Entrepreneurship Development Institute of India
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EDII Reports 114

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From the Director General's Desk

Positioning Inclusivity in Economic Growth

The Scheduled Castes and Scheduled Tribes constitute a major proportion of the population of India. These disadvantaged communities, by and large, have had struggles in terms of accessing resources, building a strong base of means, breaking ties from the family vocation to pursue a career of their choice, in addition to many more issues that they have to grapple with in, day-to-day affairs. However, it also does hold true that an overwhelming percentage of people from this section have the zeal to pursue entrepreneurship as a career but insecurity and lack of confidence on account of years of deprivation and denial do not allow them to easily break free from the rigid mindset of securing their lives with a



regular job, preferably with the Government. However, given the entrepreneurial propensity on account of the domain knowledge that most possess, and the inclination that they have towards self employment, it is important to hand-hold them, impart necessary support and ensure that sustainable enterprises come up. Entrepreneurship would also be the most critical means to induce in them a feeling of acceptance, inclusion and self worth.

It is indeed delightful to witness the steps that the Government has initiated at Central and State levels to enhance the skill and entrepreneurial base among the members from SC/ST communities. It is heartening that EDII could partake in this mission. While several new collaborations are underway, so far, the Institute has sensitized and trained close to 6 lakhs SC/ST beneficiaries with support of state and central government's ministries and noted corporates. What is even more worthy of a mention here is that enterprise setting up success rate is close to 40 percent. Others find wage employment with traits that the training builds up in them. Simultaneously, EDII has also undertaken research, and dissemination of research findings to influence policies and strategizing in the direction.

Inclusive development has to be the hymn underlining economic growth. Entrepreneurship could be the panacea to bail them out of the whirlwind of poverty, illiteracy and marginalization. EDII also tested the model it is implementing, by following up with the trained beneficiaries. It so got established that well-conceived training and counselling interventions ensured setting up as well as sustainability of enterprises.

It is high time that we blur the distinction between caste and entrepreneurship by promoting entrepreneurship, irrespective of caste, but with enhanced focus on marginalized sections of society, till some balance is achieved. Dalit entrepreneurship as such, does not have many glorious chapters in the archives of entrepreneurship. This characteristic needs to be washed-out, and gradually replaced with a wave of success stories. Here, however, let me credit Dalit Indian Chambers of Commerce and Industry for promoting the cause across the country, and for ensuring a gradual higher incidence of New Enterprise Creation.

I am happy that several institutions, organizations and set ups have woken up to the challenge with efforts that will fade this social stratification and the associated division of labor.

My Best Wishes !!!

- Sunil Shukla



On 20th May, 2021, EDII signed an MoU with the Gujarat State Scheduled Caste Development Corporation, Govt. of Gujarat for conducting Skill Training Programmes for SC youth. Seen here during the MoU signing ceremony are (from R-L) Shri Prakash Solanki, Managing Director, GSCDC and Dr. Sunil Shukla, Director General, EDII

So far, EDII has undertaken 162 programmes at national and state levels to impart entrepreneural training to members from the SC / ST community.



Congratulations to

Dr. Achyuta Samanta,

Founder - Kalinga Institute of Technology, Kalinga Institute of Social Sciences, and esteemed Governing Board Member, EDII.





EDII takes pride in Dr. Achyuta Samanta being awarded for spreading peace and happiness in the society based on the foundation of compassion and humanitarianism. 'Art of Giving', founded by Dr. Samanta has won the second position in the 2021 MacJannet Prize for Global Citizenship by Talloires Network and McJannet Foundation, USA. The Award recognises exceptional community work and civic engagement initiative by KIIT & KISS under the leadership of Dr. Achyuta Samanta.

EDII Releases

The 3rd Policy Brief

The Policy Brief Series is an initiative taken in the direction of creating awareness among policy makers, institutions, entrepreneurs, and other esteemed audiences about major policy interventions. It aims to create a knowledge repository that can be easily accessed by multiple stakeholders who function in the ecosystem. The third policy Brief in the series -Women Empowerment and Entrepreneurship : Building an Inclusive and Prosperous India-puts forward major policies, programmes and schemes of the Government of India which have been specially developed for women empowerment and entrepreneurship promotion in this segment of society. This issue aims to create awareness about appropriate policy interventions of the Government of India.

RESEARCH STUDIES

- ***Impact Evaluation Studies of the Rashtriya Krishi Vikas Yojana Project sponsored by Directorate of Agriculture, Agriculture Farmers Welfare and Cooperation Dept., Govt. of Gujarat :***
  - ***> The study aims at providing information about groundnut production and socio-economic situations of the groundnut farmers in Saurashtra Region of Gujarat, before and after the implementation of the scheme.***
  - ***> The study aims at evaluating the increase in productivity of paddy by providing Hybrid Paddy Seed and other Agro inputs in Tapi district.***
- ***Evaluation Study of Procurement and Marketing Support Scheme sponsored by Office of the DC-MSME, Ministry of MSME, Govt. of India :***
  - ***> The study reflects on the third party evaluation of the procurement and marketing support scheme and to assess the impact of the scheme on parameters such as relevance, effectiveness, efficiency and sustainability.***



Weaving Prosperity...

Handmade in India

The diverse and rich handloom sector is the soul of the Indian economy. This sector provides uniqueness to the country in various ways but it still lags behind in terms of tapping the development and growth potential in keeping with the contemporary trends. Despite the fact that modern, machine made, comparatively economical products with fancier designs taking over the consumer base, the finesse of hand made products remains unmatched as most of the unique designs cannot be completely replicated on machines. This remains a primary reason why handloom products will always be in demand and will continue to be the countenance of diverse India.

Against the backdrop of inducing development in the Handloom sector, a 3 – year Hand Made in India (HMI) project is being implemented by EDII under HSBC's CSR initiative. The project, sanctioned in 2019, intends to instill self-reliance among traditional handloom weavers so that they step up their operations and function with an entrepreneurial bent of mind to benefit from the upbeat market demand for Handloom products. Interventions such as capacity building, design development, social media marketing, holistic enterprise development, establishing market and credit linkage, were undertaken at the handloom clusters of Maheshwar, Bhuj, Surendranagar, Kamrup, Bargarh & Salem.

The project has so far managed to lay a strong foundation to create a more competitive and stronger ecosystem for the growth of handloom sector across the aforementioned six clusters in Gujarat, Madhya Pradesh, Assam, Odisha and Tamil Nadu. More than 6000 traditional handloom weavers have been trained under the Project. This feat acquires more significance as has been achieved amidst the Covid-19 pandemic. In its first phase, the main focus was to develop entrepreneurial competencies in the weavers. 'Enterprise Creation' was targeted through enhancement of entrepreneurial capabilities and knowledge. Emphasis was on reinforcing the involvement and benefits for local communities through sustainable and contemporary practices in handloom weaving, thus enhancing income levels. The cluster teams have conducted training sessions on Digital Marketing. The weavers have been trained to open their accounts on Facebook, Instagram and other e-commerce portals. They have also been trained to use WhatsApp for business promotion purposes. QR code, Barcode and Trademark Registration, 3D draping of fabric on virtual models were areas that were also delved into, and the weavers were imparted knowledge on these aspects. In addition to these activities, webinar on the theme - 'Vocal for Local' was conducted for women entrepreneurs so that they could be linked with HMI beneficiaries for selling Handloom products. Apart from providing inputs in the domains of modern designs, market access, credit linkages and related areas, the Institute is also helping the weavers in presenting their products across India through physical and virtual exhibitions.



Training session on social media marketing at Bargarh cluster

Activities undertaken by the clusters during the last three months:

> **Bargarh Cluster :** Interventions on sales through social media and online marketing, awareness session on credit management to weavers and documentation process for availing credit in handloom sector have been undertaken in this cluster. These sessions helped educate the weavers about government schemes, subsidized credit, sources of credit and processes of conducting digital transactions. Sessions on capacity building on productivity improvement through natural dyeing were also conducted to create awareness among the weavers. This capacity building programme would help the weavers in increasing their revenue by using natural dye to create product line which would benefit the environment as well as their health.

> **Surendranagar Cluster :** Virtual soft skill training programmes were conducted where the weavers gained information on how to interestingly present their products and crafts to the customers by highlighting the product background and explaining the process involved in weaving. This would also help them get a better price for the product as the customers would be convinced about the authenticity of the product. Training programmes on effective use of Social Media for business development have been conducted where the weavers were guided on the usage of technology on different social media platforms and the ways to deal with customers, online.

> **Salem Cluster :** Handloom expo was organized at the Salem cluster for the trained beneficiaries. The weavers were trained as a part of Market Lineage training for such programmes. During this event, the beneficiaries got a chance to interact with marketing professionals, credit associations and entrepreneurs, gaining knowledge on business development and establishing linkages. This expo helped weavers to make new connections and contacts for business generation / lead generation.



Handloom expo at Salem Cluster

> **Bhuj Cluster :** As a part of Business Development intervention, a virtual workshop on marketing through E-Commerce was conducted. This workshop helped to disseminate knowledge about leading E-Commerce platforms available in India and their



requirements to on-board weavers/artisans. Several other interventions on Soft Skills for Mobile Phone Photography and Financial Inclusion (Sources of Credit) were also organized to enhance basic knowledge on Good and Service Tax (GST) and other areas related to finance.

- A Buyer Seller Meet was organised as a part of Market Linkage intervention at Surendranagar, Kamrup and Maheshwar Clusters. This meet was conducted to understand traders' expectations from weavers in terms of products, pricing, quality, etc. The Meet helped to catch the pulse of the buyers and instilled confidence in them about the products o weavers. The Meet also led to establishment of ties among the weavers and the buyers.

The cluster teams also ensured opening of social media accounts of weavers for marketing purposes. They also facilitates Udyam Aaadhar Registration process for the weavers. Kamrup cluster had got together 200 weavers for leveraging Government funds for creation of a Common Facility Centre.



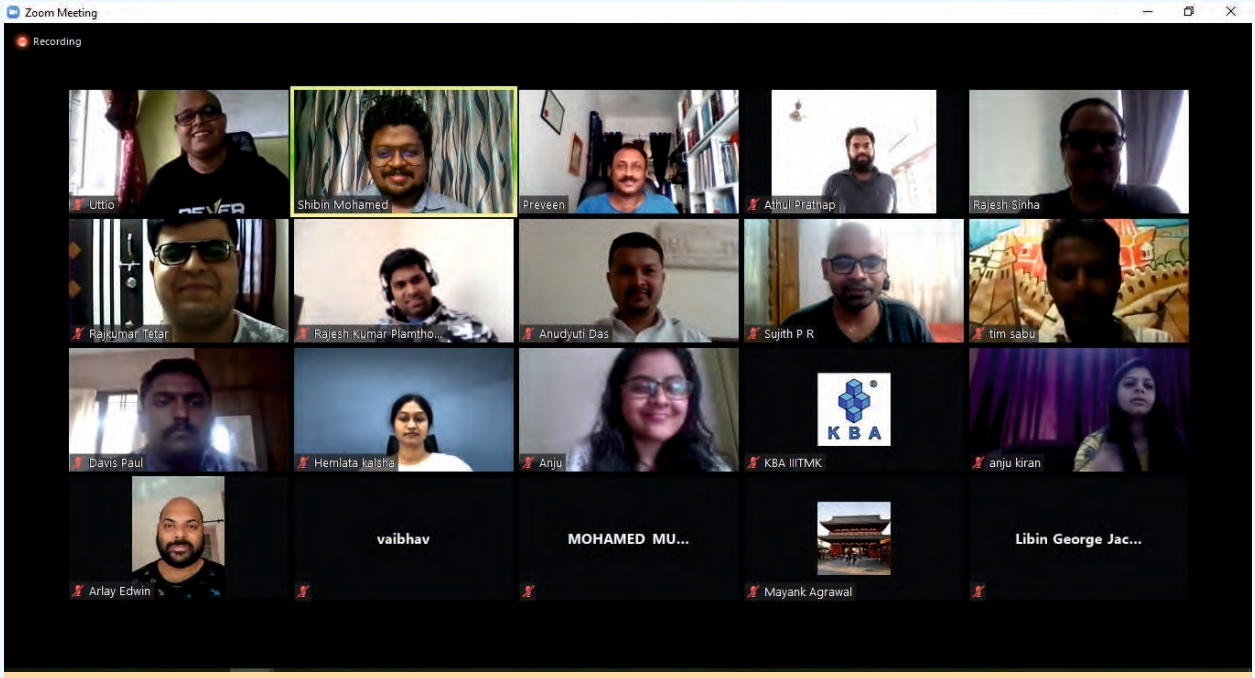
Dr. Smita Chetia Talukdar, Associate Faculty, EDII observes the finer nuances of presenting products to buyers, to ensure better appeal

Products at the Buyer - Seller Meet at Kamrup cluster





A Step Towards Technological Growth...



Participants at the Online Training Programme on Block Chain Startup

EDII in association with Kerala Blockchain Academy (KBA), an initiative of Govt. of Kerala under the Indian Institute of Information Technology and Management, Kerala – IIITMK has collaborated to launch a certified programme on 'Blockchain Start up.' The programme aims to equip startups and individuals with the requisite knowledge, skills and attitude to understand and deal effectively with the issues, opportunities and challenges of entrepreneurship and startups leading to the establishment of startups in the sector of Blockchain Technology.

The 14-day programme began from 7th June for aspiring and existing entrepreneurs and students who wish to establish a startup in the sector of Blockchain technology. The programme was held virtually and saw participation of about 35 startup enthusiasts.

5 such online training programmes would be conducted. These would be led by experts of EDII and KBA, including 6 days of Blockchain Training and 8 days of entrepreneurship & management training. The programme conducted from June 7, followed the same curriculum and implementation structure.





Speaking about the development, Dr. Sunil Shukla, Director General of EDII, said, "Blockchain technology is at a very nascent stage in India. Many industries are still unaware of it or don't understand its efficacy. However, it is a useful technology that can bring great value to sectors such as banking and finance, healthcare, supply chain, real estate, and so on. Hence, it is important to nurture entrepreneurship in this sector at this stage."



Explaining the relevance of the programme, Dr. Saji Gopinath, Vice-Chancellor, Digital University of Kerala said, "Start ups have become the flagbearer of innovation across India. It is important to create an environment where they can pursue their ideas more efficiently through the use of newer technologies such as blockchain. Hence, with the introduction of such focused courses, startups will not only learn and apply it in various sectors but will also raise the level of their innovation."



Echoing the same thoughts, Dr. Asharaf S, Founder and Professor-in-Charge, Kerala Blockchain Academy said, "Blockchain is emerging as a core technology; although it is still being researched and developed. It will very soon prove to be a revolutionary technology that will ensue efficiency and transparency by dipping risks and frauds. The technology indeed promises to make almost every sector, more secure and scalable."



Dr. Raman Gujral, Professor & Director, Department of Projects - Corporate who was also one of the distinguished speakers, emphasized on government's key role in encouraging adoption of newer technologies among enterprises in a bid to make India Atmanirbhar. Blockchain technology, he stressed, would alter the ecosystem to encompass secured structures and systems.



Mr. Shibin Mohamed T K Programme Coordinator, EDII explained, "EDII will be training 30 individuals per program to help them establish startups in the sector of Blockchain Technology. The trained entrepreneurs will have tech-related information along with necessary entrepreneurial and management skills for setting up their start-ups in the Blockchain domain."

The jointly held programme was much appreciated by all and the participants benefitted to a great extent in terms of getting a conceptual understanding of the blockchain technology. EDII alongwith KBA is working together to bring more such especially curated courses for promoting Blockchain technology.



Fostering Entrepreneurship Among Women For Affirmative Action Communities...





Participants during the Women Entrepreneurship Development Programme at Alibaug, Raigad

EDII has been closely working with women to develop their skill base and thus their resolve to shine as entrepreneurs. Women have atypical factors affecting their enry into the domain of entrepreneurship. EDII addresses these, trains and handholds them to ensure their success as an entrepreneur.

In consonance with this objective, EDII has collaborated with TATA Communications Ltd. for 'Project Udaya'. The project aims to promote entrepreneurship among women from SC/ST, weaker sections and SHG members for sustainable income generation through enterprise creation. The two and half year project began in 2019 at Alibaug and Raigad districts of Maharashtra. Activities have been designed and implemented against the motive of developing entrepreneurial capabilities among potential women entrepreneurs; strengthening their knowledge, skills and behavioural attributes to initiate, plan and implement ventures effectively.

GOALS

- **To identify viable business opportunities and to develop project profiles.**
- **To sensitize 900 women through Entrepreneurship Awareness Camps.**
- **To train 300 potential women through 12 customized women entrepreneurship development programme (WEDP).**
- **To establish 150 units by these trained women entrepreneurs.**
- **To generate 500 employment opportunities.**



Enterprises set up by beneficiaries...



Mrs. Aruna Sharad Shrinivas from Khopoli at her Fast Food Joint



Mrs. Rashmi Yadav from Khopoli at her Cake Shop

Under this project, 1070 women have been sensitized till now through 20 Entrepreneurship Awareness Camps (EACs) and 281 women have been trained under 10 specialized Women Entrepreneurship Development Programmes. The participants were given training in different facets of entrepreneurship like; business environment scanning, identification and selection of business opportunities and preparation of project report. The inputs have been planned to ensure tangible outcomes, witnessing an enhanced incidence of enterprises set up by women.

The beneficiaries of these programmes have started implementing the training and hearteningly, results have started showing up. 84 trained women entrepreneurs have started their units. They are happy to establish their own ventures and have become independent. There is a marked improvement in their income levels and standards of living.

Project Coordinator & Faculty, EDII , Mr. Prakash Solanki puts forth, "The project has acquired great momentum since the time it was first implemented, and this is primarily because of the enthusiasm of the beneficiaries. While more and more women are coming forward to float their venture, the project is contributing massively towards social inclusion and elimination of poverty."



Bolstering The Entrepreneurial Propensity Among Women From Gujarat...

Women entrepreneurship assumes a significant place in the economic growth. There is a definite accent on improving the access of women to training and resources so that they emerge successful as entrepreneurs. EDII has designed and implemented several outcome-based programmes to bring women to the forefront of growth trajectory, and continues to contribute to this cause.

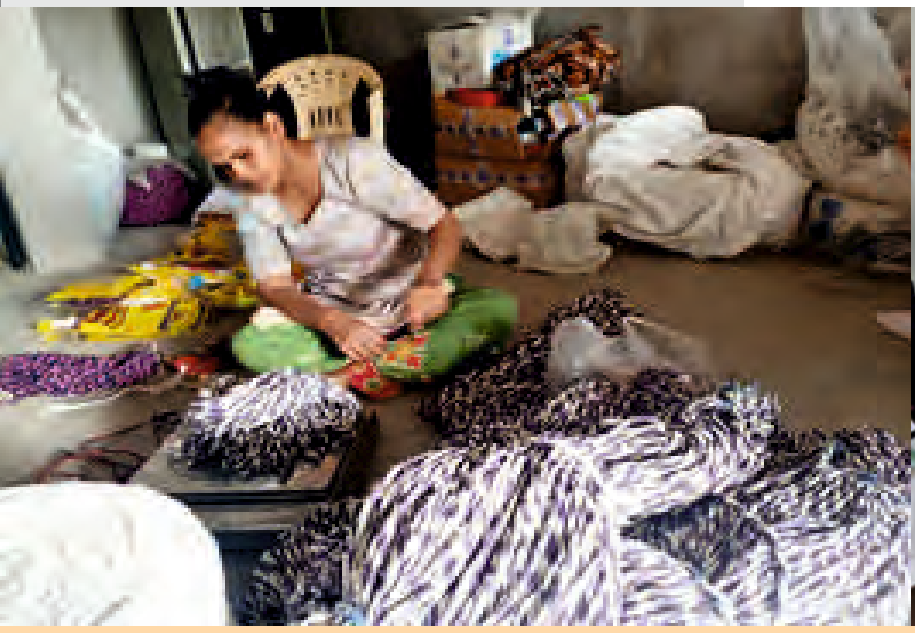
In line with this objective, EDII under the sponsorship of Gujarat Women Economic Development Corporation Ltd. (GWEDC), Govt. of Gujarat is implementing a project 'Promoting Entrepreneurship among Women in Gujarat'. The objective of the project is to develop entrepreneurial capacity and business resources among women for sustainable income through enterprise creation. Some of the important activities undertaken under this project over the past few months include:

- **Entrepreneurship Awareness Programmes (EAPs):**
  5294 women have been sensitized under 110 Entrepreneurship Awareness Programmes (EAPs). The EAPs are conducted to create awareness about entrepreneurship amongst women. These one-day awareness programmes imparted information on entrepreneurship, viable business opportunities and various Govt. schemes to set up an enterprise. Women were counselled on the significance of such programmes and how they could participate, learn and begin their journey as entrepreneurs. Along with EDII experts, officials from GWEDC also participated in the EAPs and provided inputs on Government schemes for women empowerment & economic development.

- **Women Entrepreneurship Development Programmes (WEDPs):**
  The institute identified 11 priority districts in Gujarat State in consultation with GWEDC to organize customized Women Entrepreneurship Development Programmes. 1187 potential women entrepreneurs have been trained under 35 Women Entrepreneurship Developmen Programmes (WEDPs). Each one week training programme is designed to train women entrepreneurs on the concept of entrepreneurship & entrepreneur, focusing on imparting knowledge on entrepreneurial soft skills, identification on business opportunity, preparation of detailed business plan, new venture establishment and management of



Glimpses of some enterprises set up by women, post training





EDII supported Women Entrepreneurs at work

an enterprise. The training programme was a mix of lecture-cum-discussions on concepts and practices in setting up, managing and promoting a business. Role plays and simulation exercises for developing requisite competencies were also undertaken. Interaction with the experts and field visits to training / industrial support institutions helped women in experiencing businesses and the issues related to them, from close quarters.

So far, 75 women have established their enterprises in the sectors of food, garment manufacturing, textile and service sector.

- **Mahila Swavlamban Scheme of GWEDC :**
  GWEDC has been implementing 'Mahila Swavlamban' scheme which is aimed at helping women entrepreneurs interested in starting their enterprises. Women have limited access to resources; funding availability being a major deterrent. This scheme addresses this concern of potential women entrepreneurs. Officials from the GWEDC provided information about the scheme and with the help of EDII trainer, loan applications of more than 100 women entrepreneurs were submitted in various districts under the scheme.



Women Entrepreneurs Make Headway...

Women Entrepreneurs - Access Connect Transform (WeAct) is a one-stop platform for rural women entrepreneurs that provides them with handholding assistance to render their business competitive and sustainable. Conceptualized in collaboration with EDII, Accenture's WeAct (Women Entrepreneurs Access Connect Transform) forum provides hand-holding support to women entrepreneurs - nano and micro. Women entrepreneurs are supported under the broad avenues of Market Access, Knowledge & Networking, Mentoring, Product & Business Development and Technology. Presently 9 states & 1 Union Territory viz; Andhra Pradesh, Karnataka, Kerala, Maharashtra, Rajasthan, Assam, Uttarakhand, Telangana, Tamil Nadu & Puducherry have been brought within the fold of the project. The sectors being addressed include; Food & Agro, Handicrafts and Household Supplies. The significant activities undertaken to impart direction to women entrepreneurs include;

- A virtual energizer workshop was organized by Subject Matter Experts for imparting knowledge to members on GST, Packaging, Book keeping & Accounting, Social media and Digital Marketing. The workshop was conducted in vernacular languages covering over 550 members. WeAct ensures that members are trained in different aspects of business development including marketing strategy and branding techniques; importance of statutory compliances; making a business plan; financial schemes and product specific design inputs.

- A Mentorship Programme '**Unnati**' was conducted wherein four Senior Managing Directors of the sponsoring organization, Accenture donned the 'Role of Mentor'. They assisted members from four States viz., Tamil Nadu, Maharashtra, Assam and Rajasthan ensuring that businesses scaled up.

- A strategic partnership was forged with Apollo Tyres Foundation (ATF) during April 2021 for availing services for small enterprises to



make them sustainable and scalable. Member enrollment has already begun by WeAct for Women Entrepreneurs under this Navya Project of ATF for two years. Similarly, WeAct has also tied up with E-Commerce platform of Mission Mera Mobile Mera Marketing (www.marketmirchi.com) Coordinators have been deployed to onboard about 1860 members from the food sector.

- The pilot project of NABARD-Coconut leaf straw would be set up at Mysore, Karnataka. Rs. 60.80 lakh rupees have been awarded for the implementation of Hub & Spoke Model which would be providing employment to 100 MSDP trained rural women.



As Dr. Raman Gujral, Project Director puts it, "Women have ideas and they look forward to implementing their ideas for sustainable livelihood. EDII has been working in the domain of women entrepreneurship for last four decades or so. Dealing with the low entrepreneurial propensity among certain sections of women, fear of failure and self doubt, were not easy, but sensitizing, training and handholding them over the years did show results and today women across sections of society are open to venturing out. Corporates are also becoming mindful about their duty towards promoting women as entrepreneurs and are doing their bit. Accenture deserves credit for designing this initiative."



Women Entrepreneurs during an Exhibition held at Assam



A glimpse into the exhibition held at Satara, Maharashtra



Handholding The Disadvantaged For Greater Advantages...

Access to avenues and resources could push many on the growth trajectory. Harbouring ambitions in the absence of such admittance, could prove unfavourable. The disadvantaged and the underprivileged, especially women, have for several years been bereft of opportunities and it is time that they found their footing. There has been policy advocacy to this effect, and realizing that it is the need-of-the-hour, several measures have been put forth to assist them in stepping on to the mainstream. EDII has collaborated with HCL Foundation under the SATTVA Project, as a part of its 'HCL Uday' Urban CSR project, to train urban poor women from Bangalore, Hyderabad and Madurai. The SATTVA initiative is aimed at increasing the power of Community institutions such as SHGs, Federations of cluster/block/district levels. This project is aimed at educating and offering urban underprivileged women with new opportunities.

Under this project, EDII has so far trained over 400 women and 310 entrepreneurs in Bengaluru, Hyderabad and Madurai locations with the objective to develop entrepreneurial skills and increase the income level of urban poor women. The current situation due to COVID 19 is certainly coming in, in their way of going all out. But they are determined to put their learning to complete use gradually. However, amidst the disturbances, the trained women have been oriented to Digital Marketing to market their products and sail through their business. Looking at the need of equipping them better with digital marketing tools, EDII Madurai team conducted online training on Digital Marketing tools and techniques. About 20 entrepreneurs participated in it. 8 online sessions were conducted for participants trained under skill development programmes. A WhatsApp group has also been created where the beneficiaries keep updating the photos and details of their products. A review is given to them, thus mentoring them on improving their information sharing skills on social media.

In context to the online marketing, GST process for all the trades has also been initiated. The FSSAI and Udyam registration is also in process as for uploading products on some portals this formality is mandatory. The team is also tied up with different platforms like Amazon, and WeACT for online sale. These interventions would help women entrepreneurs in expanding their reach. The beneficiaries have gained confidence and have developed their communication and negotiation skills. The exposure visits, participation in exhibitions and their interaction with the customers virtually, have strengthened their personality traits.









Products made by Women Entrepreneurs under HCL SATTVA Project

- *In a landmark development, the Hyderabad, Bangalore and Madurai teams got significant orders for jute bags, masks, sanitizers and soaps.*

- *EDII has established 4 Common Facility Centers (CFCs) in Bengaluru and 2 CFCs in Hyderabad. These have commenced operations and the entrepreneurs are getting support of advanced machines for manufacturing their products. Such technological upgradation is visible in their products which now flaunt varied designs an perfect finish.*

- *In Madurai, the process for the establishment of CFC has been initiated.*

- **Virtual Sessions:**
  Virtual sessions continued updating women entrepreneurs. The session organized by Bangalore team trained women on conducting Market Survey and deciding the basic pricing of the product. A National Webinar was also organized by Indian Institute of Food Processing Technology



(IIFPT) on Food processing and value addition of millets. 6 beneficiaries and 4 EDII Madurai team members attended the webinar. Based on the information shared in these online sessions, EDII Madurai team conducted a session for the other beneficiaries.

When the Will to Succeed Overrides.....

Keerathurai locality is a place in Madurai city which is known for its quiet coastal setting. The men are mainly engaged in fishing, while women look after their household chores.

Women Skillpreneurship Development Programme in this region has altered the landscape with women now getting abuzz with their enterprise creation plans. The programme has opened up livelihood opportunities for the urban poor women of the region.

Mrs. Arulmozhi joined the Skill Development programme to support her family during her free time. Mrs. Arulmozhi's family comprises her daughter and her husband, who is a driver earning up to 10,000/- INR per month. She is a very enthusiastic person, always yearning to do something, but due to lack of education and resources, she could never live her dreams. She had the skill of making masala. WSDP introduced participants to enterprise-oriented skills such as enterprise creation, money management, products marketing etc. Certain skills such as making masalas, masks, sanitizers etc were also introduced to them. This is where Mrs. Arulmozhi found her calling. She used her newly learnt skills, and started a group enterprise named 'Thangam' which began producing hygiene masalas of different kinds. Her products such as; Idly Powder, Rasam Powder, Mutton Masala, Chicken Masala, Turmeric powder, Kuzhambu powder and Sambar Powder are high in demand in and around Keerathurai. With the support of EDII-HCL team, she participated in NABARAD buyer-seller meet and sold 30 kgs of her products in one day itself. She started with an initial investment of INR 30,000/- and today she is earning 2000/- INR profit per month. Mrs. Arulmozhi is immensely proud of group effort and has further plans on expanding her business venture.





Elevating Skill Levels To Ensure Better Livelihood...

Accenture Skillpreneurship Project





Mushroom and Jute bags prepared by trainees of Mico Skillpreneurship Development Programme (MSDP) in Orissa

Emphasizing on the significance of skills in building a livelihood, EDII has been implementing Micro Skillpreneurship Development Programme (MSDP) with support of Accenture for enhancing livelihood options among women. The mandate is to provide women folks with skills to ensure employment or own micro business. MSDPs are designed to motivate and develop entrepreneurs towards establishing 'Local Resource and Demand based Sustainable Micro-enterprises' by providing them with practical exposure and theoretical inputs. The programme is being implemented in semi-urban and rural areas of Odisha, Andhra Pradesh, Assam, Goa, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Puducherry, Tamil Nadu, Telangana, and Uttarakhand to strengthen local economies by promoting entrepreneurship, innovation and meaningful employment among women.

A four-week training programme was conducted at 165 centres against the mandate. The sessions focused on business opportunity identification, preparation of business plan & strategy formulation based on customer segmentation, pricing, marketing and soft skills.

- In Odisha, 200 entrepreneurs have been trained under four MSDPs during March to April 2021 in making dry fish, toiletry products, face masks, jute bags and mushroom cultivation.

- At Bramhapuri Island in Chilika, 50 rural women were encouraged to start their enterprise in dry fish trade. During the lockdown, they collectively invested Rs. 97,800 to start their business locally and earned profit of Rs 35,680.



- At Balanga in Nimapada, 46 women entrepreneurs started mushroom cultivation by investing Rs. 1,95,820 and earned a profit of Rs. 2,16,220 with an average of Rs. 4700 per entrepreneur.

- At Nabara in Balasore, 35 rural women started their own business of making jute bags & products and screen-printing. They made a cummulative profit of Rs. 45,500. EDII supported these women in registering them as artisans under Odisha Silpha Mahasangha. This will enable them to expand their business by new interventions and alteration in strategy based on indepth market survey.

- In Madurai, women were imparted 26 days of skill training. Assistance was provided to them for creating their own enterprises. Collaborations with several government departments such as DIC, KVIC, NABARD, MSME, TAHDCO and Banks have been initiated to ensure all necessary assistance. Trainees were supported in repackaging of their products for better consumer appeal, digital marketing and purchasing of raw material on subsidized rates fo increasing their sales and revenue.

An enterprise, Lithika Products owned by Mrs. Nageswari from Dindigul has successfully created Facebook Marketplace to increase sales and revenues and increase the product market reach.

Three SHG groups got Rs 4 lakh sanctioned as loan for starting their food and toiletry products' business. Two entrepreneurs were sanctioned loan under UYEGP credit linkage scheme to the tune of Rs. 7,99,400.

- In Kerala, MSDP trainings were conducted in Kadamakkudi and Ezhikkara districts and 11 livelihood groups were formed and registered under Kudumbasree and Udyog Adhaar In Karode village, the trained beneficiaries were registered under NABARD, FSSAI and Local Self-Government department to start their enterprise in bakery, pickles, snacks and coir handicrafts sectors. A total loan amount of Rs. 11,73,000 has been sanctioned to the trainees from





Instant Moringa Tea prepared by trainees of MSDP in Tamil Nadu





Honey Bee farming and Dry Mushroom cultivation at MSDP training in Assam

Kudumbasree and SBI, to start their own business. The entrepreneurs have commenced production and their products are being marketed through Kudumbasree outlets.

- In Assam, women were trained in mushroom cultivation, honey bee farmin and handloom products manufacturing. Trainees cultivated 77 Kgs of mushroom which was sold in Guwahati during April and May. Beneficiaries have been registered on HORTNET to avail government subsidy.

- In Uttarakhand, entrepreneurship skill training was conducted in Udham Singh Nagar, Dehradun and Haldwani districts. These training programmes saw participation of 556 women who have been trained in making eco friendly jute products, bamboo goods, moonj grass products and cotton bags

Entrepreneurship Development Institute of India, Ahmedabad, Gujarat

AICTE-approved Courses

Post Graduate Diploma in Management-Entreprenurship

PGDM-E

NBA Accredited & AIU Recognised
Two-year

Equips Graduates with skills to launch & manage own business, develops family business successors and social entrepreneurs

- Develops Entrepreneurial Mindset through outcome based learning
- Promotes interaction with Business Leaders/Venture Capitalists/ Bankers
- Facilitates learning based on Entrepreneurial Milestones
- Offers Industry Verticals in emerging sectors
- Family Business Management specialization to ensure growth of Family Business

PGDM (Innovation, Entrepreneurship & Venture Development)

PGDM-IEV

Two-year

Promotes new technology / knowledge / innovation-based startups

- Experiential learning through EDII's Technology based incubator
- Exposure to innovation and technology commercialization & development of Innovative Business Model

Fellow Programme in Management

FPM

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

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

For details and application, visit **www.ediindia.org / www.ediindia.ac.in**

Open Distance Learning and Online Courses

EDII has introduced the following Open and Distance Learning (ODL) and Online Courses as approved by AICTE :

- *Diploma in Startup Entrepreneurship (Open and Distance Learning) DE-ODL.*
- *Diploma in MSME Entrepreneurship (Online) DE-Online*

The courses are designed to develop:

- *Entrepreneurial traits and motivation as well as the spirit of enterprise;*
- *Decision-making capabilities required to set up a business venture;*
- *Expertise to successfully manage an enterprise.*



When Skills and Knowledge Induce an Attitude to Win...



Shakina, a 37 year old woman, from a middle-class family of Coimbatore, aspired to own her business one day. But her choice of career was not supported by her family which linked business with uncertainties and insecurities. Shakina was, therefore, dissuaded and she had to take up a job in the IT sector. Soon she got married and had to quit from her IT job as well as she had to relocate herself.

She was surrounded by responsibilities soon and finding time for regular job became unthinkable. Yet Shakina did not let her dream get relegated to the backseat. She continue sourcing opportunities and her research led her to EDII's Micro Skillpreneurship Development Training Programme sponsored by Accenture. She approached EDII to enquire about it and the idea of skill training with enterprise support appealed to her. She instantly felt confident and hopeful about her future. She got herself enrolled for the training on making 'Millet Products'. Although she had no prior knowledge of it, she knew from her counseling sessions that the methodology involved in making the product is quite simple and there is a good demand for it as well. During the training, she was imparted all technical skills by trainers. Entrepreneurial and soft skills' training also formed a part of the programme.

On successful completion of the training, Shakina started her *Health Mix* product in the name of "RASHA'S" with her own investment. She started marketing in neighboring retail outlets. With support of EDII, she also applied for a loan under UYEGP scheme for Rs. 5,75,900 with the subsidy of Rs. 1,43,970. Shakina's relentless efforts combined with the quality products and timely delivery to customers helped her flourish in the business with the profit of Rs. 35,000 per month.

Today, she feels extremely happy and content. She says she is living her dream and wants o surge ahead with new ideas and innovation. Shakina expresses gratitude to EDII team for helping her through the entire process and giving her a life that she had always wanted.



Placing The Trailblazing Advantages Of Entrepreneurship In Perspective, For Children And Youth...





(L) Dr. Baishali Mitra, Faculty, EDII & (R) Dr. Pankaj Bharti, Faculty, EDII seen during a virtual session

The society wants leaders, innovators and resilient men and women. These are traits which often crop up when one discusses entrepreneurship. So, it can be derived that 'entrepreneurship' acquires meaning beyond just setting up enterprises. 'Entrepreneurship education and training inculcates traits that make achievers in any field. Children and youth, therefore, need to be introduced to these winning traits during their formative years.

With this objective, EDII has been organizing National Summer Camps for the last 25 years for children in the age group of 12-16 years and for youth in the age group of 16-22 years. These camps ensure that the participants acquire learning on life skills and develop high achievement orientation through a mix of classroom training and simulation exercises. Characteristics of problem solving, innovation, leadership, team spirit, adaptability are emphasized upon and these become integral personality traits. Till date, while the National Summer Camps on Entrepreneurial Stimulation for Children has trained 2656 children, the National Summer Camps on Entrepreneurial Adventures for Youth have trained 1608 youths.

EDII was successful in imparting the



learning this year as well, even though the times were tough due to COVID 19. The 37th Summer Camp on Entrepreneurial Stimulation for Children and 38th Summer Camp on Entrepreneurial Adventures of Youth were held through virtual mode. Learning was focused on entrepreneurial competencies and thinking out-of-the-box during unforeseen circumstances, and understanding life skills.

The 37th National Virtual Summer Camp for Children took place on 17-23 May, 2021. The summer camp saw participation of 34 children from across 6 states/UT namely; Delhi, Gujarat, Haryana, Karnataka, and UP and Uttarakhand. The camp included sessions on Entrepreneurial personality, self-assessment exercises, creativity, problem-solving, team building, leadership, Communication skill, critical thinking, start-ups and ideation, business model canvas, career guidance and interaction with achievers. Mr Jatin Chawla, Founder and Director of Centre for Career Development was invited for career guidance to children. The 38th National Virtual Summer Camp for Youth took place on 6-12 June, 2020. It saw enthusiastic participation of 37 youths from across 7 states / UT namely; Delhi, Gujarat, Haryana, Maharashtra, Telangana, UP and Uttarakhand. Youth were imparted training through a mix of simulation exercises viz. classroom sessions, psychometric tests and exercises and formal and informal interactions with achievers.

The virtual event turned out to be a huge success with positive feedback from the participating youths and children. As they said, they developed a new outlook towards the present challenging times and expressed how they had learnt to cull out ways and means to productively engage themselves and develop a forward looking approach.



Seen here are the participants of the 37th National Virtual Summer Camp for Children





Dr. Pankaj Bharti, Camp Leader and Faculty, EDII said, "I noticed how the pandemic had created an unrest among these children and youth. Through various ways and means while the competencies and traits were inculcated in them, it was particularly sought to bring about a sense of confidence in them about handling the unforeseen. They responded well and I believe, the learning was well-taken."



Distinguished Guest speaker, Mr. Vinod Aggarwal, Chairman, Gujarat State Council and PG Alumnus at the 38th National Virtual Summer Camp for Youth said, "These Times are not so easy but there are always ways of handling situations; be it in business or life. Just that we have to keep up our faith in self and keep moving ahead with a firm, thinking head on our shoulder. There is no problem without a solution. You all are lucky to receive such an orientation. The life skills that you have imbibed will help you always. Don't run away from situations; face them headlong; consult your mentors, read a lot to keep yourself updated and keep surging ahead."



Distinguished Guest speaker, Krishnamurthy Subramaniam, Managing Director, Masibus Automation and Instrumentation Pvt. Ltd. at the 37t National Virtual Summer Camp for Children said, "I am happy to interact with you all. At your age, I wasn't this sharp, and from the maturity that I see in you all, I am sure problems of life will always be addressed well. I would like to emphasize on two points. One, never have the attitude of escapism – deal with your concerns, problems or whatever comes your way and second, never become complacent – continue striving for improvement, rest for a while if you wish to but get up again and keep investing the best of your energy in your task."



Mr. Havyas, Cofounder, Beegle Agritech and Agriproducts Private Ltd and PG Alumnus was the guest speaker at 37th National Virtual Summer Camp for Children. He said, "I am fortunate to get trained at EDII. My startup is doing well today because of the values that I learnt alongside the knowledge that I received as a part of my two-year PG course at EDII. I never forgot to stick to those values of creativity, perseverance and problem solving. I kept single-minded focus on my goal and just moved ahead with all earnestness. I was mentally prepared for problems to cross my path and, therefore, when I came face-to-face with them, I just knew I had to persevere."



Income Generation, Autonomy, Flexibility And Livelihood Security Are Some Of The Perks....

Startup Village Entrepreneurship Programme

Rural and urban entrepreneurship arise from one common objective of alleviating poverty and exploring rewarding livelihood options. EDII has been contributing to these domains formore than four decades. The experiences and strategies have led to several replicable development models. EDII has been contributing towards rural entrepreneurship through Startup Village Entrepreneurship Programme (SVEP), a sub-scheme of Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY-NRLM), Ministry of Rural Development, Govt. of India with a mission to create sustainable self-employment opportunities in villages. SVEP was initiated by Ministry of Rural Development, Government of India and EDII being National Resource Organization (NRO) for the SVEP 4-year (i.e., January 2016 – March 2020 and March 2017 – March 2021) duration project, has been responsible for implementing the programme in pilot blocks of select states with State Rural Livelihood Mission (SRLM). The Institute has also been providing the requisite support to state missions to further saturate SVEP interventions across the state.

Till date, 58887 people have been imparted training and 57184 microenterprises (including group enterprises) have been promoted by EDII with the support of SVEP. EDII had also been responsible for implementation of non-farm projects associated with 15 State Rural Livelihood Mission (SRLM)) in multiple employment generating activities amidst of pandemic. So far, 1034 Community Resource Person-Enterprise Promotion (CRP-EPs) have been

SVEP ACHIEVEMENT – NRO EDII

Enterprises Promoted	Entrepreneurs Promoted	Community Enterprise Fund [CEF] Disbursed	Community Cadre [CRP-EP]	Bank Linkages
Existing : 15,602 New : 41,888	Female : 36,465 Male: 22,727 Transgender: 1		Female: 570 Male : 464	Enterprises: 3118 MUDRA: 41
57,490	59,193	₹ 154.43 Cr.	1034	₹ 12.68 Cr.

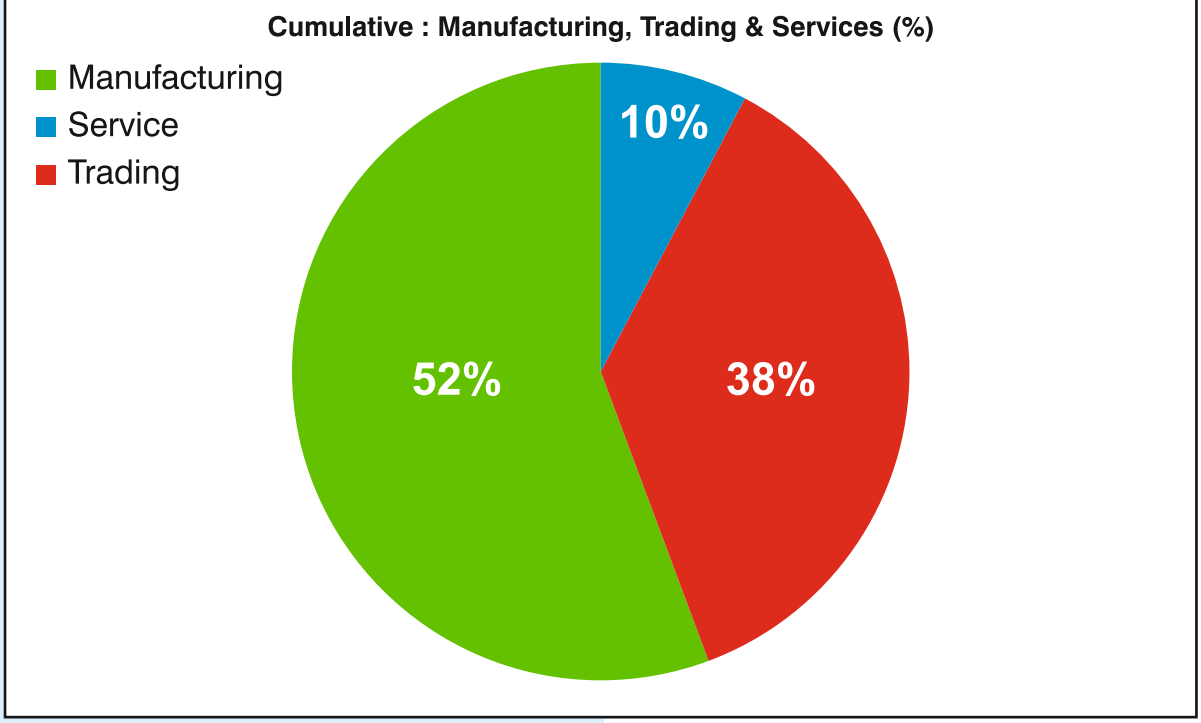


trained as Business Consultants at village level.

The heartening results of the project led to its extension and presently, the programme is being implemented across 15 states of India and 76 blocks are being covered under the programme with an aim to promote micro entrepreneurs and create an ecosystem in which these entrepreneurs flourish and sustain in the long run. Out of these 76 Blocks, enterprise promotion has been initiated in 57 blocks. MoU has been signed for further implementation of the work for 6 more blocks as well.

Stage of Implementation	No. of Blocks
Ongoing enterprise promotion	57
DPR Submitted and approved (Training of CRP-EPs & CBO is ongoing)	12
Baseline Survey completed & DPRs Submitted (TL)	1
MoU is signed and Baseline Activities will be initiated	6
TOTAL BLOCKS	**76**

Sector wise % of Enterprises Supported:





Caste and Gender Distribution of Entrepreneurs Promoted under SVEP:

Caste	Female Entrepreneurship	Male Entrepreneurship	Transgender	Total
General	5277	4034	0	9311
Minority	985	772	0	1757
OBC	13611	9959	0	23570
SC	6417	4788	1	11206
ST	10175	3174	0	13349
Total	**36465**	**22727**	**1**	**59193**

Major activities undertaken during the last three months:

- **Online Refresher Training of SVEP Software :** SVEP software has been successfully developed. There is now a need to orient people involved in SVEP implementation to assure that the software is adopted and used extensively by different stakeholders. Hence, EDII conducted two batches of Online Training Programmes on SVEP Software. The training programmes were attended by 65 'State Level Officials' associated with the SVEP programme.

- **Monitoring of SVEP Implementation:** The pandemic has hit businesses across sectors. Entrepreneurs in the rural areas have got visibly affected and several enterprises are struggling to remain afloat. Shri. R S Rekhi from NRLM Team and Dr. Rajesh Gupta, Faculty-EDII & Project Head, SVEP-EDII, visited four blocks of Uttar Pradesh namely Chanvey, Arajiline, Duddhi and Sevapuri to interact with SVEP supported entrepreneurs, Community Resource Person (CRP-EPs) and members of Community Based Organizations (CBOs). During the interaction they discussed the status of the enterprises after pandemic and progress of programmes in the field. Based on the discussions, further interventions were evolved, and guidance was provided to entrepreneurs who in need of assistance.



Community Based Organization training at Kurud, Chhattisgarh





Dr. Rajesh Gupta, Project Head, SVEP-EDII *said, "Rural India is still largely agrarian and runs on informal sectors. Many entrepreneurs, therefore, lack the means to scale up business and the cushion of resources. This has a bearing on their prospects when times are tough and challenging. Hence, through the SVEP, we aim to instil a sense of resilience in them through hands-on training and mentorship. I am glad to see that many of these rural entrepreneurs consulted their local EDII mentors, used their training and decided not to kneel before the situation. With support from the respective State Rural Livelihoods Missions and local administration, they were successful in divesting their businesses and regain it when the crisis hit. They are earning and learning in the process. In their training programs, they were trained to innovate and adapt to changing environment. Their actions in the present scenario prove that their training has been successful."*

- Training and Capacity Building of Community Institutions and CRP-EPs : In Jharkhand, 117 members of community based organization were given training on General Awareness Training on Entrepreneurship in three blocks namely Kolebira, Thetaitangar and Silli. 18 Community Resource Person – Enterprise Promotion have been trained on Performance Tracking and support and Repayment system in Silli block of Jharkhand.

  In West Bengal, 12 CRP-EPs were given training on Costing, Pricing, Working Capital Management and Business Opportunity Identification in two blocks, viz; Bolpur and Nandigram. 274 members of community based organization were given training in three blocks of West Bengal, i.e. Nandigram, Mirik and Kalimpong.



Exposure visit of CRP-EPs of Karhal Block to Samnapur Block of Madhya Pradesh



Nurturing Innovative Ideas...

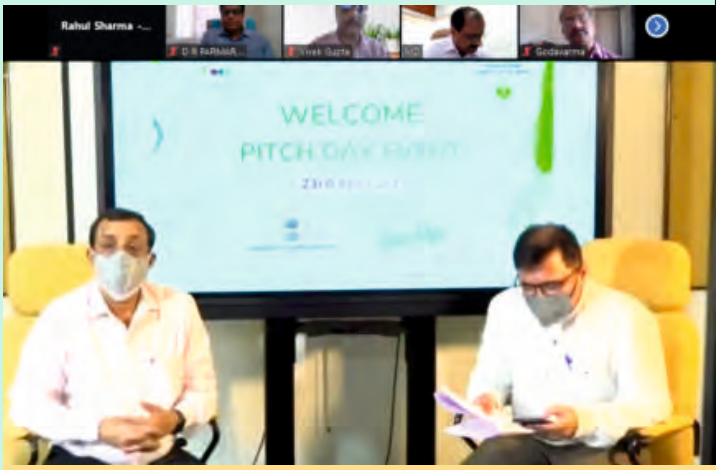
Centre for Advancing & Launching Enterprises (CrAdLE)

Startups and early stage companies, face numerous issues with aspects involving legal, financial, technical, IPR related and related matters. Technology business incubators and accelerators are platforms and paths that aid in all these initial hiccups and ensure jumpstarting businesses.

CrAdLE (Centre for Advancing and Launching Enterprises), EDII's Technology Business Incubator initiated in the year 2016, has been guiding, supporting and mentoring start ups. Till date, 65 startups have been / are being supported. The incubator is supported and catalyzed by NSTEDB, DST, Govt. of India and aims at fostering technology / knowledge based entrepreneurial startups in four niche segments of manufacturing, food processing, renewable energy and healthcare.

Over the last three months, some of the significant activities undertaken by CrAdLE include:

- The Startup Pitch Day & Govt. - e-Marketplace workshop in association with the Startup Gujarat Cell, Industries Commisionerate, Government of Gujarat was organized on 23rd April 2021. 31 startups applied to pitch their ideas, out of which, the expert committee selected 16 startups that could pitch their ideas to the investors.
- The event was held in the presence of Mr. D. R. Parmar, Joint Commissioner Industries, Head – Startup Cell Gujarat; Mr. Pankaj Tibak – Head FICCI Gujarat State Council and Dr. Sunil Shukla, Director General, EDII. Investors from Bangalore, Delhi, and Ahmedabad had participated in the event. The startups were shortlisted by the investors and discussions have been initiated.
- A webinar on "How Emerging Technologies Will Improve the Offering of Startups and will Help in their Growth" was conducted on 24th June 2021. Mr. Sumant Parimal, Chief Analyst of 5 Jewels Research and a Global leader of Emerging Technologies was the Speaker



(L) Dr. Sunil Shukla, Director General, EDII & (R) Mr. Sunil Kumar, CEO, CrAdLE during the interactive session of the pitch day event



at the webinar. Mr Parimal shared that Emerging Technologies like A.I. (Artificial Intelligence)/Deep Tech. / Robotics / Blockchain / IoT are going to drive the next phase of innovations in India. He emphasized that India would see over $100 Billion worth innovations from Emerging Tech. Startups in the coming years. "Globally Emerging Technologies has created many disruptive startups, that have fetched excellent returns for the entrepreneurs, investors and customers through year-over-year valuation and revenue gains. India has started witnessing disruptive potentials of emerging tech. startups, which is driving efficiency, productivity, brand equity, innovation and IP Asset gains in Indian economy," he said. The session was presided over by Mr. Sunil Kumar, CEO, CrAdLE, who highlighted Govt. of India's efforts in augmenting the startup ecosystem in India. This session saw participation from startups across various technology and non-technology verticals.

- A webinar on 'Early Stage Startup Funding' was held on 20th May 2021. Distinguished speaker Mr. Sanjay Randhar, Ex. MD – GVFL highlighted the increasing infusion of funds in the Indian startup environ, and the ways and means to tap funding support.

CrAdLE has been consistent in offering invaluable services to startups. The TBI's support and services have ensured that several incubatees have graduated to high performing enterprises at the National level.



Global Entrepreneurship Monitor (GEM) Survey is the largest annual study of entrepreneurial dynamics in the world. The GEM India Report is an outcome of collective efforts of GEM India consortium that strives to capture and understand the current state of affairs in Indian entrepreneurship. EDII leads the India Chapter of Global Entrepreneurship Monitor (GEM).

In a heartening sequence of events, EDII Alumni Ms. Hetika Shah, PGDM-BE (2019-21) and Mr. Neel Panchal, PGDM-BE (2011-13) have been covered in the GEM Global Report (2020-21).



Hetika Shah launched '4S Shield' which manufactures and sells nanofibre based virus-protective sustainable products, including state-of-the-art face shields and masks for frontline COVID workers. It is a first-of-its-kind company in India, providing the highest protection to all sensory organs. Hetika recently won the coveted "SheThePeople Digital Women Award" in 2020.



Neel Panchal instituted LHP Nano Technologies which develops customized graphene-derivative products according to applications and customer requirements. These products have been used in technology for aerospace, water purification, composites, healthcare, textiles, inks, paints and coatings, batteries, and super capacitors.



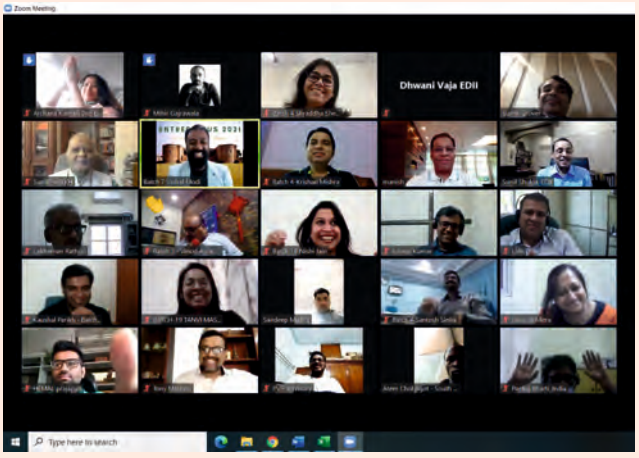
PG Corner

All about Network & Associations...

Entreplexus

Business and networking are two sides of the same coin. Entreplexus, the biggest entrepreneur networking platform is organised by EDII for the alumni of its Post Graduate Programme in Management – Entrepreneurship. Collaborations, knowledge-sharing, inspiration, guidance and motivation are the outcomes of this platform.

Since April 2020-21 EDII has organized three Alumni Meets. These followed the one organized in March 2021. In all 253 alumni attended the Meet virtually. Alumni shared their experiences and talked about their business ventures belonging to diverse areas like media entertainment, real estate, handicrafts, healthcare, agriculture and many more. Given the COVID related interruptions that have affected businesses across sectors, the alumni discussed the issues they faced and the ways they implemented to overcome them. The networking also led to the alumni finding common paths of collaboration and growth. Some offered to help those who were getting gravely affected by the pandemic. It was heartening to see alumni join in from Uganda and Uzbekistan as well. There were also some lighter moments with open mic event where the alumni sang, narrated poems and shayaris and remembered their days on Campus.



Noted personalities at all these Meets, motivated and guided the Alumni.

Mr. Ameen Haque the founder of Storywahallas was the keynote speaker at the 4th Alumni Meet held on 26th June, 2021. He delivered a talk on the importance of storytelling in business. Considering that EDII's alumni base comprises entrepreneurs or strategic partners in huge conglomerates, Mr. Haque narrated stories and sensitised how leaders could leverage on this art to connect with the audience and thus grow their businesses.

Chief Guest at the 3rd Alumni Meet held on 29th May, 2021, Mr. Amey Mashelkar, Head, JioGennext inspired and bolstered the entrepreneurial spirit of alumni with his keynote Address. Mr. Mashelkar benefits of having a strong network which, he believed, helps in the growth of business. The youths were inspired by his address and were enlightened to get their queries responded to, regarding funding, marketing etc.



Mr. Dhruvin Patel, Director and Owner of HOF Furniture System Pvt. Ltd. was the keynote speaker at the 2nd Alumni Meet held on 24th April, 2021. Mr. Patel traced his business journey, highlighting how odds and hiccups are a part growth story and how a true entrepreneur has to devise innovative measure to sail through.

Dr Sunil Shukla Director General, EDII expressed happiness over the way his students were progressing, and had matured as business persons. Dr. Shukla advised students to remain connected with the Institute, and look up to its alma mater for any mentoring or guidance.

Shri Sunil Parekh, Senior Strategy Advisor, Zydus Cadila Healthcare Group and Jubilant Bhartia Group and Shri Manish Chhabra, Managing Director & CEO, Hygienic Research Institute Private Limited were the keynote speakers at the 1st Alumni Meet held on 6th March, 2021 wished good luck to the students for choosing the path of entrepreneurship. He motivated them to stay put despite hurdles and narrated several success stories to depict how every road block comes with a glorious opening.

New Committee members of EDII Alumni Association (1st July 2021- 30th June, 2022)

CONGRATULATIONS

EDII ALUMNI ASSOCIATION COMMITTEE



SHRADDHA SHETH
(PGDBEM, 2001-02)
President



RAJESH PANDEY
(PGDBEM, 1998-99)
Vice-President



KANKSHIT MODI
(PGDM-BE, 2009-11)
Secretary



HEMANT MEHTA
(PGDM-BE, 2009-11)
Joint Secretary



PALAK CHOKHANI
(PGDM-BE, 2012-14)
Joint Secretary



VISHAL MODI
(PGDBEM, 2004-05)
Treasurer



PALASH SHAH
(PGDM-BE, 2012-14)
Joint Treasurer



PG Corner

Technology never fails...

While most of us realise the importance of agriculture in our lives, we forget to endorse the sector's contribution in terms of providing livelihood options to our farmers, and how these messiahs need be supported so that they get right compensated for the services that they offer. Two young and dynamic friends Havyas and Nitin vowed to do their bit to add a little sunshine to the lives of farmers who provide for millions around.

Over 60% of the Indian populace depends on income from agriculture for their livelihood. No wonder, as they say agriculture is the backbone of the Indian economy; catering to food requirements of millions, serving as raw material provider for the non-agricultural sector, including large scale industries.

India is a blessed country harbouring the advantages of vast stretches of land, favourable weather conditions and soil types with the capacity of growing varied plants and crops. However, these strengths could be leveraged upon yet more intensely to maximise results. The agriculture sector in India has been facing a flurry of challenges that have dwarfed results. These challenges caught the attention of Havyas and Nitin who were looking for a start up opportunity, and after a lot of research, they decided to delve in the domain of agriculture.

Beegle Agritech and Agriproducts Private Ltd, cofounded by Havyas KS and Nitin Singh,



works with people responsible for providing us our food. As the cofounders say, "Our venture has been founded on understanding, compassion and the urge to give."

The idea of floating Beegle Agritech and Agriproducts came up to Havyas and Nitin while they were pursuing their Post-Graduate Diploma in Management - Business Entrepreneurship at Entrepreneurship Development Institute of India, Ahmedabad. Havyas, a graduate in Agricultural Marketing, during an academic



activity at a village, as part of his curriculum, was interacting with a couple of farmers who were being shown how they could adopt and implement some contemporary technologies such as; drones and agricultural robots. Much to the surprise of Havyas, the farmers took interest and enquired about the technologies. As Havyas puts it, "Until that day, I had thought that farmers in villages were not open to change or upgradation of any sort. But their enthusiasm surprised me." At EDII, during a discussion on business opportunities, Havyas casually discussed this incident with his friend and batchmate, Nitin and from their commenced a meaningful story. Nitin, a Mechanical Engineer, reflected over the incident and deduced that had it not been for high cost, lack of access or unavailability of information, farmers would gladly step forth to adopt and adapt. The two looked at each other as if nodding to collaborate to work on an idea which they thought was, "a purposeful opportunity to empower farmers." They decided to add wings to their idea and ventured out with all necessary exploration for their agritech startup.

They were guided by EDII faculty and noted agri experts. While Havyas looks after agricultural, strategic and operational aspects of business, Nitin looks after technological aspects of the business.

The company provides intelligent farming solutions to the farming community. It works with the goal of democratizing modern agricultural technologies like drones for precision farming, coffee harvesting tools, hydroponics and IOT and robotics-based microphonic solutions. It operates under two brand lines - Happening Farming and Happening Hydroponics. The entrepreneur duo comprehends the grassroots level problems, needs and requirements, based on which they develop technology based solutions that are viable, accessible and affordable to a significant farming population. Their recent innovation is Multipurpose Drone for precision farming which can do multiple tasks from monitoring plant health, precision application of both liquid and solid plant inputs, and reducing aerial pollution, which is a significant issue faced by existing aerial spraying drones.

Within a span of just two years, the firm could raise funds from various state and central government programs, which has resulted in its expansion in various locations in Gujarat, Karnataka and Andhra Pradesh

Achievements Galore :

Beegle Agritech was recently recognized as one of the Top 10 Startups in India by Silicon India, US-India Magazine for Business, Entrepreneurship and Technology for innovative technologies developed for farming community. This indeed is an accomplishment par excellence and has motivated the young entrepreneurs to scale even greater heights.

Havyas and Nikhil believe that it is important for more potential entrepreneurs to think about agri tech startups. They echoed the emotion that the youths of today



have to know that there is potential galore in this sector which needs to be unleashed to help graduate farmers from traditional farming practices to contemporary ones, thus creating the win-win situation for the people and the farmers. Obsolete equipment, inadequate infrastructure, poor pricing and lack of quick access of farmers to several markets are some of the problem areas where they feel opportunity exists for intervention.

May the agri sector flourish manifold with the concerted efforts of Havyas and Nikhil. We wish them great success and many more awards.

Hightlights

- ***Sahil Mune, student of PGDM- IEV (2020-22), has been selected for grant support of Rs. 50,000/- for working on the prototype of Chemistry Kit. The chemistry kit is designed for 8th to 10th-grade students by fusing physical and digital content. The aim is to simplify the complex concepts of balancing equations by introducing gamified components.***

- ***Shri Gaurav Gupta, Managing Director, Linear Energy Private Limited was invited to deliver a guest lecture session to PG students on Agri-Business Opportunities. Shri Gupta discussed the entrepreneurial opportunities in the field of agriculture.***



PG Corner

The Future of Farming is here...

Think different, be different – is the motto that Meet Patel and Tusshar Aggarwal have truly imbibed. They are innovative, modern day entrepreneurs who are making a conspicuous difference to the lives of people and to the environment. Ground-breaking triumph of perseverance and faith in oneself, is what their story testifies. Meet and Tusshar, students of Post Graduate Diploma in Management – Business Entrepreneurship at the Entrepreneurship Development Institute of India had been scouting business opportunities from a basket of viable options that they had been introduced to, by experts.

One aspect on which Meet and Tusshar thought alike, was the need to stop the havoc being created by excessive use of pesticides. The two friends often discussed how people could be served food free from any adulteration or pesticides.

The nationwide lockdown in April 2020 compelled them to think seriously on these lines and they toyed with the idea of an agri startup with the objective of ensuring healthy and nutritious food for people. They were joined by another close friend, Vivek Shukla. The trio undertook some brief discussions with experts in agri start up domain at EDII and chalked out an action plan. They spotted soilless farming as an area with potential and something that would help them meet their objective easily. Efforts followed and, thus came into existence – RISE Hydroponics aimed at providing turn-key cost-effective solutions. And what's heartening is that they developed 2,00,000+ square feet area of soilless farms in more than 7 Indian states within just 6 months of inception. They have offices in 5 major cities of the country today.

RISE Hydroponics has today carved a name for itself in the domain of agriculture entrepreneurship as a dynamic agri startup in the contemporary field of Hydroponics. The trio is committed to widespreading awareness about the advantages and the use of Hydroponics and other soilless methods of agriculture. They are also devoted to creating sensitivity towards protecting the environment from degradation, especially with the overuse of pesticides and fertilizers.







As they put it, "It's high time that the world moved towards soilless farming. We have a responsibility towards ourselves and the environ. People are conscientious, it is just that they need to be informed about these modern developments. We are on a mission and so far, the journey has been interesting."

The partners together provide end-to-end service in the field of Soilless Agriculture - Commercial Project Development (Indoor/Outdoor), NFT Systems, Dutch Buckets, DWC, Cost effective grow bag with cocopeat system, Grow Lights, IOT Automation, Autodoser, Polyhouse Structure Development, Irrigation systems, Raw Materials, Hydroponics Consultation, Agronomy Services.

RISE Hydroponics has restored faith in agriculture as a sustainable business, and are promoting healthy and viable agriculture practices among rural as well as urban farmers. They inform, "We look forward to making India future-ready by 2030 by supporting close to 5,00,000 farmers and thus rendering India 'Aatmanirbhar'."

With an experienced team of serial entrepreneurs, agronomists, engineers, finance experts, and trained professionals, RISE Hydroponics has successfully developed 2,00,000+ square feet of Soilless Cultivation Area with a total plant capacity of 5,00,000+ & yearly yield expectation of 1000 Ton, across Gujarat, Maharashtra, Uttarakhand, Chhattisgarh, Haryana, Delhi, Uttar Pradesh and more.

They have successfully built Outdoor Farms (3000 to 86,000 sq. ft.), Terrace Farms (5000 to 12,000 sq. ft.) & Indoor Farms (500 to 2000 sq. ft.) in various cities & are the only company in the country to be able to do it in large-scale.

Having operationalized more than 19 projects in 13 different cities of India across 7 states and helping more than 30 commercial growers/farms in India with several of their products & services, RISE Hydroponics has several firsts to its credit.

Diversification is something that the three entrepreneurs believe in. "Complacency is a trait which we had mutually decided never to entertain in our business. So, we keep reminding each other about being on our feet all the time," quip the three, with a hearty laugh. So, diversifying, RISE Hydroponics has



set up a separate branch for its retail division, called as RISE Freshz, a venture that's focused on doing hyperlocal delivery of pesticide-free vegerables, herbs, and fruits. Beginning with Ahmedabad, Gandhinagar, Vadodara & Mumbai, they now have plans to establish base in seven to eight more cities by the end of 2021.

The co-founders have a conspicuous smile that exudes satisfaction. Tusshar explains, "Our eyes are fixed on introducing international standards in this sector. And, therefore, quality is something that we look up to. Certain collaborations are also underway. These will certainly add wings to our set up."

Vivek adds, "We only proclaim sustainable an smart farming practices. Environment protection, health and safety are our priority. We wish to set new standards of brilliance that people feel convinced about adopting and replicating."

Their advice to would- be entrepreneurs emphasizes that Smart Farming is the future of India and that the Agri sector ensconces opportunities in plenty, waiting to be explored. The cofounders urged youngsters to explore and delve into the haven of ubiquitous prospects before them.

EDII sends its best wishes to this innovative startup in the Agri sector, which is positively impacting the future of farming and changing lives of millions. Rise and Shine!!!

Meet Patel, PG alumnus, (2016-18) & Co-founder of RISE Hydroponics was profiled in The Times of India on 21st March, 2021

Agri-tech startup to raise ₹5cr to expand

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Ahmedabad-based Agri-tech startup, Rise Hydroponics, is looking to raise a sum of Rs 5 crore by the first quarter of 2021-22. Presently incubated at Entrepreneurship Development Institute of India (EDII), the startup enables people to set-up soil-less farms that are commercially scalable. So far, it has set up some 15 commercial soil-less farms for cultivating vegetables across some seven Indian states, namely Gujarat, Maharashtra, Delhi, UP, Chhattisgarh, Uttarakhand and Haryana, since its inception in April 2020.



"Several investors have approached us for funding and we expect to raise a sum of Rs 5 crore by the first quarter," said **Meet Patel,** founder, Rise Hydroponics.

Currently, Rise Hydroponics Has 2L Sq Ft Under Soil-Less Farming

"At present, we have a total of 2 lakh sq ft cultivable area under soil-less agriculture across 15 commercial farms, with a capacity of 5,000 plants and an estimated yield of 1,000 tonnes in a year. With the fresh round of funding, we plan to operationalize and scale up our own commercial farms, which we're setting up. That apart, we plan to geographically expand our business too," said Patel.

By providing equipment and technology to undertake soil-less farming, the startup has largely worked with urban farmers and it also has a retail business under the brand, Rise Fresh, as part of which they retail residue-free and pesticide-free vegetable produce.

STARTUP STORY

Meet along with his two partners, Tushar Aggarwal and Vivek Shukla ran an advisory firm for companies to adopt and promote hydroponic technology, but it was just at the cusp of the pandemic when they launched Rise Hydroponics. "By March 2021, we aim to clock a revenue of Rs 5 crore," said Patel.

Commercial farms set up by Rise Hydroponics yield pesticide-free produce with protected cultivation, with each farm operating on an IOT-enabled technology that aids in temperature and humidity control.

"Since we work on a turnkey project basis with some of our clients, we are able to locally source and retail the produce from their farms. We have a sound retail channel in Ahmedabad, Vadodara, Rajkot, and Mumbai and by December 2021, we aim at expansion in 10-12 major cities of India, through the funding," said Patel.



City startup to equip smart school labs

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Demand For Their Products Shot Up Since The Covid Pandemic Began

With the pandemic easing up, and the government geared to set up smart schools in the city, Ahmedabad-based startup, KYS Scientific Private Limited will provide science-maths labs. The homegrown startup, which makes telescopes and other scientific equipment, will supply specialized kits for scientific education to some 40 schools across the city. Their specialization is in the manufacturing of different telescopes and uniquely designed planetariums used in astronomy.



Advait Raval, founder, KYS Scientific Pvt Limited, said, "We have bagged the contract through a private firm that will source such kits for schools for the civic body. These kits will be in two parts, one for students of Class 1-8 and another for Class 9-12, which will comprise equipment and toys through which they can learn concepts easily."

KYS Scientific, incubated at CrAdle, the incubator at Entrepreneurship Development Institute of India (EDII), received grants of varying amounts under different schemes of the state government.

STARTUP STORY

Raval founded the startup in 2018 when he manufactured telescopes for learning and for scientific purposes. "I took inspiration from my father who worked in Indian Space Research Organisation (ISRO) and always wanted to pursue something in astronomy and electronics. After being incubated in EDII, we received a grant of Rs 15 lakh for product development and marketing," said Raval, whose firm clocked a turnover of Rs 40 lakh in 2019-20.

The primary aim of KYS is to make the telescope lightweight, which can be moved from one place to another easily. "We make an alt-azimuth mount which offers a high level of precision when aiming and targeting celestial bodies even in reflector telescopes. We use our own technique to manufacture parabolic reflector mirrors of different sizes with highly precise resolution of assured quality," said the founder.

As online education gained traction after Covid outbreak, uptakes for his products increased significantly.

"In India, there are few manufacturers of telescopes and therefore, the market and scope on the lines of Make in India are tremendous. Demand for our products grew significantly since the lockdown, as not just students but even individuals and educational institutions have been ordering our kits," Raval added.

The startup has its facility in Ranip area of Ahmedabad and currently operates with a team of 12 persons. "We currently cater to clients in Gujarat, mainly in the cities of Ahmedabad, Surat, Vadsar, and Himmatnagar. Further, we are also in advanced talks with the Science City Centres in Kolkata and in Mumbai, which require our products. People are not currently visiting Science City as they're closed for public viewing," said Raval.

"However, as they plan to open and resume activities, we will bag a few orders," he further said.

Advait Raval, PG alumnus, (2017-19) & Founder of KYS Scientific Pvt. Ltd. was profiled in The Times of India on 7th, January, 2021

Bizwomen who turned pandemic into opportunities

TIMES NEWS NETWORK

Several women labourers employed at the garment manufacturing unit of a company known as Meemansa, went out of work as the pandemic struck. The company, which supplied its apparels to several departmental stores and conglomerates like the Aditya Birla Group, suffered like all others amidst the pandemic. This led the founder of the company, Priyanka Bapna to start manufacturing simple cloth masks to provide a basic source of work and income for their employees. The idea was to help them beyond bare minimum survival and create regular wage earning in the corona-created economic crisis.

"Our labourers were out of work and that was a primary concern. We decided to manufacture masks and later went on to partner with the Indian Institute of Technology (IIT) for their patented Durapot technology on making 100% biodegradable N96 masks made of treated cotton fabric. This not just gave enough livelihood to our workforce, but also opened a new channel of business," said Priyanka, whose firm will now export these masks.



Priyanka Bapna and (below) Hetika Shah



At present, several rural women, who lost their livelihood during the pandemic are employed with the company.

Similar was the case of Hetika Shah, who was into the business of setting up a cooling plant, but turned to manufacturing face shields since the lockdown.

"I was working on prototyping of a product in heating, ventilation, and air-conditioning (HVAC) systems, and worked on Industrial Chiller System ventures known as Thermocol Industries. As businesses were shut, the industry got impacted and as a consequence, we had to find an alternative to keep employees engaged. That is when I launched Sanctuary Innovative Safety Equipment early April," said Hetika.

The startup currently manufactures nanofiber-based masks, and 4S SHIELD. These provide 95% protection and is their three variants are currently sold in three states.

"In less than a year, we will clock a revenue of Rs 1 crore," said Hetika.

Hetika Shah, PG alumnus, (2019-21) & Founder of '4S SHIELD' was profiled in The Times of India on 8th, March, 2021

EDII Celebrates International Yoga Day

More than 200 participants spread across India joined EDII to celebrate International Day of Yoga.





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