

THE NEW INDIAN EXPRESS
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The start-up incubation centre is supported by the National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology (DST), Government of India

May 2020

EDII has announced its 35th and 36th summer camps for children that will begin in May 2020

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E stands for Entrepreneurship

Dr Sunil Shukla, Director of the Entrepreneurship Development Institute of India, tells *Rashmi Patil* why bad times for the economy are good for entrepreneurship — and the role of Behavioural Science

Most of us believe that entrepreneurship is a difficult path to tread and not everybody's cup of tea. But the Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute based in Ahmedabad is changing that perception by training thousands of youngsters to become skilled entrepreneurs. Additionally, they are modelling their courses to be in line with various government programmes meant for the development of small scale industries, women empowerment and upliftment of the marginalised sections of society.

Dr Sunil Shukla, Director of EDII, says, "We believe that entrepreneurial skills are beneficial for both the individual as well as society. It's an added advantage for people to have entrepreneurial knowledge as it boosts overall confidence." Experts from an interview:

1 How is EDII helping youngsters take advantage of the government's flagship initiatives?

The Central Government has launched these initiatives in recent years to boost entrepreneurship and we are committed to taking them across different cities and villages in India. We not only empower

youngsters but also existing entrepreneurs, women, marginalised groups and so on through these programmes. EDII has been driving the cause of promotion and development of entrepreneurs since its inception in 1983. The modules that we have designed to help people establish businesses or upgrade the existing ones are accepted and appreciated across different universities and B-schools.

2 How do you plan to incorporate entrepreneurship in the school or college curriculum?

We have worked with the University Grants Commission

(UGC), Government of Gujarat and Central Board of Secondary Education to develop a curriculum for class XI and XII on entrepreneurship; the textbook is called Udhyaam Pre-rana. While the textbook for class XI is already being used in colleges, work on the class XII textbook is yet to be completed.

3 What's next for EDII?

There are many plans that revolve around helping the marginal sections of the society to set up their own businesses. There are many schemes of the government that most of these people don't know about and creating awareness about them in the rural areas is our mission.

Reach Out: ediindia.org

We define entrepreneurship taking into account the person's attitude or mindset rather than the skills they possess

Dr Sunil Shukla



fair fields