

India – Entrepreneurship Development Institute of India (EDII)

Location: Chikkaballapura/Bangalore India

Venue: Entrepreneurship Institute of India (EDII)

Program Introduction:

Entrepreneurship Development Institute of India (EDII) is working to promote enterprises through awareness creation, organising of skill development and entrepreneurship development programs followed by escort services for the youth/women in the Kolar/ Chikkaballapura/ Bangalore Rura**Vision:** To foster an innovative entrepreneurship culture that may produce wealth and jobs to guarantee the targeted community's sustainable livelihoods and establish an ecosystem of empowerment through skill development and competency building.

Objective: Encourage and elevate the culture of entrepreneurship. Through advocacy, entrepreneurship can be promoted as a feasible career path. Expand networks and mentorship to assist aspiring entrepreneurs better. Encourage entrepreneurship driven by innovation to meet the needs of the people at the bottom of the pyramid. Expand the target group's skill inventory. Inclusive growth: Encourage women to start their businesses by providing for the unique requirements of the socially and geographically marginalised groups in society, such as SCs, STs, OBCs, minorities, and people with disabilities. This will increase the base of entrepreneurial supply.

Modus Operandi:

1. Awareness creation: EDII creates awareness among potential entrepreneurs through personal counselling, coaching and mentoring, and interaction with community-based organisations and local representatives.
2. Selection of the Beneficiaries: An interview panel was constituted with experts from EDII and local representatives. Beneficiaries are selected based on their attitude, aptitude, and need for development, preferably from BPL families/ SHG/ farmers/ youth/ disadvantaged sections.
3. Capacity building: EDII designs tailor-made programs for the target group's skill and entrepreneurship development. The interventions are as follows:
 4. Organising Skill Development and Entrepreneurship development programmes
 5. Opportunity guidance for enterprise promotion
 6. Preparation of Technically feasible and economically viable project reports
 7. Providing backwards and forward linkages
 8. Promotion of Individual development plan (wage employment/enterprise promotion).



Chikkaballapura Location: Chikkaballapur district is in the southeast of Karnataka and falls in the eastern dry climatic zone. The east gateway to Karnataka is located on the National Highway connecting Bangalore and Hyderabad. Chikkaballapur experiences a semi-arid climate characterised by typical monsoon tropical weather with hot summers and mild winters. The district administration is over six taluks, namely Chikkaballapur, Bagepalli, Chintamani, Gowribidanur, Gudibande and Shidlaghatta, with administrative headquarters at Chikkaballapur town. There are six urban Centres, one in each taluk. The geographical area of the district is 4244 Sq. Kms. Bagepalli taluk is the largest taluk with a geographical area of 929 sq. Kms. and Gudibande is the smallest taluk with a geographical area of 227 sq. Kms. There are 151 gram panchayats covering 1515 villages in the district. The district is well-known for cultivating mango, grapes, banana, pomegranate, sapota, guava, papaya, citrus, and cut flowers. Besides this, farmers increasingly seek protected cultivation, particularly carnation, gerbera, Dutch roses, capsicum, tomato, etc.

I. General Characteristics of the District:

- It is a newly created district, carved out of the existing Kolar district, located in the southern part
- of Karnataka.
- District headquarters - Chikkaballapur (50 km from Bangalore)
- Providing connectivity to crucial business centres: Chikkaballapur is a critical transport link to North Bangalore due to the origin of several national highways and is a regional transport and educational hub.
- Spread across 6 Talukas - Gowribidanur, Gudibande, Begepalli, Chikkaballapur, Sidlaghatt and Chintamani.
- It is a major producer of grapes, grain, and silk.
- Rich in agriculture, horticultural, and livestock resources.

Socio-Economic condition of Chikkaballapur:

The socio-economic profile of the district is analysed to identify the potential for promoting MSME/ employment opportunities. Demography: As per Census 2011, Chikkaballapur district has a population of 12.5 lakh persons, which is 2.0 per cent of



the state population. The majority of the people, at 24%, are concentrated in Chintamani and Gauribidanur sub-districts, followed by Chikkaballapur and Sidlaghatta sub-districts at 17 % each. Bagepalli and Gudibanda have 15 per cent and five per cent shares, respectively, in the district population. The district literacy rate is 70.1 per cent, an 11 per cent improvement from its literacy rate of 59.2 per cent in 2001. The 2011 literacy rate is still lower than the state average of 75.6 per cent. Male literacy at 78.4 per cent is higher than the female literacy rate at 61.5 per cent. The district's literacy rate is 70.1 per cent, an 11 per cent improvement from its literacy rate of 59.2 per cent in 2001. The 2011 literacy rate is still lower than the state average of 75.6 per cent. Male, the District has a total workforce of about 6 lakh persons. Of these, 41 per cent are cultivators, 29 per cent are agricultural labourers, three per cent are workers in the household industry, and 27 per cent are other workers—literacy at 78.4 per cent.

Social Mapping

Description	2011	2001
Population	12.55 Lakhs	11.49 Lakhs
Actual Population	1,255,104	1,149,007
Male	636,437	584,516
Female	618,667	564,491
Population Growth	9.23%	14.33%
Area Sq. Km	4,244	4,244
Density/km2	296	273
Proportion to Karnataka Population	2.05%	2.17%
Sex Ratio (Per 1000)	972	966



Child Sex Ratio (0-6 Age)	953	952
Average Literacy	69.76	59.24
Male Literacy	77.75	69.80
Female Literacy	61.55	48.33
Child Population (0-6 Age)	132,286	150,515
Male Population (0-6 Age)	67,734	77,095
Female Population (0-6 Age)	64,552	73,420
Literates	783,222	591,496
Male Literates	442,158	354,155
Female Literates	341,064	237,341
Child Proportion (0-6 Age)	10.54%	13.10%
Boys' Proportion (0-6 Age)	10.64%	13.19%
Girls' Proportion (0-6 Age)	10.43%	13.01%

Skill Mapping

Skill levels	Incremental supply, 2012-22
Minimally skilled	34,60,211
Semi-skilled	32,18,299
Skilled	14,35,307
Highly skilled	54,035
Total	81,67,851



Resource Mapping

The details of the natural resources present in Chikkaballapur are given below.

A. Agriculture profile

Major food crops- Ragi, Paddy, Maize, Toor Dal and Groundnut

Major horticulture crops – Potato, Tomato, Tamarind, Mango and Grapes

Cash Crops- Coconut, Cashew

Food processing:

- There is enormous scope for the food processing industry.
- The urban market in Bangalore provides ample opportunity for the food processing sector in the district.

The Above analysis indicates opportunities in the district to promote Income – generation activities in the following areas.

❖ Livelihood opportunities identified in Chikkaballapur

(For 1 st year)			
Sl.no	Name of the trade	No. of Batches	No. of persons Covered
1	Food processing industries	2	80
2	Textile and clothing	5	200
3	Jute Bags Manufacturing	2	80
4	Beautician course	1	40
TOTAL		10	400



(For 2 nd year)			
Sl.no	Name of the trade	No. of Batches	No. of persons Covered
1	Food processing industries	2	80
2	Textile and clothing	4	160
3	Jute Bags Manufacturing	3	120
4	Beautician course	1	40
TOTAL		10	400

(For 3 rd year)			
Sl.no	Name of the trade	No. of Batches	No. of persons Covered
1	Food processing industries	2	80
2	Textile and clothing	4	160
3	Jute Bags Manufacturing	3	120
4	Beautician course	1	40
TOTAL		10	400

Kolar District Profile: (Location-2)

Kolar district is located at 12° 46' to 13° 58' North latitude and 77° 21' to 78° 35' East longitude in the south-eastern part of Karnataka bounded by Tamil Nadu and Andhra Pradesh. It is spread across five taluks - Kolar, Bangarpet, Srinivaspura, Malur and Mulbagal- and has an area of 3,74,916 ha. The district has a population of 15 36,401. The major agricultural crop in the district is Ragi. The district is well known for Mangoes, Floriculture and Vegetable production. The district has good potential for agro-based industries, such as vegetable processing, pulp making, and oil mills. The district is known for its large-scale milk production. The community is emerging as one of the major industrial



hubs in the State of Karnataka.

Socio-Economic Condition of Kolar:

Demography As of Census 2011, Kolar district had a total population of 15.4 lakh persons, which is 4.4 per cent of the State population. Within the District, most people, at 30 per cent, are in Bangarapet. This is due to the taluka being a hub and BEML and the erstwhile Kolar Gold Fields in

Many of the locals were employed. This is followed by the Kolar taluka at 25 per cent, Mulbagal at 17 per cent, Malur at 15 per cent and Srinivasapura at 13 per cent. Malur, though an industrial hub, has a lower population because it is only an industrial centre and other infrastructure is not very well developed.

The district's literacy rate was 74.3 per cent, slightly lower than the state average of 75.6 per cent but close to the All-India average of 74 per cent. Male literacy at 82.05 per cent is significantly higher than the female literacy rate at 66.45 per cent. Of the 30 districts, Kolar ranks 16th on the Gender Development Index (GDI), with a value of 0.613.

Though the District has several areas around which the urban clusters have already developed (like the Bangarapet taluk and the areas around KGF), most of the population, at 71 per cent, lives in the rural areas. The district is predominantly a service economy, with the sector's share in GDDP at 41 per cent in 2008-09.

Agriculture: Of the district's total area of 374,966 hectares, about 48 per cent is the net sown area (cultivated land). Agriculture is mainly dominated by the cultivation of ragi and paddy under food crops. Agri-based processing represents the most significant potential for the district, with the Srinivasapura taluka mangoes having a distinct taste.

Social Mapping

Main Workers	584, 590	394 ,17 6	190, 414
Cultivators	165, 468	114 ,09	51,3 70



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Agriculture Labourer	142, 049	74, 178	67,8 71
Household Industries	16,7 61	8,3 10	8,45 1
Other Workers	260, 312	197 ,59 0	62,7 22
Marginal Workers	133, 282	59, 872	73,4 10
Non-Working	818, 529	322 ,34 8	496, 181

Skill mapping

In the Kolar district, we have found that sectors requiring skilling interventions are mainly agriculture and allied, Food processing, sericulture textiles and clothing, and dairy processing. In addition, the district also has other manufacturing and engineering industries, which do not have significant employment generation potential but are facing a shortage of skilled workforce for functional skills such as fitting, electrical, welding, metallurgy, masonry, etc. These trades also need to be offered to the youth.

II.

III. Resource Mapping

IV. Natural Resources in Kolar

The economy of the Kolar district is mainly dependent on agriculture, as about 80% of the population is directly or indirectly engaged in agricultural operations and other related activities. The total geographical area of the district is 3.75 lakh ha. As of 31 March 2019, the Gross Cropped Area (GCA), the Net Sown Area (NSA), and Cropping Intensity (CI) were



2,31,375 ha, 2,03,169 ha, and 114%, respectively.

Agriculture Profile:

Major Crops - Maize, Ragi, Rice, Turdal, Horse Gram, Green Gram, Ground Nut, Mustard.

Horticulture crops – Potato, Tomato, Onion, Beans, Green chillies, Khol crops, carrot, Raddish, beetroot, mango, banana, guava, Sapota, Grapes, Marigold, Jasmine, Chrysanthemum, Rose

Cash Crops – Sugarcane, Cashew

V.

VI. Textile and Clothing industry:

Kolar district has 1,612 textiles-based SSIs, employing 10,512 workers. The primary motivation behind Kolar's having so many textile-based units is its proximity to the state capital and the availability of cheap labour. The majority of the workers employed in these mills are women. The industry is poised to grow with the growth of the textile industry in the State. The garment units in Kolar make the fabric for the designs sent from Bengaluru, which are sent back to the order location. In the last two to three years, many garment-based industries have moved some of their factories from Bangalore to Kolar due to the low cost of production and availability of cheap labour. In most cases, companies shift only part of their operations to smaller towns, whereas the final finishing, packaging, and marketing are still undertaken in Bangalore. Textiles in the Kolar district mainly involve tailoring and sewing garments. These finished garments are sent to shops across Bengaluru, where the respective label is attached and sold to the end customer. The required interventions should orient the workers to use modern machines, increasing productivity.

Based on the above analysis, the following trades are proposed-

❖ Livelihood opportunities identified in Kolar



(For 1 st year)			
Sl.no	Name of the trade	No. of Batches	No. of persons Covered
1	Food processing industries	2	80
2	Textile and clothing	3	120
3	Jute Bags Manufacturing	2	80
4	Multi-purpose Mechanic	1	40
TOTAL		8	320

(For 2 nd year)			
Sl.no	Name of the trade	No. of Batches	No. of persons Covered
1	Food processing industries	2	80
2	Textile and clothing	5	200
3	Jute Bags Manufacturing	2	80
4	Multi-purpose Mechanic	1	40
TOTAL		10	400

(For 3 rd year)			
Sl.no	Name of the trade	No. of Batches	No. of persons Covered
1	Food processing industries	2	80
2	Textile and clothing	5	200
3	Jute Bags Manufacturing	2	80
4	Multi-purpose Mechanic	1	40
TOTAL		10	400

Bangalore- Rural: District Profile: (Location 3)

Bangalore Rural was formed as a separate district in 1986 with the division of Bangalore district into Bangalore Rural and Bangalore Urban. It has a total land area of 2,259 sq. km., which is 1.17 per cent of the entire State area. It is bordered on the northwest by Tumkur District, on the northeast by Kolar District, on the south by Bangalore Urban District, Ramnagara District and Krishnagiri District of Tamil Nadu. It is sub-divided into four sub-



districts and has 951 inhabited villages out of 1,052 total villages. The majority of the population, 73 per cent, lives in rural areas. Agriculture is the main occupation, employing 59 per cent of the labour force (as of Census2001). The remaining is in the household industry (five per cent) and other workers at 36 per cent. Paddy, Ragi, maize, tur, oilseeds, fruits, and vegetables are the key crops in the Bangalore Rural district. Sericulture is also a primary activity in the district, with 6,509 ha under mulberry and 6029. Tonnes of cocoons were produced in 2007. Most farmers do animal husbandry; the district had 1 64,867 cows, 28,703 buffaloes, 1 42,149 Sheep, 94,542 goats and 2,027 pigs.

The district has six industrial areas spread across Dabospet, Dodaballapura, Hoskote, Sompura, Nelamangala and Devanahalli, covering an area of 4595 acres. The community has seven industrial estates spread across 193 acres in the same geography. Bangalore Aerospace Park with Aerospace SEZ is being set up near Bangalore International Airport Limited (BIAL) in Devanahalli, covering an area of 985 acres; this SEZ will focus on logistics and warehousing, Inland Container Depot (ICD), aerospace industry and multi-product industries. Auto components, manufacturing, aerospace allied industry, sericulture, silk weaving, and agro-food processing are the major industries in the district. The district benefits from its proximity to Bangalore Urban; industrialists view Bangalore Rural district as a logical extension of Bangalore Urban district.

VII. Socio-Economic Profile of Bangalore Rural

As per Census 2011, Bangalore Rural district has a population of 9.90 lakh persons – 1.67 per cent of the State population. The majority of the population (32 per cent) is concentrated in the Doddaballapura sub-district, followed by the Hoskote sub-district at 26 per cent, the Devanahalli sub-district at 22 per cent, and the Nelamangala sub-district at 20 per cent. While 65 per cent of the population in the district is in the working-age group (15 to 64 years), about 47.4 per cent is working, i.e. The district's literacy rate is 78.3 per cent, slightly higher than the state average of 75.6 per cent, and above All-India average of 74 per cent. Male literacy at 82.44 per cent is



significantly higher than female literacy at 70.73 per cent. Of the 30 districts, Bangalore Rural ranks 6th on the Gender Development Index (GDI), with a value of 0.64, and 6th on the Human Development

Index (HDI) with a score of 0.653. Most of the population (73 per cent) lives in rural areas. As mentioned earlier, agriculture is also the main occupation of the people of the district, employing 58 per cent of the labour force as either cultivators or agricultural labourers.

Social Mapping

Indicator	Year	Bangalore Rural	Karnataka
Population (In No.)	2011	9,87,257	6,11,30,704
Decadal growth rate of Population (%)	2001-11	13.80%	15.70%
District's share in State's Population (%)	2011	1.60%	100%
Urban population as a percentage of total population (%)	2001	27.11%	34%
SC population (%)	2001	20%	16.00%
ST population (%)	2001	3.20%	7.00%
Sex ratio, No. of females per 1000 males	2011	945	968
Population density (per sq. km.)	2011	436	319
Literacy rate (%)	2011	78.30%	75.60%
Main workers, No.	2001	7,26,652	1,93,64,759
Marginal workers, No.	2001	1,65,879	41,70,032
Working age population (as a percentage of total population %)	2001	64.45%	63%
Work participation rate (%)	2001	47.40%	45%
HDI	2001	0.653	0.65



Skill Mapping:

The sector-wise projected demand for skilled/unskilled/ semi-skilled and highly skilled are as follows:

Sector	Total	Minimally Skilled	Semi-Skilled	Skilled	Highly Skilled
Agriculture and allied	18,204	15,162	2,266	412	364
Auto and Auto component	4,236	424	2,753	847	212
BFSI	4,672	-	2,803	1,402	467
Building, Construction industry and Real Estate					
Chemicals & Pharmaceuticals	383	77	115	115	77
Construction Materials and Building					
Hardware	867	87	563	173	43
Education and Skill Development	7,689	-	-	6,920	769
Electronics and IT hardware	271	27	135	95	14
Food Processing	254	76	76	76	25
Furniture and Furnishings	879	352	352	132	44
Healthcare Services	7,349	-	735	5,144	1,470
IT & ITES	423,357	-	296,350	105,839	21,168
Media and Entertainment	-	-	-	-	-
Organised Retail	-	-	-	-	-
Textile and Clothing	8,892	1,778	5,335	1,334	445
Transportation, Logistics, Warehousing and Packaging	23,092	4,618	13,393	4,618	462



Tourism, Travel, Hospitality & Trade	9,149	1,830	6,221	915	183
Unorganised	2,104	421	1,220	421	42
Mining	-	-	-	-	-
Total	525,350	29,037	339,295	130,537	26,482

Unique Aspect:

1. Promotion of Training cum facilitation Centres (TCPC, S).
2. Women Empowerment.
3. Vocal for locals by organising Trade fairs, Markets, and santhes in tourist destinations and industrial hubs.
4. Enterprise promotion
5. Beneficiaries achieve an impressive average income increase of 30%.

Annual Cycle: 1 year

Future Aspects:

1. Development of trade Specific Clusters
2. Creation of CFC's
3. Facilitate an entrepreneur-enabling environment by developing resource availability such as raw materials, packaging, machine supply and OEM services



