

10TH BATCH

**POST GRADUATE
DIPLOMA IN
BUSINESS
ENTREPRENEURSHIP &
MANAGEMENT
(PGDBEM)**

2007 - 2008



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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'Does Entrepreneurship Promote Economic Growth?'

Evidences suggest that a progressive economy has always had a continuous supply of innovative and resilient entrepreneurs. Entrepreneurs have most certainly proved themselves as important contributors to economic growth. Besides, the charms of owning one's business have led to the emergence of entrepreneurship in a big way, across the globe. A successful entrepreneur wields unique abilities, the power to think and plan strategically. But if it is argued that entrepreneurial talent exists in all societies, what also holds true is the fact that only the right competencies and high need for achievement are the forces that fetch success to the one who sets up an enterprise. Staying in business has, therefore, become a greater challenge than ever before. It is the acumen to perceive opportunities and put them to maximum utilization, which becomes the hallmark of a successful entrepreneur. All this has necessitated competency-based education so that potential entrepreneurs get oriented towards high-order achievements and entrepreneurial endeavour.

It is with this motive of triggering entrepreneurial talent that EDI's **Post Graduate Diploma in Business Entrepreneurship and Management (PGDBEM)** was launched in the year 1998. It has since, successfully developed strategic entrepreneurial orientations in potential entrepreneurs, thus equipping them with the calibre to survive in the present day competitive business environment.

It is expected that as a result of a structured programme like this, the students will develop entrepreneurial traits, knowledge, skills, motivation and initiative to eventually build a viable organizational network by assembling various resources.



Programme Objectives

The objectives of this one-year, 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 own independent business. Students opting for this specialization will be guided to work on a detailed project report after completion of classroom training. The focus will be on helping them emerge with a bankable business plan. The underlying idea is to help students establish and manage their own enterprises.

Family Business Management (FBM) :

This specialization aims at developing family business successors into enterprising and knowledgeable owners of the business of their forefathers. Inculcating entrepreneurial qualities in them so that they contribute to the efficiency and growth of their family - owned enterprise is kept in sharp focus. 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 entrepreneurs who can operate in the agriculture sector, understand its nuances and benefits from the latest schemes of the governments to promote the sector. The students are developed into agri-preneurs with distinct traits and skills to exploit opportunities galore in the field of agriculture.

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. The focus will also be on customer relationship as a new management tool for creating sustainable competitive advantage and planning, designing and managing retail business formats.

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, interactions 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.

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.



Ms. Kruti Patel honoured with the 'Bharti Student of the Year Award' seen with the 8th EDI-PGP Convocation Chief Guest, Padmashree Ms. Lila Poonawalla, Chairperson, DeLaval Pvt. Ltd. and Mr. V. P. Shetty, EDI - President and IDBI Chairman.

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 having 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 Agartala, Ahmedabad, Ajmer, Allahabad, Bhubaneswar, Chandigarh, Chennai, Coimbatore, Dehradun, Delhi, Guwahati, Gwalior, Gorakhpur, Hyderabad, Imphal, Indore, Jaipur, Jamshedpur, Jammu, Jodhpur, Kochi, Kolkata, Lucknow, Mumbai, Nagpur, Nasik, Patna, Pune, Raipur, Rajkot, Ranchi, Surat and Vijayawada.

Fee Structure

Tuition fee for non-residential students from India and other SAARC countries is Rs. 1,00,000/- (Rupees one lac only) which includes tuition, reading material, use of library and computer centre, and other facilities. For residential students fee is Rs. 1,60,000 (Rupees one lac sixty thousand only) which includes boarding, lodging, cost of tuition, reading material, use of library and computer centre, and other facilities. Students will also have to deposit Rs. 5000/- as caution money which is refundable after successful completion of the course and does not accrue any interest. The students will be required to pay service tax, if applicable.

Fellowship Support

EDI's efforts in increasing the supply of entrepreneurs have been magnanimously supported by leading financial institutions and corporate houses by way of extending fellowship support to students on means - cum-merit basis. Renowned corporate houses such as; the Bharti Foundation (established by the Bharti Enterprises) and Aditya Birla Foundation (established by Aditya Birla Group) have promoted the cause of entrepreneurship by extending support to deserving students of this course.

Important Dates

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| • Last date for submission of filled-in application form | March 02, 2007 |
| • Written test | March 25, 2007 |
| • Personal interview at EDI campus | April 18 & 19, 2007 |
| • Fellowship interview at EDI campus | April 20, 2007 |
| • Course Commencement | July 02, 2007 |

How To Apply ?

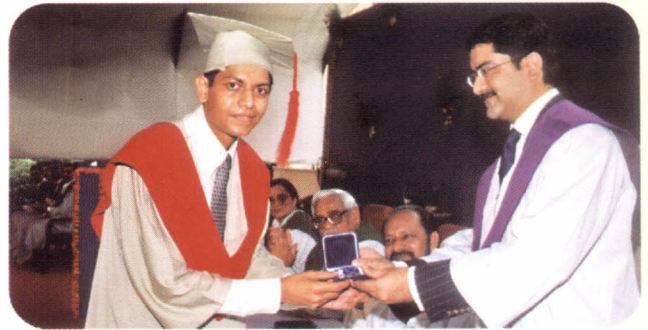
Prospective candidates should send a demand draft of Rs. 500/- (Rupees five hundred only) favouring EDI, Ahmedabad, payable at Ahmedabad, for prospectus and application form. Application form may also be downloaded from the website which should be sent along with a DD of Rs. 500/-, as mentioned above.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



STUDENTS' GALLERY

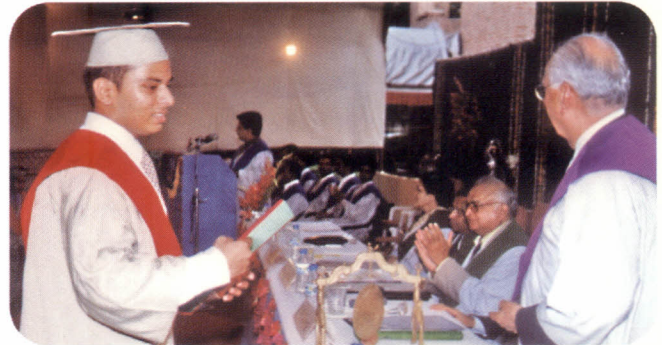
In the eight batches completed till now, EDI has successfully trained 456 students. A few cases of success showcase the talent and competencies that the students imbibe during the course of one year.

Name : Shardul Patel (VI Batch,
Family Business Management)
Designation : Administration Executive
Organisation : YO YO CHEMICALS

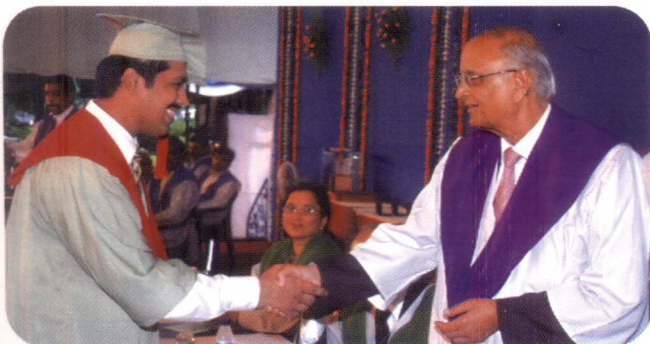


Shardul hails from a family business concern that deals in producing chemicals used in the production of Drugs. Shardul, from the beginning was very clear about joining his family business. He says, "I saw family businesses from an entirely new perspective; I learnt about various operations involved in running a business. At every stage of this course, I applied the inputs imparted, to my family business and tried to analyse the difference it made". In his family business Shardul first concentrated on streamlining administration and finance related activities. His systems have brought about a distinct efficiency orientation. He then shifted focus on setting in improvements in the area of production. The results were for all to see-better market position and reduced cost of production. His business now has a professional, modern outlook and is competitive in the real sense of the word.

Name : Vijay Bhandari
(IV Batch, New Enterprise Creation)
Designation : Managing Director
Organisation : Golden Circle Business Services (P) Ltd.



Vijay Bhandari initiated Golden Circle Business Pvt. Ltd. to offer valuable investment and financial services to small and medium-sized companies in India, thus ensuring that they realize their true potential. This company which started in 2003 with an investment of Rs. 50 lacs, is today handling projects worth 25 million dollars. Apart from extending consultancy to big companies, this company also assists small and medium sized enterprises lacking strategic guidance, finances and resources, to explore global financial resources to meet their equity financing, debt financing, and IPO needs. Bhandari says "I see myself creating and structuring India as a self reliant country that possesses global expertise".



Name : Aadil Bandukwala
(VII Batch, Family Business Management)

After completing the Programme, Aadil started his own business consulting-cum-coaching company : Leading Minds.

Leading Minds is a unique consulting, coaching, and training organization that provides creative, useful solutions for corporate houses, small business enterprises, individuals and students. It offers customized training, one-to-one coaching, and personalized consulting. All the services are tailored to meet the unique needs of the clientele.

Some of the services that are provided are career and skill portfolios; personalized data tracking; ideas and networking services; management test consultancy, multimedia graphics: training and consulting; skill identification and enhancement coaching, workshops, seminars and portfolios on management; career counseling, positioning and leveraging consultancy; event creation expertise; conferences, expositions and web events, and product launches, on site management and theme - design implementation. Aadil calls his experience at EDI, 'enriching' and 'insightful'.

EDI Governing Body Members (As on 1st August, 2006)

Shri V.P. Shetty
President-EDI
Chairman
Industrial Development Bank of India
Mumbai

Dr. Yoginder K. Alagh
Vice Chairman & Professor Emeritus
Sardar Patel Institute of Economics &
Social Research
Ahmedabad

Shri D.P. Bagchi, IAS (Retd.)
Ex-Chief Secretary, Orissa

Shri N. Balasubramanian
Chairman & Managing Director
Small Industries Development Bank of India
Lucknow

Shri J. Chandrasekaran
General Manager (SME)
State Bank of India
Mumbai

Shri Anupam Dasgupta, IAS
Secretary (SSI & ARI)
Government of India
Ministry of Small Scale Industries
and Agro & Rural Industries
New Delhi

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

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

Shri D. Rajagopalan, IAS
Principal Secretary
Industries & Mines Department
Govt. of Gujarat
Gandhinagar

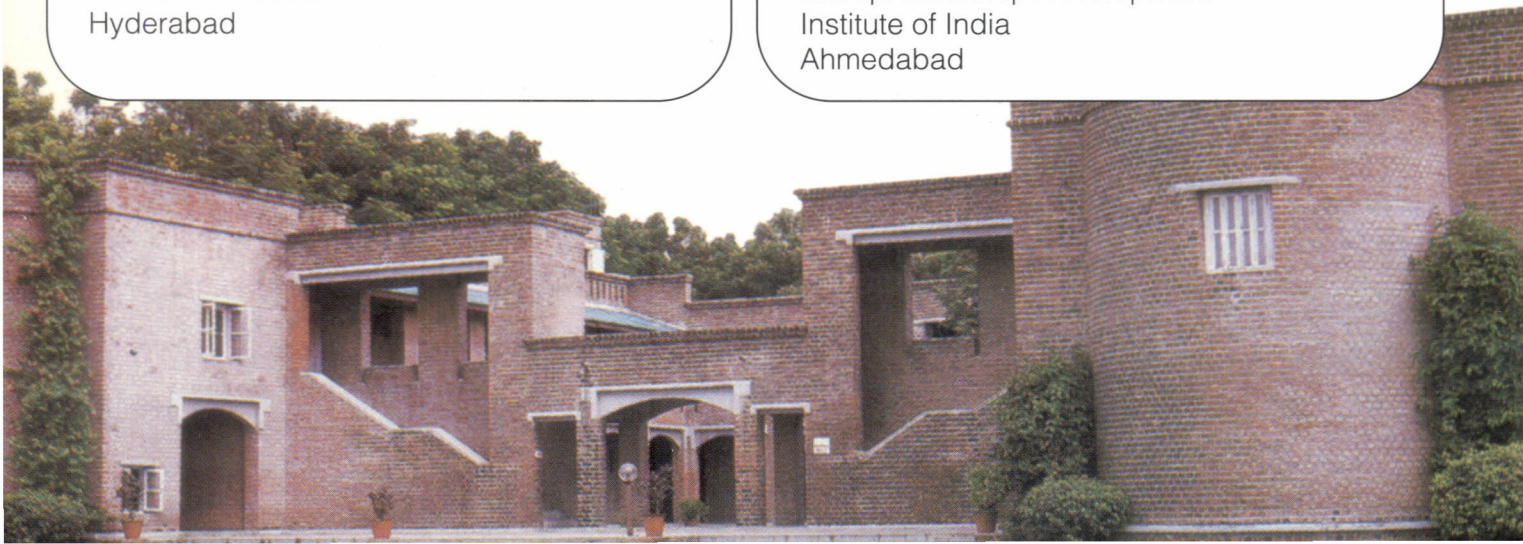
Shri P.H. Ravikumar
Managing Director & CEO
National Commodity & Derivatives
Exchange Ltd.
Mumbai

Shri B.P. Singh
Executive Director
Human Resources Department
IDBI, Mumbai

Dr. Y.S.P. Thorat
Chairperson
National Bank for Agriculture & Rural
Development
Mumbai

The Chairman and Managing Director
IFCI Ltd.,
New Delhi

Dr. Dinesh Awasthi
Director
Entrepreneurship Development
Institute of India
Ahmedabad



The Institute



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

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

To pursue its mission further, EDI has helped set up fourteen

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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'.



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