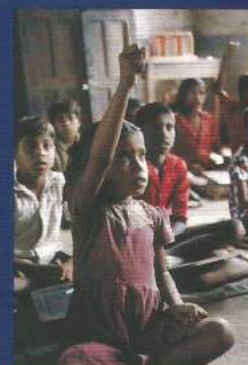
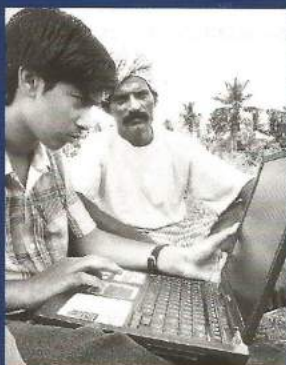
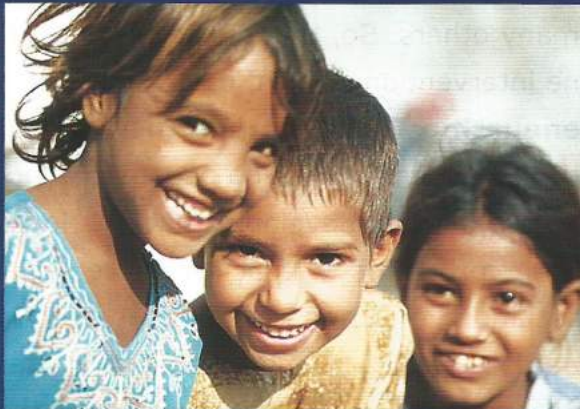


Things are changing...



But together we can change them faster

EDI invites partners for its social entrepreneurship initiative

Join us in building a new India !



Entrepreneurship Development
Institute of India
Ahmedabad, Gujarat, India



rational an appeal

Mega corporate houses are, today, stepping forward in a big way to address certain deep seated 'societal problems'. But yes, one also cannot overlook the obstacles that sometimes frustrate endeavours – these could come either in the garb of organisation's own priorities or bureaucratic hassles or problems in connecting with the target group and many others. So, there is scope towards making a stronger impact with the same interventions which, over time, would lead to sustainable success. **Entrepreneurship Development Institute of India**, which has been working with the basic intent of training people to adopt sustainable livelihood options in India as also in other developing nations, looks forward to striking strategic alliances with corporates so that corporate social responsibilities are carried out in association, ensuring results that acquire sustainability. EDI does not look forward to raising funds alone but invites corporates for strategic relationship to deal with 'societal ills' together, where the Institute would play the role of an active, and result-oriented implementation agency.

'Societal Dilemma' manifests itself in several ways – 'unemployment eating into the self confidence of Youth'; 'Non-availability of basic education depriving children from a better life ahead'; 'inaccessibility to health services making everyday life miserable'; 'women in the clutches of domestic unrest'; 'the lesser privileged sections yielding to the privileged ones'; besides several other turnmoils expressed in one form or the other. What makes these concerns yet more painful is the fact that the society is not laden with one or two of them but several of them together, making the larger community at the helm of deprivation.



EDI plans to launch a **Centre for Social Entrepreneurship** which would serve as an oversight and implementing agency for social projects. It would not only groom professional social entrepreneurs who can run for-profit social enterprises, but also seek funds for its own social development projects and assist corporate houses with their CSR initiatives.

For this ambitious and noble initiative, EDI invites corporate houses and other sponsors to support any or all of its social entrepreneurship activities planned under the aegis of this Centre. With its expertise and several years of academic and training experience, EDI would ensure that social development projects are implemented in a sustainable and effective manner.

Role of CSE :

The centre's primary aim would be to take up projects which are aimed at offering solutions for existing social challenges in the country. The following are the main features of the proposed centre:

- It would function as a full-fledged entity, completely devoted to projects targeted at addressing social problems.
- The focus would be on planning activities to resolve the most pressing social problems which probably are difficult for other organisations to tackle due to the odds involved in dealing with them.
- The centre would be named after the corporate house/sponsor which funds it.
- The sponsorship may cover the cost of setting up the centre (on EDI campus), infrastructure facilities, day-to-day functioning cost as also the salary of professionals employed for various activities. It can also include the cost of promoting activities that will be jointly taken up by EDI and the sponsoring agency.
- CSE would monitor all activities and their implementation to ensure that these benefit the maximum number of beneficiaries yielding utmost results.
- If need be, it would rope in experts to ensure that the projects are result-oriented.

Girish Bharadwaj of Sullia, Karnataka

Girish Bharadwaj has been connecting people in the rural areas for years, by building close to 68 suspension bridges in the rural western ghat regions in Karnataka and Kerala through his firm 'Ayas Shilpa'. The significance of his contribution is that he constructs low-cost suspension bridges in a short time by raising funds from the local communities and thus paving way for development in rural India.

Sponsors are invited to fund the setting up this ambitious centre or become partners in the following initiatives of the proposed centre:

1. Oversight for CSR projects

A number of corporate houses now want to contribute towards building strong and developed societies and have taken up Corporate Social Responsibility (CSR) initiative in a big way. However, often the fruits of such efforts do not fully reach the intended beneficiaries and even become impossible to sustain over a long period of time. EDI offers to support such initiatives where it will,

- Work as an oversight body and implementing agency to ensure that CSR projects of the sponsoring organisations are result-oriented and sustainable.
- Carry out projects professionally and with accountability.
- Publicise the efforts and contributions of the corporate houses sponsoring the projects in the media through newspaper articles, advertisements, presentations, radio announcements and brochures.

2. Chair in Social Entrepreneurship

The Chair would be endowed to an eminent expert and would be named after the main sponsor. The following are its features:

- The Chair will be set up to carry out research activities in the field of social entrepreneurship and document gaps and anomalies as well as best practices in the field.
- The case studies and success stories of social entrepreneurs could be documented and published so that they become a valuable learning resource.
- The research would help in formulating strategies to counter problem areas in this field.
- Lectures by eminent scholars in the field would also be planned to increase awareness about the relevance of social entrepreneurship.



3. Sponsoring Social Enterprise Development Programmes

Enterprise Development Programmes that EDI proposes to conduct under the aegis of the CSE, will groom participants into becoming social entrepreneurs. These entrepreneurs would then set up for-profit social enterprises which unlike NGOs or not-for-profit organisations, will not survive on grants but will be financially independent and self-sustaining units which use their returns to maximise social gains. Following are the main features of the programme :

- It would be a month-long programme and would be conducted in three phases: selection of potential social entrepreneurs; class-room training to impart skills and develop competencies of participants, and the follow-up stage where EDI experts would assist participants in setting up social enterprises.
- The programme would assist participants in identifying their area of aptitude and thus a suitable opportunity, so that impact making social enterprises could be set up.
- EDI would facilitate necessary tie-ups with financial institutions to ensure the viability of enterprises run by graduating social entrepreneurs.
- Four training programmes would be held in a year for 30 students each, so that about 120 social entrepreneurs would have been groomed to set up their enterprises.
- Corporate houses can consider sponsoring candidates joining this programme.

4. Programmes for existing social entrepreneurs

There are already several social entrepreneurs who are running enterprises independently. However, they could be better trained by honing their skills through a systematic training programme. The broad components of the programme are as follows:

- EDI would offer tailor-made programmes to instill leadership skills and managerial competencies in existing social entrepreneurs so that their enterprises develop into dynamic entities and sustain in a competitive environment.

5. Sponsorship for students of 'PG Diploma in Management of NGOs' programme

The thrust of this full-fledged Post Graduate Diploma in Management of NGOs programme at EDI, is on developing skills of prospective NGO managers and imparting knowledge and information about forging linkages required for launching and managing an NGO. The other features are:

Chandra Shekhar Ghosh of Kolkata, West Bengal

Recipient of the prestigious Ashoka fellowship, Chandra Shekhar's inclusive microfinance initiative is aimed at those whose levels of poverty place them beyond the reach of most mainstream microfinance services and who have never before been included in the microfinance movement. Through his innovative pro-poor program, launched under the aegis of 'Bandhan', he has demonstrated that the poorest of the poor can also benefit from financial services.

- Train professionals who can take up social work, as well as to groom individuals to set up their NGOs or social enterprises so that they can efficiently manage development initiatives.
- Impart training to establish and sustain partnerships with the state and donor agencies to achieve their objectives and create a third force which works on the rights of the marginalised through policy advocacy

6. Best Social Entrepreneur Award

Successful social entrepreneurs are those who innovate, adapt to situations well and stand strong against all odds to bring about a tangible social change through their efforts. Rewarding such entrepreneurs and recognising their contribution would not just motivate them, but also other social entrepreneurs across the country. The award can be named after the corporate house sponsoring it and can comprise a cash prize, citation and a trophy, which could be given away at a highly publicised event.

7. Sensitisation Workshops in universities and colleges

Sensitisation Workshops in universities and colleges across the country have also been planned to spread greater awareness about social entrepreneurship, so that more youth join this line of work. A series of programmes (in association with the sponsor), workshops, seminars and other events can be planned to enlist greater cooperation from institutions of learning in EDI's mission to make this field popular and ensure that our society becomes a better place to live in.

About 1,500 students will be targeted through visits to 15 colleges every year. The contribution of sponsors would be appropriately highlighted during the event.

While EDI has continued to produce successful entrepreneurs, it has also been committed to making them understand the virtues of fulfilling their corporate social responsibilities. Now, it hopes to groom social entrepreneurs whose sole aim would be to do business for the betterment of the society.



The Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions – the IDBI Bank Ltd, IFCI Ltd., ICICI Ltd. and State Bank of India (SBI). The Government of Gujarat pledged 23 acres of land on which stands the majestic and sprawling campus. EDI, a not-for-profit organisation registered under the Societies Registration Act-1860 and the Public Trust Act-1950, is engaged in promoting Entrepreneurship through education, research & training.

To pursue its mission further, EDI has helped set up 12 state-level exclusive entrepreneurship development centres and institutes. In view of EDI's expertise in entrepreneurship, the University Grants Commission had also assigned it the task of developing curriculum on developing textbooks in entrepreneurship for class 11 and 12.

EDI's mission has led to the emergence of several training programmes around strategic thrust areas for a variety of target groups. Some of EDI's notable achievements are:

At the national level:

- ◆ Has trained a record 20,000 entrepreneurs across the country through its entrepreneurship development programmes (EDPs).
- ◆ Has created a network of institutions throughout India, which annually grooms 20,000 first-generation entrepreneurs; 50% of them have already set up their own ventures.
- ◆ Has trained over 2,700 trainers and teachers who assist organisations, colleges, NGOs and banks in their entrepreneurship development efforts.
- ◆ Its EDP model is now being implemented by more than 500 organisations in India and in several developing countries of Asia and Africa.
- ◆ Its two-year project for the economic rehabilitation of earthquake-affected people of Kutch & Saurashtra in Gujarat through EDPs has yielded notable results.
- ◆ Its effort in creating enterprises in the area of food processing through implementation of EDPs has led to an investment of a whopping Rs 7,862 lakh.

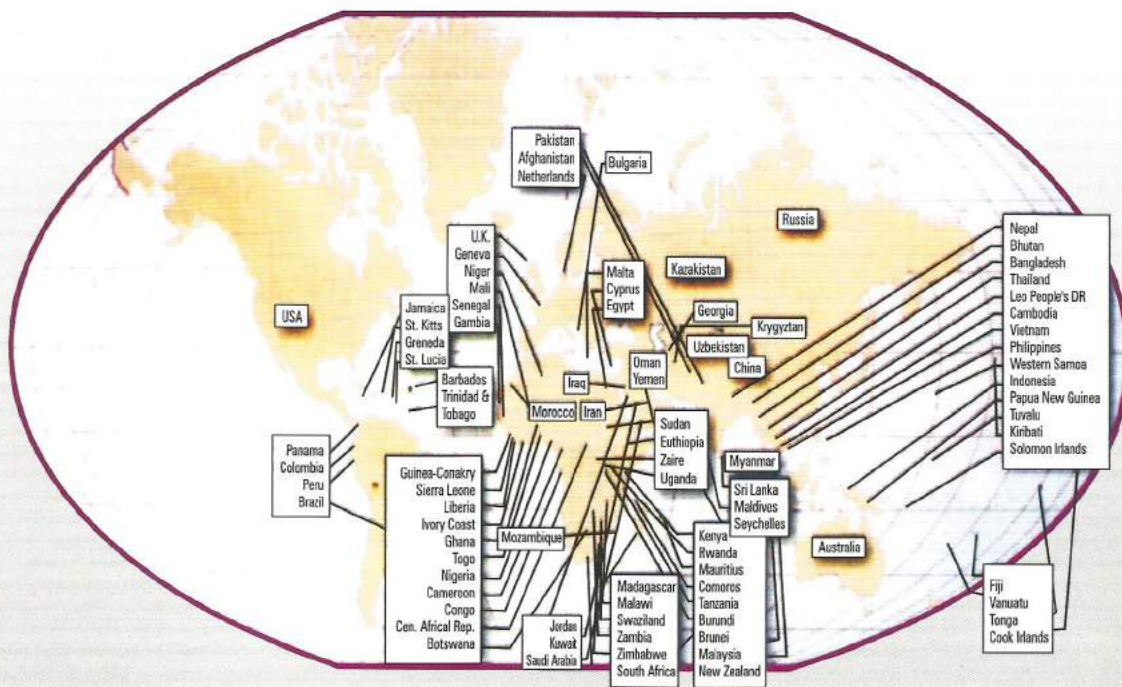
Chinnu Srinivasan of Vadodara, Gujarat

In 1983, Chinnu Srinivasan founded a pharma manufacturing unit, Low Cost Standard Therapeutics (LOCOST), in Vadodara, which has been supplying essential medicines at affordable prices to the poor. LOCOST has been supplying drugs to over 100 civil society organisations (CSOs) for the past 23 years. Despite all the expenses that go into maintaining a high standard, it is able to sell its drugs at one-fourth or one-tenth the price of drugs being sold in the retail market and what's more, earns 10% profit on the drugs sold, according to its officials.

At the international level:

- ◆ UNIDO – Government of India had established an 'Inter Regional Centre for Entrepreneurship and Investment Training' at EDI for promoting entrepreneurial activities in Mozambique, Sudan, Yemen & Lao PDR. Besides, the Institute has set up Entrepreneurship Development Centres in Lao PDR, Cambodia, Myanmar and Vietnam and is presently working on setting up an ED Centre in Tashkent (Uzbekistan). With the support of the Indian Technical and Economic Cooperation, Ministry of External Affairs, Govt. of India, the Institute has initiated customised programmes to impart an entrepreneurial thrust to nations around.

The credentials and accomplishments of EDI have elevated its stature to that of an international resource centre in entrepreneurship training and institution building.



edi's international interactions

Inir Pinheiro of Purushwadi village, Maharashtra

Inir Pinheiro's company, Grassroutes, works towards empowering local village communities through access to livelihood opportunities in tourism, by encouraging them to showcase their lifestyles, environment and culture. When tourists visit villages falling in the Grassroutes network, it bolsters their local economies and gives communities a chance to promote their way of life, culture and knowledge systems.

acknowledgements

EDI is privileged to receive cooperation of premier Institutions and gratefully acknowledges the support extended by :

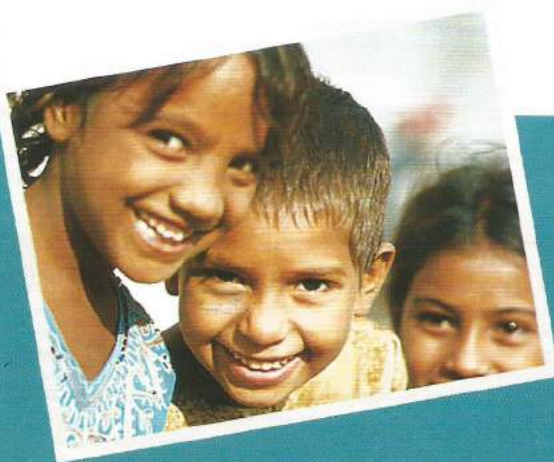
NATIONAL LEVEL INSTITUTIONS/BUSINESS HOUSES

- Bharti Enterprises
- Central Silk Board (CSB)
- Department of Science & Technology (DST), Govt. of India
- Development Commissioner, Small Scale Industries (DCSSI), Govt. of India
- Development Commissioner (Handlooms) Govt. of India.
- Indian Technical & Economic Cooperation, Ministry of External Affairs, Govt. of India
- Industrial Development Bank of India (IDBI)
- Industrial Finance Corporation of India (IFCI)
- Industrial Credit & Investment Corporation of India (ICICI)
- Khadi & Village Industries Commission (KVIC)
- Kudumbashree, Kerala
- National Entrepreneurship Development Board (NEDB)
- National Bank for Agriculture & Rural Development (NABARD)
- Rural Development & Self Employment Training Institute (RUDSETI)

- Rashtriya Gramin Vikas Nidhi (RGVN)
- Sir Ratan Tata Trust (SRTT)
- Small Industries Development Bank of India (SIDBI)
- State Governments of Gujarat, Tamil Nadu, Kerala, Karnataka, J&K, Meghalaya, Mizoram, Assam
- State Bank of India (SBI)
- Technical Cooperation Scheme of Colombo Plan, Ministry of Finance, Dept. of Economic Affairs, Govt. of India
- UNIDO - Cluster Development Programme, New Delhi
- Zydus Cadila Group of Companies

INTERNATIONAL INSTITUTIONS

- British Council
- Commonwealth Secretariat
- European Commission
- Ford Foundation
- Friedrich-Naumann-Stiftung (FNSt)
- International Labour Organisation (ILO)
- United Nations Industrial Development Organisation (UNIDO)
- World Bank
- Deshpande Foundation - USA



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Chairman
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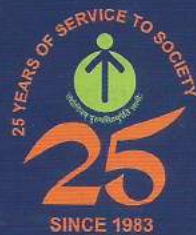
Dr. Dinesh Awasthi

Director
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how to initiate the process

The sponsoring agency/corporate house willing to join hands with EDI may contact the Institute at its Head Office address. A team of Experts/Faculty Members will, subsequently, pay a visit to the concerned agency/house to make a detailed presentation. The agreement will be formalized with the signing of an MoU between the two organizations.

Dr. Dinesh Awasthi
Director-EDI

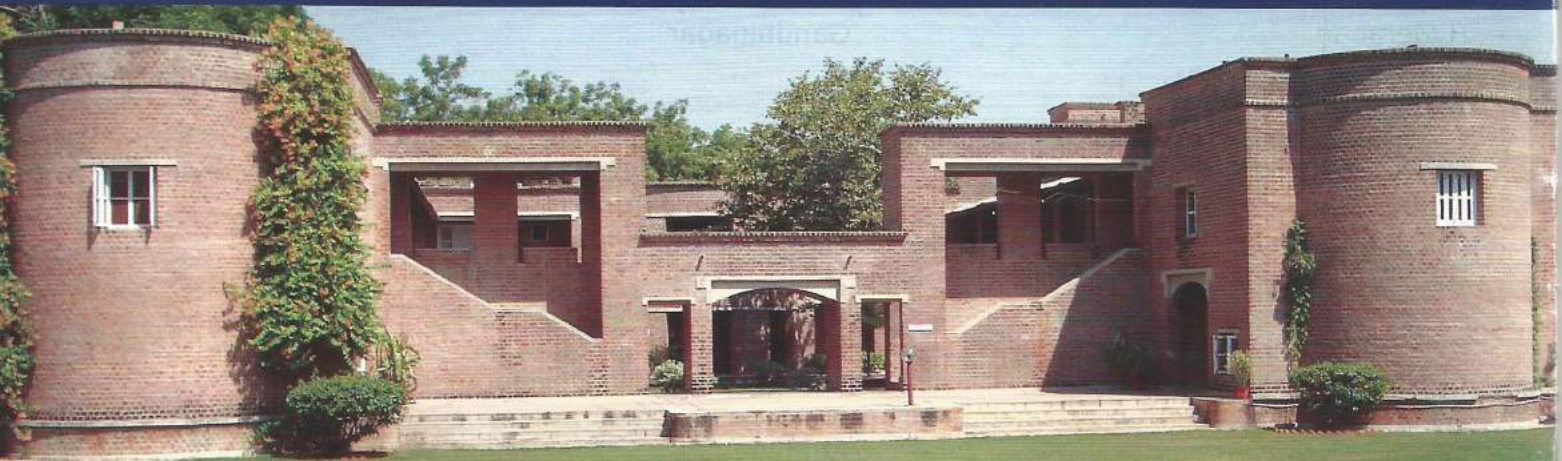


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