

Info Cell

Publication	Business India	Date	22.06.2015 - 05.07.2015
Edition	National	Page	20

India's first experiential entrepreneurial programme was launched by **Lemon School of Entrepreneurship** (LSE). The school is a brainchild of entrepreneurs and experts from premier institutions including IIMs, who are keen to create an experimental platform for global entrepreneurs in India. "The programme and pedagogy is the outcome of interaction and ideas from more than 1,500 people during the last two years. It is a new initiative and part of a larger mission to nurture 1,000 entrepreneurs and create 100 ventures by 2020. This would create 50,000 jobs for aspiring educated youth. Lemon is at present mentoring 20 start-up ventures across India", explain **Rajeev Roy**, chief gardener, LSE. An ex-



professor IIM, Raipur and alumni of IIM, Ahmedabad, Roy is among handful of entrepreneurship educators in the country, who has been teaching entrepreneurship over the last decade. "This would be first of its kind school for the entrepreneurs and created by entrepreneurs where major emphasis would be on Do-It-Yourself and experiential learning. The flagship's fast track nine month global programme in 'experiential entrepreneurship & innovation' (E2I), which would start in July 2015, would address various aspects of venture creation, ideation, validation and real life immersion, technology usage apart from knowledge-based management subjects", adds **Deepak Manaria**, chief idea farmer. ♦