



Government of Meghalaya
Meghalaya Institute of Entrepreneurship (MIE)
Shillong



Report
on
Entrepreneurs' Exposure Visit to EDI, Ahmedabad during 21st
August – 9th September, 2014

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The Entrepreneurship Development Institute of India (EDI), Ahmedabad in collaboration with State Institute of Rural Development (SIRD), Govt. of Meghalaya, Nongsder and Meghalaya Institute of Entrepreneurship (MIE), Govt. of Meghalaya, Shillong organized an eleven – days Entrepreneurs' Exposure Visit to EDI, Ahmedabad from 21st August, 2014 – 9th September, 2014. The total number of participants was 24; 7 Officials from MIE and Enterprise Facilitation Centres (EFCs) and 17 entrepreneurs from different EFCs of East Khasi Hills, West Khasi Hills, South-west Khasi Hills, East Jaintia Hills, West Jaintia Hills and Ri-Bhoi Districts of Meghalaya.

Gujarat is one of the most advance and progressive state in the country in terms of economic development and business. So the main purpose of this exposure visit to Gujarat is to get exposed to the existing entrepreneurs of the state, to learn from them and hence try to implement whichever enterprise/activity seems viable in our own state.

The 11 – days study – cum – exposure visit comprises of two – days theory class and nine – days field visit to many Small and Medium Enterprises (SMEs) of Ahmedabad, Gujarat. The details of the tour are as follows:

25th Aug, 2014, Monday:

Session I

Programme Briefing: Introduction, Objective and Expectations by Shri. S.B. Sareen and Shri. Prakash Solanki



The programme started with a welcome speech from Shri. S.B Sareen.

Brief information on the Entrepreneurship Development Institute of India (EDII):-

EDII is a National recourse Organisation in the field of education with the main objective to promote and strengthen entrepreneurs in India and abroad. EDII arranges programmes, academic workshops etc all based on entrepreneurs and the main target group are those –

- (i) wanting to start their business through trainings
- (ii) Existing entrepreneurs so that they can do their business in a better way.

This Institution also organises programmes for-

- i) Government officials because they need to know the concept of entrepreneurs or sensitised them so that they can help the partners,
- (ii) Trained teachers from educational Institutions so that they can teach students better about entrepreneurship
- (iii) Arrange training programmes on entrepreneurship for Developing Countries.

Session II

A lecture on Public relations & Communication Skills in Micro Enterprise by Smt. Surbhi Pillai

- The session started with a documentary film on Smile by Hugh Newman with a moral lesson “everyone wants to be appreciated and we should always appreciate others for the good things in them but not to flatter”.
- Four types of listening-
 - (i) Ignoring Listening
 - (ii) Selective Listening
 - (iii) Sympathetic Listening and
 - (iv) Active Listening.

To be a good entrepreneur active listening is very important.
- Feedback should always be positive and constructive. Negative feedback is often destructive.
- The session ended with a small role play from different groups of the participants.

26th Aug, 2014, Tuesday

Field Visit:

1. Weaving Unit (mats for car and sofa use):

Utkarsh Weavers Co-op Society:

- The mats are made by using handloom and are solely meant for car and sofa use only; no power loom as of now and the yarn used is acrylic.
- Production: 6 sq ft per loom per day per worker.
- Raw materials: Purchases from open market at Rs. 150/kg
- 110 gm of the synthetic yarn is used per sq ft.
- Marketing: Sell it on wholesale rate at Rs. 25 per sq ft



2. Spices Manufacturing Unit
M/S Kirty Food Products
Brand name: Diamond Masala



Interaction with Mr A.B Satani, Managing Director:

The manufacturing unit started in 1986 with a capital of only Rs 50, raw material of 1 Kg garam masala and at Rs 16/10 gms as sample. The sample was distributed by the Managing Director himself by cycling up to 20 Kms everyday and the production was increased by 1 Kg of spice the following day and it kept on multiplying. At present this unit has 8 main stores with the production of 35,000-45,000 Kg/day with the profit of Rs. 10 lakhs/month. This unit can sell up to 30,000 Kgs/day. This unit manufactures red chilli powder, turmeric, tea masala, garam masala and other spices.

Some important steps for starting a business-

- (i) Survey the market, see how many stores/shops are willing to take the products and then give the sample to them.
- (ii) Vision
- (iii) Quality control
- (iv) Good packaging
- (v) Goal setting and strong determination.

He further mentioned on the four important pillars for successful entrepreneurs-

- (i) Honesty
- (ii) Quality
- (iii) Ethics
- (iv) Purity

27th Aug, 2014, Wednesday

1. Vermicomposting Unit

Krishi Vigyan Kendra, Gandhinagar

- This KVK was set up in 1977 with a special emphasis on training and education of farmers, entrepreneurs, farm women, rural youth, financial institutions extension functionaries as well as voluntary organizations.
- The centre plays a Front Line Extension role and work mainly on:
 - i) on- farm testing,
 - ii) Front line demonstration,
 - iii) Training of farmers, youth, females
 - iv) Resources Knowledge Centre.
- The vermicomposting in this centre is done on bed system using cow dung and soil.
- The earthworm species used are: *Eisenia foetida*, and *Lumbricus lumbricoides*.
- Compost gets ready in 45-50 days.

Prevention in preparation of Vermicompost:

- The floor of the unit should be compact to prevent earthworms' migration to the outside of bed.
- 15-20 days old cow dung should be used to avoid excess heat.
- The organic wastes should be free from plastics, chemical, pesticides and metals etc.

- Aeration should be maintained for proper growth and multiplication of earthworms.
- Optimum moisture level (30-40 %) should be maintained and 18 - 25°C temperature should be maintained for proper decomposition.

There are many advantages of vermicompost:

- It provides efficient conversion of organic wastes/crop/animal residues to useful product.
- It is a stable and enriched soil conditioner.
- It helps in reducing population of pathogenic microbes.
- It helps in reducing the toxicity of heavy metals.
- It is economically viable and environmentally safe nutrient supplement for organic food production.
- It is an easily adoptable low cost technology.

2. Garment Manufacturing Unit

M/s Raj Apparels



- The industry was started in 2007 and it manufactures only gents' shirts.
- There are 8 tailors working in different areas like cutting, stitching of different parts and binding. Each person works for one specific activity and not one person knows to make one whole shirt.
- On an average each person can make 15 nos. of shirts per day
- The cloth was cut using the cutting machine and can do the work for 100 clothes at a time.
- The rate of the cutting machine is about Rs 3000/- and the sewing machine costs Rs 15,000/-

28th Aug, 2014, Thursday:

1. AMUL, Anand



'Amul Dairy' registered as Kaira District Cooperative Milk Producers' Union Limited, Anand, was established in 1946 by farmers inspired by Shri Sardar Vallabhbhai Patel to protest the unfair trade practices of milk traders and middlemen. The Co-operative was registered by Joint Registrar of Cooperative Societies, Bombay Province, on the 14th December, 1946. The union made a humble beginning with a collection of 250 litres of milk from handful of farmers. Impressed by the success, more villages and farmers joined the movement. Foundation for the First Dairy Plant was laid by the then President of India, Dr. Rajendra Prasad on 14th November, 1954 and it was inaugurated on the 31st October, 1955 by the then Prime Minister of India, Pt Jawaharlal Nehru. The brand name 'AMUL' was created in 1955 and it stands for Anand Milk Producers Union Limited. In 1964, the then Prime Minister Shri Lal Bahadur Shastri expressed his desire to replicate Amul model throughout the country for the benefit of the farmers which led to a programme known as Operation Flood led by Dr. Verghese Kurien who was the first CEO of Amul. Operation Flood Programme is one of the largest successful programme ever implemented in the world which led to White Revolution and India's emergence as the largest milk producing nation in the world.

At present Daily average milk collection is 13.18 million litres comprising 17025 Village Societies and 3.23 million Producer Members. The sales turnover as in 2013-14 is Rs 18, 143 Crores.

The success of Amul model is mainly due to good remuneration paid to the farmers and providing high quality milk and milk products to the consumer at affordable price; what would have

been middlemen's profit in the earlier system got absorbed into developmental projects for primary producers or lower cost for the consumers.

2. College of food Processing Technology & Bio Energy Anand Agriculture University

Interaction with Dr. Suthar, HoD Food Processing

- The department offers Degree, Master, and PhD courses.
- Food processing starts from the field till it becomes suitable to eat.
- The Institute gives training on processing of various food and vegetables like tomato, pineapple, mango etc for making juice, jams, pickles, ketchup etc, and also canning of food.
- Visited Tomato processing unit and cereals processing unit.
- Also visited the Bio-fuel extraction unit where bio diesel was extracted from a plant -*Jatropha curcas*.

3. Govt. Fisheries Ponds:

- There were about 12 ponds and the fish species reared are Cattla, Rohu, Mrigal.
- About 5 kgs of breeders fish are kept.
- In April – May male and female fishes are identified. After the breeding season the females are kept separately for laying eggs and the fingerlings are also kept separately.
- Feed for the fishes are mainly groundnut oil cakes and rice brand.

29th September, 2014 Friday:

1. M/s. Seven Star Poultry Farm

**Post: Pirana
Ahmedabad**

Interaction with Mr. Azazbhai

- Rears about 11,000 poultry (layer) which are kept in three different sheds according to their months and in a cage like box with 5 birds in a box with the average size of 20" x 24".
- These birds are kept for 75 weeks where each bird would lay 290 numbers of eggs and are sold every day. When the bird stop laying eggs, they are then sold for meat.
- The feeds ranges from rice brand, grounded maize, soybean, calciferous pebbles etc.

2. Patel Nursery

**(Madhuvan Nursery)
Post Limbadia, Gandhinagar.**



- It is a private enterprise with about 1 acre of land and maintains around 1500 plants species.
- The collection ranges from herbs to trees and mostly ornamental plants and few medicinal plants like Neem and lemon grass and some fruit trees like citrus.
- The juvenile plants were bought from different areas and nurtured and maintained in this nursery.
- The plants are then sold out based on their types, age, from Rs 50/- to Rs 15000/-.

30th August, 2014 Saturday: Sightseeing to Gandhi Ashram, Akshardham etc.

31st August , 2014 Sunday: Rest Day.

1st September 2014, Monday:

Session I: Financial of Micro Enterprise: Cash Flow and Account & Book Keeping:

- The aim of this topic is to impart knowledge about Account & Book Keeping, its applications and its use in the modern management.
- Topics like double entry, single entry account, rules of Debit and Credit, financial statements, advantages of book keeping were taught.
- Books like cashbook, bank book, Sales Book, Purchase Book, Journal Book, Stock Register, Ledger are to be maintained in business.

Session II: Business Plan Preparation for Micro & Small Enterprise.

- Business plan is very important for running business. A business plan is a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.
- Preparing a business plan draws on a wide range of knowledge from many different business disciplines: finance, human resource management, intellectual property management, supply chain management, operations management, and marketing, among others. It can be helpful to view the business plan as a collection of sub-plans, one for each of the main business disciplines.
- A sample business plan was given to everyone.

2nd September 2014, Tuesday :

Session I-IV

Motivational Exercise: Assessing Entrepreneurial Competencies

By Dr. B.B Siddique

- Entrepreneur: Entrepreneur is a person who produce and sell, and who starts his/her own business and possessed certain characteristics like high achievement motivation, moderate risk taking, tolerance of ambiguity, internal locus of control, take initiative and goal setting.
- An entrepreneur should have strong motivational needs like - achievement motivation, create needs in the people, planning and competition with others,
- Achievement motivation can be developed by –
 - (i) Having desires to compete with others
 - (ii) Compete with self
 - (iii) Desire to accomplished a unique accomplishment
 - (iv) Long term planning.
- He further emphasised that achievement motivation have to be developed; it is not in born and if we can develop it we can be an entrepreneur.
- In the next session we had a Risk Taking Behaviour Game. From this game we have learnt that as entrepreneurs we should observe other entrepreneurs, learnt from them and then try to compete with them step by step by trying all the possibilities, by taking initiative as those who take initiative can become an established entrepreneur.
- He then explain on the Risk Taking- that when a result is not known it is risk taking and as entrepreneurs we should always take a calculated moderated risk, where we need to know our own capabilities. We need to take a calculated moderated risk so that the level of satisfaction will be high and we can repeat it again.

Risk Taking Table

Level	Risk Taking in %	Hope of success in %	Satisfaction in %
Low	10	90	10
Moderate	50	50	50
High	90	10	10

- He concluded that as entrepreneurs we should know our capabilities and level of satisfaction, so that we can repeat the activity again and become successful.

3rd September, 2014, Wednesday

1. Candle making Industry:

Eagle Brand

M/S R.A. Macheswala

Narol 'A', Ahmedabad

Interaction with Mr. Soeb:

- The industry was started in 1945. There are 20 workers working 12 hours per day.
- The industry runs on 100 candle making machines of different capacities ranging from 120 to 320 candles per operation according to the sizes of candles.
- The candles comes in different shapes, size and colour from solid to gelly type.
- The rate per machines is about Rs 60,000/- and bought from Jamma Masjid, New Delhi.
- The raw material that is paraffin wax is brought from India oil ltd Digboi, Assam.
- About 1, 000 kg of wax is consumed every day and nothing goes to waste.
- The candles so produced are being marketed in Gujarat, Rajasthan, Madhya Pradesh and Delhi and the price of the candle depends on the weight, colour and design.

2. Transport service unit

Shri K. Rajan

General Manager M/s MRP Road lines ltd ,

Narol, Ahmedabad

- The service unit transports goods from the manufacturers in that area and Ahmedabad to different states like Karnataka, Tamil Nadu and Rajasthan.
- The goods range from garments to metallic goods.
- The unit has more than 50 numbers of trucks.
- The transport charge is on kg basis and different rate is imposed for different goods.

3. Horticulture Unit and farm:

Mr. Narsinhbhai,

Post Chandrala,

District Gandhinagar

- We visited three poly-houses own by the same owner.
- The area of one poly-house is 4,000 sq m with an investment of Rs 45 lakhs/house and it grows coloured capsicum and cucumber.
- The drip irrigation system with automatisation is followed for all the poly-houses. The investment for automatisation is Rs.7.5 lakhs.

- The production of coloured capsicum is 40-45 tonnes per harvest annually per polyhouse and cucumber is 45-50 tonnes per harvest for three harvests in a year.
- The current ruling market is Rs 25/- per kg for capsicum and Rs 12/- per kg for cucumber.

4th September,2014, Thursday.

1. Mrs . Maltiben Chaudhary

Dairy and Cattle Farm

Gandhinagar.

- Mrs. Maltiben Chaudhary is one of the potential farmers in Gandhinagar.
- In 1971, she started the Dairy Farm in a small plot of land and with only Rs 160/- and bought two buffaloes at Rs 80/- each. At present, she has 20 buffaloes and produces 100 litres of milk/day.
- In 1972, she got the award of Rs 25/- for healthy baby buffalo in the locality. This has inspired her and with her hard work, experience, innovation, strong determination, she decided to work alone without the Government support. She had taken the step to move forward to upgrade Women Empowerment and hence she started the Milk Co-operation only for women.
- There are 100 households in the village which joined the Co-operative where they collect 8000 litres of milk every day and deliver it to AMUL.
- At present the Co-operation is engaging in other activities like agriculture, selling of cattle feeds etc, and engages both skilled and unskilled labourers and tries to concentrate on the quality of milk.
- Mrs Chaudhary has received many awards like Innovative Farmer Award, 2011 from Navsari Agricultural University, Jagjivan Ram Kisan Puruskar, 2006 from ICAR, Farmer of the Year Award, 2001 from ASPEE Group of Companies & Associates, Mumbai and many others.
- She suggested us that we should take our own initiatives to start any kind of work, and if we have strong will power, strength, management, hard work and with Gods' help there is nothing impossible.

2. Blind people Association:

Vastrapur, Ahmedabad

- The association was started by Dr Jagdish Patel in 1975. Initially it was started as a basic activity of education, then a technical school for the blind for a course of 1 year and at present a Professional Organisation trains the disable persons with the purpose of serving others.
- It is managed by the Director, an IIM Graduate along with 200 staffs – normal and physically challenged persons.
- The Unit has 16 campuses in Gujarat and in Meghalaya it works together with Bethany Society , Shillong
- Later on other types of physically challenged persons were engaged for training.

- After the training they become independent entrepreneurs and their products are placed in the open market.
- Since 1975, around 8,000 Physically Challenged persons were trained in this unit.
- There is also a course of three and half years on different subjects like basic sciences, computer, physiotherapy, anatomy, pathology, etc.
- In the unit different types of activities are carried on by the physically challenged persons like physiotherapy, furniture, welding, printing, manufacturing of tricycle, wheelchair etc. In each category of work, one normal person supervises the work.
- In the physiotherapy centre, 60 – 70 patients per day are being treated without charge except for the donation if they want to put in the box.
- The unit now is self sufficient with an income of Rs 12 crores per year.
- The organisation has received numbers of National Awards like National Award from Ministry of Welfare, FICCI Award, Padma Shri Award to the General Secretary, State Award for Best Service.

CONCLUSION:

The North-Eastern region of India, including our own Meghalaya has abundant diverse natural resources. It is recognised that if these resources are leveraged efficiently, the region has the potential for high economic growth. However, the region remains one of the most economically backward areas of India. The political situation, combined with insurgency and ethnic conflicts have delayed the much needed socio-economic and infrastructural development.

From the study – cum – exposure visit, it is clearly seen that the people of Gujarat undertake a host of innovative measures to generate livelihood opportunities for reducing poverty and ensuring food security in the region, while channelizing effective community participation in the entire process. All of these sum up to the steady economy growth of Gujarat.

The State's flagship programme "Integrated Basin Development and Livelihood Promotion Programme (IBDLP)" is being implemented in the State with the aim to tap all the available natural resources throughout the State to help create sustainable livelihood through its Missions and in turn uplift the economy of the state. If the people of the state extend their cooperation with the government for the smooth implementation of various schemes in the Districts, understand the need to be serious in sustainable development and take up livelihood activity in any of the sectors (be it Aquaculture Mission, Water Mission, Livestock Mission, Tourism, Apiculture Mission, Non-Farm, Energy), the fact that the state not being a self-sufficient state will become history soon.