

What is the idea behind Edulab?

One of the major challenges that I discovered in my role as an edupreneur is that a lot of students focus on academic excellence, but few focus on experience excellence. Over the course of several years of interacting with several business leaders, I realised that a major amount of work gets done with ease if a person is culturally open to new experiences – something that needs to be imbibed from very early in life. Which brought me to the point of realising that academic experiences need to be combined with cultural experiences.

As a result, Edulab began focusing on fostering relationships with the best universities and alliance partners to bring to students exchange programs from as young an age as 13 years. Students can travel to the best universities, learn the language hands on while experiencing the lives of 13 year olds in completely different countries for short term programmes!

Over a period of 2-4 years, students with such exposure acquire the skill to learn more



Pratik Gandhi,
Founder,
Edulab

Leading the brand wagon FOR 'STUDY IN INDIA'

Pratik is not a techie; nor a financial wizard; he is nevertheless an Edupreneur who is out there to truly make a difference! A person who pioneered the concept of "Study in India" even before its official inception; Pratik- an Edupreneur (Educationalist + Entrepreneur) is striving hard to bring about a paradigm shift in the way business of education is perceived in India- making the predominant shift from being government aided or trust driven to being sustainable, profitable and thus thriving in a self enduring business ecosystem.

In conversation with **AD&C**, Pratik speaks about his belief that diversity will break the shackles of economic adversities that have long been affecting the growth of Indian Institutes.

and apply their knowledge even better. That too not just in India but anywhere across the globe. Additionally, it gets them global friends with an academic bent of mind.

The ultimate aim is to enhance diversity and cultural learning for students around India. From our research, we now truly believe that the best way to improve the quality of education is to enhance the peer to peer learning and enable Indian students to truly learn about World through its student mobility programs.

Your vision for the company?

If I were to state it in a single line, my vision is to simply enable every student to be globally literate.

A student in India should be able to learn from a student in Spain, Europe and even Malaysia – and this can happen only at a peer to peer learning level – when students connect and exchange notes about what they are learning and what the different ways of applying the same knowledge could be. This helps raise a generation of youngsters who are more aware, more perceptive and more involved in society at large.

How many countries and universities have you tied up so far?

We have already tied up with 12 Countries and



have 30 Universities and over 1000 institutions on board. While on the one hand we have several Indian universities on board, on the other hand, we also have several international universities on board for the short term outbound programmes. Additionally, we also have robust alliance partners with some global leaders in the international education arena.

How is Edulab different from others?

Edulab now has the ability to bridge the gap between universities and students by building a seamless communication channel. We are very focused on ensuring that every student has a safe and great learning experience and to this end, we ensure that every partner we tie-up with has both the expertise of conducting the programmes and ensuring a safe stay.

Where do you see yourself five years down the road?

With our focus on student and university enablement, we will continue to be the platform of choice enabling millions of students to choose the right programs for their career advancement and ensuring 1000+ universities to be truly global in their outreach efforts to students.

Mumbai is the city of dreams turning into realities. Follow the stories of successful and driven entrepreneurs every day in the **Afternoon D&C's 'Open for Business'** column for some inspiration of your own. If you know someone who just 'has' to feature here, write to our Senior Business Correspondent, dominic.rebello@afternoonc.in



BUSINESS SHOTS

**BofA sees 0.25% rate cut to tide over note-ban impact on GDP**

To reverse the impact of the demonetisation drive to growth prospects, the Reserve Bank will cut rates tomorrow as well as in the April policy review, foreign brokerage Bank of America Merrill Lynch said yesterday. "We continue to expect the RBI-MPC (monetary policy committee) to cut the rates by 0.25% on Wednesday and in April with demonetisation hurting growth," it said. The brokerage said 60% of 2,000 respondents surveyed by it reported that they have been impacted by the note ban and attributed the "surprising" November industrial growth of 5.6% to lower base effect.

Rupee may break 66.2-68.7 range on note ban, oil prices: DBS

A 'resilient' Indian rupee has weathered the post-US election headwinds fairly well but the domestic currency may still break above its 66.2-68.7 range established since early 2016, says a DBS report. Currencies of high growth economies – PHP (Philippine Peso), IDR (Indonesian Rupiah), VND (Vietnamese Dong) and Rs. (Indian Rupee) – were notably resilient when DXY (US Dollar Index) rallied strongly in November-December 2016.

Gadkari seeks Belgian companies participation in Sagarmala

Seeking greater participation from Belgian Companies in the maritime sector, Union Minister Nitin Gadkari said India offers immense opportunities in the shipping and inland waterways sectors. Belgium Deputy Prime Minister Alexander De Croo had a meeting with Road Transport, Highways and Shipping Minister Gadkari yesterday in Mumbai concerning bilateral issues in the maritime sector. Gadkari sought greater participation of Belgian companies in Sagarmala projects, inland waterways and development of industrial clusters.

Oil cos' merger can be challenging yet beneficial: Fitch

The proposed merger of state-owned oil companies could reduce inefficiencies across the sector and create an entity better placed to compete globally for resources, Fitch Ratings said yesterday. "However, a merger would face significant execution challenges, particularly in terms of managing the integration of employees, addressing overcapacity in the merged entity, and winning the backing for the merger from private shareholders," the rating agency said in a statement.

ED seizes Rs 7.3 cr, 5.5 kg gold in searches post note ban: Govt

Enforcement Directorate (ED) seized Rs 7.30 crore in cash and 5.5 kg gold during search operations post demonetisation, the government said yesterday. During the course, it arrested 18 persons and identified 17 others indulged in alleged money laundering activities following the scrapping of 500 and 1,000 rupee notes on November 8 last year, Finance Minister Arun Jaitley said in a written reply to the Rajya Sabha.

Steel Min to soon seek Cabinet nod on new policy

The Steel Ministry will soon seek the Cabinet nod for its new policy that envisages Rs 10 lakh crore investment for creating capacity in the sector that is currently reeling under weak demand and a surge in

raw material prices. "As far as the steel policy is concerned we would be having it very shortly," Steel Minister Chaudhary Birender Singh told PTI. The ministry had uploaded the draft policy on the website, seeking suggestions from the stakeholders.

APM Terminals Pipavav Q3 net profit up by 18%

APM Terminals Pipavav reported a net profit of Rs. 645 million for Q3FY17 as against Rs. 547 million in Q3FY16. The Total Income for the quarter under consideration stood at Rs. 1,692 million as against Rs. 1,651 million in Q3FY16. EBITDA for the quarter was at Rs. 1,043 million and EBITDA margin stood at 61.7%. Commenting on the results, APM Terminals Pipavav (Gujarat Pipavav Port Ltd), MD, Keld Pedersen said: "Our performance during the quarter once again showcases our efforts in a challenging business environment."

ARBL bags 'Significant Achievement in HR Excellence' Award

Amara Raja Batteries Limited (ARBL), won the coveted 'Significant Achievement in HR Excellence' by the Confederation of Indian Industry (CII). The award was presented during the 7th National HR Excellence Award Confluence 2016-17 at New Delhi. The award was received by Jaikrishna B, President- Group HR, G Jagan Mohan, Head -Operations, VVS Sridhar- Business HR Head and T Damodara Chowdary-Business HR Head in a ceremony held at New Delhi. The prestigious award was presented by Dr. Naushad Forbes, President-CII & Director- Forbes Marshall Pvt. Ltd.

The Gateway of India Geoeconomic Dialogue

Gateway House, the Mumbai-based Indian Council on Global Relations, will throw open its doors to host the second Gateway of India Geoeconomic Dialogue: Where geopolitics meets business on 13-14 February 2017. The conference, co-hosted with the Ministry of External Affairs, is one of India's premier foreign policy summits, bringing together the highest representatives of foreign affairs and business from India and abroad. This conference offers a unique opportunity for Mumbai's business community to participate in the discussion and generate ideas that will shape the global discourse.

Kerala aims 7.5% growth in overseas tourists in FY17

Considering the uptick in inbound tourism, Kerala is eyeing 7.5% growth in tourist arrivals from overseas markets in this financial year, with special focus on adventure, culture and Ayurveda. "In 2016, January-September, we received 9,24,125 domestic tourists and 7,38,515 foreign tourists, which is 6.01% and 5.61% growth, respectively, over the same period of 2015. Overall the growth was 5.98% till September, with 1.19 lakh tourists visiting the 'Gods Own Country'," Kerala Tourism Department Tourist Information Officer Shine KS told PTI in Mumbai.