per cent of the alumni surveyed reported taking up entrepreneurial responsibilities in the corporate world. *Arpit J Desai, with his entrepreneurial skills, has reached the position of Vice President with Reliance Capital and is looking after equity /capital markets. He is managing 100+ employees and identifying opportunities as an intrapreneur.*

The **sixth batch** (2003-04) had enrolled 110 students (79 in PGDBEM, 24 PGDMN), of which 66 responded to the survey. Of these 66, 56 alumni were from PGDBEM and 10 were from PGDMN. A staggering 83 per cent of these chose entrepreneurship. Nearly, 68 per cent joined their family businesses and 32 per cent started new ventures. It was also found that 36 per cent of the businesses were in the manufacturing sector, 40 per cent in services sector and 16 per cent in trading sector.



***Priti Bhatia, an alumna of PGDBEM 2003-04 batch,
receiving the award for best designer jewellery in 2015***

Priti Bhatia, who bagged the Bharti Student of the Year Award for Best All-rounder of PG Programmes in 2003-04 and a Silver Medal for Scholastic Performance in Family Business Management, sensed the market potential for authentic diamond jewellery and launched Awesome Sparklers – a certified, designer diamond jewellery brand. Over the years, Awesome Sparklers made it way into the top five in the innovative jewellery segment in 2011. She also won the best jewellery design awards in 2013 and 2015 and JJS-IJ Award in 2016. In 2016, Priti also received an award from Honourable Governor of Gujarat for her work, growth and development of the gems and jewellery industry.

Similarly, Vandan Shah floated a new company Rupam Entertainment Private Limited in 2013 and decided to take his family business to the next level. He ventured into film distribution and currently possesses distribution rights for 94 cinemas across Gujarat. Drupad Khaitan, who entered his family business of wire and fabrics, decided to diversify the same. He researched and used his EDII experience to prepare a DPR for pulp and paper manufacturing industry and employed the same to meet his plans. Currently, his paper manufacturing industry is getting traction for the customers and employs more than 250 people.

The PGDMN programme gave society Shivendra Dubey, who has been impacting lives of rural population in Chhattisgarh as the Divisional Coordinator, Directorate of Panchayat, Government of Chhattisgarh. Viranchi Shah is associated with Eastwood Community Centre, South Australia and is a brand ambassador of EDII overseas.

With a successful and inspiring legacy of the previous six batches, EDII welcomed the **seventh batch** (2004-05) with 95 students (77 in PGDBEM, 18 in PGDMN). Responses of 77 alumni (71 PGDBEM and 6 PGDMN) could be fetched, on the basis of which it was found that 66-per cent alumni chose entrepreneurship. Of this, 70 per cent joined their family businesses while 30 per cent floated new ventures.

When Gaurav Chopra joined his family business, they were into manufacturing of steel sheets. Using his EDII experience, he added a new manufacturing unit of Guargum powder in his family business and created employment for around 1,500 people. He has also achieved the position of Asia's largest manufacturer of steel sheet and has sustained the position since the very time of his joining the family business.

The alumni of the seventh batch have created very innovative start-ups and have earned great laurels. Vishal Modi founded new start-up with an aim of generating something new, with a positive influence on society. Boot Camp – The Advanced Zone and Bang Bang are outcomes of his desire for advanced and theme-based parks.

EDII alumni are not only pioneering entrepreneurial opportunities in India but are also making a significant contribution to the global entrepreneurial ecosystem. Karan Velani is working with the Australian Government whereas Mrunal Kusumgar is working with Banco Santander in Spain. Similarly, Haneel Anand is posted in The Ritz-Carton, Bengaluru as a Director of Loss Prevention.

Alumni of PGDMN have also left a mark in the society. Arun Kumar Das started a social organisation Invest Moringa in Odisha to fight malnutrition. The venture focuses on adding value to the leaves of a plant call Moringa Ofletra. Invest Moringa envisages reducing the percentage of malnutrition among children and pregnant women through promotion of organic Moringa among small farmers in Odisha and adding value to organic Moringa leaves to an eatable/drinkable form.

The **eighth batch** (2005-06) of EDII, breaking the trend, enrolled a whopping 115 students (77 in PGDBEM and 38 in PGDMN). Eight one (81) alumni (69 BEM and 12 MNGO) responded to the survey and shared their valuable inputs. About 78.3 per cent alumni reported choosing entrepreneurship as their career path. Approximately, 76 per cent of those choosing entrepreneurship joined their family businesses whereas the rest started a new venture. About 35 per cent reported having their business activity in the manufacturing sector, 37 per cent said they have their businesses in the services sector whereas 29 per cent reported trading as their major business activity.

Leveraging the negotiation skills developed during the entrepreneurship lab and professional communication skills during the business communication course, Sahil M Jain said that he was able to make a significant difference to his father's business. He was able to unlock market in the southern part of the country. With his ability to communicate fluently and helping his father negotiate with the clients from South India, the turnaround in his business became apparent. He quickly learnt tricks of the trade and, with his analytical skills, started negotiating for better and bigger deals. Sahil recalls how his first independent negotiation with one client from South India, in the absence of his father, helped bag the biggest deal of ₹1.5 crore.



***Prasanta Biswal of PGDMN 2005-06 batch
with Mr Gabriel Hons-Olivier, Public Affairs Officer, US Consulate-General***

Committed towards social development sector, EDII's PGDMN alumni have been constantly working to impact lives of deprived sections in the society. Prasanta Biswal started his career with SELCO Solar Light Private Limited in 2006 immediately after completing his PGDMN. He pursued his management to think beyond traditional way of doing business and convinced them to undertake a pilot project in the state of Bihar. The project turned out to be the most successful project for the company while leaving a deep social impact. Prasanta headed the Bihar expansion project and in the later stages, headed a new department mission that worked for identifying extremely poor and energy-deprived communities. He developed a sustainable business model to facilitate them in accessing solar energy with the help of bank funding.

Later, he started his own social enterprise Batti Ghar in 2016. Batti Ghar literally translates to "light house", symbolising strength, guidance and safe harbour for people who are adrift on water. Batti Ghar hopes to be a beacon to communities stuck in the vicious circle of poverty, by providing them with sustainable development opportunities. Prasanta has been trained by the former Vice President of the United States, Al Gore, as a climate leader and has vast exposure to the development sector in India and abroad.

Forty nine (49) of the 77 alumni (52 in PGDBEM, 25 in PGDMN) of the **ninth batch** (2006-07) responded to the survey. Thirty-four (34) alumni from PGDBEM and 15 from PGDMN constituted the 49 respondents. It was found that 69 per cent chose entrepreneurship, of which 62 per cent joined their family businesses and 24 per cent started a new venture.

Gaurav Agrawal decided to join his family business of manufacturing agro goods. Using his EDII experience, he started processing of rice, tea and created employment more than 1,000 people in West Bengal.

Alumni of this batch have created many innovative start-ups and have brought glory to the Institute. Abhinav Daga founded Abhipri – The Jodhpur Paridhan. His fashion designing

skills and creativity are outcomes of his desire to make something new. Currently, he is into manufacturing of readymade garments and employs close to 200 people.

The **tenth batch** (2007-08) of EDII's PG programmes saw participation of 77 (55 in PGDBEM, 22 in PGDMN) students. Fifty (50) of these participated in the survey comprising 41 from PGDBEM and nine from PGDMN. It was reported that 80 per cent chose entrepreneurship; 52 per cent joining family businesses and 10 per cent floating new ventures.

Alien Khangsai, an alumnus of this batch, has been working with Ministry for Development of North Eastern Region, a government organisation for northeast region, for the past several years.

The **eleventh batch** (2008-10) had enrolled 57 students in PGDM-BE and 14 students in PGDMN. During the study, it was possible to contact 54 alumni, all from PGDM-BE, from this batch. It was reported that 100-per cent alumni chose an entrepreneurial career, of which 48 per cent joined their family businesses and 31 per cent started new ventures.

Jay Manek joined his family business and by employing the learning he received at EDII, he could expand into the real estate and media sectors. The two newspapers – *Aras Paras* (in Gujarat) and *Shahar Mumbai* (in Maharashtra) – are the frames of his outcome.

Eleventh batch alumni have created new start-ups and earned lots of honour. Vipul Kumar Patel founded "VBS food Pvt. Ltd." with an aim to contribute a positive landmark to the society. His venture is based on seed sorting and cleaning to trading and created employment for more than 20 individuals. Likewise, Jatin Soni has started a start-up for the trading of Luxury and FMCG goods. Jai Shah has created venture "Urmee Seeds" focusing on R&D and trading of seeds. Siddharth Chovatia has started a new venture in trading for security services in Ahmedabad. In the same way, Sanil Shah has established his own venture in trading and created employment for six people.

EDII alumni are not only finding entrepreneurial opportunities in India but are also making a significant contribution to the global entrepreneurial network. Twinkle Patel is working with "QX KPO Services Pvt Ltd" as human resource manager. Preeti Khatri is shifted to the USA and started trading business.

Seventy-three (73) participants constituted the **twelfth batch** (2009-11). Out of the total, 57 enrolled for the PGDM-BE programme while 16 came onboard the PGDMN programme. The research team reached out but only 51 (50 PGDM-BE, 1 PGDMN) could come onboard for the survey. It was reported that 98-per cent alumni from this batch chose entrepreneurship, of which 50 per cent joined the family business and 12 per cent started a new venture.

Raghav Pariwal joined his family business of granite manufacturing. His leadership increased growth by 30 per cent and created employment for close to 200 people.

There were 65 students in the **thirteenth batch** (2010-12). In 2010-12, there was no enrolment for the PGDM-DS course. Of the 65, the research team could establish contact with 54 for the survey. It was reported that 37 these i.e. 68.52 per cent were into family businesses whereas six alumni (11.11%) reported creating new ventures.

Nakul Mistry reported that after graduating from EDII, he joined his family business which was 68 years old. Nakul recalls, “The learning at EDII helped me in handling my family business of manufacturing wall and tower clocks, and take it to an altogether different level. I was a fresh blood in a 68-year old business. Within a year, I doubled the production capacity by unitising the recourse. It was all possible with the help of supporting faculty, high-standard workshops and most importantly, interactions with alumni and visiting faculty who gave me practical knowledge of handling a business.”

The **fourteenth batch** (2011-13) had 97 students (89 in PGDM-BE, 8 in PGDM-DS) and 86 (84 PGDM-BE and 4 PGDM-DS) responded to the survey. It was reported that 95-per cent alumni chose entrepreneurship, of which 54 per cent joined their family businesses and 30 per cent started a new venture.



Gopal Bhuva: Founder of Ravim Polypast India Private Limited

Gopal Bhuva, an alumnus of PGDM-BE 2011-13 batch, joined his family business Ravim Polyplast India Private Ltd, engaged in manufacturing of plastic processing machinery. With his effort and support from family, he made an exemplary foray in the form of forward integration. Strategic expansion was planned to cater to the diverse packaging need of all industries by offering packaging solutions in the form of PET/PP preforms, bottles and jars.

The **fifteenth batch** (2012-14) enrolled 85 students, consisting of 77 in PGDM-BE, eight in PGDM-DS. Almost all the alumni were able to respond to the survey. On the basis of

the response provided, it could be sum up that 85 per cent chose entrepreneurship, of which 53 per cent joined family businesses and 26 per cent set up new ventures.

Girja Shankar Agarwal joined his family business after completing the PGDM programme here at EDII. He set up a new production unit of aluminium and brass and clocks a turnover of whopping ₹35 crore now.

Yogesh Patil, another alumnus, carved out a new venture of gem stones and jewellery as an extension to his family business of jewellery. He has opened his office in Kazakhstan and has now emerged as a renowned name in the gem stone exports to the Europe and Russia.



Nishank Shah, an alumnus of PGDM-BE 2012-14 batch, conducting a workshop on Swachh Bharat at Ahmedabad Management Association
Nishank Shah, Founder and CEO of Duro Green Project, was inspired from the Swachh Bharat initiative. Nishank saw that there was no one managing and treating the waste generated from the institutes, households, industries, corporates and other places at source. He saw an opportunity and decided to treat dry waste and food waste at source. The young start-up is successfully churning wealth out of waste by processing waste coming out of the institutes, households as well as Industrial Corporation. He has now become a brand ambassador for the Swachh Bharat and is frequently invited by several reputed forums to share his experiences.

The **sixteenth batch** (2013-15) of PG programmes had 100 students, comprising 85 in PGDM-BE, 15 in PGDM-DS. Of these, 74 (63 PGDM-BE and 11 PGDM-DS) took part in the survey. Based on their responses, it was reported that 85-per cent alumni chose entrepreneurship, of which 51 per cent joined their family businesses and 29 per cent started new ventures.

Arpit Ganeriwala, after completing graduation from EDII, joined his family business of manufacturing components for heavy earth moving machinery, its customers being different subsidiaries of Coal India Pvt. Limited. After joining the business, he was able to add more customers to the business and as a result, the sales increased by 25 per cent.

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Need a tempo? Just go online

City don's web service allows booking of small commercial vehicles online, thus saving consumers a lot of hassles



The city don't have to shift gears within the city might be aware of the fact that a small commercial vehicle or tempo is a mainstay of the urban population. It is a mode of transport that is essential for the daily needs of the city dwellers. However, the traditional way of booking a tempo is through a call centre or a local agent. This is not only time-consuming but also expensive. Jay Merja, founder of MUVR.in, has developed a web-based platform that allows users to book a tempo online. This service is not only convenient but also cost-effective. It has gained popularity among the urban population, especially in tier-2 cities where the demand for tempos is high.

THE ECONOMIC TIMES

Logistics Cos Thrive in Tier-2 Cities

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Alum-dubud: Intra-city logistics solutions providers are flourishing in tier-two cities along with the rise of city traffic congestion, associativity opportunities in e-commerce delivery and inclusion in demand & supply in the unorganised intra-city tempo delivery business segment.

Today, Jaipur alone has three intra-city logistics players – Logistics Tempo, Logistics and Van, and Tempo. Ahmedabad has MUVR, Tempomala and one more in the pipeline, and recently

Indore got its own Masthead. "Municipality is strict now," says Jay Merja, founder of MUVR.in, adding that on an average, goods weight around 1.5 to 2 tonnes, and using a big truck makes it unfeasible due to cost and time factors. Moreover, compared to big delivery vehicles, small commercial vehicles (SCV) are fuel-efficient, have better manoeuvring capabilities within city and are compliant with municipal regulations.

Rising city traffic congestion has compelled many city municipalities to stop entry of heavy vehicles

NEW AVENUES
Rising city traffic congestion has compelled many city municipalities to stop entry of heavy vehicles

of its business from commercial segment retailers, wholesalers, traders, distributors and SMEs, while the rest from household. Ashish Kumar, an IT faculty who has held top positions in CMC, Microsoft, L&F, Fusion and Sunning, founded Logistics Tempo in September 2013 along with R Karthikeyan. "We started with few single digit members, serving a very specific area in Jaipur and now we have grown to 1000 of SCV covering majority of Jaipur," said Kumar.

One more factor that has contributed to growth of intra-city logistics players is due to a significant growth in e-commerce segment.



Jay Merja's start-up making headlines

Jay Merja of PGDM-BE 2013-15 batch founded MUVR.in with an aim to provide technology-based logistics solution. MUVR is a revolutionary approach that makes pickups and deliveries thoroughly efficient and reliable. The start-up satisfies the consumers' requirements using a varied fleet of vehicles under his command and care. He is offering high-end goods-moving service at a reasonable price with real-time tracking services.

The **seventeenth batch** (2014-16) had enrolled 105 students; 85 in PGDM-BE, 20 in PGDM-DS. Of these, 88 participated in the survey (69 PGDM-BE and 19 PGDM-DS). It was found that 78-per cent alumni chose entrepreneurship; 58 per cent joined their family businesses and 40 per cent set up new ventures.

Ashish Agrawal joined his family business when they were into wholesale textile business. Using his EDII learning, he moved into retail. Similarly, Gopal Mundada joined his family business when they were into trading of seeds and fertilisers. Gopal started manufacturing seeds and created their own brand in fertilisers – Mahesh Seeds and Fertilizers. This way, they created employment for close to 45 people. Currently, he is also exporting and trading equipment related to waste management.

Rohan Sachdeva joined his family business – Guru Nanak Plastic Woods – where the employee strength is 100-125 and the annual turnover is nearly ₹20 crore now. He initiated a new idea and created a new venture Satanam Polymers, employing 25-30 people. The current turnover for the same is ₹2-3 crore.

Parth Piyush Mehta, immediately after completing his Business Entrepreneurship course at EDII, started the first-ever fruit truck in India. 9834 – The Fruit Truck is a Gujarat-based fruit bar on wheels that provides exotic fruits and fruit preparations. Priyanshi Jariwala, owner of The Khadi Cult, is another name to reckon with. She is promoting *khadi* as new style clothing. She has been an exhibitor at various fests, Sula Fest being one of them.

STARTUP CORNER

You can write in to us at amfeedback@timesgroup.in

INITIATIVE NAME: 9834 THE FRUIT TRUCK

FOUNDER: PARTH MEHTA (27)

Adding healthy to binge eating

Jumping aboard the trend of food trucks that dot the cityscape, an engg grad opts to lure foodies with exotic fruits



Parth Mehta dishes out smoothies, sundaes and shakes, at his food truck with a touch of exotic and imported fruits

At a time when exotic cuisine, street food and adventure eating are buzzwords in the city, a 27-year-old Gujarati has opted to add a dash of 'health' to these trends. Stroll into the now-famous food truck park in the city and you are bound to run into Parth Mehta as he dishes out smoothies, sundaes and shakes, all with a touch of exotic. The highlight of this engineering graduate's fares is the use of exotic, imported fruits.

Aptly named 9834 The Fruit Truck, 27-year-old Mehta's food truck is the result of a brainstorming session between the Entrepreneurship Development Institute of India (EDI) alumnus and his father.

"I was visiting Mumbai a few months ago when I met several vendors who specialise in selling exotic fruits. I wanted to bring these to the food-loving Amdavadis," says the Rajkot native, who connected with these vendors' importers for deliveries.

With financial help from his father, Parth employed an architect to design the special truck for him too. "But the challenging part was designing

the menu. "It took me nearly three months to experiment and create recipes for the smoothies, shakes, sundaes, etc. that are offered at the truck," says the business entrepreneurship student, who offers Australian grapes, California plums, Granny

Smith apples, rambutan, mangosteen, carambola aka starfruit, Thai guava, longan, etc.

The youth did a soft launch in Rajkot on May 26 before opening his mobile outlet in

Ahmedabad on June 28. "Our business model

is very simple. There is a central kitchen where I store all the fruits that are imported through agents based in Mumbai.

My day begins at 2pm when I collect the required fruits from the central kitchen, load them along with other goods in the truck, finish the basic preparations and head to the food truck park by 6pm," says Parth, who has two helpers and caters to not less than 100 customers each day.

"I earn roughly between Rs 10,000 to Rs 12,000 each day but the satisfaction of helping Amdavadis become health conscious is much more rewarding," says Parth.

It took me nearly three months to experiment and create recipes

MILES TO GO... THE ROAD AHEAD

The most effective way to cope with the change is to help create it. That is exactly what the Institute has been doing for over three decades now – helping create 'change'. Owing to transforming landscape of entrepreneurship in the country and realising potential of education in bringing change to the lives of people, the Institute not only carved its niche in the education sector but also became a pioneer and torchbearer of the entrepreneurial movement in India.

With a strong 1,398-alumni base, the Institute has not only churned out several successful entrepreneurs but has also scripted stories of change, stories of inspiration and stories of perseverance through the decades. And, the legacy will continue...



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