



**Entrepreneurship
Development
Institute of India
Ahmedabad**

25th BATCH

AICTE Approved
**POST GRADUATE DIPLOMA
IN MANAGEMENT -
ENTREPRENEURSHIP**
A Two-Year, Full-Time Programme

DREAM | DARE | DELIVER



under General (Non-Technical) Category by
ARIIA
ATL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS
(ARIIA)-2021



Ministry of Education
Government of India



Ministry of Skill Development
And Entrepreneurship
Government of India

About Entrepreneurship Development Institute of India (EDII)

The Entrepreneurship Development Institute of India (EDII), Ahmedabad, set up in 1983 as an autonomous and not-for-profit Institute, is promoted by the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI), with support from the Government of Gujarat. With focus on entrepreneurship education, training, research and institution building, EDII has strengthened entrepreneurship across segments and sectors, on national and international grounds. On account of its contribution to strengthening entrepreneurship, EDII has been recognized as the Centre of Excellence by the Ministry of Skill Development and Entrepreneurship, Govt. of India

In the sphere of education, the Institute is also working closely with premier universities and regulatory bodies. Its innovative education based models have had far reaching impact in ensuring a higher incidence of New Enterprise Creation and growth of Family Businesses.

Impact so far



39

years of excellence
in creating
entrepreneurs



1700+

successful
alumni base



1000+

family
businesses
strengthened



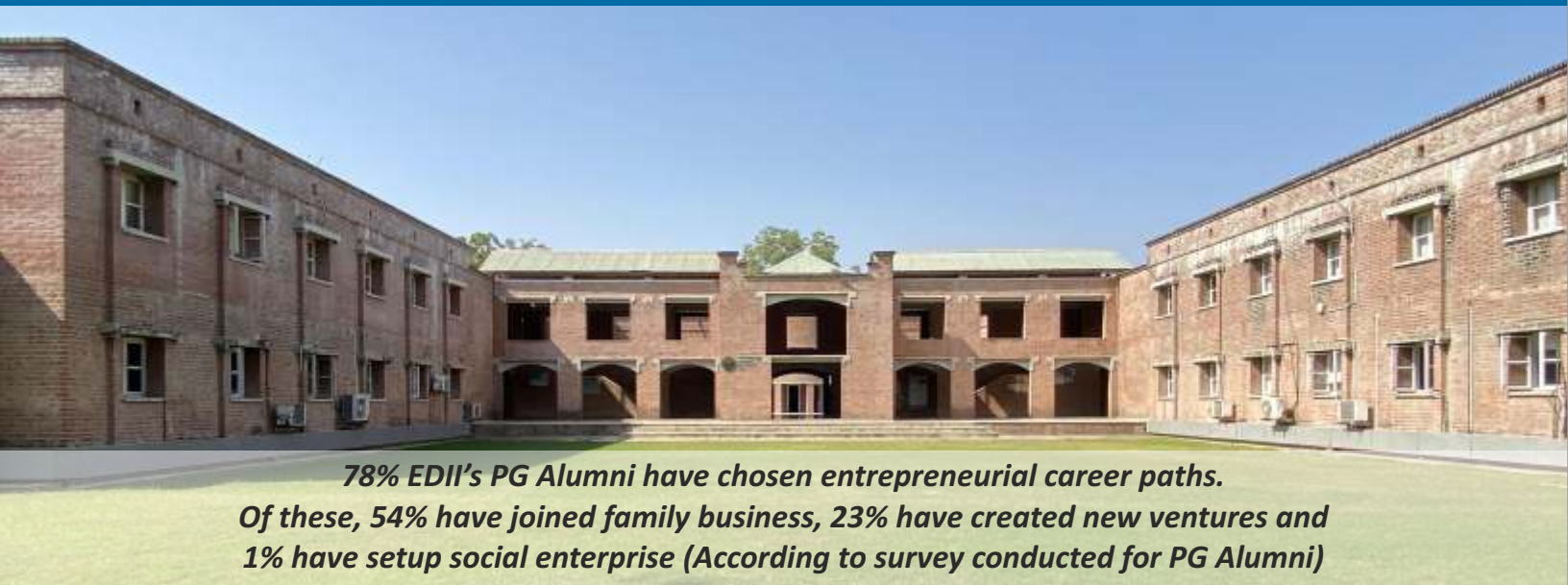
70+

successfully
incubated
start ups



6

international
centres
established



78% EDII's PG Alumni have chosen entrepreneurial career paths.

Of these, 54% have joined family business, 23% have created new ventures and 1% have setup social enterprise (According to survey conducted for PG Alumni)



FROM DIRECTOR GENERAL'S DESK

It is my pleasure to welcome you to Entrepreneurship Development Institute of India, Ahmedabad. The journey of a thousand miles begins with a single step, and it is this first step that requires immense courage as it harbors uncertainty and apprehensions. Once this initial block is overcome, the journey becomes worthwhile. At EDII, we encourage and foster entrepreneurial minds to leverage their strengths, acquire new competencies and begin a rewarding journey on the trajectory of entrepreneurship. Given EDII's outcome-based initiatives and accomplishments, the Ministry of Skill Development & Entrepreneurship, Govt. of India has recognized it as a 'Centre of Excellence.'

Covid-19 has impacted almost every sector and field of industry, affecting businesses in some way or the other. It could be noticed that some entrepreneurs sought to find ways to convert this unfavourable situation into an opportunity. They tried to ensure that their livelihoods did not get affected. Most of the EDII trained entrepreneurs were amongst the ones who sailed through these difficult times with their ability to innovate and think differently. Entrepreneurship skills and competencies helped them sustain and grow.

EDII is a pioneer in entrepreneurship education, training, research and institution building. The Institute possesses rich legacy of about 39 years in nurturing and training entrepreneurial minds. EDII equips young minds with the right kind of knowledge, skills and attitude to actualize their ideas and create something of their own. I am happy to state that EDII alumni are testimonies to this. Entrepreneurship is the call of the day, and trained entrepreneurs have a world of opportunities waiting for them.

We welcome you to explore entrepreneurship as a rewarding career!!!

SUNIL SHUKLA
Director General - EDII

Become an Ace Entrepreneur....

Join our league of students turned entrepreneurs

AICTE Approved, Two-year

Post Graduate Diploma in Management–Entrepreneurship (PGDM-E 2022–2024)

The course, launched in 1998, trains students to develop entrepreneurial knowledge and competencies through a strategic mix of classroom training, experiential learning, internships, simulation exercises and interaction with achievers. The students aspiring to set up own business go through the entire New Enterprise Creation process from idea generation to preparation of a detailed bankable project report. Students wishing to contribute to the growth of family businesses learn to successfully implement practices that drive high performance. The programme, therefore, builds knowledge, skills and attitude for potential entrepreneurs, family business successors and aspiring social entrepreneurs.

WHY SHOULD YOU CHOOSE US

- Eminent faculty that imparts rigorous training to build skills in initiating and diversifying enterprises
- By the end of the Programme, the students of New Enterprise Creation and Social Entrepreneurship are ready with a bankable Detailed Project Report (DPR) and the students of Family Business Management are ready with a Five-Year Perspective Growth Plan
- Centre for Advancing & Launching Enterprises (CrAdLE), a Technology Business Incubator, hosted by EDII enables students to work on their business ideas individually or in teams in the co-working space
- Develops Entrepreneurial Mindset through outcome based learning
- Promotes interaction with Business Leaders / Venture Capitalists / Bankers
- Facilitates learning based on Entrepreneurial Milestones
- Offers Industry Verticals in emerging sectors

AWARDS & RECOGNITION



Recognized as Centre of Excellence by
Ministry of Skill Development & Entrepreneurship,
Govt. of India



Ranked No. 1 under General (Non-Technical) Category by
Atal Ranking of Institutions on Innovation Achievements (ARIIA)-2021,
Ministry of Education, Govt. of India



AICTE Lilavati Award 2020
on Women Empowerment
(First Runner-Up)

KEY BENEFITS

- Acquire skills to generate, identify and develop new business ideas in the world of endless possibilities
- Gain hands-on experience through 8-10 weeks of Summer Internship
- Develop an eye for opportunity identification
- Learn how to augment your existing business venture to reach new heights
- Benefit from Seed Funding support for selected ventures
- Ace the dynamics of family business management through varied tools
- Learn the concept of building a strong team for driving your business
- Identify a social and impactful purpose and scale-up your venture

OPPORTUNITY TO RAISE FUND / GRANT

EDII provides support in raising angel / equity from venture funds and also debt funds from banking system.

*Startup Support,
Govt. of Gujarat*

*Student
Startup and
Innovation
Policy of
Govt. of Gujarat*

*MSME
Business
Incubator*

*Startup
India
Seed Fund
Scheme*

*Ambedkar
Social
Innovation &
Incubation
Mission*

ADVANTAGE EDII

Family Business Leadership Clinics

Family Business Clinics are planned to brainstorm and find solutions to hiccups that successors might face while taking over the reins of their family businesses.

New Enterprise Clinics

Start-up Clinic Weekend is a programme designed on international lines that comprises a series of activities / events that motivate, engage and train participants to help them develop entrepreneurial skills.

Programme Architecture

The course is offered through six trimesters over a two year period. The course offers induction module, core courses, electives, seminar courses and projects apart from summer internship at the end of the first year.



INDUSTRY VERTICALS

To help students explore business opportunities in various sectors, the Institute offers the following industry verticals. Students may choose any two of these, offered during Trimesters II and III :

- Health and Wellness
- Agri and Food Processing
- Tourism and Hospitality
- Logistics and Supply Chain
- Plastics and Chemicals
- Textiles and Garments
- Energy and Clean Tech
- Materials and Manufacturing
- Electrical Machinery and Electronics
- Automobiles and Ancillaries
- Real Estate and Construction
- Arts Crafts and Ethnicity
- Pharma and Biotech
- Education and Training
- IT and BPM
- Media and Entertainment

(Minimum 25% students of the batch size are required for each sector to be offered)

*This is a suggested course architecture and EDII reserves the right to change / amend, as per the emerging requirements.

ENTREPRENEURSHIP STREAMS

Stream 1: New Enterprise Creation

1. Launching and Managing an Enterprise*
2. Project Formulation and Feasibility Analysis*
3. New Enterprise Financing & Appraisal*
4. Buying an Existing Business
5. Strategic Management of Intellectual Property Rights
6. Technology Commercialization & Entrepreneurial Innovation
7. Doing Business with Government & Public Sector
8. Project Management
9. Opportunities in Emerging (ASEAN, Africa, Latin America and CIS countries) Markets
10. Identifying Starting and Growing a Social Venture
11. Business Simulation (Capstone Course)
12. Designing and Configuring Business Model

*Compulsory courses for respective stream specialization

Elective Curriculum

The Course offers choice-based electives in Entrepreneurship (in IV and V trimesters) and Functional Areas (in V and VI trimesters):

ENTREPRENEURSHIP STREAM ELECTIVES

1. New Enterprise Creation (NEC):

Builds necessary skills, knowledge & competencies to float new business

2. Family Business Management (FBM):

Enables family successors to augment competitiveness and growth of family business

3. Social Entrepreneurship (SE):

Imparts Skills to build sustainable Social Impact Ventures

Trimester

4

1. Stream Electives – to be selected from the list of Electives
2. Business Taxation
3. Preliminary Project Work

Trimester

5

1. Project Work (Detailed Project Report / Five Year Perspective Growth Plan)
2. Investor Pitching
3. Stream Electives – to be selected from the list of Electives
4. Functional Electives – to be selected from the list of Electives

Trimester

6

1. Pitching and Venture Funding / Family Business Clinic
2. Functional Electives – to be selected from the list of Electives

Functional Electives

The Course offers electives which, besides imparting knowledge on creating and managing business, enhances knowledge in functional areas of:

1. Marketing
2. Finance
3. International Business
4. HRM
5. Start up
6. Business Analytics & Information System

Projects : DPR / FYPP

A bankable Detailed Project Report (DPR) needs to be prepared by the students with regard to their ventures after conducting a thorough market research and secondary data based research along with IT based applications. Students of the Family Business Management specialisation alternatively prepare a Five Year Perspective Plan (FYPP) for growth of their respective family firms.

Stream 2: Family Business Management

1. Family Business Dynamics*
2. Growth Plan Formulation*
3. Building Lasting Family Business-Synergy in Vision, Values & Strategy*
4. Business Risk Management
5. Turnaround Strategies in SMEs
6. Strategic Cost Management
7. Strategic Leadership in Family Business
8. Managing Finance and Liquidity
9. Quality Management System
10. Corporate Entrepreneurship
11. Communicate Corporate Identity
12. Organizational & Persuasive Communication

Stream 3: Social Entrepreneurship

1. Venture Entry: Positioning the Firm for Social & Strategic Advantage*
2. Project Formulation & Feasibility Analysis*
3. Social Business Model*
4. Understanding Participatory Development with Participatory Rural Appraisal
5. Stakeholder Management & Social Audit
6. Poverty, Gender & Equity
7. Legal Framework for Social Ventures
8. Research Design for Social Impact Assessment
9. Advocacy & Networking
10. Development Communication including Mass Communication
11. India & International Development Strategies & Institutions
12. Informal Sector Economy & Local Economic Development

ENTREPRENEURIAL ECOSYSTEM

TECHNOLOGY BUSINESS INCUBATOR

CrAdLE (Centre for Advancing and Launching Enterprises), EDII's Technology Business Incubator set up with the support of Department of Science and Technology, Govt. of India, is focused on incubating startups in the potential areas of food/agri business, renewable energy and healthcare. Till date, 72 startups have been incubated and have raised Rs. 26.5 crore fund.



FACULTY

Faculty and experts at EDII have niche specialization in their own respective fields and are a blend of prominent academicians, researchers, entrepreneurs, consultants and practitioners.

MENTORING & HANDHOLDING

Understanding the importance of mentoring and handholding, budding entrepreneurs are provided support, guidance, and inspirational networking throughout the programme, until they reach a level where they are not only self-sufficient, but in turn are able to do business on their own. Programme facilitates networking with mentors, industry experts, business service providers, besides ensuring access to literature, library, faculty resources and facilities available at EDII for startup innovation and growth.

ALUMNI NETWORK

Alumni play an important role in networking and experience sharing. Entreplexus is one such platform where EDII Alumni establish a close connect with their alma mater and among themselves to leverage on each other's strengths. Collaborations, knowledge sharing, inspiration, guidance, and motivation are the outcomes of this platform.

FEE STRUCTURE

For information on Fee Structure, visit our website : www.ediindia.ac.in

FELLOWSHIP SUPPORT

- Fellowship: In an endeavour to help meritorious students pursue the course despite financial constraints, the Institute has made provision for offering limited fellowship support on merit cum means basis.
- Project Startup Facilitation Grant: EDII provides limited financial assistance to enable students to initiate / start own ventures. Such support will be given to students having viable and feasible business ideas, and as recommended by the fellowship committee. Preference is given to women students and first generation entrepreneurs.

ADMISSION ELIGIBILITY & PROCEDURE

Eligibility Criteria Include : Graduation (any discipline from university recognized by the University Grants Commission (UGC) / Association of Indian Universities (AIU) / AICTE) with aggregate 50% minimum marks along with the management test score (CAT / MAT / XAT / ATMA / C-MAT).

Final year graduates can also apply for this programme.

EDII also offers education loan through tie up with banks and financial institutions.

HOW TO APPLY



Register Yourself at www.ediindia.ac.in



Fill Application Form Online



Upload Required Documents



Pay Application Fee



Personal Interview Session



Selection & Enrolment

LIFE ON CAMPUS

EMPRESARIO

Empresario is the annual entrepreneurship event of EDII organised every year. The event is an exclusive, one-stop platform for start-ups, new age entrepreneurs, industry mentors, investors and students to dish out their entrepreneurial endeavours and experiences, gain new insights and pledge to become an invaluable part of the start-up ecosystem in India.



ECSTASY

ECSTASY is the annual flagship cultural event of EDII, also the pre-event to EMPRESARIO. The event is a cultural medley of fun, culture and emotions. The fest receives participation from institutes and colleges far and wide.

JHANKAR

Jhankaar is the celebration of Navratri – a festival of dandiya and garba celebrated by Students Cultural Committee at EDII every year. An amalgamation of dance, music, colorful ambience followed by prizes in different categories makes the event lively and memorable. Students, faculty, international participants at campus and even students from other academic institutions participate in this event.





The campus houses a fully equipped gym and modern facilities for various sport activities such as, cricket, basketball, table tennis, box cricket. The campus has well-designed, well-furnished and air-conditioned dual seater residence halls for the PG students.

EDII provides world class computer facilities to its students/participants. The campus is Wi-Fi enabled. Students also have access to web-based ERP (college management), mobile application and a fully-featured Digital Language Laboratory. EDII Library and Information Centre is enriched with updated information resources with VuFind (open source software), a single point search engine for our Library catalogue and subscribed electronic resources on Entrepreneurship and related subjects.





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Also available on



Visit our website



Scan the code to
take a Virtual Tour

