



All About Center for ESBM

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Center for

ESBM

extends a warm

Welcome!!



Wednesday, December 1, 2021



Agenda



Genesis



The Dream



Journey So far



Road Ahead & Our Resolve



Bottlenecks



Genesis

- The journey began with assistance of Rs 1 Crore from Ministry of MSME (erstwhile SSI), Government of India, New Delhi and a similar matching grant from MDS University on April 24, 2004
- The Center is jointly promoted by Maharshi Dayanand Saraswati University, Ajmer and Ministry of SSI, Government of India which is now Ministry of Micro, Small and Medium Enterprises



Genesis...

- First and the only University based Entrepreneurship Development Institute (EDI) in India (देश का एक मात्र विश्वविद्यालय आधारित संस्थान)
- Rs 1 crore was earmarked for non-recurring expenditure
- Due to the lack of recurring funds to source day-to-day activities, the Center borrowed a sum of Rs 2 Lakh from the University to carry out training activities and teaching alongwith research. In due course of time this sum has been returned to the University.
- Attached with NIESBUD, Noida as the Partner Institute (Earlier it was IIE Guwahati Regional Centre, Dehradun)



Genesis...

- Dr B P Saraswat,
Associate Professor & Head, Department of Commerce, MDS University, Ajmer
- Dr Nimit R Chowdhary,
Assistant Professor, Department of Management Studies, MDS University, Ajmer
were appointed as the First Director and Deputy Director of the Center

At Present,

- Dr Ashish Pareek (Department of Management Studies) is Director
- Dr Deepika Upadhyaya (Department of Management Studies) is Deputy Director

Both have additional charge of the Center



Unique Selling Proposition (USP)

- First and the only University based Entrepreneurship Development Institute (EDI) in India (देश का एकमात्र विश्वविद्यालय आधारित संस्थान)
- Geographically Centrally located in Rajasthan State
- Center has the state-of-the-art infrastructure
 - Audio-visual aids, laptops, Multi Media Projectors, Public Sound System
 - Air Conditioned Training Rooms (02)
 - Wi-Fi and wired campus, Internet access to all
 - Well stocked library (Around 9000 books)
 - Computer Labs with 30 and 20 machines
 - An Executive Trainee Hostel



Unique Selling Proposition (USP)

- Pool of experts to guide, direct and motivate youth towards self-employment
- All the long term courses have papers like Business Plan Development, Family Business Management, Small Business Management and Environment, Venture Creation, Growth Strategy, Creativity & Innovation for Entrepreneurs etc.



The dream



Belief

Entrepreneurship is about creating value by offering creative solutions to challenges faced by society and individuals.

It is an approach - mindset and attitude

At Center we believe that entrepreneurship must become a mass movement for which creating the 'awareness' is the first step



Vision (Long Term)

Contribute to creating an entrepreneurial climate in the region by having an entrepreneurial culture and ensure an unabated supply of entrepreneurs

&

To become leading Entrepreneurship Development Institute in the world



Vision (Within 5 years)

To develop an Incubation Centre at Center
for ESBM for Ajmer region



Approach

Catch them young!

Engage with youth along the entire
'Entrepreneur' supply chain

Formal education interventions for different
target groups



CESBM Model of intervention

Awareness

Motivation

Capability
Building

Action

Continued
Support

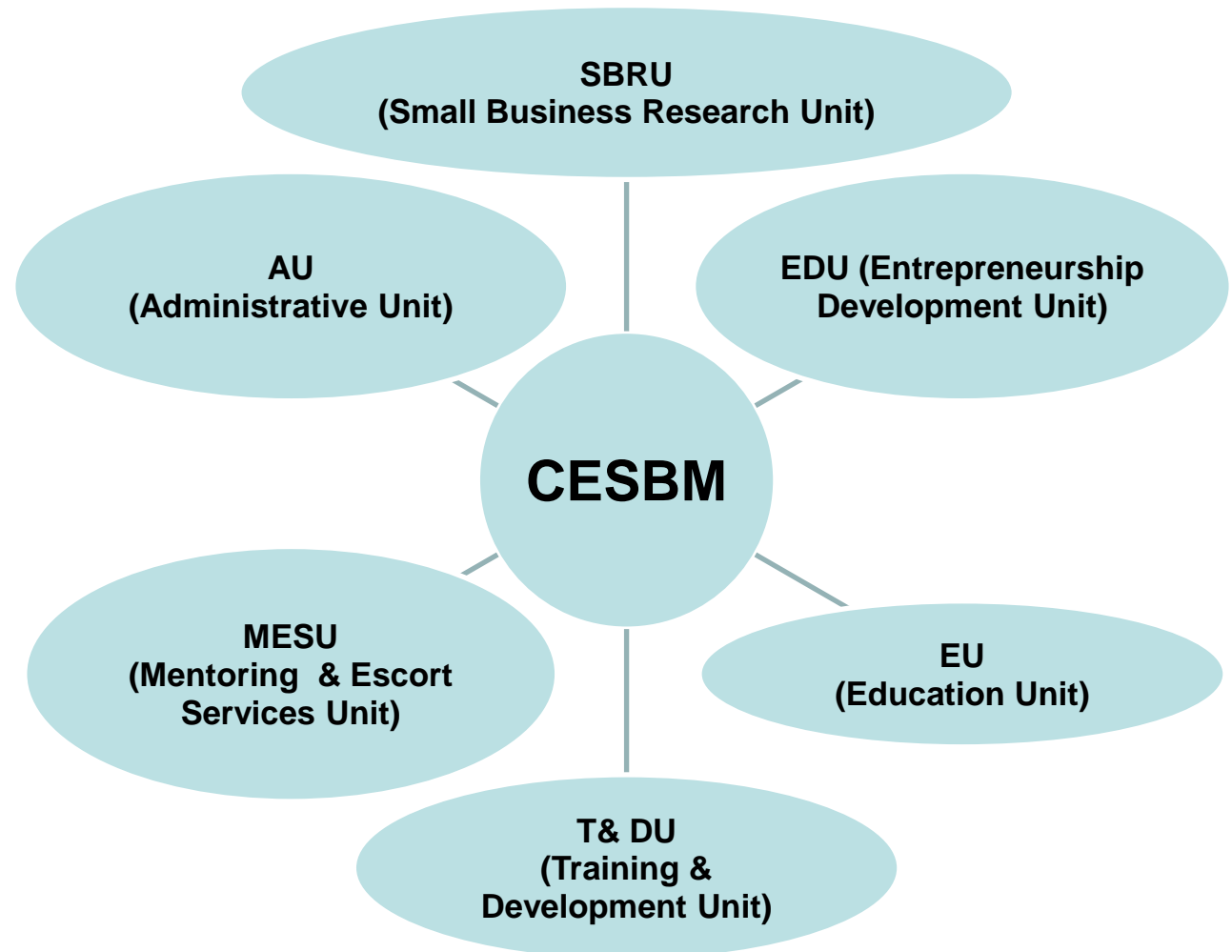


Activities

- Teaching (Academic Courses)
- Training (Skill and Entrepreneurship Development Short & Long Term Courses)
- Research
- Extension Activities: Awareness Camps etc.



Organization of Center



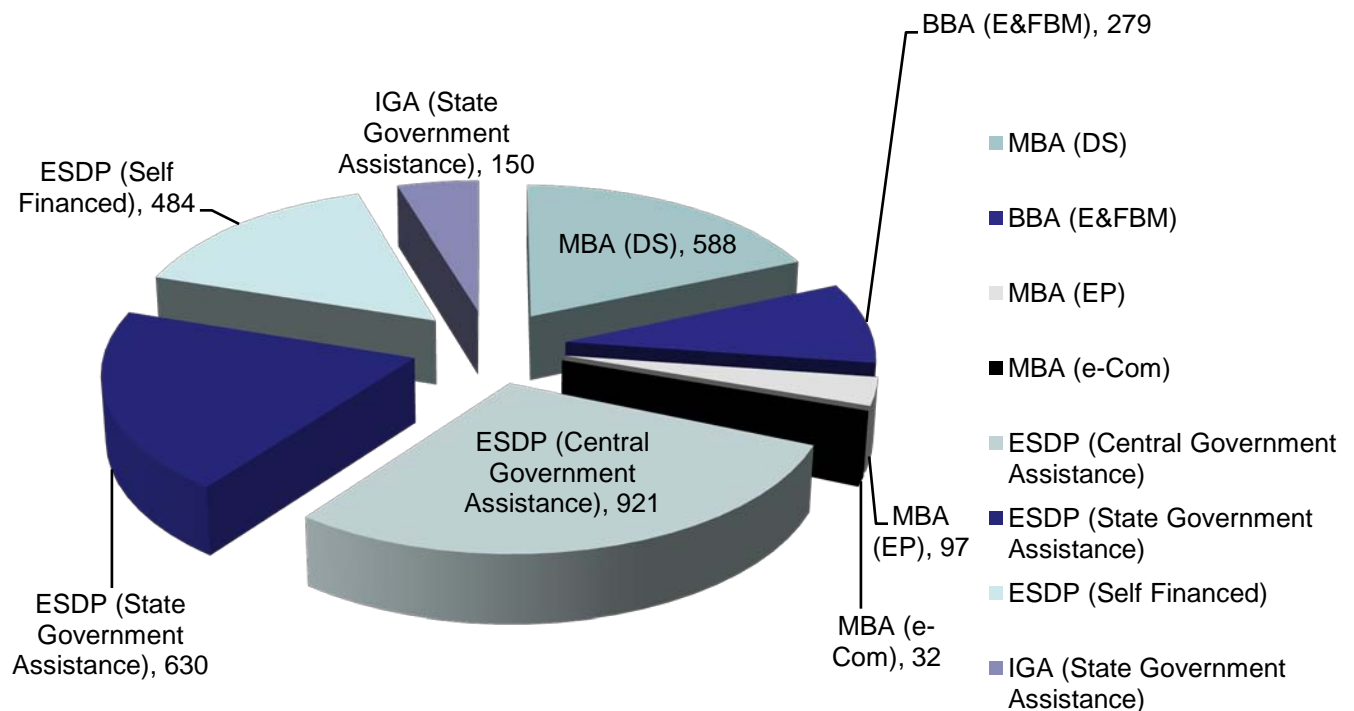


Journey so far



Journey so far ...

(Beneficiaries at a glance till 2020)

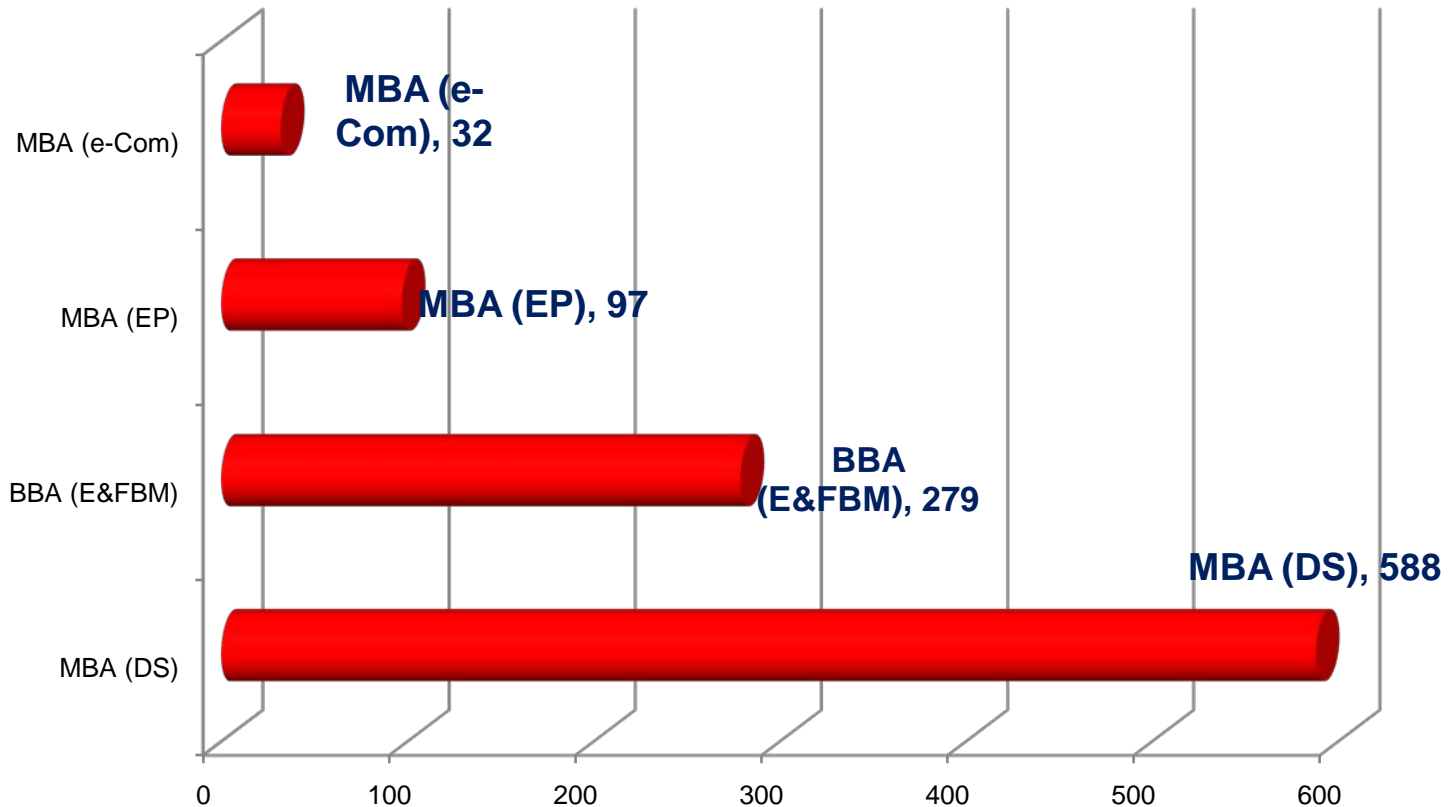




Journey so far ...

(Beneficiaries at a glance till 2020)

- Long Term Courses - 996

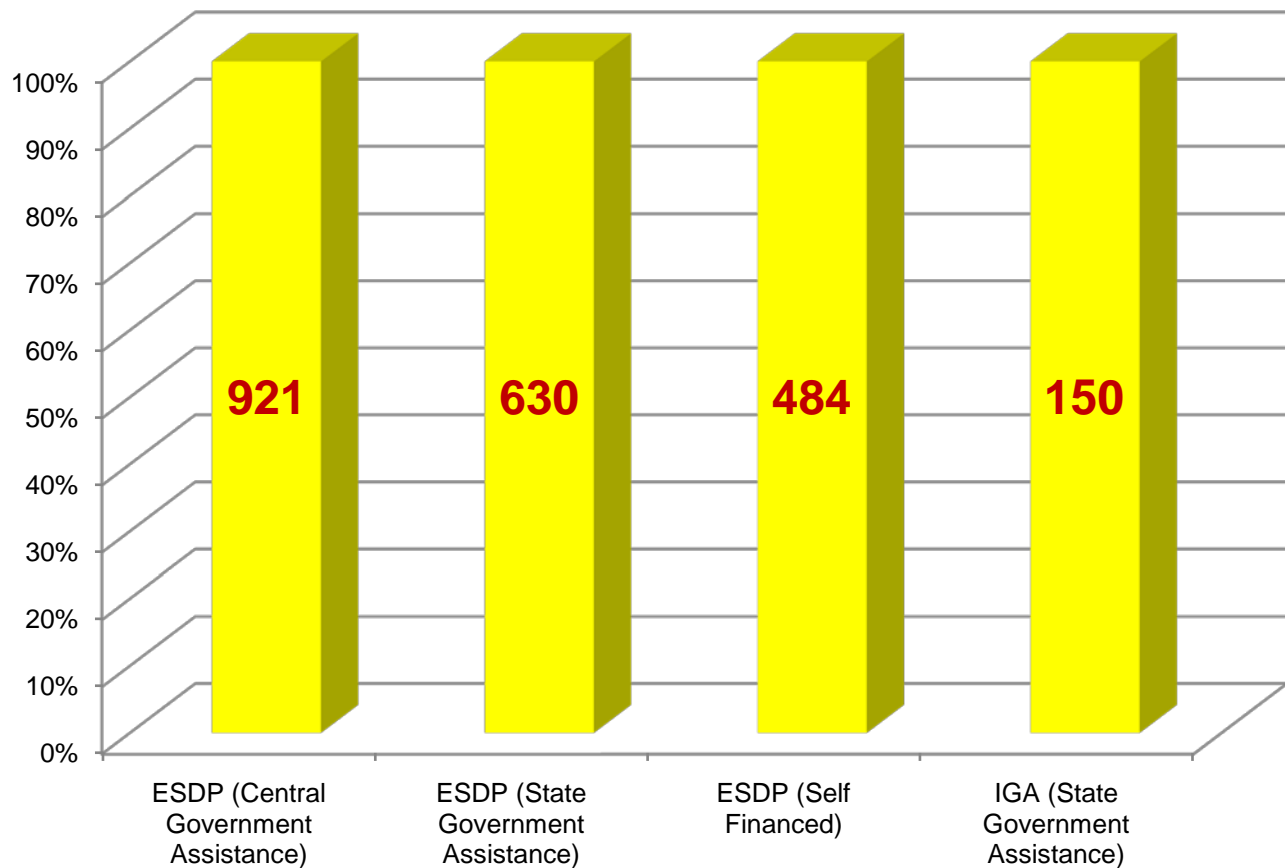




Journey so far ...

(Beneficiaries at a glance till 2020)

- Short Term Courses - 2185





Journey so far...

- Seventeen years of existence
- Sustenance was an issue initially
- Started with a loan of Rs 2 Lac (2,00,000) from University for day-to-day operations
- Initially intake was of 36 students in MBA (E&FBM) and of 25 students in MBA (EP)
- Now the strength of students enrolled is around 100 (maximum intake 120) in long-term regular courses.



Journey so far...

- Academic & administrative issues are looked after by the Teachers of the Department Economics, Commerce and Management (Additional Responsibility)
- Faculty is outsourced (Guest Faculty, Research Scholars, visiting faculty from industry and other academic institutes)
- Achieved self-sufficiency and grown manifold



Bouquet of Courses

- Course offered
 - Long Tem Courses
 - Master of Business Administration (Dual Specialization) {MBA – DS} 2 years post graduate course (588 beneficiaries)
 - Master of Business Administration (Executive Program) {MBA-EP} 3 years post graduate evening/ weekend course (97 beneficiaries)
 - Master of Business Administration (e-Commerce) {MBA – eCom} 2 years post graduate course (32 beneficiaries)
 - Bachelor of Business Administration (Entrepreneurship & Family Business Management) {BBA – E&FBM} 3 years graduate program (279 beneficiaries)



Bouquet of Courses

- Course offered at present
 - Master of Business Administration (Dual Specialization) {MBA – DS} 2 year post graduate course

Name of the Course	Students Graduated (Beneficiaries)
MBA (DS)	588
Other Courses which were offered earlier	
MBA (Executive Program)	97
MBA (e-Com)	32
BBA (E&FBM)	279



Bouquet of Courses

- Short Term Courses Organized since 2004
 - 10 Entrepreneurship Development Programs (EDP)
 - 74 Entrepreneurship and Skill Development Program (ESDP) more than 2000 beneficiaries
 - Many Entrepreneurship Awareness Camps



Journey so far... (EDPs)

- Organized Ten (10) Entrepreneurship Development Programmes in association with governmental agencies, which includes EDP for Doctors, Rural EDPs in Sojat, Jalore, Gagwana, EDPs for S&T students, EDP for ST students
- Organized many Entrepreneurial Awareness Camps
- As per an MOU with one of the Women College of the city Organised Six Programmes with CDC, Savitri College for the benefit and creation of women entrepreneurs (earlier)



ESDP's organized with IIE Regional Office, Dehradun

(Sponsored by Ministry of MSME, Govt. of India on reimbursement basis)

- Organised 35 Entrepreneurship and Skill Development Programme (ESDP's) sponsored by Ministry of MSME, New Delhi through partner Institute IIE Regional Office, Dehradun with nominal registration Fee of **Rs 100/-** . Programmes were in following trades **(921 beneficiaries)**:
 - Multimedia & Web Designing
 - Fashion Designing
 - Web Designing
 - Cosmetology and Beautician
 - Desk Top Publishing (DTP)
 - Multimedia and Animation
 - Receptionist
 - Landscape Design
 - Bakery Products
 - Catering
 - Computer Accounting with Tally
 - Interior Designing



ESDP's organized with Ministry of Women and Child Development, Government of Rajasthan, Jaipur (Reimbursement basis)

- Organised 21 Entrepreneurship and Skill Development Programme (ESDP's) sponsored by Ministry of Women and Child Care, Government of Rajasthan, Jaipur. Programmes were specifically targeted towards females of Ajmer division namely Ajmer, Bhilwar, Nagaur and Tonk and in following trades (630 beneficiaries):
 - Beauty Parlour Activities (Beautician)
 - Food Preservation & Spice Manufacturing
 - Tailoring Course
- 03 Eight Days IGA Training organized with Ministry of Women and Child Development, Government of Rajasthan, Jaipur in Embroidery, Clay and Painting and Mehendi (150 beneficiaries)



ESDP's sponsored and organized by Center

- Organised 15 Entrepreneurship and Skill Development Programme (ESDP's) financed by Center for ESBM. Programmes were specifically targeted towards residents especially women of Ajmer and in following trades (484 beneficiaries) :
 - Milling Science (male)
 - Knatha Embroidery
 - Beauty Parlour Activities (Beautician)
 - Food Preservation & Spice Manufacturing
 - Tailoring Course



ESDP's sponsored by Center (USP)

- Center with its own funds organised ESDP on Kantha Embroidery for Rural Youth.

All 30 participants were girls and women from rural area.

- Center with its own fund in collaboration with Choyal School of Milling Technology, Ajmer organised ESDP on Milling Science.
- This course was first of its kind in North India.

All the participants of the programme have been gainfully employed.



Grand Total of All ESDP Courses organised by Center during 2010-2019

Total Number of Courses organised	Duration of courses	Total Number of Beneficiaries	Fees
87	Varying from 08 days to 60 days	2185	No Fees Charged (Free)



Journey so far...

- Organized Three (03) 21 days refresher course in Entrepreneurship for College and University teachers
- Organized Five (05) International Biennial Conference on Entrepreneurship in 2005, 2007, 2011, 2014 and 2016



The road ahead



The Road Ahead...

- The focus is now on
 - Diversifying our student group
 - Scaling up research and recreational facilities and boosting startups
 - Developing the Center as a '*National Level Center of Excellence*'
 - Expanding our Faculty Pool
 - Promoting a Research environment

The journey has been satisfactory so far, but we still have a long way to go...



Our Resolve



Our Resolve

- With the help of Government of Rajasthan and Ministry of MSME, Government of India
 - Together, we can create synergic effect
 - Center can be a Nodal Agency for Ajmer District or for whole Rajasthan for delivery and execution of any of the Government's Skill Development Schemes
 - Extend our reach to whole of Rajasthan.
 - Gradually we will strive to reach out to the whole nation.
 - We also resolve to get our Skill Development Courses accredited



Bottlenecks



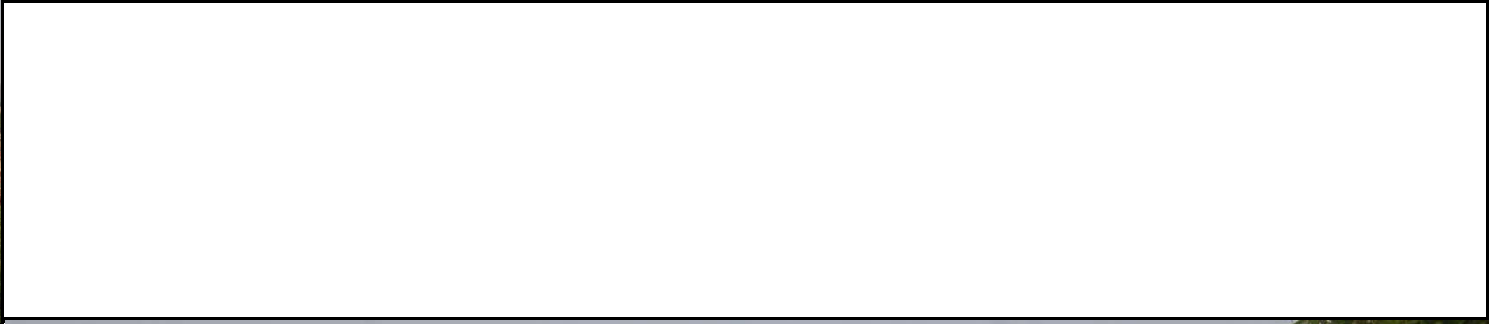
Bottlenecks

- Center faces following bottlenecks:
 - **Lack of Linkages** with the governmental agencies and financial institutions. Center does not get proper support from Employment Department, DIC Ajmer and other financial institutions working in the Entrepreneurship Development space in Ajmer
 - **Shortage of Manpower:** Center is organising its activities through the University Faculty members, who have additional responsibility or charge in addition to their basic parent departments responsibilities. We are forced to use contractual/ guest staff, which results in less than 100% effectiveness.



Bottlenecks...

- Center faces following bottlenecks:
 - **Inadequate follow up and tracking:** Due to lack of manpower the trained candidates can not be properly followed up and tracked.
 - **Infrastructure:** In the changing scenario, for scaling up the activities of the Center there is a need to revamp and strengthen the infrastructure.



Center
ESBM
मदसावि अजमेर

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