

Press Release

Shri Narayan Rane delivers an interactive session on ‘Role of MSMEs in Enhancing Growth and Competitiveness’ and Interacts with key Industry Association Officials

Other highlights of the event:

- Release of **Global Entrepreneurship Monitor India Report 2020-21**- the largest annual study of entrepreneurial dynamics in the world

- Release of the **Coffee Table Book – Loom to Mall** tracing the journey of weavers covered under HSBC’s CSR project **Hand Made in India** being implemented by EDII in 6 handloom clusters spread across Gujarat, Orissa, Assam, Madhya Pradesh and Tamil Nadu.

Ahmedabad, Dec 04: Union MSME Minister **Shri Narayan Rane** on Saturday visited Entrepreneurship Development Institute of India, Ahmedabad to deliver an address on **‘Role of MSMEs in Enhancing Growth and Competitiveness’**. The Minister emphasized on the significance of nurturing a strong industrial environment for revivification of the economy. He said, “A flourishing industrial environment brings stability in society by providing innovative solutions. It also inspires the younger generation to think creatively and dares them to take the plunge. Hence the emphasis on MSME growth and sustenance is a must. Today several progressive Govt. schemes envision an inventive new generation of entrepreneurs who can set up their small enterprises and start-ups, nurture innovations and bolster the economy of the country.”

Talking about the support to start ups and entrepreneurship in the present times, Shri Rane added, “Both existing and new MSME entrepreneurs stand at an advantageous position. Existence of several incubation centres, easier patent filing, ease of setting up business, and a myriad of progressive schemes relating to legal formalities, credit, marketing, markets, technology, intellectual property, human resource etc. have made it a lot easier. MSMEs need to consider how ideas and execution need to go hand in hand. A bright idea has to be followed by good execution. Honourable minister also highlighted stories of great entrepreneurs like Shri Dhirubhai Ambani to motivate students to reach great entrepreneurial heights”

Mr Rane also released the **Global Entrepreneurship Monitor India Report 2020-21**. The Global Entrepreneurship Monitor (GEM) Survey is the largest annual study of entrepreneurial dynamics in the world. The GEM India study is conducted using a well-established GEM research methodology that is consistent across all participating countries and generates a variety of relevant primary information on different aspects of entrepreneurship

Till now, EDII has brought out 8 GEM Report. The GEM India Report is an outcome of collective efforts of GEM India consortium that strives to capture and understand the current state of affairs in Indian entrepreneurship. EDII is the lead Institute of the present GEM India Team. The GEM Report 2020-2021, throws light on entrepreneurial trends and practices amidst changing business and impact of COVID-19 on entrepreneurial activities in the country.

On this occasion, a handbook was also released on **‘Loom to Mall’**. EDII is implementing the project – **Hand Made In India** in association with HSBC. It is a rewarding project wherein the weavers’ capacity building is undertaken and strengthened to enhance their income and nudge them towards entrepreneurship through multiple interventions in 6 clusters across the states of Orissa, Gujarat,

Tamil Nadu, Madhya Pradesh and Assam. The Handbook captures the project interventions and the growth of weavers.

The Minister also inaugurated the MSME supported newly constructed facilities on EDII Campus and presented the **Gujarat Start up Awards 2021** to start ups in the category of ‘**Emerging**’, ‘**Growing**’ and ‘**Special Jury Award**’. (EDII is devoted to promoting entrepreneurship and start up through a host of interventions. EDII hosted Centre for Advancing and Launching Enterprises (CrAdLE), a Technology Business Incubator, has incubated 72 startups since its inception in 2016).

The Awardees selected by the jury from 120 nominations received from across Gujarat:

Best Emerging Startup Category

- **Ravindra Patel** of OmniBRx Biotechnologies Pvt Ltd (a bioprocess engineering company)
- **Deep Lodhari** of All the Dips Pvt Ltd (an agri and food processing company)

Best Growing Startup Category

- **Akshish Sheth** of Mouldies Infotech LLP
- **Yash Shah** of Pivoting Softwares Pvt Ltd

Special Jury Award for Excellency as Woman Entrepreneur

- **Namrata Diwaker** of Rayush Natural Fibers Pvt. Ltd

EDII Director General, Dr Sunil Shukla said, “Entrepreneurship being a rewarding development strategy, more and more enthusiasts are getting allured to the charms of being an entrepreneur; they are equipping themselves with knowledge and skills, and subsequently stepping forth with innovative enterprise ideas. Even established MSME entrepreneurs are seeing opportunities to scale up. The Post COVID world has been particularly tough and it all the more necessitates the significance of knowledge and skills to manoeuvre forth.

The Atmanirbhar Bharat Abhiyan, especially focuses on MSMEs, thus assigning certain strategic advantages to them. In consonance with it, EDII has been working diligently to make India into one of the most fascinating MSME destinations.”

Dr. Milind Kamble opined, “Micro, Small and Medium Enterprises (*MSME*) sector is the most vibrant and dynamic sector promising high growth potential for the *Indian* economy. The sector holds immense promise in fostering creativity and innovation in products and processes. Many MSME clusters proactive about adopting new technologies. The MSME units, more often than not, need help in upgrading themselves technologically, and it is very important to ensure that they get help in this area.”