Entrepreneurship Development Institute of India
Ahmedabad

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From the Director General's Desk



TOWARDS NEW BEGINNINGS.....

In Crises There Are Opportunities – This is a saying that has kept mankind hopeful and enthusiastic during catastrophes and emergencies. But the COVID 19 Pandemic did emerge as a disaster that began to spread its tentacles deep into the health and livelihood domains of people, and as an immediate response, there was widespread vulnerability among people. Across the world there is widespread economic pressure with the value chain having got severely impacted.

Governments and voluntary bodies are working hand in hand to bail people out of economic as well as health crises. On the turf of business, the worst hit are the MSMEs which are not so rich in resource reserve and have, therefore, been noticeably pressured under the consequences of COVID 19.

Alongside this trend, however, it is also interesting to notice how some proactive MSME entrepreneurs have analyzed conditions and functioned with strategic techniques and approaches. They identified the upheavals, introduced corrective strategies and adopted a dynamic approach to planning and execution.

These are the ones trained in entrepreneurship. They work according to tactical approaches and don't let disbeliefs take over, amidst hurdles.

Entrepreneurship has always proved to be a rewarding approach for economies, especially the ones in the developing phase. EDII, since 2004, has been engaged in the task of institution building in developing nations, in association with Ministry of External Affairs, Govt. of India. Under this initiative, while Entrepreneurship Development Centres have so far been set up in Cambodia, Lao PDR, Myanmar, Vietnam and Uzbekistan; work is in progress in Rwanda and four other African Countries

Today these centres are self sufficient and are significantly contributing to entrepreneurship

development in their respective countries through a host of training interventions, projects and strategic initiatives.

Against the backdrop that COVID 19 has put MSMEs in a state of frenzy, across the world, EDII has decided to pitch in with online programmes to benefit MSMEs and prospective entrepreneurs, across nations. We believed it would be easy to begin with entrepreneurs where EDII already has a base and hence CLMV countries are what we have primarily begun with. I am happy that Directors of all these centres have shown interest and have appreciated the approach.

Each programme, focused on a different topic, will provide participants with essential tools and techniques to effectively and efficiently enhance their performance by developing critical competencies. The first one on Digital Marketing, conducted for the entrepreneurs of Myanmar and Lao PDR was well received.

The present times necessitate that business owners be endowed with motivation, keenness to achieve, strategies and knowledge to strike compatibility at all levels, thus ensuring disruptive thinking, larger reach and improved growth. EDII intends to create business strategists and change agents for leading MSME sustenance and growth.

- Sunil Shukla

Noted Speakers Opine at the Virtual Training of Trainers' Programme on Digital Marketing in Lao PDR



Prof. Dr. Tin Win, Rector, Yangon University of Economics



Dr. Jitendra Rawat, First Secretary (Development Cooperation), Embassy of India in Myanmar



Mr. Saysamone Ngamsy, Director, Lao-India Entrepreneurship Development Centre



Dr. Sunil Shukla, Director-General, EDII

The training programme conducted during 1st - 5th December, 2020 was well coordinated by Mr. Vinod Paratkar, Former Advisor to EDC appointed by EDII and Dr. Sanjay Pal, Prof. & Director- Dept. of Business Development Services and National Outreach

Jai Jai Garvi Gujarat



Director General-EDII, Dr. Sunil Shukla presenting a compendium on EDII's interventions in Gujarat, to Hon'ble Chief Minister of the State, Shri Vijaybhai Rupani ji.

Gujarat is one of the most progressive industrial States of the country. Gujarat's industrial model has served as a guide to several states that have replicated certain fundamentals across their industrial growth trajectory. For last almost 38 years, EDII has been serving the state by way of propelling the skills and competencies of people across sections and sectors of society, to ensure that the entrepreneurship quotient of the state gets a boost.

The Institute has developed a compendium on projects and interventions implemented in the state. The support of the State Government has been a major factor behind the success of projects and interventions.

Hon'ble Chief Minister also released the GEM India Report 2018-19. The Global Entrepreneurship Monitor (GEM) Survey is the largest annual study of entrepreneurial dynamics in the world.

GEM Consortium, which studies entrepreneurship ecosystem in 50 countries every year, has incorporated four parameters in 2018-19 Adult Population Survey (APS) to fully reflect the nuances in motivations for founding contemporary start-ups.

India ranks first among 50 economies with around 87% of the total early stage entrepreneurs agreeing 'to make a difference in the world' as their motive to start their business. In other two parameters 'to build great wealth or very high income' and 'to continue a family tradition'; the country ranks third and second respectively with 87% and 80% agreeing for above as their motive. In fourth parameter 'to earn a living because jobs are scarce'; the country ranks tenth.

GEM Findings & recommendations on page #37

EDII FELICITATED.....





(L) Shri Suresh Khanna, Hon'ble Finance Minister, U.P presenting the award to EDII for excellent performance in NABARD sponsored Skill Development Initiative (SDI). Mr. P.N. Srivastava, Associate Faculty received the award on behalf of EDII.

LENDING A HAND IN PROPELLING EMPOWERMENT AMONG J&K YOUTH



Shri Manoj Sinha, Hon'ble Lt. Governor of J&K chairing a high level meeting in Jammu to discuss the modalities of creating a robust ecosystem for growth of entrepreneurship in J&K

In a significant move to support the skill development initiative of J&K Government, Entrepreneurship Development Institute of India (EDII) will train nearly 35,000 youth in J&K in entrepreneurship. Under the guidance of Lt Governor of J&K, EDII in association with JKEDI (Jammu and Kashmir Entrepreneurship Development Institute) will play a significant role in implementation of entrepreneurship programmes including ATAL J&K Yojana. The duration of the project will be from 2021-24 and will cover 20 Districts to train youths in creating 10,000 Conventional Tiny Enterprises (CTE) and more than 1000 Impact Making Enterprises (IME). The aim is to generate around one lakh direct/indirect employment. The initiative will help in creating a robust ecosystem for growth and empowerment of entrepreneurs of J&K, besides paving a strong foundation to nurture the entrepreneurship abilities and skills of the youth.

JKEDI and EDII will work under the aegis of Mission Youth J&K to provide mentorship and training to young and budding entrepreneurs, especially in the areas of tradition, tourism, trade, and technology. This will ensure creating sustainable livelihood avenues and self-employment opportunities for the youth. In addition, special focus will be on entrepreneurship training of SC & ST entrepreneurs.

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EMPOWERMENT OF DIFFERENTLY ABLED SHALL PREVAIL AHEAD ON OUR AGENDA



Shri Manoj Aggarwal, Additional Chief Secretary, Department of Social Justice & Empowerment, Govt. of Gujarat with Dr. Sunil Shukla, Director General-EDII during the MoU signing ceremony for establishing the Centre for Empowerment of Differently Abled (CEDA) at the Institute.

As an encouraging step towards empowerment of the differently abled, EDII signed an MoU with the Directorate of Social Defence and Gujarat State Handicapped (Divyang) Finance and Development Corporation, Social Justice and Empowerment Department, Govt. of Gujarat. Under this MoU, a Centre for Empowerment of Differently Abled will be established on EDII Campus to promote entrepreneurship, employability and livelihood activities among the differently abled. The initiatives and efforts will aim at unleashing the entrepreneurial potential of the differently abled through capacity building and training to ensure enterprise creation, employability and sustainable livelihood options. The tangible outcomes of the project would be visible in terms of sensitisation of 11,500 participants and hardcore training of 12000 of these, thus resulting in improved economic patterns; higher incidence of employment, entrepreneurship and livelihood, inclusive growth, empowerment, setting up of close to 4800 enterprises and generation of around 9600 employment opportunities.

CENTRE FOR EMPOWERMENT OF DIFFERENTLY ABLED

Through an all-inclusive approach, the Centre will focus on:

- enhancing employability skills
- capacity building for entrepreneurship and socially relevant income-generating activities.
- promoting empowerment for independent living, livelihoods and community relationships
- creating online platform for providing information on Government schemes of assistance
- undertaking research, documentation, publication and dissemination
- ensuring Impact assessment studies and policy advisory

VISITING THE POTTER'S HAVEN....
OFF FARM PRODUCER ORGANIZATION -
Terracotta Cluster Project

History of Terracotta handicraft dates back to ages. Yet the development of the sector has not matched pace with the progression of years. There is a need to promote the artisans practicing this art so that they enhance their socio-economic status. Gorakhpur in Uttar Pradesh has a good number of artisans involved in producing multiple terracotta products. The sector needs to be hand held to make an impact.

Under sponsorship support of National Bank for Agriculture and Rural Development (NABARD), EDII is implementing the Off Farm Producer Organization at the Terracotta Cluster in Gorakhpur, Uttar Pradesh. The 3-year project was inaugurated on 13th December 2020. The main objective of project is to revitalize the cluster, thus impacting the socio-economic status of artisans of Gorakhpur Terracotta cluster.

The lacunae as identified in the cluster include; limited designs, restrict overseas market development initiative, absence of brand equity, low productivity, low information technology (IT) penetration, need for improved quality of raw material, problems of compliance of international standards, limited financial linkages and credit rating of MSMEs, informal management practices of the unorganized units.

As a result of the interventions, some of the tangible outcomes will be visible in terms of enhanced artisan income, reduced migration, expanded markets, improved quality of life, increased livelihood options with product diversification and technology adoption and women empowerment. More than 200 cluster units in pottery and terracotta will be targeted with interventions.

Villages in Gorakhpur district that will be covered under this 3-year project will include Gulhariya, Bharwaliya, Aaurangabad, Jungle Ekla, Hafizpur, Kutia, Mahadeva, Kanhauli, Saukhor, Sidhuapar etc

EDII will target the outcomes through skill and capacity building, appropriate market linkage development and technology upgradation facilitation. The interventions will be supplemented by efforts to formalize a Producer's Organization, hard core training and exposure visits.



Inauguration of the project on 13 Dec 2020 by (L) Shri Shankar A. Pande, Chief General Manager, NABARD UPRO Lucknow and (R) Shri Devinder Pal Grover, Chairman Baroda UP Bank. Also present on the occasion was Mr. P.N. Srivastava, Associate Faculty, EDII along with other dignitaries.

Hon'ble Chief Minister of U.P., Shri Yogi Adityanath Ji extends best wishes for the project

नाबार्ड

Ref. No. NB.UP RO / OFDD / /OFPO – Gorakhpur Terracotta /2020-21
18 August 2020

M/s Entrepreneurship Development Institute of India (EDII)
Maitripuram Colony, H. No. – 294-A,
Circular Road, P.O. – Railway Colony,
Gorakhpur (U.P.) - 273012

Dear Sir,

Formation of OFPO "Gorakhpur Terracotta Cluster"
In – Principle Approval

Please refer to your proposal dated 30.11.2018 and subsequent correspondence on the subject, seeking financial assistance for formation of Off Farm Producer Organization (OFPO) in Bhatahat & Barhalganj Blocks of Gorakhpur district of Uttar Pradesh.

2. We are pleased to accord in-principle sanction a financial assistance of ₹18.00 lakh (Rupees Eighteen lakh only) for formation of OFPO as per details given below:-

Sr. No.	District	Blocks	Name of the OFPO	Activity
1	Gorakhpur	Bhatahat & Barhalganj	Gorakhpur Terracotta Cluster	Terracotta

2. The detailed terms & conditions etc., will be communicated to you in due course.

Yours faithfully

(Shankar A Pande)
Chief General Manager

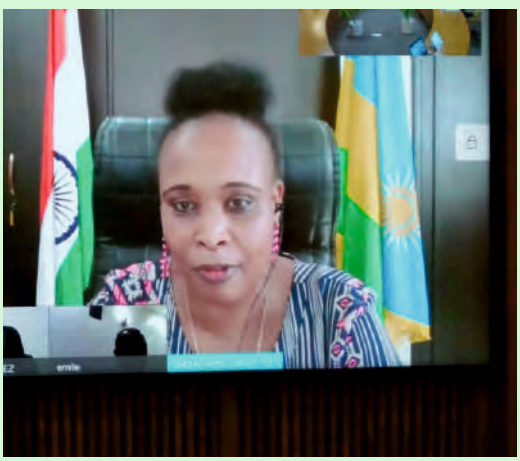
INDIA-UZBEKISTAN ENTREPRENEURSHIP DEVELOPMENT CENTRE



EDII, under the aegis of Ministry of External Affairs, Govt. of India adopted concept –to-completion approach to set up India-Uzbekistan Entrepreneurship Development Centre (IUEDC) in Tashkent, Uzbekistan. The Centre was formally inaugurated on December 24, 2018 . The objective of the Centre is to work for the cause of entrepreneurship and start-up promotion, and MSME Development in Uzbekistan.

The Advisor to IUEDC has been placed and the detailed activity plan of 2021 for the Center has been prepared in consultation with Chairman, Chamber of Commerce and Industry of Uzbekistan and Ambassador, Embassy of India in Uzbekistan. A plan for reciprocal Delegation Visit for entrepreneurs of both the countries in the sectors of engineering, dairy and other promising areas has been prepared.

Dr. Sanjeev Chaturvedi took the mantle of Advisor-IUEDC.
Seen here is (L) Dr. Sanjeev Chaturvedi with (R) Mr. Alisher Rustamov,
Business Coach, Chamber of Commerce and Industry of Uzbekistan at the IUEDC



High Commissioner of Rwanda to India,
Her Excellency Ms. Jacqueline Mukangira



Dr. Sunil Shukla, Director-General, EDII

Dr. Sunil Shukla, Director-General EDII, briefed the new *High Commissioner of Rwanda to India, Her Excellency Ms. Jacqueline Mukangira on the status with regard to operationalization of the proposed Entrepreneurship Development Centre at Rwanda*

EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP....

Women are gradually making a strong presence on the entrepreneurial turf. Studies suggest that women make better entrepreneur leaders and are judicious innovators, initiators and organizers of resources. With more women stepping forth, women entrepreneurship is gaining pace. To reinforce this positive development, several programmes and strategies have been instituted to promote women entrepreneurship. EDII, as National Resource Institute in Entrepreneurship has taken the onus of widespreading knowledge on entrepreneurship across targets.



Interactive session during an Entrepreneurship Awareness Programme (EAP)

Women being a critical segment and section of society, EDII has been mounting several outcome based programmes to bring them to the forefront of the entrepreneurial landscape.

One such EDII implemented project **'Promoting Entrepreneurship among Women in Gujarat'**, sponsored by Gujarat Women Economic Development Corporation Ltd., Govt. of Gujarat aims at developing entrepreneurial capacity and business resourcefulness among women for sustainable income through



Participants at Women Entrepreneurship Development Programme (WEDP) in Rajkot.

enterprise creation. The goal of the project is to sensitize 3850 women through Entrepreneurship Awareness Programmes (EAP) and train 1050 potential women entrepreneurs under customized Women Entrepreneurship Development Programme (WEDP) within a year. The project will cover 33 districts across Gujarat. The programme has a focused approach of bringing women in the economic mainstream.

11 EAPs have been conducted so far, thus sensitizing 465 women and training 33 women under WEDP from the districts of Dahod, Rajkot, Bhavnagar, Botad and Surendranagar.

The participants got acquainted with the concept of entrepreneurship and realized how they could harness their potential to pursue the discipline and be a part of the women who contribute to economic development. The programme also focused on imparting information on viable business opportunities, curated carefully to suit the interest of women. Deliberations on challenges and issues that typically surface before women, support network that could be cultivated to benefit women set up an enterprise and Government schemes aimed at facilitating women, were well received.

Programme Director, Mr. Prakash Solanki said,

"It is certainly encouraging to see women assume the mantle of entrepreneurs. With women proving themselves everyday, the world of business is certainly going to be more balanced and knowledge driven. Women are good learners, and one successful woman entrepreneur can inspire many others to follow suit. I am happy that this programme was conceptualized. It will show encouraging results."

ACADEMICIANS EXPLORE THE NUANCES OF ENTREPRENEURSHIP

The significance of the role of educators in shaping lives of their pupil has always been emphasized upon. When it comes to the fairly new domain of entrepreneurship, the onus of convincing students about the benefits of the discipline, increases for the faculty group. Today with the Government supporting start ups and entrepreneurship, this field has certainly come to acquire prominence with people acknowledging the benefits of pursuing it.

Entrepreneurship is an emerging academic discipline with potential galore. Faculty group can play a vital role in propagating it as a career option among students. However, the field being relatively new, the academia too requires orientation on its various factors and nuances.

As a national resource Institute in the field of entrepreneurship education, EDII equips



faculty members across the country to impart entrepreneurship training to the youth so that they develop knowledge, skills and attitude to pursue entrepreneurship . The Faculty Development Programmes have been quite impactful in creating the foundation for entrepreneurship in the country. The Institute recently collaborated with Savitribai Phule Pune University's – Centre for Innovation, Incubation & Enterprise (SPPU's-CIIE) for wider dissemination of entrepreneurship among students.

EDII conducted the first Faculty Development Programme (FDP) following its partnership with Savitribai Phule Pune University's – Centre for Innovation, Incubation & Enterprise (SPPU's-CIIE). FDPs would be frequently undertaken as part of this partnership in order to deep root learning in entrepreneurship by ensuring that a professional team of mentors and resource person create and execute the initiatives.

The programme was designed to meet the requirements of the faculty group in imparting training in entrepreneurship to their students. The 5- day programme focussed on 'Building Start-ups & Innovation Centres' which aimed at strengthening the fundamentals about creating an enterprise and fostering innovations. The programme which was attended by ___ participants had the primary goal of introducing the participating faculty members to the systematic process of development of entrepreneurship in their institutions. Emphasis on technology and innovations communicated how the coming times will beckon tech-savvy entrepreneurs.

The programme was held virtually and focussed on entrepreneurship teaching models & its related parameters like start up opportunity identification, value proposition and business model canvas. The course covered subjects, including entrepreneurship development process, skill and behavioural training, resource building, business opportunity identification, business profile preparation, small business management and knowledge-based information inputs.

The faculty group opined that the programme added to their understanding and built immense knowledge and motivation in them to develop, prepare and implement entrepreneurship activities.

The participants were of the opinion that academic institutions play a great role in promoting entrepreneurship which is a dire need in developing economies. They believed that they were fortunate to have got this exposure from the experts in the field. The onus, they said, now rested with them to widespread knowledge and orient students towards this promising discipline. The participants presented their plans with the certainty that times ahead will see some tangible results based on implementation.

Emphasizing on the need of such programmes, Dr. Satya Acharya,, Programme Director & In-charge Dept. of Entrepreneurship Educaton said," The reinforcement of the fundamentals of entrepreneurship is very critical in the economic development of the country. Entrepreneurs with specialised mentoring or counselling attain a higher rate of success. Entrepreneurial competencies need to be inculcated among students at an early stage. FDPs make a tangible contribution towards such knowledge upgradation. The Faculty Group has appreciated the inputs shared with them. And, this reflects in their action plans. All in all, this was a great step towards creating a knowledge driven entrepreneurial ecosystem where tech start ups, innovations and entrepreneurial spirit reign high."

COTTAGE INDUSTRIES GET A MAKEOVER ....

THE HASTKALA SETU PROJECT....

Regional dispersal of industries, as a characteristic, can be closely associated with village and cottage industries. Although informalized, these industries are important to the economy for their contribution in terms of optimal use of skills, scarce capital resources and capability of employment generation. Cottage and village industries are labour intensive and make a useful contribution to keeping alive the craft heritage and culture of the country. However, it has been noticed that the skills of artisans and craftspersons are unable to match pace with the changing trends of the contemporary world. This is leaving an impact on their overall business, which is more or less wilting away with time. Also, with such bleak prospects, the millennials are turning towards other options.

Gujarat abounds in knowledge on traditional skills and crafts that need to be nurtured so that these domains could flourish against contemporary taste and inclinations.

With the objective of assigning self sustenance, EDII, in association with Commissioner of Cottage and Rural Industries, Govt. of Gujarat has launched the Hastkala Setu project which aims at strengthening Cottage Industries & Rural Entrepreneurship Ecosystem in Gujarat. The strategy adopted include skill and entrepreneurship development and incubation led micro-entrepreneurship promotion. The project aims at integrating and enhancing the capacities and expertise of rural artisans/entrepreneurs through a well-developed mechanism in six targeted districts of Gujarat (in the first phase), viz; Ahmedabad, Banaskantha, Jamnagar, Kutch Rajkot and Surendranagar. Monitoring & Evaluation partners of the project is Ernst & Young.

The emphasis of this project, which commenced in January 2020, is on reviving the age-old crafts of Gujarat which are almost on the verge of extinction. EDII imparts entrepreneurial competencies through Entrepreneurship Development Programmes, skill training through domain-based Skill Development Programmes and extends mentoring support to ensure enhanced effectiveness of the project activities.

Over the last few months, the following activities had been taken up to generate results:

- **Entrepreneurship Awareness Camps (EACs)**

  Entrepreneurship Awareness



Shri Sandeep Kumar, IAS Secretary and Commissioner, Cottage and Rural Industries, Government of Gujarat interacted with the participants of the 4-day orientation programme. Other dignitaries present during the programme included Mr D. M. Shukla, GAS, Executive Director, Indext C; Mr. Hetal Patel, Additional Director, CCI; Mr. R. M. Pandya, Joint Managing Director, GLPC and Mr. Haresh Joshi, Regional Director, RSETI

Camps were conducted in all the clusters to spread awareness about the Hastkala Setu project. The camps discussed the scope and benefits of the project. Artisans from varied sectors like Handloom, Handicrafts, Mud work, Bamboo Work, Leather, Patchwork etc. attended the awareness programmes. 56 EACs have been conducted so far across the selected clusters. Since participation is from diverse sectors, varied views and opinions come to the fore. EDII experts addressed the doubts and apprehensions of the artisans, thus convincing them about the need for upgradation and 'looking beyond.'

- **Orientation Programme on Government Support Structure** A four-day residential programme was conducted during 2nd to 5th December, 2020 at the Institute. The programme was organized to widespread information about Government schemes under the umbrella of Cottage and Rural Industries and other relevant departments. Schemes related to the Project were presented by various departments like Rural Development Department, Khadi & Village Industries Commission, Tribal Department etc. with active involvement of heads of the respective departments. The event was attended by the District Teams of Hastkala Setu Project and Ernst & Young LLP.

The project is gradually picking up and focussed activities will commence soon resulting in improved prospects and avenues. The edifice of crafts in rural areas will get strengthened, thus improving the business landscape in rural India.

PROJECT OBJECTIVES

- Create new entrepreneurs and enhance potential of existing ones through entrepreneurship and skill development programmes.
- Ensure newer livelihood options and employment opportunities
- Conduct District-wise Demand Study (covering clusters) to enable in-depth study of the demand and growth potential in the district with respect to existing and futuristic sectors, etc.
- Set up of district-wise Gujarat Cottage Industries Development Centres (GCIDCs) to enable Incubation & Innovation and to develop, strengthen and sustain the entire rural entrepreneurship value-chain

DIGITAL LITERACY IS THE NEXT BIG WORD....

Project World on Wheels



(4th from L) Shri Inder Singh Parmar, Hon'ble Minister of School Education, GoMP; (3rd from R) Shri Dinesh Jain (IAS), District Collector; (2nd from R) Shri Uday Upendra Bhide District Education Officer, Shajapur (MP) and (R) Dr. M. Hanif Mevati, State Project Director and Associate Faculty, EDII seen during a visit to take an overview of the HP WoW Bus facilities.

The world today stands on the pillar of Digital Literacy. But in India with more than half of its population residing in villages, digital literacy for all, is more of a far cry. However, the fact remains that strategies will have to be worked out to facilitate Digital Literacy in population even in the remotest part of the country. Rural areas abound in talent and with efforts towards digital inclusion, one could ensure worthwhile outcomes. The HP World on Wheels (HP-WoW) initiative supported by Hewlett Packard (HP) and implemented by EDII provides a solution to the country's



Shri Inder Singh Parmar, Hon'ble Minister of School Education, GoMP interacted with the participants

digital empowerment by providing convenient access to IT & information for isolated and disadvantaged communities. It is an innovative initiative to encourage digital literacy, education programming, entrepreneurship training and other rural India community services.

The HP-WoW bus is a green powered, 20-seater computer and IT enabled vehicle with several suites and cloud integration. The initiative impacts over 14,000 individuals targeting school children, youth and women annually. The objective is to promote IT enabled education through e-learning modules, entrepreneurial and skill development courses to help train school children, rural youth and communities by acting as a Community Service Centre (CSC). By incorporating the Common Service Center (CSC) facilities, the local public benefits by way of convenient access to government's programmes and initiatives. The aim is to make a presence felt in more than 6400 villages, with a population of more than 15 million people over the next six years through 48 vehicles and in partnership with other firms, NPOs, Govt Projects etc.

In partnership with EDII, HP has contributed a total of 5 vehicles across Gujarat, Madhya Pradesh, Orissa, Uttar Pradesh and Andhra Pradesh. The initiative WoW is not only bridging the digital divide but is also giving wings to campaigns on education, health, water, sanitation and other critical issues in rural areas. So far, 12853 direct beneficiaries and 52505 indirect beneficiaries covering 741 villages of the five states have been empowered with digital education.

On 25th November 2020, the HP-EDII WoW bus commuting in Madhya Pradesh was visited by Shri Inder Singh Parmar, Honourable Minister of School Education, Govt. of M.P along with Shri Dinesh Jain (IAS), District Collector , Director MPSOSEB, Bhopal; Shri Prabhat Raj Tiwari, Public Relations Officer of the district, academicians and government officials.

Dr. M. Hanif Mevati, Associate Faculty, EDII coordinating the project in Madhya Pradesh gave a brief presentation to Hon. Minister and dignitaries, delineating the activities undertaken and the results garnered.

EXQUISITE INDIA... PROJECT HANDMADE IN INDIA

The Handloom sector has since long been the soul of Indian economy. Considering the distinctiveness that it imparts to India in so many ways, there are reasons to invest in the sector's development and growth. Every corner of the country can be associated with a craft. So, why is it that the sector hasn't yet earned the status of being one of the prime movers of the economy? Contemporary machine-made products took over the realm of handmade products; overpowering it with fancier designs at competitive rates. But, the fact remains that the finesse of hand made products is unmatched and unique designs cannot be completely replicated on machines. The exquisiteness of handloom products cannot be captured by machines.

The diverse and the rich Handloom sector needs to be nurtured so that India flaunts an unparalleled countenance of splendour. The 3 – year Hand Made in India (HMI) project is being implemented by EDII under HSBC's CSR initiative. The mandate is to build capacity and skills of weavers so that they step up their operations and function with an entrepreneurial bent of mind to benefit from the upbeat market scenario for Handloom sector.

EDII has initiated the process of procuring Weavers' card or Artisans' Card so that they could avail certain specific benefits. This was something that the weavers were unaware of and had to be sensitized about the benefits. The awareness programmes that were organised explained how the weavers could avail waiver/ concession when participating in government sponsored exhibitions



Promotion of Product Development undertaken at Maheshwar cluster

and how they could also get registered on the Government e-Market Place (GeM). Several artisans/ weavers have undergone the process of registration and have received confirmation for the same.

Some of the significant developments in the last quarter include the following

- **Online promotion of Fashion Photography**

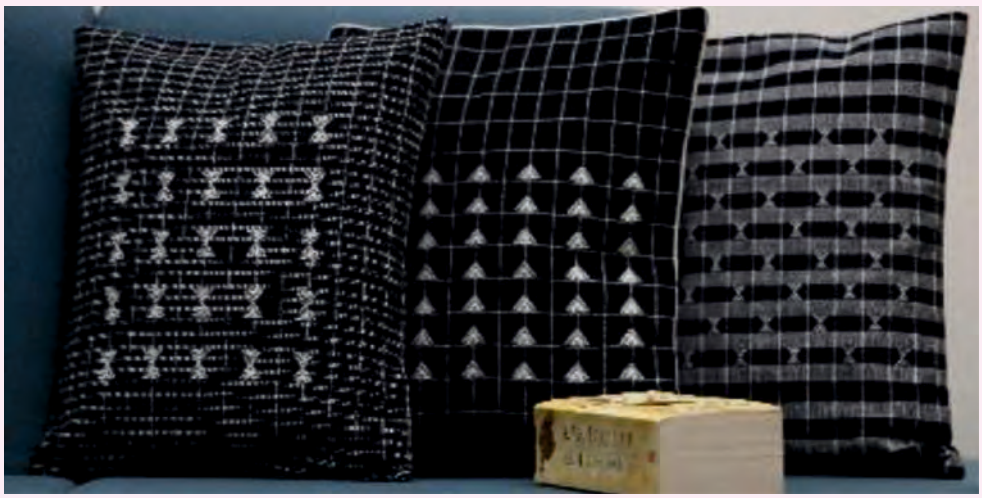
  The workshop was organized at Maheshwar to promote the weavers of Maheshwar in a wider market place, and establish the uniqueness of their products. The weavers presented their products on various ecommerce websites with an eye of their presentation through good photography, including crisp descriptions and employing other marketing techniques to attract customers. The photoshoot took place at Ghat and parts of the fort.

- **Product Photography for E- catalogue**

  This was envisioned as a part of business development intervention for Bhuj weavers. This initiative is widely publicising the products and the weavers are catering to orders, both digitally and physically. The uniqueness of this measure rests in the weavers' stories that precede the products' details. The skillsets explained convinces the customers better.

- **Workshops on design development, colour theory, product line diversity**

  These workshops were organised against the backdrop that this sector had been unable to match pace with the latest trends. The intervention helped the weavers understand different colour combinations and design development techniques using graphs and other modern concepts of colour theory. They also got a direction to move forward towards exploring new designs and new product line. EDII Surendranagar conducted intervention based on design development using colour theory while EDII Bhuj and



New products developed by the weavers of Bhuj.

Kamrup conducted interventions on home furnishing products focussed on developing new designs and product range. Intervention at EDII Maheshwar emphasized on developing new product line; for instance, shirt material.

- **Workshops on hand embroidery at Maheshwar and aari work at Salem**

  These workshops were conducted to develop new skills among weavers and artisans. They also got introduced to different art forms that were in vogue , such as; beadwork, metal thread work, appliqué work, decorative thread work, Cutwork, Patchwork, Zardozi work, etc.. Artisans and weavers underwent a complete training programmes wherein they learnt about the various art forms and the types of materials & techniques used to the ensure perfection in each of these. This skill building has positively impacted the product quality, thus enhancing the prospects for the artisans and weavers.

- **Handloom Festival**

  Virtual exhibition called Handloom Festival was organized by WTC as an attempt to promote khadi and handloom products at the global level saw participation of 11 weavers from Surendranagar Cluster. On an average, 50 to 60 visitors visited the stalls every day and quite a few enquires were generated. The Surendranagar weavers also participated in physical exhibition organised in Ahmedabad and Anand as a part of Market linkage interventions.

Other outcome based interventions that were taken up, included productivity improvement, natural dyeing, fabric quality check, procuring handloom mark, enterprise development, capacity building, udhyam registration, credit management, social media marketing and digital marketing. These were received well and the weavers/artisans recorded improvements on a variety of fronts.

India gets its identity from its handloom and handmade artifacts. The country is on a trajectory of perfection when it comes to this domain. Handmade in India is soon gonna be the next buzz word.



Weavers of Surendranagar cluster seen during the exhibition held from 15 to 21 October, 2020

NAMASTE BHARAT - the one of its kind global online B2B2C exhibition aims to create an e-commerce eco-system for Indian MSMEs, cottage industries, artisans and rural-urban women entrepreneurs. This initiative aims to propel the prospects of 'Made in India' products, globally. EDII Bhuj Cluster has supported 10 Weavers for Global Market Linkages as part of Market Linkage Intervention. In all, 9 weavers and 1 carpet artisan participated in the event to showcase Kutchi weaving in 30 days' virtual exhibition. Two weavers Mr. Vinu Bhanji Vankar and Mr. Ravji Meriya received requests to come onboard of Graameen E-Commerce platform. Hearteningly, the Cluster team is getting bulk order enquiries.



A Weaver, Karansingh Chauhan at his loom in Maheshwar, M.P.



Natural Dyeing training at Bargarh

Story of a Rising Weaver



Vinu Vankar, hails from Kotay - a small village of nearly 220 households located around 30 kms. from Bhuj. Weaving is a generations old craft for this village, and Vinu also inherited the skills from the elders in his family. Three generations of his family had worked for the master weavers of his community. Without a second thought, Vinu got drawn towards this trait in 2012 and adopted the genealogical tradition.



However, in the year 2015, he got to know about 'The Maheshwar Handloom School' from one of the NGOs working with weavers and artisans in Kutch. The ambitious streak in him inspired him, and he enrolled for a 2-month course being offered by the handloom school. His decision was right as he says he understood the technical aspects of the craft, demand pattern, market dynamics, color theories and designs.

Knowledge oozed confidence and Vinu floated his independent weaving workshop. In 2018, he started his brand 'Pari Handloom' and yearned for more exposure to venture into greener pastures. He needed a hand to hold, he needed more motivation which he knew would come from more orientation.

And, just at that time, he got associated with EDII's Hand Made in India Project where he underwent several capacity building programmes, design development workshops and social media marketing trainings. Under HMI project, Vinu was handheld for new product diversification, and as a result , home furnishing products were developed in consonance with HMI designers.

His products are earning rave reviews and the profits are impressive. Vinu is a content man today. His works interests him. He says he had taken it up as a career back in 2012 as he did not have any options, but today he willingly wants to stick around this field and develop himself as a successful entrepreneur.

REVIVING CLUSTERS BY BOOSTING RURAL INDUSTRIAL INFRASTRUCTURE

EDII has revamped more than 200 artisanal and industrial clusters over last few years. On account of its experiences and accomplishments in the area of cluster development, the Institute has been appointed as a technical agency by the Ministry of Agro and Rural Industries, Govt. of India, for its Scheme of Fund for Regeneration of Traditional Industries (SFURTI). The scheme functions through a mechanism comprising nodal agencies (NA), implementing agencies (IA), technical agencies (TA), Cluster Development Agents (CDA) and other resource persons. It has been one of the most vibrant and outcome-based schemes to promote rural economy and has been strengthening industrial infrastructure in rural, hilly areas of India. With a view to making India an accomplished economy, the scheme's cluster plans have brought sector and sub-sectors such as like food processing, honey processing and bamboo based manufacturing, handicrafts and handlooms etc to life.

EDII is working with 5 clusters spread across 5 districts, of which 2 are Aspirational Districts. The Programme is aimed at improving traditional livelihood activities in rural, tribal and remote regions of Odisha.

As a technical agency, EDII has been guiding and supporting establishment of Common Facility Centres (CFCs) at five districts in Odisha namely Nayagarh, Kalahandi, Mayurbhanj, Angul and Ganjam.

The programme is benefitting more than 2500 such beneficiaries in cluster projects related to Bamboo and Handlooms.

The Common Facility Centres (CFCs) are in the advanced stage of construction at 4 sites and are likely to be completed in the next few months. The technologies introduced in the bamboo clusters will allow chemical treatment of bamboo to enhance the quality of local cluster products. The Clusters would be able to produce industrial products like bamboo flats apart from traditional, household and handicraft items. The technologies adopted in handloom clusters would also help introduce new designs and testing facility for yarn and fabric.

EDII has been proactively engaging with primary stakeholders to sensitize them on the possibilities of adopting technologies and gear up for industry 4.0. The Institute has leveraged the expertise of premier institutions like NIFT Bhubaneswar, IPIRTI, IIT Bombay, Delhi, IIHT Bargarh among others to bring in research and development of new range of market oriented products.

This ambitious project aims at giving a conspicuous facelift to the bamboo sector. The interventions focus on making the sector a sustainable livelihood option for many.



Construction in progress of CFC at Bamboo-craft Cluster at Baripada, Mayurbhanj

DIVERSITY AND INCLUSIVITY..... WOVEN IN DEVELOPMENT STRATEGIES

Comprehensive economic development necessitates inclusivity as an essential strategy. It is important to provide equal access of opportunities and avenues to people from all sections of society for balanced growth. And, with diversity being one of the key characteristics of India, it becomes all the more significant to include a diverse mix of people who represent different backgrounds and strata of society. Entrepreneurship, as a strategy has been effective in bringing the marginalised and the disadvantaged into the mainstream. Against this backdrop, EDII under the sponsorship of National SC-ST Hub (NSSH), Ministry of MSME planned a series of 'Capacity building programmes for budding SC / ST entrepreneurs'. The objective of these programmes is to facilitate and train SC/ST youths in setting up their own enterprises.



(L-R) Mr. S.B. Sareen, Project Director and Director, Dept. of Projects- Govt. and Dr. Amit Dwivedi, Asso. Prof. and In-charge Dept. of Policy Advocacy, Knowledge and Research seen virtually interacting with the participants.

The programmes focus on subjects like Developing Entrepreneurial Soft Skills, Marketing and Branding, Financial Management, Digital Marketing, Entrepreneurship Sensitization and Development.

So far, 40 online programmes (training 1232 participants) and 10 offline programmes (training 262 participants) have been conducted for budding SC/ST entrepreneurs across Ahmedabad, Vapi, Bengaluru, Lucknow, Bhopal, Bhubaneswar, Thrissur and Guwahati imparting need-based skills & capabilities and knowledge.

Recently set up EDII's Western Regional Office at Vapi conducted 5 programmes focused on Digital Marketing, Developing Entrepreneurial Soft Skills, Entrepreneurship Sensitization and Development, Marketing & Branding and Financial Management



(3rd from R, Middle Row) Dr. Subrata Kumar Biswal, Regional In-charge Eastern Regional Office and Faculty, EDII seen with the participants of the programme under National ST-SC Hub at Odisha

The programmes also focus on developing behavioural attributes among the participants.

Opining on the framework of these programmes, Mr. S B Sareen, Director, Department of Projects (Government) says, "Employment generation, income and wealth creation, have not just been the goals for the country but at individual levels also, people have always aspired for these. Just as the country has been targeting optimum resource utilisation for achieving these goals, individuals too need to hone their skills in order to step on to higher levels of achievement. It is especially the marginalised and the members of the SC/ST community who have limited access to skills and education and require efforts to come face-to-face with their latent potential. Training, education and counselling can create an ideal environment for achievement oriented and enterprising people."

The trainings have been appreciated and positive feedback has been received from the beneficiaries. Reaching out to a diverse mix of people will bring in more innovative ideas, resulting in disruption across industries.

Participants Say...

"This training programme has brought about a paradigm shift in the way I thought about business till now. I could never think beyond a limited set of opportunities when it came to thinking business but I now feel confident about entering new and upcoming areas. I have identified some promising areas and will soon finalize one."

Shah Smitaben Natvarlal

"I received application based learning here and, need I say, this new awareness will help me do several times better as a business person. My ability to think has expanded, my motivation level is several notches high, my ideas about entrepreneurship are in line with contemporary developments and changes."

Parmar Prakash Jayantilal

ENHANCING SKILLS AND COMPETENCIES

....Women Skillpreneurship Development Programme (WSDP)

EDII has partnered with HCL Foundation under Project SATTVA to train urban poor women from Bangalore, Hyderabad and Madurai, as part of their Urban CSR programme 'HCL Uday'. Project SATTVA focuses on building the inner strength of community institutions such as SHGs, Cluster/Block /District level Federations. This initiative is aimed at training and thus ensuring new opportunities for urban poor women. The objective is to ensure sustainable sources of income for women so that they get empowered and self-reliant.

'Skillpreneurship'- a concept and term developed by EDII is a blend of skilling and entrepreneurship. Participants are trained in a skill which has the scope of being developed into an enterprise, locally. This ensures sustainable sources of income for the participants in their own locality. The project aims at training 450 urban poor women from three locations in 15 Women Skillpreneurship Development Programmes (WSDP), over a period of 12 to 15 months.

Objective

- Help women enter the domain of entrepreneurship, with focus on manufacturing.
- Ensure sustainable development through local micro entrepreneurship
- Empower urban poor women to play a key role in socio economic development of the community

The project is being implemented at Jigani in Bangalore, Keerathurai in Madurai and Asif Nagar in Hyderabad, where at each location a team of project coordinators, master trainers, and subject experts impart entrepreneurship and skill training and address all matters related to setting up and managing an enterprise. Expert lectures covering areas such as finance, hurdles encountered by entrepreneurs and how they coped, and sessions on motivating women to take the plunge into business, are generating impressive results.

Alongwith inputs on entrepreneurship, the participants are also imparted insights into viable business opportunities, financial transactions, business plan preparation, necessary formalities and procedures for scaling operations, new technology and digital financial transactions.

292 woman have so far been trained. EDII is now handholding them for raw material procurement with direct sourcing, credit linkage with financial institutions and market linkage with wholesale and retail markets. The Institute is also facilitating market linkages with the help of successful entrepreneurs and their customer base.

WSDP is on a mission to empower women become facilitators of change for themselves and for many others by creating employment opportunities. Women have proven to be better entrepreneurial leaders, and these programmes will see many more walk up the ladder in that role.



EVALUATION STUDY

At the behest of the Office of Development Commissioner (DC)– MSME, Ministry of MSME, Govt. of India, EDII conducted an Evaluation Study of Entrepreneurship and Skill Development Programmes (ESDP) Scheme.

The Ministry of MSME and the Office of DC (MSME) conduct a range of vocational and entrepreneurship development activities, broadly classified under the Entrepreneurship Skill Development Programme (ESDP) Scheme for existing & potential entrepreneurs. The objective is to build their skills, competencies and capacities so that they take up successful ventures. The study is aimed at comprehensive evaluation of ESDP scheme focusing on analyzing its output and impact, so that suitable changes could be introduced to strengthen the delivery and outcomes of the scheme. Overcoming the challenge of COVID 19, a total of 446 beneficiaries, 13 implementation agencies, and a few domain experts were interviewed for data collection under primary survey along with detailed secondary data study. Situational analysis has been carried out to understand the demography, outreach and impact of the Scheme, with an additional focus on studying the situation of special groups. The needs of MSMEs have been probed and their requirements have been comprehended. The study has made an attempt to identify institutional and systemic structures for the implementation of skilling activities in states, and has recommended potential additions and changes in order to effectively use resources (both human, physical and financial) for the purpose of entrepreneurship and skill development in Indian youth.

STARTUP VILLAGE ENTREPRENEURSHIP PROGRAMME (SVEP)

POLISHING HIS WAY TO SUCCESS

Being the eldest and the only earning member in a joint family, Pravin knew the difficulty of sustaining life on his meagre income from agriculture. For better prospects, he decided to migrate to Surat. There he learned the art of diamond polishing in a company where he worked for five years. Within a short time, he was promoted as the Area Manager in that company on account of his notable skills and managerial qualities.

However, an entrepreneurial spark in him kept prompting him to set up own business. But he could never muster courage to take the plunge as financial crunch and lack of direction bothered him. Pravin came to know about SVEP during an interaction with CRP-EP. Abiding by the criteria required to apply for SVEP support, a loan application for Rs. 1,00,000 was submitted to the BRC with the help of a CRP-EP. After due process, BRC in consultation with DLM, BPM (SVEP) and Block Mentor approved a CEF of Rs. 90,000.



Pravin's Diamond Polishing Unit in Khambha Block

With the loan received, Pravin floated Shakti Gems & Diamond Polishing Center and started off with five machines and nine workers in Juna Malaknes village in Gujarat. The venture soon kicked off with positive results and within a few months he purchased five more new machines and employed around 24 more people. His staff works on hourly basis enabling flexible timing.

Today Pravin earns around Rs. 35,000 to 40,000 per month as profit and is planning to set up another unit in a different location. His younger brothers are also involved in his business and he plans to diversify.

"SVEP has made my dream come true not only by providing financial support but also by giving exposure

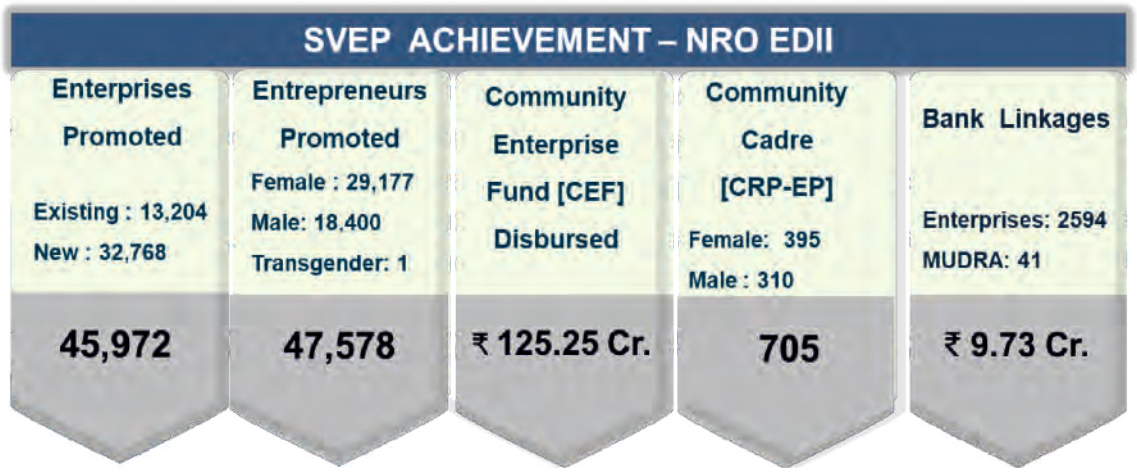
to business management skills," says Pravinbhai Chhothabhai Makvana, Entrepreneur

Startup Village Entrepreneurship Programme (SVEP) narrates several such heartening and successful stories. The project covering 69 blocks in 14 States is helping members of Self Help Groups (SHG) set up small enterprises in rural areas under non-farm sector. It is the sub-scheme under Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM).

EDII has been functioning as the National Resource Organisation (NRO) for this programme and is significantly enabling economic growth through sustainable livelihood options.

Stage of Implementation	No. of Blocks
Enterprise promotion is ongoing	51
Business Plan Applications are ready for approval	6
DPR Submitted and approved in December 2020	10
DPR writing and set to submit to SRLM	2
Total Blocks	**69**

Name of State	No. of Blocks	No. of CRP-EPs	Enterprises Promoted		
			Group	Individual	Total
Chhattisgarh	4	69	140	6313	6453
Gujarat	3	34	13	2881	2894
Haryana	4	34	4	4278	4282
Jammu & Kashmir	2	31	0	1753	1753
Jharkhand	3	46	5	2098	2103
Madhya Pradesh	5	92	52	5851	5903
Odisha	8	92	0	7009	7009
Punjab	1	8	1	976	977
Telangana	2	22	2	3678	3680
Uttar Pradesh	5	90	25	5432	5457
Uttarakhand	2	30	0	288	288
Assam	3	44	0	53	53
West Bengal	9	113	64	5056	5120
Total	**51**	**705**	**306**	**45666**	**45972**



Sector Wise Distribution of Enterprises Supported under SVEP:

Category	Existing	New	Total
Manufacturing	1175	3566	4741
Service	4668	12397	17065
Trading	7361	16805	24166
Total	13204	32768	**45972**

Caste and Gender Distribution of Entrepreneurs Promoted under SVEP:

Caste	Female Entrepreneurs	Male Entrepreneurs	Transgender	Total
General	4098	3381	0	7479
Minority	894	673	0	1567
OBC	10964	7924	0	18888
SC	4817	3674	1	8492
ST	8404	2748	0	11152
Total	**29177**	**18400**	**1**	**47578**

SOME NOTABLE MOVES:

- The field team has initiated post COVID mapping activities to understand the status of SVEP supported enterprises. In Ranpur block of Odisha, migrant labours who had returned during lockdown have been supported and brought under SVEP. 80 migrant labourers have set up their enterprises in the block.
- District Statistics and Evaluation Officer visited 88 SVEP supported enterprises in Lar block of Jammu & Kashmir and evaluated the performance of these enterprises.
- Several entrepreneurs were handheld to withstand the downward trend as a result of COVID- 19, ensuring that they shifted to production of products that were in demand. Appropriate mentoring support was extended to them.



Refresher training of SVEP entrepreneurs for Enterprise Management during post COVID crises



Training of newly selected CRP-EPs in Thetaitanger Block, Jharkhand

SEVAPURI BLOCK, VARANASI, UTTAR PRADESH TO BE A PART OF SVEP INTERVENTION

The Start-up Village Entrepreneurship Programme (SVEP) will soon be implemented in Sevapuri Block, Varanasi District, by Uttar Pradesh State Rural Livelihoods Mission (UPSRLM), with EDII – National Resource Organization (NRO) as the Project Implementing Agency (PIA). The 4-year plan for implementation has been prepared on the detailed baseline information and market potential assessment conducted in the block.

CrAdLE
Mentor • Nurture • Grow

Centre for Advancing & Launching Enterprises

Technology Business Incubator, the Centre for Advancing and Launching Enterprises, (CrAdLE), established in the year 2016 is hosted by EDII and catalysed & supported by National Science and Technology Entrepreneurship Development Board, DST, Govt. of India. The TBI has been guiding, supporting and mentoring start-ups in four niche segments of manufacturing, food processing, renewable energy and healthcare. CrAdLE has been playing a major role in terms of nurturing enterprises at an early-stage and helping them overcome teething troubles; providing all-equipped business environment for operation; extending value added services viz. legal, financial, technical, IPR, mentoring etc. to incubatees; strengthening business skills/knowledge of incubatees; providing a platform for speedy commercialization of technologies developed in academic and R&D institutions of the country and facilitating business networking for better and faster enterprise growth.

Till date, 46 start-ups have been mentored/handheld by CrAdLE in four niche segments of manufacturing, food processing, renewable energy and healthcare

Over the last three months, CrAdLE undertook the following events:

- **Start ups incubated**

Three new start ups have been incubated. These are: Alpher Simulations Pvt. Ltd., OMSpace Rocket & Exploration Pvt. Ltd. and *CDK Communication Pvt Ltd (NOWO CHAT).*

OmSpace Rocket and Exploration Pvt. Ltd. is a team of Space enthusiasts who are building Reusable Electric Rockets to carry a payload of 60 Kg ((±10 kg) into Lower Earth Orbit by adopting advanced technology. They will build reusable rockets using advanced control technique which will use mobile launchers to launch it from any place as per the customer's requirement.

Alpher Simulations Pvt. Ltd. Is a start up, building all-day wearable computers, gaming consoles, home theatre and much more as everyday glasses. It is capable of gaming, streaming, working, in addition to getting work done ultra-fast. Alpher aims to complement all existing devices with one stop solution for a varied group of professionals.

CDK Communication Pvt Ltd (NOWO CHAT) is a platform where two or more unknown or known people can chat, share, message, and engage according to their requirements, need, topic, and subject.

- **Digital event**

CrAdLE-EDII in association with Radio Mirchi organized MIRCHI STARTUP EXPRESS for inviting innovative Startup Ideas from different parts of the State. The event provided a platform to people to present their ideas to relevant industry experts. The event saw more than 1500+ entries out of which 29 ideas have been shortlisted and would be given further guidance and mentoring.

- **Mentoring Sessions**

Mentoring session was held for CrAdLE incubated start ups by Mr. Sanjay Randhar, Advisor cum Mentor to CrAdLE. The session provided in depth knowledge on effective business plan preparation and raising funds. More than 10 start ups benefitted from the mentoring sessions.

- **Start up Raising Funds**

Tecso Charge Zone Pvt Ltd at CrAdLE which operates electric vehicle (EV) charging start-up CHARGE+ZONE has raised $3 million (Rs 22.4 crore) in pre-Series A round led by start up incubator and accelerator Venture Catalysts. The start up has also been awarded 2nd Jury prize at EDF Pulse India. Kartikey Hariyani (CEO and Founder) and Pavan Bakeri (Co-founder and director) look forward to introducing electric mobility in the Indian market by improving the affordability and usability of an electric vehicle charging system (EVs). A mobile Charge+Zone framework provides electricity drivers with a one-stop solution to problems such as access to charging points, the pre-booking of charging panels, payment through QR code, invoices download, charging connector expertise, and quick navigation to charging point. Charge+Zone is one of the companies that operates Ahmedabad Municipal Corporation's EV charging stations.



Startups did well in raising capital even during corona times

▶Continued from P 1

Some of the start-ups incubated at Cradle, the technology business incubator at EDII, have done well in terms of raising capital during the Covid-19 times also, primarily because they trusted the potential of their business to stride through the tough times and emerge successfully," said Dr. Sunil Shukla, director general, Entrepreneurship Development Institute of India (EDII).

TecSo Charge-Zone is an incubatee of EDII's Cradle and International Centre for Entrepreneurship and Technology (iCreate).

Also incubated at iCreate, the event management software startup Hubilo got Rs 33 crore funding in seed round from Lightspeed Venture Partners in October. Hubilo has recently shifted base to Bengaluru, it continues to operate its tech-office from Ahmedabad.

"During the first six weeks of the lockdown, start-ups were affected as bad as other companies. Since most start-ups were technology-enabled, they started pivoting around, smelling new opportunities in adversity and finding alternative sources of revenue and that was indeed a game-changer," said Sunil Parekh, a start-up mentor, investor and an ecosystem evangelist.

"While startups did demonstrate their abilities to be extremely agile, even the investors rewarded such start-ups, supporting them with additional funding to keep them afloat," Parekh added.

Startups such as Keepsake Automation, KYS Scientific and 4S Sheild have received grants of varying amounts under the state government's different schemes. These startups are also supported by EDII and its incubator.

Start-ups in areas of digital learning, healthcare, IT, SaaS, pharma, food and food deliveries and energy have done exceptionally well, said industry players.

IMPLEMENTING BAMBOO-BASED ENTREPRENEURSHIP & LIVELIHOOD DEVELOPMENT PROGRAMME

The two-year project on Implementing Bamboo-based Entrepreneurship & Livelihood Development Programme in Tripura sponsored by National Mission on Himalayan Studies (NMHS), Ministry of Environment, Forests & Climate Change, Govt. of India aims at enabling, empowering and recognizing participation of backward communities in economic activities of the bamboo sector in the proposed region. The idea is also to create strong and sustainable linkages between the bamboo clusters and services providers.



Trade fair exhibition at Tripura

EDII undertook various entrepreneurial activities focused on creating awareness and imparting skills in setting up business, establishing business development linkages, facilitating in technology development, branding and other marketing related activities. As a result of capacity building, backward and disadvantaged communities in Tripura are beginning to start enterprises in the bamboo sector. According to Dr. Sanjay Pal, Project Director, "Entrepreneurship has once again proved itself as a strategy that can pull people out of drudgery by ensuring optimal use of opportunities and resources."

A glimpse into some notable activities at EDII



Commemorating the adoption of Constitution Day on 26th November...



National Sports Day Celebration... **FIT INDIA** *Movement*





On October 2, 2020, EDII expressed gratitude and appreciation to its Housekeeping staff who work tirelessly to keep the campus clean

Global Links Impact Investment Forum (GLIIF) project

EDII initiated Global Links Impact Investment Forum (GLIIF) project to develop a platform for providing Institutional based Networking support to Women Entrepreneurs for their Startups & early growth enterprise having potential to create social and environmental impact. This one- year project would entail working with Impact Investors and other stakeholders in the Eastern & North Eastern states of the Country.



Virutal meeting of Impact Investors and other stakeholders in the Eastern & North Eastern states

EDII was awarded the CII MILCA Award- 2020 under Institute category (Gold award)



INSTITUTE of QUALITY

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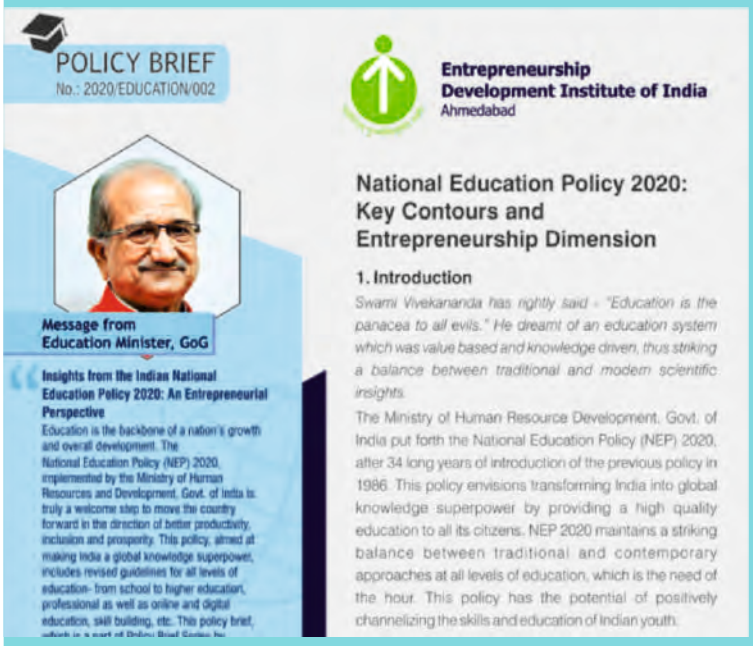
TEAMING TOGETHER NITTTR CHANDIGARH

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EDII releases the 2nd Policy Brief...


POLICY BRIEF
No.: 2020/EDUCATION/002

Entrepreneurship Development Institute of India
Ahmedabad

National Education Policy 2020: Key Contours and Entrepreneurship Dimension

Message from Education Minister, GoG

Insights from the Indian National Education Policy 2020: An Entrepreneurial Perspective

Education is the backbone of a nation's growth and overall development. The National Education Policy (NEP) 2020, implemented by the Ministry of Human Resources and Development, Govt. of India is truly a welcome step to move the country forward in the direction of better productivity, inclusion and prosperity. This policy, aimed at making India a global knowledge superpower, includes revised guidelines for all levels of education- from school to higher education, professional as well as online and digital education, skill building, etc. This policy brief,

1. Introduction

Swami Vivekananda has rightly said - "Education is the panacea to all evils." He dreamt of an education system which was value based and knowledge driven, thus striking a balance between traditional and modern scientific insights.

The Ministry of Human Resource Development, Govt. of India put forth the National Education Policy (NEP) 2020, after 34 long years of introduction of the previous policy in 1986. This policy envisions transforming India into global knowledge superpower by providing a high quality education to all its citizens. NEP 2020 maintains a striking balance between traditional and contemporary approaches at all levels of education, which is the need of the hour. This policy has the potential of positively channelizing the skills and education of Indian youth.

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. The second Policy brief discusses the National Education Policy 2020 and envisions to transform India into a global knowledge superpower by providing high quality education to all its citizens. The Brief discusses the various goals, key contours and entrepreneurial dimension of the policy.

LENDING A HAND IN PROPELLING EMPOWERMENT AMONG J&K YOUTH *contd...from page#4*

Speaking about this development, Hon'ble Shri Manoj Sinha, Lieutenant Governor, J&K, said, "Mission Youth of J&K is an important initiative aimed at empowering the youth of the area through skill enhancement. We believe that entrepreneurial training can be a crucial proponent in realizing this goal. EDII has the expertise to drive results in this direction. With their handholding and guidance, the budding entrepreneurs of J&K will be able to learn the nuances of creating, nurturing, expanding and scaling up an enterprise."

In consultation with the Government of J&K, EDII will chart out the modalities for integrating entrepreneurship training programme with the mandates and goals of Mission Youth.

Explaining the importance of mainstreaming entrepreneurship, Dr. Sunil Shukla, Director General of EDII, said, "The J&K Government's approach to mainstream entrepreneurship is a commendable towards empowering the youths and inducing local economic development. Entrepreneurship has long been proven to be a vital tool for creating new livelihood opportunities. EDII is happy to partner in this significant initiative, and will propel the 'Vocal for Local' initiative through skill training, business development, branding, networking, credit linkages, and market access. In addition, the programme will also facilitate community development, employment generation and innovation."

The proposed interventions in J&K will include entrepreneurship orientation and awareness programme; skill-preneurship programmes on various products/ enterprises; training of trainers programmes on entrepreneurship development and capacity building of stakeholders and NGOs; innovation based entrepreneurship certificate programme; technology based incubation support for new start-ups and interface with commercial technology support organizations.

PG Corner

REACHING OUT THROUGH ONLINE PROGRAMMES

The 'new normal' has necessitated learning through online modes. At EDII, the classes and mentoring sessions continue on various digital platforms. The faculty members are imparting regular lessons through structured webinars, counselling sessions, classroom lectures etc. despite the restrictions that have arisen due to COVID 19 pandemic. These are being organised as per schedule for students of PG programmes and participants of various other programmes. Given the learnings from the pandemic, the Institute has also introduced several need based online programmes delivering mentoring and knowledge so that entrepreneurship and investment promotion continue to flourish.

"We are committed to grooming entrepreneurial leaders with value based education. Even during these difficult times, I am happy that we continue to give necessary impetus and knowledge base to our learners," stated Dr. Satya Acharya, Incharge, Dept. of Education, EDII

EDII's online programmes have been curated with an eye on market needs and demands, more so with focus on the conditions that have arisen as a result of the pandemic.

For details on Online Programmes being offered by the Institute, visit https://ediindia.ac.in/explore-the-courses/



PG Corner

GEM INDIA REPORT - 2018-19

Major Findings:

- The perceived opportunity among adults was about 44.9 per cent in 2017-18 which increased to 49.8 per cent in 2018-19. This indicates that opportunity perception has changed significantly in India.
- The perceived capability of entrepreneurship has moved up positively as against the last year when it had decreased prominently. The percentage of the population which believed that Indians have high entrepreneurial capability increased from 42.1 per cent in 2017 to 52.2 in 2018.
- The strength of entrepreneurially inclined population keeps changing. It was 20.6 per cent in 2018 while it was only 10 per cent in 2017. This big change of perception may be due to many of the new initiatives the government has been taking to overcome several policy barriers and also, might be because the ranking of India in ease of doing business has improved.
- The rate of Total Early-stage entrepreneurship (TEA) is 11.4 per cent in 2018. The TEA rate was 9.3 per cent in 2017. TEA has improved and it also depicts the possible changes and transition of economic activity.
- In 2018 TEA has been the highest among the 25-34 age group with 13.3 per cent rate. The 18-24 and 45-54 age groups are the next in order with a lower score of 12.3 and 12.6 TEA respectively, in India.
- Indian new businesses are equally driven by both necessity and opportunity. The results suggest that this is so because India is a developing country with the highest demographic dividend throughout the world. The results show that entrepreneurial motivation among nascent entrepreneurs is more driven by opportunity than necessity.
- Experts of entrepreneurship pointed out that the entrepreneurship ecosystem in the country is consistently turning positive. Ecosystems like education & training, policies and support from the government and Cultural and Social Norms were rated as satisfactory.



Recommendations

Financial support, internal market dynamics & burdens, access to physical infrastructure and R&D transfer were highlighted as major constraints to entrepreneurship growth in India. Hence, it was suggested that policy makers should look at Internal Market Dynamics, Entrepreneurial Finance, Internal Market Burdens and R&D Transfer to improve the entrepreneurial culture in India to foster new enterprises and sustainable growth.

PG Corner

EDII'S SUPPORT TO THE STARTUP MOVEMENT....

EDII is the nodal institute for Startup Support, Govt. of Gujarat and is implementing Student Startup and Innovation Policy, Govt. of Gujarat.

Dr. Satya Ranjan Acharya, Asso. Prof. & In-charge Dept. of Entrepreneurship Education, EDII has been awarded the SSIP Prashansa Awards 2020 for his contribution and guidance as a faculty mentor.



Amey Naik, PGDM-BE (2019-21) student has been awarded the SSIP Prashansa Awards 2020 under the Category of Campus Startups/Early Birds.



Guest interview as appeared on 05 December 2020 in Kolkata, Ranchi and Patna

Careers in Finance and Accountancy



KRISHAN MISHRA

Accounting is pervasive- Its required for all the organisations and the professionals will always be in demand today and in future.

The globe is fast changing, businesses are transforming, people need to be globally relevant in future. It is a world in which the accountancy profession needs to ensure that the future accountants have the knowledge, skills, and abilities to help organisations sustain economic growth and compete nationally and internationally.

People who practice this profession are known as Professional Accountants. Interestingly professional accountants are required by industries and economies at large and they focus on not only developing their own businesses however help the growth of economies at large.

Do you know that every country has got there own local body for professional accountants and that's why an accountant is known as local accountant always contrary to a doctor or an engineer who are know as doctors and engineers everywhere in the world. To be known as a global professional accountant you need to do course which is globally relevant. There are not many qualifications that give you the flexibility to move into any industry you want, earn a great salary, and make you employable all over the world. But as a fully qualified finance professional, you can live the lifestyle you choose and realise your true potential.

Career opportunities:

Corporate Sector- Advisory and Internal audit, Business Consulting, Financial & Management Accounting, Taxation

Financial Services- Banking & Financial Services, Cash, Treasury & Funds Management, Financial Products & Instruments, Risk & Return, Insurance

Risk Management- Underwriting, Risk Advisory, Risk Analysts

Public Sector- Not for profit & Government Sector, Range of Accounting Roles, Financial Support Functions, Value for Money & Public Value

Shared services- 60% of new opportunities is created in this sector. Shared Service Operations, Outsourcing finance activities, reduce costs, centralise / standardise, Economies of scale

*Future fit accountancy roles- Co-Pilot, Navigator,

Morning India
Sat, 05 December 2020
epaper.sanmarglive.com/c/56799713

PG Corner

Harsh Shah, PG alumnus, (2013-15) and founder of SHiUV, a startup incubated at CraAdLE was profiled in The Times of India on 27 December, 2020

City startup develops UVC-disinfection oven

NiyatiParikh@timesgroup.com

The Company Has Bagged An Order From Southern Railway To Disinfect Material

In times of the pandemic, disinfection and sanitization are the buzzwords. As public services and transport resumed in full swing, the need for disinfection of products, surfaces, air and water media has intensified. Addressing the need for disinfecting equipment and products used in the Railway, Ahmedabad-based startup, ShiUV India Private Limited, which developed UVC (Ultra Violet C-Spectrum) based disinfection products, bagged an order from the Southern Railway for one of its products – a disinfection oven.

"Soon after the trains resumed, the Southern Railway was facing major problems in disinfecting different products, because each product be it linen or spares that goes out from the store exchanges many hands. Chemical-based disinfectants not just proved less effective but were even a costlier affair. We have developed a huge oven for them which they use for disinfecting linen, bedsheets and other products used in the train," said Harsh Shah, founder, ShiUV Lighting Private Limited.

STARTUP STORY

Incorporated in March 2020, the startup now offers some six different disinfection products for water, air and surface sanitization, which disinfects up to 99.9% killing all microbes and germs, including the Covid-19 virus.

Shah was into the business of commercial lighting before he founded the startup. "While researching disinfection technologies, I realized that chemical-based disinfectants have a number of problems and come at a recurring cost. On the other hand, UVC-based disinfection is a dry mechanism. Our products are certified by NABL-accredited laboratories wherein 99.9% disinfection is achieved within minutes including that for Covid-19 virus."

The company is also in talks with the Central Railway at present for another order. "We have also developed a product that will help disinfect the air-conditioning vent in the train, and it has already been tested by the Central Railway. We are in the final stages of negotiation and working out details of the order," said Shah.

The startup is incubated at Entrepreneurship Development Institute of India (EDII) at present. It caters to clients including the likes of international hospitality brands such as Hyatt Hotels and Marriott International. That apart, it also provides a wide range of disinfection products for the Indian Railway, Kotak Mahindra Bank, Aegis Infoware, Omega Elevators and FirstCry.com.

The company manufactures hand-held devices as well as industrial disinfection devices using the UVC-based technologies that help disinfect water media, surfaces and even AC vents.

"At present, we are a self-funded startup and the entire funding is done through our commercial lighting company, which is a six-year-old firm," said Shah, a 29-year-old alumnus of EDII.



Harsh Shah



Hetika Shah,
PGDM-BE- 2019-21

4S SHIELD (est. 2020)

Hetika Shah was honoured with She The People Digital Women Award for her product that combines face shield and mask for frontline Covid warriors. She was recognized by Royal Challengers Bangalore in the 13th season of Indian Premier League for their initiative of 'My COVID Heroes'. The firm currently manufactures and sells nanofibre-based virus protective sustainable '4S SHIELD'. Hetika spotted a need amidst the pandemic crises and floated her plans to set up a mask manufacturing firm. She received EDII training and mentoring in prototype development, and SSIP funding of Rs 1 lac. The unit was set up in flat seven days with EDII's involvement in market promotion. The product is sold to pharma and manufacturing industry frontline users.

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