

# EDII offers 'Business Hindi' course to more nations after success

The pilot project that began with 12 students in 2013 now has more than 60 students

---

Tanushree Bhatia @tweettanushree

**Ahmedabad:** The Entrepreneurship Development Institute of India (EDII) is gearing up to open a Business Hindi course for four more nations, after the pilot project that began with only 12 students in 2013 now has more than 60 students. The pilot course on Business Hindi was aimed at promoting the language combined with entrepreneurship.

Says course director Avdhesh Jha, "We began this unique programme to expand our programmes and make a mark internationally. It is also in the national interest to promote Hindi and EDII's interest in promoting entrepreneurship. Language is crucial to success in business, as well as social activity.

Hindi is spoken by nearly a 100 million people in India and several millions of people across the world. Many foreign universities teach foreign languages one of which is Hindi.

"The course 'Advanced Business Hindi Certificate' course aims to better relations between two countries and increase bilateral trade by attracting participants to work in and with India."

**The pilot course** which aimed at promoting the language combined with entrepreneurship, began with only 12 students in 2013 now has more than 60 students.

**The course 'Advanced Business Hindi Certificate'** course aims to better relations with other countries and increase bilateral trade by attracting participants to work in and with India.

He adds, "Till date, more than 36 students have taken the course apart from the 29 students in the current (fourth) batch. We have collaborated with three universities from these four countries to offer the same course, wherein students will also visit Indian towns to directly experience the culture and heritage.

"From 2017-18, as per our director's instructions, we have planned to expand this course to Japan, Phillipines, Korea and Germany." Luo Shini from Guangdong University of Foreign Studies said, "To conduct business in India, the most important aspect is to communicate and understand their culture, which will help in knowing the market better. I am from China and in future I am likely to do business between our two countries. Hence I opted for this course."