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Learning never takes a back seat at EDII

4 min read . Updated: 20 Jan 2021, 04:53 PM IST **Brand Post**

- This Gujarat based institute is turning into a rich repository of e-learning courses and is producing talent that is helping combat the ongoing crisis.

The pandemic has crippled the economy in more ways than one and has certainly put work on a backseat in almost every sector. The Education sector has also got a jolt, yet the new normal situation did guarantee optimum use of technology and the learning process continued through the virtual model.

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At Entrepreneurship Development Institute of India, Ahmedabad, classes and mentoring sessions continue on various digital platforms like Google Meet, Zoom, MS-TEAM, CISCO WEBEX for a live interactive teacher-student session. The faculty members are imparting regular lessons through structured webinars, counselling sessions, classroom lectures, etc. These are being organised as per schedule for students of PG programmes and participants of various other programmes. Special efforts are being made to record lectures and upload them on YouTube or similar platforms for students to view and learn at their convenience. Notes and related course material are sent via e-mail or similar other modes.

EDII has recently announced a Webinar Series on 'Entrepreneurship and Start ups' to promote entrepreneurship as a career option among young students. The Institute looks at letting students realise the benefits of being an entrepreneur; more so when the Country is seeking to create a supportive environment for business through various policies such as; Stand up India; Start up India; Vocal for Local and so on. One such recently concluded Webinar, of this series, was on 'Entrepreneurship as an Emerging Career Opportunity'. A highly informative session conducted by EDII faculty was aimed at helping participants explore various business opportunities and learn the ways of evaluating and assessing these opportunities against the present market trends. Another one was on Atmanirbhar Bharat: Opportunities for Existing SMEs & Startup. The topics to feature in the forthcoming webinars include Government Formalities and Procedures, Sources of Finance for a New Enterprise, Strengthen Your Family Business, and Career as a Social Entrepreneur.

"We are committed to grooming entrepreneurial leaders with value-based education. Even during these difficult times. I am happy that we continue to give necessary impetus and knowledge base to our learners," says Dr. Satya Acharya, Incharge, Dept of Entrepreneurship Education.

Given the learnings from the current scenario, the Institute has also introduced several need-based online programmes, delivering innovative knowledge experiences to leverage opportunities. These online programmes aim at enhancing entrepreneurial and employability skills.

"The situation we all are in calls for urgent remedial measures. Virtual learning is one such revolutionary measure that is likely to persist post-pandemic. The online education model at EDII is very interactive. Even in these challenging times, our studies are headed in the right

direction with the help of very supportive EDII faculty. I would particularly like to endorse the lectures on microeconomic analysis, project-finance-related matters, and other management skills which help me mature as an entrepreneur every passing day," Amey Naik, Student of PGDM-E (batch 2019 -21)

EDII Alumni put their best foot forward to combat COVID-19

The crisis has given a strategic perspective to many entrepreneurs to bring in innovation to fight the situation.

Nikita Dattani hails from Malegaon, a small town in Nashik, Maharashtra. During her second year at EDII she was inspired by a guest lecture from ATIRA on Nano-Fibers. She was intrigued about the technology and developed 'Mysstre'. It was a difficult task as she was not from science or engineering background and that's where the entrepreneurship institute helped in terms of mentoring and with SSIP prototype funding of Rs. 40,000. EDII extended support in prototype development and also facilitated market promotion. MysTre manufactures and sells nanofiber-based virus protective sustainable face mask and scarf. The company has sold over 75,000 masks and scarves till now. Currently, the startup is anticipating an annual revenue of over ₹80 lakh. In the first year, with the help of funding, the startup was able to break even.

Hetika Shah comes from a small town called Halol in Panchmahals, Gujarat. The art of Industrial Machinery Business is what drove her to pursue Mechanical Engineering for Bachelor's Degree. She was also working on industrial safety equipment under the firm known as Sanctuary Innovative Safety Equipment Ltd. The firm currently manufactures and sells nanofibre-based virus protective sustainable "4S SHIELD". Hetika spotted a need amidst the present crisis and floated her plans to set up a mask manufacturing firm. She received EDII training and mentoring in prototype development, and SSIP funding of ₹1 lac. The unit was set up in flat seven days with EDII's involvement in market promotion. The product is sold to pharma and manufacturing industry frontline users.

These and many more inspiring stories of EDII alumni entrepreneurs show us that there is always a glimmer of hope even in the midst of the darkest times and a progressive entrepreneur never misses a chance to seize the opportunities that arise amidst this!!