

Media Release

Union Budget 2026

The Union Budget 2026 rightly recognises MSMEs as 'Champion Enterprises' central to India's growth, with a strong focus on equity, liquidity and professional support to help them scale sustainably. The emphasis on women-led enterprises through initiatives like SHE-Marts is particularly encouraging, enabling a shift from livelihoods to true enterprise ownership.

The focus on tourism as a local employment generator aligns with EDII's experience of building sustainable enterprises in the sector, while the education-to-entrepreneurship push signals a timely move from job-seeking to job-creation. Overall, this is a progressive and inclusive Budget that strengthens India's entrepreneurship ecosystem.

-Dr. Sunil Shukla,
Director General,
Entrepreneurship Development Institute of India (EDII), Ahmedabad

Publication: The Indian Express

Date: 02 February 2026

Edition: Print

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SUNIL SHUKLA,
DIRECTOR GENERAL,
ENTREPRENEURSHIP
DEVELOPMENT INSTITUTE OF INDIA
(EDII)

Publication: Ahmedabad Mirror

Date: 02 February 2026

Edition: Print

ENTREPRENEURSHIP

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- **Dr Sunil Shukla,**
Director General, EDII



Publication: Divya Bhaskar

Date: 02 February 2026

Edition: Print

SHE-Marts પહેલ મહિલાઓના નેતૃત્વને પેગ આપશે

“કેન્દ્રીય બજેટ 2026 યોજ્ય રીતે MSMEs ને ભારતના વિકાસ માટે કેન્દ્રસ્થાને ‘ચેમ્પિયન એન્ટરપ્રાઇઝ’ તરીકે ઓળખે છે, જેમાં તેમને ટકાઉ ધોરણે વૃદ્ધિ કરવામાં મદદ કરવા માટે ઈક્વિટી, લિક્વિડી અને વ્યાવસાયિક સમર્થન પર મજબૂત ધ્યાન કેન્દ્રિત કરવામાં આવ્યું છે. SHE-Marts જેવી પહેલ દ્વારા મહિલાઓના નેતૃત્વ હેઠળના સાહસો પર ભાર મૂકવો ખાસ કરીને પ્રોત્સાહક છે. > ડૉ. સુનિલ શુક્રા, ડાયરેક્ટર જનરલ, EDII

Publication: Rajasthan Patrika

Date: 02 February 2026

Edition: Print

शी मार्ट पहल से महिला उद्यमों को मिलेगा बढ़ावा

बजट 2026 ने सूक्ष्म, लघु और मध्यम उद्यमों (एमएसएमई) को भारत की आर्थिक वृद्धि का प्रमुख आधार मानते हुए उन्हें 'चैंपियन एंटरप्राइज' के रूप में उचित मान्यता दी है। इन उद्यमों के लिए इकिवटी, तरलता और पेशेवर सहयोग पर विशेष जोर दिया है।



शी मार्ट जैसी पहलों से महिला नेतृत्व वाले उद्यमों को प्रोत्साहन देना सराहनीय है। स्थानीय स्तर पर रोजगार सृजन के साधन के रूप में पर्यटन क्षेत्र पर ध्यान दिया है। कुल मिलाकर बजट प्रगतिशील और समावेशी है। यह देश के उद्यमिता पारिस्थितिकी तंत्र को सुधङ्ग करता है।

-डॉ. सुनील शुक्ला, महानिदेशक, इडीआइआइ

Publication: Navgujarat Samay

Date: 02 February 2026

Edition: Print

» MSMEsને ભારતના વિકાસ માટે કેન્દ્રસ્થાને રાખ્યું



આપે છે.

કેન્દ્રીય બજેટ MSMEsને ભારતના વિકાસ માટે કેન્દ્રસ્થાને 'ચેમ્પિયન એન્ટરપ્રાઇઝ' તરીકે ઓળખે છે. વૃદ્ધિ કરવામાં મદદ કરવા માટે ઇક્વિટી, લિક્વિડિટી અને બ્યાવસાયિક સમર્થન પર મજબૂત ધ્યાન કેન્દ્રિત થયું છે. સ્થાનિક રોજગાર સર્જક તરીકે પર્યાટન પર ધ્યાન કેન્દ્રિત કરવું એ EDII ના ક્ષેત્રમાં ટકાઉ સાહસોના નિર્માણના અનુભવ સાથે સુસંગત છે. શિક્ષણથી ઉદ્યોગસાહસિકતા તરફનો પ્રચાસ નોકરી શોધથી રોજગાર સર્જન તરફ સમયસરના પગલાનો સંકેત

- ડૉ. સુનિલ શુક્લા, ડાયરેક્ટર જનરલ, EDII

Publication: The Indian Express

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Link- <https://www.google.com/amp/s/indianexpress.com/article/education/union-budget-2026-expectation-education-sector-gst-research-schools-colleges-universities-hies-engineering-medical-skilling-study-abroad-10496643/lite/>

Entrepreneurship and Start-ups: Institutionalising risk-taking

Dr Sunil Shukla, Director General of the Entrepreneurship Development Institute of India (EDII), calls for embedding entrepreneurship as a national growth strategy. “The Budget should strengthen entrepreneurship through enhanced credit guarantees, blended finance models, and interest subvention for startups and micro-entrepreneurs,” he says.

“

Dedicated support for entrepreneurship education, incubation and scale-up, especially in Tier I and Tier II cities, will deepen India’s startup base.”

He believes such measures are critical to sustaining India’s position as a global startup powerhouse.

Publication: The News Strike

Date: 02 February 2026

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Link- <https://thenewsstrike.com/union-budget-2026-balances-growth-infra-push-duty-tweaks-new-schemes-sharp-opposition-attack>

Dr Sunil Shukla, Director General, Entrepreneurship Development Institute of India (EDII)

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Date: 02 February 2026

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Link- <https://www.pnинews.com/amp/budget-reaction/>

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