

**EDII**

# Reports 107

August-October 2019

From the  
Director General's Desk



## Ethics and Morality in Business

(addressed to all young entrepreneurship enthusiasts)



**I**n today's dynamic and volatile times, entrepreneurs are the leading agents of the developing economy. They are taking on gigantic conflicts, tackling complex issue, and outfitting unimaginable skills, to make innovative choices for dealing with various issues facing them and their enterprises. Many enterprises these days have faced losses worth billions on account of embezzlement of finances which showed returns in the beginning but later backfired,

resulting in huge losses. Is it a time to pause and emphasize the importance of moral codes and standards in business?; Is it time to pen some critical moral dictates in business?

India is encountering a flood of enterprising vitality and the millennials reacting with equivalent dynamism. The nation intends to be one of the most sought after entrepreneurial set ups via inclusive policies, solid institutional arrangement and dynamic interest of private sector. EDII acts as a facilitator for potential



**Entrepreneurship  
Development  
Institute of India**

(continued...)



entrepreneurs through their various programs and initiatives which help the entrepreneurs conquer the hindrances and inhibitions and facilitate in figuring out how to work at different levels of vulnerability.

It is important for the leaders to avoid getting lured by unethical ideas that assure immediate gains. What is important is that the leaders weigh the consequences of their decisions in the long run and work out a trajectory where there is a conjunction between ethical behaviour, business operations and societal interests.

I am glad to affirm the fact that we are encouraging entrepreneurship and the emergence of entrepreneurial community with business ethics and morale. We're devoted to helping the potential entrepreneurs explore troublesome situations effectively and ethically. Every choice is laden with options-both ethical and unethical, however with the correct methods and values it is easy to figure out paths. All startups ought to have knowledge and the right approach to these frameworks. We are committed to associating ethical codes with business enterprises.

EDII feels inspired and is committed to contribute to the inculcation of ethics amongst the new, potential and upcoming entrepreneurs....

- Sunil Shukla

# Congratulations !!!



*Shri Milind Kamble, Founder Chairman, Dalit Indian Chamber of Commerce and Industry and esteemed EDII Board Member receiving the award in the presence of Members of UK Parliament, Mr. Virendra Kumar Sharma, Mr. Bob Blackman and Mr. Gareth Thomas*

EDII is happy to announce that it's esteemed Board Member, Shri Milind Kamble, Founder Chairman, Dalit Indian Chamber of Commerce and Industry has been honoured with the Global Gandhi Award 2019 for bringing about economic revolution in the underprivileged community in India. The award was presented on the occasion of 150th birth anniversary of Mahatma Gandhi at an event, 'New India Rising India' organised at the House of Commons of the United Kingdom and Northern Ireland, Palace of Westminster, London on 7th October, 2019.



Also, another moment of glory came to Shri Milind Kamble Ji as he was conferred with the Honorary Doctorate of Science, Honoris Causa by Babasaheb Bhimrao Ambedkar University (Central University), Lucknow



◀ *Dr. Vallabh Kathiria, Chairman, Rashtriya Kamdhenu Aayog visited EDII on October 19, 2019 to discuss how cow based entrepreneurship could be promoted in Gujarat. Seen here is Dr. Vallabh Kathiria with Dr. Sunil Shukla, Director General-EDII*



▲ *Dr. Vallabh Kathiria interacting with faculty members on scope and opportunities in the field.*

## Gratitude !!!



*Dr. Sunil Shukla, Director General, EDII, expressing gratitude to Shri P K Gupta, Managing Director (R&DB), State Bank of India, during a meeting to apprise him about the activities of the institute with focus on its development initiatives. Also present in the meeting was EDII's Governing Board Member, Shri Devi Shankar Mishra, Chief General Manager (SME & Supply Chain Finance), State Bank of India. SBI has been one of the primary promoters and key supporters of EDII.*

## A Warm Welcome !!!



*EDII extends a warm welcome to Shri Devi Shankar Mishra, Chief General Manager (SME & Supply Chain Finance), State Bank of India, on its Governing Board. Shri Mishra has over 33 years of experience in retail, industrial finance and credit banking and has been associated with several key projects like handling IT vendor, core banking applications like; CBS, LLMS, Trade Finance, Treasury etc. EDII looks forward to guidance and mentorship of Shri Devi Shankar Mishra.*

## Expanding the Frontiers of ENTREPRENEURSHIP



*Against the backdrop that it is important for any nation to imbibe the ideals of entrepreneurship in its population, Dr. Sunil Shukla, Director General, EDII and Dr. Sanjeev Chaturvedi, the then Director, National Institute of Micro, Small and Medium Enterprises (NIMSME), Hyderabad signed an MoU to initiate activities with this mandate. Seen here is Dr. Arun Kumar Panda, IAS, Secretary, Ministry of Small and Micro Enterprises, Govt. of India and esteemed Board Member, EDII, commending the two institutes on this thoughtful initiative and extending his best wishes.*

## A STRONGER routing to ENTREPRENEURSHIP in Uttar Pradesh



◀ *Shri Siddharth Nath Singh (in the centre), Cabinet Minister; MSME, Investment and Export, Textile, Khadi & Gram Udyog, Govt. of Uttar Pradesh seen with Dr. Ashish Bhatnagar, Faculty, EDII (L) and Mr. Chanchal Kumar Singh, Project Officer, EDII- Lucknow (R). Dr. Bhatnagar and Mr. Singh briefed Shri Siddharth Nath Singh on EDII's ongoing projects in U.P and sought support to extend the activities further.*

## Orientation on Entrepreneurship



*Dr. Sunil Shukla, Director General, EDII addressing the students and the faculty of Atal Bihari Vajpayee School of Management and Entrepreneurship, Jawaharlal Nehru University, New Delhi on the finer aspects of entrepreneurship and its relevance in the present day economy. Also seen are Prof. Sudhir K. Jain and other faculty members of Atal Bihari Vajpayee School of Management and Entrepreneurship, JNU, New Delhi.*

## Entrepreneurship in Namibia



*Prof. Kenneth Kamwi Matengu, Ph.D., Vice Chancellor, UNAM, University of Namibia and Dr. Sunil Shukla, Director General, EDII signing MoU to jointly undertake entrepreneurship related activities among students of Namibia*

## In Memory...

### *Dr. V G Patel Memorial Lecture Series*



*Dignitaries : (L-R) Shri Prabhat Kumar, Former Cabinet Secretary & Former First Governor of Jharkhand; Shri Anil Bhardwaj, Secretary General Federation of Indian Micro & Small and Medium Enterprises and esteemed Board Member of EDII; Dr. Mauli Patel, Daughter of Late Dr. V.G. Patel, lighting the ceremonial lamp to mark a beginning to the lecture series*



*Dr. Sunil Shukla, Director General-EDII paying homage to Late Dr V G Patel*



*Mr. Harsh Patel, Entrepreneur and son of Late Dr. V.G. Patel paying homage to the great exponent of entrepreneurship development*

**E** DII instituted Dr. V. G. Patel Memorial Lecture Series to celebrate the life and principles of this great leader and reformer. Dr. Patel, the pioneer of entrepreneurship, also popularly hailed as the 'Father of Entrepreneurship Movement', passed away on April 4, 2019. The inauguration of the first lecture of the series took place on September 6, 2019 at EDII Campus. The event was planned on the eightieth birth anniversary of Padma Shri Dr. Viharidas Gopaldas Patel. EDII was privileged to have Shri Prabhat Kumar, Former Cabinet Secretary &

Former First Governor of Jharkhand for this inaugural lecture of the series on the topic "Entrepreneurship with an Ethical Twist". Also present on this solemn occasion were EDII Board members, Shri Anil Bhardwaj, Secretary General Federation of Indian Micro & Small and Medium Enterprises, family members of Dr. V.G. Patel, policy makers, entrepreneurs and students.

The event began with Dr. Sunil Shukla, Director General, EDII recounting Dr. Patel's commitment towards entrepreneurship, small industry policies and growth management. Dr. Shukla enumerated how Dr. Patel had given the status of a nationwide movement to the discipline of entrepreneurship. He also expressed to carve a path for themselves, entrepreneurship aspirants must learn never to compromise with ethics that govern business and the nation. He added that India aims to become one of the most sought after startup destinations in the country through amalgamation of proactive policies, strong institutional setup and dynamic participation of private sector.

Distinguished speaker, Shri Prabhat Kumar, Former Cabinet Secretary & Former First Governor of Jharkhand addressed the audience on the subject 'Entrepreneurship with an Ethical Twist'. Shri Kumar discussed about the various facets of ethics in business environment and the need to abide by these. "Multinational companies have failed the test of ethics and social accountability time again and hence it becomes the responsibility of budding entrepreneurs along with government and institutions like EDII to take the initiative and be in vanguard of ethical movement," he said, adding that the fact that ethical framework in the country has to emerge from the entrepreneurs.



Shri Prabhat Kumar emphasized on the significance of ethics as the core of business as this, he said, leads to social good. He quoted George Bernard Shaw implying that it is the power of the unreasonable people which keeps the world going round and progressing and these unreasonable people are the world's entrepreneurs. The unique attribute of entrepreneurs which makes them distinct is that they never take credit for making



*Shri Prabhat Kumar, Former Cabinet Secretary & Former First Governor of Jharkhand being felicitated as a distinguished speaker at Dr. V.G. Patel Annual Memorial Lecture Series, 2019 by Dr. Amaral H. Kalro, Former Director, IIMK, Prof. Emeritus, Ahmedabad University, Academic Advisor, Ahmedabad Education Society and esteemed Board Member of EDII, at the inaugural lecture of the series*



*The dignitaries planting a sapling to pay tribute to Dr. V.G. Patel on the occasion*

change and give credit to the people who brought about the change. Such entrepreneurs, he said, are needed for regaining and instilling ethical fibre in businesses. He gave examples of enterprises working as role model and talked about the movement 'Responsible 100' which he believed will act as

benchmark for businesses to have positive impact on society. The lecture ended with the esteemed guest requesting all the people and the institute to emphasize the significance of ethics in business and help in creating a framework for social business.



**Entrepreneurship Development  
Institute of India (EDII)**

**&**

**Tourism Corporation of Gujarat Ltd. (TCGL)**

announce



**Three-Month Certificate Programme on  
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For new and existing tourism entrepreneurs

**COURSE COVERAGE:**

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- **Business counselling & support and handholding for establishment of new enterprises**
- **Mentoring and guidance for sustenance and growth.**
- **Study visits and entrepreneurial intreractions**

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Shri Anil Bhardwaj, Secretary General Federation of Indian Micro & Small and Medium Enterprises also shared the opinions and views on this topic and shared insights from cases of multiple entrepreneurs in various sector like Muhammad Yunus, founder of Grameen Bank in Bangladesh; Dr. Devi Shetty, founder of Narayana Health and many more who are the role models for today's budding entrepreneurs.

This Annual Lecture Series will continue to ensure that we remain connected to the principles and values that Dr. V.G. Patel propagated when it came to entrepreneurship and the lectures by eminent guests will also serve the goal of popularizing the various dimensions of entrepreneurship.



## Entrepreneurship Makes A DEEPER IMPACT on Students

EDII joined hands with Koshys Group of Institutions to promote entrepreneurship among their college students in Bangalore. Koshys is one of the prestigious higher education institutions in Bangalore. EDII will train thirty students for a certificate course in Entrepreneurship, thus motivating and guiding them to pursue entrepreneurship as a career after their bachelor's degree. To achieve this goal, EDII's Southern Regional Office conducted a two-day Faculty Orientation Programme at Koshys Institute on 11th and 12th October 2019, so that the college faculty could get oriented to the nuances of entrepreneurship as a discipline and train and motivate students to pursue it.

This programme was formally inaugurated by Mr Biju Thomas, Managing Director, Seven Seas Global Express Logistics Pvt Ltd, Bangalore, CEO of Koshys Group of Institutions, and Heads of other



*Faculty Members at the programme*

Departments. More than 40 Faculty members from Koshys attended the programme and they were exposed to Entrepreneurial Competencies, Product Innovation, Enterprise Creation and other related area of entrepreneurship, which are all a part of the syllabus to be covered under the certificate course.



*Ms. B R Poornima, Project Coordinator, FDP, being felicitated by Dr. Sarah Kunnath, HoD, Dept. of Management at Koshys Group of Institutions*

## THE FACULTY GROUP

**Ensures that the Impact Increases Manifold**

**W**ith entrepreneurship gaining grounds, teachers of entrepreneurship have come to play a major role as they mentor students and ensure that they grow in terms of acquiring knowledge on entrepreneurship and keep up their motivation.

EDII aids by grooming and equipping faculty members to impart learning in entrepreneurship as well as counselling youths to adopt entrepreneurship as a career. A national Faculty Development Programme (FDP) in Entrepreneurship was successfully conducted at the EDII campus during September 16-27, 2019 to impart such training and orientation to faculty group. Spread over two-week, this Faculty Development Programme was attended by 34 participants from eleven states.

The major objective was to expose the participating faculty members to the comprehensive Entrepreneurship Development Process and equip them with skills to coordinate and organize entrepreneurship development related activities in their institutions.

Mr Pankaj Bharti, Programme Director, FDP said, "We had an enthusiastic batch of participants, who humbly stepped into the role of students at EDII and made the programme a memorable experience. The programme offered the participants training in of conceptual and practical aspects of



*Exposure Visit of FDP participants.*

different facets of entrepreneurship."

The participating faculty members were trained in business opportunity identification and entrepreneur motivation aspects in addition to exposure in several dimensions of entrepreneurship viz. the process, self-assessment tests, selection of potential entrepreneurs, role of DST, business plan, creativity and problem-solving, emerging business opportunity, intra-group dynamics, market, and technical and financial analyses.



At the valedictory function of the programme, Dr. Sunil Shukla, Director General-EDII expressed his happiness over the fact that people from different parts of the country had come together to reinforce entrepreneurship. He further shared insights on developing a comprehensive curriculum on entrepreneurship and discussed various pedagogical tools and institutional support that can be given to student startups. "The mission of any good faculty development program is to support faculty in their professional development in order to ultimately improve students' learning. It is critical for faculty to have in-depth knowledge and practical understanding of necessary pedagogical techniques and research skills as also awareness about latest research and



*Dr. Pankaj Bharti, Faculty, EDII & Programme Director addressing the FDP participants.*

industrial development in their specialized areas. We will continue to strive to make FDP a rewarding experience for entrepreneurship educators.”

The participants expressed that they had an insightful stay at EDII and added that they had acquired immense confidence and motivation to conceptualize, design and implement entrepreneurship related activities. They said that the two weeks' experience would take them a long way in widespreading entrepreneurship.



*Participants seen during an interactive session as a part of FDP curriculum.*

### Their Impressions...



“EDII exposed me to knowledge, skills and competencies in the domain of entrepreneurship. Here I got a chance to explore teaching models, research initiatives, business plans, DST schemes etc. The programme, faculty and the team I worked with helped me realize my true potential as a teacher and counsellor. I will use this knowledge to help my students so that entrepreneurship burgeons.”

**Prof. Remi Subhankar Mitra, Asst. Professor, Ganpat Vidyannagar Mehsana.**



“The seed of entrepreneurship has been sown in our minds. We will now nurture it and will share its fruits with students and the teaching community. So I would like to call this entire effort by EDII as that of nation building. Thank you EDII for the enlightenment, enrichment and empowerment.”

**Prof. Rohit Rajwanshi, Asst. Professor, Dayalbagh Educational Institute.**



“FDP provided an opportunity to dip into the ocean of knowledge. The well-structured programme, the pedagogy and experienced & enthusiastic faculty made it a great learning experience. The practice sessions, assignments and workshops, group works and presentation etc. helped me move towards a systematic understanding of research and entrepreneurship training at higher level.”

**Prof. Senthil Velan, Asst. Professor, Sri Venkateshwara College of Engineering.**

## In a Bid to Unleash 'Entrepreneurial Leadership' Potential

In today's fast changing and competitive environment, organizations need an Entrepreneurial-leader who not only influences the employees to achieve the objective of the organization but also sees opportunities, more than problems, and finds ways to optimize performance within the existing resources. Hence the importance of leadership in the discipline of 'entrepreneurship' holds immense significance. EDII with this very motive organized an Entrepreneurial Leadership Programme (ELP) in collaboration with National Small Industries Corporation Limited (NSIC) during 2-21 September, 2019, especially designed for senior level officials of NSIC.

This was the first-of-its-kind programme, aimed at developing the capabilities of the NSIC senior officials. The three week long programme had been meticulously designed to help senior leaders achieve their potential & drive the growth of their organization and economy as a whole. The programme witnessed a total of 20

participants from places like Bangalore, New Delhi, Ahmedabad, Faridabad, Sahibabad, Jaipur, Guwahati, Aligarh, Chennai and Bhubaneswar. The core idea of this endeavour was to instil in the participants a unique leadership style and develop a map for professional and personal transformation.

The programme targeted results through a blend of intensive and immersive on-campus learning and classroom interaction. Focus was on creativity, innovation, role of leadership & its different stages, wherein emphasis was laid on various aspects of marketing, corporate entrepreneurship, managing stress and conflict, entrepreneurial motivation and emerging opportunities of MSME sector. A few simulation exercises on 'Entrepreneurial Leadership' were also conducted that enabled the participants to understand and develop innovative ideas. Psychometric tool was used for assessments on relevant dimensions of thinking and behaviour.

Dr. Pankaj Bharti, Programme Director, expressed happiness over the growing importance of Entrepreneurial leadership programme. He said, "The feedback of the participants was encouraging. We sought to give individual attention to each of them, assessed their problem and worked out solutions. Their capabilities were developed in the context of entrepreneurial leadership. They were engaged in self-reflection, self-discovery, and discussion through reflective activities. The programme outlined their growth and development as a leader."

An MSME cluster visit was also organized in and around Ahmedabad so as to enable participants to know the intricacies those cluster face and debate on the remedial measures to be taken. To orient participants on the new ways of doing trade, some sessions on the topic of "Doing Business Online/E-commerce" were conducted. Institutional visit to Indian Institute of Management Ahmedabad (IIMA) and Central Institute of Plastics Engineering & Technology



*Participants of ELP seen with (4th from L) Dr. Sunil Shukla, Director General, EDII; (R-L, First Row) Dr. Satya Acharya, Associate Senior Faculty, EDII; Dr. Amit Dwivedi, Associate Senior Faculty, EDII; Dr. Sanjeev Chaturvedi, Chairperson, PGP, EDII; Mr. S.B. Sareen, Sr. Trainer, EDII and Dr. Pankaj Bharti, Faculty, EDII and Programme Director, ELP.*

(CIPET) gave the participants further exposure.

Dr. Sunil Shukla, Director General, EDII in his concluding remarks during the valedictory function, urged the participants to always aim for a step beyond their routine activities. He brought to everybody's notice the prevailing competition in every field and emphasised how important it was for people to have an edge over others in order to excel. He said,

“Leadership in organizations in the current context requires an overall understanding of the fast-paced changes of both the external and internal environments to be able to respond effectively.” The programme enabled the participants to provide an ideal platform for leaders to explore to make strategic choices according to the vision of the organization. It also provided a platform for key decision makers to reflect upon new directions, actions, choices,

and strategies for implementation. We look forward to training more senior professionals in the subsequent programmes.”

The participants of the programme opined that the programme had given them a unique confidence besides helping them reach near perfection with regard to acquiring unique tools and techniques on the subject of Entrepreneurial Leadership. They all agreed that the exposure they had got was comprehensive.



*As Guest of Honor, Dr. Sunil Shukla, Director General, EDII inaugurated the nationwide Idea Challenge Competition at the Startup Entrepreneurship Summit at National Engineering College, Kovilpatti, Tamil Nadu.*

*Seen here is Dr. Shukla addressing students at the Startup Entrepreneurship Summit. Also present on the occasion was (extreme L) Dr. Raman Gujral, Senior Faculty-EDII*

# UPLIFTING Village Endeavours THROUGH

## Start-up Village Entrepreneurship Programme [SVEP]

The SVEP with a mission to create sustainable self-employment opportunities for youths in villages was initiated by Ministry of Rural Development, Government of India. EDII being the National Resource Organization (NRO) for the SVEP 4-year (i.e., January 2016 – March 2020 and March 2017 – March 2021) duration project, is responsible for implementing the program in pilot blocks of select states with State Rural Livelihood Mission (SRLM) and also providing the requisite support to state missions to further saturate SVEP intervention in the state. SVEP has been launched in 57 blocks across 13 states.

Through SVEP, EDII's principle point has been to develop rural business people by building up a sustainable model for Village Entrepreneurship Promotion via coordinated Information & Communication Technologies (ICT) and tools for training and capacity building and enterprise advisory services. The program caters to all sections of people in the

village to make sure the benefits are availed equally by the people. Dedicated efforts have been made to achieve this by developing local resources and creating a pool of village level community cadre [Community Resource Persons – Enterprise Promotion (CRP - EPs)] and building the capacity of the National Rural Livelihood Missions and SHG federations to monitor and direct the work of the CRP-EPs. Till date, 295 female and 301 male community resource person have been trained to carry out the task.

State	Total No. of Blocks
Madhya Pradesh	5
West Bengal	9
Chhattisgarh	4
Haryana	4
Uttar Pradesh	11
Jammu & Kashmir	2
Odisha	8
Jharkhand	3
Telangana	2
Gujarat	3
Punjab	1
Assam	3
Uttarakhand	2
<b>Total</b>	<b>57</b>



*Idol Making Unit of SVEP Entrepreneur*

So far, 25,342 enterprises have been promoted and Rs. 69.15 Crores have been disbursed. Also, 955 enterprises have been provided with loans worth Rs. 3.56 Crores via various financial organisations. Under Udyog Aadhar, 5283 SVEP enterprises have been registered which would help the entrepreneurs receive a host of benefits, including credit linkages, ease in licensing and applicable concessions/subsidy. 17 newly joined Mentors of 6 States were given mentor training in the finer operational nuances of SVEP and its implementation processes during 17th to 23rd September, 2019. 1790 Entrepreneurs have been trained in last three months for enterprise management.

### Caste and Gender wise distribution of entrepreneurs promoted under SVEP :

Caste	Female Entrepreneurs	Male Entrepreneurs	Transgenders	Total
General	2078	1827	0	3905
Minority	452	368	1	821
OBC	5987	4300	0	10287
SC	2377	2018	0	4395
ST	5061	1801	0	6862
<b>Total</b>	<b>15955</b>	<b>10314</b>	<b>1</b>	<b>26270*</b>

(\*Including Group Enterprises)

### SVEP Software:

The integrated approach of the programme takes into consideration IT based software (GIS enabled) for various benchmarks viz. preparation of Detailed Project Report, establishment of performance monitoring system to track the status of enterprises being supported, management information system for monitoring the progress in various categories of enterprises, performance monitoring of community cadre created for enterprise promotion etc. Field level training on SVEP software has been conducted for Community Resource Persons in 38 blocks of 11 states. This would enable the CRP-EPs to prepare business plans and track the progress of enterprises on the mobile app.



### Exposure visit by Jharkhand SRLM to Odisha Block

EDII developed innovative and community friendly practices for SVEP implementation, and to adopt the same State Project Manager & Team of JSLPS (Jharkhand SRLM) has visited the Ranpur Block of Odisha. During the visit, the team interacted with the BRC members, entrepreneurs, visited few enterprises and studied their book of records. BRC, Ranpur has promoted 1579 enterprises till date and has cadre of 12 CRP-EPs.

Entrepreneur Handbook on Enterprise Management was launched in West Bengal. These were distributed among entrepreneurs to give them requisite information with regard to setting up and managing a business efficiently and effectively

Jagdish Customer Service Centre of Thetaitanger block has been honored with SVEP Enterprise award and recognized by Jharkhand State Livelihood Promotion Society, Govt. of Jharkhand for its services in remote area



“Absence of adequate business skills, handholding support and access to finance to rural youth willing to adopt entrepreneurship, became the premise of SVEP. I am glad that the goals of this programme have been met and more and more people are coming within the folds of the programme. Today, we envision benefitting the households and communities even beyond financial gains, by striving to help them gain a sense of dignity and self-reliance leading to great social change.”

— **Dr. Rajesh Gupta, Faculty,  
EDII & In charge SVEP.**



## A testimony...

**L**axmi, a 38 year old SHG member from Sui Village in Haryana started her business in the field of tailoring for better income options. She has a family of 6 members and with basic stitching, she was not able to provide for the family. She wanted to make this as her profession and run a full fledged business but due to lack of adequate skills and finance she was not able to start her own venture.

She came forward with the idea of starting a Tailoring and Garment shop business through SHG members under SVEP program. She received financial aid and support to run the business and was provided with orientation training. Today, she is successfully running her business and earning around Rs. 5000 per month. Due to her good interpersonal skills and quality of work, the number of customers is rapidly increasing. Laxmi is gradually expanding her reach to readymade garment shops to sell garments made at her venture.



## AWARENESS programme on RURAL Waste UTILIZATION

**W**omen's Self-Help Groups (SHGs) have increasingly been used as a vehicle for social, political, and economic empowerment. They have come to be recognised as key participants in efforts to achieve social transformation. In a step towards productive utilization of rural waste and recycling the same for managing the solid waste at village level, an awareness programme on rural waste utilization was organised for around 100 women from 20 villages of Ahmedabad and Mehsana districts. The main objective of organizing the workshop was to educate rural women on different kinds of waste and make them understand the importance of its segregation. This programme was a part of 15 programmes to be undertaken before March 31, 2020, wherein the institute will generate awareness

among 1500 women from Gujarat through Gujarat Livelihood Promotion Company under Department of Rural Development, Government of Gujarat. The programme was conceived by, and implemented under the guidance of, **Shri. S. J. Haider**, IAS, Commissioner of Rural Development & Principal Secretary to Government, Panchayats, Rural Housing and Rural Development Department (Rural Development)

The programme received excellent feedback and as the participants said, they were trained in all aspects of waste management and reproducing articles from recycled waste. This programme has brought improvement in the quality of life of rural women.

## Creating a DEEPER understanding on ENTREPRENEURSHIP

Two Entrepreneurship Sensitization & Development Programmes were conducted in Sidharthnagar and Bahraich Districts of Uttar Pradesh. The programmes were sponsored by DST. The objective of this programme was to create awareness among the beneficiaries about the various facets of entrepreneurship so that entrepreneurship gains acceptance as a career.



▲ Participants being awarded certificates during ESDP Training at Bahraich

## WOMEN POWER 2019...

### *Unleash The POWER Within You*

Entrepreneurship has taken a leap in India's economy and there has been a significant increase in the startup ventures. With respect to Women and Entrepreneurship, there has not been much rise in the number of women entrepreneurs due to multitudes of issues faced by women through the various stages of entrepreneurial journey as well as gaps in the eco system. Women have largely remained invisible to society primarily due to the widespread notion that men are the bread earners of the family. But in recent years, a number of factors and efforts from various stakeholders and quarters have led to the visibility of women entrepreneurs.

Keeping focus on the aspect of encouraging and creating entrepreneurship amongst women, a daylong conference on the 4th edition of "Women Power 2019" was held at EDII on September 7th, 2019. Organized by Billennium Divas Fund Pvt. Ltd in association with EDII, the conference appreciated the efforts of women

entrepreneurs. It also discussed the issues women face in becoming an entrepreneur and balancing various roles. The event was a huge success and was attended by 'Who's-Who' of the Start-up circle, mentors, investors and industrialists. The Chief Guest of the event was Smt. Anju Sharma IAS, Principal Secretary (Higher & Technical Education), Education Department, Government of Gujarat. Eminent personalities shared insightful information on

leadership, women empowerment, and issues typical to women when they decide to venture out as entrepreneurs. The event saw participation of more than 150 entrepreneurs from across the country.

The theme of the event "Unleash the Power within You", covered a range of topics such as

- Women Entrepreneurs Leading from the front: Changing Industries with Innovation



*Chief Guest (3rd from Right) Ms. Anju Sharma, IAS, Principal Secretary (Higher & Technical Education), Education Department, Government of Gujarat with (3rd from Left) Dr. Sunil Shukla, Director General, EDII; (2nd from Left) Dr. Satya Acharya, Asso. Sr. Faculty, EDII and other dignitaries*



*“Today, the biggest challenge that the startups are facing is lack of women-led ideas. Women are the largest untapped reservoir of talent in the world. We want more women entrepreneurs to emerge. They have to come forward and take the plunge. The need-of-the-hour is to encourage and support women to embrace entrepreneurship.”*

**– Ms. Anju Sharma, IAS, Principal Secretary,  
(Higher and Technical Education)  
Education Department, Government of Gujarat**

- Startup Gujarat: Government's role in building a Vibrant Startup Ecosystem
- Growth Hacking in Business- building an empowered community to grow
- Money Manifestation
- Growing your business
- Workshop on the Art of Sales Mastery
- Women Empowerment – Let's walk the Talk!
- Decoding Data
- Unlocking the potential to Grow your Business
- Women Founded / Co-Founded startups- Investors perspective while investing in them

The sessions were interactive and delved into several crucial areas.



*Participants at the programme*

Dr. Sunil Shukla, Director General, EDII alongwith Mr. Bhavesh Kothari, Co-Founder & Director Billennium Divas Fund shared insights on the policies framed by the Government of Gujarat for women entrepreneurs. Initiatives like HerStart Program taken up by Government were highlighted whic help in making the entrepreneurial environment inclusive for women entrepreneurs through mentoring support, funding assistance etc.

The programme was a huge success which could be seen by the participation of budding, new and existing women entrepreneurs. The platform also provided them with opportunities which would help them in their venture growth and business diversification. Participating entrepreneurs were left motivated, knowledgeable and empowered.

## GROOMING and NURTURING their Technical Brains & INNOVATIVE Ideas

A developing nation is said to present umpteen business opportunities to creative minds that have an eye for opportunities. So, evidently India has ideas galore within the challenges of the developing scenario. Most of the aspiring entrepreneurs at higher education institutes are buzzing with ideas; all that they need is proper mentoring and handholding. It is, therefore, important to work closely with Higher Education Institutions (HEIs) to encourage students to bring out their innovative and creative spirit. Innovative startups and entrepreneurial ventures would be the order of the day. Given this mandate, MHRD's Innovation Cell (MIC) has planned and is undertaking multiple initiatives. As a part of it, it is currently implementing programmes such as Atal Ranking of Institutions on Innovation Achievement (ARIIA), and formation of the Institution's Innovation Council (IIC) in more than 1000 Higher Educational Institutions. As a knowledge



*Shri Sunil Parekh, Chief Corporate Affairs Advisor, Zydus Group lighting the ceremonial lamp. Also seen are ( L-R) Dr. Sunil Shukla, Director General EDII; Mr. Pankaj Pandey, Startup Fellow, Office of MHRD Innovation Cell; Mr. Dipan Sahu, Executive Consultant, IIC & ARIIA, and Mr. Sarim Moin, Innovation Officer, Office of MHRD Innovation Cell*

partner, EDII provides platform to the people to present their ideas and concepts for enterprise endeavours.

Under this initiative, EDII imparts mentoring in one-day workshop along with other local mentors and startups to motivate the students to stride in their entrepreneurial journey. The workshop was hosted at EDII campus on 9th August 2019 for the entire day. Around 90 Proof-of- Concepts and 60 faculties from

Gujarat and Rajasthan participated in the workshop at EDII. The mentoring session aimed at bringing conceptual clarity on problem-solving, ideation, opportunity identification, viewing analysing and resolving a problem creatively. This session was conducted for students and faculty of all educational organizations across the country. Shri Sunil Parekh, Chief Corporate Affairs Advisor, Zydus Group was the Chief Guest for the event.



Mr. Dipan Sahu, Executive Consultant, IIC & ARIIA, addressing the gathering. Also seen are (L-R) Dr. Satya Acharya, Asso. Sr. Faculty, EDII; Dr. Sunil Shukla, Director General-EDII and Shri Sunil Parekh, Chief Corporate Affairs Advisor, Zydus Group

The national startup boot camp organized by Ministry of Human Resource Development Innovation Cell (MIC) and EDII witnessed participation of around 120 students with presentation of more than 40 Proof-of-Concepts (PoCs). Participation of 36 faculty members was also witnessed. They helped in presenting the PoCs for ideation and feasibility. The Regional Mentoring Session through Higher Educational Institutions (HEIs) was held in major centres which were hosted by MIC and EDII. It was attended by more than 2500 students giving them the platform to participate in this competition and out of a presentation of around 2000 PoCs, around 43 were selected for the National Boot Camp.



At the one-day workshop, Dr. Sunil Shukla, Director General-EDII set the tone of the event by welcoming the Chief Guest and briefing about various objectives of the mentoring session. He said, "The primary mandate of today's event is to encourage, inspire and nurture students by supporting them to work with new ideas and transform

them into prototypes. We are confident that such initiatives will catapult India's economy, ranking in innovation index and research to the next level. These initiatives will encourage startups by helping them connect with the startup ecosystem and enable easy access to funds. Such sessions encourage new thinking for enterprising minds and help to generate self-employment opportunities."



Shri Sunil Parekh, Chief Corporate Affairs Advisor, Zydus Group shared insights on how technology plays a crucial role in bettering the economic state of the country. He explained the role of innovation and the technological position of India on the global map. He then moved on to give some practical examples of innovative products across the world. He said, "As we embark upon the journey of entrepreneurship, we are bound to face ups and downs, and so, the need for energy, perseverance, tenacity, and resilience is paramount. An entrepreneur is the carrier of the motivational engine that the organization needs. He should be inspiring, enduring, and

motivational, having the tenacity to handle all kinds of situations in times of change."



Mr. Dipan Sahu, Executive Consultant, IIC & ARIIA, enlightened participants on streamlining innovation and startup ecosystem in Higher Educational Institutions and gave a brief introduction on know-how on opportunity identification, idea generation, viewing, analysing and resolving a problem creatively. He further highlighted that the aim behind conducting such a session is to inspire the students to undertake innovation-based activities on the campus. He focussed on how to think innovatively and how to seek business opportunities in innovation.

The session concluded with Vote of Thanks by Dr. Satya Acharya, Senior Faculty, EDII. He thanked the dignitaries for extending much-needed support in extending exceptional opportunities for students and budding entrepreneurs.

## West Bengal paving the way to **ENTREPRENEURIAL** path.....



*Participants at a skill training programme*



◀ *Senior officials from DIC, South 24 Pargana addressing the participants of the Awareness Camp for potential SC & ST Entrepreneurs*

**E** DII organized 2 one-day programmes for prospective SC & ST entrepreneurs to impart knowledge on various viable business opportunities, process of setting up and managing an enterprise, different schemes of assistance for new entrepreneurs, business proposal preparation and statutory compliances. The programme was sponsored by District Industries Centre (DIC) South 24 Pargana and was organized at Kakdwip and Baruipur in West Bengal on 3rd and 6th September respectively.

# Skills For Future **ENTREPRENEURS** at **REVA UNIVERSITY**



**E**DI's Southern Regional Office (SRO) successfully conducted a two-day certificate program on Skills for Future Entrepreneurs for First Year BBA Students from Reva University on 23rd and 24th of October 2019. The programme gave insights to students on the current trends in entrepreneurship in India and the vicissitudes in the life of an entrepreneur.

On the first day, Mr. H.S. Shama Sundar, CEO & President PCS-HR Future Orbit addressed the participants. He quoted examples of successful entrepreneurs and motivated the students by highlighting the merits of being an entrepreneur. The activity based session beckoned the students to

have an eye for opportunities, an yearning to make it big and the motivation to persist despite odds. On the subsequent day, the students had a panel discussion with two successful entrepreneurs from Bangalore - Mr. K Karthik, Founder of Ayurvedic and Ms. Neelima Vobugari who initiated her venture in Artificial Intelligence. The importance of strengths, skills, strategies, scale, and speed in the life of an entrepreneur were focussed upon. The programme was coordinated by Mr. Nicku Abraham Mathew, Project Officer (EDII SRO) and Prof. S.K.Prasad from Reva University guided the students.

## AICTE-approved Courses

### Fellow Programme in Management (FPM) (2020-2024)

**Eligibility:** Post Graduate / Master's or equivalent in any discipline with First Class

A unique first-of-its-kind research programme to create thought leaders in entrepreneurship. Fellowships to deserving candidates.

### Post Graduate Diploma in Management- Business Entrepreneurship PGDM-BE (2020-22)

AIU Recognised, NBA Accredited

**Eligibility:** Graduation in any discipline with 50% marks.  
Admission only through valid MAT, CAT, XAT, ATMA and CMAT scores.

Equips Graduates with skills to launch & manage own business, promotes Start-ups/develops family business successors and social entrepreneurs

#### Special Features

- Incubation support ■ Industry verticals
- Milestone-based learning ■ New enterprise/  
Family business-focussed clinics



For details and application, visit [www.ediindia.org](http://www.ediindia.org)

## EDII Trained WOMEN Entrepreneurs Shine their BRIGHTEST

**W**omen entrepreneurship has been one of the priority areas for EDII. The phenomenon of rapid changes across the world has become the order of the day and entrepreneurs in particular, need to maintain and expand the boundaries of their knowledge, thus keeping pace with emerging business opportunities and the changing business practices. Particularly so, when it comes to igniting entrepreneurial responses in women, the task becomes yet more challenging. EDII has committed itself to this task for last over 35 years and has several testimonies to show that women are the rising stars of the times to come. Recently EDII's Southern Regional Office (SRO) coordinated a two-day Diwali Bazaar, ie, on 17th and 18th October 2019 at HCL Jigani Campus in Bangalore for women beneficiaries of Micro-



*Entrepreneurs from Karnataka with Banana Fibre Products at HCL Diwali Bazaar*



*Entrepreneur from Kerala with Coir Products*

Skillpreneurship Development Program(MSDP) 2017-18. The participants included beneficiaries of the programme from Karnataka, Kerala and Tamil Nadu. These EDII trained women entrepreneurs participated in the bazaar and made record sales. EDII SRO partnered with HCL Foundation to open up this wonderful opportunity for EDII trained women entrepreneurs.





#### *Entrepreneur from Tamil Nadu with Millet based Products*

Eight entrepreneurs sold rural products including eco-friendly products like banana-fiber bags and pouches, coir-fiber pots and decorative articles for garden, organic products such as moringa powder and honey and millet-based confectionaries. HCL employees were pleased with the product quality and shared their suggestions on improving the packaging of the products to attract urban customers.

This Diwali Bazaar was organized as part of the post-programme capacity building of rural entrepreneurs and marketing support initiative.

Participants were thrilled with the sales they were able to make. The highlight of the event was that over 80 percent of transactions were done digitally using Mobile Applications such as PhonePe, Google Pay and Paytm. Diwali Bazaar gave MSDP beneficiaries an opportunity to interact with urban customers and understand their needs and tastes. This was the fourth corporate sale event organized by EDII this year. The HCL Diwali Bazaar was coordinated by Mr. Nicku Abraham Mathew, Project Officer, EDIISRO.



## Trainers **LEND** a Hand in **Entrepreneurship** **MOVEMENT**

**E**ntrepreneurs are the engines of growth; they channelise resources and amalgamate all winning factors to produce tangible outcomes. Countries across the globe are exploring techniques and strategies to broadbase entrepreneurship. One potent strategy is to create cadres of trainers who could devote themselves to the task of creating entrepreneurs by training, counseling and motivating them on a sustainable basis. EDII has instituted several cadres of Trainers in various regions across India. These are the messiahs who are making a commendable contribution to the discipline of entrepreneurship.

EDII's Southern Regional Office organized a 10-day residential National Level Training of Trainers Programme in Entrepreneurship Capacity Building to gear up the competency of implementing partners of Accenture sponsored MSDPs under Skills to Succeed for the year 2019-20. About 32 different partners participated from all over



*Shibin Mohamed T K, Asst. Faculty, EDII, addressing the participants.*

India including EDII Trainers from Lucknow, Bhopal, Assam, Kerala, Tamil Nadu and Karnataka.

About 70 trainers were engaged in the training programme which was formally inaugurated by Chief Guest, Ms. Sree Devi, Regional Manager, Export Promotion Council for Handicrafts, Bangalore, Guest of Honour, Mr Kiran Bettadapur, Patent Attorney & Venture Capitalist. Dr Raman Gujral, Sr. Faculty, EDII and Head, Southern Regional Office and Ms. B.R. Poornima, Programme Coordinator, EDII SRO.

Guest speakers including Mr Subrata Gupta, M.D of NABFINS, Prof Kiran Koppada, Mr. Anantayyachar, Ex Director of RUDSETI, Mr. Chetan Hanchate, Director, Centre for Processed Foods, Bangalore, Dr Sathynarayan, Agriculture Economist & Packaging expert, Prof. Saji Varghese, Innovator of coconut leaf straws provided insights on how entrepreneurship is the need-of-the-hour and how it could be pursued strategically. Mr Daniel Thomas, General Manager,

Accenture Solutions Pvt. Ltd. paid a visit during the training and addressed the participants, encouraging them to adopt entrepreneurship to make a difference to the economy and their own growth prospects. Also professionals from Accenture, Ms Vaishnavi and Mr. Shrikant addressed the participants on Digital Technology in Financial Transactions. Moreover, Ms. Sandhra Jose, Project Coordinator, EDII SRO provided insights on forward and backward market linkages which received excellent response from the trainees. The ten days' training programme also covered all critical aspects with focus on a few specific trades and initiated deliberations on the concept of Rural Chamber of Commerce



*Trainees from Kerala during an activity session at the Training of Trainers Programme*



*Adv. Jayaram, Founder, Green path, awarding certificates to participants. Also seen is Dr Raman Gujral , Sr. Faculty, EDII*



*“I am glad that the programme was hugely appreciated. This new group of trainers will certainly give a new direction to entrepreneurship movement in the country, unleash entrepreneurship and youth power in pursuit of wealth creation, employment generation and productivity improvement.”*

**Dr. Raman Gujral, Senior Faculty-EDII**



*Participants during an interactive session*

## Inducing **GROWTH** through Entrepreneurship **DEVELOPMENT.....**

### **IMPLEMENTING BAMBOO BASED ENTREPRENEURSHIP AND LIVELIHOOD DEVELOPMENT PROGRAMME IN TRIPURA**

**S**upported under National Mission on Himalayan Studies (NMHS), Ministry of Environment, Forest and Climate Change, Government of India, EDII implemented the project to enable, empower and recognise participation of backward communities in economic activities in the bamboo sector in Tripura.

At a tangible outcome of the programme, strong & sustainable linkages were created between bamboo clusters and service providers primarily in the areas of marketing, finance and design.

Over last three months, EDII has conducted one Training of Trainer's

(ToT) programme and trained 10 trainers who would be conducting entrepreneurship development programmes to ensure New Enterprise Creation in the bamboo sector. The Institute also conducted three Entrepreneurship Development Programmes (EDPs) using the resource persons trained under ToT and trained 60 potential entrepreneurs. 8 Entrepreneurship Awareness Camps were also conducted to sensitize 320 persons about the prospects of entrepreneurship in the bamboo sector. This effort has enthused the people of the place with the enthusiasm to step into the mainstream and take

entrepreneurial propositions.

According to Dr. Sanjay Pal, Sr.Faculty, EDII and Project Director, "This is an initiative which has shown immediate results in terms of ensuring participation of the local populace in economic activities. There is a lot of initiative-taking from their end now, and such a mind-set has come about mainly because the training and counselling efforts could instil confidence in them by equipping them with skills and traits."





*Mr. Jayendra Tanna, President, Gujarat Traders Federation lighting the ceremonial lamp to inaugurate the seminar. Seen in the picture are (L-R) Mr. Anil Sanghvi, Secretary, Gujarat Traders Association; Dr. Sanjay Pal, Sr. Faculty, EDII; Mr. Bharat Patel, Vice Chairman, Gujarat Innovation Society and Mr. Pankaj Popat, President, YES Bank*

## MSMEs Say 'YES' To CHANGE

**U**nder YES Bank supported project 'Say YES to Sustainable MSMEs in India', the primary goal is to promote energy efficiency and occupational health and safety (OHS) measures in MSME clusters. The focal point of the project is to enhance competitiveness of less sustainable MSME clusters and improve their environmental and social performance. The project has been implemented in eight states namely Gujarat, Maharashtra, Madhya Pradesh, Tamil Nadu, Karnataka, West Bengal, Telangana, and Uttar Pradesh.

Over last three months, EDII conducted a workshop on importance of energy efficiency and occupational health and safety (OHS) measures and organized health camps for the workers employed in MSMEs. In addition, EDII conducted awareness programme on women entrepreneurship in Kolkata so that more women could be sensitised about entrepreneurship and how they could adopt the same as a career.

In all, 6 sensitization workshops were conducted on various aspects related to MSMEs wherein

sensitized more than 300 MSMEs were sensitised. 81 energy audits were conducted, thus benefitting 81 companies for energy under Occupational & Health safety line of activities. In the 8 health camps conducted for workers employed in the MSME sector, the response was amazing with 400 workers benefitting. 53 EHS activities sensitized entrepreneurs and their employees about the necessity of adopting safety practices to reduce Occupational health hazards. 1 exclusive Women Entrepreneurship Awareness Programme benefitted 50 potential women entrepreneurs.



## Centre for Advancing & Launching Enterprises

Startups in India have been seeing a phenomenal growth with inclusive government policies, fund infusions and a considerable rise in the trust of investors on startup ventures. CrAdLE (Centre for Advancing and Launching Enterprises) is a Technology Business Incubator set up with the support of NSTEDB, DST, Govt. of India which aims at

fostering technology or knowledge based startups in manufacturing, food processing, renewable energy and healthcare segments. CrAdLE nurtures startups and business ideas and helps in creating a conducive support system to ensure sustainability and scalability of the startups. The incubator has incubated 36 startups since its inception and the

following initiatives have been taken over the last three months -

### Startup and Innovation Boot Camp at Veer Narmad South Gujarat University

For boosting the young generation to take up the entrepreneurial path, it is important to guide and orient them towards it. CrAdLE team conducted a session on 'Incubation Process for startups' at Startup and Innovation Boot camp to promote New India Entrepreneurs at Veer Narmad South Gujarat University. The session was held on 21st September and was delivered by Mr. Jaykumar Joshi, Incubation Manager at CrAdLE.

### Bigshift Ahmedabad edition by Inc42 - CrAdLE Ecosystem Partner

Inc42 organised an event on September 20, 2019 for Bigshift Ahmedabad edition for which



*Mr. Senapathy 'Kris' Gopalakrishnan, Chairman, Advisory Committee, CrAdLE & Co-founder - Infosys and Chairman - Axilor Ventures, at the fifth Advisory Board Meeting of CrAdLE. Briefing him is Dr. Sunil Shukla, Director General, EDII and Chairperson, CrAdLE.*



*CrAdLE hosted a startup seminar in association with HDFC bank.*

CrAdLE was the ecosystem partner. Mr. Mayank Patel, CEO CrAdLE as a speaker at the event, delivered session on 'Building A Robust Startup Ecosystem'.

#### **Startup Seminar in association with HDFC Bank**

CrAdLE organised The Startup Seminar on September 10, 2019 in association with HDFC Bank at EDII. Multiple Sessions were conducted in the seminars viz. Startup listing on BSE Platform, The Journey of Phycolinc Technologies (HDFC CSR Initiative - Parivartan beneficiary startup), Importance of Content Writing for Startups, Accelerating Startup Growth through Strategic Advisory Services and Smartup program offerings. Various initiatives for Startups giving valuable insights on the nuances of startup ecosystem were also discussed.

#### **An Awareness Session - National Entrepreneurship Awards (NEA) 2019**

CrAdLE hosted an awareness session on National Entrepreneurship Awards (NEA) 2019 in association with Institute of Rural Management Anand on 4th September, 2019. The idea was to recognise and honor outstanding young first generation Entrepreneurs and their Ecosystem Builders for their outstanding contribution in entrepreneurship development.

#### **Millennium Alliance Roadshow 2019**

CrAdLE facilitated Millennium Alliance Roadshow by FICCI for Round 6 on August 23rd, 2019 calling for applications from social entrepreneurs who have developed innovative solutions addressing development challenges to benefit the underprivileged people across India and the world.



*Mr. Mayank Patel, CEO-Cradle, (R) at the Bigshift Ahmedabad Edition event.*

# Launching fashion Entrepreneurship Program (FEP)



In fashion industry which is so dynamic in nature, initiating business ventures and coming up with innovative ideas require experience and knowledge of business and the nuances of the entrepreneurial ecosystem. Keeping a note of these factors and understanding the need of the moment, EDII has conceptualised Fashion Entrepreneurship Program (FEP), dedicated to entrepreneurs in creative industries- Fashion, Art, Design and Digital. The 3 month program starts from Dec 2019 and will continue till Feb 2020, including 8 days of classes over weekends. This will facilitate engagement and enable working professionals to attend as well.

The program is designed to train people linked with women and men

fashion industry, luxury merchandise, digital e-commerce, accessories and leather products, footwear, perfumes and cosmetics, Jewellery, furnishings and household products. The program is divided into four phases which intricately deal with product & customer, finalizing tests to validate business idea, getting the pitch ready and after program actions. Each of these phases includes theoretical inputs on various topics and focus on implementation of this knowledge with practical training.



Dr. Sanjay Pal,  
Senior Faculty &  
Head, Department  
of Business Services  
and National

Outreach said, "We have designed this course for those entrepreneurs who want to build their own brand in the fashion industry and combine design, business & manufacturing knowledge. The course will teach and train entrepreneurs to conceive, finance, open and operate a successful fashion business."

The course also includes various other entrepreneurial aspects in fashion business viz. economics of lifestyle and fashion brands, consumer behavior and drivers in a digital age, mapping competition, development, execution and management of a lifestyle & fashion brand and making product prototypes & testing.

Fashion industry within a limited period of time has come up with numerous brands and fashion labels. The sector is experiencing innovations across the world and is going through tough competition as well. The industry craves for creativity and talent and this program offered by EDII incorporates different dimensions of fashion industry ecosystem and business development to enable budding and existing entrepreneurs to flourish.

The program embodies various modules with focus on developing knowledge, skills and attitude to ensure emergence of successful entrepreneurs in the fashion industry.



## NATIONAL SPORTS Day Celebration.... FIT INDIA MOVEMENT



**E** DII actively engaged itself in the National Sports Day Celebration with the Fit India Movement, launched by Hon'ble Prime Minister Shri Narendra Modi. Team EDII attended Prime Minister's address to the nation encouraging all to adopt a healthy lifestyle. This was followed with a walk.

*Ms. Meena Bilgi, noted Development Specialist, addressing EDII's faculty and staff on 'Gender Sensitivity at Work Place'*



"SHRAMDAN" - PLASTIC WASTE FREE CAMPAIGN  
& SWACHHATA HI SEWA



*EDII organized Shramdan- Plastic Waste Free Campaign, on October 2, 2019*

**ON OCTOBER 2, 2019, EDII EXPRESSED GRATITUDE AND APPRECIATION TO ITS HOUSEKEEPING STAFF WHO WORK TIRELESSLY TO KEEP THE CAMPUS CLEAN**



## PG Corner

*With 78% of EDII alumni making it big in the world of business, we could'nt have been more elated !!!*

*Here are two stories of grit and perseverance....*

### On a **RIDE** to Tickling the Interior **SPACE SOLUTIONS**

One of the most striking aspects about Shweta Balachandran is her friendly disposition. She is full of life and her infectious cheerfulness can bring a smile on anyone's face. One can connect instantly with Shweta with her goofy, child-like and free-spirited vibe.

Shweta hails from a Tamil Brahmin family with no business background. Since her childhood, she was enamoured by toys, fancy bags and clothes. As a creative child she used to actively make things at home all the time which led her bag tons of prizes. Five of the toys which she had designed for Fun School are out in the market.

Shweta is one of the few visionaries to sight the glamour quotient in architectural, interior space solutions and New Market Creation. The business idea started from a small chat which she had with her college friend (now her business partner) Deepak Subhash. She remarks, "Starting a business isn't an easy task, it needs lots of efforts and perseverance, therefore I decided to partner with my favourite person who helped me to mitigate my stress."



Shweta with her friend Deepak Subhash founded Hexa Panels. Hexa panels are strong, lightweight composite panels that offer a wide range of benefits in a variety of color options. It brings together the functionality of aerospace-tech and aesthetics that are fresh and opulent. It also offers the customised sustainable solutions that enhance productivity.

Shweta believes in learning from experiences, "I have the hunger to figure out problems in my own way. I wanted to learn things, see things in my own way. She added: "Whenever anybody around me receives a gift like an home décor item, I go beyond the aesthetics of the product. I try to figure it what kind of materials are used, the hardships that the artisans may

have faced while making it and so on. Such curiosity exposed me to the entrepreneur in me."

Talking about her dreams to become an entrepreneur, she puts it, "I've always wanted to be an entrepreneur ever since my final jury session at my Design School, where Michael Foley (contemporary Indian Designer and Entrepreneur who changed the face of watch industry) told me I have the edge and I should be a business woman."

Shweta recalls: "I decided to join the entrepreneurship programme at EDII, to learn the entrepreneurship, finance and marketing sides to an organization. It was an apt decision, I must say. Quality sessions, guidance and knowledge from classrooms and industry interactions proved to be helpful. The wonderful faculty motivated and pushed me to start my own enterprise.

She added: "EDII offers an inspiring environment to have something of your own. The professors were approachable and were always ready to help us with our business ideas. I have learnt the art of creativity, leadership and communication skills from them. Guidance provided my professors

## PG Corner

at EDII helped me a great deal. My professors at EDII taught me how to deal with issues while making important decisions in business.”

To the new students and aspiring change makers Shweta's message is, “Whatever you do, be different—that was the advice my mother gave me, and I can't think of a better advice for budding entrepreneurs. If you are different, you will stand out. Always stick to your guts and never give up. Listen to the unsaid things in the market, because the Market Talks.”

Shweta's enterprise today basks in the glory of success, with a wide customer base in the national and international markets. We wish her success always.

### Field visit of PGDM-DS students to CraftsRoots



### Recognition!!!



*Ms. Palak Chokhani, alumni, EDII (PGDM 2012 - 14) was recognised as the Best Speaker, for the motion in 'Peace Waves Summit, 2019, Building dialogues through Media', at The American Centre, Kolkata.*

### FACULTY AND STAFF OF EDII TOOK ANTI-CORRUPTION PLEDGE ON OCTOBER 18, 2019



## PG Corner

### JHANKAAR: The Annual Students' Festival

**F**or EDII PG students Jhankaar is the epitome of energy and enthusiasm, transforming the campus into a colourful canvas of celebration. The event witnessed performances by students in music, dance and stand-up comedy. The students, faculty, international participants and students from other academic institutions of Ahmedabad participated actively in the festival of dandiya and garba raas, on the premises of EDII.



### *All set for EDII Premier League 2019...*



## PG Corner

# The **SPiRiT** that **PREVAILED** to Triumph

**G**ifted with a fabulous sense of humour, forthright attitude and great culinary skill, 23-year-old Shravan from Chennai is a visionary in true sense and finds inspiration in every big and small opportunity that promises to make the world a better place. He grew up with the learning that nothing comes easy in life; and the best view comes from the hardest climb. Shravan, convinces you when he says, "I have always been passionate about doing something each day and making a mark in whatever I undertake. I believe that one needs to be passionate about at least one thing to be able to live one's life with complete satisfaction."

Shravan can talk endlessly about cooking. He nostalgically says, "As a kid, I used to begin my day by asking my mother, 'Aaj Khane me Kya hai?' She would always make my favorite dishes, and her passion comes into my genes." Shravan



says quite excitedly. He shares that his love for cooking is not only known to his friends but also to the faculty of the institute. During an event in EDII, he put up a Dosa stall where he received around 250 dosa orders.

Doing business was not new for Shravan as his family is into business of shoe manufacturing and he had grown up seeing them discuss business. When questioned about his inclination towards entrepreneurship, he quips, "My interest in entrepreneurship stemmed from my root. My family is into shoe manufacturing business

therefore, becoming an entrepreneur was the only dream which I harboured."

But at the very onset, Shravan had decided that he wouldn't delve into his flourishing family business instead, he would start something his own. To understand the nuances of business more closely he surfed the internet to gather details on the syllabus of various business-related courses and eventually he came across EDII's Post Graduate in Business Entrepreneurship (PGDM-BE) course. He gave a closer probe into the course curriculum and without any doubt took the plunge. "My two-year stay at EDII was so far the best phase of my life. I realised that the world of business is so vast. I explored lots of opportunities and participated in several conferences, seminars, workshops which helped me gain exposure and expanded my network. EDII put my entrepreneurship plans in the right perspective."

Shravan started scanning the environment for opportunities and after a lot of exploration he developed a bio-gas plant that uses old flowers, leaves and rotten fruits and vegetables to produce bio-gas. Shravan shared that the genesis of the idea came from a temple where

## PG Corner

he worked as a volunteer. During that period, he had noticed that a bio-gas plant was installed near the temple premise to utilise the flower offerings into biogas and fertilisers. That was the first trigger for Shravan as he claims.

He reminisces, “It was difficult to convince my father. He had always thought I would join the family business. But I had done my research and crystallised my plans.”

Somewhere, Shravan was convinced that his idea would fit the demands of the time and the world. As he puts it, “If people start treating their waste at the domestic level, it would not only reap benefits for them but also drastically bring down the overall waste generation, thus impacting the environment positively.”

Shravan's project is in the final stage of R&D. He had sent some samples to test the feasibility of his product at a laboratory of Karnataka and afterwards a pilot testing will take place at Kapaleeshwarar Temple, Mylapore Chennai.

Shravan said “devotees donate huge quantities of vegetables to the temple and most of these go waste. He added that in such

## WORKSHOP ON DESIGN THINKING



*Mr. M. Sathya Kumar, Director, Vivekananda Institute of Leadership Governance seen with the students during Design Thinking Leadership workshop.*

circumstances, the excess vegetables could be used as fuel in the biogas plant.” Shravan also has a plan to link toilets with the bio-gas plants so that sanitation problem could also be addressed.

Shravan concludes, “A lesson I cherish and keep talking about is to be completely honest and transparent. There's nothing worth doing if you can't be transparent with yourself and your people. The other surprising but oft overlooked fact is that hard work and patience pay. In the 'get big, get rich' world, a

lot of young people think that success comes fast, but it needs patience and long-lasting effort.”

Today, Shravan is an example for other potential entrepreneurs...we wish to see him as a change maker. All the best !!!

# We Get Recognised !!!



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