

Gujarat: EDII revises management course to fall in line with Modi's 'Make in India' initiative

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EDII campus in Ahmedabad.

In a bid to make its students ready for a business career from day one, the Gandhinagar-based Entrepreneurship Development Institute of India (EDII) has recently revised the course architecture of its flagship management program in line with the NDA government's 'Make in India' initiative which specifies 24 priority sectors.

"In the first term, students have a course called 'Exploring Business Ideas' on how to identify a business idea and in the subsequent terms there are 20 sector based courses – most of which are in line with 'Make in India' initiative. So from day one, students are geared up towards a business career. We made these changes this year and have revised the domain specific 20 courses in view of the Make in India initiative – which identifies 24 priority

sectors. We have aligned them to our requirements and to our courses that we offer,” said Sunil Shukla- Director of EDII-Ahmedabad and member of the 6- member AICTE national start-up policy committee.

Apart from introducing several new core courses in its 2 year PG diploma in management- business Entrepreneurship (PGDM- BE), EDII will also follow an outcome-based learning program and in the process fund viable student business ideas. Last year 2 start-ups run by EDII students were given grants of Rs 6 lakhs by EDII and this year 6 student start-ups got a grant of Rs 9 lakhs. Ten business ideas will get supported at EDII’s new co-working space for start-ups called ‘Launchpad’, which is part of the pre incubator activity done by the institute.

“We follow an outcome-based learning and have identified a total of 25-30 milestones in both the years that students must pursue – like developing prototype, applying for patent, getting patent or leading a business delegation, registering with a government agency for procurement, getting an order from the government. Students get certain points on achieving them and we also use those assessment or the marks to provide them financial support as part of our ‘launchpad’. These 6 students that we have given grants to underwent all these entrepreneurial milestones,” Shukla added.

Post a revamped course curriculum, several new courses include ‘Exploring business ideas’, ‘Business Economics with a special focus on start-ups’, ‘Doing business with the Government’ and ‘Understanding Family Business’ in the PGDM BE program.

EDII is also expected to flag off its DST approved incubator that will mainly focus on food processing, Internet of Things(IoT) and manufacturing sectors. The 6 student led start-ups that got EDII grants included GoGarage.in, Kisan Krishi Seva Kendra, Maatratva, Enzo Daily Car Wash, a firm that manufactures copper bus bars and callforlaundry.com. EDII gives out seed funding for start-ups through grants, Gujarat CSR Authority and as a nodal agency for the Gujarat government’s start-up support policy by scouting for viable start-ups, said Associate Senior faculty Satya Ranjan Acharya.