Fellow Programme in Management (FPM)

(Approved by All India Council for Technical Education, New Delhi)

Offered by:



Centre for Entrepreneurship Education & Research Entrepreneurship Development Institute of India Ahmedabad, Gujarat

2014-2018



L THE GENESIS

The Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit Institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI), with support from the Govt. of Gujarat. An acknowledged national resource institution, EDI is committed to entrepreneurship education, training, research and institution building. The Institute has established a niche for itself in the area of Entrepreneurship Education and Research. The Institute pioneered Post Graduate Diploma in Management courses in Business Entrepreneurship (PGDM-BE) and Development Studies (PGDM-DS) with due approval from AICTE, New Delhi.

Against the backdrop that the country needs entrepreneurs to ensure economic development and to create job opportunities, it is only prudent to introduce research programmes in entrepreneurship to create scholars and thought leaders who can in turn, promote entrepreneurship widely. With this objective, EDI announces the first-of-its-kind, **'Fellow Programme in Management (FPM)'** with exclusive focus on entrepreneurship. The programme has been designed to address the gaps in the availability of trained educators, researchers and resource persons in entrepreneurship at higher learning institutions. The cadre of academicians thus created will continue to raising the standards of teaching in entrepreneurship, thereby ensuring wider acceptance of entrepreneurship as a preferred career option amongst youth and in society. The Institute announces its first batch FPM during the years 2014-18.

The FPM shall emphasize on the following:

- Foundation of theoretical, empirical and applied aspects in major areas of Management and Entrepreneurship.
- Professional ethics and intellectual honesty.
- ▶ Interdisciplinary research and training of high quality.
- Proficient activities and joint academic efforts.
- Collaborations and associations with leading institutions and research organizations globally.



Entrepreneurship Development Institute of India (EDI)

EDI, is an autonomous and not-for-profit National Resource Organization engaged in promoting Entrepreneurship through education, research, training and institution building at national and international levels. Since inception, EDI has played the role of a brain trust, a promoter and monitor of entrepreneurship movement at national and international levels. To facilitate the supply of competent entrepreneurs, way back in early eighties, EDI had conceptualized and launched a full-fledged programme popularly known as; Entrepreneurship Development Programme (EDP) facilitating the New Enterprise Creation process. The programme was a success and the module was widely accepted as a result-oriented strategy towards developing first generation entrepreneurs.

To inculcate entrepreneurial values in today's youth, EDI not only developed textbooks on Entrepreneurship but also trained about over 2000 faculty members, teachers from various universities and colleges to impart quality education in entrepreneurship. Honouring the Institute's expertise, UGC requested EDI in 1999 to suggest course structure for entrepreneurship at degree level, for vocational stream institutions in the country. Accordingly, the Institute developed a course which was approved and published by UGC and was recommended for adoption by about 1500 targeted institutions.

At the international level, to institutionalize entrepreneurship movement, the Institute established EDI-like affiliate institutes in Cambodia, Lao-PDR, Myanmar and Vietnam on behalf of Ministry of External Affairs, Government of India and ASEAN Secretariat. The Institute also conducts entrepreneurship and capacity building programmes for nearly 500 officials from around 162 developing countries every year.

The Institute has been the first to introduce 'Open and Distance Learning Programme' in entrepreneurship, in 1995. The said course has benefitted more than 12000 potential entrepreneurs from almost every part of the country and is being offered today as Distance Education Bureau, UGC approved 'Diploma in Entrepreneurship and Business Management'.

EDI, winner of the Aga Khan Award for Best Architecture, has state-of the-art infrastructural facilities. Its faculty group comprises researchers, academicians, consultants, extension officials and trainer-motivators. A 'Centre of Excellence' as acknowledged by UN-ESCAP, Bangkok, EDI has earned accolades from renowned national and international organizations like; The World Bank, ILO, UNIDO, UNDP, The Commonwealth Secretariat and others. EDI, therefore, has been building the nation by creating entrepreneurs who are globally competitive and innovative.

EDI Faculty

The EDI Faculty comprises researchers, academicians, consultants and trainers. The core group is supplemented by visiting faculty from reputed academic institutions, industry and professional organizations.

Z THE 'FELLOW PROGRAMME IN MANAGEMENT'

The Fellow Programme in Management or FPM, a Doctoral programme aims at developing scholars and resource persons for distinguished careers in teaching, training, research, and consultancy in Entrepreneurship and Management.

FPM seeks candidates with outstanding academic background, intellectual curiosity, and discipline needed to make scholarly contribution. The participants will be expected to choose and master a specific field within the ambit of entrepreneurship. Accordingly, FPM consists of two phases. The first phase of the programme shall comprise course-work involving course work followed by a comprehensive qualifying examination. The second phase of the programme will consist of Thesis work involving preparation of a Thesis proposal, conducting research stated in the proposal, Thesis development and its examination.

2.1 Objectives of the Programme:

The programme will be offered with following objectives:

- 1. To groom potential scholars and make them competent, innovative researchers and educators in various facets of entrepreneurship;
- 2. To encourage inter-disciplinary high calibre research studies in entrepreneurship with policy implications;
- 3. To investigate synergy between theory and practice of entrepreneurship as relevant to the Indian context; and accordingly strengthen entrepreneurship education and research ecosystem in the country.
- 4. To fulfil the gaps in availability of indigenously trained educators, researchers and resource persons in entrepreneurship at higher learning institutions; and
- 5. To motivate scholars to take up theoretical and empirical research work leading to policy papers and publications in journals of repute.

The FPM will promote rigorous and inter-disciplinary research in major areas of Entrepreneurship including,

- 1. Entrepreneurship Education and Research
- 2. Innovation, Incubation, Clusters and Technology Entrepreneurship
- 3. Social Entrepreneurship
- 4. Corporate Entrepreneurship,
- 5. Entrepreneurial Finance and Control
- 6. Entrepreneurial Marketing
- 7. Organisation Behaviour and Human Resources
- 8. Minority, Tribal and Dalit Entrepreneurship
- 9. Enterprise Creation and Growth
- 10. Family Business Management
- 11. Law, Policy and Governance
- 12. International Entrepreneurship
- 13. Women Entrepreneurship

2.2 Programme Structure:

In consistency with internationally renowned Indian and international higher learning institutions, the programme will comprise of four years of course and thesis work. During the first two years, the candidates will be expected to complete course work over a period not exceeding first two academic years, interspersed with a summer research project of 10-12 weeks. During the third and fourth year the candidates will be involved in proposal development and thesis writing.

Candidates will go through course work in 6 terms spread over two academic years, and complete 105 credits. The academic group that a candidate joins will be treated as the Major Area, while the candidate may additionally choose another academic group as a Minor Area of specialization. Each credit consists of 10 hours of classroom interaction. Most of the courses (subjects) comprise 24 classroom sessions of 75 minutes each.

In the first year, candidates would take up courses having 60 credits (Appendix 1 Compulsory Core Courses). In addition, candidates may take two to three Sector-based Seminar courses as audit courses (Appendix 5).

The second year courses will be broadly on the following three categories:

- Area-specific Core Courses (ACC)
- Quantitative & Qualitative Techniques and Research Methodology Courses (QQTRMC)
- Thesis and Academic Writing Courses (TAWC)

Thus, in the second year, candidates would be required to take the following courses (Appendices 2, 3 & 4):

- ▶ 15.0 Credit courses in Major area (Appendix 2);
- 10.0 Credits courses in Minor area (Appendix 2);
- ▶ 15.0 Credits from Research Methodology for Thesis & Academic Writing courses (Appendices 3 & 4).

The second year courses will be preceded by a 5.0 credit Summer Project/Research.

FPM would comprise thirteen areas of specializations and their courses (both Compulsory and Elective). These would be constantly reviewed/updated/changed to suit the changing market dynamics.

2.3 Research Focus:

To demonstrate mastery over theoretical literature and supporting research methodologies, candidate will be required to present at least two papers annually in either a national/international conference (during second year) or get published in refereed journal (during third and fourth year). It is mandatory to meet this requirement to complete the programme. Candidate who fail to meet this requirement will be placed on probation. In addition, each candidate must receive an invitation to submit a paper from at least three reputed journals.

3 ELIGIBILITY, ADMISSION & REGISTRATION

FPM at EDI is a full-time programme and is open to both **'Sponsored'** and **'Non-Sponsored'** candidates. The sponsored candidates are those who are nominated by institutions/organisations or self to take up the programme.

EDI encourages bright candidates with an academic bent of mind to apply for the programme:

Qualification & Eligibility:

3.1 The applicant must have two years' Master's/Post Graduate Degree in any discipline with minimum 55% or CA/CS/CMA with minimum 55% marks (50% for SC/ST candidates) and a three-year Bachelor's degree with at least 50% marks (from a university/institution recognized by UGC/AIU/AICTE/appropriate authority in India).

3.2 The selection of the candidate in the FPM is based on scores in CAT/GMAT/UGC-NET & JRF (in faculty of science and technology, humanities, social sciences, commerce, liberal studies, management, etc.), and/or Entrepreneurship Research

Aptitude Test (ERAT) of EDI. Candidates with relevant research/work experience will get preference in admission. The aspiring candidate will be interviewed at EDI in person. The decision of FPM Admission Committee of the Institute shall remain final.

Format for ERAT: The written test is designed to test the analytical writing abilities. The candidate would be provided with a case study and would be expected to analyze it and answer questions in about 90 minutes. This is to test the ability of the aspirant to put down his/her thoughts in a structured manner.

3.3 Batch size : No. of seats for current batch 5 (five)

ASSESSMENT

The Institute follows a system of continuous evaluation through multiple assessment methods to monitor candidate's academic performance. The aim of assessment exercise is to measure enhancement in candidate's knowledge, skills, and application based ability. Candidate understands concepts, theories, business practices and applications and their decision making abilities are assessed through varied evaluation tools and methods.



5. programme fee

- i. The fee for the FPM (2014-18) is Rs. 6,81,050 (Rs. Six Lakh, Eighty One Thousand and Fifty only) which includes costs of tuition, library, basic teaching material, examination and use of computer laboratory, candidates would need to pay Rs. 1000 towards admission form and Rs. 10000 as refundable caution money. The Institute reserves right to review the programme fee in due course.
- ii. For candidates needing residence on campus, the Institute shall provide accommodation in hostel, and may consider family accommodation for married candidates (if available). Rent for accommodation and electricity, as per norms/actual will be charged. The meal charges will be separate and payable by the candidates as per the rates decided by the Institute's administration.
- iii. Infrastructural support to FPM candidates include access to the library, national and international databases, research reports, computing labs and wireless internet connectivity within the premises of the Institute.
- iv. Candidates interested in pursuing the programme with self-sponsorship are also considered.

6 Fellowships

The Institute also has a provision of providing fellowship (tuition-fee waiver and stipend) support to selected and deserving candidates which covers stipend, contingency grants and tuition fee waiver. The costs of library, basic teaching material, examination and use of computer laboratory will be deducted from the candidates' stipend as per the norms of the Institute, In addition, the fellowship candidates will also need to pay Rs. 1000 towards admission form and Rs. 10000 as refundable caution money.

The candidates chosen for fellowship support by the Institute will be given stipend that starts at Rs.20000 per month for the first two years, and will go up to Rs.25000 per month depending on the candidate's academic progress in the third and fourth year. In addition, deserving candidates can avail contingency grants of up to Rs.30000 in the first year of study, and up to Rs.20000 per year for subsequent three years. These grants can be used for buying books and personal computers, for field research, and for attending academic conferences. The stipend and contingency grants are given as per the norms of the Institute for four years of study, and can be extended for up to one more year if the candidate demonstrates satisfactory progress in thesis research.

Additional financial support is available for candidates having received fellowship (non-sponsored) during their thesis phase, in the form of extra funds up to Rs.30,000, for field research (if needed). The Institute also provides financial support to candidates to attend up to two national/international conferences within India from third year onwards. Candidates will also be eligible for research grants of the Institute, to pursue field visits/ contribute in academic research events, besides Teaching Assistantship.

RESEARCH AND DOCUMENTATION ACTIVITIES AT THE INSTITUTE

From its own funds, EDI has established the 'Centre for Research in Entrepreneurship Education and Development' (CREED) and shoulders the responsibility of serving as a bridge between academia, and training and consultancy in the field of entrepreneurship. Committed to promote research in the field, CREED aims at serving as a bridge between theory and practice in the field of Entrepreneurship. It has a strong tradition of theoretical and applied, in-house and sponsored research.

Biennial Research Conferences on 'Entrepreneurship' are organized by the Institute, regularly since 1994, to provide a platform to researchers, academicians, planners and policy makers to come together to share their research findings and experiences that are of contemporary relevance and interest.

For the last two decades, the Institute has been publishing a prestigious and refereed bi-annual journal, the 'Journal of Entrepreneurship' (JoE), through Sage Publications which is rated as one of the top most journals in Entrepreneurship in the world.

South Asia Forum for Entrepreneurship Education and Research (SAFEER) is a forum for establishing a network among faculty, researchers and entrepreneurs, for the development of entrepreneurship education and research for sustainable development in South Asian Region. Its secretariat is based at the Institute. (www.safeer.info)

The Centre also envisages to promote entrepreneurship by offering need based funding and academic assistance to researchers.

Important Research Projects Completed by the Institute

EDI has conducted several research projects crucial to the growth of small and medium enterprises. The Institute's research studies on entrepreneurship, industrial clusters, entry barriers and entrepreneurship curricula have been helpful for policy makers and professionals dealing with entrepreneurship development. Some of the leading research projects handled by the Institute are listed below:

- **1. Global Entrepreneurship Monitor (GEM) Study (2012, 2013 and 2014):** The Institute lead Global Entrepreneurship Monitor India Team. The other two partner Institutions are ISB (Hyderabad) and IMT(Ghaziabad). The team, has conducted the Global Entrepreneurship Monitor Surveys for India in years 2012 and 2013 successfully. The Institute is conducting National Expert Survey for GEM India cycle 2014-2015. The GEM was created in 1997 as a joint research initiative by Babson College (USA) and London Business School (U.K.).
- 2. National Entrepreneurship Policy [2012]-Draft: In the year 2012, EDI was commissioned the task of preparing a draft of National Entrepreneurship Policy by Government of India The Institute prepared the policy document which has been submitted to the Government. The consultative process is on for adoption of the policy.



- **3.** UNDP supported Study on "Changing Sector Profile of Urban Economy and implications for Urban Poverty" [2008]: The report using Human Development Framework provides a good insight on various issues of urban poverty such as basic services to urban poor, migration, urban economy and livelihoods, microfinance for urban poor, education and health, unorganized sector and livelihoods.
- 4. An Action Research in Unorganized Sector Khadi & Village Industries for KVIC under SFURTI [Scheme of Funds for Regeneration of Traditional Industries] [2005]: The action research carried out in 7 clusters [4 Khadi and 3 village Industries Clusters] in 4 states viz; Gujarat, Maharashtra, UP & Uttranchal aimed to bring out the major problems being perceived along with value chain by the primary stakeholders to step up the economic regeneration capacity of the enterprises. The study also recommended an action plan spread over for a period of five years. The said study has formed the basis of implementation being carried out under SFURTI scheme of KVIC, Ministry of Micro, Small and Medium Enterprises [MSME], Government of India, New Delhi.
- **5. A Study on Entry Barriers to Entrepreneurship [2003]:** *Perceived by Youth*: EDI completed the Entry Barriers study, sponsored by the National Entrepreneurship Development Board. The study was based on 974 youths in their final year of education and 653 young employees with an experience of 3-5 years. The sample was spread over 4 states viz. Gujarat, Karnataka, Orissa and Uttar Pradesh. Three locations in each state were covered in the study. The study culminated into a policy decision of the Ministry to set up Entrepreneurship and Business Development Centres (EBDCs) universities in the country.
- 6. Dynamics of Industrial Cluster in India [1996]: EDI was entrusted with the coordination of four cluster studies covering Brass Part and Component Cluster, Jamnagar; Diesel Engine Cluster in Rajkot, Knitwear Cluster in Tirupur; Sport Good Cluster, Meerut and Brassware Cluster in Moradabad. EDI conducted the study on Jamnagar and Rajkot Clusters. The two studies involved large collection of data from entrepreneurs. The study was sponsored by SIDBI.
- 7. Impact of New Economic Policy of SMEs [1993]: The study covered the state of Gujarat, Karnataka and Orissa to understand the Impact of New Economic Policy on SMEs. The German sponsor FNSt funded the project. It involved extensive interviews with the entrepreneurs in these states. It was the first field-based study of its kind on the subject that generated substantial interest among planners, policy makers and academicians alike.

Documents for Application

Candidates desirous of seeking admission in FPM should send following documents:

- 1. Prescribed Application Form with No-Objection certificate from employer (if employed).
- 2. Score and certificate of CAT/GMAT/UGC-NET & JRF, if applicable.
- 3. Attested copies of certificates and grade-sheets (10th to Post-graduation).
- 4. Letter of Sponsorship from Organisation, if applying under sponsored category.
- 5. Demand draft of Rs. 1000/-.

IMPORTANT DATES

Last date for application **3rd July 2014**

ERAT and Personal Interviews at EDI 13th July 2014

The FPM programme commences on **21**st **July 2014**

The programme structure and deliverables as mentioned in this brochure are proposed by EDI however the final structure contents approach and evaluation criteria etc. may change as per the provisions of All India Council for Technical Education (AICTE).

The Institute is committed to follow the guidelines for FPM set by AICTE, if any.



For further information on FPM, interested candidates should contact: Sunil Shukla, Ph.D. Professor and In-charge (FPM) FPM Office Entrepreneurship Development Institute of India Bhat, Gandhinagar 382 428, Gujarat E-mail: fpm@ediindia.org Phone: +91-79-23969153, 23969158, 23969161 FAX: +91-79-23969164



Appendix 1: Compulsory Courses of Year-I

Trimester-I

| 1. Entrepreneurship Theory & Practice | (3.0) | | | |
|--|-------|--|--|--|
| 2. Micro Economics | (3.0) | | | |
| 3. Organization Behavior | (3.0) | | | |
| 4. Managerial Accounting and Control-I | (3.0) | | | |
| 5. Quantitative Techniques for FPM-1 | (3.0) | | | |
| 6. Organization Behavior | (3.0) | | | |
| 7. Principles of Management | (1.5) | | | |
| Trimester-II | | | | |
| 1. Entrepreneurial Lab | (3.0) | | | |
| 2. Marketing Management | (3.0) | | | |
| 3. Human Recourse Management | (3.0) | | | |
| 4. Financial Management | (3.0) | | | |
| 5. Management Accounting and Control-II | (3.0) | | | |
| 6. Macro Economics | (3.0) | | | |
| 7. Quantitative Techniques for FPM-2 | (4.5) | | | |
| Trimester-III | | | | |
| 1. Creativity, Innovation and Entrepreneurship | (3.0) | | | |
| 2. Management Information System | (3.0) | | | |
| 3. Research Methodology for FPM | (4.5) | | | |
| 4. Business Policy | (3.0) | | | |
| 5. Academic Writing | (4.5) | | | |

Appendix 2: Area-specific Core Courses of Year-II

Area-specific Core Courses (ACC):

Compulsory and Elective Courses in Each (Major & Minor) Area: (15 Credit Major + 10 Credit Minor Courses):

01 Entrepreneurship Education and Research

- Dilemmas and Debates in Entrepreneurship
- Evolution of Entrepreneurship Education
- Entrepreneurship: Cross-Disciplinary Interfaces Business History
- Curriculum Design and Teaching Pedagogy
- Entrepreneurship Research
- Experiential Learning: Tools and Techniques
- Traits, Characteristics and Cognitive Style of Entrepreneurs

02 Innovation, Incubation, Clusters and Technology Entrepreneurship

- Nurturing Innovations
- Product, Service, Process Innovations
- Incubating Innovations Technology Business Incubation
- Technology Entrepreneurship
- Intellectual Property Rights and Commercialization
- Cluster Management and Development

03 Social Entrepreneurship

- ▶ Theories of Social Entrepreneurship
- Social Innovations and Ventures
- Social Enterprise Networking & Development
- Corporate Sector and Social Entrepreneurship
- Bottom of the Pyramid and Entrepreneurship
- Ethics and Entrepreneurship

04 Corporate Entrepreneurship

- Theories and Practice: Corporate Entrepreneurship
- Configuring Organizations for Corporate Entrepreneurship
- Intrapreneurial Behavior
- Entrepreneurial Leaders: Cases on Corporate Entrepreneurs
- Business Strategy and Corporate Entrepreneurship
- Public Sector Entrepreneurship

05 Entrepreneurial Finance & Control

- Entrepreneurial Finance and Liquidity Management
- Financial Reporting and Analysis
- Financial Institutions and Markets
- Strategic Financial Management
- Management Control Systems
- Financial Innovations and Engineering
- Venture Funding and Angel Investors

06 Entrepreneurial Marketing

- ▶ Theories and Evolution of Marketing
- Consumers, Consumption and Markets
- Creating Value and Differentiation
- Communicating and Delivering the Value
- Marketing Science
- Marketing and Internet
- Marketing Research and Decisions

07 Organisational Behaviour and Human Resources

- Personnel Competence and Capability Building Systems
- Organizational Diagnosis & Change
- Entrepreneurial Teams
- Organizational Structure and Culture
- Performance Evaluations and Management
- Interpersonal Relationships
- Industrial Relations and Labor Laws

08 Minority, Tribal and Dalit Entrepreneurship

- *Dalit* and Minority Empowerment
- Tribal Entrepreneurship and Corporate Social Responsibility
- Policies and Programmes for Minority, Tribal and Dalit
- Inclusive Growth and Support Institutions
- International perspectives on Entrepreneurship among Deprived Class
- Indigenous and Artisanal Clusters

09 Enterprise Creation and Growth

- Developing Successful Business Ideas
- Launching and Managing an Enterprise
- Opportunities & Strategies for Expansion, Diversification and Growth
- Project Formulation, Preparation and Appraisal
- Managing Adversities and Failures
- Serial Entrepreneurship
- Emerging Enterprise Consultancy

10 Family Business Management

- Family Business Dynamics
- Managing and Growing Family Firms
- Family Managed Businesses in India
- Succession Planning for Entrepreneurial Continuity
- Transition Management in Family Business
- Dealing with Non-family Managers
- Growing, Preserving, and Sharing the Wealth

11 Law, Policy and Governance

- Business Laws
- Public Policy and Entrepreneurship
- Intellectual Property Rights and Commercialization
- Business Governance
- Corporate Governance
- Regulatory Mechanism and Systems

12 International Entrepreneurship

- Entrepreneurship around the World
- Successful Models of globalizing Ventures
- Venturing in Emerging Markets
- Trade Barriers and Agreements
- Internationalization Process
- Cross-Cultural Negotiation and Networking
- Immigrant Entrepreneurship

13 Women Entrepreneurship

- Women Entrepreneurship and Economic Empowerment
- Gender Issues in Entrepreneurship
- Group Entrepreneurship and Women
- Women in Business
- Self Help Groups/ Neighborhood Groups and Microfinance
- Policies and Programmes to Develop Women Entrepreneurship
- Gender, Ethnicity and Entrepreneurship

Appendix 3: QQTRMC of Year -II

Quantitative & Qualitative Techniques & Research Methodology Courses (QQTRMC):

| 1) | Statistical Methods for Entrepreneurship Research | (3.0) |
|----|---|-------|
| 2) | Research Methodology & Qualitative Techniques | (3.0) |

Appendix 4: TAWC of Year-II

Thesis and Academic Writing Courses (TAWC):

| 1) | Effective and Modular Writing | (1.0) |
|----|--|-------|
| 2) | Doctoral Writing: Authoring the Dissertation | (1.0) |
| 3) | Editing & Reviewing in Academic Contexts | (1.0) |

Appendix 5: Optional Seminar Courses Year-I*

FPM candidates may choose courses which will be offered during Trimesters II and III:

Agri-business, Automobiles and Ancillaries, Communication and Media, Design and Fashion, Education and Training, Electricals and Electronics, Mechanical Engineering, Entertainment, Environment and Green Business, Financial Services, Food Processing, Healthcare and Lifesciences, Information Technology Enabled Services, Infrastructure, Logistics and Supply Chain, Plastics and Chemicals, Real Estate and Construction, SME Consultancy, Textiles and Garments and Tourism and Hospitality.

*The offerings under optional seminar courses are subject to change.



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