

Ahmedabad Mirror

TEMPERATURE MAX 33.6 | MIN 25 | HUMIDITY 90%



FORECAST LIGHT RAINS MAY OCCUR IN SOME AREAS | SUNRISE 0616 HRS | SUNSET 1911 HRS |

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KRUTI NAIK

These students speak fluent Hindi and have enrolled for a nine-month course at EDI. Seated in the centre is their instructor. Bollywood films are also part of their course

NI HAO TO NAMASTE

Eleven BA Hindi students from China's Yunnan Minzu University are at EDI to learn Business Hindi. They are inspired by the book Narendra Modi ka Rajnaitik Safar, which is part of their syllabus

Kruti Naik
amfeedback@timesgroup.in

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Call it the Modi effect but China, which is expected to invest \$1.1 billion in India, mostly in Gujarat, seems to be more than eager to take its trade relations with the country to the next level. Even as an 18-member delegation comprising top Chinese investors and industrialists is scheduled to visit India tomorrow, a group of aspiring Chinese entrepreneurs are in Ahmedabad to break language barriers in order to explore business opportunities with Indian companies.

While Gujaratis keen on setting up businesses in China are

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Ni Hao to Namaste

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busy learning Mandarin in city colleges, 11 Chinese students are in city to get a grip over Hindi, one of the languages that is widely spoken in our country.

One of the EDI officers found out during a trip to China that the students there were interested in learning Hindi. It was then that the course was introduced at EDI.

These third year BA Hindi students at Yunnan Minzu University in China have enrolled for a nine-month Business Hindi certificate course at Entrepreneurship Development Institute of India (EDI).

Their university has included the book "Narendra Modi ka Rajnaitik Safar (Narendra Modi's political journey)" in the syllabus. The book talks about Gujarat's growing economy and chronicles Modi's rise on Indian political-scene. It is after reading the book that the students grew curious about Gujarat and decided to visit the state to know more about its culture and entrepreneurial spirit.

"Bharat ek mahan desh hai aur main is desh ki sanskriti se bahut prabhavit hoon. Meri asha hai ki main bhavishya me adhyapika banu aur bachchon ko Hindi



It was during a trip to China that one of the officers at EDI found out how interested the Chinese were in learning Hindi

sikhaun. (India is a great country and I am impressed with the culture of this country. I hope to teach students Hindi in the near future)," said Ming Yun, 21, one of the students.

The syllabus of the advance Hindi course at EDI includes Hindi poetry, short stories, works of Rabindranath Tagore and Munshi Premchand, Gopal Das Niraj and other important literary figures. These students will also be shown Hindi classics like *Anand*, *Satyakam*, *Do Aankhen Barah Haath*, *Gandhi* and *Chupke Chupke* since they are fans of Bollywood movies as well.

Dr Avdhesh Jha,

programme director and associate professor said, "We have been teaching students about the history and culture of India. Students enrol for this course either to do business with Indian companies, or to work as translators or to teach Hindi in China."

According to Dr Jha, one of the Chinese universities has also introduced Gujarati learning programme in its curriculum, as it believes Gujarat is a land of abundant business opportunities.

Dr Ranvijay Sinha, deputy director of Sino-India Entrepreneurship Development Centre based in Kunming, China, says,

"EDI started the course to boost business engagement between the two countries by doing away with the language barrier. Several students learn Hindi to work in media organisations in China. Several believe that Gujarat is world's growth engine and so they want to learn both Hindi and Gujarati."

Guo Weirong, 25, who teaches Hindi at the Chinese university, says, "India and China are neighbouring countries and wield tremendous influence on world economy. Also, Gujarat is the hub of small and medium enterprises. So it is not surprising that people want to learn Hindi and Gujarati."

HINDI IS 'CHEENI' FOR SINO-INDIAN TRADE TIES



Mujhe Aamir Khan bahut pasand hai. Bharat ki filmein mujhe bahut khushi deti hai. I am learning Hindi because I want to work as a translator in Indian companies.

Deng Yingshu, 23



Mere mata-pita mere Hindi seekhne se bahut khush hain aur main unko bahut khushi dena chahti hoon. I want to teach Hindi to Chinese students in future.

Du Xiaoqing, 21



Main ek lekhika banna chahti hoon aur Bharat desh ki sanskriti ke barey mein likhna chahti hoon. One can write about the country when one knows its language.

Chen Ru, 21



Main Bharat ke saath judke business karna chahta hoon. I want to do business with Indian companies and I believe learning Hindi will break the language barrier.

Cai Yuan, 22



Hindi bhasha Bharat mein sabse zyada boli jati hai isliye seekhna bahut zaroori hai. I want to start a shoes and apparel enterprise and do business with India.

Zou Jing, 20