
The Man WITH A Mission

Skilling India, Enabling Entrepreneurship

Entrepreneur interacts with Rajiv Pratap Rudy, Minister of State for Skill Development and Entrepreneurship (Independent Charge), to understand how skill backed entrepreneurship will work in India's favour.

By Punita Sabharwal

If India's newly-formed Ministry of Skill Development and Entrepreneurship & its dynamic leadership under Minister of State Rajiv Pratap Rudy has anything to say about it, India's young population would be soon thinking entrepreneurship backed by skilled training. Rudy's very strong realization is that 12 years of education cannot give you a job, but 12 weeks of skill training could make you enabled or free to pursue self-employment with purpose. He believes that the key to New India is to liberate our potential energy to create activity.

Under Rudy's able leadership the Ministry held its first 'World Skills Day' on July 15, 2015 where Prime Minister Narendra Modi formally unveiled the

National Policy for Skill development and Entrepreneurship 2015. Minister Rudy believes that Skill development is one of the important initiatives of the current Government of India. In other countries, there are laws for skill development, but in India, the coverage to skill development is limited and does give impetus to our GDP also. But under the new training and skill development programme, a person can now bag a job immediately, which was not the case earlier. Towards the same, the ministry has worked very closely with important government ministries such as textiles, railways and engineering for formulating the new policy. The prime minister also believes that the key to new India is that skill development and entrepreneurship

form a connect as he said "We aim to increase the opportunity, which is why, we have not restricted ourselves to skills and have focused on entrepreneurship."

We caught up with Minister Rudy at this residence a day prior to the World Skills Day to get his vision for the Ministry and India at large. We realized he was a strong believer in the book 'Start-up Nation Israel' and believed that the growth of Skills and Entrepreneurship in Israel has a similar connect to India. Israel, which until a few years back was questioned about its very existence today has emerged strong with start-ups. India probably needs a similar style of policy and growth believes Rudy.

Entrepreneurship has the power to change not only enterprises and



Rajiv Pratap Rudy,
Minister of State for
Skill Development
and Entrepreneurship
(Independent Charge),
Government of India

COVER STORY

employees but also the whole country. To attain new level of growth, entrepreneurs need government support. The ease of doing business can serve as an opportunity for a vibrant India. How far it will take us. Time will tell.

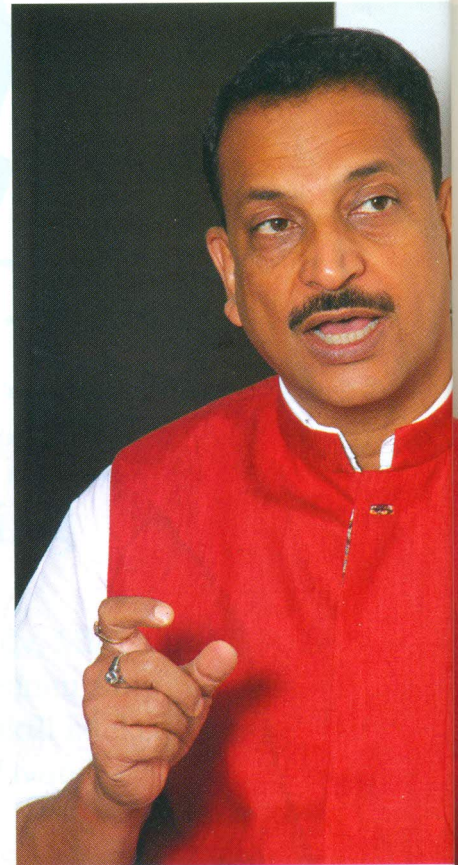
THE GOVERNMENT WANTS YOU TO START A BUSINESS FEATURES OF NATIONAL POLICY FOR SKILL DEVELOPMENT AND ENTREPRENEURSHIP 2015:

- » This ministry will have a coordinated delivery of national and state government entrepreneurship programmes and access to enabling resources for entrepreneurship. The highlight of the initiative (to be taken up in near future) are:
 - » Entrepreneurship education will be integrated into mainstream curriculum in 3,000 colleges. A world-class entrepreneurship education curriculum is being developed.
 - » E-Hubs will be set up in one national, 30 states, 50 nodal and 3,000 colleges to deliver support existing and potential entrepreneurs. This curriculum would be disseminated through Massively Open Online Courses
 - » The ministry will support young entrepreneurs through a web and mobile based platform connecting the entire entrepreneurial ecosystem in Hindi, English and regional languages. The creation of new incubators, far above and beyond the 120 odd incubators that currently operate, will be encouraged.
- » The entrepreneurship initiative of the ministry will be integrated with Atal Innovation Mission (AIM) and Self Employment Talent Utilisation (SETU) initiative of the government under NITI Aayog.
- » National E-Hub will support inter-ministerial coordination and align entrepreneurship efforts with industry trends and national flagship programmes like Make in India, Smart Cities, Skill India, Digital India, Green India and Swachh Bharat Abhiyaan.
- » Promote social entrepreneurship and grassroots innovations in a massive way. Encourage entrepreneurship among underrepresented groups.
- » Promote day-to-day entrepreneurship in close coordination with flagship livelihood projects of other ministries specially in terms of promoting Self Help Group businesses and involvement of women in entrepreneurship.
- » The idea of easy access to finance to be promoted in very close coordination with Department of Financial Services under the Ministry of finance and the market for financial services.

ENTREPRENEURSHIP RANK (OUT OF 79)



INNOVATION RANK (OUT OF 125)



» The ministry is working in close coordination with Department of Financial Services and SIDBI for Entrepreneurship Development under Prime Minister MUDRA Yojana.

The key message here is to make all ministries to focus on the ease of doing business. It plans to rationalise business procedures as follows:

- » Introduce single application for obtaining all approvals and clearances from various government authorities. The same is being piloted in few states like West Bengal.
- » Labour Laws: Permit flexibility to start-ups in "Hiring and retaining" workforce during the first three years of operation of an enterprise
- » Allow easy exit to enterprises if they have been in operation for less than three years.
- » The implementation of Intellectual Property Rights regime needs review to make innovation led entrepreneurship inspirational for youth to go international.
- » Consider tax incentives to new and existing entrepreneurs.



Exclusive Interview

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Rudy on Ready-ing Indian Entrepreneurs

What is your vision for the ministry?

In India, the largest employment today is not through Foreign Institutional Investors or any other mode, it is through entrepreneurship. The category is phenomenal; the dependency on real investments and infrastructure has to be substituted by the process of entrepreneurship and innovation. Across the world, majority of it has been structured through Indians based abroad. We have to take an example of Israel. If you look at the NASDAQ and stock exchanges across the world, and if you see first 100 listed companies, at least 20 would be from Israel entrepreneurs. How does it happen in a country with such miniscule population? It is because states and institutions jointly enable their manpower. This entrepreneurial

ability is what really matters in today's time. The wealth of the nation can be created through manufacturing, mining, and through other activities, but highest addition to wealth can only be created through entrepreneurship. This is for the first time that a separate ministry for entrepreneurship has been created by the Government of India.

What are the initiatives taken by the ministry?

As a start-up ministry we are still in the stage of incubation. But many organisations created earlier in other ministries have been brought under us. National Institute for Entrepreneurship and Small Business Development and Indian Institute of Entrepreneurship, Guwahati, has been transferred to

Ministry of Skill Development And Entrepreneurship. So we are trying to create a synergy to roll out. But we have to undertake projects that have a mega impact. Financing is another aspect where we are working at the ministry.

How do you co-relate entrepreneurship and skilling?

It is interlinked. Individuals can have skills. We are creating an environment where entrepreneurs emerge out of skilled individuals. We are talking about a country of 400 million workers who have not had higher education. There are 200 million people in the unorganised sector, and we have demand of another 10 million. All these initiatives have to be taken together.