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From the Director General's Desk





ENTREPRENEURSHIP EDUCATION AND SUSTAINABLE DEVELOPMENT GOALS

When the United Nations adopted the Millennium Development Goals (MDGs), their hope was that by 2015 World would be rid of eight grave challenges, including; poverty, hunger, environmental degradation, gender equality and so on. However, years have passed and MDGs are now replaced by a more nuanced development framework of 17 Sustainable Development Goals (SDGs). This doesn't undermine the progress made by MDGs, rather represents the evolutionary character of humankind and addresses core values of sustainability based on economic prosperity, social equity and environmental protection. These new gaols also represent the challenges of this millennium and the need to tackle them with a new perspective.

It has been established that collaborative approach and skill-based learning are the key at achieving any development goals, and SDGs are no different. Policymakers and Government need to identify points of commonality that could be utilised across sections to instil these new gaols of sustainability. One such avenue could be Entrepreneurship.

The United Nations has described Entrepreneurship as one of the possible solutions to sustainable development challenges in its resolution on Entrepreneurship for Development (A/RES/67/202). Most of developed and developing countries are hence emphasizing on the need for promotion of entrepreneurship in their respective countries. India is not behind and the initiatives undertaken by Government over last couple of decades are commendable. However, there is still a long way to go for country like India where

Entrepreneurship Development Institute of India

micro, small and medium enterprises contribute to over third of GDP and around half of exports.

The contribution of entrepreneurship in eradicating poverty (SDG 1), solving the hunger problem (SDG 2), eradicating inequality (SDG 10) and economic growth (SDG 8) are well established and documented. For the development of entrepreneurship, it is necessary that the focus is placed on promotion of each and every stage of ecosystem right from education to access to finance at the correct time. The role of entrepreneurship education is significant considering the fact that it is responsible for the change in mind-set, which is critical for any entrepreneur. Hence it can be claimed that entrepreneurs are not just born, but can also be made. The current crisis of corona virus signifies how important is business sustainability for economic development. The disruption it has brought in the world economy has put health and well-being (SDG 3) in limelight today.

Considering the role of entrepreneurship education, one of the six priority areas under Entrepreneurship Policy Framework and Implementation Guidance by UN is, to enhance entrepreneurship education and skill development in developing countries and economies in transition. Entrepreneurship education is required to instil and shape the entrepreneurial spirit while simultaneously providing right tools to establish and run the business with financial sustainability. The effectiveness of entrepreneurship education can be improved through introducing the subject of entrepreneurship in curricula (SDG 4) at the school level in a formal way to ensure that students have the right mind-set for establishing a business from a very young age. Teaching entrepreneurship and skill development to school children will also have another advantage of instilling the qualities of gender equality (SDG 5) in the mind of these children.

With the issue of global warming impacting the growth of businesses in many countries, the Government has started to focus on initiatives that aim at production of clean and renewable energy thereby reducing carbon footprint. In most of the countries, start-ups in the field of energy are concentrating on addressing the issues related to climate change. Even big businesses are addressing these issues (SDG 7 and SDG 13) through their CSR initiatives. For social entrepreneurs, the agenda of addressing climate emergency goes far beyond clean energy production. These new entrepreneurs are also focusing on improving the life of living organisms below water and on land (SDG 14 and SDG 15). The micro-enterprises at village level, however, have single most factor of clean water and sanitation (SDG 6) to be addressed. This particular goal also leads to sustainable cities and communities (SDG 11) in the long run.

- Sunil Shukla

~ A WARM WELCOME !!!~



EDII extends a warm welcome to Shri A. K. Sharma, IAS, Secretary (MSME), Ministry of Micro, Small & Medium Enterprises, Government of India, on its Governing Board. Prior to this appointment, he was serving as Additional Secretary, Prime Minister's Office. Shri Sharma, a 1988 batch, Gujarat cadre IAS, has worked in the Government of Gujarat for long at various positions including field and policy level and as Secretary to the Chief Minister of Gujarat. He has extensive experience in grass root regulatory and developmental administration. He was recognized as the best District Development Officer when he worked in Vadodara District. Shri Sharma is known for his contribution in industrialization of Gujarat as Managing Director of Industrial Extension Bureau and as a pioneer of the Vibrant Gujarat experiment. His experience in infrastructure development is equally noteworthy. His contribution in setting up the Gujarat section of dedicated Freight Corridor and Delhi-Mumbai Industrial Corridor as well as Dholera Special Investment Region is also highly talked about. He created on-line administrative processes which are internationally acclaimed. EDII looks forward to working under his guidance and mentorship.



EDII extends a warm welcome to Shri Subhash Chand Joinwal, Chief General Manager (SME & Supply Chain Finance), State Bank of India on its Governing Board. Shri Joinwal started his career with State Bank of India in the year 1985 and has held important assignments in various fields like Retail Banking, Credit Management, Agricultural Banking, NPA Management, etc. EDII has been closely working with SMEs and is sure to achieve greater heights under the able guidance of Shri Joinwal. His rich experience in the field will sure open up new avenues.

Creating a stronger routing to Entrepreneurship in Malaysia

EDII signed an MoU with Putra Business School, Malaysia to inspire new age entrepreneurs and students in India and Malaysia. Seen here is (L) Dr. Sunil Shukla, Director General, EDII with the delegates of Putra Business School of Malaysia. Also seen in the picture are (L-R) Dr. Sanjay Pal, Professor & Director- Dept. of Business Development Services & National Outreach, EDII; and Dr. Sanjeev Chaturvedi, Sr. Faculty and Chairperson-PGP, EDII .



THE PILLARS OF TOMORROW LEARN TO OUTSHINE

EDII and Indian Institute of Management-Ranchi have collaborated to direct youth towards a career in entrepreneurship education, training, research and institution building. To achieve this, the Institutes will provide inputs in entrepreneurship and management to the students, in addition to orienting faculty members towards this discipline to ensure sustainable outcomes. Establishment of an incubation centre at Ranchi IIM campus and offering of several management and entrepreneurship focussed programmes for students and faculty of both institutes will ensure a conducive ecosystem for the growth of entrepreneurship.

In a partnership arrangement, EDII will provide technical assistance in developing the Incubation Centre for IIM-Ranchi at its Ranchi campus in Jharkhand, to foster entrepreneurial thoughts among students. Both institutes will design and offer courses on entrepreneurship and skill enhancement. Also, efforts will be made to build and strengthen an enterprise ecosystem in Jharkhand and other neighbouring states under student exchange and faculty development programmes. Collaboration will enable the two Institutes to share their knowledge, research and institutional support.

Dr. Sunil Shukla, EDII's Director General, explaining the collaboration, said, "The present and the coming times will nurture only businesses that are forward-looking and knowledge based. Businesses need to possess the ability to withstand crises and major catastrophes. The COVID-19 crisis has shown us how businesses need to pre-empt and be prepared for crises beyond just the market upheavals and financial emergencies. Businesses need to understand and be prepared for events that are not entirely in their control. This collaboration will spur creative entrepreneurship and better prepare our

youths in entrepreneurship and management so that they are able to effectively sail through any disruptions."

According to Prof. Shailendra Singh, Director, IIM Ranchi, "At IIM Ranchi, we are committed to grooming leaders with value-based education. This partnership will help us get necessary technical support to create world class infrastructure and a stimulating environment for innovation and entrepreneurship not only for the students, but also for the community at large. The incubation centre will aim to create a base for technology based entrepreneurship to flourish . The centre will provide necessary impetus and intellectual basis for initiatives in the areas of management, innovation, strategy and entrepreneurship."

Dr. Milind Kamble, Governing Body Member, EDII and Founder Chairman, Dalit Indian Chamber of Commerce & Industry (DICCI) said, "I am happy that the two known institutions have come together to propagate entrepreneurship among students, who are the torch bearers of a happy tomorrow. EDII, with its domain expertise, network and expanse, will be able to ensure an appreciable spur in the process of New Enterprise Creation. Even DICCI is very active in Jharkhand with regard to offering a helping hand towards sustainable livelihood options for the tribal community. I am sure, while this will get a further boost, our youths will particularly get oriented towards higher-order achievements."

"Taking into account the importance of entrepreneurship in economic development, attempts to expand the practice must be institutionalized. I am glad that the two institutions have joined hands to take up this cause. I look forward to seeing tangible outcomes. Also, a lot can be envisioned for tribal youths who have the potential but need a direction. So all in all, entrepreneurship needs to be encouraged across sections and sectors, which I guess will ensue from here with coordinated efforts by both the institutions. I look forward to policy advocacy in this direction too, "said Praveen Shankar Pandya, IIM-Ranchi Chairman.

Webinar on 'Entrepreneurship for New India'

Following the agreement, EDII-Ahmedabad & IIM-Ranchi hosted a webinar on 'Entrepreneurship for New India' by Dr. Sunil Shukla, Director General, EDII.

At the webinar, Dr. Shukla stressed the critical role that entrepreneurship plays in the growth of the economy as a whole and how this discipline relies on country progress. He said, in the last few years, saw a very innovative development. Talking with 200 participants about the relationship between crisis and entrepreneurship, he stated that the COVID-19 crisis has proved that no matter how small an enterprise is, its support to the economy in troubled times is unparalleled. And not just that, every crisis also presents new opportunities. A careful eye will always spot these avenues. Many entrepreneurs in health-tech, food-tech, retail-tech and edu-tech sectors have grabbed the opportunity to scale-up their business during this crisis, which further proves that businesses should also possess the ability to withstand major crisis and events that are beyond their control.

"India ranks high in terms of 'necessity-driven entrepreneurship' as per 2019-20 report by Global Entrepreneurship Monitor (GEM). However, we believe that India is in transition to 'innovation-driven entrepreneurship' as seen during COVID-19 crisis when many entrepreneurs and start-ups came



out with products / services that were innovative. But, entrepreneurial eco-system in India still needs to be strengthen through entrepreneurship education as fear of failure is still very high, which can be addressed only through education and experience," said Dr. Shukla.

Stressing the importance of planning, calculating risks and taking decisions, Dr Shukla discussed the phenomenon of 'Missing the Boat' and advised businessmen not to be part of it, since it could be even worse than 'Sinking the Boat.' He explained that entrepreneurs cannot afford to miss a boat and have to implement their innovative ideas with a certain spirit of leadership. Dr. Shukla continued by advising not to be bogged down by fear of failure, no matter how much, as, he claimed that some of the most successful enterprises have been built in the most challenging times.

Dr. Satya Acharya, Associate Professor & Incharge Department of Education, EDII being a part of the webinar, explained how EDII would help students and other start-ups realize their entrepreneurial dreams by setting up a proposed incubator for IIM Ranchi. He added that CrAdLE, EDII Technology Business Incubator, will help set up and run a Ranchi IIM incubator.

LEARNING NEVER TOOK A BACK SEAT

The COVID 19 Pandemic has kind of crippled the economy and brought work in almost every sector to a backseat. The Education sector too got a jolt; yet the new normal situation did guarantee optimum use of technology and learning started getting imparted through the virtual mode. At EDII, the classes and mentoring sessions did not stop. The faculty members managed to impart lessons through various online platforms. Structured webinars were organised for learners comprising various target groups. Some of the significant webinars organized include:

Atmanirbhar Bharat Abhiyan (ABA)– Sculpting a Self-Reliant India"

In the backdrop of the initiatives taken up by the Government of India to address the crises caused by the pandemic of COVID-19, EDII tried to inform businesses especially MSMEs as to how could an Atmanirbhar Bharat (A self-reliant India) be sculpted.

EDII's Eastern Regional Office collaborated with the World Trade Centre (WTC) Bhubaneswar Chapter and Start-Up Odisha, Government of



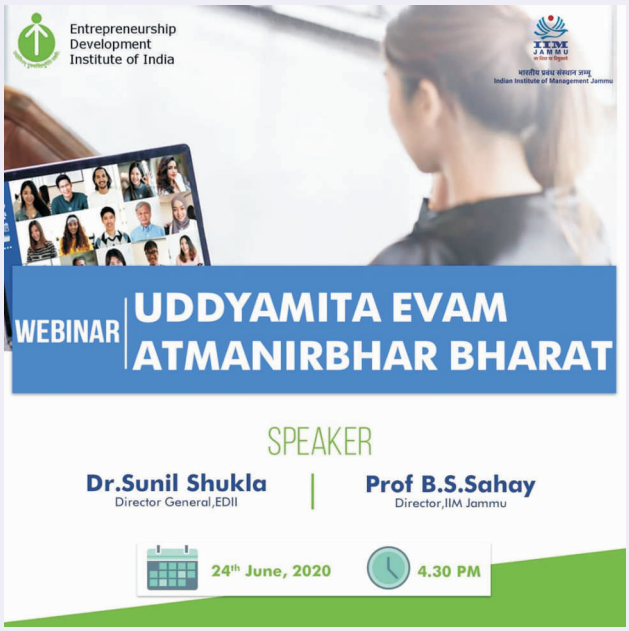
Odisha to broaden the base and include start-ups and also export traders in the webinar. Dr. Sunil Shukla, Director General, EDII addressed the audience as a 'Keynote Speaker' in the webinar and threw light on the kind of preparedness that is required by businesses to deal with crises and pandemic like situations. He then spoke about measures that could be adopted to adjust to any difficult situation with innovative thinking, yielding to new opportunities and options. While Mr. Subrata Kumar Biswal, Regional-in-Charge of Eastern Region Office, EDII moderated the discussions, the eminent speakers highlighted the opportunities and the likely impact of ABA initiative. There was emphasis on scouting local opportunities, thinking innovatively and promoting local production.

'Uddyamita Evam Atmanirbhar Bharat'

Webinar on 'Uddyamita Evam Atmanirbhar Bharat' had been organized by EDII in association with IIM Jammu. The webinar was addressed by Dr. Sunil Shukla, Director General, EDII and Prof. B.S. Sahay, Director, IIM Jammu who shared their views and inspired the participants to overcome the challenges that the nation is facing. Opionions were shared on how the nationwide lockdown had adversely impacted the economy with millions of workers returning to their native homes and victims and that every segment and section of business was facing problems of varying degree. Against this backdrop, the webinar helped understand the strategies that could help bail out the Indian economy and as to how Aatma Nirbhar Bharat Abhiyan could act as the support mechanism during these challenging times.

Accelerating Entrepreneurship in New India

EDII and IIT-Indore hosted a live webinar with Dr. Sunil Shukla, Director General, EDII on 'Accelerating Entrepreneurship in New India'.



The virtual session helped new age-entrepreneurs, start-ups students, innovators to discuss the challenges and share their ideas. Under the guidance of Dr. Sunil Shukla, the participants were given practical knowledge and solutions to their concerns and issues.

Innovation in Business Processes due to COVID-19 & Diversified Business Opportunities for Family Owned SMEs in COVID-19'

EDII organized two webinars as a knowledge partner jointly with Jagran Prakashan Ltd. as a part of their SME Connect Series. The first webinar was on Innovation in Business Processes due to COVID-19 and it was moderated by Dr. Kavita Saxena, Faculty, EDII. The speakers were Dr. Sanjeev Chaturvedi, Sr. Faculty, EDII and Chairperson- PGP and Dr. Rajat Srivastava, Regional Head, Engineering Exports Promotion Council, Mumbai. The webinar covered opportunities for Indian manufacturers in the current global recession and the resultant benefits of the shift in trade base from China to India. It also covered information on the opportunities of collaborations with overseas companies and delved into discussion on products with potential for export market from India.

Another webinar took place on the topic, 'Diversified Business Opportunities for Family Owned SMEs in COVID-19'. The Speakers were Dr. Amit Kumar Dwivedi, Associate Prof & In-charge Dept. of Policy, Advocacy, Knowledge and Research, EDII and Mr. Harsh Dave, Entrepreneur and EDII Alumni of batch 2012-14. The webinar covered the key challenges before SMEs owned by Family Businesses post COVID-19 and converting these challenges into business opportunities. The role of technology and the importance of family values and culture sustaining family businesses in adversity were also discussed which gave the participants insightful information.

The Wannabe Entrepreneurs Get A Peek into the Business World

A webinar on 'Start-up Opportunities' was organised for graduates and final year students interested in entrepreneurship. The webinar discussed start-up ecosystem in India including incubation and acceleration facilities from launch of start-ups till their sustenance. It also shared details of government schemes and programmes that incentivise setting up of start-ups in the country. The webinar was conducted by Mr. Mayank Patel, CEO, CrAdLE (Centre for Advancing and Launching Enterprises, Technology Business Incubator hosted at EDII and catalysed & supported by NSTEDB, DST, Govt. of Indias) and Mr. Neel Panchal, EDII PGDM-BE (2011-13) alumnus and founder of CrAdLE incubated start-up LHP Nano Technologies LLP.

Webinar on 'Family Business Entrepreneurship' was conducted with an objective to create awareness about the factors that are responsible for successful family business management and its real-time applicability on one's respective family businesses. Dr Natarajan Krishnan, Principal Consultant and Family Business Advisor taught the nuances of family business entrepreneurship to the participants. Mr. Pratik Patel and Mr. Praxal Mehta, both alumnus of EDII, shared their experience at EDII during their course of Post Graduate Diploma in Management – Business Entrepreneurship, and how they could contribute to the growth of their family business. The speakers specifically covered topics such as; Family Business Management, Succession Management in family Businesses and Diversifying existing family owned enterprises.



Webinar on 'Entrepreneurship as a Career' was conducted to focus on how entrepreneurship could be taken up as a Career, the nuances of an entrepreneurial personality and the risks & rewards of a career in entrepreneurship. The discussion also revolved around different entrepreneurial careers such as Business Entrepreneurship, Intrapreneurship and Social Entrepreneurship. The webinar was conducted by Dr. P. G Makhija, Sr. Visiting faculty, EDII; Dr. Sanjeev Chaturvedi, Chairperson, PGP, EDII and Mr. Harsh Ulhas Dave PGDM-BE (2013-14) alumnus.

Thematic webinars in collaboration with India SME Forum

The first webinar was on the topic 'Resilience of the Manufacturing Sector beyond COVID19' which was moderated by Dr. Sanjeev Chaturvedi, Sr. Faculty, EDII and Chairperson-PGP. The key note speaker, Dr. Rajat Srivastava, Director & Regional Head, EEPC India, Mumbai discussed the effects of COVID 19 on the Manufacturing Sector and its impact on MSMEs and on the organised and unorganised sector especially in the context of the engineering Sector. The webinar also covered topics on the impact of Make In India; challenges in business under global recession; loss of jobs in manufacturing sector- the strategic recourse that could be adopted; financial package expected by MSMEs in the manufacturing sector and the suggestions for turnaround of MSMEs.

The second thematic webinar on the topic 'Managing Business Finance after COVID19 Lockdown' was organised with Mr. Amal Dhruv, Consultant and Educator as its key note speaker with Dr. Amit Dwivedi, Associate Professor and In-charge Dept. of Policy, Advocacy, Knowledge and Research, EDII as the moderator. The webinar covered wide range of topics like major direct and indirect adverse effects of Lockdown on Business Finance of MSMEs; how to acquire cash and how to plan it carefully; thriftiness in asset management in the present circumstances; how to effectively and wisely reduce costs and pricing strategy & working capital management, post-COVID19.

EDII JOINS HANDS WITH INDIAN RED CROSS SOCIETY



(5th from R) Dr. Sunil Shukla, Director General, EDII and (3rd from L) Mr. Mamidi Bheem Reddy, Chairman, IRCS, Hyderabad Dist. during the signing of MoU. Also seen are EDII Faculty Members and senior IRCS officials

Red Cross is the world's largest relief organization with members representing 190 nations. The Indian Red Cross inspires, encourages and initiates at all times all forms of humanitarian activities contributing to creation of an equitable society.

EDII Bangalore regional office joined hands as knowledge partner with the Indian Red Cross Society, at Hyderabad. Under this agreement, EDII will conduct entrepreneurship related programmes, capacity building and management development programmes through the vocational training center of IRCS.

On the MoU signing occasion, Dr. Sunil Shukla, Director General, EDII said that a facility centre will be set up for manufacturing eco-friendly goods and that end to end support would be provided to entrepreneurs. "This center would serve as a hub for incubation of young entrepreneurs, "he said.

Dr. Raman Gujral, Professor & Director, Department of Projects- Corporate & Regional Director- Southern Regional Office said that there is a strong need to free the urban poor women from under-productive tasks and augment the productivity so as to accelerate the development process. He added that one of the options is to empower women to increase their productivity and family income by encouraging micro and small-scale enterprises.

EDII is associated with the Sattva project to build entrepreneurship skills and skills that allow women to become self-employed / entrepreneurs. The urban poor women would be part of the training focused on skill-preneurship, with daily supervision and monitoring to support livelihood / income generation activities. EDII would also undertake other capacity building activities through Indian Red Cross Society.

EMPRESARIO VIRTUAL START-UP SUMMIT 2020

A highly reassuring element of modern day entrepreneurship is that the youth is breaking free from employment opportunities and are pro-actively considering business opportunities. The economy and society need resilient interventions in the area of entrepreneurship, specifically in hinterland regions where the awareness is less. Entrepreneurship is an essential element of development and EDII celebrates it through its annual event the Empresario. . EMPRESARIO was first launched in 2012 and has since then went on to emerge as one of the largest entrepreneurship fests celebrated in India. Held over two days every February- March, the fest witnesses thousands of participants from every part of the country.The event has helped several start-ups turn their ideas into viable businesses. The focus this year was on fostering the start-up ecosystem even amidst crisis but this year owing to the COVID 19 pandemic, it could not be organised like the previous years.

However, this year EDII hosted the 'Empresario Virtual Start-up Summit' which took place from May 1 to May 3, 2020.

In collaboration with UNICEF, SDG, IIC, MHRD Innovation Smell and SSIP, this year's Empresario was about 'National Vision for Sustainable Development.' The interactive summit included a range of webinars thats enabled start-ups to grow and recognise new markets and sustainable strategies post lockdown. The Chief Guest of the event was Dr Vallabh Kathiria, Chairman, Rashtriya Kamdhenu Aayog Government of India. Also present on the occasion was Smt. Laxmi Bhawani, Chief, UNICEF Gujarat.

The inaugural session of the virtual summit commenced with keynote address by Dr. Sunil Shukla, Director General, EDII . Dr. Shukla appreciated the zeal of the students even in times of the pandemic and welcomed the guests. He said, "This fest brings all start-ups, budding entrepreneurs, innovators investors under one platform and allows them to showcase their products and exchange their views. In view of challenging times, the entrepreneurs need to be optimistic and creative to find opportunities as every situation unfold opportunities. All that we require is to develop an eye for opportunity."

Dr. Vallabh Kathiria discussed the topic 'Opportunities and Scope for Developing Cow Based Economy in India'. He said, "The country needs to find economically viable ventures in the times of crises and difficult situations and these, he said, can be vastly found in cow-based enterprises. These remain unexplored. The various opportunities

in enhancing cow based enterprises would help in boosting the Indian economy." He also discussed the various measures taken by government to boost cow-based entrepreneurship.

Smt. Laxmi Bhawani discussed extensively on 'Role of Young Leaders to Uplift Sustainable Development Goals during Global Crisis'. She said, "The coved-19 pandemic and resultant lockdown has brought about a jolt in the socio-economic structures across the world. The disruptions in healthcare, education, nutrition and several other sectors have to be dealt with, with innovative thinking. The youth are the change makers and they are actively participating to fight against the pandemic situation. Innovative solutions are being brought up by them which will help them to become the torch bearers of the SDG goals."

The various sessions over two days of the Summit, focussed on the problems which were likely to haunt businesses, especially MSMEs, as a result of this pandemic, and the solutions that entrepreneurs could focus on to bail themselves out of this situation. There were also sessions on strategic thinking and the need to maintain ones spirit to persevere.

Mr. Snehal Desai, Vice-President, Adani Group discussed on the topic, 'Creative Destruction Strategy for Start-ups'. He said, "The Covid-19 lockdown will bring the need for adopting creative destruction strategy for hard hit start-ups. It is an apt time to adopt creative destruction strategy to move ahead in business." Explaining the strategy, he talked about economic innovation and adoption of a novel approach to renew



the business cycle. The examples cited by him further established his points.

Mr. Sanjay Raval, Noted Motivational Speaker and Revolutionary Educationist, addressed the participants on 'Strength of Resilience for Start-ups to Come Out of Lockdown Hibernation'. He said, "Life has no structured syllabus. The course of action that one takes defines the path of life. Use this lockdown time to work hard and learn new things to be able to continue in the race of life. There are always alternatives. Life never stops giving options. We just fail to notice." He discussed about some start-ups facing problems and how they could look at alternatives to bounce back.

Mr. Jay Vasavada, a noted writer, orator and columnist addressed the event on 'Mythological Strategies for Modern Start-ups'. He said, "The strategies used in Indian Mythologies like Ramayana and Mahabharata to win against their enemies provide a relevant base to the enterprises in the present times. These have inherent messages and must be understood as a deeper understanding infuses the understanding and confidence to fight adverse situations."

The event proved beneficial to all stakeholders and budding entrepreneurs. They felt charged up and enlightened to fight hardships arisen as a result of COVID 19 situation. The Summit was successful in creating knowledge and positive attitude among all business enthusiasts.

ENTREPRENEURS TURN 'HEALTHCARE WARRIORS' TO COMBAT COVID 19 CATASTROPHE

The regressive pandemic, COVID 19 has made almost every economy of the world lurch on the hinges of an economic downturn and severe medical crises. As India goes into lockdown, the impact on economy and business landscape is expected to be devastating. Micro, small & medium enterprises (MSMEs) in particular, have registered a steep dip considering a complete disruption in demand and supply chain. As economies gape at destruction of years of progress, the trickledown effect of this devastation will be most felt by small businesses. Considering that most entrepreneurs are not taught to foresee much beyond a financial crisis, a catastrophe of this nature can leave them completely shaken. Training in entrepreneurship needs a mention here as managing crisis is one of the primary learnings imbibed in these trainings

EDII offers full fledged two-year course on entrepreneurship, in addition to several skill-based livelihood programmes, offered in association with corporates and ministries/ departments of national and state governments. An aspect that forms the basis of EDII's learning is that an entrepreneur should have the farsightedness to foresee an eventuality to be able to evade it. Yet if it strikes despite measures, the entrepreneur must ensure that he/she does not fall prey to its resultant economic certainties; instead uses his creativity, resources and out-of-the-box thinking to survive the tumultuous times.

Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India (EDII), says, "The situation today is grave and the immediate cognitive reaction of an individual could be fight or flight. I am glad most have chosen to fight and face what comes ahead. It's a reaction most desired. Entrepreneurs, big or small, must think and devise strategies not just for their survival but also to render a helping hand to those gravely affected.

We have always emphasized on crises management in our teachings at EDII, and in the wake of this pandemic I believe the learning imparted by us is being put to test. As I hear some encouraging stories of EDII trainees from across the country, I feel greatly satisfied. They have not just come out with novel ideas of maximising their prospects but are also displaying the compassion to bring affected people out of this situation. The present times have also taught us how we strengthen the entrepreneurship curriculum and we are already on our task of reviewing the curriculum so that what we offer completely matches all vulnerabilities and demands of the market. Some of the EDII trained entrepreneurs are turning into 'Healthcare Warriors' to contribute their bit in tackling the spread of this disease in whatever small way they deem. From manufacturing face masks to sanitizers and from manufacturing medical oxygen generators to producing disinfectants, MSMEs, self-help groups (SHGs), start-ups and entrepreneurs are trying to contribute in their own way."

Startup Village Entrepreneurship Programme (SVEP) is a programme of National Rural Livelihoods Mission, Ministry of Rural Development, Govt. of India, being implemented by EDII across India in 61 blocks with support from State Rural Livelihoods Missions. Under this programme a range of micro entrepreneurs have been promoted. Some of these micro entrepreneurs who had been trained in stitching are these days contributing their bit in the efforts to prevent COVID 19 spread by making face masks and supplying to the local authorities, wholesalers and retailers.

Around 20 Micro entrepreneurs from Jharkhand , Chattisgarh, Haryana and MP are manufacturing masks and supplying to the zila panchayat, local authorities and to local wholesalers. Some of them were provided training in making the mask by the zila panchayat and were given orders to make the masks. On an average they make around 50 to 60 masks per day and earn in the range of Rs.200 to 600 per day. These are basic low cost masks priced between Rs. 5 to Rs 30 per piece, produced with an objective to cater to the local demand at an affordable price. These village entrepreneurs have risen to a level wherein they are catering to demand for masks in remote locations amidst conditions marked by almost nil accessibility, poverty and low awareness.





Enterprises in two blocks of Madhya Pradesh namely Majhauli and Rajpur started manufacturing PPE Kit during COVID lockdown. The Kit comprising of Cap, Mask, Shoes & Suit are being supplied to the health department. Till date, 70 PPE Kit has been supplied and they also have confirmed orders for another 500 PPE kits. In Rajpur block, four entrepreneurs supplied 128 PPE kits to District administration, Barwani.

State	Block	Total Enterprises Involved	Mask Distributed-Produced till Date
Chhattisgarh	Bastar	7	15820
Chhattisgarh	Kurud	43	99500
Chhattisgarh	Lakhanpur	4	8785
Chhattisgarh	Narharpur	3	6750
Haryana	Tauru	3	12000
Haryana	Fatehabad	35	5000
Haryana	Matanhail	48	55000
Jammu & Kashmir	Basholi	10	900
Jharkhand	Kolibera	2	1500
Jharkhand	Thetaitangar	12	8000
Madhya Pradesh	Karahal	1	225000
Madhya Pradesh	Rajpur	16	32000
Madhya Pradesh	Sohagpur	3	8000
Odisha	Morada	15	7500
Odisha	Ranpur	22	15000
Odisha	Anugul Sadar	6	4000
Odisha	Danagadi	13	13000
Odisha	Mahakalpada	6	1100
Odisha	Puri Sadar	1	1700
Odisha	Kuarmunda	4	7500
Telangana	Bijinepally	10	500
Telangana	Eturnagaram	100	20000
Uttar Pradesh	Chanve	42	10800
Uttar Pradesh	Tappal	30	11500
Uttar Pradesh	Arajiline	2	1020
West Bengal	Dinhata-1	10	40000
West Bengal	Patharpratima	5	4100
West Bengal	Manikchak	1	4000
Total		**454**	**619975**

Similarly, EDII has taken the onus of training around 7500 women across India under the **Micro SkillPreneurship Development Programme (MSDP), supported by Accenture India Pvt. Ltd.** Groups of women from different districts of Kerala & Tamil Nadu have come forth displaying their social responsiveness. These women who had been initially trained by EDII to manufacture Cotton bags and Toiletry products, had also acquired skills to manufacture Face masks and Sanitizers as per the prescribed medical standards. Face masks by Punarjani Group at Ernakulam, Ashtalakshmi Group at Alappuzha, Krishnapriya Group at Palakkad and Aishwarya Group from Thrissur and Hand sanitizers from Navasri Group of Alappuzha and Reeta's Group at Coimbatore, were able to successfully address the pressing needs for these products from their respective municipalities and villages, when all other sources including local shops and even e-commerce were on the verge of lockdown. It is not just their entrepreneurial spirit but also their compassion that has prevailed. The emphasis in case of MSDPs has been on **Local Production, Local Consumption** and today these women are living by this motto in times when most big businesses are reeling under the threats and vulnerabilities.







Technik Spirits Inc. an Ahmedabad based start-up, incubated at EDII's technology business incubator, CrAdLE, manufactures on-site Medical Oxygen Generators (Ventilators). "The technology that we have used is different. 'Integrex' uses unique design that uses 50% electricity, generates 70% less noise & vibration and requires just 80% of space compared to the traditional equipment available in the market," said **Mr. Siddharth Rajvanshi, Founder & CEO, Technik Spirits Inc.**

So, the contribution of entrepreneurship and creative minds can make unparalleled contribution to economic growth and developed. These cases of perseverance, seeking opportunities, problem solving and leadership are inspiring and come with useful lessons.

START UP VILLAGE ENTREPRENEURSHIP PROGRAMME.....

A Step Towards Empowering Villages

Underemployment, unemployment, poverty and lack of opportunities have come to plague the villages of India. Alleviating rural is certainly a target but this has to be approached through a well-crafted trajectory so that the results are sustainable. Entrepreneurship, as a strategy has proved to be beneficial in imparting prosperity and self-reliance to most rural locales and its populace. EDII has contributed considerably in creating self-employment opportunities in villages through sustainable model of Village Entrepreneurship Promotion under the Start-up Village Entrepreneurship Programme [SVEP]. Economic growth leading to sustainable livelihood options is the order of the day. The Institute is a national resource agency for SVEP (until March2021) which is a subsidiary of the National Rural Livelihoods Mission under the Deendayal Antodaya Yojana. SVEP is sponsored by Ministry of Rural Development, Government of India.

The Institute is operating in 14 States across 65 Blocks functioning as Project Implementing Agency (PIA) for the programme. Till, June 2020, EDII has been instrumental in boosting rural livelihood and employment in identified villages and has led to training of 37668 entrepreneurs as well as 651 community resource persons, ensuring creation of 36370 enterprises. These enterprises have been given a total ₹ 102.3crores worth credit for setting up and up scaling their enterprises, through a

dedicated fund, known as Community Enterprise fund (CEF) available under this project. Amongst 36370 entrepreneurs associated with this program, 61% are females and 85% belong to SC/ST, OBC and Minority community.

The key objectives of SVEP are :

- to enable rural poor to set up their enterprises, in its proof of concept phase, by developing a sustainable model for Village Entrepreneurship promotion through integrated ICT techniques and tools for training and capacity building, enterprise advisory services and to provide loans from banks/SHG & federations.
- To develop local resources by training a pool of village level community cadre (CRP EP) and build capacity of NRLM and SHG federations to monitor and direct the work of the CRP EPs.
- To help rural entrepreneurs access finance for starting their enterprises from the NRLM SHG and federations, the banking systems including the proposed MUDRA bank.

COVID-19 RELIEF INITIATIVES TAKEN BY SVEP STAFF AND ENTREPRENEURS











EDII's presence: 65 blocks in 14 States

State	No. of Blocks:	No. of Blocks:	Total
	Implementation ongoing	Implementation initiated	
4. Haryana	4	0	4
5. Uttar Pradesh	5	6	11
6. J&K	2	0	2
7. Odisha	8	0	8
8. Jharkhand	3	0	3
9. Telangana	2	0	2
10. Gujarat	3	0	3
11. Punjab	1	0	1
12. Assam	0	3	3
13. Uttarakhand	1	1	2
14. Maharashtra	0	4	4
Total	**45**	**20**	**65**

Enterprises supported New and Existing are:

Category	Existing	New	Total
Manufacturing	897	2680	3577
Service	3787	9392	13179
Trading	6340	13274	19614
Total	11024	25346	**36370**

Social Category and Gender wise distribution of entrepreneurs promoted under SVEP is as follows:

Category	Female	Male	Transgender	Total
General	2986 (13.06%)	2684 (18.14%)	0	5670 (15.05%)
Minority	630 (2.75%)	531 (3.59%)	1	1162 (3.08%)
OBC	8493 (37.13%)	6270 (42.38%)	0	14763 (39.19%)
SC	3875 (16.94%)	2913 (19.69)	0	6788 (18.02%)
ST	6887 (30.11%)	2398 (16.21%)	0	9285 (24.65%)
Total	**22871 (60.72%)**	**14796 (39.28%)**	**1**	**37668**

(*Including Group Enterprise)

MEDIA COVERAGE...

During the last 3 months, DPRs of four blocks (Palghar, Shahapur, Kalamb, Kelapur) of Maharashtra have been completed and submitted to Maharashtra SRLM; and work towards DPR preparation in four blocks (Bijadandi, Lalbarra, Sondwa, Thandla) of Madhya Pradesh has been initiated. During the period, Adhar Card registration facilitation wasbeen conducted and a total of 2948 new Adhar Cards were registered. As on June 2nd 2020, a total of 8199 SVEP entrepreneurs were issued Udyogh Adhar Cards.

CRP-EPs Involvement in fight against the pandemic

In this time of crisis, some of the trained CRP-EPs have been identified by the local authorities, and engaged in COVID -19 relief related operations. 21 CRP-EPs from 10 SVEP blocks have been engaged by the local administration. They are assigned duties like coordination with the entrepreneurs making masks and extending support in supply and distribution of masks, services in the Free Kitchen for migrants and daily wagers, food distribution, spreading awareness on hand washing practice and other important information etc.


सिमडेगा

प्रवासी मजदूर को स्वरोजगार के लिए दिया गया लोन

मजदूरों को घर में ही मिलने लगे रोजगार के अवसर


साबुन और मास्क बनाकर कमाए हजारों

भोंड (नईदुनिया न्यूज)। कोरोना वायरस संक्रमण से बचाव के लिए प्रभावी लॉकडाउन की वजह से जहां बेरोजगारी बढ़ गई है वहीं जनपद पंचायत बरल के अंतर्गत ग्राम पंचायत बहोरा की मां सती स्व सहायता समूह के तीन सदस्यों शकुंतला निगवे, संगीता, निर्मला ने लॉकडाउन के दौरान जरूरत की सामग्री को अपनी आय का आधार बनाया है और महज एक माह की अल्पावधि में हजारों रुपये का लाभ अर्जित किया है।

कोरोना वायरस के संक्रमण से बचाव के लिए बार-बार साबुन से हाथ धोने की सलाह दी जा रही है। ये महिलाएं साबुन का निर्माण कर रही हैं। साबुन की अच्छी गुणवत्ता को देखकर जनपद पंचायत के सीईओ जगपाल सिंह राठौर द्वारा 1500 नग साबुन खरीदकर मनरेगा योजना के तहत काम करने वाले मजदूरों के लिए कार्य स्थल पर उपलब्ध कराया गया है।

साथ ही स्वच्छ भारत मिशन जिला पंचायत बरल, क्लस्टर संगठन तथा ग्राम संगठन में इनके द्वारा साबुन उपलब्ध कराया जा रहा है। साबुन बेचकर ये सती समूह के सदस्य ने 25 हजार रुपये की आमदनी कर चुके हैं।

इस समूह की महिलाओं द्वारा अब पैमाने पर मास्क भी बनाया जा रहा है, अभी तक आठ हजार नग मास्क बनाकर जिला पंचायत बरल, जनपद पंचायत बरल, ग्रामीणदार बरल, एनजीओ तथा ग्राम स्तर में बेचकर 95 हजार रुपये की आमदनी कर चुकी हैं।

साबुन की पैकेजिंग करते राकुंतला, संगीता और निर्मला। • नईदुनिया


मास्क उपलब्ध कराने भगीरथी प्रयास

दैनिक भास्कर

21-Mar-2020

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सिमडेगा

जेएसएलपीएस समूह की दीदियां बना रहीं सर्जिकल मास्क


Enterprising women from UP take PM's 'vocal for local' call

Ankur.Tewa@timesgroup.com

Lucknow: Prime Minister Narendra Modi might have given the 'vocal for local' call now, but Ahmedabad-based Entrepreneurship Development Institute of India (EDII) has been training thousands of women entrepreneurs in Uttar Pradesh and Madhya Pradesh to make them self-reliant much before Covid-19 pandemic struck the country.

When most of the micro entrepreneurs have suffered a jolt due to the impact of pandemic on economic activities, Rubina Begum of Mirzapur, who runs a general store, is banking on her entrepreneurship training to sail through testing times.

After the imposition of lockdown, her income reduced from Rs 15,000 to Rs 6,000 per month, making it tough for her to make both ends meet. Understanding the need of the hour, she roped in 20 other women and started stitching face masks. The women are making around 3,000-4,000 masks in a month.

"With limited resources, I was looking for a cost-effective way to start a new business. Procurement of raw material and sale of product were big hurdles. I contacted the block team of SVEP (Startup Village Entrepreneurship Programme) in Mirzapur which connected me with SRLM (State Rural Livelihood Mission). This helped me tide over the crisis," Rubina says.

As many as 100 such entrepreneurs in Tappal, Doddhi and Chanve blocks of Uttar Pradesh are supplying to sail through testing times. 4,000 low-cost masks per day to frontline warriors.

These local heroes have been trained under SVEP which is supported by the National Rural Livelihood Mission (NRLM), ministry of rural development. Facilitated by local business counsellors, these women are making the best use of their skills and resources.

In Uttar Pradesh, SVEP is being implemented in partnership with SRLM.

From cloth masks, coveralls gowns for PPE kits to sanitizers and honey-based beverages to boost immunity, micro entrepreneurs at grass roots have donned the hats of frontline warriors in fight against Covid-19 in MP, Jharkhand and Haryana.

These entrepreneurs have so far collectively sold 3.5 lakh masks to Covid-19 warriors like health workers, policemen, media and other volunteers.

Some of these SVEP trained entrepreneurs heard about the shortage of masks and realised the opportunity of employment and earnings in making of these masks. Few of them had received training in tailoring and diverted their energies towards production of masks, said Dr Rajesh Gupta, Project Head, SVEP-EDII.

The masks are being made under hygienic conditions wherein the raw material is supplied by the authorities who also monitor that the work is done as per the norms and standards, the EDII said in a press release.

A STITCH IN TIME: Rubina Begum at her workshop in Mirzapur

Bengal villagers contribute in making masks for Corona warriors

STATESMAN NEWS SERVICE

AHMEDABAD, 4 MAY

Even as the country is reeling under the unprecedented Covid-19 pandemic, some small entrepreneurs are making their contribution to the fight by making masks for the frontline warriors against the disease. In West Bengal itself, 38-odd small entrepreneurs in Dinhata, Manikchak and Pathar Pratima blocks are making 600 masks each day for supply to various users.

These micro enterprises have been trained by Ahmedabad-based Entrepreneurship Development Institute of India (EDII) under the Start-up Village Entrepreneurship Programme (SVEP), a sub-scheme of National Rural Livelihood Mission (NRLM) of the Union Ministry of Rural Development.

The village units in three blocks of West Bengal have already made and sold as many as 49,000 masks till date. These 38 small enterprises in West Bengal are among the 500 such SVEP trained entrepreneurs currently making and selling around 2,500 masks per day in several states, including Uttar Pradesh, Madhya Pradesh, Odisha,

A tailor sews facemasks at a roadside stall during lockdown, in Siliguri on Monday. AFP

HANDMADE IN INDIA

Indian handicrafts are much valued and revered for their unique designs and intricate work. Almost every region of the country is acclaimed for a craft that has a characteristic uniqueness and allure. With skills getting handed over from one generation to the other, the sector is also takes the credit of being a source of livelihood for several hundreds of people in the faraway pockets of India, mainly the rural and the semi-rural locales. However, despite its advantages, the sector shows distinct signs of lack of growth opportunities, inadequate market linkages, influx of cheaper machine made products, limited innovation etc. Against this backdrop, under the support of HSBC Bank, EDII and Ernst & Young (EY) have collaborated to build entrepreneurship skills in about 5000 weavers across the country. This project, Hand Made in India, aims at building and evolving an entrepreneurial ecosystem around Handloom Clusters across the country. The project would be implemented over 3 years. In the first phase, the six selected handloom clusters are Bhuj and Surendranagar in Gujarat, Bargarh in Odisha, Kamrup in Assam, Maheshwar in Madhya Pradesh and Salem in Tamil Nadu.

The Institute has developed and is implementing a restoration model for upgrading weaver skills, incorporating new age marketing techniques, ensuring increased availability of credit, leading to better income and enhanced quality of life in selected handloom clusters. Empowering women would be focused upon as well. The weavers and craftsmen will be handheld to align initiatives with the latest trends so that they can compete in the global market.

Goals of Handmade In India:

- Create intellectual capital by promoting/ understanding/undertaking value chain, market study, stakeholder mapping, contemporary systems and processes of the sector
- Develop capabilities of key stakeholders in design, networking, innovation and credit management
- Handhold key stakeholders by placing them in direct contact with big retailers and by undertaking international promotion
- Establish a cadre of mentors and trainers to benefit the industry and ensure sustainability
- Create common facility centres

SOME DEVELOPMENTS OVER THE LAST MONTHS:

SURENDRANAGAR CLUSTER:

- **Mask distribution with support of the empanelled co-operative society**

  The HMI Surendranagar cluster guided the weavers of Shri Bhawani Zari Resham Juth Handloom Weavers' Co-operative Society (empanelled under HMI Project) to produce around 2200 masks. These masks were distributed to employees of Mamlatdar Kacheri, Govt. Hospital at Surendranagar, weavers of nearby villages and few other government offices in the Surendranagar district.



- **Weavers Awareness cum Enrolment Program**

  In 4 Surendranagar district villages, the HMI Surendranagar Cluster team organized awareness-based enrolment programmes. The local government authority approved the programme and successfully carried it out with an eye on all safety mesures instituted in view of the COVID 19 pandemic. This was achieved with the help of gram panchayat. The programme was conducted in 2 batches of ten participants each.

- **Workshop on Design Development and Dyeing**

  EDII organized workshop on Design Development and Dyeing in Katariya village of Surendranagar cluster. Mr. Nikhil Kumar Patel, Textile Designer (NIFT, Gandhinagar) conducted the 3- day workshop and delved into new designs and dyeing techniques, helped the weavers understand different colour combinations and design development using graphs and other modern concepts of colour theory and basic designs. Mr Patel also assisted them in evolving samples of new



Weavers seen during the workshop on Design Development & Dyeing held at Surendranagar Cluster

designs/products. The workshop saw participation of 20 weavers. Trendy, coloured handloom fabric which is the demand in the market was somehow getting difficult for the weavers to produce. The weavers were taught the use of graphs during the workshop to create designs and then apply various concepts of colour theory to create basic designs. They found the workshop extremely useful.

BHUJ CLUSTER:

Workshop on Design Intervention Training

EDII organized workshop on New Design Training in Zura, Bhujodi and Kotay villages of Bhuj cluster. The workshop trained the weavers to visualize and conceptualise design from Natural surroundings which would assist them in creating thematic product collection. The workshop saw participation of 15 weavers. They found the workshop extremely useful which would help them to apply the knowledge to create innovative designs.

Workshop on Design Development and Dyeing

EDII organized workshop on New Design Development and Dyeing training in Zura and Kandherai villages of Bhuj cluster. The workshop saw participation of 50 weavers. Workshop on new designs and dyeing techniques helped the weavers understand different colour combinations and design development using graphs and other modern concepts of colour theory and basic designs. The workshop was extremely productive.

14th FOURTEENTH BIENNIAL

CONFERENCE ON ENTREPRENEURSHIP

January, 15-17, 2021

CALL FOR PAPERS



The Fourteenth Biennial Conference on Entrepreneurship testifies to the institute's pursuit of excellence and clear contribution to entrepreneurship education, training, research and institution building within India and internationally. As India's preeminent institute of entrepreneurship education and research, Entrepreneurship Development Institute of India (EDII) invites researchers, educators and practitioners in the field of entrepreneurship to participate in and contribute to the Fourteenth Biennial Conference on Entrepreneurship to be held during January 15-17, 2021 (Friday to Sunday) at EDII, Ahmedabad, Gujarat, India.

In keeping with thirteen biennial conferences over the past 26 years, the Fourteenth Biennial Conference on Entrepreneurship continues to be an established forum for researchers, educators and practitioners to share their ideas and research results with other researchers and thinkers in the field, exchange feedback and hone their own research pursuits. Whereas researchers are invited to contribute papers and reports that bear upon and enfold the field of entrepreneurship theory and practice, some indicative themes are:

- Entrepreneurship Theory
- Entrepreneurship Policy
- Entrepreneurship Ecosystem
- Entrepreneurship Education and Capacity Building
- Family Business Entrepreneurship
- Corporate Entrepreneurship
- Social Entrepreneurship
- Regional and International Entrepreneurship
- Entrepreneurship Context
- Science and Technology Entrepreneurship
- Entrepreneurship in the MSME Sector
- Functional Areas of Entrepreneurship
- Entrepreneurial Response to Pandemic (COVID-19)
- Entrepreneurship in Disadvantaged Communities

In addition to this, there will be special invited address (by eminent academicians) and symposiums (on various themes). There will be special opportunity for doctoral students (in the Doctoral colloquium) to discuss about their research with senior academicians as well.

SUBMISSION GUIDELINES AND DEADLINES:

- An Extended Abstract (about 2000 words) should be submitted through conference website (conference.ediindia.org) **by August 30, 2020**
- Decision on Acceptance of Extended Abstract will be made by **September 15, 2020**
- Submission of the full paper by October 25, 2020. [Full paper should not be more than 5000 words, typed double space, APA style of referencing, refer guidelines available on conference website].
- Decisions on Acceptance will be made by **November 15, 2020.**
- Registration by **December 15, 2020**

For details regarding conference registration and other administrative aspects please contact:
GANAPATHI BATTHINI (Conference Coordinator)
Email: conference@ediindia. Cell & WhatsApp Number: 93270 45345

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ENTREPRENEURSHIP SPREADING ITS WINGS ACROSS THE COUNTRY....

EDII is one of India's largest single institutions in the field of Entrepreneurship which has spread it wings into varied sectors of industrial development, including large, medium, small and micro enterprises. Considering the vastness of MSMEs in India and the sector's benefit to the economy, EDII has been particularly contributing to MSME development and sustainability. All in all, EDII's efforts are geared towards bringing about nation's multi-sector prosperity. In this continuing effort to make India self-sufficient, EDII initiated a much needed service to India's south eastern point Union territory. In the blues of the Bay of Bengal, the east of the Indian continent floats the splendid group of Andaman and Nicobar Islands. EDII's goal was to become a catalyst in promoting development of skilled first-generation entrepreneurs and at the same time ensure transformation of small and medium-sized enterprises to growth-oriented enterprises through education, training, research and capacity building. EDII has instituted numerous measures in this direction in the islands of Andaman and Nicobar.

Andaman & Nicobar Islands is extremely popular in terms of tourism owing its natural gift of beautiful landscapes and striking coast. This tourism sector received enhanced support after Tsunami since most of the people get engaged in these activities here, for livelihood. With high tourist footfall, the Islands provide opportunities for handicraft industries. At the same time, the handicraft industry is also becoming one of the major industries for creating jobs without creating an adverse environmental effect. However, a conspicuous hindering factor here, is that the region stands alienated from the mainland and thus lacks direct access and contact. This lack of exposure reflects in the goods from these islands. Lack of expertise, information asymmetry and limited options for improvement have kept the handicraft industry of the islands far from prospering. In the case of disadvantaged groups of the region,



Participants seen during the Awareness Programme under Digital MSME.

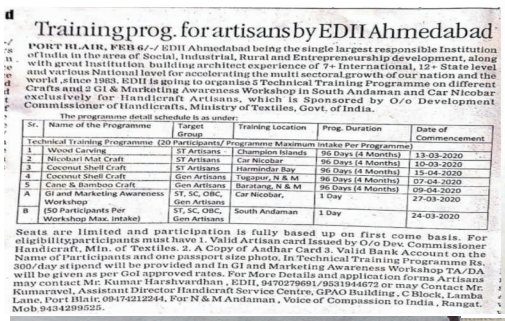
the problem becomes yet more pronounced. Against this backdrop, EDII started Technical Training Programme for Scheduled Tribe artisans under Human Resource Development (HRD) Scheme with the support of Development Commissioner for Handicrafts, Ministry of Textile, Govt. of India.

The HRD scheme has been formulated to provide the crafts industry with qualified and trained personnel. This workforce contributes to a strong production base that produces high-quality products that satisfy today's demands in the market. The scheme also aims at building human capital for the industry by offering necessary feedback across its components in terms of qualified designer structures. In addition, there is a provision of imparting expertise to the artisans so that they effectively run their ventures.

The Technical Training programme for Scheduled Tribe artisans under HRD Scheme aims to impart training in handicrafts and handmade carpets including pattern making, stencil making, mould making etc. This will lead to increase in quality and workmanship, thus expanding the production base by involving more people in this sector. EDII envisioned to conduct a large number of training programmes in hard and soft skills to develop skilled workforce for the sector.

The programme primarily aimed at Scheduled Tribe artisans working in the isolated tribal areas of Nicobar district. The entire Nicobar district is full of abundant natural resources and the regions enjoys a distinct identity in terms of culture, livelihood options and handicrafts. Among the various crafts, Nicobari Hodi & Nicobari Matts are uniquely known with a huge demand amongst handicrafts lovers.

EDII has planned two such 4-month Technical Training Programmes for the development and recognition of these indigenous tribal crafts. These, however, will soon resume, i.e., after the lockdown rules are lifted. For the time being, the programmes have been put on hold. These programmes ; Technical Training Programme for Woodcraft at Champion Islands and Technical Training Programme for Nicobari Mat at Car Nicobar will benefit 20 artisans each.



Training prog. for artisans by EDII Ahmedabad

PORT BLAIR, FEB 6/-/ EDII Ahmedabad being the single largest responsible Institution of India in the area of Social, Industrial, Rural and Entrepreneurship development, along with great Institution building architect experience of 7+ International, 12+ State level and various National level for accelerating the multi sectoral growth of our nation and the world ,since 1983, EDII is going to organise 5 Technical Training Programme on different Crafts and 2 GI & Marketing Awareness Workshop in South Andaman and Car Nicobar exclusively for Handicraft Artisans, which is Sponsored by O/o Development Commissioner of Handicrafts, Ministry of Textiles, Govt. of India.

The programme detail schedule is as under:

Sr.	Name of the Programme	Target Group	Training Location	Prog. Duration	Date of Commencement
Technical Training Programme (20 Participants/ Programme Maximum Intake Per Programme					
1	Wood Carving	ST Artisans	Champion Islands	96 Days (4 Months)	13-03-2020
2	Nicobari Mat Craft	ST Artisans	Car Nicobar	96 Days (4 Months)	10-03-2020
3	Coconut Shell Craft	ST Artisans	Harminder Bay	96 Days (4 Months)	15-04-2020
4	Coconut Shell Craft	Gen Artisans	Tugapur, N & M	96 Days (4 Months)	07-04-2020
5	Cane & Bamboo Craft	Gen Artisans	Baratang, N & M	96 Days (4 Months)	09-04-2020
A	GI and Marketing Awareness Workshop	ST, SC, OBC, Gen Artisans	Car Nicobar,	1 Day	27-03-2020
B	(50 Participants Per Workshop Max. intake)	ST, SC, OBC, Gen Artisans	South Andaman	1 Day	24-03-2020

Seats are limited and participation is fully based up on first come basis. For eligibility,participants must have 1. Valid Artisan card Issued by O/o Dev. Commissioner Handicraft, Min. of Textiles. 2. A Copy of Aadhar Card 3. Valid Bank Account on the Name of Participants and one passport size photo. In Technical Training Programme Rs. 300/day stipend will be provided and In GI and Marketing Awareness Workshop TA/DA will be given as per GoI approved rates. For More Details and application forms Artisans may contact Mr. Kumar Harshvardhan , EDII, 9470279691/8531944672 or may Contact Mr. Kumaravel, Assistant Director Handicraft Service Centre, GPAO Building , C Block, Lamba Lane, Port Blair, 09474212244, For N & M Andaman , Voice of Compassion to India , Rangat. Mob.9434289525.



EDII Ahmedabad to organize training programme for Isles artisans

Port Blair, Feb 3

For the first time in Andaman & Nicobar Islands, the Entrepreneurship Development Institute of India (EDII), Ahmedabad is going to participate as major development partner of the Island by introducing various kind of activities for Islanders with the support of O/o Development Commissioner of Handicrafts, Ministry of Textiles, Govt. of India.

EDII being an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). EDII has helped set up twelve state-level exclusive entrepreneurship development centres and institutes.

(Contd. on last page)



A & N Islands

rism

EDII's Awareness Prog. under Digital MSME conducted

PORT BLAIR, FEB 13/-/ EDII, Ahmedabad, in association with Directorate of Industry, Dte. MSME-DI, & SBI-RSETI, successfully organized a one day awareness programme on Digital MSME on 12th Feb 2020 at SBI Conference Hall, sponsored by O/o DC-MSME, Ministry of MSME, GoI. The awareness cum Workshop programme exclusively for Mobile occasion was conducted with presidential address of Mr Atanu Sinha Dte. Industries and overall coordination of Mr. Chandramouli, MSME-DI, and Mr. Arup Kumar Das, Director, SBI-RSETI. EDII describe the objectives and relevance of programme in this Digital era with efforts [illegible] detail concluding note of the programme. Eminent Prospective Mobile entrepreneur from various field participated and learned [illegible] Mobile Marketing [illegible] including Govt. & e-Commerce for increasing their productivity & efficiency. Mobile Marketing Programme was also [illegible] various departments officials and individuals, DC-MSME, Central GST, A & N Admin., ANIIDCO, SBI Navin. Vote of thanks proposed by Mr. Balakrishnan and overall coordination of Mr. EDII is going to organize further more awareness and two workshops in South Andaman & Nicobar in 2020. With Feb 2020, under Digital MSME & [illegible] Conference Hall of the Directorate of



ttracts large
n Car Nicobar

EDII conducts awareness prog. under Digital MSME

Port Blair, Feb 13

EDII, Ahmedabad in association with Directorate of Industry, Br. MSME-DI, & SBI-RSETI organized a one-day awareness programme under Digital MSME yesterday at SBI Conference Hall. The programme was

(Contd. on last page)

Programme Name	Programme Location	No of Beneficiaries
Awareness Prog. Digital MSME	Abardeen Bazar, South Andaman	60
Awareness Prog. Digital MSME	Prothrapur, South Andaman	60
Workshop under Digital MSME	Middle Point, South Andaman	100
Workshop under Digital MSME	Bathu Basti, South Andaman	100

Digital MSME

EDII Andaman office organised 4 Awareness and Workshops under Digital MSME supported by DC-MSME, Ministry of MSME, GoI. In these programmes almost 320 MSMEs participated and among them 200 plus were registered MSMEs. A large number of prospective entrepreneurship flag holders of the island got benefited in terms of information, current tools, tricks & trend of global MSME society. In addition, the EDII Andaman & Nicobar Island office is actively working towards MSMEs & Entrepreneurial Development through ESDP programmes supported by DC-MSME, Ministry of MSME, in different states for exponential growth of MSMEs & Social sustainability of the respective states.

'CORONA VIRUS ACCELERATES THE PACE OF DIGITAL EDUCATION IN INDIA'

EDII faculty, Dr. Kavita Saxena authored an article titled **'Corona Virus Accelerates the Pace of Digital Education in India'**. The article was **published** in EdTech Review (April 2020). In the paper, Dr. Saxena addresses the increasing growth of online education owing to COVID-19 and the learning derived by students as well as the faculty group, in this 'new normal' situation. The paper also throws light on the do's and don'ts of online teaching along with a word of caution over the security and safety issues related to the use of various e-learning platforms. Highlighting varied reactions to the situation, the paper talks about a significant percentage of students who consider freedom to access content on their mobile devices and laptops more rewarding and convenient than learning in a classroom set up or by using a computer. However, web access and internet speed performance problems are some of the issues which affect the online learning experience, pointed out the author.

The paper opened up various dimensions of online education; bringing forth the advantages and the flexibility of the system as also some of the constraints associated with it.

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CLUSTER DEVELOPMENT...

A Tested Approach to Revamp Traditional Industries

The traditional industries of India impart a distinct identity to the country's industrial and artisanal landscape. They hold potential but their growth does not always match with the opportunities and avenues amidst the changing times. Hand-holding many of these traditional industrial clusters on the fronts of quality, production, marketing, technologies, exports etc. could yield lasting results. On account of its 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, implementing agencies, technical agencies, Cluster Development Agents (CDA) and other resource persons.

As a Technical Agency, the Institute aims at inducing dynamism in clusters of traditional coir industries, across the country.

EDII works as a Technical Agency in 5 cluster projects under SFURTI scheme of Ministry of MSME, Govt. of India in Bhubaneswar to support artisans, weavers and tribal craftsmen. The Institute is intervening in 3 bamboo clusters in Odisha including one at Kalahandi, an aspirational District of NITI Aayog, Government of India. The Programme is aimed at improving traditional livelihood activities in rural, tribal and remote regions of Odisha.


Handloom Cluster in Angul district.

More than 2500 artisans, weavers and craftsmen of Mayurbhanj, Nayagarh, Ganjam, Angul and Kalahandi districts will benefit from the cluster projects. EDII has been handholding Implementing Agencies (IAs) to establish Common facility Centres (CFCs) so that the clusters benefit from



Construction of Common Facility Centre at Berhampur Handlom Cluster

sustained facilities such as; common raw material purchase, technology and market interventions etc.

Bamboo clusters are a major source of livelihood across tribal and forest lands and need to be supported for growth and sustenance as per the objectives of Bamboo Mission.

EDII also works with some renowned and old silk clusters , ie, the Berhampur Handloom Cluster and Bomkai Patta clusters of Odisha. Interventions are underway for revival of these clusters under SFURTI scheme under the banner of Athamalik Handloom Cluster in Angul district.

Digital MSME Awareness Programme: Way to digital business dynamics

EDII ERO organized Digital MSME for Angul Industry Area, including Engineering Cluster, Flyash Cluster and other industrial associations to raise MSMEs' awareness about the benefits of using information and communication technology (ICT) in their enterprises and to convey Development Commissioner (DC)-MSME scheme details, benefits and procedures.

Digital MSME Awareness programme was organised at Cuttack in association with MSME-Development Institute (DI), Cuttack. The programme led to increased awareness of the participants which will be helpful to them in running their ventures.



EDII ERO team interacting with bamboo craftsmen during a cluster visit

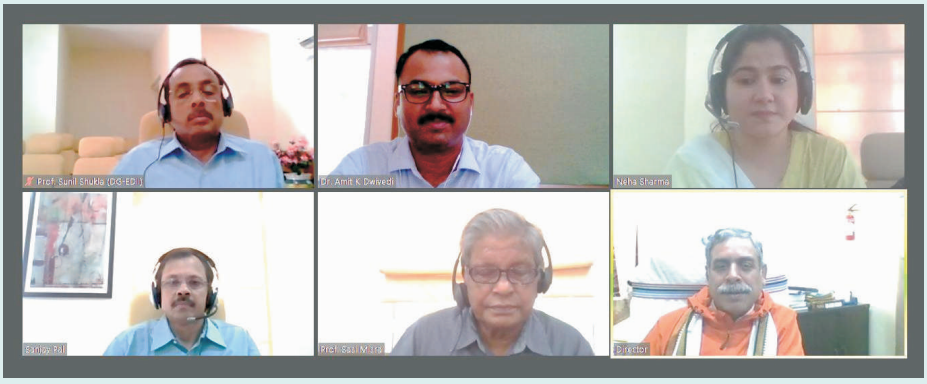


Workshop on Digital MSME held at Cuttack

Mr. Subrata Kumar Biswal, Regional In-Charge, Eastern region while underscoring the impact of this initiative of Ministry of MSME, Govt. of India said, "MSME Digital programmes are making the MSMEs more informed, aware and convinced on adopting digital business dynamics, especially when the customer is going digital and transparency is key parameter of business policy. It is improving ease of doing business for MSMEs."

KNOWLEDGE SHARING

Ms. Neha Sharma, a student of the Fellow Programme in Management(2016-20) cleared the Viva-Voce & Thesis defence on 5th June, 2020. Her FPM Thesis is on 'The Role of Entrepreneur, Enterprise and External Environment in the Growth of the Sustained Enterprises (SMEs).' She completed her FPM Thesis under Dr. Sunil Shukla, Director General of the Institute as her guide



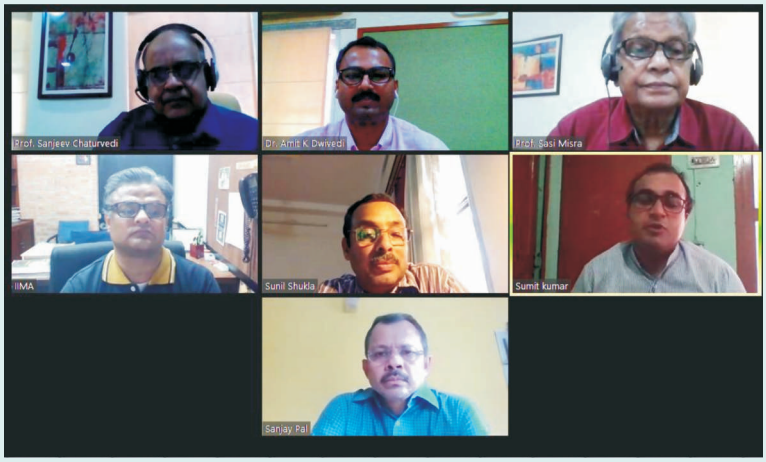
(From Left, First Row) Dr. Sunil Shukla, Director General, EDII and FPM Guide for Ms. Neha's FPM Thesis; Dr. Amit Kumar Dwivedi, Associate Prof., EDII and In-charge FPM; Ms. Neha Sharma (FPM Student); (From Left, Second Row) Prof. Sanjay Pal, Professor, EDII & FPM Executive Committee Member; Prof. Sasi Misra, Professor Emeritus IIM- Ahmedabad & Chair, FPM Executive Committee and Prof. Shailendra Singh, Director IIM-Ranchi and External FPM Thesis Examiner

Mr. Zahoor A. Paray, a student of the Fellow Programme in Management (2016-20) cleared the Viva-Voce & Thesis defence on 19th May, 2020. His FPM Thesis is on "Microenterprise Growth Determinants: A Framework Study and Analysis". He completed his FPM Thesis under Dr. Lalit Sharma, Faculty, EDII as his guide.



(From Left, First Row) Dr. Sunil Shukla, Director General, EDII; Dr. Amit K Dwivedi, Associate Prof., EDII and In-charge FPM; (From Left, Second Row Dr. Vinay Sharma, Professor, IIT Roorkee & External FPM Thesis Examiner; Dr. Lalit Sharma, Faculty, EDII and Thesis Guide for Mr. Zahoor's Thesis and Mr. Zahoor A Paray (FPM Student).

Mr. Sumit Kumar, a student of the Fellow Programme in Management (2016-20) cleared the Viva-Voce & Thesis defence on 7th June, 2020. His FPM Thesis is on "Intellectual Capital, Firm Capabilities and Performance of SMEs in India". He completed his FPM Thesis under Dr. Amit Kumar Dwivedi, Associate Prof. and in- charge Dept. of Policy Advocacy & Research and In-charge FPM as his guide.



(From Left, First Row) Prof. Sanjeev Chaturvedi, Sr. Faculty, EDII and Chairperson PGP; Dr. Amit K. Dwivedi , Associate Prof. and In-charge FPM & Thesis Guide for Mr. Sumit Kumar's Thesis; Prof. Sasi Misra, Professor Emeritus IIM-Ahmedabad & Chair, FPM Executive Committee

Second Row from Left: Prof. Satish Deodhar , Professor IIM Ahmedabad and External FPM Thesis Examiner; Dr. Sunil Shukla, Director General, EDII; Mr. Sumit Kumar, (FPM Student)

Third Row : Prof. Sanjay Pal, Professor EDII & FPM Executive Committee Member

DEVELOPING ENTREPRENEURIAL APTITUDE AMONG CHILDREN AND YOUTH.....

The world today offers limitless opportunities to those who have the willingness to make it big. While there are opportunities galore, there is almost everything that can be learnt and mastered. And one thing that enhances the significance of every skill, knowledge and awareness is ATTITUDE or the right kind of TRAITS. Every achiever exhibits distinct traits and attitude. But the good news is that these winning traits and mindset can be imbibed through learning. Children and youth can be oriented towards such learning. The institute organizes national summer camps for children in the age group of 12-16 years and for youth in the age group of 16-22 year to ensure that they acquire learning on life skills and develop high achievement orientation through a mix of classroom training and simulation exercises. EDII has been providing children and youths a unique learning platform through its summer camps for the last 25 years. About 1597 youths have been trained in the last 28 years and 2457 children have been trained through the summer camps in the last 26 years. This year, keeping in mind the challenging times of the COVID 19 pandemic, the 36th Summer Camp on Entrepreneurial Stimulation for Children and 37th Summer Camp on Entrepreneurial Adventures of Youth were held through the virtual mode.



(L) Dr. Pankaj Bharti, Faculty, EDII and (R) Dr. Baishali Mitra, Faculty, EDII interacting with participants during a session.



The 36th National Virtual Summer Camp for Children took place on 22-26 June, 2020. 18 children attended the virtual camp which included activities like mental gyms, motivation and creativity exercises, puzzles, value education and learning through success stories.

The 37th National Virtual Summer Camp for Youth took place on 15-19 June, 2020. It saw enthusiastic participation of 22 youths from across the country. Entrepreneurial training was imparted to the participants through a mix of simulation exercises viz. classroom sessions, psychometric tests and exercises and formal and informal interactions with achievers.

The summer camps started way back in 1992. This year, even amidst the tough times, EDII was successful in imparting the learning. This year, however, an important element of the camp was dealing with uncertainties and unpredictable situations. Learning also focussed on planning for unforeseen circumstances and understanding life skills.

Dr Pankaj Bharti, Camp Leader and Faculty, EDII said, "The camp was designed in a way that would enable the participants to discover their entrepreneurial competencies and inherent strengths and weaknesses. The camp was insightful in terms of discussion on dealing with risks and crises that are generally not a part of planning. I am positive that this camp will leave the children enlightened and confident towards achieving excellence in life and career, even amidst the most difficult situations."

The virtual event turned out to be a huge success with positive feedback from the participating youths and children.

The 38th National Virtual Summer Camp for Youth would be held during 20- 24 July, 2020.

PG Corner

EDII ALUMNI PUT THEIR BEST FOOT FORWARD TO COMBAT COVID-19

The global COVID-19 crisis has exposed everyone to unprecedented challenges. However, the crisis has given a new strategic perspective to many entrepreneurs to bring in innovation and combat the pandemic. Most of micro, small and medium enterprises have been severely impacted by lockdown across country. However, a few of them are turning this unfavorable situation into opportunities and trying to ensure their livelihood is not impacted; while simultaneously helping the ecosystem fight the global pandemic.

Over the last three and half decades, EDII has made sure that rural entrepreneurs are imparted skill training to establish their own businesses so as make them self-reliant and create local employment opportunities. In the recent crisis, EDII alumni have proved that they possess it all to turn crises into opportunities. Four such ingenious alumni have turned COVID warriors and producing protective gear for front line workers.

The entrepreneurs, who were previously in the business of manufacturing medical or pharmaceutical items, have successfully converted their units to produce essential medical protective gears such as protective face mask, gloves, surgical gown, shoe cover, waste bag collection and so on.

Dr. Sunil Shukla, Director General, EDII said, "The students and alumni of EDII have found the opportunity in this health crisis and turned their business profitable. We are delighted that in such situation, our alumni and students are contributing to society through their products for battling COVID-19 and creating tangible assets and employment."



Production of sanitizers
by Abhishek Pipaliya



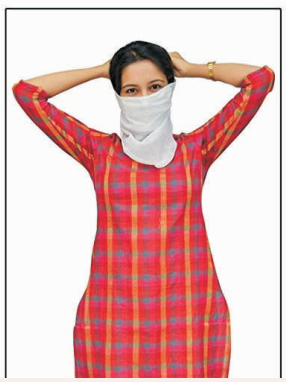
Covid Relief Items By Chirag Enterprise



Abhishek Pipaliya, an alumni of EDII's PGDM-BE course runs his business under the name Bhanu Industries located in Ahmedabad. They have been into chemical business. Looking at the need of the hour, they have started manufacturing Industrial sanitizers, Home Sanitizers and Hand Sanitizers. With a degree in Chemicals, he possesses vast knowledge on the usage of chemicals requirements and put that into use. Their company has been mass producing and providing sanitizers at almost one fourth price of the market value to industries, residential and office spaces. The hand sanitizers use Ayurveda method which has proved effective. Different manufacturing units in Vatva, GIDC areas and residential complexes have approached them. Apart from manufacturing sanitizers, they are also providing 3 ply disposable masks, N95 masks, infrared thermometer, battery and hand operated pumps for dispensing chemical based sanitizers. They employ modern technology and usage of chemicals which are not harsh. They are helping industries and societies at large by making them germ free.

Chirag Enterprise is a Chennai based enterprise set up by **Shravan Raghavan**, alumni of EDII'S PGDM-BE course. He is involved in digital marketing and wanted to create an ecommerce platform since long. His father, an entrepreneur, was working with European clients. There was a sudden downturn in this area on account of the pandemic. Also, his father's clients across Europe reported how distressed they were. All this set Shravan thinking and he decided to set up an e-commerce website on COVID relief items to get online presence and to reach out to masses. The products are sourced from small traders across Tamil Nadu who are manufacturing masks, sanitizers. The IR Thermometer has been procured from Delhi. Shravan has also begun providing COVID relief kits to hospitals and industries in Tamil Nadu since the need is growing at a large number. Also, the online orders are seeing a surge but the catering is limited to Tamil Nadu due to lack of logistic support and access to other states. Shravan has undertaken social media campaigns, resulting in increased sales. Shravan looks forward to strengthening his website even after the pandemic is over, by catering to certain life care, essential items.

PG Corner



Nikita Dattani hails from Malegaon, a small town in Nashik, Maharashtra. Growing up, she learned about her family business, which multiplied over the years, and also drove her to pursue a Bachelor's degree in Finance. During her second year at EDII she was inspired by a guest lecture from ATIRA on Nano-Fibers. She was intrigued about the technology and developed 'Mysstre'. It was a difficult task as she was not from science or engineering background and that's where the entrepreneurship institute helped in terms of mentoring and with SSIP prototype funding of Rs. 40,000. EDII extended support in prototype development and also facilitated market promotion. MyssTre manufactures and sells nanofiber-based virus protective sustainable face mask and scarf. The company has sold over 75,000 masks and scarves till now. Currently, the startup is anticipating an annual revenue of over Rs 80 lakh. In the first year, with the help of funding, the startup was able to break even.

Hetika Shah comes from a small town called Halol in Panchmahals, Gujarat. Growing up she has learned and seen her family business over the years. The art of Industrial Machinery Business is what drove her to pursue Mechanical Engineering for Bachelors Degree. She was also working on industrial safety equipment under the firm known as Sanctuary Innovative Safety Equipment Ltd. The firm currently manufactures and sells nanofibre-based virus protective sustainable "4S SHIELD". Hetika spotted a need amidst the present 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.



These inspiring entrepreneurs show us that there is always a glimmer of hope even in the midst of the darkest times and a progressive entrepreneur never forgets to see this and the opportunities that rise amidst this.

PG Corner

PG STUDENTS FROM 2018-20 BATCH AWARDED DIPLOMAS.....

EDII awarded the determination and hard work of 63 students who had joined the 2- year Post Graduate Programmes (2018-20 batch). The students were conferred with their diplomas virtually due to the pandemic situation.

57 students received their diploma in Post Graduate Diploma Programme- Business Entrepreneurship (PGDM-BE); 6 students received their diploma in Post Graduate Diploma Programme- Development Studies (PGDM-DS) and 4 students were conferred diploma in Fellow Programme in Management (FPM).

On the occasion, Dr. Sunil Shukla, Director General, EDII virtually interacted with the students and asked them to remain motivated and use their knowledge to surge ahead. He reiterated to them the basic premise on which the entire discipline of entrepreneurship rests and that is --- a unique never-say-die spirit. He asked the students to think , plan and never give up.

A formal felicitation ceremony would be held at a later date when things normalize.

Awarding students for their Meritorious Performance

- Dahyabhai Chhotalal Charity Foundation (Remik) sponsored Gold Medal for Scholastic Performance in New Enterprise Creation – **Anshul**
- Dahyabhai Chhotalal Charity Foundation (Remik) sponsored Silver Medal for Scholastic Performance in New Enterprise Creation – **Vaishali Patel**
- EDII sponsored Gold Medal for Scholastic Performance in Development Studies – **Shivani A.**

Awarding Alumni for their impactful performance.....

Entrepreneurship is vital for the economic growth of the country in terms of providing employment both in organized / unorganized sectors of the economy. It is heartening to mention that the alumni of EDII's PG programmes are giving wings to this dream and are excelling in their domain. EDII feels privileged to honour and felicitate the high-flying achievers.

- EDII President's Alumnus Award, 2020 - Ms. Priti Bhatia (PGDBEM, 2004-2005) and Mr. Govind Bajaj (PGDBEM, 2002-2003)
- Special Jury Award for Emerging Entrepreneur, 2020 - Mr. Jay Merja (PGDM-BE, 2013-2015)

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