



**ANNUAL
REPORT
2019-20**



FOREWORD



I am pleased to present to you our “Annual Report 2019-20” in keeping with our vision to create an “Entrepreneurial Society” through increasing the access over productive resources and foster the process of non-reversible developmental change. We have taken all opportunities to encourage entrepreneurship at all levels and have been successful in mainstreaming and empowering the marginalized population. A growing share of our strategic partnerships are now starting to take root in the corporate sector as we work together on fostering economic empowerment and calling on women and men to take responsibility and be accountable for change for self sustainability.

We look to a sustainable development agenda for 'people, planet and prosperity', with gender equality and women's empowerment at the core of our activities in 2019-20. ICECD is rising to that challenge and building upon a history of achievements, including major results for varied sectors like Safety (industrial and school), rural holistic development (health, environment, education, planning and management) in the year gone by. In everything we do, we recognize that success is founded on partnership be it with Government, Corporate, Non Governmental Organizations, Academic Institutions and community participation of rural and urban people.

ICECD has had an eventful year with a variety of projects, initiatives and achievements in an exciting project with Amazon Cares. We have reached out to more than 7000 people through holistic development initiatives addressing livelihood, environment, health, education, as well as good governance. WE have been able to create huge impact to the improvement and growth of these village community in Gujarat. ICECD has also through its presence in Rajasthan and Uttarakhand converted various rural women, most of whom were homemakers into successful entrepreneurs. These interventions have been challenging yet extremely exciting and satisfying.

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Safety, as another area of coverage is one of the keys for improvement in industrial productivity, with the ever increasing mechanization; electrification and sophistication have made industrial jobs more and more complex and complicated. ICECD associated with Alps Chemicals to provide industrial safety awareness and training including their managers, supervisors and workers. The training has resulted in them becoming self-sufficient in handling mishaps and mitigating accidents.

As we close the year, we face a very turbulent near future with the corona virus COVID-19 pandemic which has brought the whole world to an almost standstill. We too have totally closed our office and started to “work from home” which seems to be the new mantra to adopt. With “Safety First” always, we are applying it in all measures in daily life.

In such a situation in this lockdown period, to facilitate our trained entrepreneurs to latch on to new opportunities to earn at this time, we have mobilized them to manufacture cloth masks in Gujarat, Rajasthan and Uttarakhand. Another significant initiative taken is to adopt digital training and education, which again will be our new thrust initiative for the future to be able to reach out to participants quickly for one-on-one interventions.

As this report underscores, ICECD strongly commits to collaboratively setting of new norms, delivering well-targeted programmes, and enlisting game-changing partners within the country and abroad to accelerate the pace of change.

I take this opportunity to thank all our stakeholders and partners in progress for their faith in us. My team has played a key role in the organization's performance and I thank them for their dedication and commitment. We are preparing together for coming years, in a new era that is more entrepreneurial and economically, socially and politically and thus creating an entrepreneurial society.

Stay Safe.!





ICECD'S VISION AND MISSION



ICECD is a unique institution for entrepreneurship; perhaps the only one of its kind that has facilitated thousands of youth, especially women to become entrepreneurs not only in India but all over the developing world. It came to be recognized as a Centre of Excellence by the United Nations ESCAP.

Mission

To create an “Entrepreneurial Society” through increasing the access over productive resources and foster the process of non-reversible developmental change.

Approach

The centre has a need based, participatory and gender sensitive approach in all its endeavors, be it MSME development, Safety or other CSR initiatives.

Our thrust areas/ What we do

- Entrepreneurship Development Programs
- CSR initiatives
- Safety Initiatives
- Socio-Economic Development Programs
- Technical/ Vocational Skills Development
- Research Studies
- Corporate Training
- Institutionalization of Socio-Economic Development
- Training of Trainers
- Skill upgradation for existing Entrepreneurs
- Rehabilitation through Entrepreneurship Development

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ORGANIZATION'S HISTORY

International Centre for Entrepreneurship and Career Development (ICECD) was founded in 1986 by experts in the field of entrepreneurship, economics, technology, behavioral science and small industries management. ICECD became a novel institution with the conviction that “Development and Promotion of Entrepreneurship and Micro-Small-Medium Enterprises are highly effective tools to create long term, sustainable employment and self employment opportunities in the country.”

ICECD's major interventions have been in the area of Entrepreneurship Development, SME Development, Employment creation through skills training, Micro Credit Management and Economic Empowerment, among youth/ women/ disadvantaged groups. These interventions have been all across India, and in +65 developing/ under developed countries. ICECD has not only continuously developed unique programs, but through its program known as Training of Trainers (TOT), has transferred these to over 1350 national and 950 international organizations till date.

Most of ICECD's interventions are targeted towards betterment of those who are socio-economically at the “Bottom of the Society” , with the chief focus being on identifying “The Capable” among these disadvantaged groups and empowering them.

Working with the formal education system, ICECD has developed managerial/ business skills of the technically qualified students, before they come out of the education system, which enables them to explore both options –Employment and Self-Employment. ICECD has been involved in developing specific need-based modules (E.g. Safety modules for corporate sector and Management modules for Ministry of Agriculture (GOI) officials.)

ICECD also offers Post Graduate Diploma in various fields including entrepreneurship, social entrepreneurship and CSR. It also collaborates with several agencies including Ministry of S&T, NCERT, Departments of Technical Education, etc. for developing need based inputs within the formal education system, including Government institutions.

In terms of MSME development, besides developing Entrepreneurs (over 100,000 worldwide, and +25,000 in India) with investment ranging from INR 5,000 to INR 150 million, ICECD has collaborated with several agencies like CARE India, CARE International, ILO, USAID, Commonwealth, DANIDA, World Bank Group for implementing programs in India and other countries.



AWARDS AND ACHIEVEMENTS

- Daughter of Gujarat Award – 2016” – Swayam Siddha Foundation (Ahmedabad) and Daughters' Day Foundation (Ahmedabad)
- Tupperware Face of the Year – 2013
- Lavasa Woman with a Drive Award – 2013
- Woman of the Year 2012 by the American Biographical Institute, Oxford, England in July 2012.
- “Best Project for Community Development” for Widows Economic Rehabilitation by Project Management Institute (PMI) of India. November 2010
- 2010 Entrepreneurship Promoter of the Year – by the Entrepreneurship Promotions Academy, Nigeria – October 2007
- “Stree Shakti Puraskar” in the name of Devi Ahilya Bai Holkar, instituted by the Government of India for the valuable services to the cause of Women and Girls. The award has been presented by Hon'ble President of India Smt. Pratibha Patil on 8th March 2010 at VigyanBhavan, New Delhi.
- Chosen as the “Titan – India Today BE MORE LEGEND” of India – June 2010
- “Mahila Gaurav Sanman” for unprecedented contribution to women's empowerment in the State of Gujarat – 2009, at the hands of then Chief Minister, Shri Narendra Modi
- “National Achievements Award for Education Excellence” for invaluable contribution in the field of Global Economic Development – 2009
- “Indira Gandhi Priyadarshini Award 2009” at the National Unity Conference-New Delhi for “Excellence in the field of Development” – 2009
- “Bharat Jyoti Award” for outstanding contribution to “Global Economic Development”- 2008
- “Gujarat Women Development Award” for ICECD by the Government of Gujarat, Women and Child Development Department – 2007
- “National Bank for Agriculture and Rural Development Award” for “Outstanding Performance” under Self Help Groups (Poor Women) Bank Linkage Programme – 2004
- “SAKHI Award” for “Excellent performance” in Contribution for Women Entrepreneurship Development – 2003 (State level, Gujarat, India)
- “Entrepreneurs International award for global contribution” in Women Entrepreneurship Development – 2001
- “Woman of the Year 2000” award by American Biographical Institute, USA
- “Recognition of International Centre for Entrepreneurship and Career Development (ICECD)” as a “Centre of Excellence” by UN-ESCAP – 1997



THE YEAR THAT WAS: 2019-20



01 >

SOCIO-ECONOMIC DEVELOPMENT OF COMMUNITIES THROUGH HOLISTIC APPROACH:



ICECD's partnership with Amazon Cares has entered its third year in 2019-2020. The project is now being implemented in two areas – Bavla Taluka and Daskroi Taluka of Ahmedabad district in Gujarat. In Bavla taluka ICECD undertakes interventions in 5 villages at

Bavla, Shiyal, Bagodara, Gangad and Rupal. In Daskroi we are working in 4 villages at Vasai, Lambha, Jetalpur and Miroli. In order to ensure holistic development in the villages the organisation implements various programs as below:

■ Entrepreneurship

Entrepreneurship Development Programme focuses on socio-economic development within the rural areas by encouraging self-employment and developing employment opportunities within the village. This programme largely focuses on rural women and youth. When the rural women are the beneficiaries, along with economic benefits to them, their family and the village, leads to improving the gender equality in the village. and social and economic empowerment individually This year we we have developed 38 entrepreneurs in Bavla village out of which 31 participants were women and 7 were men. 16 participants have started their business and others are in process and shall start soon.



Personal Interview and Selection of Prospective EDP Participants



Entrepreneurship Training of Men & Women in Bavla



■ PRI's Capacity Building

PRI refresher training is being conducted for the 3rd consecutive year in 4 villages of Bavla district i.e. Bagodara, Shiyal, Gangda and Rupal. This year till date 20 PRI members which includes the sanch and other PRI members of Bagodara and Gangad have benefitted from the training. Various aspects of village development

related to women and child welfare, budget utilization, village planning, health and hygiene condition, water, sanitation and environment are discussed. The progress in these areas over the year is monitored and future interventions required are planned.



Gram Sabha at Gangad



PRI Capacity Building Program at Bagodra

■ Health Awareness Programs



Free General Health Check-up and Health Exhibition at Bagodra

Free Health Check-up camps and Health Exhibitions were organized in Bavla, Rupal, Gangad and Shiyal villages of Bavla taluka and in Miroli and Vasai villages of Daskroi Taluka. In all, we have been able to reach out to 1365 persons through the camps and awareness exhibitions.

The Health Exhibitions aimed at spreading awareness about importance of following healthy lifestyle habits, proper diet and nutrition and vaccinations. It also highlighted the preventive and curative measures to be taken in case of various diseases like that of cancer, diabetes, blood pressure, skin disease and also Covid-19 related Corona virus disease. The Health Check-up-camps ensured proper diagnosis of various diseases and suggesting curative measures and creating essential linkages.





■ Education

Adolescent Girls Workshops



*Primary Health Evaluation of Adolescent Girls
by Dr. Mira at KGBV, Bagodra*

Adolescence being a crucial phase, these workshops were greatly popular in the villages. The beneficiaries of this program were girls between the age group of 12-19 years of all the selected 9 villages of Bavla and Daskroi talukas. ICECD was able to reach out to 567 girls through these workshops. Awareness was created amongst the girls related to development issues like nutrition, hygiene, use of sanitary napkins, age related physical and emotional changes, good and bad touch etc. Doctors were taken to each workshop and each girl got a growth related check up. Follow-up was conducted after 6 months in order to that the targeted results were achieved.

Career Guidance Workshops



*Career Guidance Awareness Workshop held at
Indira Nagar - 2 Primary school at village Lambha*

This program aims to showcase the various opportunities available under different streams of education, namely science, commerce and arts. It also provides information to the students about the correct method for identifying the careers suitable for them by taking into consideration their own personality, aptitude and interests. 605 students of standards 8th to 12th were addressed through these workshops. Further, various local colleges and technical centers were invited to join these workshops thereby creating a linkage with the students.

Digital Literacy

This program has successfully provided digital literacy knowledge to total 121 students and 14 teachers of both the talukas. In order to ensure that all the students (other than those who were directly covered under this project by ICECD) also benefit from this program the teachers of Bagodara, Gangad, Shiyal, Rupal and Lambha were also covered under the Digital Literacy Strengthening Workshop. This ensured that even after the exit

of ICECD from the school the students continue to get digital knowledge. The teachers as well as students were given basic working knowledge about computer hardware and software and were taught MS Word, Excel, Powerpoint and various uses of internet. This 1 month training program imparted theoretical and practical knowledge to the teachers and children using audio-visual methods.



Digital Literacy Training of 60 Students of Lambha



Anganwadi Strengthening

The Anganwadi Strengthening Workshops exposed the Anganwadi women and helpers to various methods to attract the children to the anganwadis and thereby improve their attendance and to motivate the parents to participate in the activities of the Anganwadi. Also awareness was created about importance of nutrition and hygiene on the overall development of the child. All the 53 anganwadis of Bavla taluka and 50 anganwadis of Daskroi taluka were targeted to be covered through this intervention



Sports Competition of Anganwadi Children at Bagodra and Gift Distribution to the Winners



Teacher's Training Workshops

Teacher's training workshops were organized in all the primary schools of Jetalpur, Vasai and Miroli villages of Daskroi taluka with the view to introduce them to new and interesting teaching methodologies so as to improve the concept clarity, learning and results of all the children of the schools covered through the training.



Dr. Shailendra Gupta Upgrading Teaching Skills of Teachers of Jetalpur, Miroli & Vasai Primary Schools





■ Water, Sanitation and Environment



Creating Environment Awareness Through Tree Plantation at Shiyal

Initiatives under this component of holistic development include awareness program and counselling for drinking water and water management. Tree plantation drive was conducted in 4 villages and more than 400 saplings were planted in the villages of Bagodara, Shiyal, Gangad and Rupal of Bavla district.

■ Road Safety



Creating Road Safety Awareness at Rupal

This component was added to the project due to the rise in the number of accidents taking place in and around the villages, especially on the highways. This intervention seeks to create road safety related awareness amongst the high school going children and within the community. Road safety awareness programs were conducted in schools at Daskroi taluka with a reach-out to 658 school students and people of the community. Students and village people learnt about various aspects of road safety like traffic signals, risks of using alcohol or mobile phone while driving, advantages of using seat belt and helmet, etc.

Various interventions like competitions to celebrate Independence Day and Republic Day to create a sense of patriotism in students, Tree Plantation Program in order to create awareness on the World Environment Day and Hour of Code in order to introduce students to the world of coding on Computer Science Education Week were undertaken to further involve the students and the community and create holistic development in the village.



Independence Day Celebrate at Bagodra Pay Center Primary School

■ Women's Entrepreneurship Development Programs in Sikar, Rajasthan

ICECD along with Bajaj Auto has begun the project to develop 500 rural women of Sikar to start their own micro enterprise and become self reliant. ICECD having assessed the needs of the rural women in Sikar, has initiated the Women Entrepreneurship Development Programs (WEDPs) which would develop these women as entrepreneurs to initiate and manage their own micro enterprise. It is expected that out of the 500 rural women trained, more than 60% would start their own businesses and also create new employment and investment opportunities within their villages.



Entrepreneurship Training of Women at Sikar, Rajasthan



Ms. Anshubala of Dujod Village Started her Business in Saree Trading

In all - 187 women in 7 centres Dujod, Dhod, Kathrathal, Daulatpur, Kasli, Majipura and Nagwa have already been identified and trained. Out of - these 74 women have successfully started their business. Follow-up and further hand holding of these women is in process in order to ensure that more and more women are able to start their own business units are able to grow them to sustainable levels. They are earning in the range of Rs. 15,000 to Rs. 40,000. The businesses are like manufacturing of mehandi cones, rajputi dresses, fancy items, tea and sweet shop, beauty parlour, etc.

■ Pilot Project - Women's Entrepreneurship Development Programs in Uttarakhand

ICECD along with Bajaj Auto has begun the pilot project to develop 100 rural women of Uttarakhand to start their own micro enterprise and become self reliant. ICECD having assessed the needs of the rural women in Uttarakhand has initiated the Women Entrepreneurship Development Programs (WEDPs) which would develop these women as entrepreneurs to initiate and manage their own micro enterprise. These 100 rural women trained, will not only be self employed but will also create new employment and investment opportunities in their own villages.

Total 79 women of Udham Singh Nagar District have received training under this program and 36 women have already started their businesses. These women have started various businesses like grocery stores, boutique, saree and dress material trading, Imitation Jewellery trading, masala trading etc and are earning anywhere between Rs. 5,000 to Rs. 30,000 per month.





This was a new geographical area of intervention for us and challenging in terms of climate as well as socio-economic limitations. However, it is heartening to see that we have been able to motivate and develop the women of Uttarakhand to become entrepreneurs. We are more than satisfied with the results being achieved in Uttarakhand.



Entrepreneurship Training of Women at Gokulnagar, Uttarakhand



Mrs. Santosh Khempal Started her Business in General Store

03 > ENTREPRENEURSHIP AWARENESS CAMPS (EAC) FOR ORIENTING YOUTH TOWARDS ENTREPRENEURIAL CAREER

ICECD successfully organized and completed 4 days Entrepreneurship Awareness Camps (EAC) for the students of 4 different science and technical Institutes namely G.H. Patel College of Engineering and Technology, V. V. Nagar; Natubhai V. Patel College of Pure & Applied Sciences, V.V. Nagar; Silver Oak College of Engineering and Technology and Aditya Silver Oak College of Engineering and Technology, Ahmedabad; and Indus University, Ahmedabad. We reached out to 367 students through these EAC programs. The Entrepreneurship Awareness Camps of 3 days were aimed at creating awareness among students about various facets of Entrepreneurship while highlighting the merits of pursuing such a career option. In this camp, students were exposed to different aspects of Entrepreneurship including opportunity guidance, services offered by agencies of support system, industrial field visit and interaction with successful Entrepreneurs, etc.

The EACs introduced enterprise creation as a lucrative career option to the technical students of India, who are otherwise more inclined towards employment instead of self-employment. Students were introduced to the types of entrepreneurial qualities and skills required, market opportunities for business creation and development and market survey techniques during the awareness camps.



3 days EAC at GCET, Vallabh Vidhya Nagar



Industry visit by GCET Students



04 >

ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDP) FOR SCIENCE AND TECHNOLOGY GRADUATES, POST GRADUATES AND DIPLOMA HOLDERS

ICECD conducted a 4 weeks Entrepreneurship Development Program to equip Science & Technology students with Inputs of Entrepreneurial Competency Development. This program helped the participants to become successful entrepreneurs in the field of their choice. The program covered different aspects of Entrepreneurship including opportunity guidance, services offered by agencies of support system, Industrial field visit, interaction with successful entrepreneurs, various schemes for start ups, product selection, enterprise management and development, business plan preparation, etc. Total 25 young technocrats participated and chose their business like IT outsourcing, Unicode development, Fast food parlour, Gents garment manufacturing, drug manufacturing and distribution. A total of 8 businesses have started with investment range from Rs. 15,000 to 5 lacs.



Young Technocrats Attending Entrepreneurship Development Program



Just Jacket an Enterprise Started by Mr. Dhaval Soni mentored by ICECD experts

One of the women participants Ms. Vinita Gadhavi has been awarded for her research and innovation for Anti Diabetic Herbal Formulation by Gujarat University Startup and Entrepreneurship Council (GUSEC) along with a grant of INR 2 Lakhs. She did not stop her research during lockdown due to Covid-19 pandemic and started working on herbal immunity booster to fight against Corona. Her formulation has been selected in the list of top five products by GUSEC in this category. She has been recognized by State Education Minister of Gujarat for this herbal immunity booster.

05 >

FACULTY DEVELOPMENT PROGRAM (FDP) FOR ENTREPRENEURSHIP DEVELOPMENT

ICECD started training a new cadre of professionally trained faculty to identify, select, motivate and train technical students for taking up careers in entrepreneurship in their institution. The participants of this program comprised of 20 senior faculties from colleges and universities across Gujarat such as Government Engineering College-Palanpur, Government Polytechnic-Himmatnagar; R.C. Technical Institute- Ahmedabad and BJVM College- V.V. Nagar. This FDP program will enable these faculties to in turn impart entrepreneurial education to minimum 100 students of their college each year so as to enable them to start their own enterprises, thereby creating a multiplier effect and -promoting the entrepreneurial culture.





*Senior Faculties from Colleges and Universities
Across Gujarat Undergoing FDP at ICECD*



Session on Systematic Planning by Dr. Hina Shah

06 > MODULAR PROGRAMS FOR BUSINESS DEVELOPMENT

Focused courses were offered on product selection, business plan preparation, loan application preparation, financial planning, online marketing, etc. which were need based and targeted potential as well as existing entrepreneurs. Also course on Proposal Making for NGOs was offered with about 40 NGOs participating in them.

07 > SAFETY FOR SCHOOLS

Safety Training camps were conducted for school children and teachers of 43 schools of Ahmedabad district. The children and teachers were exposed to safety drills to help them quickly evacuate their classrooms and school building and assemble to a designated open assembly point on the premises in case of any unforeseen disaster like fire, earthquake, etc. Fire Department of AMC also held demo for fire extinguishing at ICECD premises where ICECD staff and school children participated.



Fire Fighting Demo by SJIS School



Fire Safety Awareness by Expert



08 >

THE BOOK: WIDOWS-LEADING THEM TOWARDS ECONOMIC INDEPENDENCE

ICECD published a book describing its intervention on having successfully rehabilitated more than 13000 rural widows of Gujarat, and the opportunity of granted to it for replicating this project ar a national as well as global platform by providing necessary training to partner organizations.



SOME HIGHLIGHTS OF 2019-2020



■ HR Milestone, Leadership Conclave 2019

Dr. Hina Shah was invited as a keynote speaker in HR Milestone, Leadership Conclave 2019 at Vadodara, where she shared her insights on developing women entrepreneurs in India and globally.





■ **World Women's Day Celebration**

Dr. Hina Shah was invited as a Chief Guest on the occasion of 'World Women's Day', 8th March 2019 organized by JK Lakshmi Cement LTD. at Kalol, Gandhinagar. She motivated women of the Moti Bhoyan village to become economically empowered.

■ **Visamo Kids “Scholarship Day Celebration”**

Dr. Hina Shah was invited as a Chief Guest to Visamo Kids Foundation on the function of “Scholarship Day 2019”. On the occasion, she congratulated students and motivated them to take their own responsibility for growth on their own shoulders.

■ **All India Radio Gujarati**

Dr. Hina Shah was invited for a live session at All India Radio Gujarati on August 5, 2019. In the live session, she shared her experiences of her journey as an Entrepreneur.

■ **Chief Guest at Entrepreneurship Awareness Camp**

Dr. Hina Shah was invited as a Chief Guest to the inaugural function of Entrepreneurship Awareness Camp at N.V. Patel College of Pure & Applied Science, V.V. Nagar on September 18, 2019. She motivated the students to take up entrepreneurship as a career and sensitized the students towards the existing socialization processes that focus on jobs and security as traditional career choices.

■ **MOU with BJVM College, Vallabh Vidyanagar**

ICECD and B. J. Vanijya Mahavidyalaya (BJVM), Vallabh Vidyanagar entered a Memorandum of understanding (MoU) to conduct Entrepreneurship Development Programmes for women and students, Life Skill Training for students, Slum women empowerment and Tree Plantation drive.



■ Keynote Speaker at PACC 2019 Conclave

Dr. Hina Shah was invited as Keynote Speaker on the 7th edition of Project Managers, Architects, and Consulting Engineers Conclave (PACC -2019) organized by Fire and Security Association of India (FSAI) held at Dubai on 28th September 2019. She addressed on the topic “Women as Business Boss - A Path towards Financial Independence & Security”. She was also recognized for her remarkable contribution to the society for uplifting the unprivileged women and empowering them socially, psychologically, politically and economically.

■ Student's visit from BJVM College, Vallabh Vidyanagar

More than 50 students and 5 Senior Faculty from BJVM College, Vallabh Vidyanagar visited ICECD campus on 11th October 2019. Dr. Hina Shah conducted an orientation session for the students and faculty members.



Live Session at All India Radio Gujarati



Keynote Speaker at PACC 2019 Conclave, Dubai



Chief Guest at Visamo Kids Foundation on the Function



Chief Guest to the Inaugural Function of EAC



GLIMPSES OF ICECD'S AREAS OF EXPERTISE



■ ECONOMIC DEVELOPMENT

Entrepreneurship Development Programme: Since 1986, ICECD has developed over a lakh Micro-Small-Medium Enterprises (MSMEs) by potential entrepreneurs directly in India and over 2,00,000 enterprises through trainers and facilitators in India and in Asia Pacific (including India), African and Caribbean countries. It has also evolved and successfully implemented need based programs for more than 5000 youth in India with Micro Credit of Rs 1.1 crore (Rs. 11 million).

ICECD has enabled more than 10,000 deprived tribal, rural and underprivileged people to run sustainable and viable micro enterprises with appropriate credit and technology linkages.

ICECD has trained and developed more than:

- 1350 organizations and 6200 facilitators in India.
- 950 organizations and 5000 facilitators overseas.

The Organization's expertise is evident from the past data which suggests that around 89.2 % of the entrepreneurs trained by ICECD have able to set up, expand and grow their business. Apart from socio-economic growth, it ensures individual development by removing the barriers of caste, creed, race and sex.

ICECD has endeavoured to encourage the poor and non-bankable, specially the youth, towards self-employment and ownership of resources. The successful implementation of the Youth Credit Initiative in partnership with Commonwealth Secretariat is a proof of this success.

■ CORPORATE SOCIAL RESPONSIBILITY (CSR): Strategy and Execution

ICECD effectively synergizes efforts of the corporate towards sustainable growth and development of societal objectives at large. This brings about prosperity and well-being to the society. ICECD enables the corporate to put CSR in the right perspective and facilitates an enabling environment for equitable partnership between the civil society and the business. We direct CSR work towards sustainable development rather than a temporary welfare approach.



Our CSR interventions cover a wide area of operations including initiatives for community development, MSME development, Safety training in industry sector and others with various corporate giants such as CAIRN Energy, British Petroleum, Castrol/ Tata Motors, Tata, Bajaj Auto, Amazon, IFC and many more.

■ SAFETY INITIATIVES

Safety is a crucial concept in today's changing scenario. According to WHO, road accidents are one of the top ten reasons for deaths all over the world and the leading cause of deaths among young people within the age group of 15-29 years. Approximately 1.25 million deaths, globally each year, result from road crashes, followed by home injuries which are a major site for unintentional accidents and deaths. Domestic accidents account for approximately 6000 deaths each year in the world. A third major cause is industrial accidents. Over one million work-related deaths occur annually according to ILO estimates and hundreds of millions of workers suffer from workplace accidents worldwide.

Addressing the growing need for safety ICECD's interventions (training/ workshops/ audits) in varied sectors like ITIs, automobile, chemical industries aim to sensitize and create awareness regarding safety as well as provide the necessary training to develop a safety conscious behaviour. ICECD also works hand in hand with various corporate to mobilize their CSR towards better safety in industrial sector, road safety and many more.

■ SOCIO-ECONOMIC DEVELOPMENT PROGRAMMES

Since its inception, ICECD has continuously endeavoured towards mainstreaming the marginalized with developmental efforts, resulting in their social and economic empowerment. Economic development cannot gain momentum in absence of strategic social interventions. The common perception is that economic empowerment will automatically usher in social change, but this takes a lot of time. ICECD has over the years conducted integrated programmes to cover social as well as economic development as follows:

- | | |
|--------------------------|---|
| — Health | — Gender Equality |
| — Literacy | — Social Security |
| — Human Rights | — Disaster Mitigation |
| — Water & Sanitation | — Sustainable Livelihood |
| — Community Mobilization | — Skill Development of Women Sarpanches |

■ TECHNICAL/VOCATIONAL SKILL DEVELOPMENT

- Carpentry
- Electrification
- Safety
- Construction Related Skills
- Fashion Technology (Garment Making)
- Mobile repairing



ICECD has carried out a wide range of research projects funded by Central and State Government, Autonomous Institutions, Corporate Sector and International Agencies like CIDA, ILO, CARE, SMEDAN, Commonwealth Federation, World Bank, etc.

These include both qualitative and quantitative surveys in areas like:

- Needs Assessment for Social Economic Development and Identification of NGO for Capacity Building.
- Training needs study for Migrant salt workers for Vocational Skills Development for Employment Generation (Develop Training Module and also implemented Training).
- Baseline survey of villages for Small Medium Enterprise (SME) Development for training, implementation and replication at National Level.
- Market Study Analysis of Business Development Services (BDS) for SME (Demand Supply Gap).
- Needs Assessment Study for Capacity Building in Youth for Self Employment and Micro Enterprise Development in Okha Mandal, Gujarat and Babrala, UP.
- Impact Assessment Study for SME Development and Capacity Building of Government and NGO in Nigeria.
- Impact Assessment of Self Employment and Micro Entrepreneurship Development of Sarvodaya Project Sri Lanka.
- Impact Assessment Study of UNFPA Women Entrepreneurship Programmes in Jordan, Lebanon, Syria and Palestine.
- Comprehensive Socio Economic Action Study of Catchment area of Vadodara Halol Toll Road, Gujarat (IL&FS).
- Impact Evaluation of Micro Enterprise Development of Mahaweli displaced population in Sri Lanka.
- Impact Assessment Study of SHG (Gujarat) for Economic self sustenance.
- Research Study on Creating of Credit Flow and its utilization by Rural Women in Micro Enterprises (National Bank for Agriculture and Rural Development – NABARD)
- Needs Assessment Action Research for Micro & Small Enterprise Development for Tata Steel in Kalinganagar and Gopalpur, Odisha (Tata Steel)
- Research Study on “Performance Analysis of Existing Women Entrepreneurs in India” (IDBI)
- “Private Sector Impact Analysis” for Women Entrepreneurs – Problems and Potential (India-Canadian High Commission)
- A National Research Study – Creating an Enabling Environment for Women's Economic Empowerment through Entrepreneurship in India (UN-ESCAP).
- Leadership Development Initiative of Women PRI Heads to Transform Governance of Children (UNICEF, India)
- Needs Assessment Study for Assessing Scope for Digitization of Entrepreneurship Module (IFC)
- Needs Assessment Study of Existing Rural Women Entrepreneurs in Maharashtra (Cherie Blair Foundation for Women)



■ CORPORATE TRAINING

ICECD's specialized capacity building inputs address issues that most corporates today face such as lack of motivation, lack of self-discipline, lack of social skills, poor employee retention, high employee turnover, sensitivity to criticism and the list goes on. ICECD experts determine the specific work place challenges and prioritize the learning needs to be addressed. With this key expertise, ICECD has enabled capacity building of many national and multinational corporate houses including corporate giants such as Bajaj Motors, British Gas, Tata Chemicals, Cairn Energy, Hindustan Lever Limited and many more. Besides capacity enhancement, developing entrepreneurial and managerial competencies amongst management levels as well as molecular level boosts the efficiency quotients.

ICECD offers various solutions and services for corporate firms such as:

- Corporate capacity building for all levels of employees (ground/ junior/ senior/ managerial)
- Competency mapping
- HR Solutions
- Entrepreneurial, Managerial and Technical Skill Upgradation and Technology Transfer
- CSR Interventions: Seminars / Workshops on CSR

■ TRAINING OF TRAINERS (TOTS)

ICECD has conducted numerous TOTs across India and over 52 other countries for:

- SME Development
- Micro Credit Management
- Monitoring & Evaluation (M&E) For SME Development
- Appropriate Technologies For SMEs (Women & Rural Entrepreneurs)
- Faculty and Teachers Training Program Of S&T & Other Educational Institutes/Colleges/ Universities
- Disaster Mitigation & Rehabilitation
- SME For Women
- Strategies For Mainstreaming Women For Economic Activities
- NGO Capability Building For Economic Development Of Women
- Capacity Building For Sustainable Livelihood (For Low Income Group)
- Building Community Based Micro Finance Systems
- Women Entrepreneurship Development
- Viable Technologies For SMEs
- Capacity Building Of Community Based Organizations For Socio-Economic Empowerment

■ SKILL UPGRADATION FOR EXISTING BUSINESS ENTREPRENEURS

Breaking away from their shackles, entrepreneurs have achieved significant success in both traditional and non-traditional businesses. But in order to cope with the rapidly changing market scenario with liberalization and reforms in the economy, these successful entrepreneurs need to continuously strengthen their skills and capabilities for sustaining their profitability and growth. ICECD is committed to entrepreneurship development and has been working in the field in India as well as many other





developing countries. The research studies conducted by ICECD to assess the performance of Indian entrepreneurs have given an insight into the enterprise related problems, gender related problems and performance issues faced by them. ICECD conducts various Skill Upgradation and Capability Building Programs for the existing entrepreneurs of Gujarat and other states in India.

■ ICECD'S IMMERSION TRIPS

- ICECD has been working at the grass roots of India for over three decades and is an ideal place to understand the pulse of the country and its development sector.
- ICECD has tie-ups across the country to bring real experiences of India, its culture and its work environment.

ICECD's Immersion Trips offer an in-depth experience and a rare chance to interact with visionary entrepreneurs, study the development sector of India and get to know the country in all its colorful culture and history. The trips are intense and enlightening, exposing participants to some of the achievements and challenges experienced in remote rural and urban communities of India. Time for group discussion and individual reflection are integral to the journey.

Interactive visits with social entrepreneurs allow participants to develop a deeply personal understanding of the impact of these organizations. Free time is scheduled for cultural excursions and informal educational opportunities. We encourage participants to consider extending their stays in India to encounter the rich cultural biodiversity of this varied and vast region.





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