ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

EDI REPORTS

25 YEARS OF SERVICE TO SOCIETY
25
SINCE 1983

FROM
THE DIRECTOR'S DESK



# This Track Will Not Disappoint You

The economy is shrinking today… even the hangovers of a booming economy are fading away. The fear of 'loss' is looming large. And yes, here we are—still professing that entrepreneurship will work. There are instances of companies that have done incredibly well even during times of a slowdown. 'Google' or 'E-Bay' are some of the most quoted examples. Starting a business during an economic downturn must not be put off… rather it's got to be explored.

One might have to research the business opportunity extensively to fit it amidst the economic challenge and/or start on a small budget but such restrictions, evidences bear testimony, always promote creative and innovative thinking, strong networking and encourage potential entrepreneurs to consider the diverse opinions of the consumer market. 'How economically can I package the product?', 'What means besides advertising do I employ to reach out?', 'What is it that the market cannot do without?' and so on. Also, loans, infrastructure and the best of human resources are available at an affordable price, making it a lot easier. It has also been seen that people experience a sense of insecurity during a slowdown which in a way has a positive influence on their mental makeup and breeds in them the motivation to achieve and prove. So, start-up teams during a recession are most motivated. Encouragingly here, if one has had the training to approach this discipline, one wouldn't have to dig into his/her savings or resources for long. They would start growing and ultimately gaining.

The significance of quick and accurate decision making, cultivating a tactical bent of mind to extract information by

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# FROM THE DIRECTOR'S DESK

approaching the right sources/sensing an opportunity and managing people, innovations and in some cases technology, are traits that are harped upon time and again for an entrepreneurial venture during a downturn but what needs emphasis here is that these are the thumb rules for entrepreneurial success, irrespective of time or the opportunity. I would say, stumbling in business, does not mean failure.....it is only when you stumble and do not get up that you come close to the bracket of 'Failure'. 'Stumbling blocks' or 'Crises' are mandatory chapters in any successful entrepreneur's manual. And an enterprise with research and knowledge as its infrastructure will always sail through crises.

I am glad that the youth in India are understanding market imperfections, embracing those, planning amidst them and coming out as visionary entrepreneurs. Only recently, the Times of India (dated 13th March, 2009) carried a cover story on youths standing undeterred by the frightening recession and moving out to be on their own.

I am glad that the world, too is in sync with this idea. Recently our Hon'ble Vice President, Shri Hameed Ansari inaugurated the EDI established Entrepreneurship Development Centre in Myanmar. If people here take to entrepreneurship, it would sure transform the industrial landscape of the country. The region abounds in natural resources and thus possesses the potential to prosper. All that is needed is knowledge, drive and creative imagination. Through this centre, we seek to trigger that trend. The Myanmar's Centre concludes EDI's project of setting up centres in all CLMV Nations (Cambodia, LAO PDR, Myanmar and Vietnam). Entrepreneurship has been and will remain an immensely result-oriented phenomenon to spur development and growth. EDI has lifted the baton to spread the movement and I am happy that in different parts of the world too, besides India, it looks forward to donning the role of a Centre of Excellence to create resilient, creative, aware entrepreneurs.

**Dr. Dinesh Awasthi**

# CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES

## Myanmar-India Entrepreneurship Development Centre unveiled by the Hon'ble Vice President of India

To trigger economic growth and create employment opportunities by promoting an entrepreneurial culture among the youth in CLMV (Cambodia, Laos, Myanmar and Vietnam) countries, the Government of India commissioned EDI to set up Entrepreneurship Development Centers (EDCs) in each of these countries as a mark of India's commitment to the Initiative of ASEAN Integration. India's Vice President His Excellency Mr. Hamid Ansari inaugurated the Myanmar-India Entrepreneurship Development Centre (MIEDC) at Yangon on 6th Febraury, 2009. Centers in Cambodia, Laos and Vietnam have already started functioning. MIEDC has been established as an autonomous body under the Ministry of Education, Government of Union of Myanmar. Dr. Chan Nyein, the Education Minister of the country was also present on the occasion of its inauguration.




*Vice President, His Excellency, Mr. Hamid Ansari inaugurating the Myanmar - India Entrepreneurship Development Centre. 1st on the left is Dr. Chan Nyein, Education Minister, Myanmar.*

Addressing the august audience that included policy makers, economists, educationists, government officials and youths, Hon'ble Vice President said that India is fullfilling the commitment made by its Prime Minister at the second ASEAN-India Summit in Bali and that this initiative signifies India's desire to recapture the essence of the historic ties between the two countries. Explaining the rationale behind establishment of MIEDC, he mentioned that Myanmar is full of natural resources, such as petroleum, timber, tin, zinc, copper, lead, coal, precious stones, etc. and the need is to exploit them to the maximum advantage of the country. He added that well trained, competent and innovative entrepreneurs will definitely convert this wealth into business opportunities and the Centre will play the role of harnessing the skills and competence of Myanmar youth, in setting up new enterprises in the country. Appreciating EDI's efforts in setting up the Centre and developing human resource, the Vice President assured all, that very soon micro, small and medium scale enterprises will germinate and grow, new business and employment opportunities will emerge and dormant resources will




*Vice President, His Excellency, Mr. Hamid Ansari delivering the inaugural address at the opening of the Myanmar-India Entrepreneurship Development Centre at Yangon.*

# CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES

## In the News.....

### EDI sets up centre in Myanmar

TIMES NEWS NETWORK

**Ahmedabad:** In order to further support entrepreneurship in Cambodia, Laos, Myanmar and Vietnam, Entrepreneurship Development Institute of India (EDI) has set up an Entrepreneurship Development Centre (EDC) in Myanmar.

EDC will aim at triggering economic growth and creating employment opportunities by promoting entrepreneurial culture among youth in these countries.

The project was initiated by the Centre which commissioned EDI to set up the EDC. The centre in Myanmar, which came up in Yangon on February 6, was inaugurated by India's vice-president, Hamid Ansari.

It's called Myanmar-India Entrepreneurship Development Centre (MIEDC) and is an autonomous body under the ministry of education, Government

#### ENCOURAGING ENTREPRENEURS

of Union of Myanmar. Centres in Cambodia, Laos and Vietnam have already started functioning.

Addressing the audience in Myanmar, which included policy makers, economists, educationists, government officials and youth, the vice-president said India is fulfilling the commitment made by the prime minister at the second ASEAN-India Summit in Bali. Dr Chan Nyein, education minister of Myanmar, was also present.

"Myanmar is full of natural resources like petroleum, timber, tin, antimony, zinc, copper, lead, coal and precious stones that need to be exploited to the advantage of the country," said Ansari.

Well-trained, competent and innovative entrepreneurs would definitely convert this wealth into business opportunities and EDC will play a role by harnessing skills and competence of youth from Myanmar by setting up new enterprises in the country, he elaborated.

be put to use in Myanmar. He hoped that the training programmes and activities of the Centre will render a definite momentum to the pace of growth of Myanmar's economy. Finally, Mr. Ansari thanked all the counterparts involved in setting up the Center in Myanmar and wished that the Government of the Union of Myanmar leaves no stone unturned to ensure smooth and sustained functioning of the Centre. He ended his speech by saying that the effort will not only consolidate relations but also endorse India's solidarity with its traditional partner, Myanmar.

The MIEDC would not only cater to the needs of both the Start up Entrepreneurs (Basic level) and the Existing Entrepreneurs (Advanced level) but will also organize courses for support system like banks and industry promotion agencies, planners and policy makers to create an enabling environment for establishment of enterprises. EDI will provide Advisory Services to the MIEDC, in addition to extending its expertise in designing SME Development Policy Frame work in Myanmar, organizing demonstration Entrepreneurship Development Programmes, creating a cadre of well trained Entrepreneur Trainer-Motivators and so on.

Welcoming the dignitaries and guests, Prof. (Dr.) Kan Zaw, Head of MIEDC, said that opening of the MIEDC marks a new era of friendship and partnership between Myanmar and India. "The vision of Myanmar Education is to create an education system that can create a society which is learning oriented and capable of facing challenges of the Knowledge Age." Prof. Kan Zaw added, that the Ministry of Education has chalked out short and long term education plans in accordance with this vision. In conclusion, he expressed hope that establishment of such a Centre would definitely prepare youths of Myanmar in exploring new career opportunities and developing them to face global challenges. He thanked India and EDI for their support and efforts.

Subsequent to the inauguration, Mr. N. M. Desai, Sr. Manager, Business Development Cell, EDI and Mr. Mukesh Shah, Sr. Manager, Finance and Accounts briefed the MIEDC Faculty and Staff on the strategy to promote the Centre and its activities, ways to handle administrative and accounting procedures, proposed a staff structure and set out a plan for the first year of the Centre.

# These Countries Set New Objectives To Look Beyond

Indian Technical & Economic Cooperation, Ministry of External Affairs, Govt. of India's initiative of inviting developing countries to get an exposure to Indian experiences and expertise is indeed commendable. EDI has been selected by the Ministry to impart learning to professionals from developing countries in a variety of areas. Four programmes conducted over last few months were :

**Entrepreneurship and Small Business Promotion :**



*A participant receiving her certificate from Dr. Dinesh Awasthi, Director-EDI. Also seen are (R-L) Mr. Manoj Mishra, Programme Director, Business Development Service Providers for Micro Enterprise & Micro Finance and Mr. S. B. Sareen, Programme Director, Entrepreneurship and Small Business Promotion.*

Entrepreneurs and entrepreneurship are terms which, fortunately, do not bewilder us anymore. 'Challenges' are what the world will always unfold but the 'entrepreneurially inclined' focus on 'promises' alone, and so, those that are *'business-environment-aware'* are always busy planning and organising for a successful venture. One may, therefore, conclude that the economic world is fraught with competition and budding entrepreneurs need to acknowledge the dynamics of the market and arm themselves accordingly. EDI, into the business of creating entrepreneurs, has been taking this learning to potential entrepreneurs through entrepreneur trainer-motivators. Entrepreneur Trainer-Motivators (ETMs) play an important role in training people how to set up their business ventures, and in raising their motivation to achieve. ETMs also, however, need to acquire new tools and techniques to lead potential entrepreneurs to enterprise creation, as also facilitate growth of existing small enterprises. The programme, **Entrepreneurship and Small Business Promotion** was organised during January 05 - February 13, 2009 to address this need.

It equipped 39 participants comprising small business counsellors, entrepreneur trainer-motivators, small business promotion officers, bankers, NGO functionaries and government officials with techniques to train potential entrepreneurs to set up enterprises and also counsel existing small enterprises. Twenty two countries, namely Kenya, Venezuela, Indonesia, Myanmar, Philippines, Argentina, Iraq, South Africa, Swaziland, Mozambique, Bulgaria, Afghanistan, Tanzania, Thailand, Gambia, Russia, Estonia, Turkey, Bhutan, Syria, Uzbekistan and Benin were represented.

The programme imparted skills to identify and analyze constraints and barriers to entrepreneurship development and, subsequently devise appropriate strategies; initiate, plan and implement entrepreneurship development activities for creation of small enterprises; and, effectively counsel the entrepreneurs in various areas such as: enterprise selection, implementation and management of new enterprises as well as survival, growth and diversification of existing enterprises. Field visits to institutions of learning and industries helped understand classroom teaching from a practical perspective.

Mr. S. B. Sareen, Programme Director feels, "Entrepreneurship is a phenomenon which can do wonders to the economic development of a country, and entrepreneur trainer- motivators play a major role in

this. This programme has succeeded in equipping trainer-motivators with knowledge and strategies that would lead them to creating an entrepreneurship movement in their country."

**Business Development Service Providers for Micro Enterprise and Micro Finance**

The international programme on Business Development Service Providers for Micro Enterprise and Micro Finance had been planned primarily to sharpen knowledge and develop skills in planning and implementation of Micro Enterprise & Micro Finance projects. An in-depth orientation to identification of viable business opportunities, key business management areas, Business Development Servi (BDS) for the growth of micro enterprise and micro finance, and marketing, was imparted to the participants to ensure holistic understanding of this sector.

28 professionals from government departments, non-government organisations, micro finance institutions and self help groups, in addition to policy makers and independent consultants from 22 countries attended this training programme during January 05 - February 13, 2009 on EDI Campus. The countries represented were Botswana, Sudan, Palestine, Estonia, Afghanistan, Thailand, Nepal, Guyana, Ecuador, Laos, Uganda, Venezuela, Mozambique, Nigeria, Indonesia, Myanmar, Uzbekistan, Iraq, Mauritius, Ivory Cost, Benin and Madagascar.

In keeping with the requirements of the sector, the curriculum had been divided into three Modules, with Modu focussing on Micro Enterprise Development (MED); Module-2 on Micro Finance Development (MFD) and Module-3 emphasizing on the Role, Importance and Emergence of Business Development Services in Micro Enterprise and Micro Finance.

Towards conclusion, the participants expressed confidence about being able to appraise methodologies for providing escort services (Business Development Services) for micro enterprise and micro finance development, besides having understood the role, importance and contribution of micro enterprise and micro finance for sustainable economic development.

Programme Director, Mr. Manoj Mishra feels "Micro-enterprise and micro-finance development have

emerged as major strategies to combat the issues of poverty and unemployment. This programme aimed at developing skills for planning and implementing Micro Enterprise and Micro Finance projects effectively. It did succeed in providing an integrated understanding on the role of Business Development Counsellors in establishing as well as improving micro businesses."

**Making them Adept in Taking Rational Investment Decisions**

A systematic approach to identification of potential investment opportunities in developing countries, formulation of comprehensive projects and their appraisal are areas which if concentrated upon, are sure to lead a country on a promising industrial trajectory. But, this calls for appropriate human resource development efforts. In response to such a need, the training programme, 'Industrial & Infrastructure Project Preparation And Appraisal' has been designed by the Institute. It also uses various features of Excel, MS-Project as well as COMFAR (UNIDO) package for facilitating investment decisions.

The programme helps officials sharpen skills and competencies on business idea identification, formulating investment projects (Industrial & Infrastructure), appraisal and financing, leading to prudent investment decisions for sustainable economic growth.

Thus, with this aim of equipping participants with skills in project planning, analysis, financing & implementation, the Institute conducted a programme during February 16-March 27, 2009. 33 officials from 17 countries participated.

They represented Industry & Economic Ministries; Investment Promotional Agencies, Development Bodies participating in Industrial Development; Development Financial Institutions, Commercial Banks, Consultancy Organisations executing Projects and Business & Management Development Organisations.

The course content focused on Project Development Cycle, Market, Technical, Environmental, Risk and



*Participants of the programme, 'Industrial and Infrastructure Project Preparation and Appraisal' seen with (9th from R) Dr. Dinesh Awasthi, Director - EDI and (10th from R) Mr. D. M. Parikh, Programme Director.*

# CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES

Financial Analysis, National Cost-Benefit Analysis, Entrepreneurial Assessment, Project Appraisal, Use of Computer & COMFAR (UNIDO) Packages for Investment Analysis and Use of MS-Project in scheduling of a project. A two-week study tour to industrial houses exposed the participants to the practicability of the lessons learnt in class.

Course Director, Mr. D. M. Parikh felt that understanding the process of business idea generation and formulation, and screening for pre-feasibility studies is the primary requirement in identifying data requirements and analyzing their suitability for preparation of feasibility studies. He added, "It's nice to state that the participants have acquired contemporary knowledge in this area."

**Small Scale Enterprise Sector Strengthens Decision Making**



*Participants of the programme, 'Business Research Methodology & Data Analysis' working on an assignment*

Many booming economies across the world stand on the premise of the promising small and medium enterprise sector. The SME sector, endowed with the benefits of flexibility and labour intensiveness, assign certain advantages to a country. Yet, an extremely lackluster image surrounds the sector as it noticeably falls back on the ground of decision-making. A perpetual resource crunch makes it unable to access and analyze the right kind of information for decision making. Research and Development always relegated to a back seat.

EDI has designed a six-week training programme, 'Business Research Methodology & Data Analysis' for capacity building of SMEs in carrying out in-house research and analysis, so that they gain a competitive edge in this time of cut-throat global competition.

Theoretical background of research perfectly blended with practical exercises on business problems provided an understanding of applications of basic and advanced statistical tools. Considering the financial limitations of the SME sector, this training was conducted using Excel/SPSS for data analysis. The programme enabled participants to carry out research within tight budget and improved their proficiency in selection of analytical tools and interpretation

of the statistical outcome on Market Segmentation, Brand Research, Consumer Analytics, Trends and Forecasting, Gap Analysis, Perceptual Mapping etc. to solve business problems. The programme equipped the participants with skills in translating business problems into statistical frameworks for meaningful research; selecting appropriate research methods and designing tools for solving business problem; carrying out statistical analysis of data using software; making business decisions based on reliable research outcomes; and preparing research report.

28 participants (from 23 countries) comprising small business facilitators, entrepreneurs, middle and senior level executives of SMEs, consultants/counselors & academicians, representatives of development institutions directly or indirectly involved in SME promotion and functionaries of non-government organizations engaged in SME promotion participated in this 6-week programme during February 16-March 27, 2009.

Mr. Jignasu Yagnik, Programme Director felt that business success is strongly associated with up-to-date information and knowledge of markets, consumers and competitors, acquired using scientifically proven research methods, and in that light the programme proved very useful.

## In the News.....



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## CENTRE FOR SMEs & BUSINESS DEVELOPMENT SERVICES

# Imparting an Entrepreneurial Base to Iran

Encouraged by the results of the First Trainers' Training Programme conducted by the Institute for the faculty resource of Technical & Vocational Training Organisation (TVTO), Iran, the Institute was requested to conduct a second such Programme.

The second programme was, therefore, scheduled during February 14 – March 5, 2009. The training was imparted using pedagogy that was a mix of lectures, simulation exercises, syndicate discussions, and group assignments. Senior faculty members of the institute viz., Dr. Sunil Shukla, Mr. S. B. Sareen & Mr. Raman Gujaral had visited Iran to conduct the programme.



*Seen during the MoU signing ceremony are (R-L) Dr. Dinesh Awasthi, Director - EDI; Mr. Morteza Sharifonnasabi, Dy. Minister, Ministry of Labour and Social Affairs and President, TVTO, Iran; Mr. Mohammal Jahromi, The Minister of Labour and Social Affairs; Mr. Nasser Shams, Head Instructors' Training Centre (ITC)- TVTO; Dr. Talebi, Advisor to the Minister of Labour and Social Affairs and Mr. S. B. Sareen, Faculty Member, EDI.*

To help the participants understand the concept of Entrepreneurship, the curriculum was divided into eight modules viz; Entrepreneur, Enterprise & Entrepreneurship Development; Motivation & Competencies; Business Counselling & Intrapreneurship; Business Plan Formulation; Accounting & Financial Management; Business Opportunity Identification & Guidance; Assessing, Selecting and Analysing Competencies of Potential Entrepreneurs and Follow-up Support Services.

In all, 25 participants representing various provinces of Iran participated in the programme. The inputs provided were well received by the participants. Mr. Nasser Shams, Head of TVTO appreciated the inputs provided and felt that the foundation laid by EDI was strong enough to form the base of a huge entrepreneurial premise.

EDI and TVTO have also signed a Memorandum of Understanding to undertake a variety of activities for the benefit of existing and potential entrepreneurs of Iran. During the first year of the collaboration, EDI will

- Conduct two Trainers' Training Programmes.
- Provide hand-holding support to the trained trainers in conducting pilot entrepreneurship training programmes.
- Develop training standards, curriculum and course material for the trainers for Entrepreneurship Awareness Programmes (EAPs) (first level of 15 hours duration); Entrepreneurship Orientation Programmes (EOPs) (second level of 50 hours duration); Entrepreneurship Development Programmes (EDPs) (third level of 85 hours duration); and, Special EDPs for passed out students and others (of 150 hours).
- Carry out a need assessment study of the pilot 31 centres - one in each pilot province and identify the master trainers, and
- Train 30 master trainers at EDI

# ...And They Made it, Despite the Odds

Despite having heard umpteen times that life comes in a package of good and the bad times, many of us do not have the patience to sail through the odd times, and give up half way. Those who, therefore, survive the severest of crises and make it big, indeed deserve appreciation and applause. Citi Micro Entrepreneur Award Programme is one such progressive initiative that recognizes the achievements of such go-getters. About sixty entrepreneurs have been identified and awarded, by Citi Foundation under the Micro Entrepreneur Award Programme, for their vision and perseverance that helped them swim past crises. This programme was launched in India in 2004.



*Mr. Viraf Mehta, Chief Executive, Partners In Change making a point during the inaugural function. Also seen are (L-R) Mr. S. B. Sareen, Programme Director, Ms. Aloka Mazumdar, Asst. Vice President, Community Affairs, citi Foundation India, Mr. Bharat Patni and Ms. Pushpa Sundar, Governing Board Members, Partners In Change.*

Although these entrepreneurs have been successful in creating their own place in society, they need to match strides with the times, understand market dynamics and continuously change their strategies to ensure sustained growth of business. 'Partners in Change', a Delhi based NGO, concerned about supporting such entrepreneurs, to begin with the ones awarded under the Citi Micro Entrepreneur Awards Programme, approached EDI to train them on how to successfully manage a business.

The Institute, therefore, organized, the second in the series, one week programme on Campus over March 30 – April 04, 2009. The main objective of this programme was to help all 18 micro entrepreneurs improve their overall performance by becoming owner-managers who could smoothly scale up the ladder of operations. Mr. Prakash Solanki, Programme Incharge briefing on the inputs imparted to the participants said that they were given an understanding on Business Communication; Importance of Public Relations in Micro Enterprises; Importance of Micro Finance in Micro Enterprises; Taxation in SSI, Book keeping and Accounts; Importance of Building Brands in Micro & Small Enterprises; Rural Marketing & Export Potential; Credit Linkages & Schemes of Assistance for Micro Entrepreneurs; Quality & Time Management; Raw Material Sourcing; Technology Up-gradation; Cost Reduction and Product Diversification.

Mr. S.B. Sareen, Programme Director termed this as a very thoughtful move. He said that if the economy rests on entrepreneurs, as we say, we need to aid the small and the medium ones as much as the large scale ones. Mr. Sareen felt that based on this knowledge, the participants would be able to think strategically and thus plan ahead.

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# World Conference of Humanitarian Studies

After an intensive brainstorming on how best could the earthquake affected Kachchh and Saurashtra regions be rehabilitated, a comprehensive package of intervention was conceived at the institute in 2001. It was perceived that the intervention must be sustainable, reconstructing, long lasting and replicable in nature. Resultantly, enterprise development and enterprise revival were targeted. The intervention, 'Economic Rehabilitation and Regeneration through Entrepreneurship Development Strategy: Post Earthquake' was implemented under the guidance of Mr. Bipin Shah, Project Director and Sr. Faculty, EDI. The project was sponsored by the European Union. Based on this 32-month project, Mr. Bipin Shah made a presentation at the World Conference of Humanitarian Studies held in Groningen, The Netherlands, during February 4 – 7, 2009. The Conference was attended by more than 400 delegates from various parts of the world. There were about 40 panels on different subjects concerni humanitarian aspects. The conference was jointly organized by University of Groningen, Wageningen University and Ruhr University, Bochum.

## Abstract of the paper presented by Mr. Bipin Shah, Sr. Faculty, EDI



*Mr. Bipin Shah, Sr. Faculty, EDI presenting his paper at the World Conference of Humanitarian Studies, Groningen, The Netherlands.*

On 26th January 2001, at around 8:46 a.m., a severe earthquake of the magnitude of 6.9 on Richter scale occurred in various parts of the country, particularly Gujarat with epicenter around 20kms north-west of Bhuj town. While its impact was felt in various parts of the country, Gujarat was the worst affected state. In Gujarat, the most severely affected areas were the districts of Kachchh, Ahmedabad, Rajkot and Jamnagar.

As per the Gujarat Government records, over 20,000 persons lost their lives and approximately 1,66,000 were injured in the state. Of these, in Kachchh district alone mor than 18,000 people died and about 1,36,000 were injured Clusters of industries, households and cottage industrie disappeared, not just disrupted. Initiatives toward economic and social regeneration became a pressing need.

It was felt that two types of rehabilitation efforts wer required to place the economy on track, once again:

- Reconstruction of physical, social and economi infrastructure.
- Rehabilitation and regeneration of economy i.e industries, business services and other livelihood an income generating activities.

In March 2001, EDI conceived a comprehensive package o intervention targeting enterprise development an enterprise revival. It was perceived that any intervention b an organization like EDI should be sustainable reconstructing and long lasting in nature.

This paper was an attempt to study observations made from EDI-EU project for economic regeneration of Kachchh an Saurashtra region post earthquake. It was comparativ analysis of various variables like gender, literacy, cast family background, type of enterprise selected and locatio among male verses female trainees.

# CENTRE FOR MICRO ENTERPRISE, MICRO FINANCE AND SUSTAINABLE LIVELIHOODS

## State Consultation on the National Policy on Voluntary Sector

A transparent policy structure that is strategically planned for a sector serves like a high-tech supplement to promote critical thinking and commendable work.




*Seen during the inauguration are (3rd from L) Shri P.K. Laheri, Former Chief Secretary, Govt. of Gujarat and Chief Guest of the Meet with (R-L) Mr. Binoy Acharya, Director, UNNATI; Dr. Dinesh Awasthi, Director-EDI and Mr. Paresh Tiwary, CEO, VANI.*

EDI and Voluntary Action Network India (VANI), the largest national network of voluntary organizations in India, in association with Unnati, Janpath & Sajjata Sangh organized a State Consultation on the National Policy on Voluntary Sector on 10th and 11th February 2009 at EDI. The workshop was inaugurated on 10th February by Chief Guest, Mr. P. K. Laheri, *IAS (Retd.)*, Former Chief Secretary, Government of Gujarat. The objective of this two-day meet was to share and debate the aspects of National Policy on Voluntary sector, formulated in 2007, with key civil society actors of Gujarat, and organize an interface with the State Government to persuade them to come up with State Policy against the backdrop of the National Policy.

Mr P. K. Lahri, Former Chief Secretary, Government of Gujarat inaugurated the Consultation Meet. Also present on the occasion were Dr. Dinesh Awasthi, Director, EDI; Mr. Paresh Tewary, CEO, VANI; and Mr. Binoy Kumar Acharya, Director, UNNATI. The function began with the welcome address of Dr. Dinesh Awasthi, Director, EDI . Dr. Awasthi called Shri Laheri a multifaceted personality having worked with five Chief Ministers and thanked him for gracing the occasion and allowing everybody a peek into the Government's perspective on the issue. Dr. Awasthi insisted on the need of the Voluntary sector to work closely with the Government. Dr. Awasthi said that instead of the NGOs getting into a confrontation with the Government, ways and means must be devised to ensure that there is healthy partnership.

In his inaugural address, Shri Laheri spoke on the subject of "Strengthening Partnership between Government and the Voluntary Sector". Shri Laheri traced the origin of the voluntary sector culture to our freedom struggle days and made the point that this movement has always been initiated to address certain ills embedded in society and to give stability to society. Shri Laheri said that there are about 1,50,000 registered Trusts, working on different issues but out of these only about 40,000 are active and out of these 40,000 about 30,000 depend on Government grants to carry out activities. The Chief Guest, therefore, insisted on a wider base of accountable, responsible, action-oriented NGOs. He insisted that they should be standing on the pillars of sensitivity, sacrifice, voice of the civil society, accountability that should involve people and innovation to benefit people. The Chief Guest maintained that the voluntary sector must work in such a way that the society remains empowered and capable of generating benefits even after they have withdrawn themselves from a certain area. He termed this initiative of formulating policy for the state as immensely useful as this, he said, would help make a

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legal framework, ensure tangible benefits to people and demand transparency and accountability from NGOs.

Mr. Paresh Tewary, CEO, VANI, spoke on the need to formulate and finalize the state policy draft and its subsequent approval by the State Government as State Policy on Voluntary Sector in Gujarat. He termed the National Policy as immensely useful as this, he felt, recognizes the existence of the Voluntary Sector. He added that it talks about partnership in all segments of the society and imparts an independent and an autonomous status to the Voluntary Sector. Highlighting four distinct advantages that the policy guarantees, he listed out it's **a)** promise to provide an enabling environment and promote the spirit of voluntarism; **b)** promise to focus on resource mobilization; **c)** promise to focus on Voluntary Sector Partnership with all sectors, and **d)** promise to promote Governance and Capacity Building within the voluntary sector. Shri Tewary concluded by endorsing the need to formulate the State policy as it would give a voice to the sector and promote a feeling of solidarity within the sector.




*Shri P.K. Laheri, Former Chief Secretary, Govt. of Gujarat and Chief Guest of the Meet, addressing the audience.*

The National Policy on the Voluntary Sector, which was approved by the Union Government on May 17, 2007, promises to create an enabling environment for voluntary organizations and facilitate their partnership with the government. The government was urged to set up task forces to operationalise different sections of the policy, and include members of the voluntary sector in the same. In addition, there is need for dissemination, discussion & formulation of the Policy in different states and regions.

This State Consultation aimed at influencing policies related to voluntary sector; promoting Good Governance amongst CSOs; promoting dialogue with policy makers on issues related to the sector; engaging with media and political representative in debating on these issues and building and strengthening state level network.

It is hoped that the Consultation would significantly help in sensitizing the civil society actors, state government and other important players to develop State Policy on the Voluntary Sector in consonance with the National Policy. Over two days, the consultation was attended by over 100 members of VANI, Voluntary Sector functionaries and Civil Society organizations, grassroots representatives, representatives of the state government and the media.

25 YEARS OF SERVICE TO SOCIETY
25
SINCE 1983

# ... And the Message Reached Out

## *Apex NGO body hits hard at gold-diggers among volunteers*

EXPRESS NEWS SERVICE
AHMEDABAD, FEBRUARY 10

THE voluntary sector in India has been completely sidelined by successive governments, with the sector itself been dominated by unscrupulous elements whose sole intention is to earn money. This was the consensus that emerged from the state consultation on 'National Policy on Voluntary Sector' in Ahmedabad on Tuesday.

The event was organised by Entrepreneurship Development Institute of India (EDI) Ahmedabad, an organisation working in entrepreneurship education, and Voluntary Action Network India (VANI), New Delhi, the apex body of Indian NGOs, comprising 237 organisations and 19 networks.

It may be mentioned here that the national policy approved on May 17, 2007, aims to establish environment by enacting liberal central laws for registration of voluntary organisations, develop instruments of partnership between the government and the voluntary sector; and strengthen the sector by encouraging independent philanthropic institutions to provide financial assistance to deserving Voluntary Organisations (VOs).

**Nearly 40-50 new trusts are being registered at Dahod alone. If even a fraction were doing worthwhile work, things would have improved**

P K Ghosh, former Additional Chief Secretary, Gujarat, while noting the issues with the policy document, said: "With this partnership clause, the voluntary sector is bound to loose its freedom, which is a dangerous proposition for a democratic country."

Lalit Kumar, Joint Advisor Planning Commission, Government of India, acknowledged the fact that mushrooming of voluntary organisations indicate the failure of the government machinery. He said: "Taking clue from the Moilcy Committee's 8th report on Social Capital, the time has come to establish a separate ministry for the voluntary sector. This, along with a National Policy on Accreditation, will help in ensuring self-regulation and accountability of the voluntary sector." Moving to the Corporate Social Responsibility (CSR) wings of various companies, R K Sama, Project Director of Water and Sanitation Management Organisation (WASMO), Gandhinagar, said: "There is hardly any company which is interested in genuine CSR. It is just a ploy to save taxes."

Similar concerns were expressed by Harnath Jagawat, Director, Sadguru Water and Development Foundation, Dahod.

He said, corrupt organisations still get all the projects as the booty is shared between them and the government officials.

Giving an example, he said: "Nearly 40 to 50 new trusts are being registered every day at the Dahod Charitable Trust office. If even a fraction was doing some worthwhile work, Dahod wouldn't have remained the most backward district in Gujarat."

## 'State has 1.5 lakh trusts, but only 40K active'

TIMES NEWS NETWORK

**Ahmedabad:** There are around 1.5 lakh registered trusts in the state, but only 40,000 are active. Moreover, most depend on government grants for their projects. This was revealed on Tuesday by former chief secretary of the state, PK Laheri, at a two-day workshop on state policy on voluntary sector held at Entrepreneurship Development Institute, India (EDI).

The workshop aimed at sharing and debating aspects of national policy on voluntary sector formulated in 2007, with NGOs and the voluntary sector in the state.

After formulation of the policy, Central government asked state governments to come up with their own policies. Uttar Pradesh, Andhra Pradesh and Madhya Pradesh have taken a lead, whereas Gujarat is still to make a move in this direction.

Speaking on 'Strengthening Partnership between Government and the Voluntary Sector', Laheri said, "Voluntary sector should be standing on the pillars of sensitivity, sacrifice, voice of civil society and accountability and should involve people and innovations that benefit them."

It's extremely useful if a state formulates a policy, as this will help put in place a legal framework, ensure tangible benefits for people and demand transparency and accountability from NGOs, he added.

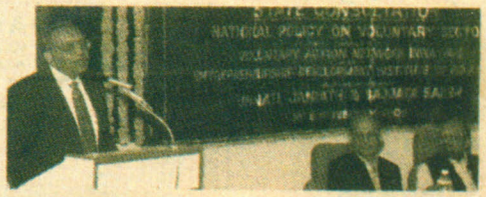
However, Laheri admitted that the charity commissioner in the state was overburdened having to deal with a huge number of trusts and that upgradation of data on NGOs was urgently needed.

## Only 40,000 out of 150,000 registered trusts active: PK Laheri

BS REPORTER
Ahmedabad, 10 February

In order to involve the voluntary sector for accelerated and inclusive development in Gujarat, the voluntary sector has approached the state government to formulate a policy on the lines of the national policy for the voluntary sector.

"Gujarat has 2.37 lakhs registered voluntary organisations and the state policy would give a voice to the voluntary sector and promote a feeling of solidarity within the sector. There is a need to finalise the state policy draft and its susequent approval by the state government. The national policy is immensely useful as it recognises the existence of the sector. It talks about partnership in all segments of the society and imparts an independent and an autonomous status to the voluntary sector. This needs to be implemented at the state level to build up a sustained relationsip between civil society organisations (CSOs) and the state government. So far Uttar Pradesh, Andra Pradesh and Madhya Pradesh are in the final stages of drafting the policy," said Paresh Tiwary, chief executive officer of Voluntary Action Network India (VANI), which has organised a state consultation on national policy on the voluntary sector at the Entrepreneurship Development Institute of India (EDI), in association with Unnati, Janpath and Sajjata Sangh.



(From left): PK Laheri, former chief secretary, government of Gujarat addresses the audience as Paresh Tiwary, chief executive officer of VANI and Dinesh Awasthi, director of EDI look on

The national policy on the voluntary sector, which was approved by the Union government on May 17, 2007, promises to create an enabling environment for voluntary organisations and facilitate their partnership with the government. The government was urged to set up task forces to operationalise different sections of the policy, and include members of the voluntary sector in the same.

"There are about 1,50,000 registered trusts, working on different issues but out of these only about 40,000 are active and out of these 40,000 about 30,000 depend on government grants to carry out activities. There is a need for a wider base of accountable, responsible, action- oriented NGOs, which stand on the pillars of sensitivity, sacrifice, voice of the civil society, accountability that involve people and innovation to benefit people. The voluntary sector must work in such a way that the society remains empowered and capable of generating benefits even after they have withdrawn themselves from a certain area. The initiative of formulating policy for the state would be immensely useful as this would help make a legal framework, ensure tangible benefits to people and demand transparency and accountability from NGOs," said PK Laheri, former chief secretary, government of Gujarat.

The state consultation aims at influencing policies related to voluntary sector; promoting good governance amongst CSOs, promoting dialogue with policy makers on issues related to the sector; engaging with media and political representative in debating on these issues and building and strengthening state level network.

## Meet discusses ways to draft policy on voluntary sector

AHMEDABAD MIRROR BUREAU

Voluntary organisations across the state met at the Entreprenurship Development Institute of India to discuss the national policy for voluntary sector and also to form a task force to draft the policy.

Paresh Tiwari of VANI (Voluntary Action Network India) said, "It is high time that we form a group to draft a policy for the voluntary sector. The national policy recognises the existence of the voluntary sector and promises autonomy. However, we need some rationalisation in structure of foreign funds." P K Laheri, former chief secretary of Gujarat, in his inaugural address said that there are 1.50 lakh trusts in the state, of which only 40,000 are active. The charity commissioner's office is overburdened with work and the monitoring mechanism needs amendments.

Laheri said some NGOs prospered by taking unfair advantage of governmental schemes for development. So people associated with voluntary sector should ensure sensitivity, sacrifice and innovative spirit to achieve the goals. The two-day meet will end on Wednesday.

# Inter Agency Conference on Local Economic Development (LED)



*Participants in the Inter Agency Conference on Local Economic Development with (2nd from L) Mr. Manoj Mishra, Asso. Sr. Faculty - EDI.*

The **Inter Agency Conference on Local Economic Development (LED)** took place during 22 to 24 October 2008 at the ILO's International Training Centre (ITC) in Turin, Italy. The conference was attended by some 130 participants from 50 countries and among these were representatives from different United Nations agencies, bilateral development agencies, local governments, non-governmental organizations and indigenous people's organisations.

The Conference, organized by the ILO with the Organization for Economic Co-operation and Development (OECD), aimed at expanding the knowledge base of strategies and tools among agencies active in supporting local economic development and at strengthening existing partnerships among agencies to improve coordination, undertake joint research, capacity building and technical cooperation that would lead to more effective poverty reduction and employment creation. Mr. Manoj Mishra, Asso. Sr. Faculty-EDI presented a paper in this conference on 'Local Economic Development and Unorganised Sector.' Mr. Mishra was also a member of pannel discussion on Local Economic Development.

Practitioners, policy makers and academics engaged in lively discussions over three days through innovative knowledge sharing sessions.

## The ILO Summer Academy on Sustainable Enterprise Development

ILO Summer Academy on Sustainable Enterprise Development in Turin, Italy, organised recently, provided the participants with an overview of the existing tools and knowledge base in the enterprise development field. Emphasis was on the role of the private sector in social and economic development.

The ILO Summer Academy on Sustainable Enterprise Development offered a unique opportunity to study different topics under the guidance of leading ILO enterprise development specialists, besides independent experts and academicians, on ILO approaches to enterprise development. Inputs also come from UNIDO and other organizations.

Mr. Manoj Mishra, Asso. Sr. Faculty, EDI who participated in the programme said that the training programme provided the participants with a learning experience that combined a choice of topics with the chance to interact with a wide range of professionals working in the field of enterprise development. Thematic Learning Tracks included: Microfinance and the Informal Economy; Enabling Environment and LED; Sustainable Enterprise and CSR; Women Entrepreneurship and Gender; and Value Chains and Business Service market development.

# CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH

## Cheering Entrepreneurship All Along The Way

The extent to which a method of reasoning succeeds has a lot to do with the credibility of the speakers' status. And, who can better influence students and orient them towards anything new than their teachers.



*A participant expressing her views during the Valediction of the FDP at Ahmedabad. Also seen are (R-L) Dr. Dinesh Awasthi, Director-EDI and Mr. Rajiv Joshi, Programme Coordinator.*

To provide students with a solid base in entrepreneurship fundamentals is not a small task by any standards. The students have first got to think like an entrepreneur. Their subsequent curiosity will then help them imbibe the learning easily. The faculty group across India has endorsed the significance of application-oriented competencies to enhance career skills of its students. They have imparted entrepreneurship education extensively and stimulated critical thinking in this discipline. EDI, with the responsibility that befits a National Resource Institute, has been conducting Faculty Development Programmes across the country to develop cadres of resource persons (faculty group) with knowledge and skills to guide and motivate students to take up entrepreneurship as a career. In its endeavour it has been generously supported by the National Science and Technology Entrepreneurship Development Board, Dept. of Science and Technology, Govt. of India.

Over the last few months, the Institute organized eleven FDPs at Trivandrum, Puri, Ahmedabad, Bangalore, Nainital, NOIDA, Udaipur, Pondicherry, Indore and Varanasi.

In all, the Institute has conducted 75 FDPs, thus training 1533 faculty members to impart entrepreneurship training. The programmes exposed the participating faculty members to the comprehensive process of entrepreneurship development and equipped them with skills to coordinate and organize entrepreneurship related activities in their respective institutions. The knowledge and competencies imparted to the participants were in line with the objective that they hold entrepreneurship development camps and courses independently in their institutions.

The training approach was based on adult learning principles / experiential learning with focus on lecture cum-discussions, case studies, role plays, simulation exercises, curriculum development, opportunity guidance and interaction with successful entrepreneurs for practical insights. Study visits to institutions and enterprises introduced them to key aspects of the discipline and brought them face-to-face with ways and means of dealing with crises. Such an exposure expressed the participants, enabled them to handle the intriguing queries and anxieties of their pupils.

# CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH

## PARTICIPANTS SPEAK

"The course curriculum has been designed systematically to impart not just learning but also the conviction that 'entrepreneurship' is the answer to several problems."

- Prof. Radhakrishnan P. Acharya
Srinivas Institute of Management Studies
Karnataka

"Today's youth are quite aware and possess a strong mind. They are also extremely careful about the decisions that they make for their future. To influence such a 'thinking lot', it is important to be, first and foremost, convinced ourselves. And, EDI has done just that. It has convinced me that entrepreneurship, with all its charms and benefits, is there to make a difference to the society."

- Ms. Jigna C. Trivedi
National Institute of Co-operative Management
Gandhinagar



*Participants of the FDP at Ahmedabad seen with (4th from R) Dr. Dinesh Awasthi, Director - EDI; (5th from R) Dr. Sunil Shukla, Programme Director; (2nd from R) Mr. Rajiv Joshi, Programme Coordinator and EDI faculty group associated with the programme.*

# Entreplexus : A Vow To Be Responsibly Yours...

Organisations are getting downsized and restricted amidst the present recessionary trend. While a school of thought advocates playing safe, the other professes that rather than reacting hysterically to it, one must explore the option of entrepreneurship. The idea 'entrepreneurship amidst a weakened economy' does raise eyebrows but history pops up examples of birth of mega corporate houses amidst periods of recession. The EDI-PGP Alumni Annual (EDIAA) Meet, the Entreplexus, on 26-27 December, 2009, structured its activities on the premise of such amazing confidence.

The one and a half day event was full of creative ideas, debates and discussions on 'Responsible Entrepreneurship'. The inaugural address by the Chief Guest, Mr. Natwar Lal Patel, MD, Meghmani Organics Limited on 'Fostering Responsible Entrepreneurship in Today's Global Scenario' was enlightening. Shri Patel discussed his entrepreneurial journey and his entrepreneurial actions in times of crises. Mr. Patel's initiative towards environment protection, efficient use of energy and uplifting society sent across a sense of societal responsibility among the members of the audience. Mr. Patel insisted on the significance of responding to changes and matching steps with the demands of the market to remain a step ahead. The Chief Guest also spoke about the wonders that a 'visionary' entrepreneur could achieve and moved on to urging budding entrepreneurs to develop a foresight that could sense changes on the economic scene, well in advance. Among the other speakers were Dr. Dinesh Awasthi, Director, EDI and Prof. Sunil Shukla, Chief Faculty, EDI. Mr. Gaurav Parmar, President, EDIAA briefed all about the achievements of EDIAA over last one year, such as the launch of EDI Alumni Website and EDIAA Newsletter. A highpoint for all was the inauguration of the book 'Mehfil at EDI' by Chandra Prakash, a 9th batch PG student, at the hands of the Chief Guest, Mr. Natwar Lal Patel.




*Seen during the inauguration are (R-L) Mr. Gaurav Parmar, President-EDI Alumni Association; Dr. Dinesh Awasthi, Director-EDI; Mr. Natwarlal Patel, Managing Director, Meghmani Organics Ltd. and Chief Guest of Entreplexus 2008-09; Dr. Sunil Shukla, Chief Faculty - EDI and Mr. Mihir Gajrawala, Secretary-EDI Alumni Association.*

27th December was the second spirited day of the Meet. 'Drashtant', a case study presentation competition on Responsible Entrepreneurship set the tone. Present batch students and alumni together presented interesting cases on Responsible Entrepreneurship. Aalap Gandhi, a current batch student, was declared the winner. His case study was on an Ahmedabad based company, Manglam Alloys Limited, which is into manufacturing alloys from scrap and also follows the norm of zero discharge. Competition was judged by three EDI faculty members, Dr. S. S. Dash, Chairperson, PGDM-BE; Dr. Santosh Kumar, Chairperson, PGDMN and noted economist, Dr. Rasananda Panda. Drashtant went a step beyond just being a competition for students... it proved to be a learning experience for all. And to complement this was 'Manthan', a panel discussion on Responsible Entrepreneurship. Panellists included Mr. Piruz Khambatta, CMD of Rasna Pvt. Ltd. & Chairman CII National Committee on food processing; Mrs. Anar Patel, Founding Trustee of Gramshree Trust; Mr. Arun Baid, MD, Aura Herbal Wear; Mr. Prasad Chacko, a renowned social worker and former Regional Manager, Action Aid India and Dr. Dinesh Awasthi, Director, EDI. The discussion was moderated by Economist, Dr. Rasananda Panda. The panellists discussed points on reviving 'Responsible Entrepreneurship'. Focus was on norms that must be popularised to send across awareness about 'Responsible Entrepreneurship'.

## CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH

The two days were devoted to popularising entrepreneurship as a freewheeling ride when practised strategically and responsibly, irrespective of the time. Honesty, fairness, responsibility and generosity were highlighted as winning values in entrepreneurs. The two days also witnessed great pomp and merry making leading to bonding between the students of the present and the past batches.

## They Explore Entrepreneurship

"Could there be an entrepreneurial approach to building a career?" The Institute began its present day *'highly sought after'* sensitisation workshops for students by addressing this question around 15 years back. Today, however, the concept has gained firm ground and the Institute is being approached by reputed institutions, on a regular basis to impart basic entrepreneurial exposure to their students. EDI has always looked forward to orienting more and more college students every year towards the discipline of entrepreneurship. In such orientation workshops, the Institute focuses on entrepreneurship and its charms; entrepreneurial competencies; risks and rewards of the stream; business idea generation; emerging opportunities and policies that favour new enterprise creation in addition to achievement motivation training.

In the year 2008–2009, the Institute conducted 20 one-day orientation workshops, thus sensitising 1000 students. Representation was from states as diverse as Andhra Pradesh, Tamil Nadu, Madhya Pradesh, Rajasthan, Maharashtra and Gujarat. Management, engineering, design and general stream institutions visited EDI for the exposure.

### A Testimony..... Entrepreneurship is sure going places

*Dear Madam,*

*I thank you very much for arranging an Orientation Programme on Entrepreneurship for the third year commerce students of my college.*

*It was the great opportunity for the students to have an exposure of such a remarkable, renowned and distinguished institution. They really feel enriched not only with the information but also inspiration and motivation they have received from the expert faculties and the impressive environment at the campus.*

*I thank you again with a hope to receive the same kind of co-operation from you in future.*

*Thanking you,*

*(Dr. V. G. Vadhel)*
*Principal*
*M.P. Arts & M.H. Commerce College for Women, Ahmedabad*

# Exploring Contemporary Issues in Entrepreneurship Research

The Eighth National Biennial Conference on **Contemporary Issues in Entrepreneurship Research,** organised by the Institute during March 19 – 21, 2009 was inaugurated by **Dr. C. Rangarajan, Hon'ble Member of Parliament.** This three-day Conference was attended by over 100 academicians, practitioners and researchers, engaged in the field of Entrepreneurship, from prestigious national and international institutions.

In his welcome address Dr. Dinesh Awasthi, Director – EDI introduced Dr. C. Rangarajan to the august gathering as a renowned Economist who has played a key role as an academician and a policy maker. Dr. Awasthi reviewed the changing scenario of entrepreneurship and the need, therefore, to research the emerging trends and patterns. He hoped that this Conference would serve as a platform to researchers and academicians from across the world to generate productive, enlightening and exciting responses, and will provide an opportunity to professors, practitioners and thinkers in India and abroad to assimilate, communicate and disperse their experiences and experiments.




*Seen here is Dr. C Rangarajan addressing the gathering during the inaugural function. Also seen are Dr. Sasi Misra, Conference Chair and Dr. Dinesh Awasthi, Director-EDI.*

In his inaugural speech, Dr. Rangarajan congratulated EDI for its pioneering and commendable work in the field of promoting entrepreneurship in the country. Explaining the concept of Entrepreneurship to the delegates, he said that it does not have a tight definition. He explained, "An 'entrepreneur' is identified as a person who undertakes an enterprise especially a commercial one at personal financial risk. Entrepreneurship has no role in a static society. It is indeed a product of the modern world where change has become a norm." Dr. Rangarajan added that neither interest nor profit is feasible or justifiable in a static economic situation. He termed infusion of dynamism into the economy, as an essential pre-requisite. Dr. Rangarajan then elaborated on the concept of entrepreneurship and its relevance in the existing scenario.

The Chief Guest said that modern economic growth has been inspired by rapid and persistent upgradation of technology and scientific knowledge and, therefore, technology has emerged as the principal driving force for long term economic growth. He added that invention is the outcome of the efforts of scientists and technologists while innovation is the task of an entrepreneur. Dr. Rangarajan explained that production for the market occurs only when scientists and entrepreneurs join hands.

Highlighting the results of a survey, said Dr. Rangarajan, around 63 per cent of Americans, 48 per cent Britishers and 49 per cent of Germans would wish to be self-employed but lack of access to adequate financial resources hampers their dreams. Dr. Rangarajan highlighted availability of venture capital as an important factor for stimulating entrepreneurship.

Referring to the current environment of global recession, Dr. Rangarajan said that the world is passing through a difficult time, more so, the developed world. "The industrially advanced countries are now officially in recession, having had two consecutive quarters of negative growth," he said and added that it is not known at this stage as to how long will this recession last and how deep will it be. He, however, opined that this will be perhaps the deepest recession in the post-second world war period. India's growth rate, highlighted the Chief Guest will be around 7 per cent in the current year as compared to 9 per cent in the previous year. "Prospects for 2009-10 do not appear to be better than that for this year", he said.

# CENTRE FOR ENTREPRENEURSHIP EDUCATION & RESEARCH

Cautioning the small and medium entrepreneurs against the impact of recession, he felt that the financial system must, in particular, provide adequate support to enable them to tide over the crisis which may last another year. He suggested that training institutions, like EDI, must also help entrepreneurs to cope with the situation. According to him, Indian economy has done well in the recent period with the average annual rate of growth in the last four years at 8.9 per cent. He strongly advocated the need to nurture the entrepreneurial spirit in the country to maintain such a growth rate. And, for this, he stated, "What is needed is to create appropriate institutional environment for entrepreneurship to thrive." Dr. Rangarajan concluded with a piece of advice to the delegates – "Deliberate on the various aspects of entrepreneurship research, look at each stage in the entrepreneurial chain and see how far improved knowledge in these areas can help make better entrepreneurs."

Dr. Sasi Misra, Conference Chair, EDI informed that Agripreneurship, Ecopreneurship, Edupreneurship, Technopreneurship, Sustainable Entrepreneurship, Corporate Entrepreneurship, Leadership Dimensions and Innovative Processes of promoting Entrepreneurship were the main areas to be covered in the Conference. Dr. Misra said that the Conference would promote and advance the understanding of entrepreneurship theory and research in these areas.

The Conference generated positive and meaningful responses, leading to intellectually stimulating discussions and strategy formulation.



*Delegates of the Conference seen with (1st row, 3rd from L) Chief Guest, Dr. C. Rangarajan, Hon'ble Member o Parliament, (1st row, 4th from L) Dr. Dinesh Awasthi, Director-EDI and (1st row, 1st from L) Dr. Sasi Misra, Conferenc Chair and other dignitaries.*

# INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS, GROWTH AND TECHNOLOGY (IC3GT)

## Serving Growth on the Platter of Clusters

An unquestioned belief in the inherent growth potential of small and medium enterprises is the reason behind definitive efforts towards enhancing their prospects. The SMEs, when addressed in a cluster, can rise to new challenges and awaken to a new dawn. EDI, as the nodal agency appointed by the Ministry of Small and Medium Enterprises, Govt. of India to revive 14 clusters, across the country, achieved some significant milestones over last few months.

**Seminar on "Cluster Development & Technological Needs of Clusters"**

A two day seminar on 'Technological needs of clusters' was organized during 19 – 20 January '09 at Jaipur. About 95 participants attended the seminar. These comprised General Managers from 26 District Industries Centres (DIC); NGOs working with clusters, leading artisans/entrepreneurs and officers of the Industries Commissionerate , Jaipur.

The seminar was inaugurated by the Industry Commissioner, Govt. of Rajasthan, Shri Manohar Kant. Shri Kant urged the entrepreneurs to step match with the trends in vogue and the needs of the customers. He emphasized on sensing the pulse of the market and changing accordingly.

The basic objective of the seminar was to create awareness on the significance of technological advancements in areas like marble cutting, idol making, printing, dyeing, etc. The entrepreneurs realised that the growth of their enterprise could be enhanced with modern technology. Shri Sanjay Pal, cluster expert gave indepth knowledge of Cluster development in India as well as across the world and explained how the entrepreneurs could benefit. The cluster development methodology and its outcome were discussed in detail. The programme was result-oriented and introduced all to some promising business strategies.

Some live examples were also shown to entrepreneurs.

*Wastage of stone to the extent of 50% as shown in Figure A*

EDI demonstrated that the chips of stones have an alternative application in Roto Finishing Technology as shown in Figure B

A B

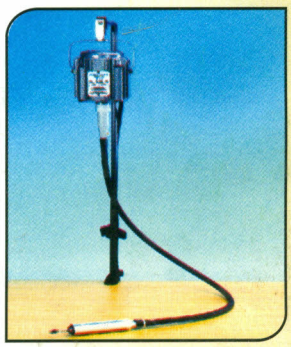




EDI demonstrated that the tool material, heat treatment and its design needs changes for improving the performance and this can be achieved by using mechanised instruments as in Figure B

A B

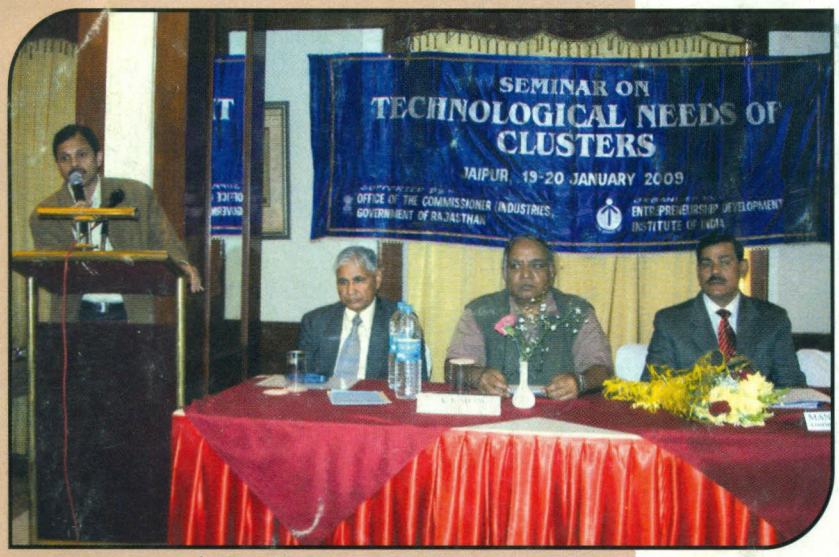




**Textile Accessories and Machinery Cluster, Ahmedabad, Surat & Surendranagar**

Cluster experts and executives conducted personal interaction sessions with proactive entrepreneurs of the Indian Textile Accessories and Machinery Manufacturers' Association for understanding their preliminary requirement of upgradation, marketing and the need for a common facility centre. Design and introduction of formats for conducing diagnostic study was prepared and cluster development executives were

# INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS, GROWTH AND TECHNOLOGY (IC3GT)




*Seen during the valediction are (R-L) Shri Manohar Kant, Commissioner of Industries (IAS), Govt. of Rajasthan, Mr. K. K. Shaw, Project Director, Mr. S. N. Sharma, Sr. Addl. Director, Govt. of Rajasthan. Addressing the audience is Mr. Sanjay Pal, Cluster Expert - EDI.*

briefed about it. Subsequently an action plan was formulated and engineers were trained on the significant aspects of engineering industries.

EDI established its project office at Makarpura GIDC Industrial Estate I & C Association so as to be in regular touch with the entrepreneurs and the Association members.

Engineers recruited for the project have also been imparted technical training to make their contribution tangible and result-oriented. The experts visited some units to identify technological gaps to be able to give a definite direction to the intervention.

**Capacity Building Programme**

A five day Capacity Building Programme for CDEs and Nodal agency was organized by the Institute during 8 – 12 December, 2008 & 2 – 6 February, 2009 at EDI Campus. About 60 participants attended these programmes.

The participants were exposed to the nuances of cluster approach and procedures and formalities of small business management. Handling crises and designing and implementing a cluster development intervention for holistic growth were especially focussed upon.

EDI seeks to adopt result-oriented strategy based on cluster's weakness and potential to bring forth in totality the dynamics of turn-around plans and activities.

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