

**7th
BATCH**

**POST
GRADUATE
DIPLOMA IN
BUSINESS
ENTREPRENEURSHIP &
MANAGEMENT**

2004-2005



Specialisation Options :

- New Enterprise Creation
- Family Business Management



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA
AHMEDABAD, GUJARAT, INDIA**

RATIONALE:

The new competitive landscape has led to the emergence of 'Entrepreneurship' in a big way, with the myth that entrepreneurs are only born, gradually fading away. Entrepreneurs with the right competencies and high need for achievement are the forces that initiate economic development of a country. They are also a means of gainful employment for the masses.

Although entrepreneurial talents exist in all societies, its emergence depends upon right training interventions and counselling. Moreover, entrepreneurship being a viable career alternative, training in this area is acquiring paramount importance across the globe.

As a result of the impact of a structured programme on entrepreneurship development, the students imbibe entrepreneurial knowledge, skills, attitude and a receptivity to business opportunities. They then emerge as successful entrepreneurs with the right mindset, orientation and aptitude.

Talking about family businesses, one can say that the elements of competitive advantage in well established ventures also finds roots in entrepreneurial endeavours and the spirit of the people who steer these along. These skills, however, need to be imbibed in successors who take over the business of forefathers, so that the firm's strategic position is retained.

In order to address the concerns of those who wish to set up own enterprises or join family business, EDI has especially designed the programme, '**Post-Graduate Diploma in Business Entrepreneurship and Management**' for youth so as to develop strategic entrepreneurial orientations in them, thus equipping them with skills to excel in a fiercely competitive economy.

Specialisation Streams :

The course offers two specialization streams, which are :

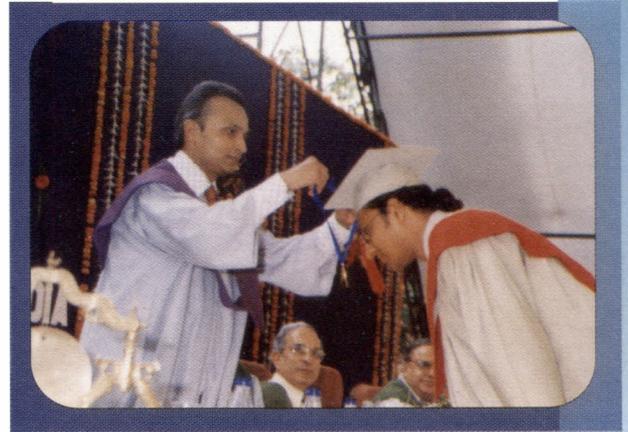
New Enterprise Creation (NEC) and Family Business Management (FBM)

The streams inculcate, in students, entrepreneurial wisdom and discipline that together monitor setting up, conduct and growth of business.

New Enterprise Creation :

With the escalating complexity of industrial scenario, the economy requires trained entrepreneurs with the capability to build a viable organizational network which is a prudent amalgamation of labour, technical and managerial expertise.

For injecting entrepreneurial capability and dynamism in



Shri Anil Ambani, Vice-Chairman and Managing Director, Reliance Industries Ltd., Chief Guest for the fifth convocation, presenting medal to one of the meritorious students

the young generation, entrepreneurship education is immensely helpful. This acquires further significance against the backdrop that the entire process of launching an enterprise and broadening its avenues for growth necessitates an insightful study into the prevailing competitive pressures and various aspects of entrepreneurship.

The specialization stream of New Enterprise Creation produces trained entrepreneurs equipped with the ability to function with excellent strategic thinking and prudence.

Students opting for this stream will be guided to work on a **Detailed Project Report** after completion of classroom training. The main idea behind this is to help them establish and manage enterprises.

Family Business Management :

Entrepreneurial resourcefulness to continue perceiving and managing opportunities for venture survival and growth is one of the yardsticks for evaluating the success of an enterprise. With the change of leadership, a successful company, set up by forefathers can experience a major break down in terms of growth. It is, therefore, important to ensure that the succeeding generation is armed with entrepreneurial characteristics and vision resulting in the birth and consolidation of enterprises.

The stream Family Business Management addresses those intending to join family business and aims at developing their capabilities to join and manage family business. The stream focuses on the issues, problems and unique concerns of family business involvement and management. The students learn to manage the dynamics of family business and develop strategies for long term growth of their family firms.

OBJECTIVES OF THE COURSE

The objectives of this one-year, accelerated, rigorous and application-oriented course are to :

- Develop skills in successfully initiating, expanding, diversifying and managing a business enterprise with focus on understanding real life business situations and business practices.
- Develop family business successors as enterprising and knowledgeable owners of the business of their forefathers.
- Create a competent entrepreneur of tomorrow through an accelerated course marked by intensive personal counseling.



Students seen during the convocation ceremony

SCHEDULE

This 12-month programme is spread over four terms. The academic year begins in October and ends in September.

PEDAGOGY

The interactive nature of learning experience distinguishes EDI from many other institutions. The emphasis throughout the course is on action learning. Business games, computer simulation, live projects, role plays, case-based teachings, field work and group work will be combined to create an environment which challenges individuals to define problems and find workable solutions.

WHO CAN JOIN

The programme is targeted at:

- Graduates who intend to launch and manage business units.
- Family businesses intending to develop their potential successors or associates in professional skills over a relatively shorter duration.
- Business firms who would like to sponsor candidates with a view to reducing their dependency on employment and/or encouraging them to form a strong ancillary base.

ELIGIBILITY / SELECTION

A bachelor's degree in any discipline. Students appearing for the final degree examination may also apply. The last date for submission of filled-in application form is July 02, 2004. The students will be selected on the basis of a written test and subsequent personal interview to gauge their commitment towards their chosen career, pursuing an educational programme like this and EDI. The written test will be held at Ahmedabad, Bangalore, Lucknow, Guwahati, Delhi, Hyderabad, Chennai, Bhubaneshwar and Ranchi on August 01, 2004. The personal interview will be held on August 16 & 17, 2004 at EDI Campus, Ahmedabad. The course fee will have to be deposited by August 30, 2004. The academic year of the course begins from October 04, 2004.

IMPORTANT DATES:

- ♦ Last Date for Submission of Filled-in Application - **July 02, 2004**
- ♦ Written Test - **August 01, 2004**
- ♦ Personal Interview - **August 16 & 17, 2004**
- ♦ Last Date for Enrolment - **August 30, 2004**
- ♦ Induction of the Course - **October 04, 2004**

FEE STRUCTURE

The fee for this residential course is Rs. 1,15,000/- which includes tuition, lodging, boarding, teaching / reading material and use of EDI library and computer centre. Students may choose to register as non-residential candidates at a fee of only Rs. 65,000/- which covers tuition, teaching/reading material and use of EDI library and computer centre. The fee for Non-Resident Indians (NRIs) / NRI-sponsored candidates or Non-Indians is US \$ 5000 (residential). The fee for candidates from SAARC countries is the same as that of national candidates, i.e., Rs. 1,15,000/- (Residential)

FELLOWSHIP SUPPORT

EDI's efforts in increasing the supply of entrepreneurs have been supported by national financial organisations such as; Industrial Development Bank of India and State Bank of India, through fellowships to the PGDBEM students. Based on means-cum-merit basis several students from the last six batches have been awarded fellowships.

SALIENT FEATURES OF THE COURSE AT A GLANCE

- ◆ The orientation is towards job creation and not necessarily job seeking.
- ◆ The thrust is on competency development alongside hard-skill development.
- ◆ Offering of inputs necessary to create/ manage a business venture within a short span of one year.
- ◆ Saving of one-year vis-à-vis MBA and other conventional PG courses.
- ◆ Unique opportunity to business families in smoothening inter-generational transition.
- ◆ Provision for exposure to real-life situations through various time tested pedagogical methods.
- ◆ Offering of unconventional inputs on entrepreneurship, customer orientation, crises management, creativity and problem solving, seeing and acting on opportunities.
- ◆ Excellent and proximate academic environment (comprising faculty resources, student community and national and international participants of various campus-based programmes) coupled with peaceful, pollution-free physical surroundings.

PERFORMANCE OF THE LAST SIX BATCHES

The previous 6 batches registered 60, 66, 67, 77, 70, 110 selected students, who were equipped with entrepreneurial resourcefulness and skills. Implementing this competency based education, students are heading towards mega accomplishments in their area of venture creation. The programme has, therefore succeeded in broadbasing entrepreneurship by imparting entrepreneurial education and ensuring that most students set up their enterprises.

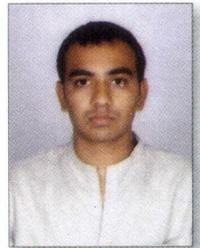
FEEDBACK OF SOME OF THE PAST PARTICIPANTS



Suril Udeshi

"A strong desire to initiate, tremendous commitment, very high levels of self-confidence and an orientation to succeed along with unusual optimism is what saw us through during the phase of establishment of our venture. Its been 16 months since we ventured, what drives us is the continuous strive for improvement. These values were instilled in us during the course of PGDBEM at EDI.

Initiating, sustaining and then growing an economic enterprise does require a lot of skill and energy. It is EDI that assisted us in equipping ourselves with the required skills and necessary orientation to become successful. For any individual who aspires to be an entrepreneur, the most important requirement is the belief in one's infinite potential. We thank EDI for making us believe in ourselves."



Mihir Gajrawala

SLANG is a neatly packaged lounge restaurant where the elements of food, fun and music are fused to provide a unique experience. SLANG is a hang out place for the youngsters of Ahmedabad and is gradually becoming popular as every young-at-heart's routine.

Suril Udeshi / Mihir Gajrawala, SLANG Enterprise
Specialised in New Enterprise Creation Stream



"As business runs in my family, I always had this entrepreneurial streak in me. But it was only after joining EDI, that my entrepreneurial wisdom was sharpened and shaped. Today I take decisions with confidence because I know I can trust the insight that EDI has given me on the fronts of management and entrepreneurship. I am glad that today I could take my decisions very confidently and in a organised manner. The business acumen which EDI has given me, will see me through my plans. I owe my strategic thinking and prudence to EDI."

Shivani Patel, Cadila Group of Industries
Specialised in Family Business Management Stream



Excerpts from Shri Ambani's Convocation Address

"To meet the challenges of the 21st century, India needs Entrepreneurs with a global vision. To guide you in this exciting journey of entrepreneurship, I would like to share with you the 'guru-mantras':

- ◆ Relationship and Trust-these are the foundations of success.
- ◆ If you work with determination and with perfection, success will follow.
- ◆ Meeting deadlines is not good enough. Beating deadlines is what is required.
- ◆ Pursue your goals even in the face of difficulties. In every adversity, there is an opportunity.
- ◆ Do not accept defeat. Challenge negative forces. The past will give in. You will certainly succeed. Never give up.
- ◆ Hope is your most powerful weapon. Self-confidence is your greatest asset.
- ◆ Ordinary people, when motivated, achieve extraordinary things.
- ◆ Pedigree is no longer of any significance in modern India. It is performance that is crucial.
- ◆ Recognition is your greatest reward.
- ◆ Work till your last breath. Work is worship."

EDI GOVERNING BODY MEMBERS AS ON MARCH 31, 2004

Shri M. Damodaran
President-EDI
Chairman & Managing Director
Industrial Development
Bank of India
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 Subodh Bhargava
Chairman, Wartsila India Ltd.
Former Chairman & CEO,
EICHER Group
New Delhi

Shri V. K. Chopra
Chairman & Managing Director
Small Industries Development
Bank of India
Lucknow

Shri R. Jayaraman Iyer
Executive Director
Industrial Development
Bank of India
Mumbai

Shri B. S. Minhas
Secretary (SSI & ARI)
Government of India
Ministry of Small Scale Industries
New Delhi

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

Shri D. Rajgopalan
Principal Secretary
Industries & Mines Department
Govt. of Gujarat
Gandhinagar

Shri P. H. Ravikumar
MD & CEO,
National Commodity &
Derivatives Exchange Ltd.
Mumbai

Shri V. P. Singh
Chairman & Managing Director
IFCI Ltd.
New Delhi

Shri C. Sundarashyam
Chief General Manager
(Development Banking)
State Bank of India
Mumbai

Ms. Ranjana Kumar
Chairperson
National Bank for Agriculture &
Rural Development
Mumbai

Dr. Dinesh Awasthi
Director
EDI,
Ahmedabad

THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the Industrial Development Bank of India (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.

Through well-conceived training interventions and capacity building activities, over about last two decades EDI has equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped set up twelve state-level exclusive entrepreneurship development centres 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 including entrepreneurship inputs in their curricula.

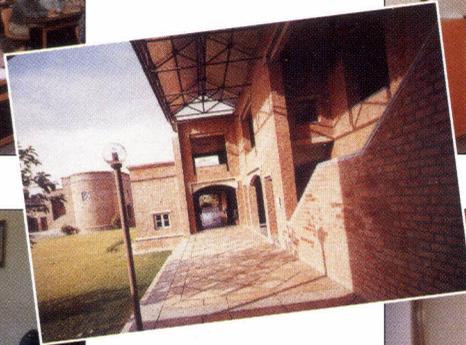
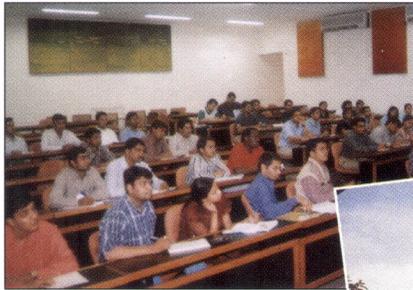
Realising that education is an apt medium to reach out to a wider section of society, the Institute contributed in institutionalising entrepreneurship in formal business education. In view of EDI's expertise in Entrepreneurship, Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards. The University Grants Commission had also assigned EDI the task of developing curriculum on Entrepreneurship.

In its sector specific and general growth-cum-counsellors' programmes addressed to existing entrepreneurs, as of now, it has trained 427 entrepreneurs and developed 385 counsellors. Similarly around 3681 existing entrepreneurs have been trained in its Performance Improvement Programmes. The other target groups for whom the Institute conducts programmes include women, rural potential entrepreneurs, trainers, students, government officers, bankers, teachers, managers, artisans and existing entrepreneurs.

In order to broaden the frontiers of Entrepreneurship Research, EDI has established a Centre for Research in Entrepreneurship Education and Development (CREED). Apart from organising investigations into a range of issues surrounding small and medium enterprise sector, CREED focuses on establishing a network of researchers and trainers particularly through conducting a biennial seminars on entrepreneurship education and research.

These successes and commitments have culminated in the recognition of its achievement by the Government of India and the State Governments. In the international arena, the entrepreneurship development efforts 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 and several other renowned agencies.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (ESCAP), Bangkok, Thailand, has declared EDI as a 'Centre of Excellence' in Human Research Development.



For application form and detailed information, alongwith a demand draft of Rs. 500/- drawn in favour of EDI, Ahmedabad, please write to;

The Course Director,



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

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E-mail : ediindiaad1@sancharnet.in Website : <http://www.ediindia.org>

EDI Regional Offices :

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No. 133, XI 'A' Cross, I Main Road, II Stage, West of Chord Road, Bangalore 560 086
Telefax : + 91 - 80 - 23496580, 23490384 E-mail : ediro@giasbg01.vsnl.net.in

Lucknow Office :

432/36, Kala Kankar Colony, Old Hyderabad, Lucknow-226 007.
Phone : + 91 - 522 - 2780820 Telefax : + 91 - 522 - 2780856 E-mail : edinro@sancharnet.in

EDI Branch Offices :

Guwahati Office :Near DGP Office, B.K. Kakoti Road, Ulubari, Guwahati - 781 007
Phone : + 91 - 361 - 2461063.

Bhubaneshwar Office : N-1/224, IRC Village, Nayapally, Bhubaneshwar - 751 015
Phone : + 91 - 674 - 2554494 E-mail : ediero@rediffmail.com

* Application Form can also be downloaded from EDI website