

Learning universal language of business

EDI workshop helps participants from developing countries in Asia, Africa hone English skills

Rupam Singh Gupta | TNN

Ahmedabad: It's like 'Reading Lolita In Tehran' unfolding before you. Just like the protagonist in Azar Nafisi's book, she teaches English in her hometown in Iran. Her class comprises a medley of students in the age group of 15-50 years from both the sexes. Meet Mehregan of Gorgan in Iran. She is one of the 14 participants, all from abroad, attending a six-week workshop on 'Use of English language in business communication' at Entrepreneurship Development Institute of India (EDI).

"We conduct this programme every year to acquaint the participants with the dynamics of English language to facilitate its effective use in business communication," says Julie Shah, faculty, EDI and in charge of the workshop. So, if Palestine's Arafat, an English teacher in a school, is optimistic that the programme will help him in his translation work, Hyatullah Azrakai of Afghanistan — a government official in the ministry of finance — is sure that it will enhance his written and verbal skills and help him in preparing budget-related reports.

"As a lingua franca, English is indispensable for organisational growth and as a language of the corporate world, it has come to be accepted across nations," says Shah, adding that command over the basic elements of the language benefits professionals in a number of ways.

The target group includes entrepreneurs, teachers of business schools, managers and executives at corporate houses, government departments and non-government organisations. The selection is done through ITEC of ministry of external affairs and embassies in participant countries.



Pics: Kevin Antao

Participants during an English language workshop at EDI

Development means freedom

At a time when the women's reservation Bill is oscillating between both the Houses of the Indian Parliament, Uganda already has a woman representative from every district in its parliament. A group of women lawyers, Fida, ensures women's rights are not infringed upon, says Magdalene Namaja, a finance administrator with National NGO Forum in Kampala while talking about women's empowerment.

She and 13 others from different countries are participating in a six-week workshop on 'Governance and management of NGOs' at EDI. "Good governance means effective management of NGO resources in a manner that is transparent, accountable and re-

sponsive to people's need," said Santosh Kumar, faculty, EDI. How does it benefit the participants? "It helps them have a broader knowledge of structure and policy organisation development, NGO advocacy, resource mobilisation, gender empowerment and the likes," says assistant faculty Subhranshu Tripathy.

If for a student of development economics in Sweden, it means equipping oneself with knowledge on

strategic management, financial management and human resource management for an executive working on irrigation projects in Vietnam the workshop would help in project planning, design and implementation.

"What struck me first about India is its vibrant culture. Being the focus of the world, there's lot of scope for development activities here," says Tamara Kurdadze. A resident of

Georgia, she studies in Sweden and wants to work in south Asia. The target group is members of governing board, CEOs, programme managers/officers of NGOs, employees of donor organisations and government officers dealing with civil society organisations. First leg of workshop almost over, participants of both the programmes are looking forward to a fortnight-long Bharat darshan.



Sessions are insightful and will equip me with knowledge, skills and attitude needed for self-development
Mehregan | IRAN



The 400-year-old stepwell in Adalaj is quite impressive. The kind of planning that went into storing water so many years ago is remarkable
Pham Thi Tham Hoa | VIETNAM