

AICTE approved, Two-Year, Full-Time  
Post Graduate Diploma in Management  
Development Studies

# PGDM-DS

2013-15

*They say, caterpillars are being pushed  
We believe, butterflies are being born*



**Entrepreneurship Development  
Institute of India  
Ahmedabad, Gujarat**



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Mumbai

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Principal Secretary  
Industries & Mines Department  
Government of Gujarat  
Gandhinagar

**Shri P.S. Shenoy**

Ex-Chairman  
Bank of Baroda  
Gandhinagar

**Shri Jawhar Sircar, IAS [Fr. Secretary (Culture)]**

Chief Executive Officer  
Prasar Bharti  
New Delhi

**Dr. Dinesh Awasthi**

Director  
Entrepreneurship Development Institute of India  
Ahmedabad

*Educating leaders who make  
a difference in the Society.*

## Director's Message

Dear Prospective Candidate,

Explore new possibilities with us at EDI. Experiment social change at EDI through our Post Graduate Diploma in Management - Development Studies.

It is a novel programme, previously offered as a one-year NGO Management programme. EDI is committed to its agenda on Social Entrepreneurship and grooming professionals for the growing needs of the development sector. This programme is designed to train and groom students to become professionally competent development experts and socially responsible individuals. In consultation with national & international organisations, EDI has developed the course curriculum keeping in view the sector's requirements. Thus, PGDM-DS is a dynamic and rigorous programme that keeps pace with the changing needs of the sector.

This programme offers opportunities for students to get exposure to rural and urban poverty, interact with social sector leaders and learn through two-month internship with leading institutions. This programme draws fresh graduates and candidates with work experience and both find the programme relevant and contemporary in its content and pedagogy.

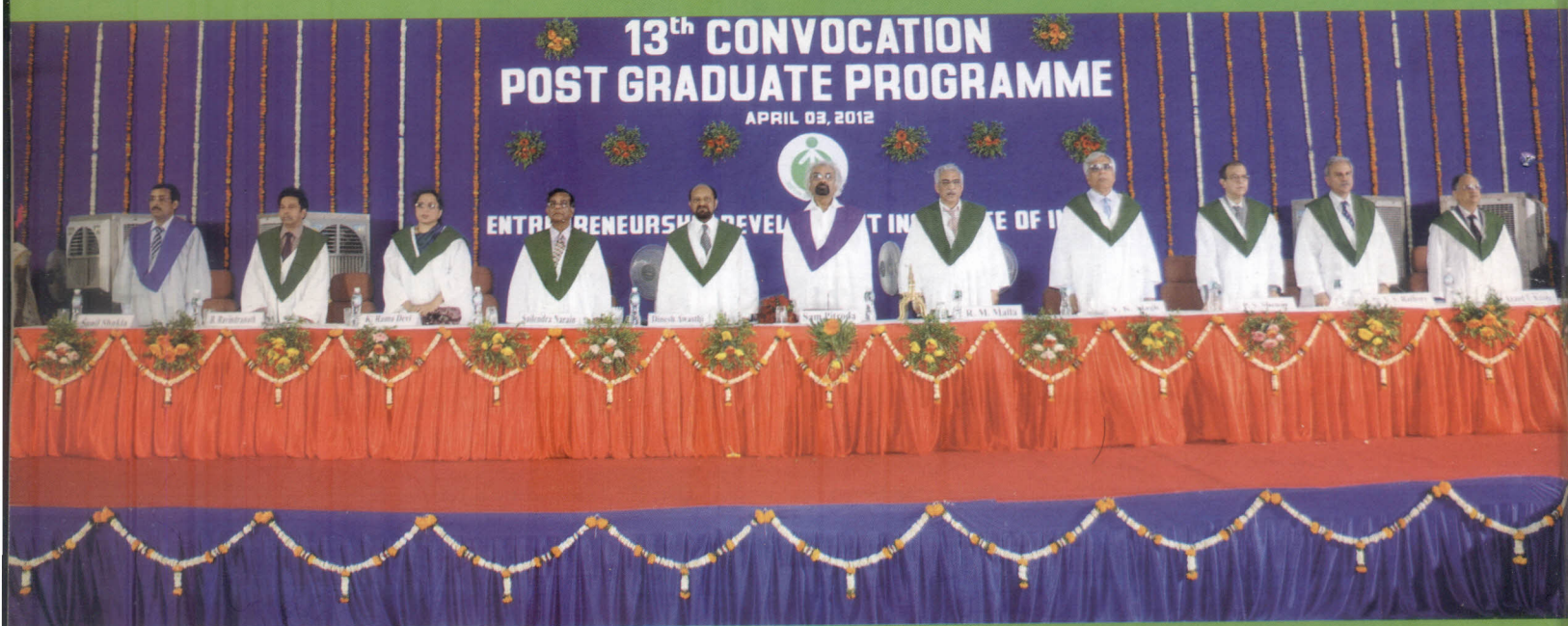
EDI has been engaged with several organizations, ministries, projects and assignments within the country and outside. The learning as well as the challenges garnered while addressing the pragmatic issues for entrepreneurial pursuits of individuals for enterprise development and new enterprise creations needs to be shared. PGDM – DS program is unique blend with our core faculty of practitioners and academicians that help you sail through.

I invite young minds to join this programme. Come learn and grow with us.

Good wishes

Dinesh Awasthi





## PG Programmes Chairperson's Message

Over the last two decades the Development Sector in India has witnessed growing awareness and insight. Several well meaning social organisations are making worthwhile contribution by following an integrated approach to development. Although more and more Development Sector Organisations have developed insights into contemporary approaches to address issues, there is still an urgent need to provide widespread orientation to the sector towards strategic developmental interventions.

This can be achieved by training individuals inclined towards social development so that they develop a modern dimension and perspective, design remedial measures in keeping with time tested ideals and lend a competent hand in implementation of these measures.

The students of EDI's Post Graduate Diploma in Management – Development Studies are offered education that is comprehensive, innovative and inspiring. It aims at promoting and inquisitive mind, which proactively seeks the right knowledge, acquires the appropriate skills and promotes the right attitude to develop capabilities needed to manage social enterprises in the 21st century.

I am sure five years down the line this sector would be sparkling with trained human resource. To facilitate this, EDI also offers the facility of generous fellowship support for students.

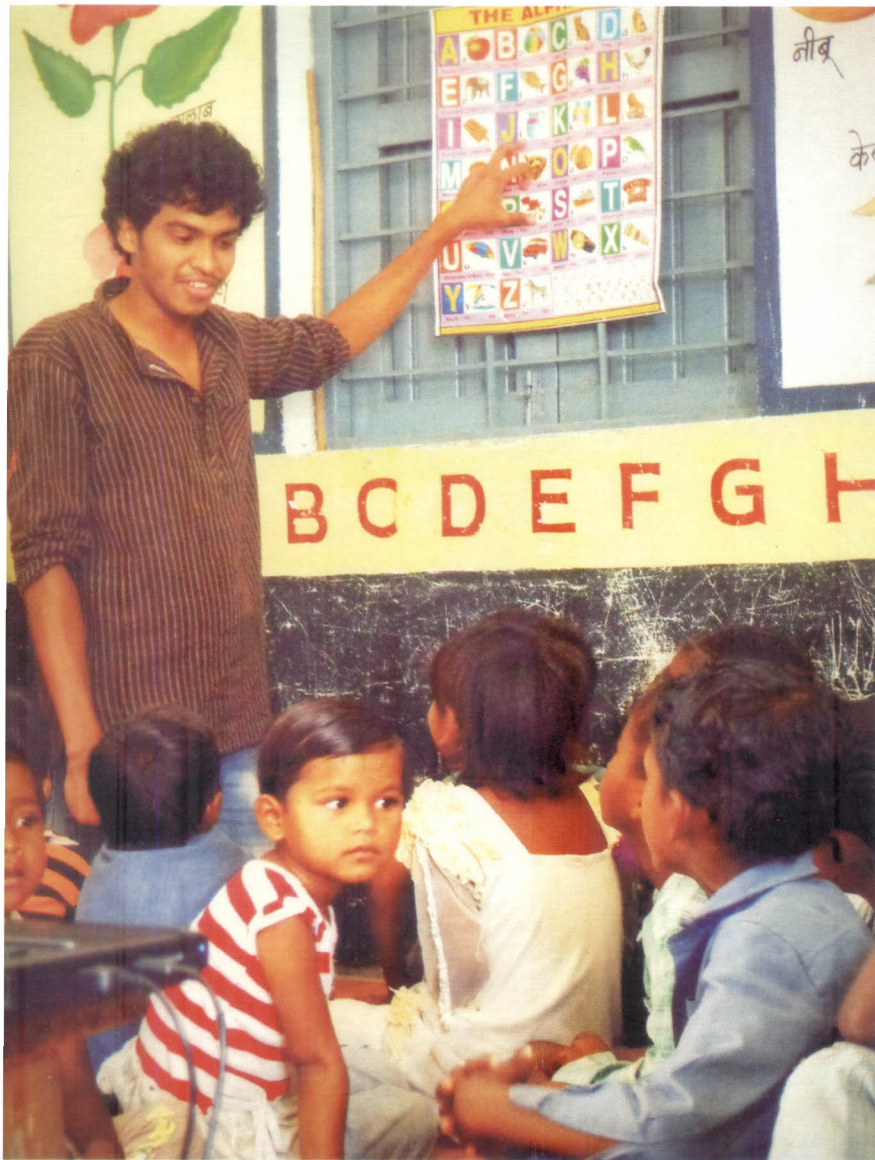
My best wishes to all those who have decided to join this course and contribute to India's social well being.

Sunil Shukla



# Post Graduate Diploma in Management Development Studies (PGDM-DS)

*The Time for Social Change Champions has come.*



Student of PGDM-DS during rural exposure to Seoni-Madhya Pradesh, teaching students of Anganwadi

From hunger relief to healthcare, schools to medicine, micro lending to sustainable livelihood development, today's non-profit organizations tackle increasingly complex missions. They need capable, competent and confident leaders at every level to maximize their potential. Today, there is a great demand and greater vacuum for professionally qualified personnel to empower and lead the huge surge of social development initiatives.

Social intervention ventures are one of the fastest growing sectors all over the world, and especially in India.

*Opportunities at numerous international organizations.*

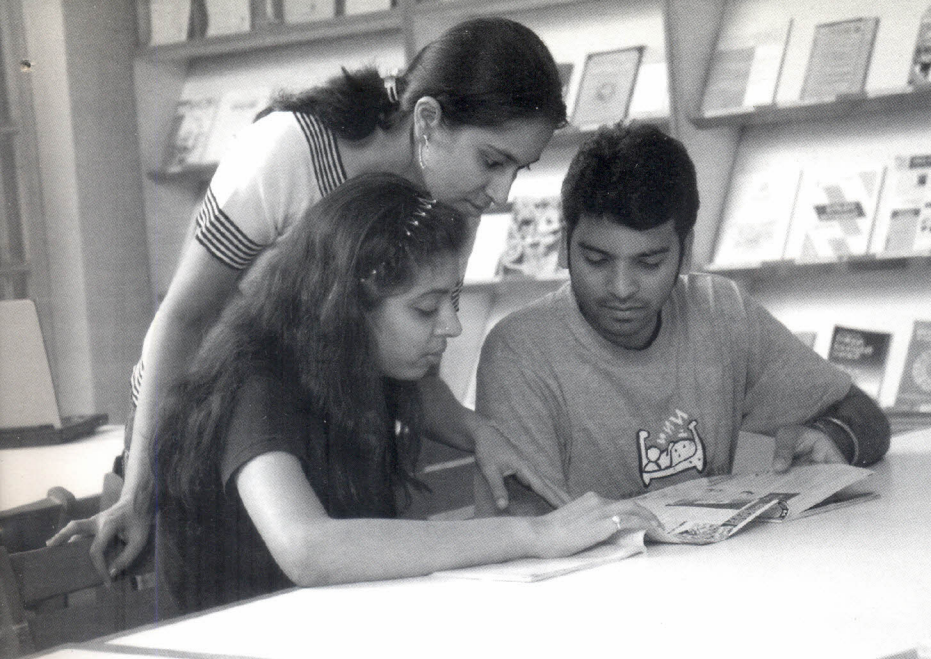
*Half a million Indian NGOs.*

*CSR wings of large corporations.*

The PGDM-DS programme at EDI is designed to enhance your leadership skills and your competencies to develop and implement strategies that enable the organization you work with to be strongly positioned for the future.

*Is this for you?*

*Do you dream of Social Change?*



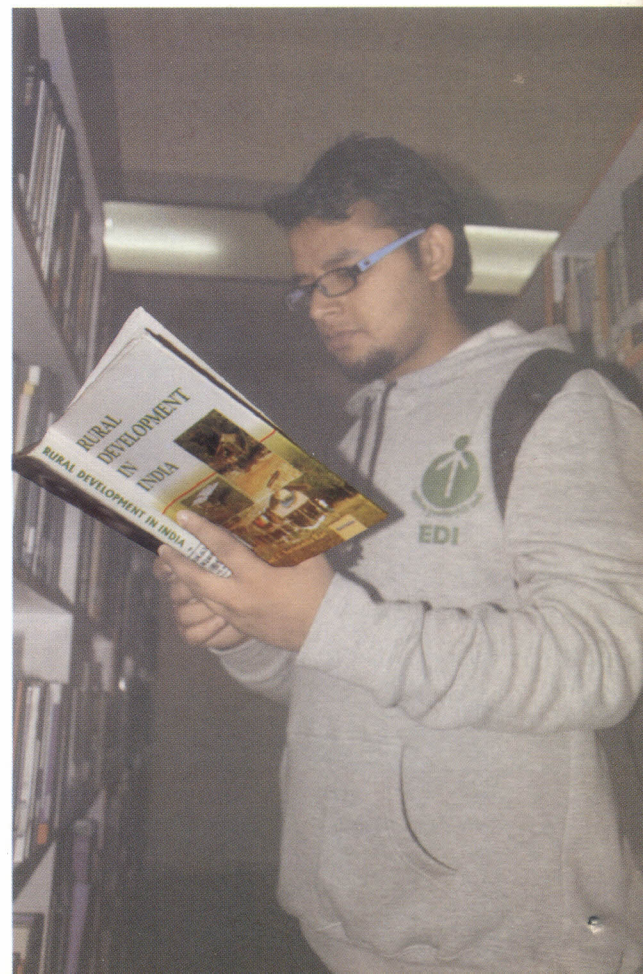
## *Programme Vision: Empower the Social Change Makers*

**PGDM-DS** is designed for individuals who aim to be or are already driving a social organization's direction, mission, policies and major programs.

- Students and professionals aspiring for a career in
  - Non profit community based organizations, state, national and international organizations.
  - Donor organizations, Government bodies, CSR wings of Industrial houses.
  - UN Organizations engaged in development.
- Individuals/budding social entrepreneurs with a vision to develop the world, who aim at identifying innovative solutions to social problems and are strongly committed to take up the challenges of solving these social problems.

## *Programme Objectives:*

- Train individuals committed to creating a difference in the quality of people's lives.
- Develop competencies in managing social development projects like health, education, livelihood generation, natural resource management, etc,
- Create specialists in development research, micro finance, fund raising, CSR and social entrepreneurship.
- Expose students to the many facets of development sector through state-of-the-art education inputs.



## *Content Highlights:*

### *Gain these competencies with PGDM-DS*

PGDM-DS is two years of developing perspectives and skills on the different macro and micro dimensions of development. The fundamentals of socio-economic development are thoroughly ingrained through multiple disciplines. This is optimally harnessed with the power of business management skills. The AICTE approved course is extensively enriching and strongly prepares you to excel the challenges of social development.

**Social Entrepreneurship** - Learn the ways in which social entrepreneurs recognize a social problem and use entrepreneurial principles to manage a business venture to achieve social change.

**Corporate Social Responsibility** - Understand CSR as a sustainable business model and as corporate risk management and as corporate philanthropy.

**Development Research** - Sharpen your skills by integrating multiple disciplines like Statistics, Economics, Sociology, Psychology, Politics to bring programme and policy interventions in promoting equitable development and justice.

**Fund raising** - Acquire skills in raising funds from individuals, foundation, government agencies and corporate houses through strategic partnerships.

**Micro Finance & Micro Enterprise Development** - Study the environment of micro enterprise, micro credit, micro insurance and a range of financial services.

**Livelihood** - Learn the sustainable livelihood options for poor people and marginalized communities. Understand the impact of their legal rights, cultural background, social networks and physical access to resources both manmade and natural.

**Gender, Poverty and Participation** - Build a perspective on these to work with the community and community mobilization for development work.





## *Pedagogy: Intensive. Interactive. Experiential.*

Entrepreneurship is evolved at many levels. At EDI, you discover and nurture your entrepreneurship competencies in an interactive and experiential learning pedagogy. Our multidisciplinary course and teaching style encourages many facets of 'Development'. Soft skills are a vital ingredient of a successful entrepreneur. We develop soft skills like team building, motivation, positive thinking and effective communication as an integral part of our curriculum.

### *Here's what you can look forward to:*

- **Six trimesters of 10-12 weeks each** provide an in-depth exposure to various facets of development work. The credits taught in the programme give insights into practical aspects of development management.
- **Hone your analytical skills through software** like SPSS for data analysis and intensive classes on research methodology, qualitative and quantitative analysis. A summer internship and compulsory dissertation weave in practical learning.
- **Extensive field study tours, case-based learning, projects based workshops,** soft skills building, organizational visits, simulation games. Field Visits to multiple areas and conducting Participatory Rural Appraisals in rural areas give an intensive first hand exposure to working at the grass root level.
- **Imbibe various development issues** through lectures, group discussions, case studies, field exposures, etc. Evaluation of students is through classroom tests, quizzes, assignments, presentations and mid-term and term-end examinations.
- **Critically explore and understand a variety of development issues** and interrogate existing practices to cultivate new and alternative approaches to development policy and implementation.
- Assume leadership roles in development sector through training in policy analysis, concept note writing, proposal writing, planning, documentation, evaluation through participatory methods.

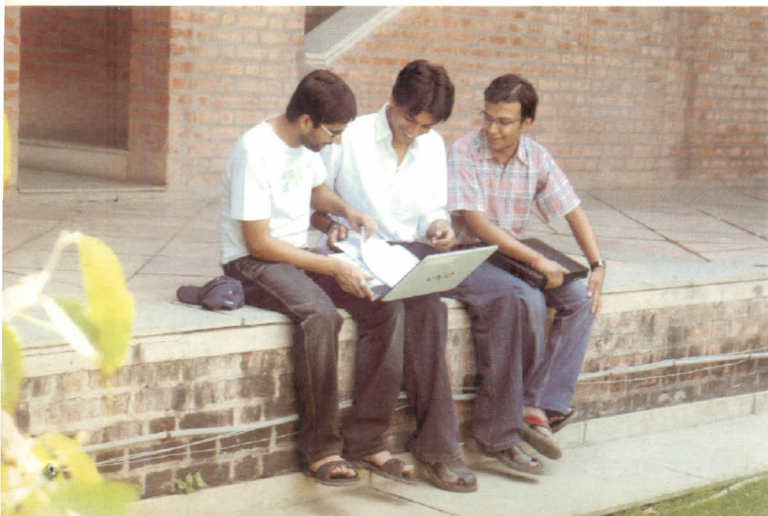


## *Faculty: Contemporary. Committed. Proficient.*

Our faculty has high academic credentials, research base and international exposure. They have spent time in studying and teaching entrepreneurship with a special focus on social development. They command a contemporary and global perspective and enhance the programme content by engaging and delivering distinctive research and project consultancy across India and the world.

### Course Architecture 2013-15

<p>Term I</p> <ul style="list-style-type: none"><li>▪ Organisation Behavior</li><li>▪ Fundamentals of Accounting</li><li>▪ Communication Skills</li><li>▪ Principles of Management</li><li>▪ Fundamentals of Statistics</li><li>▪ Fundamentals of Socio Economic Development</li><li>▪ Field Exposure - Rural</li></ul>	<p>Term II</p> <ul style="list-style-type: none"><li>▪ Financial Management and Management Accounting</li><li>▪ Development Perspective - Gender, Poverty and Participation</li><li>▪ Development Planning, Approaches and Tools</li><li>▪ Marketing Management</li><li>▪ Principles of Economics</li><li>▪ Legal Framework for Non Profit Organisations and Forms of Governance</li></ul>
<p>Term III</p> <ul style="list-style-type: none"><li>▪ Social Legislation and Public Policy</li><li>▪ Human Resource Management</li><li>▪ Social and Rural Marketing</li><li>▪ Management Information Systems</li><li>▪ Research Methods</li><li>▪ Project Formulation - Tools and Techniques</li><li>▪ Organisation Traineeship Segment</li></ul>	<p>Term IV</p> <ul style="list-style-type: none"><li>▪ India and International Development - Strategies and Institutions</li><li>▪ Environment, Development and Polity</li><li>▪ Strategic Management for NGOs</li><li>▪ Introduction to Development Research</li><li>▪ Introduction to Social Entrepreneurship</li><li>▪ Introduction to Financial Inclusion, Microfinance and Microenterprise</li></ul>



ADFIAP International Award for  
Human Capital Development.

Dewang Mehta B School Leadership Award.

<p>Term V</p> <ul style="list-style-type: none"> <li>▪ Specialization offered in Development Research, Social Entrepreneurship &amp; Financial Inclusion, Microfinance and Micro Enterprise Development</li> <li>▪ FieldWork related to Specialization</li> </ul>	<p>Term VI</p> <ul style="list-style-type: none"> <li>▪ Development Communication</li> <li>▪ Organisation Development and Governance in NGOs</li> <li>▪ Resource Mobilization - Fundraising Methods and Strategies</li> <li>▪ Advocacy &amp; Networking - Social Campaigns, Movements &amp; People's Collective Action</li> <li>▪ Disaster Management</li> </ul>
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\*The Institute reserves the right to bring changes in course architecture to adapt to the changing needs of the sector.

### *Specialize in a sector of your Choice\*.*

You can choose a specialization during the course

**Development Research:** Gain knowledge of various methods of development research and join the cadre of researchers in great demand with many research institutions.

**Financial Inclusion, Micro Finance & Micro Enterprise Development:** Learn to generate microfinance and micro insurance by understanding the various models and regulatory framework of MFIs and loan administration. Specialize in creating micro entrepreneurs through an in-depth study of entrepreneurial schemes, aid institutions, project selection, preparation of project report, market survey, etc.

**Social Entrepreneurship:** Gain expertise in a fast growing area of entrepreneurship. Learn about the bottom of pyramid market and its relevance for business organization.

**Corporate Social Responsibility:** CSR as a growing need and learn to design and implement CSR activities.

\*Specialization to be offered subject to filling the criterion of minimum number of students opting for any specialization

“The majestic EDI campus is beautifully etched in my memory. I have used the great EDI platform to its optimum. I had the opportunity to work in one of the best learning environments - the renewable energy sector at pondicherry.” - Prasanta Biswal, Senior Manager - Mission, SELCO



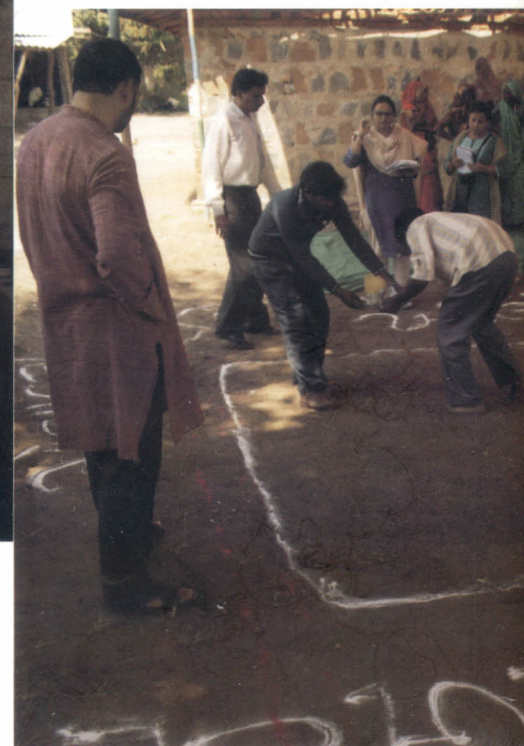
## *Life after the Programme. A Paradigm Shift.*

*Work with an organization of your choice or....*

There is huge demand for exceptionally and intensively trained professionals graduating from the PGDM-DS programme. You could join any national or international non-profit organization or join the CSR Function of a large industrial house. Past placements of our alumni include UN organizations, World Bank, AKRSP, FWWB, NRLM, SEWA, CII, Azim Premji Foundation, Aga Khan Rural Support Programme, Selco, Utthan, Chetna, IDBI Ltd, HDFC Bank, Unnati, GLPC, State mission units of NRLM, etc.

*...Seed a new Vision. We help you incubate it.*

Every new idea needs hand holding as it takes its first flight. EDI goes beyond preparing you to start a social development enterprise. We facilitate and provide support for incubation and credit linkage for the ventures of our students.



*"Ranked one of the top four B Schools for Entrepreneurship in India." – Entrepreneur, July-2011.*

## *Finance Your Programme. It's easy.*

You can finance your own education. A number of financing options and security free education loan facilities are available from leading banks like IDBI.

## *Eligibility: Can you apply?*

Graduates with at least 50% or equivalent CGPA (45% for candidates belonging to SC, ST and Differently-Abled Categories. Final year degree students can also apply (admission subject to passing the exam). Students with NGO background and professionals from development sector will gain preference.

*“ED9 connects each student to a meaningful and challenging career opportunity.”*





*“If you think education is expensive, try ignorance’. Growing up in an educated family has been a great wealth, and I have come to realize the worth of learning and professionalism, even more after undergoing this course at EDI. Post EDI, the phase has been ‘evolutionary’ in my career. In fact, I got umpteen opportunities to work with leading NGOs/ multi-bilateral agencies. I have been actively involved with social development organizations for about nine years now. And these nine years that have helped me evolve as an individual and have shaped my career aspirations.”*

– **Surbhi Dhingra**, Vth Batch Student,  
currently working with the World Bank as a Social Development Specialist in New Delhi.

### *Admission Process: How do you join us?*

The admission process consists of taking any of these tests—CAT, MAT, XAT, ATMA or CMAT. Candidates have to apply to EDI by acquiring application form which can be downloaded from [www.ediindia.org](http://www.ediindia.org) / [www.ediindia.ac.in](http://www.ediindia.ac.in) or can be filled online. Applicants who want to apply online can make payments online. The duly filled in downloaded form should be sent to EDI along with a Demand Draft of ₹ 1000/- drawn in favour of ‘Entrepreneurship Development Institute of India’, payable at Ahmedabad or by transferring ₹ 1000/- to the EDI PG admission account (details available on website). The applicants with valid score of any common entrance examination as mentioned above will be required to take EDI ‘Social Awareness Test’ which aims to assess candidates on contemporary social and development issues, events and understanding of happenings around the world. The test is followed by a personal interview and a candidate qualifying in both the test and interview is offered admission in the programme.

#### **Social Awareness Test and Personal Interview**

	<b>Last Date for Submitting Form</b>	<b>Test Date</b>
Cycle 1	11th March 2013	18-23rd March 2013
Cycle 2	13th May 2013	20-25th May 2013

#### **Fee Structure and Schedule**

Fees for the two-year, full-time, residential course that includes cost of tuition, reading material, library and computer facilities, study visits, alumni association membership and students’ activities fee is ₹ 4,60,000/-. (For fee details visit the website) after reducing the fellowship amount of ₹2,60,000/- offered by EDI.

It also includes caution money deposit of ₹10,000/-, which does not accrue any interest, and will be refunded on successful completion of the course.

- The fees will be payable in six installments over two years period.
- Hostel charges will be ₹ 45,000/- per year. Mess charges will be additional, payable quarterly in advance.



*Thirty years of nurturing Entrepreneurs  
- About the Institute*



*“Business is not just about making money. Business is about making a contribution, creating jobs, prosperity, not just for yourself, but for your family, for your workers, for your community and for the nation.”*

**Dr. Sam Pitroda,**

*Adviser to the Prime Minister, Public Information Infrastructure & Innovations.*

*Chief Guest at the 13th EDI-PGP Convocation: 2011-12.*

It is possible to grow entrepreneurial capabilities through well-conceived and well-directed initiatives. The majestic, sprawling and architecturally brilliant EDI Campus has been harvesting this vision to nurture entrepreneurs since 1983. The green and eco-friendly campus won the prestigious “Aga Khan Award for Architecture” and was adjudged as a place with an “Inviting environment for work, interaction and repose.”

*The Entrepreneur is in all of us...*

## Innovative Approaches - 360° Development

EDI applies innovative training techniques, competent faculty support, consultancy and quality teaching and training materials to create specialists in fields of development research, micro finance, fund raising, corporate social responsibility and social entrepreneurship. This vision is brought to life by some of the best research academicians, consultants, extension workers, trainer motivators and a large section of visiting faculty from academic institutions and professional organizations.

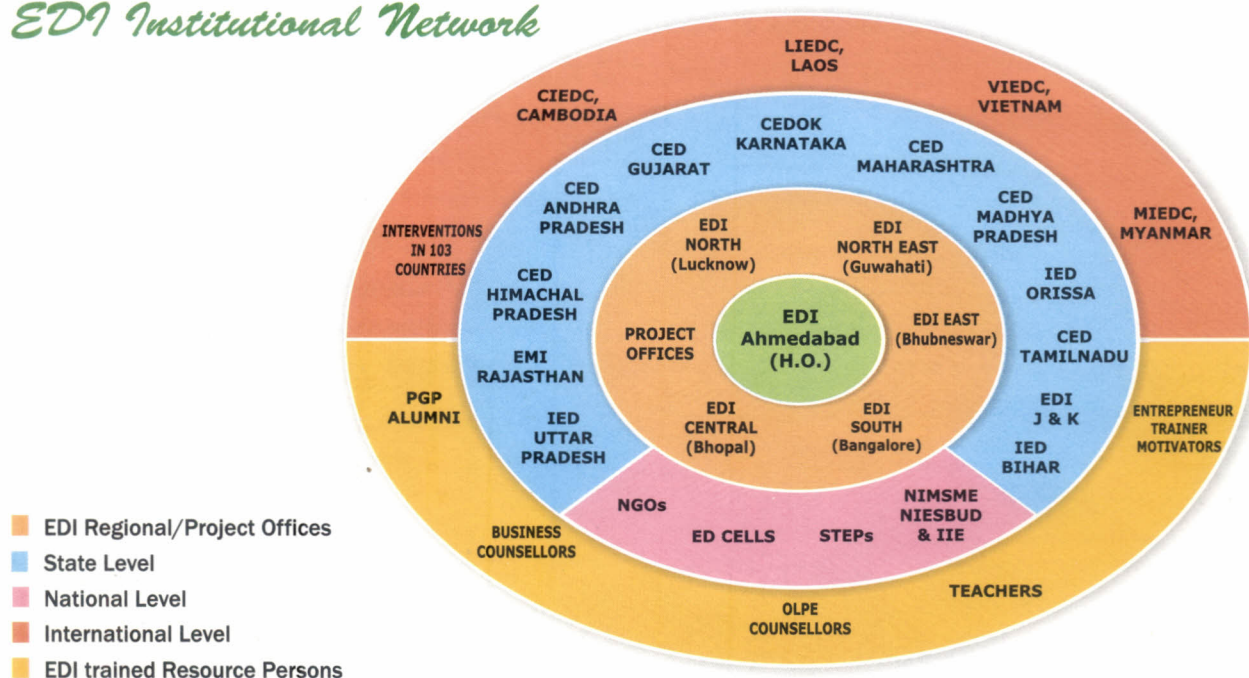
**Our Mission** Catalyze the emergence of competent first generation entrepreneurs and the transition of existing SMEs into larger enterprises through entrepreneurship education, training, research and institution.

EDI offers academic opportunities that are intellectually rigorous and extraordinarily diverse. Three decades of pioneering work has elicited national and international recognition from such organizations like World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other agencies. EDI is one of the panel institutes for Ministry of External Affairs, Government of India's Indian Technical and Economic Cooperation Program (ITEC). We have developed and submitted the National Entrepreneurship Policy (currently under review).

**Our Centers of Excellence** Several centers have been strategically planned to administer programmes to generate awareness, sensitize environment, fortify institutional linkages, networking and offer training in specialized areas.

- Centre for Entrepreneurship Education and Research
- Centre for Micro Enterprise, Micro Finance and Sustainable Livelihood
- Centre for SMEs & Business Development Services
- International Centre for Cluster Competitiveness, Growth & Technology
- Centre for Social Entrepreneurship and Corporate Social Responsibility
- Centre for Women's Entrepreneurship and Gender Studies

## EDI Institutional Network





*Campus Life at EDI:  
Comfortable, Wholesome and  
Invigorating*



The beautiful campus offers an energetic culture of progressive growth to its students. You find yourself surrounded with a talented group of diverse peers. The EDI community is collaborative, engaged and connected. Wherever you're from – a large percentage of our students are from across the country – whatever your background, our scale and scope helps you meet students who share your interests. On campus hostel accommodation, separate for girls and boys, is available for outstation students. The hostels are comfortable, have nourishing dining facilities, and offer safe and secure living under dedicated wardens. A wide selection of sports facilities like gymnasium, table tennis, volley ball, lawn tennis, cricket, football and basket ball provide plenty of opportunities to keep you in rejuvenated spirits and body. A qualified medical practitioner is available on campus to attend to health care needs of students.



*Library and Information Centre*

Our technologically equipped library has computerized database searches to enable access to latest information globally. The highly specialized library collection is closely linked with training programmes and research conducted by EDI. It is a competent reference collection on subjects related to entrepreneurship like training, management, behavioral sciences, economics, gender issues, rural development and voluntary organizations. Computerized database of books, periodicals, articles and project profiles allow you easy and quick access to information.

*EDI... Home of Entrepreneurs...*



## Students Activities

Extra curricular activities are initiated by students on a regular basis. This gives them the opportunity to work in teams and network better with each other. It also deviates them from rigorous academic schedule and rejuvenates them.



### EMPRESARIO

This start up fair was organized by the students in Feb 2012. The motto of this fair was to give a common platform for networking to alumni and entrepreneurs who wish to showcase they products/services and get counselling from experts for growth and expansion. More than 20 entrepreneurs participated and around 100 people visited this fair.

### PAHELE AAP

Pahle aap is an initiative taken by students of PGDM to bring the behavioral change in people on the roads. People driving on roads lose their life because they are not just willing to let others go first. So pahle aap campaign was done on the Indira Bridge and the importance of practicing pahle aap was demonstrated through nukkud natak and posters. The students also explained the importance of following traffic rules, wearing helmets and seat belts and leaving a little early because it is always better to lose a minute in life then to lose life in a minute!!!





## ROCK BAND COMPETITION

EDI students participated in an inter-college rock band competition and were appreciated for their performance.

## JHANKAAR

During the auspicious festival of Navratri, students organized a garba and dandiya event. The Institute was beautifully decorated and the students put up a splendid show.

## ENTREPRENEUR'S PREMIER LEAGUE

Students organized ENTREPRENEUR'S PREMIER LEAGUE, a sports event which covered football, volley ball and basket ball matches. This was an intracollege event and all the students participated with great enthusiasm.

## BLOOD DONATION CAMP

The students organized a blood donation camp on the campus. This noble cause was highly appreciated. EDI students as well as faculty and staff participated in the camp with full zest.

## MOVIE CLUB

As a student initiative, EDI has a film club named CinEdi, where exclusive entrepreneurial movies are played for students to give them a better insight into entrepreneurship in everyday life. The movies shown are generally of the kind with which the students can relate.



## SEED

SEED- Students for Environment at EDI is a group of students at EDI who believe in having fun in the lap of Mother Nature. They do so by organizing various activities which are adventurous and educational.

## *Faculty Opine...*

“It was a pleasure for me to be a visiting faculty at the PGDM-DS program of EDI for a course on Urban and Rural Sociology. I found the class committed to social sector, with cosmopolitan culture, professional attitude and a culture of openness. Every one of them had a specific liking to work in a definite area of social, or what we call NGO in popular parlance. I still remember faces of enthusiastic students, ready to discuss various issues in the class.”

– **Prof. Vidyut Joshi,**  
Ex Vice Chancellor,  
Sardar Patel University



“Post Graduate Diploma in Management – Development Studies (PGDM-DS) has been designed with an objective to equip, individuals willing to pursue career in development sector, with knowledge and skills to understand micro and macro level developmental requirements and judiciously participate in the process of socio-economic development.

I was involved in teaching ICT and Social Research methods to the students of this programme. In my opinion the students joining this course come with commitment to serve the social sector, find innovative solutions to social problems. They are hard-working, meticulous, smart and honest.”

– **Prof. Jignasu Yagnik,**  
Faculty-EDI

“Microfinance (MF) is primarily a financial service offered to women from low income households who remained outside the financial inclusion purview. Now with increasing significance of MF Institutions, a new field and opportunity has opened up for professionals to shape the Industry and bring synergy between social and economic values to achieve the aim of poverty reduction as well financial inclusion. EDI has ventured into education and training by offering specialisation in managing Micro Finance Institutions through its programme in development studies. The course is offered in one semester and

covers all important topics giving rich insights in to the various aspects of microfinance and skill set required to manage MF institutions. To develop a viable MF institutions, one needs professional approach, resources and strategies. The course focuses on preparing managers and best practices.”

– **Prof. Daksha Shah,**  
Managing Director,  
Pahal Financial Services Pvt.Ltd.



# Dignitaries Opine

At the end of every academic year, the Institute organizes Convocation Ceremony to award diploma to the PG students and invites leading personalities from various fields to share their experiences with the students. 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 Lal 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: 2006-07



*"Entrepreneurs are good at spotting and creating opportunities where none existed before. As they say, entrepreneurs see what everyone sees, but DO what no one else has DONE before. Entrepreneurs do not work in vacuum, their enthusiasm and passion for business is infectious. It infects all those around those who work with them and those who work for them, which, in turn, contributes significantly to the success of their enterprises."*

**Shri Venugopal Dhoot**, Chairman and Managing Director, Videocon Group  
Chief Guest of the 10th Convocation: 2007-2008

*"Industrial growth has been there in India, but it has been unable to support the huge population explosion and so today we have the underprivileged. India, I must say has an advantage over others in terms of its young demographic profile. That is India's strong point. I would prefer to talk about the Small Scale Sector that I consider the spinal cord of India's prosperity and growth. Entrepreneurship will take India a long way."*

**Dr. Vijay Mallya**, Chairman, UB Group  
Chief Guest of the 11th Convocation: 2009-10



*"Entrepreneurship training and finance alone are not sufficient. Conducive condition is also needed for entrepreneurship to thrive. To create a nurturing ecosystem conducive to building business, a host of policy measures have been put in place by central and state governments, RBI, and other institutions."*

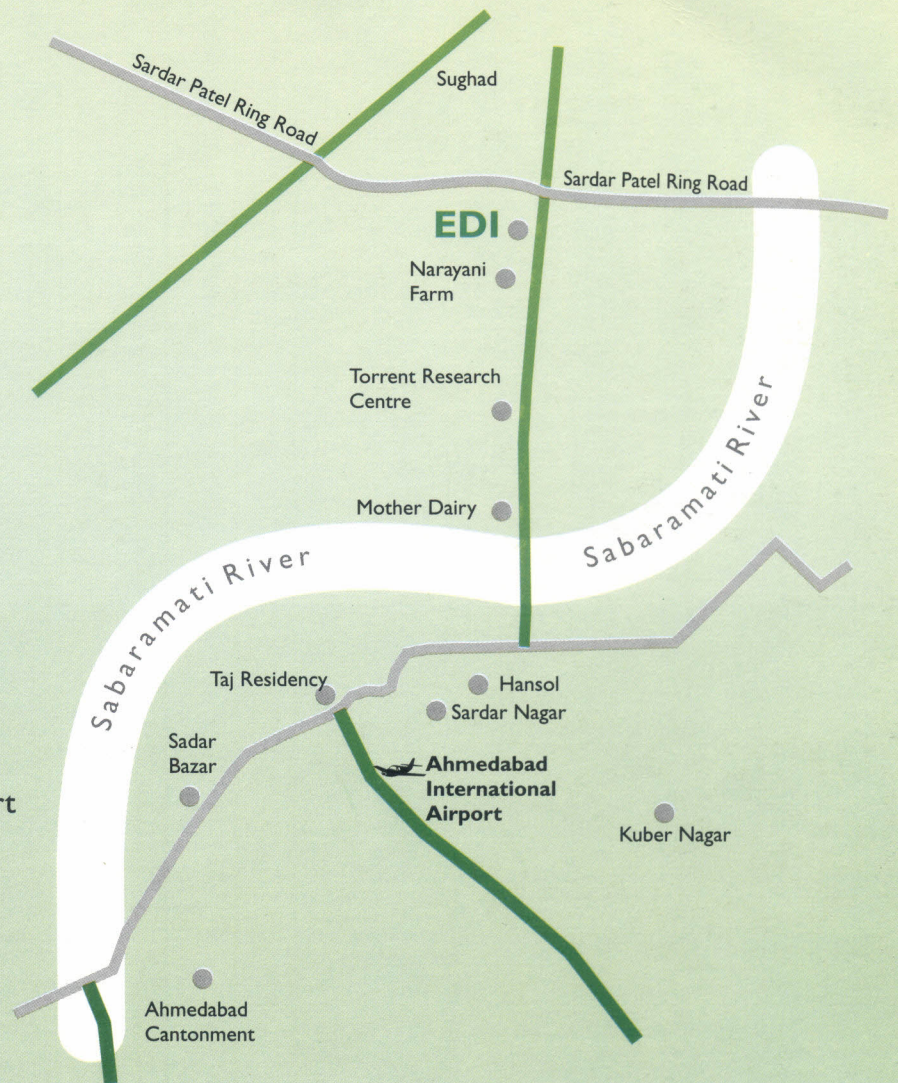
**Dr. K. C. Chakrabarty**  
Deputy Governor, Reserve Bank of India  
Chief Guest of the 12th Convocation: 2010-11


*"Business is not just about making money. Business is about making a contribution, creating jobs, prosperity, not just for yourself, but for your family, for your workers, for your community and for the nation."*

**Dr. Sam Pitroda**,  
Adviser to the Prime Minister Public Information Infrastructure & Innovations  
Chief Guest at the 13<sup>th</sup> EDI-PGP Convocation: 2011-12



# Campus Location



by train 

15 kms. from Ahmedabad Railway Station

by air 

5 kms. from Ahmedabad International Airport

## Gujarat

is known for its entrepreneurial spirit and has excellent social and physical infrastructure to support growth of businesses. The industrial sector of Gujarat at present comprises of over 1200 large industries and over 3,45,000 micro, small and medium enterprises. While sharing 5% of Indian population, Gujarat contributes 21% in exports and 13% in India's industrial production.

Gujarat as the most industrially developed state in India in respect of first ranking in industrial investment and second in terms of value of production and value addition in industrial sector. As per United Nations Industrial Development Organization (UNIDO) estimates, there exist around 350 Small and Medium Enterprises (SMEs) clusters in India, of which Gujarat commands a large share. Some important SME clusters in Gujarat include Readymade Garments, Drugs & Pharmaceuticals, Dyes & Intermediates at Ahmedabad; Ship breaking at Alang; Re-rolling Mills at Bhavnagar/ Shior; Plastic Industry at Dhoraji; Brass Parts at Jamnagar; Wall Clocks at Morbi; Chemicals at Nandesari, Vapi & Ankleshwar; Diesel Engines, Electric motors, Ferrrous Castings, Gold & Silver Ornaments, Machine Tools, Wrist Watch & Components at Rajkot; Powerlooms, Diamonds, Gems & Jewellery, Jari at Surat; Pottery & Ceramics at Surendranagar (Than) & Wankaner; Ceramic Products at Thangadh and Petrochemicals at Vadodara.

SMEs in Gujarat are quickly adapting with capacity building, infrastructure augmentation, innovative financing options, technology upgradation, investment in research and development, enhancing quality standards, and fine tuning marketing strategies.

## Ahmedabad

Ahmedabad is the largest city in the state of Gujarat and one of the largest urban agglomerations in India. Located on the banks of the River Sabaramati, the city is the administrative centre of Ahmedabad district and was the capital of Gujarat from 1960 to 1970; the capital was shifted to Gandhinagar thereafter. In colloquial Gujarati, it is commonly called

Amdavad. Ahmedabad was founded in 1411 by Sultan Ahmed Shah to serve as the capital of the Sultanate of Gujarat. The city is named after its founder. The city established itself as the home of a booming textile industry, which earned it the nickname "the Manchester of the East." A rising centre of education, information technology and scientific industries, Ahmedabad remains the cultural and commercial heart of Gujarat and much of western India.

Stay connected on





*For programme details and admission, contact:*

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