

AICTE approved, two-year, full-time, residential programme on

POST GRADUATE DIPLOMA IN MANAGEMENT – BUSINESS ENTREPRENEURSHIP (2008-2010)

Message from the Director of the Institute :

Dear Aspirant,

Till sometime back, when businesses had a problem, entrepreneurs blamed it on the environment, policies, red tapism, faulty systems and so on. Entrepreneurs never assessed their own competencies and knowledge. Fortunately, mindsets, today, have broadened and entrepreneurs place major emphasis on their level of understanding, entrepreneurial know-how and traits in dealing with issues. It has been proved and widely accepted that sharp entrepreneurial brains are a result of teaching and training in this area.

The course, '**Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE)**' creates successful entrepreneurs with knowledge and wisdom to grasp the complexity of business and design strategic approaches.

Family Business Management; New Enterprise Creation; Agri-Entrepreneurship and Services Management are the specialisation options that are offered. While the specialisation of New Enterprise Creation belies the myth that one needs to be supported by a business background to make a mark in the corporate world, the Family Business Management specialisation helps potential entrepreneurs take advantage of their business background and develop entrepreneurial traits to emerge as a successful entrepreneur that takes an already existing business to newer heights. The entrepreneurial wisdom and knowledge that this course imparts are unique and have earned the Institute the prestigious AICTE (**All India Council for Technical Education**) approval. The course would now be offered as a two-year full time residential programme.

I am glad that this course has established its significance. We feel strengthened by our achievements and wish we get more opportunities to work towards boosting the nation's economy.

- Dr. Dinesh Awasthi
Director

THE INSTITUTE

An acknowledged National Resource Institute for Entrepreneurship education, research & training

The Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit Institute, set up in 1983, is sponsored by apex financial institutions - IDBI, IFCI Ltd., ICICI Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus.

The Institute, till date, was offering state-of-the-art one-year course on: **Post Graduate Diploma in Business Entrepreneurship & Management (PGDBEM)**. It has successfully completed nine batches, through which 504 students have been trained and groomed to meet the challenges of the entrepreneurial world. Now as the Institute has received an approval from the **All India Council for Technical Education (AICTE)**, from the year 2008, it will be a two-year residential course, titled **Post Graduate Diploma in Management - Business Entrepreneurship**.

To pursue its mission further, EDI has helped set up fourteen state-level exclusive entrepreneurship development centers and institutes. One of the most satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In view of EDI's expertise in Entrepreneurship, the University Grants Commission appointed EDI as a nodal agency to develop curriculum on Entrepreneurship. The Institute has also developed text books on Entrepreneurship in vernacular language, i.e. Gujarati, for the 11th & 12th standards.

In order to broaden the frontiers of Entrepreneurship Research, EDI has established a Center for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector, and establish a network of researchers and trainers by organising a biennial seminar on Entrepreneurship Education and Research.

These successes and commitments have culminated in the recognition of its achievements by the Government of India and various state governments. In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDI earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union and several other renowned agencies.

The Institute has also successfully carried out the prestigious task assigned by the Ministry of External Affairs, Govt. of India, to set up Entrepreneurship Development Centres in Cambodia, Lao PDR, Myanmar and Vietnam. The Institute is presently working towards creating an ED centre in Uzbekistan.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (UN-ESCAP), Bangkok, Thailand, has declared EDI as a '**Center of Excellence**'.

Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE):

The programme offers competency-based training that is targeted at:

- Graduates who intend to launch and manage business units,
- Family businesses intending to develop their potential successors or associates with graduation background, in professional skills over a relatively shorter duration,
- Business firms who would like to sponsor their graduate employees with a view to reducing their dependency on employment and/or encouraging them to form a strong ancillary base, with the objective to:
 - develop them as entrepreneurs (New Enterprise Creation, Agri-Entrepreneurship, Services Management) or
 - develop their capabilities to join and manage family business (Management of Family Business).

The course offers four specializations :

New Enterprise Creation:

The objective of this stream is to provide comprehensive knowledge and develop competencies to start own independent business. This stream will be useful for those who want to launch their own business, wish to become small-medium industry consultant, counsellor or teacher-trainer with specialised post-graduate qualification.

Family Business Management:

This stream is designed for students interested in the issues, problems and unique concerns of family business involvement and management. The course will draw heavily on the personal experience of students in the class. Cases, videos, readings and lectures from guest faculty will focus on critical aspects of family business management.

Agri-Entrepreneurship:

Amidst the changing paradigms and demanding global structure, India, in order to remain a front-runner needs to primarily focus on the agriculture sector, the backbone of the economy. This specialisation will develop agri-preneurs with distinct traits and skills to exploit opportunities galore in the field of agriculture. Among the various strategies to promote planned growth in this sector, focus on promoting viable enterprises will certainly help exploit its operational efficiency to the hilt.

Services Management :

The objective is to facilitate conceptual understanding of the fast emerging service sector and its significance to the economy. The stream provides an in-depth analysis of the environment that leads to identification of opportunities in the service sector. Students will be able to benefit from such opportunities and create and manage new ventures in the sector. The focus will also be on customer relationship as a new management tool for creating sustainable competitive advantage and planning, designing and managing retail business formats.

DIPLOMA

Students, on successful completion of the programme, are granted a Post Graduate Diploma in Management - Business Entrepreneurship.

STRUCTURE OF THE PROGRAMME

First Year

Trimester I

- Entrepreneurship Theatre
- Entrepreneurial Lab
- Organization Behaviour
- Management Accounting - I
- Business Economics : Micro
- Information & Communication Technology for Entrepreneurs
- Business Communication

Trimester II

- Creativity & Innovation for Entrepreneurial Excellence
- Management: Theory & Practice
- Business Finance
- Business Economics: Macro
- Human Resource Management
- Management Accounting - II
- Production & Operations Management

Trimester III

- Entrepreneurial Effectiveness
- Business Opportunity Guidance & Identification
- Entrepreneurial Marketing
- Business Environment Analysis
- Strategic Management
- Research Methodology & Quantitative Techniques
- Business Policy

Second Year

Trimester IV

- Project: Formulation, Appraisal & implementation
- Business Taxation
- Business Law
- International Business - I
- Specialization in Any one Area (3 Courses in each area)

Specializations and Electives

Family Business Management

- Family Business Management
- Entrepreneurial Management
- Venture Growth Plans & Formulation

OR

New Enterprise Creation

- New Enterprise: Identification & Selection
- Enterprise Establishment and Management
- Entrepreneurship: Sustenance and Growth

OR

Agri Entrepreneurship

- Agri-Entrepreneurship: Environment and Trend
- Agri-Enterprise: Selection and Management
- Agri-Business: Marketing

OR

Services Management

- Service Sector Enterprise: Selection and Management
- Customer Relationship Management
- Retail Business Management

Trimester V

- Social Entrepreneurship
- E-Processes for Effective Business
- Business Ethics and Corporate Social Responsibility
- Leadership and Change Management
- Export-Import, Policy, Procedures and Documentation
- Conflict, Competition & Collaborations
- Project Preparation: Concepts & Components

Trimester VI

- Project Preparation & Management
(Includes project work on Detailed Project Report or Family Business Growth Plan)
- Negotiation Skills for Entrepreneurs
- International Business - II
- Organization Development

Application

- Project Identification, Formulation, Appraisal & Implementation
- Project Work
- Field Work: 4 weeks
- Data Analysis: 1 week
- Project Work: Final Report and Defense

Objectives of Various Modules

Entrepreneurship Theatre

The objective of this course is to excite the students in the field of entrepreneurship. They would be given an opportunity to explore how an entrepreneur is emerged, what motivates them to become an entrepreneur and the process through which they create their enterprises and run them successfully. The emphasis would be on studying conceptual perspectives and theories in the field of entrepreneurship and their application through case discussions. The objective of this course is to educate the students about the field of entrepreneurship. They would be given an opportunity to explore how an entrepreneur is born, what motivates them to become an entrepreneur and the process through which they create their enterprises and run them successfully. The emphasis would be on studying conceptual perspectives and theories in the field of entrepreneurship and their application through case discussions. In the latter phase, students are familiarized with the expanding horizons of entrepreneurship. Drawing upon various studies of entrepreneurs and their achievements, the course attempts to create an understanding of entrepreneurial dynamics. Through extensive reading and participation in group discussions and facilitation by the instructors, students will sharpen their learning of entrepreneurial emergence and sustenance.

Entrepreneurial Lab

The overall objective of the course is to create self-awareness amongst students to strengthen their individual as well as entrepreneurial personality. This would be achieved through an understanding of the personality development process and its associated variables, which play a crucial role in shaping the personality of a successful entrepreneur.

Organisation Behaviour

The objective is to sensitize the students regarding individual, group and interactive variables operating within the organizations and orient them towards organization strategies needed for their survival and growth. Students will be explained the way entrepreneurial organizations operate as a system and how a variety of individual and group processes influence each another. The coverage of the course will range from individual to group variables, team work, structures and functions of organizations, roles responsibilities etc.

Management Accounting I & II

Accounting is an information system designed to help in business functioning. While entrepreneurs and managers of businesses need not possess the skills to prepare the set of accounts, they must know how to analyse, interpret and understand the accounts presented. Such knowledge is very crucial for them to adopt a suitable course of action while making business decisions. This course generates knowledge about the statements of accounts generally prepared and the mechanics of accounting. It would familiarise students with the tools and techniques that analyse and interpret accounting data for planning, control and appropriate and timely managerial decisions.

Business Economics : Micro

To equip students with necessary tools and techniques that help in understanding the economic behaviour of individuals and aggregates. Such an understanding facilitates effective decision-

making. It helps them improve their capability to follow the trends depicted by the published data on economic affairs (and develop the skill of economic forecasting).

Information and Communication Technology for Entrepreneurs

Information technology has been bringing about a radical transformation in the society, thus questioning the conventional wisdom. This revolution has led to emergence of new entrepreneurial opportunities as well. The technology has been successfully applied to improve efficiency, elegance and sophistication. Students in this course will be oriented towards the inevitability of the use of computers and information technology in business. Students will be able to understand the elements of computer systems and information technology, the role and scope of computer and other IT applications in business, the usage of end user computing packages and will gain hands-on exposure to various end user software packages

Business Communication

To understand the requirements of business and develop skills in oral and written communication necessary for success in the business world. the course will focus on written analysis, professional communication, presentations skills, documentation, in-house newsletters/magazines etc.

Creativity for Entrepreneurial Excellence

To appreciate the nature of the skills and their relevance to business, to understand the operative process of these skills, and to indicate the acts and restraints that facilitate the cultivation of these skills.

Management: Theory and Practice

The course aims at providing the basic framework of the management as a system and includes all the processes of the management science and also the cotemporary issues in the management science.

Business Finance

To develop analytical aptitude in students for solving problems structured around the financial decision-making process and policy with regard to investment, financing, dividend, working capital, capital structure, risk and profit.

Business Economics: Macro

This is a basic course in economics, dealing with economic environment and policy. In particular, to imbibe an introductory and basic evaluatory framework for interpreting the economics, exogenous and business environment, understanding mutual relationships and synergies. This is expected to facilitate development of rational decision-making faculties at the SME and corporate enterprise stratum.

Human Resource Management

To familiarize students with the critical issues of management and development of human resource in business organisations, and help them analyse the dynamics of the same.

Productions and Operations Management

This course is designed to impart decision making abilities to the students, in planning, scheduling and control of production as well as operation functions, effective acquisition, storage and flow of materials in both manufacturing and service organizations, so as to achieve total productivity. The course also gives inputs on various quality systems.

Entrepreneurial Effectiveness

The course primarily focuses on developing critical soft skills and interpersonal skills to become a successful entrepreneur. The session comprises of the various group exercises, presentation and the guest lectures to equip the students with the right skills and attitude.

Business Opportunity Guidance and Identification

The course would cover the various tools, techniques and the strategies to spot the right business opportunity. The course also covers the various methods through which the opportunities are identified and evaluated scientifically.

Entrepreneurial Marketing

This course emphasizes on study of entrepreneurial marketing strategies. It examines how start-up and small/medium-size companies reach the marketplace and sustain their businesses, within highly competitive industries. Focus is given to the need of management to operate flexibly, make maximum effective use of scarce resources in terms of people, equipment and funds, and the opportunities that exist within new and established market niches. This course serves as a foundation for other marketing related areas and specializations. The student should be able to understand the various components of Marketing Management and its applications in the business. The student would be equipped with the latest trends, concepts, tools and techniques in Marketing Management. The student would develop customer-centric business acumen.

Business Environment Analysis

This course will also help to inculcate a mind-set towards incorporating complex economic and business environmental scenarios, and potential flux in investment decisions. The course aims to imbibe an introductory and basic evaluatory framework for interpreting the economic exogenous and business environment, understanding mutual relationship and synergies. This is expected to facilitate development of rational decision-making faculties at the SME and corporate enterprise stratum and to inculcate a mindset towards incorporating complex economic and business environment scenarios, and potential flux in investment decisions.

Strategic Management

The course offers the decision framework and exposure of the various strategies to achieve the competitive advantage and focus on the core competence. The course also focuses on helping the entrepreneur develop vision, mission and other framework.

Research Methodology and Quantitative Techniques

This course aims at creating awareness about the major methods of analyses used in business research. It focuses on the basic foundations of research processes and methodologies applicable to business decision making. The students will be equipped with skills necessary to collect, consolidate, analyze and present information that is critical for decision making. It helps them understand the implications of various methods and use them as per the requirement of business intelligence.

Business Policy

The course on business policy helps the students to understand important concepts in business strategy; appreciate the complex set of factors that influence business and managers, understand the challenges of globalization and rapid technological change to strategic thinking, sharpen your critical thinking skills.

Project Formulation, Appraisal and Implementation

The course aims to help students identify the critical factors for successful projects; distinguish and outline the various phases of the project cycle; identify different types of funding, programmes; identify and justify a project idea; formulate a structured set of objectives for a project; formulate Terms of Reference; outline the contents of technical and financial proposals in response to invitations to tender. The course focuses on the objectives to provide a principle-driven framework for preparing investment/project; to analytically discuss various issues involved in project appraisal; to equip students with skills necessary to plan a new business venture or rehabilitation or expansion of an existing business enterprise.

Business Taxation

This is to acquaint students with various types of tax laws that any business organisation needs to abide by. This knowledge is also essential for effective tax planning to make optimum use of existing tax benefits.

Business Law

This course is designed in a way to acquaint the students with the conceptual framework of various business and commercial laws and help them understand practical and procedural aspects that facilitate decision-making process.

International Business I &II

To provide adequate knowledge to the students towards starting their own international business operations, which include exports, strategic alliances etc. As, for an SME, activities of international business are generally confined to EXIM operations, the course gives substantial emphasis on export/import procedures. The students would also be given practical exposure to the functioning of export processing zones, customs departments etc. The strategic planning approach of the course helps students understand and assess various components of the international business environment such as international finance, international politics and international culture. The course will also equip the students with the knowledge of IT applications for international business.

Specializations

I. Family Business Management

Most entrepreneurs have or develop their own family management system. Family being a primary social institution, the entrepreneur as well as other members of the family wish to retain the management control of business with the family. As a result, a number of interactions take place between the family and business systems contributing to a unique strategic disposition of the family business. Long-term success of the family business depends on how best these dynamics are handled. Mismanagement here may destroy not only the business but also the family both economically and otherwise. The course aims at creating this awareness among potential entrepreneurs, entrepreneurs and potential successors of entrepreneurial ventures, and equips them with skills necessary to manage a family business.

Entrepreneurial Management

To motivate students to act as entrepreneurial managers (or intrapreneurs) by going beyond perceived role boundaries, if necessary.

Venture Growth Plans & Formulation

This course is concerned with the venture growth strategic issues and tasks faced by managers of organisations. These involve determining the purpose and direction of the organisation, establishing objectives and formulating and implementing strategies to achieve them, taking into account the changes in environment and organisation's total competence. The course thus provides a vehicle for considering issues that cut across the functional boundaries of organisations.

II. New Enterprise Creation

New Enterprise :Identification and Selection

To study the mechanism of product identification, thus making students, opportunity creators rather than seekers. The students are also exposed to the existing environment so that entrepreneurial decision making in terms of enterprise selection and understanding the environment, in which businesses operate, is facilitated.

Enterprise Establishment and Management

To develop soft skills required during the process of establishment and management of new enterprises in addition to providing legal information required during the formation of the new enterprise. It also covers vital issues like managing growth and diversification and crises management.

Entrepreneurship: Sustenance and Growth

To enable the students to face mounting problems and challenges from business competitors, and equip them with demand dramatic innovative techniques and bold action. The course will also help them learn how to compete in, the new world economy and provide them a with a 'Window of Opportunities'.

III. Agri-Entrepreneurship

Agri-Entrepreneurship Environment and Trend

This course covers various factors like technical, legal, economic, social and environmental that facilitates establishment and growth of agri-enterprises. In the process, it facilitates understanding on trade, agriculture and allied policy issues to draw upon the potential opportunities in the sector. The course will help appreciate the interrelationship between such factors and their cumulative effect on fostering new class of agri-entrepreneurs. It imparts knowledge regarding the current trends of Agri-Entrepreneurship in a market-driven economy. Besides, outlines the emerging trends in Agri-entrepreneurship especially in case of agri-service sector, role of IT in Agriculture, Biotechnology, Organic Farming, Food Processing and Agri-Eco-Tourism. Innovative concepts of futuristic trading, retailing, franchising, commodity trading, farm diversification and value earned products and processes will form the input.

Agri-Enterprise: Selection & Management

It covers planning and management of private investments in the agriculture sector. Emphasis will be given on concepts relating to project identification, preparation, appraisal, monitoring and evaluation along with the methods of logical framework, cost benefit analysis, social and environmental assessment within the context of new ventures as well as ongoing projects.

Agri-Business Marketing

This course will acquaint the students about the knowledge and tools to market the agri-products effectively and profitably. It also imparts knowledge necessary to develop implementable and sustainable strategies for managing supply chain issues. Also the strategic, tactical and operational issues relating to effective management of supply chain of Agri-producers will also be covered. Focus will be on present marketing scenario as well as demand trends in consumer markets to strategize marketing plans relating to farm input supply as well as processing and distribution of farm output.

IV. Services Management

Service Sector Enterprises: Selection and Management

To facilitate conceptual understanding of the Services Sector and its significance to the economy develop the capacity to undertake services based business ventures, manage its operations and related aspects. The course provides an in-depth analysis of the nature, characteristics and scope of services based business opportunities. The students also gain an understanding about establishing ventures around the same and designing an effective service based total business strategy for new service ventures.

Customer Relations Management

This course helps in understanding Relationship Marketing, a new management tool for understanding and enhancing customer satisfaction and would enable one to design customer-oriented business strategies for service based ventures. The course provides necessary soft skills for a more effective customer engagement through services based ventures and leveraging customer relationships for business success.

Retail Business Management

The course aims at providing a conceptual understanding of the concept of retail business and its role in the business landscape. It covers the planning, design and management of retail business formats and retail business strategies. Focus is on understanding the current retail business scenario in the country and the long term strategic implications of the same.

Social Entrepreneurship

The course focuses on developing entrepreneurs who can become social entrepreneur by venturing into the social development activities. The course also focuses on the bottom of pyramid market and its relevance for a business organization.

E-Process for effective Business

This course acquaints the students how the process in the business cycle can be web based taking advantage of global market cost effective and competitive using internet and information technology.

Business Ethics and Corporate Social Responsibility

The main aim of this course is to introduce the students to the ethical concepts, which are vital to resolve moral issues in business, to impart certain reasoning and analytical skills needed to apply ethical concepts during business decisions and to give short introductions to the moral business. The course aims at providing the framework of the corporate social responsibility and its importance to the business organization. The business ethics and various aspects of the same are provided as inputs to the students.

Leadership and Change Management

This course enables the students to understand and act in a way that helps them overcome the rough weather and lead the way for change. The basic objective of the course is to prepare students to understand change management and type of leadership required leading change in today's complex organization. It will help students to understand change required for continual improvement. Students will get to know how organizations can help to develop new leadership skill and attitude that support change management. Also, the course will provide theoretical and empirical knowledge necessary to manage and lead change.

Conflict, Competition and Collaborations

The modern businesses are full of various conflicting situations. The course aims at providing the framework to resolve these conflicts. The competition is resulting into co-opetition in the present era and hence the course also aims at understanding competition and the possibilities of the collaborations at various levels.

Negotiation Skills for Entrepreneurs

To enhance communication skills and thereby ensure improvement of productivity and effectiveness. To also help develop interpersonal skills to achieve results as much by persuasion and argument as

by the exercise of executive authority. It further helps students in effectively negotiating to resolve differences for the constructive good of all the parties involved.

Organization Development

The course aims to address rapidly changing new management and organization paradigms in the context of globalization, competition, collaborations, and the organizational change. The course also focuses on OD as an improvement strategy. The course offers in-depth understanding of the organizational dynamics and change.

Application

Detailed Project Report (DPR) a critical element of Project Preparation & Management, is to be prepared by the students after careful market research and secondary data based research with IT based applications. This forms an important part of the programme. The students apply the tools, techniques and the tactics learned during the programme while preparing the DPR. The students of Family Business specialization shall alternatively prepare Family Business Growth Plan (FBGP) for their family firms. The students appear for the viva-voce examination on the same topic. For DPR or FBGP, each student is attached to a faculty member for seeking necessary guidance and supervision. Students submit a copy of their project report on an announced date.

PEDAGOGY

The interactive nature of learning experience distinguishes EDI from many other institutions. The emphasis is on experiential learning. Business games, computer simulation, live projects, role plays, case-based teachings, field work and group work combine to create a challenging environment to define problems and find workable solutions.

Teaching and guidance are principally provided by EDI Faculty and selectively supported by a host of experts from leading educational institutions and consultancy firms.

ADMISSION ELIGIBILITY

A bachelor's degree in any discipline is essential for admission to Post Graduate Diploma Programme. Students appearing for the final degree examination at the time of application can also apply. S/he must have a bachelor's degree at the time of admission. Candidates having work experience will be preferred. A total of 60 seats are available for PGDM-BE.

Application Forms:

To obtain Prospectus-cum-Application Form, candidates can either pay in cash or send a Demand Draft of Rs. 500/- favouring EDI, Ahmedabad, payable at Ahmedabad. Demand Draft should be accompanied by complete postal address.

Students can also deposit the amount applicable at the HDFC branch in their area, and send a payment proof to EDI with a request for the prospectus.

- 1) Name of Bank Account : EDI PG ADMISSION
- 2) Name of Bank and Address : HDFC Bank Ltd., HDFC House, 1st Floor
Near Mithakhali Six Roads, Navrangpura

Ahmedabad-380 009, Gujarat
3) Bank Account No. : 0061000237748

Application forms can also be downloaded from the website and sent along with the prescribed amount for processing the same.

Applications can also be sent through e-mail but will not be processed unless the amount of Rs. 500 reaches EDI by demand draft/ bank transfer latest by **April 21, 2008**.

SELECTION PROCEDURE

Selection will be based on EDI Entrance Examination comprising a written test and personal interview to gauge the candidate's commitment towards the chosen career. The written test will be held at Ahmedabad, Allahabad, Bangalore, Belgaum, Bhopal, Bhubaneswar, Chennai, Delhi, Gorakhpur, Guwahati, Gwalior, Hyderabad, Jaipur, Jodhpur, Kolkata, Lucknow, Ludhiana, Madurai, Mumbai, Nagpur, Patna, Pune, Raipur, Ranchi, Thrissur, Udham Singh Nagar and Vadodara on **May 04, 2008**.

Note: Students are required to give 2 choices for test centres as no.1 and no.2. preferences. The Institute reserves the right to allocate the test centre to the applicant. The same will be communicated to the candidate through call letter.

FEE STRUCTURE & SCHEDULE

Tuition fee for this two-year, full-time, residential programme is Rs. 1,80,000/- per year which includes cost of tuition, reading material, library & computer facilities, study visits and lodging & boarding.

| First Year | Amount of Installment |
|---|------------------------------|
| First Installment on Registration June 13, 2008 | Rs. 1,20,000/- |
| Plus Caution Money* | Rs. 5,000/- |
| Second Installment August 01, 2008 | Rs. 60,000/- |

* Students will also have to deposit Rs. 5,000/- as caution money, which does not accrue any interest, and is refundable after successful completion of the course.

Second Year

| | |
|----------------------------------|----------------|
| Third Installment May 29, 2009 | Rs. 1,20,000/- |
| Fourth Installment July 13, 2009 | Rs. 60,000/- |

In case the Institute is not able to provide accommodation to a few students, the fee applicable will be Rs. 1,20,000/- **per year**. This would include; cost of tuition, reading material, library & computer facilities and study material only.

LOANS FROM FINANCIAL INSTITUTIONS

Financial Institutions / Banks provide convenient educational loans for meritorious / deserving students to acquire knowledge and skills in the field of their interest. Students pursuing their studies had availed educational loans from Indian Bank, Bank of Baroda, State Bank of India and others. Students desirous to avail this facility must meet the managers of the respective banks located in their hometowns and understand the procedural formalities.

FELLOWSHIP SUPPORT

Awareness about Entrepreneurship as a viable career option is establishing firm grounds. Mega Corporates awakened to the benefits that entrepreneurs accrue to the society, have come forward to support the growth of Entrepreneurship by way of offering fellowships to meritorious students. EDI's efforts have been magnanimously supported by Bharti Foundation, which extends fellowship support of Rs. 50,000 each to two students. In the past Aditya Birla Group has also offered to extend fellowship support to students from backward areas.

Important Dates :

- **Last date for submission of filled-in application form** : **April 21, 2008**
- **Written Test** : **May 04, 2008**
- **Personal Interview at EDI, Ahmedabad Campus** : **May 21 & 22, 2008**
- **Fellowship Interview at EDI, Ahmedabad Campus** : **May 23, 2008**
- **Last date for Registration** : **June 13, 2008**
- **Course Commencement** : **July 07, 2008**

CAREER OPPORTUNITIES

New Enterprise Creation:

The students graduated in NEC stream are trained to identify/create (through innovation & creativity) business opportunities. Experienced academicians and practitioners train them on various issues related to setting up of business. The students acquire know-how on how to;

- develop a bankable project,
- develop essential network required for running a business,
- arrange and manage finance,
- compete in the market place, etc.

Majority of the students graduated in NEC specialization from EDI now own an established business in India and / or abroad. They are contributing to the social and economic progress of the nation by adding to its GDP and providing employment to others.

Family Business Management:

FBM students are equipped with the managerial skills required to bring continuous growth in the existing family businesses. Potential successors of many top-ranking companies have joined this course. Students graduating with FBM specialisation are giving remarkable performances in their businesses. They have taken their businesses to new heights by way of

diversification and expansion. Their contribution has resulted in cost cutting, adoption of better management practices and increase in competitiveness in the dynamic global market.

Agri-Entrepreneurship:

Government is encouraging people to enter into agri-business by creating enabling-environment through priority lending, less bureaucratic formalities, tax benefits, etc. This has created a number of business opportunities. Business options open to students of agri-entrepreneurship in this sector include contract farming, food/fruit processing, service sector projects like horticulture clinic, agri-business clinic, cold chain facility, farm advisory centers, commodity exchange, export promotion units for peanut butter, psyllium husk, bran oil, etc.

Services Management:

This is a new stream introduced by the institute mainly to orient and equip students of this specialisation towards how to establish and manage business in the services sector where the opportunities are diverse. As services have four inherent characteristics viz, intangibility, perishability, inseparability and variable, they create unique challenges. The students graduating with services management specialisation are trained to face these challenges; attract new customers and to retain the existing ones. This specialisation enables them to reduce intangibility, dependence on customer-employee interaction, varying levels of services provided to customers as also manage customer expectations.

A Note on Entry Test for Admission to PGP

The EDI Entrance Examination (EEE) has the following components for all Indian applicants. The paper has sectional time limits and there is no negative marking. Most questions are multiple choice types.

WRITTEN TEST (Indian Applicants Only)

The Written Test focuses on evaluating aspirants by way of a paper that is divided into five sections. It needs to be completed in 180 minutes.

| Section No. | Area | Time (in minutes) |
|--------------------|-----------------------------|--------------------------|
| 1 | English | 40 |
| 2 | Arithmetic | 40 |
| 3 | Logic and Reasoning | 30 |
| 4 | General Awareness | 30 |
| 5 | Entrepreneurial Orientation | 40 |
| | Total | 180 |

Section 1: English

This section covers testing of elementary knowledge of English like filling in the blanks with appropriate option, antonyms, synonyms, idioms, spotting mistakes in sentences, etc. Filling in the blanks to form coherent paragraphs will be based on fairly simple vocabulary.

Section 2: Arithmetic

This section has questions which are fairly simple targeting BODMAS rule, averages, percentages, profit and loss, partnerships, time and work, time and distance, proportions and ratios, simple and compound interests, approximations etc.

Section 3: Logic and Reasoning

This section has questions on analytical reasoning, odd man out, relations, strong and weak arguments.

Section 4: General Awareness

Almost on the same lines, questions on general knowledge, recent happenings, inventions and inventors, business abbreviations as also questions on political science and history are asked. The pattern followed is similar to the above.

Section 5: Entrepreneurial Orientation

There are two sets of tests under this category designed to analyze behavioural predispositions like drive, initiative, general entrepreneurial tendencies, leadership, personality traits, etc. The tests measure entrepreneurial potential and commitment.

INFRASTRUCTURAL FACILITIES

A. The EDI Campus

The aesthetically designed EDI campus is one of the best-maintained educational campuses anywhere in the world, located in a 23 acre large and serene environment, away from the hustle and bustle of the city. It has been awarded the prestigious 'Aga Khan Award for Architecture'. The award jury adjudged it to be a place with an “inviting environment for work, interaction and repose.”

B. The Computer Centre

EDI provides world-class computer facilities to its students. It has two computer laboratories with computer student ratio of 1:2. The computers are connected to the web world through wireless radio modem connectivity of 256 kbps, which allows fast exchange of data from across the world. The center remains open from 8.00 in the morning till 11.00 in the evening for the students. The computers at the lab are also equipped with library software to provide access to information resources available in the library.

C. The EDI Library & Information Centre (EDILIC)

EDILIC, state-of-the-art information center is enriched with updated information sources in the field of Entrepreneurship and related subjects. It is supported by the rapidly growing book collection, which is mainly focused on the curricula of PG Programmes. Besides, the library subscribes to about 120 national and international periodicals and magazines. Another special feature of the center is the video and CD collection in the area of Entrepreneurship. The resources and facilities would help students in accessing the latest and relevant information and other literature to supplement quality entrepreneurship education at

EDI. EDILIC subscribes to KOMPASS one of the world's leading business-to-business information of 75 countries.

D. The Classrooms

All classrooms are equipped with modern teaching aids like OHP and LCD projectors. To create good learning environment, classrooms are equipped with air-conditioners and comfortable seating arrangements.

E. The Hostel

Well-designed, comfortable on-campus rooms are made available for students. Food and hospitality at EDI are always acclaimed. The Institute also provides recreation, indoor & outdoor sports facilities and Gymnasium.

FACULTY MEMBERS

Dinesh N. Awasthi, Ph.D (Economics)

An Economist with extensive experience in Entrepreneurship training, teaching and research. Worked extensively on policy issues related to SMEs. Worked with several multilateral agencies like ILO, UNIDO, UNDP, as a Consultant on several international assignments. He has four books, about 45 research papers and 13 research reports to his credit. His areas of special interest are: policy research, cluster development, sub-sector analysis, micro-finance and rural banking, rural entrepreneurship and NGOs. Dr. Awasthi is a Member of various Apex Committees and Core Groups of Ministries of SSI & ARI, Urban Employment and Poverty Alleviation, Department of Science & Technology and Planning Commission, Govt. of Gujarat.

Sunil Shukla, Ph.D. (Psychology)

Behavioural scientist, engaged in entrepreneurship teaching, training, research and consulting. Has been working for medium to large sized companies for strategic planning and capacity building of people to convert their managers into intrapreneurs and help create conducive climate for corporate entrepreneurship. Currently involved in a project aimed at creating awareness for entrepreneurship and foreign trade in Greater Mekong Subregion countries. He is Chairperson of EDI's PG Programmes.

Anupriya Pandey, M.Com., Ph.D. (Commerce)

Specialises in managerial economics, finance, and business plan formulation appraisal. About 7 years experience in lectureship. Currently involved in conducting various National and International Programmes in the field of entrepreneurship. She is the academic coordinator of PGDM-BE.

Ramkrishna Mistry, M.Com.

Was associated with research organisations and NGOs before joining EDI as a Faculty and Academic Coordinator for NGO Management programme. He has worked on various developmental issues with focus on HIV/AIDS and Reproductive and Child Health. Was actively involved in

training, evaluation and NGO networking & coordination for various projects. Has fairly good experience in working with rural as well as urban communities in Gujarat.

Paul Ben Abrham , M.Sc. Agriculture (Horticulture), GDMM, PGDHRM, CAIIB

Post Graduate in Agriculture with specialization in horticulture. Also acquired Post Graduate Diploma holder in Marketing Management & Human Resource Management. 11 years of experience in various capacities, such as; Agricultural Specialist in a reputed NGO, Assistant Project Manager (Training) in an E.E.C. aided project, Credit Manager for Agriculture, Micro Finance, Retail Products & Priority Sector in a scheduled commercial bank.

Tarun Bedi, B.E. (Civil), M.A. (Sociology)

Has 14 years of experience in the field of Entrepreneurship Development and two years of experience in working for rehabilitation of Adolescents engaged in hazardous occupation. Involved in the promotion of cultivation and processing of medicinal and aromatic plants through training and counseling for the last 7 years.

Pankaj Bharti, Ph.D. (Psychology)

Specializes in Social Psychology, Organisational Behaviour and Research Methods. Trained in conceptualizing and developing measurement tools for Social Science Research. Associated with more than twelve national as well as international research projects. Current interests include preparation of cases and resource material and constructing tools for promoting entrepreneurial tendencies.

Meena Bilgi, M. Phil. (Social Work)

As Social and Gender Development Specialist, she has two decades of extensive experience in Rural Development areas such as; Management of Natural Resources, Livelihood Enhancement and Entrepreneurship Development. She has worked on national and international projects funded by DFID, RNE, SDC, UN agencies, World Bank etc. She has many articles to her credit.

Saumil Dave, BE (Mech.), MBA(HRD), PGDMM

18 years of experience in various industries like paints, pharmaceuticals, dairy, beverages and water management. Extensive experience in areas such as; maintenance, plant engineering, project implementation, purchase and stores, supply chain management and project engineering in above sectors. At present, working with IC3G Cell involved in Cluster Development activities.

Ajay Dixit, B.A.

More than 3 decades of experience in the field of Entrepreneurship Development at national as well as international levels. An experienced Business Counsellor, specializing in training of trainers, training existing entrepreneurs for their growth, teaching 'Family Business Management'. Also providing capacity building support to NGOs and promoting Social Entrepreneurship.

Raman Gujral, M.Com

Specialises in small enterprise development, various aspects of industrial project identification to project formulation. 17 years of experience in the area of training and development of entrepreneurs. Has extensive experience of working on developing different modules on entrepreneurship development, development orientation programme for support system officials, etc. Associated with various publications on entrepreneurship and marketing of agro produces.

Prakash Jhurani, MA, LL.B, D.Lib

Specializes in the rural development sector. About 8 years experience in areas, such as; rural development, project management, project implementation in the area of micro credit & micro enterprise development through cluster development approach. Implemented various projects with several agencies in the sector of small & medium enterprise development.

Rajiv Joshi, BBA, PGDMM, MMM, MIMA

11 years of cross-functional and cross-cultural experience in academics and industry. Published articles and papers on Advertising, Marketing, General Management and Services Marketing in various magazines and journals. Teaches “Marketing for Entrepreneurs” course and other Marketing related courses at the institute.

Umesh K Menon, M.Com., MBA (Finance), AICWA

Specialises in the areas of finance and accounts with 16 years experience in Government and Industry. Presently involved in counselling existing entrepreneurs for growth; training bankers and investment promotion officers in the area of project appraisal; teaching finance, accounts and small business management to PG students.

Manoj Mishra, PDFM, FRI (Dehradun)

Specialises in the area of Rural Development. About 12 years of experience in providing support to social development, project management and co-ordination in the area of sustainable livelihood issues, Micro-enterprise Development (particularly farm and off-farm sector), Micro-finance, Social research methods and MIS for monitoring and evaluation. Is currently involved in conducting training in the field of agri-business, for rural & small business consultants and providing capacity building support to NGOs for best practices in micro-finance.

Sasi Misra, Ph.D. (Psychology), University of California

Ford Scholar, Harvard Business School; Visiting Professor, McGill University, Canada; University of Munich and University of Bamberg, Germany. An Alexander Humboldt Fellow (Germany), Shastri Indo-Canadian Fellow (Canada) and Commonwealth Faculty Research Fellow (UK). Currently, he is Editor of The Journal of Entrepreneurship. Has over 50 publications in prestigious national and international journals. He has been Senior Professor of Organizational Behaviour at IIM-Ahmedabad for over three decades and Vice-Chancellor, Behrampur University, Orissa.

V. Padmanand, M. Phil CRENIEO, M. Phil., Cambridge, UK, PGDMM

An Economist, specialising in business economics and management, applied macro economics and environmental economics. Currently engaged in research, consultancy and programmes related to

growth and business strategy of small and medium enterprises. Elected to the status of Fellow in national and international bodies.

Sanjay Pal, M.Sc. (Economics), MBA (Marketing)

Specializes in Cluster Development and Rural Marketing. Handling the activities of the International Centre for Cluster Competitiveness and Growth (IC3G) and also engaged in providing strategic support to the 12 SME cluster programmes in the country. Conducted series of Cluster Development Executives (CDE) Programme for the Govt. Officials and implementing agencies. Recently conducted a study on the Regional SME Development and Cluster/Value Chains & BDS Market. Also handling Rural Marketing Projects/Programmes targeting the NGO sector.

Vinod Paratkar, B.Com., PGDM

Involved for the last 18 years in research in HRM practices and business strategies, cross cultural aspects, studies in fruit and agro processing industries, TBI in India, potential survey, labour market survey for ILO, training of trainers & teachers. Presently, Advisor at the Lao India Entrepreneurship Development Centre (LIEDC), Vientiane, Lao PDR.

D M Parikh, B.E. (Mechanical), M.Tech (Ind. Mgt; IIT, KGP)

An engineer with Industrial Management Education at post-graduate level. Equipped with 28 years experience in industrial activities. About 7 years as an Industrial Engineer with exclusive experience on productivity improvement, line balancing as well as various diagnostic studies for facility improvement and improving efficiency of industrial resources. About 21 years extensive experience in all facets of Development Banking comprising project appraisal, financial services, merchant banking, recovery management and resource mobilization.

J.B.Patel, B.Sc(Chem.),B.Sc(Tech.)

More than 3 decades of experience in the areas of business opportunity identification, project formulation, project appraisal, counselling and guiding the entrepreneurs. Conducted more than 10 international programmes and worked as an expert in a number of developing countries in the above fields. Also Local Representative for the Netherland Senior Experts Organisation.

C.R. Patnaik, PGDM

19 years of experience in conducting Rural Entrepreneurship Development Programmes. Currently involved in imparting behavioural inputs in REDPs.

Rajkumar Phatate, B. Com, MBA (Marketing and Finance)

A seasoned entrepreneurship trainer/teacher with more than 22 years of experience in facilitating and training in the areas of new enterprise creation, capacity building of existing entrepreneurs and ETMs. His areas of interest include group enterprise development, cluster development, facilitating knowledge ventures, entrepreneurship education and performance improvement and growth of existing SMEs.

N Ramesh, M. Sc, Chemistry

Specializes in identifying business opportunities in the areas of Food Processing, Electronics and IT. 22 years of work experience as an Entrepreneur Trainer Motivator.

Arvind Sahay, Ph.D (Com.), M.Sc. (Stat), PGDCA

Specializes in micro enterprise creation and entrepreneurship development activities. 12 years of work experience in Entrepreneurship Development with specialization in training and development of entrepreneurs by coordinating “Science & Technology Entrepreneurship Development Project” and “Rural Industries Programmes” with special focus on project evaluation. Presently based at Northern Regional office at Lucknow.

S.B. Sareen, Diploma in Textile Technology, D.I.M, D.I.M.O.(Hons), D.M.M

Twenty three years of experience in conducting entrepreneurship related training programmes on New Enterprise Creation, Business Counselling and Growth for Existing Entrepreneurs and Faculty Development. Specialises in training Resource Persons (trainers) at national and international levels. Worked in various countries and has been involved as Country Director Sudan in the Inter Regional Investment Promotion Programme of UNIDO. Visiting faculty at DA-IICT, NID and IIFT, New Delhi. Member of State Level Advisory Committee of SISI, Govt. of India and Member of the National Expert Committee of NSTEDB, Dept. of Science & Technology, Govt. of India.

Bipin H. Shah, B.Sc.(Chem.), MBA(Finance)

A business management specialist with 31 years of experience in consultancy and industry in the areas of project formulation and appraisal, project planning and implementation and enterprise management. Has been Managing Director of Gujarat Industrial & Technical Consultancy Organisation Ltd. and Member of the Governing Council of CDC, Ministry of Science & Technology, Govt. of India. He is on experts' panel of EXIM Bank of India. Specialises in plastic industry and has exposure in chemical and pharma sectors. Represented India in Rotary Group Study Exchange Programme to Scotland.

K.K.Shaw, B.E.(Hons.) Mechanical, PGBEM

Specialisation in technology related to design and development, forging, castings, machining, fabrication, metallurgy, heat-treatment and plating science. Presently engaged in cluster development of engineering sectors. Experience in transfer of technology from advanced countries for manufacturing hi-tech aerospace equipments, machine tools and automobiles in India.

B.B.Siddiqui, Ph.D (Psychology)

Specialises in Clinical and Organisational Psychology. Trained to conduct personal growth laboratory training programmes and group dynamics. Currently involved in programmes on HRD, Organisational Behaviour, Personality and Leadership Development. A registered Counsellor-Psychologist with Rehabilitation Council of India, New Delhi.

Prakash Solanki, B.Sc. (Chem.), PGDPPT, PGDBM, PGDRD, LL.M.

Specialises in new enterprise creation and entrepreneurship development activities. 9 years extensive experience in entrepreneurship development through different ED activity models. Expertise in

implementation of ED programmes and capacity building of NGOs. Involved in the national project on food processing industries sponsored by the Ministry of Food Processing Industries, Govt. of India & Urban Poverty Alleviation Project sponsored by Govt. of India & UNDP.)

Pramod Srivastava, M.A. (Economics)

Specialises in promoting micro enterprises in rural areas and provides extensive back-up support to NGOs in their capacity building. Presently working in the N E region.

P.N.Srivastava, M.Com

Involved in successful organisation of REDPs in Bihar and Jharkhand. 14 years of work experience in providing training inputs in various programmes of EDI such as; REDP, EDP, TIP, NGO Banker Interface, IMCDS, RIP, STEDs, Sanitation Project for UNICEF and coordinating field projects.

V.S. Sukumaran, LL. B, PGDHRD, PGDTD, PGDM, MBA (IGNOU)

Specialist in Group Entrepreneurship and Micro Credit. Presently involved in counselling and training of existing entrepreneurs. 15 years experience in NGO networking.

Thimmappa. K, Ph.D (Agricultural Economics)

Specializes in the areas of production economics and agricultural marketing. Worked with the Centre for Management in Agriculture, Indian Institute of Management, Ahmedabad and Pandit Jawaharlal Nehru College of Agriculture and Research Institute, Union Territory of Pondicherry before joining EDI. His research and consultancy interests are in the areas of market research, agri business competitiveness and agricultural trade policy issues.

Subhransu Tripathy, M. A. (Sociology), Ph D (Economics)

Has worked as Assistant Professor, Centre for Rural Studies at the LBS National Academy of Administration, Mussoorie for seven years and worked as Researcher in reputed Economic Research Organization for one year. Completed research on rural development, participatory approaches, micro finance, land reforms and the NPO sector. Areas of interest are Econometrics, Micro & Macro Economics and Development Economics.

D. D. Trivedi, M.Com, B.A.

A Management Consultant, associated as a Distinguished Visiting Faculty with leading Management Institutions like IIM-A, MDI, UTI Institute of Capital Market. He is on the Board of Directors of a number of companies. He is actively involved in Non-Governmental Organisations working in the fields of micro-finance and micro-insurance. His areas of specialisation are Financial Management and Corporate Strategy.

Mayank Upadhyay, ACWA

Specialises in the areas of finance, management accounting, project planning and strategic management with extensive experience in Development Banking and Commercial Banking. Involved in conceptualising and conducting a number of national and international programmes in

corporate financial strategy formulation and management, investment decisions, risk analysis, and control systems.

Jignasu Yagnik, M.Sc., DCO, MBA

Specialises in the areas of information technology and statistical analysis. Associated with research and academics for more than 18 years. Involved in many state & national level research projects. Current interests include; data-base management, computer aided data analysis, data mining and e-CRM.

VISITING FACULTY

- **Mr. Binoy Acharya**
Director, UNNATI, A'bad
- **Shri D. Borgia,**
Chief Consultant, Hospitality, Ahmedabad
- **Dr. Anita Basalingappa**
MICA, Ahmedabad
- **Prof. P. K. Chugan**
Faculty, Nirma Institute of Mgt.
- **Prof. Bharat Dalal**
Former Professor, IIM,
Ahmedabad
- **Mr. Umesh Desai**
AKRSP (I), Ahmedabad
- **Shri Bharat Gangula**
IIM, Ahmedabad
- **Mr. Hari Goyal**
Rural Marketing Consultant
- **Dr. G. S. Gupta**
IIM, Ahmedabad
- **Mr. Mahesh C. Gupta**
Company Secretary, Ahmedabad
- **Dr. Easwaran Iyer**
Sri Bhagwan Mahaveer Jain College, Bangalore
- **Prof. Jerome Joseph**
Indian Institute of Management, Ahmedabad.
- **Dr. Satyakam Joshi**
Associate Professor
Centre for Social Studies, Surat
- **Prof. Vidyut Joshi**
Director, Chimanbhai Patel Institute of Mgt. & Research
- **Mr. Mayur Mecwan**
H. K. Arts College, Ahmedabad
- **Mr. B.P. Murali**
Former Sr. Faculty, EDI, Ahmedabad
- **Mr. Venkatesh Pamu**
IIM - A
- **Dr. Rasanand Panda**
Institute of Petroleum Management,

Gandhinagar

- **Dr. V. G. Patel**
Former Vice-President's Director EDI, Ahmedabad
- **Mr. Mahesh Pandya**
Director, Paryavaran Mitra,
Ahmedabad
- **Mr. Sachin Oza**
Executive Director, Development Support Centre, Ahmedabad
- **Mr. Chandrashekhar Pathak**
Watershed Expert, Rtr. Executive Engineer, Govt. of Rajasthan
- **Mr. Gagan Sethi**
Janvikas, Ahmedabad
- **Mr. Rajesh Shah**
MD, SAVE Ltd., Ahmedabad
- **Mr. Jagat Shah**
Global Network, Ahmedabad
- **Mr. Rajiv Shah**
Financial Mgt. Expert
- **Mr. Vivek Shah**
Management Consultant
- **Ms. Nupur Sinha**
Executive Director, Centre For Social Justice, Ahmedabad
- **Prof. Arbind Sinha**
Sr. Faculty, MICA
- **Prof. A. A. Shaikh**
HOD (Economics Dept.)
- **Mr. N. V. Suchak,**
C.A. Ahmedabad,
- **Prof. Rajeev Sharma**
Senior Faculty, IIM-A
- **Prof. Hemant Trivedi**
MICA, Ahmedabad
- **Dr. K. G. K. Warriar**
Deputy Director, NIST (CSIR)
Trivandrum

DIGNITARIES OPINE

At the end of every academic year, the Institute organizes Convocation Ceremony to award the diplomas to the PG students and invites leading personalities from various fields to share their experiences with the students. Here we present excerpts from their speeches.

“The challenge lies in development of entrepreneurship which can stand global competition. I am confident that the students will seize their destiny and go on to create great companies.”

Shri Yashwant Sinha

The then Finance Minister of India

Chief Guest for the 1st Convocation : 1998-1999

“The graduating students are lucky to have received this training. They should now look for innovative opportunities and explore these to their maximum to attain success in life.”

Shri Subhash Chandra

Chairman, Zee Telefilms Ltd.

Chief Guest for the 2nd Convocation : 1999-2000

“There is no short cut to success. All aspiring people should have both, the short term and long term vision, as both these are indispensable for success. The will to perform should be there because the only way to succeed is through performance.”

Shri Sunil Bharti Mittal

Chairman & Group Managing Director,

Bharti Enterprises

Chief Guest for the 3rd Convocation : 2000-01

“Never entertain complacency in Business. Complacency means we are resting on our past achievements and taking life easy. There is also a danger of missing certain timely decisions and losing the trust of people around us.”

Shri Brijmohan Lall Munjal

Chairman, Hero Honda Motors Ltd.

Chief Guest for the 4th Convocation : 2001-02

“Good entrepreneurs have the ability to execute to effectively marshal resources to achieve end objectives to ensure that there is no gap, between what the entrepreneur wants to achieve and the ability of the organisation to deliver it.”

Shri Anil Ambani

Vice-Chairman & Managing Director

Reliance Industries Limited

Chief Guest for the 5th Convocation : 2002-03

"Entrepreneurs are, once again, getting to be widely admired. They are becoming not just role models, but heroes also-just as much as actors or sportsmen. Without doubt, entrepreneurs stand tall today."

Shri Kumar Mangalam Birla

Chairman, Aditya Birla Group

Chief Guest for the 6th Convocation : 2003-04

“Innovation is part of entrepreneurship. You need to innovate constantly, look at the problems from different angles, whether it is in your business or in life. You must also cultivate flexibility and dexterity so as to be able to respond quickly to changing situations”.

Shri Hari Shankar Singhania

President, J K Organisation

Chief Guest of the 7th Convocation : 2004-05

“Entrepreneurs who sustain their momentum know the road to success is always under construction. Their hallmark is never ending desire to improve, along with an abiding interest in learning all they can. They thrive on challenges during periods of uncertainty.”

Padmashree Ms. Lila Poonawalla

Chairperson, DeLaval Private Limited

Chief Guest of the 8th Convocation : 2005-06

“Today's generation of entrepreneurs is in many ways fortunate. You have a liberalized environment, access to global technology and markets and a growing world economy. Of course that brings in cutting edge competitiveness and 'die-if-you-don't-do' risks of a significant nature.”

Shri Shashi Ruia

Chairman, Essar Group

Chief Guest of the 9th Convocation: 2006 –2007

LIST OF GOVERNING BODY MEMBERS OF EDI (As on 1st January, 2008)

Shri Yogesh Agarwal

President-EDI

Chairman

Industrial Development

Bank of India Ltd.

Mumbai

Dr. Yoginder K. Alagh

Vice Chairman & Professor Emeritus

Sardar Patel Institute of Economic & Social Research

Ahmedabad

Shri D.P. Bagchi, IAS (Retd.)

Ex-Chief Secretary, Orissa\

Mrs. K. Rama Devi

President

Association of Lady Entrepreneurs

of Andhra Pradesh

Hyderabad

Dr. Chukka Kondaiah

Principal Director

National Institute of Micro,

Small & Medium Enterprises,

(NI-MSME)

Hyderabad

Shri Rajendra Malla

Chairman & Managing Director

Small Industries Development Bank of India

Lucknow

Dr. Sailendra Narain

Chairman
Centre for SME Growth & Development Finance
Navi Mumbai

Shri D. Rajagopalan

Principal Secretary
Industries & Mines Department
Govt. of Gujarat
Gandhinagar

Shri P.H. Ravikumar

Managing Director & CEO
National Commodity & Derivatives Exchange Ltd.
Mumbai

Shri B. Ravindranath

Executive Director
Industrial Development
Bank of India Ltd.
Mumbai

Shri P.S. Shenoy

Chairman
Board of Directors
IFCI Ltd.
Gandhinagar

Shri Jawhar Sircar

Additional Secretary
and Development Commissioner (MSME), Government of India
Ministry of Micro, Small & Medium Enterprises,
New Delhi

Chief General Manager (SME)

State Bank of India
SME Business Unit
Mumbai

Chairman,

National Bank for Agriculture &
Rural Development
Mumbai

Dr. Dinesh Awasthi

Director
Entrepreneurship Development Institute of India
Ahmedabad

Students' Gallery

Amol launched SHAPEWELL ENTERPRISES in September 2001, one of the youngest and fastest growing marketing firms promoted with a mission to offer innovative health products and services, and with an aim to crystallize the dreams of individuals who crave for a better lifestyle. “Determination, Dedication and Discipline are the three strong pillars on which the foundation of Shapewell has been laid”, believes Amol. And certainly so, Amol's turnover today has reached an enviable one crore. Today, this futuristic entrepreneur looks forward to having satisfied customers, and thus, aims at becoming the largest direct selling firm pioneering in innovative health products.

Amol S. Chaphekar, Shapewell Enterprises Pvt. Ltd.
PGDBEM-3rd Batch,
Specialisation in New Enterprise Creation Stream

I always wanted to start a business enterprise of my own. EDI, with its rich experience in entrepreneurial education was an obvious choice to fulfill my ambitions. The well-structured course curriculum, which strictly focuses on giving entrepreneurs a strong theoretical and practical base to this dynamic field, was an attraction. I look forward to making it big by utilizing the skills learned at EDI.

Ryan D'Costa
Boulevard Hotel
PGDBEM-10th Batch
Specialisation in Services Management Stream

Award Winners of 9th PGDBEM Batch

Gaurav Agarwal receiving the Dahyabhai Chhotalal Charity Foundation (Instituted by Remik Group) Gold Medal for New Enterprise Creation specialisation from Shri Shashi Ruia, Chairman, Essar Group and Chief Guest of the 9th EDI-PGP Convocation.

Krishna Mehta receiving the Dahyabhai Chhotalal Charity Foundation (Instituted by Remik Group) Gold Medal for Family Business Management specialisation.

For Office
User
Date of
Receipt
Number

**ENTREPRENEURSHIP
DEVELOPMENT INSTITUTE OF INDIA
AHMEDABAD, GUJARAT, INDIA
Post Graduate Diploma in Management (Business Entrepreneurship)
2008-2010**

Please affix
your
passport
size photo

1. Name (Mr / Mrs / Miss) _____
2. Father's Name _____
3. Mother's Name _____
4. Date of Birth _____
5. Nationality _____
6. Address for correspondence _____

Pin Code _____

Telephone _____ Mobile _____
(with STD Code) E-mail _____

7. Family Occupation (Please tick () mark)
 Business Service Professional Agriculture Others (specify) _____

8. Test Centres (Give any two choices in order of preference by writing 1 and 2)

| | | | | | | | | | |
|-------------|--|-----------|--|----------|--|--------|--|------------|--|
| Ahmedabad | | Chennai | | Jaipur | | Mumbai | | Ranchi | |
| Allahabad | | Delhi | | Jodhpur | | Nagpur | | Thrissur | |
| Bangalore | | Gorakhpur | | Kolkata | | Patna | | Udhamsingh | |
| Belgaum | | Guwahati | | Lucknow | | Pune | | Vadodara | |
| Bhopal | | Gwalior | | Ludhiana | | Raipur | | | |
| Bhubaneswar | | Hyderabad | | Madurai | | | | | |

9. Academic Qualification (last two courses) * Attach Photocopy

| Name of Examination | Year of Passing | Marks/Grade | Major Subjects | Board/University |
|---------------------|-----------------|-------------|----------------|------------------|
| | | | | |
| | | | | |
| | | | | |

10. Work Experience (only full time and more than 6 months in the same job) * Attach Proof

| Name of the Organisation | Position Held | Period of Association | Nature of work |
|--------------------------|---------------|-----------------------|----------------|
| | | | |
| | | | |
| | | | |

11. Name and address of referees who are other than family members and close relatives and who are in a position to comment on the applicant's suitability for this course

Referee No. 1

| | |
|--|--|
| Name | |
| In what capacity the referee knows you | |
| Address of the referee | |
| Telephone No. (with code) | |
| E-mail | |

Referee No. 2

| | |
|--|--|
| Name | |
| In what capacity the referee knows you | |
| Address of the referee | |
| Telephone No. (with code) | |
| E-mail | |

12. Please mention your source of information about this course by marking relevant option(s)

| | |
|--|--|
| Newspaper Advertisement (please mention name) | |
| Newspaper article about the course (please mention name) | |
| Internet | |
| Friends/ Relatives | |
| EDI's current batch students / Alumni | |
| Brochures/Posters/Leaflets | |
| Presentations in your college | |

Declaration:

I hereby declare that the above information as provided by me is true and correct. If at any stage i.e. during / after the completion of the course the details as provided by me are found to be incorrect I would have no objection quitting / returning the diploma offered to me.

Date :

Signature

Place :

Documents to be attached

- The birth certificate/ High School /Higher secondary certificate mentioning Date of Birth
- The Photocopy of Academic Records (Graduation and above)
- Photographs (two): Passport size
- Demand Draft of Rs. 500
- Work Experience Certificate

FELLOWSHIP APPLICATION FORM
Post Graduate Diploma in Management (Business Entrepreneurship)

Please affix
your
passport
size photo

Note: Read the section on fellowship before filling the form

1. Name _____
2. Father's Occupation _____
3. Mother's Occupation _____
4. Details of Income / Property ** _____

| | Parents | Self |
|--|----------------|-------------|
| Parents' income as assessed during 2007-08 (IT Return form/Certified by a Chartered Accountant) | | |
| Total Value of Assets held (certified by a valuer) | | |

** Attach certified documents

Candidates are required to submit attested copies of requisite documents for fellowship failing which the fellowship applications will be rejected.

5. Give two reasons why fellowship should be given to you:
 - A. _____
 - B. _____

6. Amount of fellowship applied for

| | | | | | | |
|--|--|--|--|--|--|--|
| | | | | | | |
|--|--|--|--|--|--|--|

I, the undersigned give an undertaking that the information provided is true and if found false EDI is authorized to withdraw the fellowship amount and I may be disqualified from the PGDM(BE) Course.

Place :

Signature