



Linking CED with
Gujarat
Universities: A
Strategic
Partnership for
Entrepreneurship
Development

Linking CED with Gujarat Universities: A Strategic Partnership for Entrepreneurship Development

- **Pragya Sabha's Initiative:** Bridging the gap between academia and industry.
- **Objective:** Integrate practical, skill-based training with theoretical knowledge, leveraging Gujarat's unique business opportunities.
- **CED's Role:** Essential in entrepreneurship and skill development among students via various training programs in universities, supported by success stories of Gujarat business persons.
- **Example:** Gujarat has many underutilized sectors and value-added agricultural products that can be exported successfully with the right training and industry linkage.

Understanding CED's Scope and Objectives

જે આપણે પહેલાં ની presentation માં ઊંડાણ થી જોયેલું

- CED's Role and Impact
- **Founding & Milestones:**
 - Established in 1979 by the Government of Gujarat.
 - Pioneer in Entrepreneurship Development (ED) and skill-building initiatives.
- **Flagship Programs:**
 - Entrepreneurship Development Program (EDP), Second Generation Program (SGP).
 - Skill Development Schemes under Gujarat's Industrial Policies.
- **Focus Areas:**
 - **Urban & Rural Reach** (including tribal areas).
 - **Entrepreneurship Awareness** (EAP/EAW), Faculty Development, HRD programs.
- **Example:** CED's EDP has successfully trained over **10,000 entrepreneurs.**

Identifying Gaps and Opportunities

- **Where to Start?**
- **Curriculum Gaps:** Most university programs lack strong **industry linkage**, especially in export-oriented sectors.
- **Practical Training Need:** Need factory visits, hands-on workshops, and real-world exposure.
- **Export Opportunities:** Gujarat's robust industrial and agricultural base, including globally recognized strengths in textiles, ceramic, diamonds, plastics, and a diverse range of **agro-based products** such as **groundnuts, mangoes, millets, castor**, and **Isabgol**, remains significantly underexplored by students. Despite the **state's leadership** in producing and exporting these goods, there is immense untapped potential in **value-added products** like **groundnut butter, mango-based snacks, millet-based health foods, castor oil derivatives, and Isabgol-based dietary supplements**. These products have growing demand in high-value markets like the **USA and UK**, offering lucrative opportunities for innovation, entrepreneurship, and export-led growth. By focusing on these sectors, students can play a pivotal role in transforming Gujarat's agricultural and industrial output into a global powerhouse of value-added exports.
- **Example: IIEM** (Import & Export Management), documentation needed, diff. Gov policies etc. curriculum could be integrated for practical global trade insights.

વધુ વાંચન માટે સંદર્ભો: મગફળી માટે: <https://biology-journal.org/journal/volume39/issue81/ijapb39-3-68.html>

Millets - <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1947214>

બીજા Agri crops માટે : <https://www.cabidigitallibrary.org/doi/full/10.5555/20203011261>

Proposed Partnership Model

- Strategic Collaboration Between CED & Gujarat Universities

1. Joint Curriculum Development

1. Specialized courses focusing on **Gujarat's key industries** and business opportunities.
2. Emphasis on **export management** and **global markets** (Inco Terms, **payment terms**, risk management).

2. Integration of CED Expertise

1. Guest lectures, workshops, mentorship by CED professionals.
2. Collaboration on research and **innovation projects** geared toward business opportunities.

3. Industry-Driven Training

1. **Internships, industry visits, project-based learning** with MSMEs.
2. Focus on **value addition** and branding for **rural and agri-based entrepreneurs**.

4. **Example**: A CED–Saurashtra University partnership could serve as a **model** for other institutions.

Curriculum Development: Entrepreneurship Focused on Gujarat's Business Opportunities

- **Tailored Syllabus for the Gujarat's Entrepreneurial Ecosystem**
- **Local Industries & Export Focus:**
 - Textiles (e.g., Patola), diamond processing, plastics, agro-based industries.
 - Specific modules on **global market entry**, export documentation, and logistics.
- **Value Addition & Branding**
 - Strategies for rural entrepreneurs to enhance agro-based products.
 - Hands-on training in **product design, packaging, and marketing**.
- **Case Studies & Success Stories** (જે CED સ્વતંત્ર રીતે already કાર્ય કરી રહેલ છે)
 - Example: **Patola Marketing Initiative** in Somasar village.
 - IIEM focus on buyer engagement, shipping, documentation.

Industry-Integrated Training Programs

- Practical Skills Through Real-World Exposure
- **Factory & Site Visits**
 - **Students visit to nearby industries** like engineering parts production, textile mills, agro-processing facilities.
 - **Real-time learning** of processes, supply chain management, and quality control.
- **Mentorship & Networking**
 - Mentors from CED, industry **experts in that domain**.
 - Collaborative projects with local **MSMEs to solve real business problems**.
- **Workshops & Seminars**
 - Focus on **marketing strategies, financial management, export procedures**.
 - **Encouraging innovative thinking** and **problem-solving skills**.
- **Example:** Integrate IIEM's modules on transportation, logistics, and buyer engagement to enrich university training.

Faculty Development and Training

- Empowering Educators for Effective Entrepreneurship Education
- **Training the Trainers**
 - Special sessions by CED experts to ensure **faculty** understand **current entrepreneurship fundamentals**.
 - Workshops covering **recent industry trends**, global business practices, compliance.
- **Continuous Professional Development**
 - Periodic refresher courses in **import/export management** (IIEM methods).
 - Incentives for **faculty to attend business expos and trade fairs**.
- **Outcomes**
 - Faculty equipped to guide students on **business plan preparation**, branding, **export documentation**, and **market research**.
 - Sustainable in-house expertise at universities.

Implementation Plan: Phased Approach

- Rolling Out the Partnership

1.Phase 1: Pilot Programs

1. Launch **short-term training modules** and measure initial outcomes.

2.Phase 2: Expansion

1. Extend programs to all universities in **urban and rural Gujarat**.
2. **Integrate formal entrepreneurship courses into the main curriculum.**

3.Phase 3: Scaling & **Industry Partnerships**

1. Partner with more MSMEs, trade bodies, and **export councils**.
2. Introduce advanced modules on global business strategies.

4.Monitoring & Evaluation

1. Collect **feedback from students, faculty, industry partners**.
2. Adapt curricula based on emerging market trends and trade regulations.

Marketing and Outreach

- Creating Awareness & Engagement
- **Entrepreneurship Awareness Campaigns**
 - Target final-year students across disciplines (ITI, Polytechnic, Engineering, colleges).
 - Emphasize making entrepreneur mindset, **export opportunities** and global career pathways.
- **Workshops & Seminars**
 - Invite media, trade associations, and government representatives.
 - Showcase success stories and best practices currently being practiced by example.
- **Recognition & Awards**
 - Honor promising startups and entrepreneurs.
 - Encourage **healthy competition** and **innovation** among students.

Expected Outcomes and Impact

Vision for a Thriving Entrepreneurial Gujarat

- **Startup & Employment Growth**

- Students move from **job-seekers** to **job creators**.
- **Emphasis on Gujarat specific products** and **export-oriented** businesses for global reach.

- **Strengthening Gujarat's Export Hub Status**

- **Focus on globally high demand products manufactured in Gujarat and value addition of agricultural products for tapping into international markets.**

- **Inclusive Development**

- **Empowering rural and tribal communities through value-added agri-products and hand made products.**

- **Enhanced Global Competitiveness**

- Workforce skilled in **international trade practices**, compliance, and quality control.

- **Example:** With IIEM knowledge, **Gujarat could become India's leading export hub in multiple sectors.**

Monitoring and Evaluation

જેથી માત્ર શહેરી નહીં પરંતુ ગ્રામ્ય ઉદ્યોગ સાહસિકો બનાવવા પર પણ ધ્યાન, જેથી શહેરી નોકરી માટે migration ન કરવું પડે અને તેઓ ત્યાંજ રહીને business કરી - ગ્રામ્ય જીવન ધોરણ માં સુધાર

- Ensuring Ongoing Success
 - **Key Performance Indicators (KPIs)**
 - Number of student-led startups, export volumes, MSME collaborations.
 - Growth in rural entrepreneur participation.
 - **Feedback Loops**
 - Regular surveys of students, faculty, industry on program relevance.
 - Annual reviews of curriculum effectiveness, global trade updates.
 - **Adaptive Strategies**
 - Revise modules to align with changing market dynamics (e.g., e-commerce, new export regulations).
 - Leverage IIEM's focus on buyer engagement to refine training content.
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Policy Recommendations

- Strengthening the Ecosystem through Supportive Policies
- **Encourage University–Industry Alliances**
 - Incentives (tax breaks, grants) for active partnerships in entrepreneurship programs.
- **Expand State & Central Schemes**
 - Tie in with existing skill-development and export-promotion policies for synergy.
- **Align with National Initiatives**
 - “Make in India,” “Skill India,” “Startup India” for broader support.
- **Example:** Policies that **simplify new business/company establishment, import/export procedures**, encouragement, can attract more participants/enterprenures into global trade.

Conclusion and Call to Action

- Moving Forward Together
- **Recap**
 - Partnership between CED and universities can **transform** Gujarat's entrepreneurship landscape.
 - Integrating skilled entrepreneurial training and export-focused training benefits students, academia, and industry.
- **Collaboration**
 - Urgent need for **policy support**, industry involvement, and Pragya Sabha advocacy.
 - Launch **pilot courses**, formalize **MoUs**, allocate resources.
- **Next Steps**
 - **Identify pilot universities, finalize collaboration frameworks, and initiate training.**
 - Extend successful models to other educational institutions statewide.

Proposed Budget & Funding Plan

Category	Description	Approx. Cost (INR)
1. One-Time Setup Costs		
- Office Infrastructure & Equipment	Computers, furniture, basic renovation for dedicated workspace	10,00,000
- Curriculum Development & Materials	Developing course modules, printing handbooks, digital content	5,00,000
2. Recurring/Annual Costs		
- Core Staff Salaries	Program Director, Coordinator, Field Officers (4 people total)	18,00,000
- Academic Staff (Lecturers)**	2 full-time entrepreneurship lecturers (annual salary)	12,00,000
- Visiting Experts & Honorariums	Specialized guest lectures, workshops (~5–6 experts/yr)	5,00,000
- Office Administration	Clerks (2), Multitasking Staff (2) salaries + overheads	6,00,000
- Training & Workshops	Annual seminars, skill-building sessions, industrial visits	5,00,000
- Marketing & Outreach	Awareness campaigns, industry liaison, advertising	3,00,000
- Contingencies & Miscellaneous	Unforeseen expenses, minor upgrades	3,00,000

Total Estimated Budget (Year 1): ~INR 67,00,000

Staffing & Operational Requirements

Core Program Team

- **Program Director (1):** Oversees strategy, liaison with CED, policy makers, and universities.
- **Project Coordinator (1):** Coordinates day-to-day operations, scheduling, budgeting.
- **Field Officers (2):** Manages site visits, student outreach, and MSME/industry partnerships.

Academic Staff

• Full-Time Entrepreneurship Lecturers (2)

(જેઓ આ કાર્ય માટેજ રોકાયેલ હોય common syllabus ની topics તેઓ લઈ લેશે અને બાકીના જે તે ક્ષેત્ર ના નિષ્ણાંત દ્વારા અને practical training થી બાકીનો course પૂર્ણ થશે)

- Deliver core courses and training modules throughout the year.
- Responsible for curriculum updates, student mentorship, project evaluation.

• Visiting Faculty/Industry Experts

- 5–6 experts per year, specializing in export management, agri-value chains, or sector-specific technologies.
- Conduct advanced workshops and offer real-world insights.

Staffing & Operational Requirements (Cont.)

Administrative & Support Staff

- **Office Clerks (2)**

- Handle documentation, record-keeping, accounts, and routine correspondence.

- **Multitasking Staff (2)**

- Assist with logistics, event setup, hospitality, day-to-day office chores.

- **Key Responsibilities & Workflow**

- **Program Director:** Strategic planning, Government/CED/University relations, major funding proposals.
- **Coordinator & Field Officers:** Smooth execution of training calendars, coordinating industrial visits, maintaining strong ties with local businesses.
- **Lecturers & Experts:** Delivering theoretical and practical sessions, ensuring industry-relevant pedagogy, guiding student projects.
- **Admin Staff:** Ensuring the office runs efficiently—managing student registrations, reimbursements, scheduling workshops.