

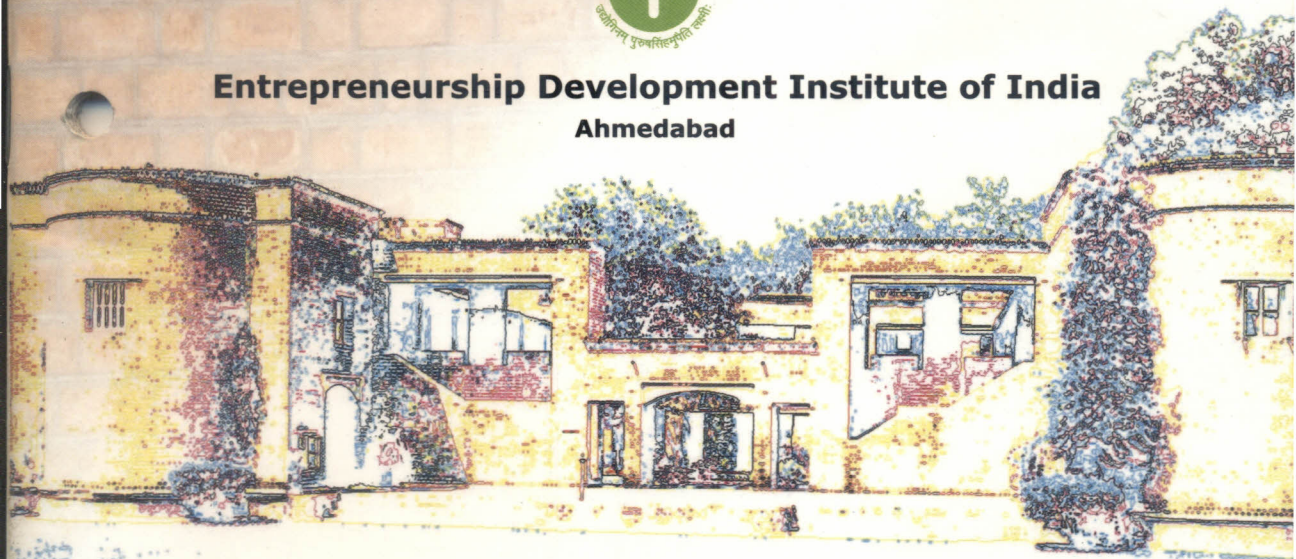
Post Graduate Diploma in Management -  
Business Entrepreneurship

PLACEMENT

PGDM-BE 2008-10



**Entrepreneurship Development Institute of India**  
Ahmedabad





# Governing Body

**Shri Yogesh Agarwal**  
President-EDI  
Chairman & Managing Director  
IDBI Bank 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

**Shri B.S. Bhasin**  
Chief General Manager (SME)  
State Bank of India  
SME Business Unit  
Mumbai

**Shri Anand T. Kusre**  
Nominee Member of  
ICICI Bank Ltd.  
Mumbai

**Mrs. K. Rama Devi**  
President  
Association of Lady Entrepreneurs  
of Andhra Pradesh,  
Hyderabad.

**Dr. Chukka Kondaiah**  
Director General  
National Institute for Micro, Small and  
Medium Enterprises (NIMSME)  
Ministry of MSME, Government of India  
Hyderabad

**Dr. Sailendra Narain**  
Chairman  
Centre for SME Growth &  
Development Finance  
Navi Mumbai

**Shri Atul Kumar Rai**  
Chief Executive Officer &  
Managing Director,  
IFCI Limited  
New Delhi.

**Shri Dinesh Rai, IAS**  
Secretary (MSME)  
Ministry of Micro, Small & Medium Enterprises  
Government of India  
New Delhi

**Shri V.S. Rathore**  
Executive Director  
Small Industries Development  
Bank of India  
SME Development Centre  
Mumbai

**Shri B. Ravindranath**  
Executive Director  
IDBI Bank Ltd.  
Mumbai

**Shri Maheshwar Sahu, IAS**  
Principal Secretary  
Industries & Mines Department  
Govt. of Gujarat  
Gandhinagar

**Shri Umesh Chandra Sarangi, IAS**  
Chairman  
National Bank for  
Agriculture & Rural Development  
Mumbai

**Dr. Dinesh Awasthi**  
Director  
Entrepreneurship Development  
Institute of India  
Ahmedabad

## Director's Message



Greetings from EDI!!!

We are all surrounded by challenges of different kinds- it is entirely on us as to what to make out of these. For us at EDI, the challenge last year was to revamp our existing P G Course and implement it to suit the rising demands of the business world. Now as the students near course completion they acquire domain knowledge and get ready to face the world of business.

Family Business Management; New Enterprise Creation; Agri-Entrepreneurship and Services Management are the specialization options that are offered. The course enables students to develop entrepreneurial creativity, and encourages them to apply the knowledge across a variety of settings. Areas of Entrepreneurship, Organisation Management, Business Policy and Strategy, Marketing, Business Opportunity and Project Formulation and Economics and Finance are dealt with in great detail.

One of the objectives of the course has been to prepare a cadre of entrepreneurial managers who achieve the optimum from the available resources. It is their positive entrepreneurial mindset that sets result- giving goals and takes the organisation that they work for, to the zenith of success.

We invite corporates to give a platform to these entrepreneurial managers to exhibit their performance enhancing abilities.

**- Dinesh Awasthi**



## Chairperson's Message

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EDI's pioneering course, the Post Graduate Diploma in Management - Business Entrepreneurship is result-oriented with innovative pedagogical tools. These address development of knowledge, capabilities and attitudes in students to help them grasp the nitty-gritty of the changing business world and contribute meaningfully to the organization that they work for. Entrepreneurial spirit in employees is vital for the growth of any organization as also for ensuring its sustainability.

Students at EDI develop an entrepreneurial bent of mind and are trained to explore and exploit business opportunities, develop and use networks, take initiatives and calculated risks so as to achieve a goal. These students have been trained to spot the right opportunity at the right time and maximize the results within the existing resources. These skills in them will immensely benefit the organization that they would work for, especially in emerging sectors such as; agriculture, services, family business etc

I am glad that there are these students who are determined to make a difference to the nation's growth by becoming an impact-making professionals.

We invite corporates to give them an opportunity to showcase their unique skills.

**- Dr. Sunil Shukla**



# Placement Coordinator's Message

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On behalf of the Placement Cell of EDI's Post Graduate Programmes, I feel privileged in inviting you to our beautiful and sprawling campus and participate in our placement programme for the dynamic students of Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE).

Since 1998, EDI is developing young minds to take up challenges of entrepreneurship and strengthen the economy of the country. In last one decade, 558 students have successfully completed the programme and are involved in different sectors of the industry. They are trained as entrepreneurs and intra-preneurs who can innovate and implement projects with high commitment levels.

I am confident that the students of our Institute will live-up to your expectations as they have been doing so far.

The Placement Brochure will give you an insight into our course and the students as well. It will, I am confident, give you reasons to visit EDI and meet our students.

Once again, I welcome you to our Institute for Campus Placement during 14-24 December 2009 to gauge our would be catalysts' foresightedness and depth.

**- Ramkrishna Mistry**

## 1.0 The Institute

### **An acknowledged National Resource Institute for Entrepreneurship Education, Research & Training**

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

EDI's pioneering activities in entrepreneurship development training have established that people from all walks of life can become business owners. It has demolished the myth that the entrepreneurs are born, and not made.

Through well conceived training interventions and capacity building activities, over the last 25 years, EDI has equipped a few thousand people with entrepreneurial skills. EDI has been spearheading entrepreneurship movement throughout the nation, by organising various training programs, workshops and research projects under strategic thrust areas, thereby advancing the frontiers of theories and practices of entrepreneurship and effectively contributing to the nation's economic vitality.

To pursue its mission further, EDI has helped set up twelve state-level exclusive entrepreneurship development centers and institutes. One of the more satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by incorporating entrepreneurship inputs in their curricula. In view of EDI's expertise in Entrepreneurship, the University Grants Commission had also assigned EDI the task of developing curriculum on Entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards.

EDI has also established linkages with a nationwide network of organizations and institutions committed to entrepreneurship development. Even though much has been realized, far more remains to be done and EDI continues with its mission of augmenting manifold the nation's aggregate capacity to develop entrepreneurial potential.

EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well-conceived and well-directed activities.

In consonance with this belief, EDI aims at:

- creating a multiplier effect on opportunities for self-employment;
- augmenting the supply of competent entrepreneurs through training;
- augmenting the supply of entrepreneur trainer-motivators;
- participating in institution building efforts;
- inculcating the spirit of 'Entrepreneurship' in youth;
- promoting micro enterprises in rural areas of the country;
- developing and disseminating new knowledge and insights in entrepreneurship theory and practice through research;
- facilitating corporate excellence through creating entrepreneurial managers, known as intrapreneurs;



- improving managerial capabilities of small scale industries;
- sensitizing the support system to facilitate potential and existing entrepreneurs establish and manage their enterprises; and
- collaborating with similar organisations in India and other developing countries to accomplish the above objectives.

The institute's basic strategy to realize its mission has been to concentrate on some broad areas to achieve its objectives. The areas so selected have to satisfy the twin criteria of social relevance and the institute's capability.

### **International Interactions:**

EDI has earned a great deal of national and international recognition for its pioneering work as reflected in the support it has received from the World Bank, International Labor Organization, UNIDO, Commonwealth Secretariat and several other international agencies. EDI is one of the panel Institutes of Ministry of External Affairs, Government of India's Indian Technical and Economic Cooperation Program, popularly known as "ITEC", which was launched in 1954 as a bilateral programme for technical and economic assistance to under-developed and developing countries.



Students interacting with participants of an International Training Programme

## **2.0 The Course:**

### **2.1 Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE)**

Trends and practices in business are evolving everyday and these have necessitated new age entrepreneurs to get armed with entrepreneurial competence before venturing out. The Institute pioneered a full-time entrepreneurship education programme, in 1998, to address this need. The course is now being offered as an AICTE-approved programme entitled, 'Post Graduate Diploma in Management - Business Entrepreneurship' (PGDM-BE).



## 2.2 Objectives:

The objectives of this accelerated, rigorous and application-oriented program are to:

- Develop skills in successfully initiating, expanding and diversifying a business enterprise in new, up-coming areas, including agriculture and services sectors.
- Develop family business successors as enterprising and knowledgeable owners of the business of their predecessors.
- Develop cadres of educators and researchers in the field of Entrepreneurship.

## 2.3 Structure of the Programme

PGDM-BE is a two-year, full time, residential programme offered through six trimesters. Curriculum offers a strong mix of quantitative, analytical and strategic skills that encompasses the fundamental core to progressive theories and concepts in business and management practices and prepares the students for all aspects of life beyond the campus. It aims at promoting an inquisitive mind, which proactively seeks the right knowledge, acquires the appropriate skills and promotes the right attitude to develop capabilities needed to manage enterprises in the twenty-first century. Because business ventures demand a strong foundation in key functions the programme is offered through series of courses under foundation, perspective, management and application module in six academic areas distributed throughout the programme duration i.e Entrepreneurship, Organization Management, Business Policy and Strategy, Marketing, Business Opportunity Identification and Project Formulation and Economics & Finance.

## 2.4 Specialisation Streams

In keeping with the programme objectives, the course offers the following five specializations:

### 2.4.1 New Enterprise Creation (NEC):

The objective of this specialization is to provide knowledge and develop competencies to start and manage own independent business. Students opting for this specialization are guided to work on a detailed project report and emerge with a bankable business plan after completion of classroom training.

### 2.4.2 Family Business Management (FBM):

This specialization aims at developing family business successors into enterprising and knowledgeable owners of the business of their predecessors. Issues, problems and unique concerns of family business management are dealt with in great detail so as to enable the students to come out with a five-year growth plan.

### 2.4.3 Agri-Entrepreneurship (AE):

The primary objective of this specialization is to develop agri-preneurs who can operate in the agriculture sector, understand its nuances, exploit opportunities galore in this field and benefit from the latest schemes of the government to promote the sector.

### 2.4.4 Services Management (SM):

The objective is to facilitate conceptual understanding of the fast emerging services sector and its significance to the economy. The stream provides an in-depth analysis of the environment that leads to recognition of opportunities in the services sector. Students will be able to benefit from such opportunities and create and manage new ventures in this sector.



### 3.1 Pedagogy

The interactive nature of learning experience distinguishes EDI from many other institutions. The emphasis is on experiential learning. The curriculum is a mixture of lectures, simulation games, case studies and project-based seminars which creates a truly dynamic learning experience and, in turn, develops entrepreneurial mindset and skills.

Teaching and guidance are principally provided by EDI faculty and selectively supported by a host of experts from leading educational institutions and consultancy firms. Students get an exposure to the entrepreneurial community on campus and also get a good understanding about the theoretical approach and its application. Between finishing the programme and starting a business, entrepreneurial-minded students get their feet wet by working in a related project in the sector they want to start a business in. The program relies extensively on unique leadership-building exercises, integrative simulations and real – life projects.

### 3.2 Summer Internship

At the end of the first year, students are exposed to applied aspects of managing an enterprise through Summer Internship Placements. The Placement Cell facilitates the interaction between students and the industry. Students are placed in reputed organization as per their specialization / areas of interest, for a period of 8-10 weeks after completion of the first year.

### 3.3 Detailed Project Report

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. Students of Family Business specialization shall alternatively prepare Family Business Growth Plan (FBGP) for their family firms. Students will 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.



Students seen with (in the centre) Dr. C. Rangarajan, Hon'ble Member of Parliament and (2nd from R) Dr. Dinesh Awasthi, Director-EDI during the Eighth Biennial Conference on Contemporary Issues in Entrepreneurship Research



### 3.4 Subjects Covered

#### First Year

Trimester I	Trimester II	Trimester III
Entrepreneurship Theatre	Creativity & Innovation for Entrepreneurial Excellence	Entrepreneurial Effectiveness
Entrepreneurial Lab	Management: Theory & Practice	Business Opportunity Guidance & Identification
Organization Behavior	Business Finance	Entrepreneurial Marketing
Management Accounting - I	Business Economics: Macro	Business Environment Analysis
Business Economics : Micro	Human Resource Management	Strategic Management
Information & Communication Technology for Entrepreneurs	Management Accounting - II	Research Methodology & Quantitative Techniques
Business Communication	Production & Operations Management	Business Policy

#### Second Year

Trimester IV	Trimester V	Trimester VI
Project: Formulation, Appraisal & Implementation	Social Entrepreneurship	Negotiation Skills for Entrepreneurs
Business Taxation	E-Processes for Effective Business	International Business - II
Business Law	Business Ethics and Corporate Social Responsibility	Organization Development
International Business - I	Leadership and Change Management	Project Report Preparation
Specialization in Any one Area *	Export-Import, Policy, Procedures and Documentation Conflict, Competition & Collaborations Project Preparation: Concepts & Components	

#### \* Specialisation Streams

Family Business Management	New Enterprise Creation	Agri Entrepreneurship	Services Management
Family Business Management	New Enterprise: Identification & Selection	Agri-Entrepreneurship: Environment and Trend	Service Sector Enterprise: Selection and Management
Entrepreneurial Management	Enterprise Establishment and Management	Agri-Enterprise: Selection and Management	Customer Relationship Management
Venture Growth Plans & Formulation	Entrepreneurship: Sustenance and Growth	Agri-Business: Marketing	Retail Business Management



### 3.5 Audited Courses

Apart from regular courses, students are encouraged to opt for some audited programmes in Sales Management, Wealth Management, Financial Risk Management etc. Students could also opt for various foreign language courses like French and German.

### 4.1 Faculty

The faculty is a judicious mix of researchers, academicians, behavioural scientists, practitioners from varied disciplines and consultants. The core group is supplemented by visiting faculty from reputed academic institutions and professional organisations

### 4.2 Faculty Members

Name	Qualifications	Area of Specialisation
Dinesh Awasthi Director	Ph.D. (Economics)	Policy Research & Rural Entrepreneurship
Sunil Shukla Chairperson (PGDM-BE)	Ph. D. (Psychology)	Entrepreneurship, OB & HR
Satya Ranjan Acharya	M.Sc. (Ag), MFC, PGDBA	Agriculture and Finance
Tarun Bedi	B.E. (Civil), M.A. (Sociology)	Entrepreneurship & Cluster Development
Pankaj Bharti	Ph.D. (Psychology)	OB & HR
Meena Bilgi	M. Phil. (Social Work)	Gender & Women Studies
Binod Das	Ph.D. (Political Sociology)	NGO Management
Saumil Dave	BE (Mech.), MBA (HRD), PGDMM	Entrepreneurship & Cluster Development
Ajay Dixit	B.A.	Social Entrepreneurship
Raman Gujaral	M.Com.	Entrepreneurship Development
Rajiv Joshi	MBA (Marketing)	Marketing & Corporate Entrepreneurship
Santosh Kumar Chairperson(PGDMM)	Ph. D. (Political Science)	Political Science
Umesh Menon	M.Com, MBA (Finance), Grad. C.W.A.	Finance & Accounts
Manoj Mishra	M.Sc., PGDFM, FRI (Dehradun)	Agribusiness & Micro-enterprise
Sasi Misra	Ph.D. (Psychology)	OB & HR
Ramkrishna Mistry, Placement Coordinator	M.Com.	NGO Management

V. Padmanand	M. Phil CRENIEO, M. Phil., Cambridge, UK, PGDMM	Entrepreneurship & Cluster Development
Sanjay Pal	M.Sc. (Economics), MBA (Marketing)	Rural Marketing
D. M. Parikh	B.E. (Mechanical), M.Tech. (Ind. Mgt; IIT, KGP)	Project Finance
J. B. Patel	B.Sc. (Chem.), B.Sc. (Tech.)	Project Formulation & Management
C. R. Patnaik	PGDM	Entrepreneurship Development
N. Ramesh	M. Sc. (Chemistry)	Entrepreneurship Development
S. B. Sareen	Diploma in Textile Technology, D.I.M, D.I.M.O.(Hon.), D.M.M	Entrepreneurship Development
Bipin Shah	B.Sc.(Chem.), MBA (Finance)	Project Formulation & Management
K. K. Shaw	B.E. (Hon.) Mechanical, PGBEM	Technology & Cluster Development
B. B. Siddiqui	Ph.D. (Psychology)	OB & HR
Prakash Solanki	B.Sc. (Chem.), PGDPPT, PGDBM, PGDRD (IGNOU), LL.M.	Entrepreneurship Development
P. N. Srivastava	M.Com.	Entrepreneurship Development
Pramod Srivastava	M.A. (Economics)	Entrepreneurship Development
V. S. Sukumaran	LL. B, PGDHRD, PGDTD, PGDM, MBA (IGNOU)	Entrepreneurship Development
Thimmappa K.	Ph.D. (Agriculture Economics)	Agribusiness
Subhransu Tripathy	M. A. (Economics), Ph.D. (Economics)	Development Economics
D. D. Trivedi	B.A., M.Com.	Management
Mayank Upadhyay	ACWA	Finance
Jignasu Yagnik	M.Sc., DCO, MBA	Information Technology



### 4.3 Visiting Faculty

Name & Organisation	Qualifications	Area of Specialization
Anita Basalingappa, MICA, Ahmedabad	MBA, Ph.D.	Marketing
Anupam Bhatnagar, Consultant, Ahmedabad	MBA (Marketing), PGD in Sales and Marketing, International Trade and Marketing Management (IIFT)	International Trade and Marketing
P. K. Chugan, Nirma Institute of Management, Ahmedabad	M. A. (Economics), Ph. D. MPS, Post Masters Diploma in National Economic Planning	International Business
Archana Dholakia, Former Dean, School of Social Science, Gujarat University, Ahmedabad	Ph.D. (Economics)	Economics & Research Methodology
Bharat Gangula, Ahmedabad	B.Tech. (Chemical Engineering), Pursuing FPM from IIMA	Production & Operations Management
Mahesh Gupta, Consultant, Ahmedabad	MBA, CS, LLM	Business law
Easwaran Iyer, Sri Bhagwan Mahaveer Jain College, Bangalore	Ph.D. (Commerce)	Finance
B. P. Murali, Former Chief Faculty, EDI	PGDM, IIMA	Entrepreneurship
Rasanand Panda, Pandit Deen Dayal Petroleum University, Gandhinagar	MA (Economics), Ph.D. (Economics)	Economics
V. G. Patel, Former Vice President and Founder Director, EDI	Ph.D. (Economics)	Entrepreneurship Development
Vivek Shah, Consultant, Ahmedabad	MBA (HR), LLB	Communication
Deepak Srivastava, Nirma Institute of Management, Ahmedabad	MBA, Ph.D.	International Business
Hemant Trivedi, MICA, Ahmedabad	MBA, Ph.D.	Retail Business Management

## 4.4 Interactions with Entrepreneurs

Shri Chenraj Jain, Chairman, Jain Group of Institutions, Bangalore

Shri Archit Patel, Asst. Manager (HR), Zydus Cadila Healthcare Ltd., Ahmedabad

Shri Badri Mahapatra, Director, TiE, Ahmedabad Chapter

Shri Gaurav Nanavaty, Anup Industries Ltd., Ahmedabad

Shri Haren Shah, Peach Computers (P) Ltd., Ahmedabad

Shri Chandubhai Virani, Balaji Wafers (P) Ltd., Rajkot

Shri Manoj Somani, Managing Director, Gopala Polyplast Ltd., Ahmedabad

Shri K Subramaniam, Managing Director, Masibus Process Instruments (P) Ltd., Gandhinagar

Shri Piyush Palkhiwala, Maps (India) Ltd., Ahmedabad

Shri Sunil Parekh, Advisor, CRISIL& Zydus Cadila Healthcare Ltd., Ahmedabad

Shri MA Suryanarayana, Vice Prcident (HRCC), Zydus Cadila Healthcare Ltd., Ahmedabad

Shri N G Mavalankar, Advisor, Genest Engineering (P) Ltd., Ahmedabad

## 5. Life @ EDI

### 5.1 Extracurricular activities

Institute organises a variety of sports and cultural activities. Students are involved in many extracurricular activities and also organize cultural and sports events regularly. They also participate in industry seminars and exhibitions. Students are also involved with various programmes like SPIC MACAY and YUVA Unstoppable.

### 5.2 Workshops, Guest Lectures, Industrial Visits, Live Projects

With an objective to continuously update students with latest knowledge & information, several workshops, seminars, guest lectures and industrial visits are frequently arranged for the students. Every year students organize seminars on a subject of topical interest. Students work on live projects to acquire first hand experience on business enterprises. Industrial visits are regularly arranged for students with a view to enhance their knowledge and exposure towards the practical side of the industry. These company visits remain dialogue-driven events, allowing the students to discuss ideas and viewpoints that are directly related to their needs and interests.

### 5.3 Entrepreneur Interaction

As a step towards converting the ideas of students into a business venture the Institute an organizes face-to-face interaction with successful entrepreneurs. Entrepreneurs are involved in mentoring students interested in taking up an entrepreneurial career. Such interactions bring everything the students have learned theory, practice, experience and talent into sharp focus.

### 5.4 EDI Alumni Association (EDIAA)

The Alumni Association, which is rich in diversity in the form of its each member representing different cultures & geography, education & social background, managing businesses in different sectors from manufacturing to services and not-for-profit enterprises. The members apart from



acknowledging and celebrating their differences harness the commonality to gain and offer benefits to each member they interact with. The Alumni have strength of about 900 members spread across the country and EDIAA is steadily adding more members with each passing event and activity. The Alumni, who are the ambassadors of the Institute, share their experiences to the students regularly through various programme i.e.

- **Entre-Plexus:** It is the Annual EDI Alumni Meet, wherein the effervescent minds meet to discuss the progress of successful enterprise.
- **Networking Summit:** A networking event of the EDI alumni. The summit aims at generating a forum where the alumni can network with each other by way of sharing their current and future business/career plans.
- **Refreshing Interactions and Guests Lectures:** Periodically EDIAA organises interactive session with dynamic entrepreneurs from varied sectors so as to learn from their experiences.
- **EDIAA Premier League:** A night cricket tournament organised by and for EDI alumni. The sport brings the alumni together in a non-formal fashion and brings out the winning spirit of the participants.
- **Picnics and Dinners:** Regularly EDIAA organises social events to provide an opportunity for the family members of alumni to interact and know each other in a more cohesive manner.



Experts seen during the panel discussion on Responsible Entrepreneurship

# Student's Profile



Name : Aalap Gandhi  
Age : 22 Years  
Qualifications : B.Sc. (Electronics)  
Area of Interest : Operations/Franchisee, Business Development  
Internship Theme : Recruitment Consultancy  
Internship Organisation : Escort Consultants, Ahmedabad  
Contact Information : (M): 099984 84089, Email: aalap.gandhi@gmail.com  
Specialization Stream : New Enterprise Creation



Name : Akhila Koushik  
Age : 22 Years  
Qualifications : BBM  
Area of Interest : Administration, Finance  
Internship Theme : Market Research for Indengisation of Urban Warfare Systems  
Internship Organisation : Semantic Defence Technology Pvt. Ltd., Bangalore  
Contact Information : (M) 098255 73476, Email: koushik1601@gmail.com  
Specialization Stream : New Enterprise Creation



Name : Amit Mani Tripathi  
Age : 27 Years  
Qualifications : M.Sc. (Botany)  
Area of Interest : Management and Marketing of Agro Products & Commodity Market  
Internship Theme : To Prepare a Business Plan for an Export Oriented Unit  
Internship Organization : SAVE Ltd., Ahmedabad  
Contact Information : (M): 097255 52002, E-Mail: lkoamit82@gmail.com  
Specialization Stream : Agri-Entrepreneurship



Name : Ankit Chindalia  
Age : 23 Years  
Qualifications : B. Com. (Hons.)  
Experience : 2 years in EBIZ.Com Pvt. Ltd., marketing of IT products  
Area of Interest : Marketing, Business Development  
Internship Theme : Preparation of Business Plan on Pulse Processing Unit  
Internship Organization : SAVE Ltd., Ahmedabad  
Contact Information : (M) 09601516254, E-Mail: ankitchindalia@gmail.com  
Specialization Stream : New Enterprise Creation



Name : Aradhana Suri  
Age : 23 Years  
Qualifications : BBA , Diploma in Labour Practices  
Area of Interest : Human Resource Management, Administration  
Internship Theme : Marketing Organization Hierarchy  
Internship Organisation : Usha Shriram Enterprise, New Delhi  
Contact Information : (M) 09723 550369, Email: aradhanasuri04@yahoo.com  
Specialization Stream : New Enterprise Creation





Name : Ashish Jain  
Age : 23 Years  
Qualifications : B.E. (Mechanical)  
Area of Interest : Marketing  
Internship Theme : B2B marketing in Steel Industry  
Internship Organization : Vinod International, Ahmedabad  
Contact Information : (M) 097255 52004, E-Mail: jain\_ashish1986@yahoo.com  
Specialization Stream : New Enterprise Creation



Name : Chirayu Patel  
Age : 26 Years  
Qualifications : BE (Electrical)  
Area of Interest : Oil Mill, Packaging, Operations  
Internship Theme : Process of current transformers and potential transformers  
Internship Organization : Electrical Controls & Systems, Vadodara  
Contact Information : (M) 094281 68985, E-Mail: chiray29\_ee@yahoo.co.in  
Specialization Stream : New Enterprise Creation



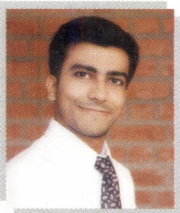
Name : Dhara Bhatt  
Age : 22 Years  
Qualifications : BBA  
Area of Interest : Human Resource Management, Administration  
Internship Theme : Balance Score Card for Recruitment  
Internship Organization : Zydus Cadila Healthcare Ltd., Ahmedabad  
Contact Information : (M) 094293 06490, E-Mail: dhara11@ediindia.org  
Specialization Stream : Services Management



Name : Jatin Soni  
Age : 26 Years  
Qualifications : B.E. (Chemical)  
Area of Interest : General Management  
Internship Theme : Feasibility Study for R.O. System  
Internship Organization : SAVE Ltd., Ahmedabad  
Contact Information : (M) 098985 16315, E-Mail: jatin11@ediindia.org  
Specialization Stream : New Enterprise Creation



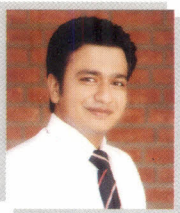
Name : Jaykumar Joshi  
Age : 27 Years  
Qualifications : B.Com., Perusing CFP  
Area of Interest : General Administration, Finance  
Internship Theme : Developing Strategies for the Basic Functional Areas of Organisation.  
Internship Organisation : Om Gayatri Education and Charitable Trust, Vadodara  
Contact Information : (M) 098250 13774  
Email: jayj11@ediindia.org, joshi\_jaykumar@yahoo.co.in  
Specialization Stream : Service Management



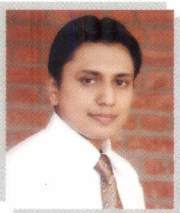
Name : Jinesh Shah  
Age : 23 Years  
Qualifications : B.Com.  
Experience : 7 Months with J.P. Morgan Chase India Pvt. Ltd., in trading counter parties (equity & cash)  
Area of Interest : General Management, Project Formulation & Appraisal  
Internship Theme : Production and operations management of Stainless Steel unit  
Internship Organization : Bhalaria Metal Craft Pvt. Ltd., Mumbai  
Contact Information : (M) 094274 64838, E-Mail: jinesh08@gmail.com  
Specialization Stream : New Enterprise Creation



Name : Ketki Gupta  
Age : 22 Years  
Qualifications : B.Com.  
Area of Interest : Human Resource Management, Administration  
Internship Theme : Employee Welfare  
Internship Organisation : Zydus Cadila Healthcare Ltd., Ahmedabad  
Contact Information : (M) 099258 04128, E-mail: ketki1787@yahoo.com  
Specialization Stream : Service Management



Name : Mayur Gabani  
Age : 22 Years  
Qualifications : BBA (Marketing)  
Area of Interest : Marketing, Business Development  
Internship Theme : Strategy Formulation for Marketing and Customer Satisfaction  
Internship Organization : Gabani Exim Ltd., Surat  
Contact Information : (M) 099045 70889, E-Mail: mayur.gabani@gmail.com  
Specialization Stream : New Enterprise Creation



Name : Mitesh Mittal  
Age : 26 Years  
Qualifications : M.Sc. (Organic Chemistry)  
Area of Interest : Marketing, Supply Chain Management  
Internship Theme : Balanced Scorecard for Recruitment.  
Internship Organization : Zydus Cadila Healthcare Ltd., Ahmedabad  
Contact Information : (M): 9974111204 E-Mail: mittalmitesh12@gmail.com  
Specialization Stream : Services Management



Name : Nibha Jain  
Age : 23 Years  
Qualifications : BE (Electronics & Communication)  
Area of Interest : Human Resource Management, Operation Management  
Internship Theme : Developing CNG Awareness Campaign Plan for Energy Awareness Unit and Content Development  
Internship Organization : Gujarat Energy & Research Management Institute, Gandhinagar  
Contact Information : (M) 09979546545 E-Mail: nibhjain@gmail.com  
Specialization Stream : New Enterprise Creation





Name : Nikhil Talreja  
Age : 23 Years  
Qualifications : BE (Mechanical)  
Area of Interest : Production & Operation, Human Resources Management  
Internship Theme : Designing employee evaluation system & conducting sessions for employee motivation and training  
Internship Organization : Uncle Sam's Pizza (Sankalp Group of Restaurants), Ahmedabad  
Contact Information : (M) 098985 80622, E-Mail: nikhiltalreja@yahoo.com  
Specialization Stream : Service Management



Name : Parikshit Dube  
Age : 24 Years  
Qualifications : B.Sc. (Agriculture)  
Area of Interest : Marketing, Human Resources Management  
Internship Theme : Marketing of Pumps & Mix Fertilizer  
Internship Organization : Asmi Pump Industry, Ahmedabad  
Contact Information : (M) 099041 59055, E-Mail: parikshitdube@yahoo.in  
Specialization Stream : Agri-Entrepreneurship



Name : Parva Dave  
Age : 22 Years  
Qualifications : BBA  
Area of Interest : Marketing  
Internship Theme : Placement of Herbal OTC Product into Rajkot Market with BTL Tools  
Internship Organisation : Ban Labs Ltd., Rajkot  
Contact Information : (M) 09426346966 Email: parvadave@rediffmail.com  
Specialization Stream : Service Management



Name : Pragya Upadhyay  
Age : 23 Years  
Qualifications : B.Sc. (Nutrition)  
Area of Interest : Human Resource Management, Administration  
Internship Theme : A study on "Employee Welfare" practices concentrating on Health Awareness  
Internship Organisation : Zydus Cadila Healthcare Ltd., Ahmedabad  
Contact Information : (M) 09374930986 Email: pragyaupadhyay21@gmail.com  
Specialization Stream : Service Management



Name : Rishab Bafna  
Age : 22 Years  
Qualifications : B.Com.  
Area of Interest : Marketing, Customer Relationship Management  
Internship Theme : Investment Advisory & Portfolio Management  
Internship Organization : HSBC Bank, Jodhpur  
Contact Information : (M) 092759 06304, 093526 47914  
E-Mail: bafna.rishab@yahoo.co.in, rb6304@gmail.com  
Specialization Stream : Services Managemet



Name : Shuchi Roy  
Age : 23 Years  
Qualifications : BA (Psychology)  
Area of Interest : Marketing, Human Resource Management  
Internship Theme : A Market Study on the Feasibility of Furniture Boutiques in India  
Internship Organisation : Style Spa World Furniture, Chennai  
Contact Information : (M) 093770 69116 Email: shuchiroy@gmail.com  
Specialization Stream : Family Business Management



Name : Siddharth Chovatiya  
Age : 23 Years  
Qualifications : B.Com.  
Area of Interest : Marketing, Customer Relationship Management  
Internship Theme : Immigration Consultancy  
Internship Organisation : S.K. Consultants, Ahmedabad  
Contact Information : (M) 098981 61231 E-mail: siddharthchovatiya@gmail.com  
Specialization Stream : New Enterprise Creation



Name : Sorabh Golecha  
Age : 22 Years  
Qualifications : B.Com.  
Area of Interest : Manufacturing, General Management  
Internship Theme : Financial Management  
Internship Organisation : JMC Projects (P) Ltd., Ahmedabad  
Contact Information : (M) 099988 08007 Email: saurabhgolecha@yahoo.co.in  
Specialization Stream : Family Business Management



Name : Twinkle Patel  
Age : 23 Years  
Qualifications : BBA  
Area of Interest : Human Resource Management, Administration  
Internship Theme : Analysis of Recruitment, Selection and Training Programme  
Internship Organisation : Gujarat Mineral Development Corporation Ltd., Ahmedabad  
Contact Information : (M) 098798 37614 E-Mail: vivacioustwinkle@gmail.com  
Specialization Stream : Service Management



Name : Vipul Patel  
Age : 22 Years  
Qualifications : BBA  
Area of Interest : Exports Procedure and Documentation  
Internship Theme : Exports Procedure and Documentation  
Internship Organisation : Rainbow Exports, Ahmedabad  
Contact Information : (M) 099090 04284, 092751 85051  
Email: vipulpatel@live.in, vp\_unjha@yahoo.co.in  
Specialization Stream : New Enterprise Creation



# Placement Response Card

Campus Placement: 14 – 24 December 2009<sup>1</sup>

## Organisation Details:

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_

Tel No.: (O) \_\_\_\_\_ (M) \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Address for Correspondence: \_\_\_\_\_

\_\_\_\_\_

## Date & Time

Proposed Date & Time for Pre-Placement Talk (PPT): \_\_\_\_\_

Proposed Date & Time for Campus Visit: \_\_\_\_\_

## Vacancy & Profile:

No. of Vacancies: \_\_\_\_\_

Job Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Location/s: \_\_\_\_\_

Gross Annual Package (INR): \_\_\_\_\_

<sup>1</sup>If the dates are not convenient, company may propose likely dates to Placement Cell

**Selection Process:**

Selection process to be adopted (Please tick)

Written Test

Group Discussion

Interview

Others (Specify)  \_\_\_\_\_

*(Company may request for online interviews / interaction with students using SKYPE)*

**Travel Plans of the Official/s**

Date and Time of Arrival at EDI: \_\_\_\_\_

Date and Time of Return: \_\_\_\_\_

Accommodation Required: Yes / No

If, 'Yes', number of persons: \_\_\_\_\_ Budget (Rs.) \_\_\_\_\_

Local Transport Required<sup>2</sup>: Yes / No

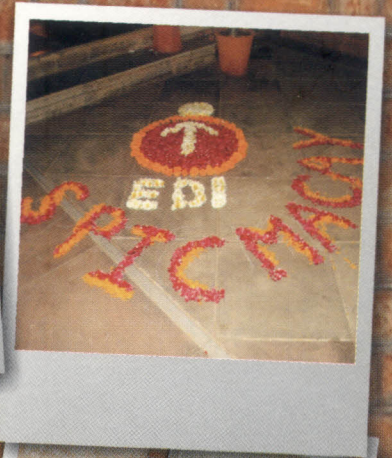
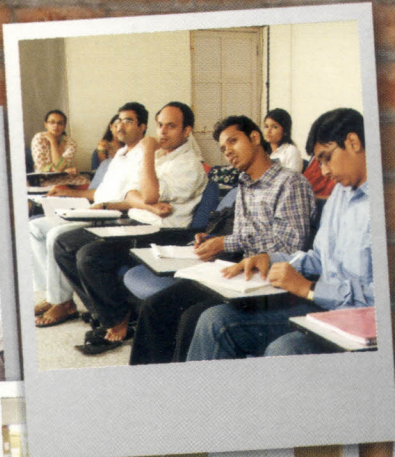
Signature

Seal

Date:

<sup>2</sup>Local transport and hospitality would be taken care off by the Institute







## Please return Placement Response Card to:

Ramkrishna Mistry  
Faculty & Placement Coordinator (PGPs)  
at EDI Head Office address mentioned below  
Mobile: 09924441370  
E-mail: [rmistry@ediindia.org](mailto:rmistry@ediindia.org)

## Students' Representatives:

Aalap Gandhi  
099984 84089, [aalap.gandhi@gmail.com](mailto:aalap.gandhi@gmail.com)  
Aradhana Suri  
097235 50369, [aradhanasuri04@yahoo.com](mailto:aradhanasuri04@yahoo.com)  
Ashish Jain  
097255 52004, [jain\\_ashish1986@yahoo.com](mailto:jain_ashish1986@yahoo.com)  
Parikshit Dube  
099041 59055, [parikshitudube@yahoo.in](mailto:parikshitudube@yahoo.in)



## ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat, India.  
Tel. : 079-23969159, 23969161, 23969163 Fax : 079-23969164  
E-mail : [info@ediindia.org](mailto:info@ediindia.org) Website : [www.ediindia.org](http://www.ediindia.org)

## REGIONAL OFFICES

### Central : Bhopal

19, Chhatrapati Shivaji Colony,  
Chuna Bhatti, Kolar Road,  
Bhopal - 462 016.  
Phone : 0755-2424015  
Telefax : 0755-2424015  
E-mail : [gujralraman@yahoo.com](mailto:gujralraman@yahoo.com)

### North-East : Guwahati

House No. 36, Near DGP Office,  
B. K. Kakoti Road,  
Ulubari, Guwahati - 781 007.  
Phone : 0361-2461063  
Fax : 0361-2459112  
E-mail : [edinero@india.com](mailto:edinero@india.com)

### East : Bhubaneswar

N-1/224,  
IRC Village,  
Nayapally,  
Bhubaneswar - 751 015.  
Phone : 0674-2554494  
E-mail : [ediero@rediffmail.com](mailto:ediero@rediffmail.com)

### South : Bangalore

102, 70<sup>th</sup> Cross, 17<sup>th</sup> 'A' Main Road,  
5<sup>th</sup> Block, Rajajinagar,  
Bangalore - 560 010.  
Phone : 080-23119361  
Telefax : 080-23119360  
E-mail : [ediro@giabg01.vsnl.net.in](mailto:ediro@giabg01.vsnl.net.in)

### North : Lucknow

265, Chandralok Colony,  
Aliganj,  
Lucknow - 226 024.  
Phone : 0522-2330820  
Fax : 0522-2330856  
E-mail : [edinro@rediffmail.com](mailto:edinro@rediffmail.com)

### Thrissur

C/o. KILA Campus,  
Mulamkunnathukavu P.O.,  
Thrissur - 680 581.  
Phone : 0487-2206241  
Telefax : 0487-2206242  
E-mail : [vssukumaran@ediindia.org](mailto:vssukumaran@ediindia.org)