EDII
Reports 102



From the Director's Desk



The Growing DYNAMISM *of* Entrepreneurship...

Today it is nice to see a bevy of highly charged youths discussing a career in entrepreneurship. Not that the barriers to entrepreneurship are no longer perceived; they still are, but there is a difference in perception. Or let me say, there is a distinct confidence among the youth of today in their abilities. And, this confidence certainly emanates from the improved overall support to strengthen entrepreneurship. The kind of backing that this discipline has received in the recent years, has added a lot of appeal to it by endorsing its charms.

The government has tried to facilitate administrative ease, networking and incubation support, thus enabling start-ups to reflect their progress by multiplying job opportunities and investments. The country has over 190 active incubators and accelerators. No wonder, India is home to close to 5000 start ups.

Entrepreneurship Development Institute of India

87 students of EDII academic programmes, i.e., Fellow Programme in Management, Post Graduate Diploma in Management - Business Entrepreneurship and Post Graduate Diploma in Management – Development Studies who graduated on 30th June 2018 at the 19th PGPs' Convocation have allowed themselves the opportunity of awakening and unleashing their entrepreneurial potential. I am happy that there is this growing awareness. This is the cadre of youth who know how to revel in pushing their limits. And, as our Chief Guest, Padma Shri Prof. Anil Gupta, Founder – Honey Bee, SRISTI, GIAN & National Innovation Foundation said, "Indian society is becoming aspirational, entrepreneurial and also more accommodative of new social and economic experiments for changing everyday life experience of the masses." The Chief Guest also highlighted the need for social inclusion through cross subsidization, innovative business models and public policy institutions who can afford to pay for those who cannot. Through his points, the Chief Guest provided strong stimulation to think in favour of entrepreneurship. His intense perspectives gave food for thought to every mind.

India is experiencing a surge of entrepreneurial energy and the people, particularly the youths, are responding with equal dynamism. The country aims to become one of the most sought-after start-up destinations through amalgamation of proactive policies, strong institutional setup and active participation of private sector. Appropriate steps are in place and there is commendable collaboration between government, industry and institutions.

It is heartening to mention that EDII alumni have registered 78 percent success rate and are making a significant contribution to the economic and entrepreneurial growth of the nation, towards transition of family businesses into growth-oriented enterprises and in providing entrepreneurial solutions to social problems. While our alumnus Gaurav Parmar has risen his family business to a level where it has become the largest manufacturer of spinning cans in the world; Priti Bhatia, a first generation entrepreneur is a coveted name in the world of diamond jewelry with her company having crossed Rs. 80 crore turnover. On the social front too, EDII alumni have left an indelible mark. Satyavir Chakrapani's Shikhar Microfinance has a portfolio of close to Rs. 60 crore through 419990 active loans across 26 branches.

So, EDII continues to play the role of an educator, facilitator, mentor and incubator. The Incubation Centre, CrAdLE, set up at EDII with the support of DST, induces growth in the economy by nurturing the most innovative technology-based ideas and seeing them crystallize into sustainable entities. Out of 26 start ups incubated, 14 have accessed Gujarat Government grant under their Innovation and Start up Scheme, besides securing financial linkages from other institutions.

The new batches of EDII's PG courses have a bunch of enthusiastic 'to-be' entrepreneurs. Over the next two years, they will sharpen their perceptions, overcome their inhibitions and learn to function at various levels of uncertainty. I wish them luck and goad them on to bigger entrepreneurial achievements.

The happenings around confirm that we are celebrating entrepreneurship and look forward to an entrepreneurial India. Here's to emergence of an entrepreneurial community!!!

- Sunil Shukla

EDII Gratefully Acknowledges the Support Extended by Shri Mahesh Kumar Jain, Former President -EDII

Under the Presidentship of Shri Mahesh Kumar Jain, Former MD & CEO, IDBI Bank Ltd., EDII took big leaps towards growth. Credited with writing several success stories, EDII also greatly benefitted from his distinctive expertise. An esteemed banker and a visionary, Shri Jain helped EDII develop its new Business Strategy, in pace with the emerging entrepreneurship ecosystem. His perspectives have not just imparted a new vision but have also injected a great deal of enthusiasm to achieve. We thank him profusely.



We also heartily congratulate Shri Jain on assuming the mantle of Dy. Governor, RBI. Our best wishes to him for many more landmark moments.

EDII Student… All Set to Make it Big



Student of Post Graduate Diploma in Management – Business Entrepreneurship (2017-19 batch), Advait Raval has floated a distinctive start up – KYS Scientific Pvt. Ltd which deals with the manufacture and service of telescopes and planetarium. Advait's startup is presently being mentored by EDII and has been recognized by Department of Industrial Policy and Promotion (DIPP). In a heartening turn of events, he was selected by the International Planetarium Society for training in observatory telescopes and planetariums in Zurich and Jungfrau (Switzerland) and Toulouse (France) for a total of 9 days. Advait calls this trip as one of his best learning experiences. He confidently enumerates some critical technicalities of the field which he got introduced to, and explains how he is working towards introducing the same in his start up. Advait also made a presentation on - 'Dome Films through my Eyes' which focussed on reaction of school and college students on watching 360 degree dome films.

Best Wishes Advait !!!!

Their Entrepreneurial Voyage Begins...



Yet another spirited batch was welcomed on EDII campus on 2nd July 2018. 78 students from across 14 states of India were inducted into the Post Graduate Diploma Programme - Business Entrepreneurship (PGDM-BE) and Post Graduate Diploma Programme - Development Studies (PGDM-DS). Promising 'to-be' entrepreneurs from Gujarat, Maharashtra, New Delhi, Chhattisgarh, Haryana, Karnataka, Rajasthan, West Bengal, Madhya Pradesh, Telangana, Uttar Pradesh, Uttaranchal, Andhra Pradesh and Jharkhand have enrolled for both these PG courses.

During the orientation week, the students got a peek into the finer nuances of entrepreneurship as a discipline, and certain broad aspects of the two-year course. Dr. Satya Ranjan Acharya, Acting Chairperson, PG Programmes welcomed the students and briefed them about the institute's activities in the field of entrepreneurship and its role in leading effective implementation of entrepreneurial training and capacity-building among various target groups, across several organisations, institutes, sectors and clusters.

It is heartening to note that this year, the number of girl students enrolled in PGDM-BE noted an increase to 17% from 5% last year. Another encouraging trend is seen in terms of increase in number of students from non-business background. Gujarat, Maharashtra, Uttar Pradesh and Andhra Pradesh rank as top four states from where the students have joined EDII.

EDII wishes them a wonderful entrepreneurial journey!

Recongnition Spurs us...



Dr. Sunil Shukla, Director - EDII was awarded for his commendable contribution to the field of entrepreneurship, policy advocacy and entrepreneurship policy formulation at an award ceremony organized by Hindusthan Samachar. Seen here is Dr. Shukla receiving the award at the hands of Hon'ble Shri Dinesh Sharma, Deputy Chief Minister of Uttar Pradesh and Hon'ble Shri Jayant Sinha, Union Minister of State for Civil Aviation, at the event, 'Vikas Samvad' held of 2nd May 2018, at Indira Gandhi Pratisthan, Lucknow. Also present on this momentous occasion were Hon'ble Chief Minister of U.P. Shri Yogi Adityanathji and Hon'ble Deputy Chief Minister of U.P. Shri Keshav Prasad Maurya.



They Walked with a Conspicuous Entrepreneurial Conviction

The most esteemed and pious academic event – the 19th Annual Convocation of EDII's Academic Programmes culminated on June 30, 2018 with graduating students walking down the aisle, making a powerful statement. A total of 87 students were awarded diplomas. In Post Graduate Diploma Programme - Business Entrepreneurship (PGDM-BE), 70 students received diploma; in Post Graduate Diploma Programme - Development Studies (PGDM-DS), 16 students were conferred diplomas and in Fellow Programme in Management, one student was awarded diploma.



The Chief Guest for the event, Padma Shri Prof. Anil Gupta, Founder – Honey Bee, SRISTI and GIAN, graced the occasion and shared his insights on the new Eco-preneurial approaches for transforming social imagination. The Chief Guest opined, "Indian society is becoming aspirational, entrepreneurial, and also more accommodative of new social and economic experiments for changing everyday life experience of the masses. When socio-economic transition takes place, lot of values come in conflict, some for good but some for bad. The social inclusion is one such issue which is receiving heightened attention of many entrepreneurs. The disadvantaged people are not willing to remain neglected any further. Their restiveness is a challenge to all those who want to design inclusive business models." Expressing his thoughts over the future frontiers for achieving zero poverty, zero unemployment and zero pollution, as articulated by Prof Yunus, the Chief Guest suggested a six-point strategy as follows:

- Decide that change is possible, it cannot wait, it has to begin now, and with me,
- There is a choice between two roads of inertia and innovations, first is safe, will take you somewhere, second, is risky, difficult but will take you where nobody might have gone
- Innovations don't have legs and hands; they need to be coupled with investment and enterprise
- Access, Assurance, Ability-skill and Attitude (endogenous and exogenous) are important. Cynicism is infectious, optimism is not, the company one keeps determines ones attitudes
- Creativity, compassion, collaboration/co-creation, circular and convergence are the five significant virtues.
- Overcome six exclusions: Spatial, Sectoral, Seasonal/temporal, Skill, Social, Structural/governance

The Chief Guest also highlighted the need for social inclusion through cross subsidization, innovative business models and public policy institutions who can afford to pay for those who cannot. He said, 'We need special enterprises for elderly care, similarly for specially abled people, and for taking care of children of single parents. SRISTI, GIAN and National Innovation Foundation have tried to tackle the needs of such knowledge rich-economically poor people, but need gap is so big, we need hundreds if not thousands of flowers to bloom."



Students seen with (5th from R) Chief Guest Prof. Anil Gupta, Founder - SRISTI, Honey Bee & GIAN; (3rd from L) Officiating President Mr. Milind Kamble, Founder Chairman, Dalit Indian Chamber of Commerce and Industry & esteemed EDII Governing Body Member; Hon'ble Governing Body Members, EDII Director & Faculty Members.

The Chief Guest concluded with congratulations to the graduating students and inspiring them to pursue excellence.

Mr. Milind Kamble, Founder Chairman, Dalit Indian Chamber of Commerce & Industry and esteemed EDII Governing Body Member, officiated as the President of the 19th Convocation. Mr. Kamble held that India is at a crucial time with the country's entrepreneurial interactions on a rise on account of the favourable environmental, governmental and institutional set up. He added that with entrepreneurship gaining grounds, the entrepreneurial processes are going to become more important than ever; and, therefore, exploring new opportunities and markets, networking, sourcing funding options and amalgamating factors of production, will have to be mastered to excel. Mr Kamble advised the graduating students to keep working hard and not fret over results. He inspired them to enter this new path of life with new hopes and determination.

contd. on page 25



In a bid to strengthen research base in entrepreneurship, in 2014 the Institute launched the 'Fellow Programme in Management' to ensure emergence of innovative researchers and educators in various facets of entrepreneurship. As the first batch rolled out, one student, Raj K. Shankar, was conferred with the Diploma at the Convocation on 30th June 2018, thus spearheading the mission of promoting high caliber research studies in entrepreneurship.



MEDALS WERE AWARDED TO MERITORIOUS STUDENTS:



Dahyabhai Chhotalal Charity Foundation (Remik) sponsored Gold Medal for Scholastic Performance in New Enterprise Creation

– **Deepesh Gandhi**



Dahyabhai Chhotalal Charity Foundation (Remik) sponsored Silver Medal for Scholastic Performance in Family Business Management

– **Shitiza Jain**



Dahyabhai Chhotalal Charity Foundation (Remik) sponsored Silver Medal for Scholastic Performance in New Enterprise Creation

– **Vishwa Patel**



EDII sponsored Gold Medal for Scholastic Performance in Development Studies

–**Shruthi Surendran**



Dahyabhai Chhotalal Charity Foundation (Remik) sponsored Gold Medal for Scholastic Performance in Family Business Management

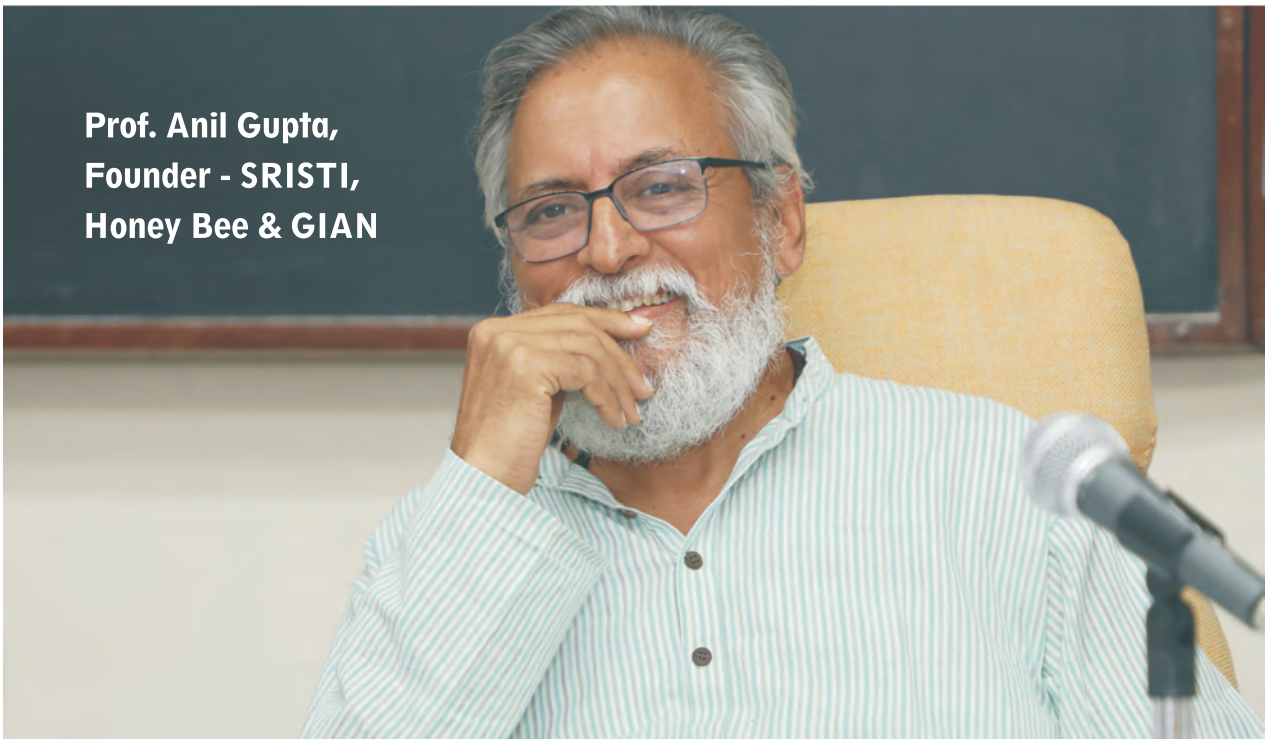
– **Siddharth Bhat**



EDII sponsored Silver Medal for Scholastic Performance in Development Studies

– **Nikita Patel**

New **Eco-preneurial** approaches for transforming **SOCIAL** imagination



Prof. Anil Gupta,
Founder - SRISTI,
Honey Bee & GIAN

Indian society is becoming aspirational, entrepreneurial, and also more accommodative of new social and economic experiments for changing everyday life experience of the masses. When socio-economic transition takes place, lot of values come in conflict, some for good but some for bad. The social inclusion is one such issue which is receiving heightened attention of many entrepreneurs. The disadvantaged people are not willing to remain neglected any further. Their restiveness is a challenge to all those who want to design inclusive business models. The social conflicts among those who wish to maintain old semi-feudal order and others from oppressed classes who want to aspire, compete and be treated at par with the rest is a signal that can be ignored at our own peril.

Widening entrepreneurial space can transform the arena of conflicts from socio-cultural space to competition in economic and market space. Dalit chambers of commerce led by Milind Kamble has tried to achieve that. Telangana Municipal Administration and Urban Development ministry provided 70 jetti machines costing rupees 20crores to safai karmacharis, with State Bank of India providing 20 lakh loan and dalit manual scavengers putting six lacs from their side. The state government

intends to put numerous deaths in the last few years behind with often no compensation to family of victims or arrests of contractors. Ten thousand scavengers are being converted into entrepreneurs. I hope Gujarat and other state governments are listening.

While talking to the passing out batch of EDI students at their 19th convocation, I reminded them of what some of their seniors had demonstrated well that when one hires disadvantaged, especially abled people in one's enterprise, one can improve productivity and customer satisfaction. Reaching the unreached through finance, education, employment, new skills etc., is the need of the hour. But can innovations by common people, grassroots communities, students and others be used to create new India? When SRISTI had set up GIAN (Gujarat Grassroots Innovation Augmentation Network) in collaboration with Gujarat government in 1997, such was the hope. It was realised that transaction costs of bringing innovators, investors and entrepreneurs together has to be minimised by an intermediary organisation. That's how the GIAN became country's first incubator for the purpose and in fact shared the best incubator award with IIT-Madras at the hands of the former President, Bharat Ratna, Dr A P J Abdul Kalam, 2002.

How do we build upon this model to achieve what my esteemed friend, prof Mohd Yunus calls as three ZEROS: zero poverty, zero unemployment and zero pollution. Let me share a six point strategy for transcending the frontiers of frugal innovation through inclusive development.

First step is to spread the belief: that change is possible, it cannot wait, it has to begin now, and with me. Unless we give way to cynical cribbing culture (so rampant on social media) with attempts to engage with wicked problems of our society through action-research mode, we will not be able to get out fo self-defeating discourse. We need to generate new models of social, cultural. economic and ecological enterprises with an impatient attitude and agile support system.

Step two: young people have to exercise a choice between two roads of inertia and innovations, first is safe, will take u somewhere you know; second, is risky, difficult but will take u where no body might have gone.

Step three: innovations don't have legs and hands; they need to be coupled with investment and enterprise by an empathetic and inclusive support system. Ganga ben had shown a new way back in 1898 when she published a book, Hunnar Mahasagar-2080 recipes for self-employment. She was few years ahead of Gandhiji in this regard. SRISTI Innovations has reprinted this book in Hindi and Gujarati.

Step four: we need to ensure that four vectors of a healthy ecosystem of social entrepreneurship are brought together: these are improving access of entrepreneurs/start-ups to resources, institutions, technology and culturally inclusive platforms. Assurances must be provided that supportive policy and institutional system will prevail. Good ethical practices will be rewarded to foster collective action in support of a compliant and cooperative industrial clusters. Historical advantage to those who cut corners will not happen anymore. The ability or skills will be upgraded so that new technologies are used and state/industry associations provide common facilities, acquires IP protected solutions and make then open source. The training and educational institutions equip the workers and leaders of new enterprises with skills to use them.

Step five: Five virtues of Creativity, compassion, collaboration/co-creation, circularity and convergence must become operating mantra of new socio-ecological and economic industrial order.

Step six : overcome six sources of exclusion over space, season/time, sector, skills, social and structural or in governance. Will explain next week how we can operationalise the six step strategy for inclusive entrepreneurial/start-up revolution to overcome rising social inequity

and imbalance among the aspirations of haves and have nots.

Tracking social trajectory: indicators of civilizational maturity-II

Indian society is passing through a critical phase. The rise of entrepreneurial aspirations, as I said last week, have given rise to a justifiable rise in material and consumptive ambitions. But when these ambitions overtake other values in society, something precious is likely to be sacrificed. Therefore, financial capital should be balanced along with ethical, natural, cultural and social capitals.

There are the five indicators which help us track where are we heading as an individual/institution and society to seek balance of these capitals: These five indicators are a) upload to download ratio, b) ratio of private, common and public goods; c) Reciprocal to non-reciprocal relationships, d) Seeking to sharing ratio of innovations and e) Share of perfect strangers in one's contributions.

Upload to download ratio: I have argued for some time that India is becoming very fast a consumptive society of externally produced, ideas, concepts, thought-systems and structures besides of course metaphors and slangs. A society which aspires to be a global knowledge producers is lagging behind in both scholarly productions but also ideas of common people beings hared in open source. Each individual and institution should track its upload to download ratio every week and share it openly so that a sense of shame or embarrassment may arise. Unless we develop this habit among younger people, start-ups and all new ventures, we will remain a follower and never become a leader in any domain or schools of thought. It is through sharing ideas that we get feedback and gain humility and learn faster.

The ratio of private, common and public good production and consumption indicates the degree to which society is leveraging ethical, social and natural capital. If utilitarian logic supersedes in everything then contribution for common and public goods will not rise and such a society lacks a generous and caring spirit. The kind of self-righteous and exclusivist language, devoid of social amity, is gaining ground, concern for common and public goods is becoming obviously weaker. That directly affects social happiness index. Any society which produces less common and public goods, invariably becomes conflict prone and tense society.

Finally, the share of perfect strangers in one's personal institutional and societal allocations of resources determines the sustainability of our actions. Prefect stranger is the one who is unknown and is not knowable. We don't know the preferences of future generation which is not born yet. We have to use our value system and adopt a life style which leaves enough for them to exercise freedoms that we take for granted. I cannot figure out what the ant on the wall looking at me writing this is thinking? The share of an ant, squirrel, birds or other wild grasses and wildlife and the unborn determines how sustainable a society is.

I hope we can reflect on these ratios and start re-strategising our value system, educational philosophy, institutional design and evaluation criteria so that as a society we know better where are we heading.

Reciprocal to non –reciprocal relations: In social life, our culture promotes a feeling of 'Neki kar kuayen mein dal' that is, if left hand gives, even the right hand should not know. The anonymous giving is stressed in our society so that reciprocity cannot arise. The transactional society tears basic social fabric apart and all relationship start losing the layers of love and grace that accord them serenity and subtlety. The Samevadana becomes silent.

Seeking to sharing ratio of innovations is critical in an open innovation society. Every enterprise has some knowledge practices and innovations which

they can share with others without affecting their own competitiveness. Yet so little is shared by large and small companies and institutions. Even the academic institutions don't put their courseware in open unlike eminent institutions like MIT which did it a long time ago. We seek more than we share.

Language shapes the habit of thought, as the linguists say. Should we only think of economic enterprises, and ignore social, ecological and cultural enterprises. Who amongst us has not used some product or service for which he/she never paid? For that matter, now that rains are here, and it is tru that road side trees have come down compared to the situations decades ago But have we not stood under a tree for which we of course did not pay? But somebody has to pay. The users don't have to pay always and that too, not all the costs, else social inclusion is not possible. How do we make us, the privileged class to pay for the services and products which those who need them most cannot pay for.

EDII Collaborates with Women's ITI, Patna

EDII in collaboration with Women's Industrial Training Institute (WITI) organized 'Entrepreneurship Awareness Program' at the Digha campus in Patna. The main aim behind organizing this event was to encourage the women in Bihar to take up entrepreneurship as their main source of livelihood through its new centre at the WITI campus. The inaugural event was honoured by the presence of Shri Vijay Kumar Sinha (Minister of Labour Resource) who added that this initiative would bring forward many such aspiring potential entrepreneurs in making.

EDII and Women ITI jointly signed an MoU in order to inculcate the spirit of entrepreneurship amongst the women. The students at ITI were acquainted with various skill development trainings under the guidance of Prof. Pankaj Bharti of EDII. The institute took this opportunity to launch the WITI website on the very same day



Seen during the inauguration is (2nd from R) Chief Guest Shri Vijay Kumar Sinha, Minister of Labour Resource with (L-R) Shri Prabhat Kumar Sinha Chairman, IMC; Shri Nageshwar Yadav, Principal, ITI and Dr.Pankaj Bharti Faculty - EDII.

through the hands of Shri. Rajiv Ranjan (Chief Advisor, ITI) and Shri Nageshwar Yadav (Principal, ITI).

Commenting on EDII's collaboration with ITI, Minister of Labour Resource Shri Vijay Kumar added, "Entrepreneurship opens doors to innumerable employment opportunities. ITI is the like the first step towards technical education which ensures the basics of technicality are thoroughly covered. Not only does ITI offer various employment opportunities in different industries but also opens doors to self-employed businesses." He also added that the 21st century is all about skill development and entrepreneurship and the youth should make the most out of it.

Entrepreneurship... the be-all and end-all for all sections of society



Dr. Sunil Shukla, Director – EDII and Mr. Satish Parmar, President - Dalit Indian Chamber of Commerce and Industry (DICCI) during the signing of MoU between EDII & DICCI on 30th June 2018, in the presence of (on the L) Shri Milind Kamble, Founder Chairman - DICCI

EDII and Dalit Indian Chamber of Commerce & Industry (DICCI) signed an MoU on 30th June 2018 to join hands in encouraging entrepreneurship among Scheduled Caste and Scheduled Tribe youths at state and national levels.

To accomplish the objectives, EDII will organize Entrepreneurship Development Programmes (EDPs) in various districts identified by DICCI. Training by EDII will build skills to help identify promising business ideas that will be incubated at EDII's Technology Business Incubator - the Centre for Advancing and Launching Enterprises (CrAdLE) set up with the support of DST, Govt. of India. CrAdLE primarily focuses on start-ups in the field of manufacturing, healthcare, renewable energy and food & agri-business for incubation.

Emphasizing on the need for encouraging disadvantaged sections of the society, Dr. Satya Ranjan Acharya, Asso. Sr. Faculty, EDII said, "The new generation from these sections of society have strong belief that entrepreneurship can help in positioning them as an integral part of the society and open new avenues for personal as well as community growth. DICCI is promoting entrepreneurship among SC/ST youths as a solution to their socio-economic problems and EDII would help them in achieving this objective."

Mr. Milind Kamble, Founder Chairman, DICCI said, "DICCI and its members face a large knowledge gap about the complexities, opportunities and risks in harnessing the financial sector. Forging partnership with an Institute like EDII, which has over three decades of experience in promoting entrepreneurship amongst various sections of society, will help us in fostering

entrepreneurship among community members."

The Pune-based Dalit trade body, DICCI, has 24 state chapters and 7 international chapters. The activities of its members are quite diversified ranging from manufacturing (sectors such as chemicals, agri-products, frozen foods, plastics, textiles, pest control, metals and metallurgy, marine engineering, solar energy, sugar refining) to construction to services (health care, hospitality industries, education and international trade).

This initiative will greatly impact the economic and social well-being of the marginalized sections of society, while at the same time render the nation entrepreneurial.

BEST Practices for CUPOLA Furnace





On the dias (L to R) Mr. Riken Shah, Cluster Development Manager, EDII; Mr. Naresh Sheth, Vice Chairman, IIF-Rajkot Chapter; Mr. Bharat Davda, Project Leader, EDII; Mr. Jayen Kotecha, Perfext Consulting Group, Rajkot & Mr. Denish Makadiya, Merlin TecSol Pvt. Ltd., Rajkot.

In association with Indian Institute of Foundrymen-Rajkot Chapter, Rajkot Engineering Association, EDII and SIDBI had organized the workshop on Best Practices for Cupola Furnace. Foundries with Cupola Furnace and professors and students from the technical institutions participated in the workshop. Around 46 participants including experts benefitted from this workshop.

The workshop dealt with ways to reduce losses in the cupola and how to maintain the air volume and pressure during a cupola operation. Topics on energy and environment savings, best ways of making linings and cupola conditions, were covered in detail.

Mentoring **Start-ups** for a Promising **Journey**





During the panel discussion (R-L) V. Ramgopal Rao, Director - IIT Delhi; Mr. H. K. Mittal, Advisor & Member Secretary, NSTEDB, DST, Govt. of India & Dr. Sunil Shukla, Director EDII

All India Council for Technical Education (AICTE) organized the Start-up Mentorship Program 2018 in New Delhi on 25th and 26th of June 2018. EDII was roled in as the Ecosystem partner of the programme. Speaking on 'Making Innovation & Start-ups as a Culture in India', Dr. Sunil Shukla, Director - EDII opined that Entrepreneurship is more of an attitude, than a skill or talent. Encouraging the budding women entrepreneurs and young startup teams, Dr. Shukla cited promising trends in terms of increasing number of admission of girl students at EDII, i.e., from 10% to encouraging 25%. This revelation was welcomed with a huge round of applause as it fell in consonance with AICTE's focus on empowering women to lead start-ups by providing them with an opportunity to showcase their business skills. In line with it, there are initiatives in place to mentor promising business ideas and connect them with incubators, angel investors, VCs and start-up ecosystem enablers.

The Start-up Mentorship Programme was attended by 82 start-up teams, selected out of 2969

registrations and 714 applications of early stage Start-up/teams. Out of the invited start-up teams, 55 teams were women-led.

Other speakers on the occasion, Prof. V. Ramgopal Rao, Director, IIT Delhi and Mr. H.K. Mittal, Advisor, NSTEDB, DST, Govt. of India held that for start-ups to become successful one needs institutional support and against that backdrop, they appreciated AICTE for this initiative.

In a heartening move, earlier this year, a program was jointly announced by AICTE and Carleton University, Canada to support 100 Women Led Student Tech Start-ups over a Period of Five Years. This acceleration program will facilitate familiarization with Canadian ecosystem enablers to give start-ups an opportunity to explore innovative and emerging market opportunities in Canada. At this mentorship programme, the selection of women led start-ups was also made and the first cohort of 10 women led tech start-ups from India will visit Carleton University, Canada to take part in the 2 week long International Acceleration Program, during the month of August 2018.

Top picks among the start-ups which made it to the final rounds were:

- Solar energy run Micro Oven powered by IoT, which can be operated through smart phones
- Wearable monitors for pregnant couples
- Virtual Rape Alert system
- Affordable and effective Testing tools for Chikungunya
- Drone spraying pesticides and other solutions for the farmers
- Effective and harmless solutions for people looking forward to quit smoking
- Assisting people in depression through Virtual Reality – by one of the Korean Team

From EDII, Dr. Satya Acharya and Dr. Amit Kumar Dwivedi, were mentors to the participants.



Students being mentored by (L-R) Dr. Satya Acharya, Asso. Sr. Faculty - EDII; Mr. Uttam Lalwani, Mentor - CrAdLE (Incubator hosted at EDII with DST support and Dr. Amit Dwivedi, Facutly - EDII

Entrepreneurs envision FUTURE

Most of the young professionals, supremely talented, many a time face stifling careers and are unable to fix the problems at work. A knack over certain skills such as communication, judgement-reaching, initiative-taking, problem-solving, leadership and creativity more often than not hold the answer to progress and growth. Every qualification and talent needs to be supplemented by soft skills and certain entrepreneurial competencies which find place in the life of high-achievers.

The National Summer Camps on Entrepreneurial Adventures for Youth and National Summer Camps on Entrepreneurial Stimulation for Children, being conducted by EDII over last 26 years imbibe in them the qualities that text books do not focus on. These are skills of an achiever; skills that prepare them for life ahead; help them connect with people and situations; develop in them the skills to influence others, reach decisions and take responsibility for their decisions.

Through the National Summer Camp on Entrepreneurial Adventures, the Institute has been imparting a unique exposure to youths. The camps have shaped 1362 youths across the country. Over May 7-16, 2018 & May 26 to June 6 2018, EDII organized the 33rd & 34th Summer Camps on Entrepreneurial Adventures for Youth at its campus. 83 youths in the age group of 16-22 years who attended the camps realized their hidden potential and developed capabilities to meet the challenges ahead by acquiring critical entrepreneurial traits. Simran Kad of St.Kabir School, Ahmedabad says, "I never realized that education merely was not enough to succeed. Knowledge always has to be underlined with the skills of risk-taking, creative thinking, conflict management, effective communication, team work and managing one's emotions. I feel utterly confident about myself."

On the similar lines, over the past 24 years, the Institute has been giving a powerful platform to children across the nation to evolve, by getting them to know their own personality, factors that affect



Seen during the Valediction of 32nd National Summer Camp on Entrepreneurial Stimulation for Children are (2nd from R)Chief Guest Mr. Vijaykumar Gupta, Managing Partner, Honest Reviera & (3rd from R) Dr. Sunil Shukla, Director - EDII with Dr. Pankaj Bharti, Camp Leader and Dr. Kavita Saxena, Camp Coordinator.

In his address to the participants Mr. Vijay Gupta enumerated the skills of an achiever that guarantee him/her phenomenal success. He emphasized on business ethics, management style and the ability to think different.



Ms Beena Handa, Director-Poiesis Achievement Foundation, Chief Guest at the 33rd National Summer Camp on Entrepreneurial Stimulation for Children, awarding certificate to a participant. Ms. Handa emphasized on the importance of implementing entrepreneurial traits in real life. The Chief Guest urged the participants to employ the training received in their day to day life to emerge as motivated and persistant individuals.

their development and by imparting them a perspective that shapes their behavior and responses to different situations. This year, two such Summer Camps on Entrepreneurial Stimulation were organized from April 29 to May 4, 2018 & May 20 - 25, 2018 at the Institute's campus. Through these, EDII has groomed over 2240 children till date. The camps are open to children of 12-16 years of age and aim at inculcating a 'spirit of enterprise and achievement' in children so that they target achievements with the conviction to win.

Dr. Pankaj Bharti, Faculty - EDII and Camp Co-ordinator said, "At EDII, we believe that entrepreneurs are created. Like professionals in any field, entrepreneurs can also be created. Both these camps focus more on imparting skills that go into making a well-rounded entrepreneur."

The camps are designed to enable the participants discover their entrepreneurial competencies and inherent strengths and weaknesses at any early stage. Through simulation exercises, classroom sessions, presentations, case study analyses, puzzles and games, industry visits and interaction with achievers, participants are given exposure to experiential learning. The youths expressed that they felt enlightened and confident about adopting leadership roles in their life whereas the children expressed that they especially learnt how to strive towards achieving excellence in life and career.



Ms. Shreya Damani, an entrepreneur renowned for her innovation, Chief Guest at the 33rd National Summer Camp on Entrepreneurial Adventures for Youth, inspired the participants with her own success story as an entrepreneur. The Chief Guest drilled in them the need to be creative and innovative in dealing with every situation in life. Ms. Damani congratulated the participants and beckoned them to put their best foot forward with positivity and determination.



At the 34th National Summer Camp on Entrepreneurial Adventures for Youth, the Chief Guest & Editor of Gandhinagar Samachar, (2nd from L) Shri Krishnakant Jha explained to the participants how nothing could ever replace hard work and belief in self. He shared stories from his own life to put forth how a 'never - say - die' attitude is always a winner.

Women Entrepreneurs ..... Raring to Go

Women typically have all the characteristics that bode well for a successful business yet since a long time their business world has seemed to remain fraught with challenges and inhibitions. The constraints associated with an entrepreneurial activity have somehow always been more strongly linked with women. A huge need for information about entrepreneurship among women, further aggravates the situation for them, especially for those coming from the marginalized sections as they lack access to any formal sources of assistance. But fortunately, in the recent years the entrepreneurial domain has evolved, brushing aside such gender discrimination. The positive aspects of 'women as entrepreneurs' are getting highlighted more than ever. The results of such encouragement are manifold, leading to a variety of more measures to bring women into the mainstream. The result is – a steep rise in the number of women who start their own businesses.

EDII's 'Skills to Succeed 2020' programme, being implemented by its Bangalore office, is one such initiative to ensure that women gain skills and employ these to emerge as successful entrepreneurs. The project mainly aims at developing women from marginalised and backward classes into micro-entrepreneurs. 12 states and 1 Union Territory, i.e., 190 locations in all, are being targeted to conduct these skill-based Micro Entrepreneurship Development Programmes. 29 Partner Insitutions have been roped in to achieve the target. Skill training coupled with entrepreneurship training has ensured setting up of 58 micro enterprises. Post training and establishment of enterprises also, EDII renders assistance to women entrepreneurs so that they understand the market and network appropriately to spread their wings. For instance, food products prepared by women participants of Maddur and Sugganahlli in Karnataka under EDII's assistance are being tested by leading testing laboratories, so that the entrepreneurs are able to launch their products in various super markets such as Metro Cash & Carry or popular e-commerce platforms such as; Big Basket.

Women assemble LED Bulbs at Hyderabad (Telangana)



The follow-up support offered to trained women entrepreneurs until their venture takes-off is as crucial as the training offered. This is the time when women implement their classroom

learning by taking a plunge into the world of markets, profits, manufacturing, finance and legal aspects. EDII hand-holds them so that they take the right decisions and path. At the selected 190 locations, 8390 trained candidates are already well-equipped for enterprise creation and over 5000 candidates are expected to witness a commendable increase in their income. Many are in the process of setting up and very soon the results will be enviable. The project is being monitored and implemented by Dr. Raman Gujral, Sr. Faculty-EDII.



Spice powders prepared by Women in Coimbatore (Tamilnadu)



An entrepreneur with her Banana fibre products in Nagercoil, TamilNadu

The Significance of **Startup** Accelerators



(1st from L) Dr. Satya Acharya with his team, during the business plan presentation

Asso. Sr. Faculty, EDII, Dr. Satya Acharya attended an International Course on 'Startup Accelerators in the Entrepreneurial Ecosystem' at Israel during March 13-27, 2018. The Course was organized in cooperation with Singapore Cooperation Program.

"The course", as Dr. Acharya puts it, "allowed me to understand the startup ecosystem in various countries around the globe. The finer nuances behind promoting startups unveiled several factors worth a thought for a country like India which is riding the startup wave. I got good exposure to the facilitating factors that link Startup Accelerators and Entrepreneurial Ecosystem, thus ensuring a flourishing economy."

In all there were 31 participants from 24 countries.

Start-up Village Entrepreneurship Programmes (SVEPs) boost rural livelihood EMPLOYMENT



- SVEP is dedicated to create sustainable self-employment opportunities for a large number of youth residing in the villages
- EDII has created over 7,600 rural enterprises under SVEP. It aims to create around 36,000 rural enterprises by March 31, 2021
- EDII as a National Resource Organization (NRO) has launched SVEP in 11 states covering 42 blocks


Agarbatti making

EDII has boosted rural livelihood and employment in villages under Start-up Village Entrepreneurship Programme (SVEP), a sub-scheme of National Rural Livelihood Mission (NRLM), Ministry of Rural Development. The Institute has created over 7,600 rural enterprises under SVEP in last two years. SVEP is dedicated to creating sustainable self-employment opportunities for a large number of youths residing in villages. It also works towards enabling active networking of village entrepreneurs with banks and financial institutions closer to the selected as National Resource Organisation (NRO), the Institute aims to create around 36,000 rural enterprises by March 31, 2021 under five-year SVEP, which started in 2015-16. The Institute has implemented SVEP in 42 blocks across the states of Gujarat, Madhya Pradesh, Haryana, Jammu & Kashmir, West Bengal, Odisha, Jharkhand, Chhattisgarh, Telangana, Punjab and Uttar Pradesh. It has so far assisted in getting credit linkage to the tune of Rs. 21.2 crore for providing funds to rural enterprises.

Explaining the scale of the project, Mr. Rajesh Gupta, Project Coordinator & Faculty –EDII said, "In its first phase of validating the concept, SVEP is expected to support creation and strengthening of about 1.82

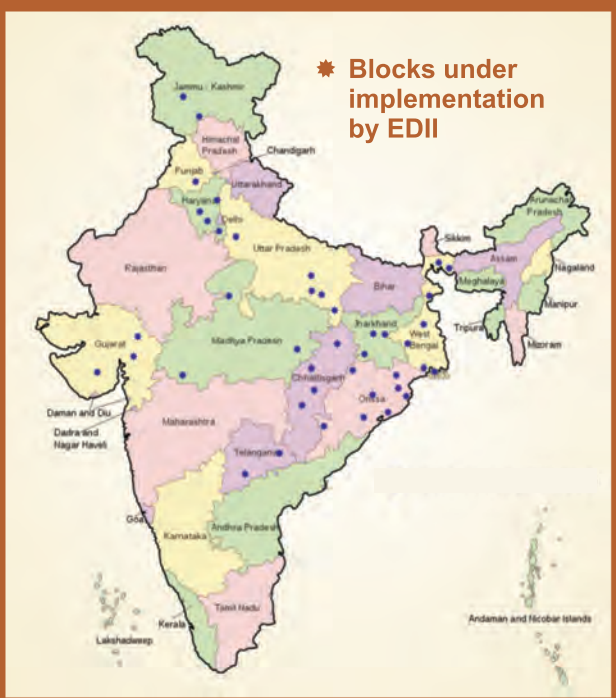


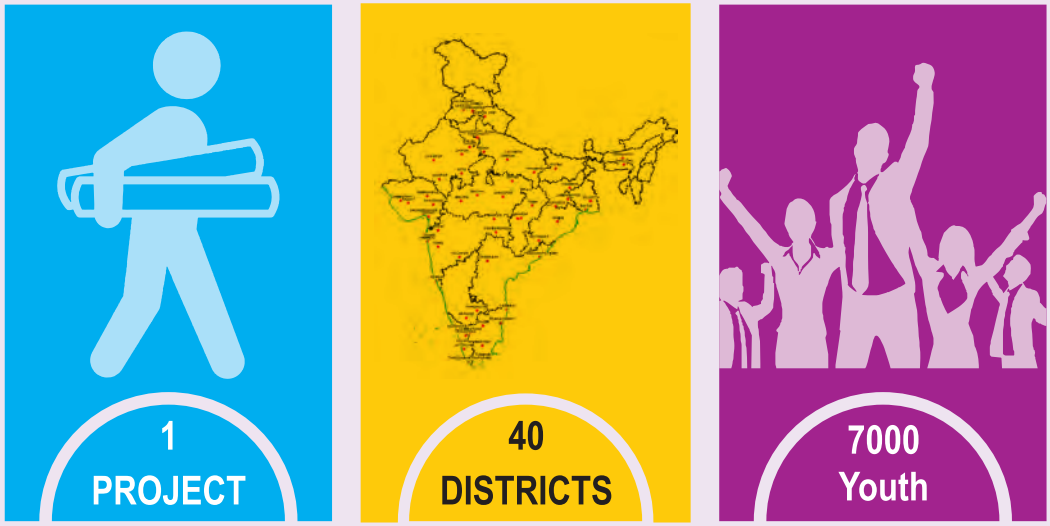
lakh village enterprises in 125 Blocks across 24 States in the targeted five years i.e. 2015-16 to 2020-21. This is expected to create employment for about 3.78 lakh persons. EDII's aim is to create around 36,000 rural enterprises in first phase of 5 years."

Micro-enterprises constitute a significant proportion of the existing unregistered enterprises in the country. The purpose of SVEP is to bring majority of these micro-enterprises in the main stream and assist them in funding their business model, which is scalable and can generate rural employment. Through SVEP, these enterprises are provided training and adequate business skills so as to ensure their long-term survival and sustainable employment generation.

In order to ensure credit linkages to rural enterprises and generate rural livelihood, Finance Minister had initiated the idea of SVEP in 2014-15, with project being launched in 2015-16. For 2018-19, the Government has targeted to create 25,000 rural enterprises and skill 4 lakh trainees under SVEP.

With entrepreneurship becoming centrepiece of rural communities, umpteen economic opportunities will unfold, thus lifting and supporting people.





Being Imparted **Entrepreneurial** Support



True guidance is like a faint torch light. It doesn't show everything at once but provides enough light for the next step to be safe. Such will be the role of EDII for over 7000 youth in 40 aspirational districts. Under the aegis of Department of Science and Technology (DST), National Science and Technology Entrepreneurship Development Board (NSTEDB) and Government of India, EDII will provide entrepreneurship support to these young aspiring entrepreneurs.

The Government of India has identified 115 such aspirational districts which will undergo rapid transformation, sustainable development and growth in various different sectors like nutrition, education, health, skill development and entrepreneurship. Out of these 115 districts, EDII has been selected as the National Resource Agency for promoting science and technology entrepreneurship in 40 such districts.

Emphasizing more on the role of entrepreneurship in sustainable development, Dr. Sunil Shukla,

Director at EDII added, "Entrepreneurship has been visualized as one of the strategic development interventions to accelerate the socio-economic growth process of under-developed areas. For sustainable growth and development, there is a need to inculcate the spirit of entrepreneurship amongst local youth. Through this project, our aim is to mentor a new generation of job creators in the hinterland of India."

As a part of this strategic initiative, entrepreneurship sensitization and various development programs will be organized. The potential entrepreneurs who dream of setting up small/micro businesses will benefit majorly from these programs. Among the 40 selected districts, 3 such programmes of a batch of 60 will be conducted for over nine month duration.



Mr. SB Sareen, Project Director and Member Secretary, DST-NIMAT Project, EDII further added on these development programs, "The main idea behind conducting such programs is to create awareness among the budding entrepreneurs about the various facets of entrepreneurship. These programs aim at providing how's and why's about the benefits of entrepreneurship and also emphasizes on the most important takeaway i.e. sources of financial and non-financial help, incentives and subsidies available from the government towards enterprise creation."

Speaking of EDII's contribution on science and technology sector, he informed that the institute has trained and sensitized over 5 lakh youth towards entrepreneurship over a period of 5 years from 2013 to 2018. Backed by Department of Science and Technology (DST) and National Implementing and Monitoring Agency for Training (NIMAT), EDII is the national implementing agency for this project.



Prof. Anshu Singh, Barkattullah University, Bhopal addressing the participating faculty members. Also seen on the dias are (L-R) - Prof. Lajpat Ahuja, Rector; Shri Jagdish Upasane, Vice Chancellor, Makhanlal National University of Journalism & Communication, Bhopal; Dr. M. Hanif Mevati, Programme Director & Associate Faculty - EDII and Prof. Avinash Bajpai, Head Department of New Media Management, Makhanlal National University of Journalism & Communication, Bhopal

GenNext..... on the path of succession... towards SUCCESS



The anxiety that a founder of a business faces while stepping back, making space for the next generation, is understandable. More so, because most family businesses stifle by the time they reach the third generation. However, the good news is that today entrepreneurs have options to develop the next generation and ensure that the reins are passed on to a successor who is trained and equipped with skills to continue the enterprise's legacy.

EDII has been playing a significant role in this by equipping the next generation with requisite skills to become adaptable, receptive and spirited successors who understand and act according to the trends of modern day businesses. In a recent initiative on this front, EDII has planned 'Family Business Clinics' across major cities to help and mentor second & third generation of MSMEs for boosting the prospects of family businesses. The Institute has already enabled over 400 next-gen entrepreneurs through its flagship program Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE).

The Institute has till now successfully created over 400 next generation entrepreneurs through its flagship program PGDM in Business Entrepreneurship (PGDM-BE).

Guided by the motto of supporting existing enterprises, Institute conducts 'Family Business Clinics' across major cities to mentor second and third generation of MSMEs.

The Institute has already conducted few such clinics at Industry Associations in Ahmedabad, Vadodara, Rajkot, Jodhpur, Bhopal and other prominent locations to sensitize MSMEs about succession planning and family business management. Such clinics have been primarily planned in tier 2 cities across India. The sessions mainly focus on creating



Family Business Leadership Clinic at Gujarat Chamber of Commerce & Industries, Ahmedabad. Seen on the dias are (R-L) Dr. Jaimin Vasa, President, GCCI; Dr. Satya Acharya, Asso. Sr. Faculty - EDII & Mr. Manoj Goenka, Regional Business Leader Micro Enterprises Banking YES Bank

leadership culture, incorporating strategic planning in running a business, solving capital access issues and use of digital media for promoting one's enterprise.

Emphasizing on the need for boosting family business in India, Dr. Satya Ranjan Acharya, Asso. Sr. Faculty, EDII and Coordinator of the Clinics said, "India ranks in top five when it comes to contribution of family-owned businesses to total market capitalization and GDP. However, many MSMEs fail to grow because they lack succession planning. However, succession planning has become important to ensure a smooth transition and for injecting new vision into the business. Professional training and grooming does leave an impact and this realization is fast sinking in among the founders and the next gen."



Addressing the participants is Mr. Siddarth Chaturvedi, Director AISECT, Bhopal. Also seen are (L-R) - Mr. R G Dwivedi, Regional Director, PHD Chamber of Commerce & Industry, Bhopal and Mr. Subhash Vithaldas, Chairmen, MP Committee, PHDCCI, Bhopal

The clinics ably sensitize the next generation about the importance of capitalizing on the company's strengths, aligning these with the changing requirements and contributing to the growth of family business. The participants introspect their own leadership style and learn the importance of imbibing new leadership styles that not only inspires internal organizational processes, systems and structures, but also empowers them to ensure expansion of their business across industries and borders.

These Clinics help the participants create a leadership culture in family business so that prospects of the enterprise grows over generations assuming command.

contd... from page 6 (They Walked with a Conspicuous Entrepreneurial Conviction)

On the occasion, Dr. Sunil Shukla, Director, EDII explained how EDII had adopted the new business strategy in keeping with the changing requirements. He added that the overall thrust would, however, remain on promoting start-ups, identifying and stimulating unexploited entrepreneurial fervor, instilling entrepreneurial orientation in executives, students, women, disadvantaged groups & other sections, addressing the vulnerability of rural and urban micro enterprises, emphasizing on innovations, incubation and research. Dr Shukla congratulated the graduating students and expressed his happiness over the way they were evolving as entrepreneurs and contributing to the nation's growth. He also shared the institute's major successes, over the years, with the audience.

The event registered a huge footfall comprising students, parents, professionals, academicians, officials, entrepreneurs and EDII staff and faculty members.

Exploring **Possibilities** for Energy Efficient **MSMEs**



EDII hosted an interactive panel discussion in collaboration with YES Bank Ltd. on 'Energy Efficiency for MSMEs in India'. With the assistance and support of 'Say YES to Sustainable MSMEs in India' project, the panel elaborated and discussed the policy guidelines that would enable the MSMEs to adapt to energy efficient measures.

The successful event brought together likes of over 35-40 heads of institutes, MSME associations, eminent entrepreneurs and members from financial institutions. The event was honoured by the presence of prominent speakers such as Mr. Abhay Bakre, Director General, Bureau of Energy Efficiency; Ms. Anubha Prasad, Deputy General Manager, SIDBI Bank and Mr. Ashok Rajput, Chief Engineer Design, Central Electricity Authority. The discussion mainly emphasized on challenges faced in energy efficiency and the road ahead.



Seen on the panel (From L-R), Dr. Subhash Chand, Chief General Manager, IRCON; Mr. Abhay Bhakre, Director General, Bureau of Energy Efficiency; and Ms. Anubha Prasad, Deputy General Manager, SIDBI.

As the name goes Micro, Small and Medium Enterprise (MSME) sector is the most tapped and dynamic sector assuring quick and high growth potential for the Indian economy. This sector offers a wide array of opportunities in fostering creativity and innovation in products and processes. Having said that, in most of the enterprises of this sector there is an immense potential to increase energy efficiency. A few studies conducted by national and international agencies discovered that there is a minimum potential of saving at least 15-30% energy in these energy intensive units. Harnessing this potential could lead to a notable increase in cost competitiveness but due to varied reasons many

MSMEs are reluctant to switch to the energy efficient model.

Mr. Danish Zaheer of YES Bank Ltd. laid down his views on further discussing the reasons behind MSMEs opting out of this model, "Energy is the biggest operating cost for most of the MSMEs, yet there's a lack of awareness among them to adapt to energy efficient technologies. As a bank ourselves, our aim is to educate them about this issue among our customers and also come up with options to foster energy efficiency." He also stressed on the fact that there are a number of financial institutions that play a major role in promoting energy efficient business models, especially to help MSMEs switch to new and renewable forms of energy.

The panel also discussed points on upgradation of technology used by MSMEs and stressed that there is a definite need to guide them technologically and as well as financially. Ms. Anubha Prasad, Deputy General Manager, SIDBI Bank added, "We believe in sustainability and recognize energy efficiency as a successful business model. We will surely uplift this in the near future."



Dr. Sanjay Pal, Project Leader, had a similar take on this, "One of the most profitable and potential sectors of India is MSME and its necessary to make it energy efficient as it will be very helpful in the long run." He further explained a business model wherein the old technologies could be replaced with the newer ones. This will not only make MSME sustainable but will also create jobs for both skilled and mechanical staff.

Lastly, the dignitaries applauded EDII and YES Bank for their commendable work on capacity building of MSMEs and encouraged more such partnerships for promoting energy efficiency. The session ended on a concluding note which stressed that reliability and transparency are the two most important factors in making the MSME sector energy efficient.



Mr. Subhashish Dey, Program Manager, Shakti Sustainable Energy Foundation, addressing the audience

EDII spreads its wings; to strengthen Entrepreneurship in Malaysia



A country's transformation and progression, to a large extent, rests on the channelization of its resources and amalgamation of all winning factors. Against this realization and the immense potential that entrepreneurship holds, the governments across are exploring techniques and strategies of broadbasing entrepreneurship.

Against this realization, EDII and Pembangunan Sumber Manusia Berhad (PSMB), an arm of Human Resource Development Fund, under the Ministry of Human Resources, Malaysia, have signed a Memorandum of Understanding (MoU) for the project - Fostering Innovations & Refuelling Entrepreneurship (FIRE) - under which EDII will assist the Malaysian Government to implement strategic initiatives that empower the quality and employability of the Malaysian human capital to support the aspirations of 35-per cent skilled Malaysian workforce by the year 2020, while creating job opportunities for the locals. EDII shares its expertise with PSMB in the field of education, training, research and institution building to equip, develop and assist unemployed graduates and school drop-outs with high-end skills and competencies, required by the industries, and will thus enhance their employability. PSMB and EDII work in the areas of skill development, reskilling, entrepreneurship development, capacity building, training and methodology, content development, consulting and research.



The Trainers' Manual, prepared by EDII was released by (in the centre) Mr. SN Siva, Director, IMS Asia, Malaysia. Also seen are (L-R) Dr. Raman Gujral, Project Director; Dr. Sunil Shukla, Director - EDII; Dr. Amit Dwivedi, Project Co-ordinator and Dr. Kavita Saxena, Project Co-ordinator

The first phase of the training programme by EDII for visiting Malaysian mentors concluded on April 19th 2018. This batch was specifically designed for trainers and mentors to enable them to imbibe learning to coach and guide entrepreneurs back in Malaysia.

Malaysian mentors were given an overview of entrepreneurial ecosystem, concepts and practices therein and potential that lies in emerging industries such as tourism, retail, healthcare and hospitality. During the programme, the participants were apprised about business opportunities identification, technical & marketing analysis and business plan preparation.

The mentors were groomed to guide entrepreneurs in terms of business expansion, innovation, diversification and sustenance. The three weeks program was divided into class room interactions, business simulations, industry visits, after-class assignments and presentations.

During the program, dedicated sessions were organized for industry review by expert faculty and industry practitioners covering sectors like Pharmaceuticals, Healthcare, IoT, Engineering, Food Processing, Tourism and Hospitality, Wholesale and Retail. They were also taken to some of the industries like Sahajanand Lazer Technologies, Toyota, Fiji Silvertech, Troikaa Pharmaceuticals Ltd., Pelican Foods Ltd., Havor Ice-cream, to name a few.

The program was attended by 20 participants with rich experience of coaching, mentoring, training and consulting SMEs in various industries in Malaysia, 2 representatives from IMS Asia, Malaysia and 2 representatives from HRDF, Malaysia.

Emphasizing on the role of EDII under MoU, Dr. Sunil Shukla, Director, EDII, said, "We will be providing hand holding and mentoring support to Malaysian SME entrepreneurs and work closely with PSMB's initiative of skill development as a facilitator, for boosting the economic power of Malaysia. The partnership is an example of how countries can work together to create job opportunities for the youth, and participate in global sustainable development goals. EDII will help Malaysia harness its inherent strengths and capabilities."



Participants seen with His Excellency Dato' Hidayat Abdul Hamid, High Commissioner of Malaysia to India; Dr. Sunil Shukla, Director EDII and senior officials involved in the project.



Mr. SN Siva, Director, IMS Asia, Malaysia opined, "Malaysia faces similar problem that India faces with regard to employability of youth. Due to traditional structure of education, the students are not able to adapt to industry dynamism by the time they come out in the job market. With assistance from EDII, we want to ensure that continuous mentoring is available to entrepreneurs and small enterprises so that they can transform and scale up their business.



The Chief Guest for the valedictory ceremony of the first batch of the Trainers' Training Programme was His Excellency Dato' Hidayat Abdul Hamid, High Commissioner of Malaysia to India. His Excellency said, "India and Malaysia have lot of similarities with regard to culture, tradition and entrepreneurial ecosystem. Experience shared by participants at FIRE has convinced that EDII in India is the right partner for Malaysia as far as promoting entrepreneurship is concerned. We believe this partnership will be effective in the long run and shall create employment opportunities in both countries."

Dr. Sunil Shukla, Director – EDII held, "We are the change agents and catalyst for spurring entrepreneurial growth in Malaysia. EDII will help Malaysia harness its inherent strengths and capabilities."



Dr. Raman Gujral, FIRE, said, "This course will help the mentors in guiding Malaysian MSME entrepreneurs in the right direction and support Malaysian Government's objective of human capital skill development. We believe, this partnership will lead to more such initiatives that will greatly benefit both countries."

Participants opine.....

"The three-week programme helped us in gaining insights into entrepreneurial spirit of Indian MSMEs through industrial visits and engagements with local businessmen. The expert guidance from EDII faculty helped us in understanding the nuances of doing a business better."

- Dion Ooi, Director-Global Learning & Performance, ITD World, Malaysia and participant, Fostering Innovations & Refueling Entrepreneurship (FIRE) at EDII



"We experienced impeccable India in last three weeks of our stay here. The experience at EDII is beyond any monetary value. Due to warmth and supportive nature, we felt very close to all our faculty members. While interacting with industry, we had firsthand experience of 'jugaad' through which MSMEs flourish in India."

- Sharifah Raudhah, Marshall Goldsmith Leadership Executive Coach, Malaysia and participant, Fostering Innovations & Refueling Entrepreneurship (FIRE) at EDII

HEALTHCARE Start-ups & the Management Pyramid: the GOOD, the FAST, and the CHEAP



Healthcare has become one of the largest and most tapped sectors of India in terms of revenue and employment. The hospital industry in India stood at Rs 4 trillion (US$ 61.79 billion) in 2017 and is expected to increase at a Compound Annual Growth Rate (CAGR) of 16-17 per cent to reach Rs 8.6 trillion (US$ 132.84 billion) by 2023. With India encouraging more and more potential entrepreneurs, the start-up culture has helped a lot in addressing critical social issues through technology advancements. The healthcare sector is also on the cusp of major transformation following the Government of India's new and ambitious 'Ayushman Bharat Yojana' or National Health Protection Scheme.

Keeping in mind the technological advancements and the growing start-up ecosystem there's no denying of the fact that the major boost to the healthcare segment will come from healthcare start-ups that are addressing the key issues of quality, accessibility and affordability. Recently, NASSCOM had delivered a report on 'Health-tech in India' which confirmed that despite the average out-of-pocket expenditure being 62% of the total expenditure, there's a notable lack of availability of skilled health professionals in the country. As per the WHO standards, it was found that India has only 47% of the required bed capacity and only 30% of the desired bed capacity.

The healthcare start-up vertical rose a total funding of $160 mn in H1-2017 which was 129% more than H1-2016. The NASSCOM report also confirmed that for advanced technologies, almost 31% of the health-tech funding went towards Artificial Intelligence, IoT and Analytics. Having said that the standard areas like health information management and aggregator/ecommerce has continues to mature growth in areas like anomaly detection, disease monitoring and tele-health/telemedicine

Mr. Mayank Patel, CEO, CrAdLE further added to this by saying, “More and more healthcare start-ups are taking patent centric approach by implementing Internet of Things (IoT), Artificial Intelligence (AI) and machine learning. Such development in the industry tends to have a long term impact on the healthcare sector and results in win-win situation for the company as well as the customers.”

There's no denying the fact that quality, accessibility and affordability goes hand in hand in India. 'Health tech in India' report by NASSCOM states that educating people about various healthcare choices via a single platform can not only make it accessible but also will help people know about various affordable choices. The report also emphasized that the current health tech start-ups are striving to address all of these above mentioned issues.

One such report by Grant Thornton and Kalaari Capital that goes by the name 'BillionFit: Technology redesigning healthcare' stated the following:

"The idea of treatment at home has led to several path breaking innovations like online doctor appointments, home health services, remote monitoring services, home laboratory services, medical aid (including critical treatments such as home dialysis) and tele-health for patients. Keeping in mind these innovations, technology can play a major role in optimizing and channelizing public and private sector efforts towards building an affordable and all inclusive health platform."

Huge numbers of health segment start-ups are emerging in the areas of tele-health / telemedicine, information management, e-diagnostics, online pharmacies, wellness platforms, health lab aggregators etc. Apart from these, various start-ups in the field of Nutrition Health and Wellness are also emerging that assures that the people of India get a balanced diet at an affordable cost.

Gujarat Tourism Mirrors **Skills** and **Talents**



Skill training in a particular field not only enhances employability prospects but also has a positive bearing on one's networking, communication, negotiation and leadership skills. The youths from economically weaker strata of society are exposed to less opportunities, thus limiting their options. It is, therefore, important to develop employability skills amongst such youth to enrich their capabilities. .

Tourism, one of the rapidly growing sectors, needs skilled personnel in several aspects, and holds scope to accommodate them all. Gujarat's tourism industry is also in its growth phase and requires skilled professionals to supplement this growth.

At the behest of Tourism Corporation of Gujarat Ltd. (TCGL), EDII conducted tailor-made Skill and Entrepreneurship Development Programmes for 2100 trainees from various target groups.

These programmes were designed and conceived to impart guidance on various critical subjects like; developing business plan, process and procedure of setting up tour/travel business, rules, regulations, defensive driving, market assessment, marketing strategies, using online resources and managing tourism business digitally. In addition to building skills to help them get gainful employment opportunities, EDII also encouraged and motivated participants to take up entrepreneurship as a career in the tourism industry. The initiative was underlined with the conviction that the new skills would enable the youths to come into the mainstream by getting involved in income generating activities. The results were satisfactory and the participants whose minimum qualification was SSC and age between 18 to 28 years were confident about either setting up their business or availing employment opportunities.

In order to study the impact of interventions, EDII undertook a survey of 1100 beneficiaries of training programmes conducted earlier. Participants were contacted based on a questionnaire. 1035 (94%) trainees responded.



Participants at Rajpipla with (extreme R) Mr. Prakash Solanki, Faculty, EDII. and (extreme L) Mr. Brijesh Dave, Programme Co-ordinator

RESULTS SHOW THE IMPACT

Gender-wise distribution of the trainees

It's encouraging to note that out of 1035 trainees, 572 (55%) female as compared to 463 (45%) male participants were trained under the programmes.

Caste-wise distribution of the trainees

The programme helped youths from all strata of the society namely 374 (36%) from OBC, followed by 357 (35%) from General category and 304 (29%) from SC/ST respectively.

Change in employment status of trainees before and after the programme

885 trainees (86%) were unemployed before undergoing the training. It is heartening to note that this number has been reduced to 344 from 885.

As regard self-employment, only 81 trainees were in self-employed before joining the programme; post programme the number has increased from 81 to 306.

Moreover, at the time of commencement of programmes, there were 69 trainees in wage employment. The programme helped in building their skills on account of which 314 trained trainees are in wage employment now.



Participants during a training session.

Self-employment

There is direct consequence of the programme on the employment status of various trainees. A large number of these i.e. 306 (30%) got self-employed and started their micro units and also generated employment opportunities for others in their respective units. These 306 trainees created employment for 459 persons, hence the total employment generated was that of 765 including self. The total investment made is to the tune of Rs. 1,22,01,500/-. The monthly income of these units ranges between Rs. 1000 to Rs. 2,50,000/-. The total monthly income of all these units is approximately Rs. 15,95,000 with an average of Rs.5212 per unit.

Trainees working towards being self employed

It's also found that, 71 trainees (7%) are in the process of self-employment. They are involved in doing market survey, formulating a business plan and/or gathering sufficient sources of money for investment.

Wage employment

A significant number of trainees 314 (30%) also used the skills acquired from the training programs to find wage employment in private firms. The monthly income of these trainees ranges from Rs. 500 to Rs. 50,000 with an average of Rs. 4695/-.

Creating Corporate Innovators



Organizations today face uncertainties on account of changing business paradigms, new phases in technology and mislaid entrepreneurial qualities among employees. Experiences bear it out that organizations that encourage innovative and creative thinking, set outstanding records of achievement. Employees who take leadership roles, proactively scan the environment, spot feasible opportunities and seize them with the maximum use of the available resources, are self-challenging individuals or intrapreneurs. Intrapreneurs act entrepreneurially within an organization with their entrepreneurial skills. The traits of intrapreneurship can be imbibed through training and owing to this, organizations are widely getting inclined towards equipping their employees to take hands-on responsibility. With the objective of enabling their employees to envision, create and implement, the Essel Group beckoned EDII to implement a series of Intrapreneurship Development Programmes. 6 batches of the programme were conducted over January to April 2018. More than 130 officials from Zee Entertainment Enterprise Limited, Zee Unimedia, Zee Learn, Dish-TV, DNA, Essel Infra, Essel Finance, Playwin, Zee Media Corporation Limited, EBEX, EZMall and Siti Network participated and learnt how to evolve as intrapreneurs.

The programme at two levels – for middle level officials and top level officials was offered in three phases comprising - five-day/four day Intrapreneurship Development Program (IDP) at EDII campus; three months on-the-job intrapreneurial practices and submission of Action Plan, and one-day Intrapreneurship Plan Presentation to review the Action Plan and to gauge its potential and the technicalities of implementation.

The Programme inculcated entrepreneurial thinking and enhanced competencies to help officials evolve as key decision makers and functionaries, thus ensuring higher productivity, excellence in the processes and concern for customers.

Mr. Sushil Joshi, Executive VP - HR, Zee Media Corporation Limited, opined, "We were happy to imbibe behavioral skills and frameworks for executing innovations. Knowledge on functional areas of excellence viz. design thinking, creativity and innovation, strategy formulation, leadership, and culture has given us a solid foundation for future worthwhile initiatives."

Mr. Amit Jain, Vice President, Chairman's Office, Essel Group, Mumbai, said, "We are happy



A session on Entrepreneurial Strategy in progress

with the changes in our officials. They are aware about entrepreneurial competencies and the importance of imbibing them. It is nice to see them aspiring to become achievers within the organization and looking forward to assigning a leadership position to the organization, in the industry. Their participation in the idea generation process and efforts towards resource mobilization in the organization are noticeable. They have acquired a unique entrepreneurial vision which sure will reflect in their innovative and creative work." Sharing his opinion, Dr. Amit Dwivedi, Programme Coordinator said "Intrapreneurs are the change agents who have the potential to pioneer phenomenal success for their organization. The results of intrapreneurial behaviour among employees are manifold. The programmes designed for ZEE officials were planned at various levels and targeted the mandate of enhancing their competencies to increase their propensity to innovate, take risks, be creative and harness resources. We are happy that the results and the responses are truly positive and encouraging."



Dr. Sunil Shukla, Director - EDII awarding certificate to a participant. Also seen is Dr. Amit Dwivedi, Programme Co-ordinator.

"Strategic growth can only result from innovation, creativity and entrepreneurial strategy of employees. To initiate such top-line growth requires a series of transformations in the mindset of employees and the processes & overall environment of the organization. EDII-conceptualised Intrapreneurship Development Model is evolved after identifying critical predictors of success for an employee and the organization. We ensure that the skills and capacities of officials are propelled to new levels in consonance with the requirements of the organization. The programme for ZEE teams were tailor-made based on their requirements and an assessment of the potential for growth."

- Dr. Sunil Shukla, Director –EDII and Lead Expert, Intrapreneurship Development Programmes for the Essel Group



Mr. Manish Damani



Mr. Jasmin Shah

Felicitation

EDII felicitates its employees who complete 10 or 25 years. This year the Institute felicitated Mr. Manish Damani - Associate Senior Manager - Systems for completing 25 years of service and Mr. Jasmin Shah, Manager - Finance & Accounts for completing 10 years with the Institute. Their commitment, dedication and contribution towards the achievments of the Institute were greatly appreciated. The awards were presented by Hon'ble EDII Governing Board Member, Mr. Milind Kamble, Founder Chairman - Dalit Chamber of Commerce and Industry.

International **Yoga Day** Celebration at **EDII**



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