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# 2008-2010

# POST GRADUATE DIPLOMA IN MANAGEMENT- BUSINESS ENTREPRENEURSHIP

## A Two-year Residential Programme

**Approved by :**  
**All India Council for  
Technical Education (AICTE)**



### SPECIALISATION OPTIONS :

- New Enterprise Creation (NEC)
- Family Business Management (FBM)
- Agri-Entrepreneurship (AE)
- Services Management (SM)



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

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



## Significance of Training in Entrepreneurship

The international business scenario is looking up. A window of opportunities has opened up and potential entrepreneurs could not have had a more opportune time. But at the same time protectionism has given way to competition and so, there is a strong likelihood of entrepreneurs confronting numerous challenges from various quarters, lest they adhere to benchmarks, like; better products, lower costs, better quality, competitive prices and advanced technology. To achieve this requires up-to-date knowledge, which can be acquired through teaching and training in this area.

Using its accumulated wealth of knowledge, expertise and insight in creating successful entrepreneurs, the Institute developed and launched, in 1998, a one year (full time) pioneering programme for young graduates leading to the award of Post Graduate Diploma in Business Entrepreneurship and Management. Enriched by the experience of running the program successfully for ten batches, the Institute now announces two-year (full-time) **Post Graduate Diploma in Management - Business Entrepreneurship**.

Entrepreneurial wisdom and knowledge that this course imparts are unique and have earned **All India Council for Technical Education (AICTE)** approval for the Institute. The course would now be offered as a two-year full-time residential programme.

## PROGRAMME OBJECTIVES

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

- develop skills in successfully initiating, expanding and diversifying a business enterprise in new, up-coming areas, including agriculture and service sectors.

- develop family business successors as enterprising and knowledgeable owners of the business of their forefathers.

## SPECIALISATION STREAMS

In keeping with the objectives, the course offers the following four specializations:

### **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.

### **Family Business Management (FBM):**

This specialization aims at developing family business successors into enterprising and knowledgeable owners of the business of their forefathers. 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.

### **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.

## Services Management (SM):

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

## PEDAGOGY

The interactive nature of learning experience distinguishes EDI from many other institutions. The emphasis is on action learning. Business games, computer simulation, live projects, role plays, interaction with the experts, industrial visits, case based teachings, field work and group work combine to create a challenging environment to define problems and find workable solutions. The focus of the internship programme will be on developing a Detailed Project Report or Family Business Growth Plan.

## 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.



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

## WHO CAN JOIN ?

- Graduates who intend to launch and manage business units
- Wards / successors of family businesses intending to develop their potential successors in professional skills over a relatively shorter duration
- Young professionals envisioning own business and capable of investing one-year time away from work, learning about business entrepreneurship and management.

## ELIGIBILITY / SELECTION

A bachelor's degree in any discipline. Students appearing for final degree examination may also apply. Candidates with work experience will be preferred. Selection will be on the basis of a written test and personal interview to gauge their commitment towards the chosen career. The written test will be held at Ahmedabad, Allahabad, Bangalore, Belgaum, Bhopal, Bhubaneswar, Chennai, Delhi, Gorakhpur, Guwahati, Gwalior, Hyderabad, Jaipur, Jodhpur, Kolkata, Lucknow, Ludhiana, Madurai, Mumbai, Nagpur, Patna, Pune, Raipur, Ranchi, Thrissur, Udham Singh Nagar and Vadodara.



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

## FEE STRUCTURE

- Tuition fee for this two-year, full-time, residential programme is Rs. 1,80,000/- **per year** which includes cost of tuition, reading material, library & computer facilities, study visits and lodging & boarding.
- In case the Institute is not able to provide accommodation to a few students, the fee applicable will be Rs. 1,20,000/- **per year**. This would include, cost of tuition, reading material, library & computer facilities and study material only.
- Fees can be paid in installments. (for details refer our website)
- Students will also have to deposit Rs. 5,000/- as caution money, which does not accrue any interest, and is refundable after successful completion of the course.

## FELLOWSHIP SUPPORT

A limited number of fellowships, from Bharti Foundation (established by the Bharti Enterprises) is available for supporting PG students on means-cum-merit basis.

## IMPORTANT DATES

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

## HOW TO APPLY ?

Prospective candidates should send a demand draft of Rs. 500/- (Rupees five hundred only) favouring EDI, Ahmedabad, payable at Ahmedabad, for prospectus and application form. Application form may also be downloaded from the website which should be sent along with a DD of Rs. 500/-, as mentioned above. Application forms are also available at EDI regional and branch offices. To see the list of locations where EDI - PGP Prospectus cum Application Form is available, please visit [www.ediindia.org](http://www.ediindia.org)



9th batch students of EDI-PGPs seen with Shri Shashi Ruia, Chairman, Essar Group and the Convocation Chief Guest, EDI Go

## STUDENTS' GALLERY



**Amol S. Chaphekar,**  
Shapewell Enterprises Pvt. Ltd.  
PGDBEM-3rd Batch

(Specialisation in New Enterprise Creation Stream)

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



**Ryan D'Costa**  
Boulevard Hotel  
PGDBEM-10th Batch

(Specialisation in Services Management Stream)

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



gning Body Members and EDI-Faculty Members during the Convocation ceremony organised at EDI campus on June 09, 2007.

## EDI GOVERNING BODY MEMBERS (AS ON 1<sup>ST</sup> JANUARY, 2008)

### Shri Yogesh Agarwal

President-EDI  
Chairman, Industrial Development  
Bank of India Ltd.,  
Mumbai

### Dr. Yoginder K. Alagh

Vice Chairman & Professor Emeritus  
Sardar Patel Institute of  
Economic & Social Research  
Ahmedabad

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

Ex-Chief Secretary, Orissa

### Mrs. K. Rama Devi

President  
Association of Lady Entrepreneurs of  
Andhra Pradesh  
Hyderabad

### Dr. Chukka Kondaiah

Principal Director  
National Institute for Micro, Small &  
Medium Enterprises, Ministry of MSME  
Government of India, Hyderabad

### Shri Rajendra Malla

Chairman & Managing Director  
Small Industries Development  
Bank of India  
Lucknow

### Dr. Sailendra Narain

Chairman  
Centre for SME Growth &  
Development Finance  
Navi Mumbai

### Shri D. Rajagopalan

Principle Secretary  
Industries & Mines Department  
Govt. of Gujarat, Gandhinagar

### Shri P. H. Ravikumar

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

### Shri B. Ravindranath

Executive Director  
IDBI Ltd.  
Mumbai

### Shri P. S. Shenoy

Chairman  
Board of Directors, IFCI Ltd.  
Gandhinagar

### Shri Jawhar Sircar

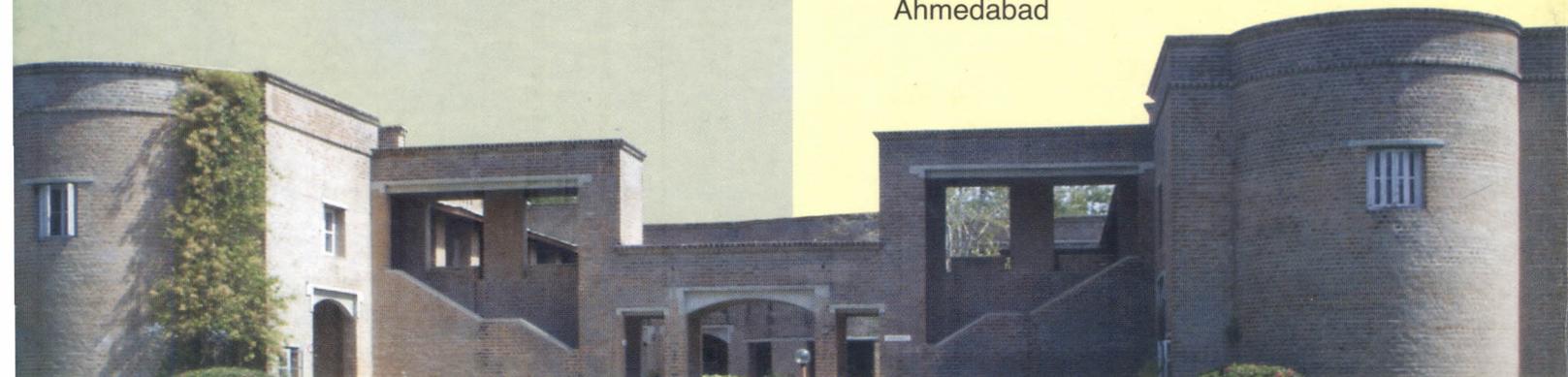
Additional Secretary and Development  
Commissioner  
Government of India  
Ministry of Micro,  
Small & Medium Enterprises  
New Delhi

Chief General Manager (SME)  
SME Business Unit, State Bank of India  
Mumbai

Chairperson  
National Bank for Agriculture & Rural  
Development  
Mumbai

### Dr. Dinesh Awasthi

Director  
Entrepreneurship Development  
Institute of India  
Ahmedabad



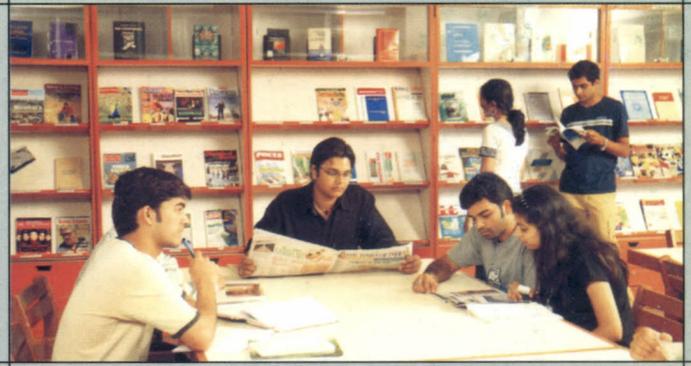
## THE INSTITUTE



*An acknowledged National Resource Institute for entrepreneurship education, research and training.*

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - IFCI Ltd., ICICI Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus. To pursue its mission further, EDI has helped set up fourteen state-level exclusive entrepreneurship development centres and institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In view of EDI's expertise in Entrepreneurship, the University Grants Commission had also assigned EDI the task of developing curriculum on Entrepreneurship, and Gujarat Textbook Board assigned to it the task of developing textbooks in Entrepreneurship for 11th & 12th standards.

In order to broaden the frontiers of Entrepreneurship Research, EDI has established a Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues



surrounding small and medium enterprise sector, and establish a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

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

The Ministry of External Affairs assigned project of setting up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam is progressing in full swing. The already commissioned centres at Lao PDR, Cambodia and Vietnam have started reaping rewards.

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



## EDI BRANCH OFFICES :

### Lucknow :

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### Bangalore :

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### Bhubaneswar :

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### Thrissur :

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## EDI PROJECT OFFICES :

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E-mail : edikushinagar@rediffmail.com

## EDI AFFILIATES IN OTHER COUNTRIES

LAO - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (LIEDC)

CAMBODIA - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (CIEDC)

VIETNAM - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (VIEDC)

### TO BE ESTABLISHED

MYANMAR - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (MIEDC)

UZBEKISTAN - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (UIEDC)