

Digital University Kerala and EDII launch Blockchain Program for Entrepreneurs and Start-ups

Jagran Josh | May 12, 2021 | jagranjosh.com



KUDIST launches Block Chain Programme: Taking a stride towards the future of technology, the Digital University of Kerala (DUK) has launched a unique online “Certified Blockchain Startup Program”, which is targeted to aid entrepreneurs and startups. The programme has been launched in collaboration with **Entrepreneurship Development Institute of India (EDII)**, Ahmedabad and Kerala Blockchain Academy. The course will help entrepreneurs and startups in sharpening their skills in cutting-edge digital technologies and setting up industries.

DUK Prajna for Easy, Flexible Learning

The programme launched by Digital University Kerala has been named as DUK Prajna and was formally launched yesterday i.e. on 11th May 2021. The programme has been launched as an online platform for easy and flexible learning of newer cutting-edge technologies that will provide blockchain basics. Furthermore, the course will also help participants develop the necessary know how about implementation of block chain technology in different business verticals, including government, banking, supply chains, real estate, environment and health.

The programme was formally launched through a virtual press conference, in which Dr Saji Gopinath, Vice-Chancellor, Digital University of Kerala, said entrepreneurship can improve the quality of living acting as the wheels of economic growth of the country. “Blockchain has the potential to act as a transformative technology. It can groom the talents with technology and skills to create long-lasting entrepreneurs in the blockchain space.”

Dr Sunil Shukla, Director General of EDII, said, “Blockchain technology is at a very nascent stage in India. Many industries are still unaware of it or don’t understand its efficacy. However, it is a useful technology that can bring great value to banking and finance, healthcare, supply chain, and real estate. Hence, it is important to nurture entrepreneurship in this sector at this stage.”

Dr Asharaf S, Dean (Research & Development) of Digital University Kerala and Professor-in-charge of Kerala Blockchain Academy, held that blockchain has the ability to verify the attributes of a transaction and help in bootstrapping and operating a marketplace without the need for a traditional intermediary.

“Digital finance technologies, including blockchain, have ensured growing opportunities for quality entrepreneurship training in the blockchain domain, he added.

Dr Raman Gujral, Regional Director, Southern Region-EDII, stressed on the need for entrepreneurship skill enhancement for people exploring the niche areas like blockchain technology.

Goal of the Programme

The programme has been launched as a 14-day virtual classroom training programme and will equip individuals with the knowledge, skills and attitude to grasp and deal effectively with the issues, opportunities and challenges concerning entrepreneurship. In addition to this, the programme will also provide detailed information about the important necessities for setting-up startups in the blockchain technology sector.

The programme also analyzes the concept of understanding entrepreneurship, defining startups, developing own tech startup ideas, building the right legal foundations, startup marketing, branding, and fund-raising. The online instructor-led training is made accessible from anywhere in the world and takes a deep dive into the various use cases of blockchain, analyzing real examples of how different industries are executing the technology and improving their businesses.

The trained entrepreneurs will have tech-related information along with necessary entrepreneurial and management skills for setting up their startups in the blockchain domain.

First Batch to Start on 7th June

With the modalities of the programme finalized, the first batch of the programme is to start from 7th June 2021 onwards. The batch will consist of 35 participants who will be selected on first-come, first-sever basis. As far as eligibility is concerned, anyone seek enrolment from students, graduates, business professionals, and aspiring entrepreneurs, who wish to establish their startups or expand their existing businesses in the blockchain sector.

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