



Approved by All India Council for Technical Education (AICTE)

Post Graduate Diploma in Management – Development Studies



Discover

Change

Sustain

PGDM-DS
2015-2017

Entrepreneurship Development
Institute of India, Ahmedabad, Gujarat

Governing Body Members of EDI As on October 1, 2014

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Mumbai

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Nominee Member of ICICI Bank Ltd.
Mumbai

Shri Madhav Lal, IAS

Secretary (MSME)
Ministry of Micro, Small & Medium Enterprises
Government of India
New Delhi

Shri D. Mozumder

Chief General Manager (SME)
State Bank of India
Mumbai

Shri Malay Mukherjee

Chief Executive Officer and Managing Director
IFCI Limited
New Delhi

Dr. Sailendra Narain

Chairman
Centre for SME Growth & Development Finance
Navi Mumbai

Shri B. Ravindranath

Executive Director, IDBI Bank Ltd.
Mumbai

Shri P.S. Shenoy

Ex-Chairman, Bank of Baroda
Gandhinagar

Additional Chief Secretary
Industries & Mines Department, Govt. of Gujarat
Gandhinagar

Chairman and Managing Director
Small Industries Development Bank of India
Lucknow

Dr. Dinesh Awasthi

Director
Entrepreneurship Development Institute of India
Ahmedabad

DYNAMIC INSTITUTE

UNIQUE PROGRAMME

THOUGHT LEADERSHIP



"Everyone today seems to be talking about advanced and other futuristic changes which have had a gripping effect on society. Simultaneously, however, society has also experienced some intense social/economic changes - some reassuring, while most, calling for attention - but sadly no tangible coping mechanisms have been initiated to address these issues that have dramatically enveloped communities and groups.

Issues and concerns reside in almost every sector - environmental, demographic, economic, human and social. Although much of policy thinking is directed towards pacifying these concerns, not much has been achieved. The Government, the corporates and several organizations have instituted well-meaning set of principles and programmes from time to time only to meet with limited success. I guess the intentions were virtuous and the planning worthwhile, but somewhere the critical link between planning and implementation was flawed, resulting in limited outcome, more often than not.

The link between planning and implementation has to be sound for a programme /project to generate long lasting impact. And, this link comes from trained, efficient human resource who could foresee the requirements analyse and understand the issues, come out with innovative solutions and become change makers in the real sense. Creating a team of such socially inclined individuals will ensure coming together of a suite of all available tools and resources to make a convincing difference. These are the individuals who have a resilient passion to address the concerns that clasp society and achieve the best by ensuring a just interaction between task, concept, process and implementation.

EDI, with more than three decades of experience in this area, clearly understands the need of such resource persons and has been doing its bit through the AICTE approved two-year '**Post Graduate Diploma in Management – Development Studies**'. This multidisciplinary course incorporates a variety of approaches and theories in social sciences to impart unique perspectives on development issues, policy framework and pragmatic practices & elucidations.

The students of this course delve into the nuances of microenterprise development, microfinance, livelihood promotion and CSR interventions. During the 2-year of the course, they are given opportunities through field work and internship programmes to get a better insight into the practical application of classroom teachings. The students also get rich comprehension of the trends and systems being practised the world over, so much so that they are able to devise ingenious strategies by assimilating national and international trends.

The students secure placements with national and international development organizations, non-government organizations and socially responsible corporates.

So, come explore your potential of obliterating the complex challenges and crises that face our society today and be the harbinger of a new dawn."

- **Dinesh Awasthi**
Director-EDI

RIGOROUS PROGRAMME CURRICULUM TO HELP YOU MASTER ESSENTIAL



The students of PGDM-DS are groomed to design and implement development measures that are in sync with the demands of the day. The two-year course gives students a sound base in practice and theory. Planning, management and implementation of development modules are areas in which they acquire in-depth knowledge and skills.

SKILLS OF MANAGEMENT AND LEADERSHIP



PGDM-DS is designed to enhance your leadership skills and your competencies to develop and implement strategies that enable the organisation you work with to be strongly positioned for the future.

Both at the national and international levels there has been a growing concern towards addressing social, cultural, environmental and economic challenges facing society, communities and groups. In India, the government sector and corporates have directed efforts towards creating constructive channels and ensuring sustainable benefits. In these development efforts, the voluntary sector became an integral partner, and over the years earned far more legitimacy, acceptability and trust from both private sector & government.

JOIN AN ORGANISATION YOU BELIEVE IN OR START YOUR OWN SOCIAL ENTERPRISE

You too can become an essential part of this sector and contribute considerably with your special skills, capabilities and passion to create a better tomorrow!

Experiential Learning

The PGDM-DS course has embraced the experiential learning model to impart hard-core occupational skills to the students. Experiential education components are conceived with an eye on both the process of learning and the outcomes. Theme based colloquiums, workshops and conferences are carefully designed to involve students and encourage them to brainstorm so that their learnings are reinforced.

Well known development professionals who are part of these initiatives, at every step, enlighten the students with their own tenets, contradictions therein and experiences. On the same lines, field visits validate their learnings by demonstrating the applicability of their concepts, models and theories. On account of their direct involvement in a situation, students learn to perceive, reflect, feel and draw strategies that can be adapted to the environment.

EDI conducts regular international training programmes for participants from more than 106 countries. Interaction of PGDM-DS students with these participants grooms the students in terms of broadening their understanding and imparting them an opportunity to delve into cross cultural development issues, paradoxes, enigmas and winning models.





Internship Projects

One of the critical learning tools designed in this course is the internship project work with development organisations spread all over the country. For a period of eight weeks, students are placed with the organisations where they carry out projects offered by the respective organizations. The internship project helps the students relate theory to practice and provides them hands-on-experience of development initiatives.

Experiential learning model has emerged as a prodigious facilitator of learning for PGDM-DS students as they learn life skills of pragmatic problem solving, being inventive in terms of designing solutions, analytical reasoning, effective communication, leadership traits and team sensibilities.

EDI FACULTY: PASSIONATE COMMITTED AND CONTEMPORARY

EDI Faculty has high academic credentials, research base and international exposure. They have spent time in studying and teaching entrepreneurship with a special focus on social development. They command a contemporary and global perspective and enhance the course content by engaging and delivering distinctive research and project consultancy across India and the world. Our faculty play an active role in national and international organisations serving as experts, advisors, consultants, board members and speakers at major conferences and seminars.



The course also makes creative use of experienced development professionals, social entrepreneurs, social-change makers, civil society leaders in its courses as adjunct professors and lecturers. For example, Shri Rajendra Joshi – Ashoka Fellow and a social entrepreneur delivers lecture on Social Entrepreneurship; Shri Gagan Sethi, Chairperson – Janvikas, conducts Colloquium every year in association with EDI faculty on issues around Globalization and its impact; Shri Amitabh Behar, Executive Director – National Foundation of India, Prof. Ashoke Chatterjee, Former Director of National Institute of Design and a Development Volunteer, Dr. Sudarshan Iyengar, a Gandhian and Former Vice Chancellor of Gujarat Vidyapith are among the many who regularly interact and help to nurture the students at EDI.



Commitment to serve the Development Sector

PGDM-DS is designed with an objective to equip individuals willing to pursue a career in development sector with knowledge and skills to understand micro and macro level development requirements and judiciously participate in the process of socio-economic development. Students joining this course come with a commitment to serve the society, find innovative solutions and social business models to solve social problems.

- Dr. Jignasu Yagnik

Specializes in the areas of information technology and statistical analysis. Associated with research and academics for more than 24 years.

Involved in many state and national level research projects. Current interests include; MIS, Database Management, IT Infrastructure Management, Data Mining, e-CRM, Programming, Quantitative Techniques, Research Methods and Data Analysis.



Hard-working, meticulous, smart and honest ...

EDI students of PGDM-DS programme gain the ability to discriminate between genuine and sham, inspired to take action to facilitate inclusive growth. The students through extensive field exposure during the programme critically explore and understand a variety of development issues and interrogate existing practices to cultivate new and alternative approaches to development policy and implementation.

- Dr. Manoj Mishra

Heads the Centre of Micro Enterprise, Micro Finance and Sustainable Livelihood and has 21 years of experience in the areas of rural development, promotion of micro enterprises, conceptualizing, implementing and providing hand-holding and mentoring support to informal/unorganized enterprises viz; handloom, handicraft and village industries clusters.



Nurturing Professionalism in Development Sector Workforce

Understanding the changes happening in the parlance of the development sector within the country and outside is important. Moreover, there is a need to imbibe professionalism so that the sector experiences a holistic development. Students here get a prudent mix of theoretical and practical learning which is rigorous yet diverse.

- Dr. Sanjay Pal

Specializes in MSME Cluster Development, Business Development Services, Market Development, Value Chain and Rural Marketing.

Manages activities of the International Centre for Cluster Competitiveness, Growth and Technology (IC3GT) as well as engaged in providing strategic and technical services to the organisations involved in MSME Cluster Development in India and outside.

The Entrepreneur is in all of us...

We believe in what we teach, We practice our belief too

iNDEXTb
INDUSTRIAL EXTENSION BUREAU
(A GOVT. OF GUJARAT ORGANISATION)
ISO 9001:2008 Certified



The Institute spearheading all facets of Entrepreneurship since last three decades

It is possible to grow entrepreneurial capabilities through well-conceived and well-directed initiatives. The first specialized institute of its kind in the country, EDI has been harvesting this vision to nurture entrepreneurs since 1983. Promoted by the IDBI Bank Ltd., ICICI Bank Ltd., IFCI Ltd. and SBI, with support from Government of Gujarat, the majestic, sprawling and architecturally brilliant campus won the prestigious "Aga Khan Award for Architecture" and was adjudged as a place with an "Inviting environment for work, interaction and repose."

EDIs six Centres of Excellence that propel you forward.

Centre for Entrepreneurship, Education & Research provides theoretical insights to support applied research. The Centre enables students to understand the nuances of honing entrepreneurial traits and learn methods of proliferation of entrepreneurship in society.

Another area where students get hands-on training is **Centre for Micro Enterprises, Micro Finance & Sustainable Livelihoods**, where they learn how micro enterprises work, how they manage their funds and how they set their budgets. This helps students develop a mind set to face the challenges in the complex market place. **The Centre for Social Entrepreneurship & CSR** is taking lead and is accelerating incubation of Social Entrepreneurs to cope with myriad social issues & turmoils plaguing society.

The Centre for Women Entrepreneurship & Gender Studies also helps build a perspective to work with the community and community mobilization for development work. **Centre for SMEs & Business Development Services** runs several programmes to facilitate growth of small business entrepreneurs and enterprises into medium & large. Students are exposed to Entrepreneurship Development Programs in various sectors including Food Processing, Science & Technology; Banking & Finance etc. Students learn how to foster global competitiveness in clusters through the **International Centre for Cluster Competitiveness, Growth & Technology**. It exposes them to various facets like working of clusters, role of trust building, developing holistic business performance and public-private partnership.

EDI's two dimensional framework model of Platforms & Publics unfolds an array of research & action projects, activities, organisational visits & workshops which empowers the students to gain hands on training that go beyond theories and classrooms.

EDI offers academic opportunities that are intellectually rigorous and extraordinarily diverse. Three decades of pioneering work has elicited national and international recognition from organizations like World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other international agencies. EDI is one of the panel institutes for various Ministries for the Government of India; like; Ministry of External Affairs, Ministry of Rural Development, Ministry of Food Processing Industries, Ministry of MSME and Ministry of Textiles and Department of Science & Technology.

Advance Your Career With EDI's PGDM-DS

You can apply if:

- You are aspiring for a career in non-profit community based organizations, state, national, and international organizations; grant making organizations, CSR wings of Industrial houses; UN Organizations engaged in rural & urban development.
- You are a budding social entrepreneur with a vision to develop the world, who aim to identify innovative solutions to social problems and are strongly committed to take up the challenges of solving these social problems.

You are eligible if:

You are a Graduate from any discipline, with a minimum of 15 years (10+2+3) of education and having 50 percent or above, (45 percent or above for SC/ST candidates) aggregate marks at the graduation level. EDI accepts CAT/MAT/XAT/CMAT/ATMA scores for admission to the programme. In addition, EDI conducts its own test and personal interview.

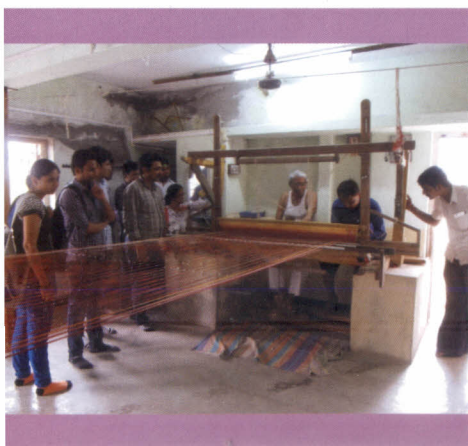
Fee structure and schedule:

Fees for the two-year, full-time, residential course that includes cost of tuition, reading material, library and computer facilities, study visits, alumni association membership and students' activities is Rs. 4,85,000/- (payable in 6 instalments over 2 years). It also includes caution money deposit of Rs.10,000/-, which does not accrue any interest, and will be refunded on successful completion of the course. Hostel charges will be Rs. 50,000/- per year (AC on twin-sharing basis). Mess charges will be as per the rates decided by the Institute.

EDI also offers fellowship support to deserving candidates.*

PGDM-DS is designed for individuals who aim to be or are already driving a social organization's direction, mission, policies and major programs.

* in the year 2014-15 five-students received fellowship support from **YES BANK** & **Sir Ratan Tata Trust**





EDI Experience – Campus & Facilities

EDI campus claims accolades and has won the prestigious Aga Khan Award for its architecture and design. The campus is green, eco-friendly and beautifully located just 7 kms from the Ahmedabad airport on the way to Gandhinagar. The campus offers accommodation to all outstation students with different hostels for boys and girls. Each hostel is managed by a respective gents and ladies warden, and the facilities are looked after by the Estate Manager who lives on campus. Food services have been outsourced to a reputed caterer and students have the liberty to choose their representatives to decide the menu in the canteen.

Good sports facilities are available on the campus including gymnasium, table tennis, volley ball, lawn tennis, cricket, foot-ball and basketball. A qualified medical practitioner is available on campus for specific hours to provide medical advice to students and faculty. EDI inculcates progressive growth among its students through cultural and recreational activities organized from time to time. It is also important to note that EDI is:

- Winner of ADFIAP International Award for Human Capital Development
- Honoured with the Dewang Mehta B-School Leadership Award(National)
- Felicitated as India's Best B-School Leadership Award by ET-NOW
- Dainik Bhaskar National Education Leadership Award
- Ranked one of the top four B-Schools for Entrepreneurship in India (as per magazine 'Entrepreneur')

EDI has an excellent library which supports teaching and research programmes of the Institute. The library services are fully automated; the LibSys software is used for searching, reporting, circulation and various other functions. EDI library boasts of more than 20,000 books and over 160 print periodicals / journals. A huge collection of video films are also available. EDI also subscribes to 30 Newspapers published within the country.

EDI has 24 hour Wi-Fi connectivity with well-equipped computer lab offering more than 120 students access to computer facility at a time. EDI students and faculty are also connected through intranet to facilitate effective administration of academic functions.

Our Alumni are our Pride and Mirror our Belief in Self

Our alumni are our pride. They are 300 members rich and are spread across various regions. They start weaving their visions from the minute they enter EDI campus. When people from diverse cultures/countries come together in an aesthetically designed set up, they are bound to be shaped into leaders, visionaries and game changers.



"PGDM-DS and the faculty members who taught me at EDI, opened a plethora of curious awareness in me. The two years of rigorous perspective building, unlearning and challenging conventional attitudes has paid off for me in my current workplace where I had the opportunity to contribute as a narrator in a Book titled , Senses Lost and Found, Stories of hope ; which talks about the life of people with deafblindness and how they make progress little by little. The zeal for the social sector and the sensitivity towards the social issues that I have gained through my time spent at EDI has been the push for me to explore my love for communications and creativity."

– **Sheryl Shiju Sam**,
Communications Officer,
Sense International India



"EDI really has become the best memory of my life since I left the institute. The course at EDI has been instrumental in making my work at Annapurna Microfinance enhance its impact while providing financial services and promoting financial inclusion. With such brilliant faculties and a robust curriculum, PGDM-DS is the best programme for people who believe in doing something that creates an impact. I credit EDI for teaching me values of transparency, accountability and responsibility that help me provide better services to the poor and promote inclusive growth."

– **Jeevan Paudel**, 2012-14 Batch,
PGDM-DS, currently working with
Annapurna Microfinance Pvt. Ltd.



"Studying at EDI, has always been dealing with hard questions of inequality and injustice that prevails in society. EDI's multi-cultural student community, profound and sensitive faculty fraternity gives opportunity to explore one's deep values for establishing an equitable, just and humane society. EDI students always earned full support from agencies where they joined and have always aided organisations to expand its outreach. I wish the future students will also continue this inheritance and become future leaders of the development sector."

Murari M Goswami
Regional Coordinator
Jawaharlal Nehru Leadership Institute,
New Delhi

Geographically, our alumni are spread across India and working with leading Development Organisations.

This network is YOUR asset.

- Sajeevta Foundation
- Indian Institute of Public Health, Gandhinagar
- MicroSave
- Ambuja Cement Foundation
- Blind People's Association
- Aga Khan Rural Support Program (India)
- Kutch Mahila Vikas Sangathan
- Khamir
- WEBCON Consulting (India) Ltd
- CARE India, Bihar
- CARE India, Odisha
- Cohesion Foundation
- ITC LTD
- Sarba Shanti Ayog
- AXIS Bank
- Care-India
- Gyanodham
- NIDAN
- IL&FS ETS-Health Initiative
- Suzlon Energy Limited
- HDFC Bank- Sustainable Livelihoods Banking
- Microfinance Focus
- Social Action for Rural Development (SARDA)
- SAATH Charitable Trust
- Centre for Micro Finance - IFMR
- Dalmiya Cements
- World Bank
- Ramana Group, Ahmedabad
- DEEP, CSR of GIPCL
- CHAI Project
- Annapurna Microfinance Pvt. Ltd.
- Real Mission Foundation
- IDBI Global Funding Agency
- UNICEF
- Reliance Foundation
- Viksat
- FINISH, Financial Inclusion for Sanitation & Hygiene
- Madhyam
- Qasab-Kutch Craftswomen' Producer Co. Ltd.
- Cairn Energy India
- Gujarat Livelihood Promotion Company
- MicroSave
- Prayas
- Khamir
- CTRAN Consulting Ltd, Bhubaneswar (A BASIX Group of Company)
- TATA CSR
- B-Able, Basix
- IFAD/ NERCORMP
- PRADAN
- North East Region-Community Resource Management Project. Govt of India
- Dalmia Bharat Group Foundation
- Ministry of Rural Development
- Odisha Tribal Development Society
- St. Xaviers Social Service Society
- Indian Agriculture Research Institute
- Reading Wise

Our Course Inputs

COURSE DESIGN*					
I st Term		II nd Term		III rd Term	
Preparatory Module - Induction (3 weeks)	Economics I - Managerial Economics	Economics II Module 1: Macro Economics Module 2: Development Economics	Field Work Segment (4 weeks)	Operations Management	
	Fundamentals of Accounting	Financial Management		Research Methods (Market Research)	
	Statistics for Managers	Cost Accounting		Writing a winning proposal/business plan	
	Micro Organisation Behaviour	Legal Framework for Organisations/Enterprises		Domain Specific Optional Courses (Any 3 out of 4)	
	Marketing Management	Operations Research		Option 1: Health	Option 2: Education
	Development Perspective I Module 1: Discourse on Development - Theory & Practice Module 2: Rural & Urban Sociology Module 3: Political Economy of Development	Development Perspective 2 Module 1: Poverty, Gender, Equity Module 2: Livelihoods Framework Module 3: Understanding Participation & Participatory Research Methods		Option 3: WASH	Option 4: Natural Resource Management
				Development Perspective 3 Module 1: Human Rights & Rights Based Programmes Module 2: Environment and Sustainable Development Module 3: Thematic & Sectoral Models of Development	
Written Analysis & Communication I	Written Analysis & Communication II	----			
Week-end Workshops	Public Speaking & Verbal Communication including PPT based Presentations	PRA (in the field)	Theatre for Change		
	Personal Growth Laboratory (T Groups)	AMT	Appreciative Inquiry		

COURSE DESIGN*

	IV th Term	V th Term	VI th Term
Summer Traineeship Segment (8 weeks)	Social & Rural Marketing	Macro Organisation Behaviour	Supply Chain Management - Value Chain Analysis
	India & International Development - Strategies & Institutions	Human Resource Management	Development Communication including Mass communication
	Project Planning and Management	Strategic Management Module 1: Principles & Concepts of Strategic Management Module 2: Strategic Management for Development Sector Organisations	Advocacy & Networking
	Social Entrepreneurship	IT Applications for Development Module 1: MIS Module 2: ICT for Development Module 3: GIS for Development & Business Planning	Disaster Management
	Micro Finance (Savings, Credit, Insurance)	Development Perspective 4 Module 1: Innovations Module 2: Corporate Social Responsibility Module 3: Fundraising & Resource Mobilization	Development Perspective 5 Module 1: Public Policy - Analysis & Research Module 2: Development Planning, Approaches and Tools Module 3: Informal Sector Economy & Local Economic Development
	Micro Enterprise Development & Management	Environment for Economic & Social Action	Final Project Report, Presentation & Defence
	Courses of Independent Study(CIS) 1. Heritage Based Industries & Traditional Enterprises 2. Agri business & Food processing Enterprises 3. Social Problems as Enterprise Solutions 4. MEDM & Sustainable Livelihoods 5. Women Entrepreneurship 6. Cluster Development & Growth	Submission of Project Concept Note based on CIS & Field Research Segment	
Week-end Workshops	Design Thinking Workshop - for innovative solutions	Facilitation Methods	Photography & Documentary Film making
	Negotiation	Workshop by Faculty and Students	Workshop by Students

*The Institute reserves the right to bring changes in Course Design to adapt to the changing needs of the sector.



'Our seven values and beliefs which are humility, teamwork & relationships, respect for individuals, learning, deliver the promise, entrepreneurship and social responsibility. The foundation of our seven values is Humility. Our humility helped us succeed in ventures, where we had no prior experience. Humility helped us gain the trust of our stakeholders, even in situations of high stress and anxiety. And, humility kept us open for learning, learning all the time from everyone and everything'

**- Shri G M Rao, Chief Guest,
15th Convocation, EDI PG Programmes**



EDI Network

Member, United States Association of
Small Business and Entrepreneurship (USASBE)

Executive Committee Member,
Society for Entrepreneurship Education (SEE)

Lao-India Entrepreneurship Development Centre (LIEDC)
Cambodia-India Entrepreneurship Development Centre (CIEDC)
Vietnam-India Entrepreneurship Development Centre (VIEDC)
Myanmar-India Entrepreneurship Development Centre (MIEDC)
Uzbekistan-India Entrepreneurship Development Centre (UIEDC)

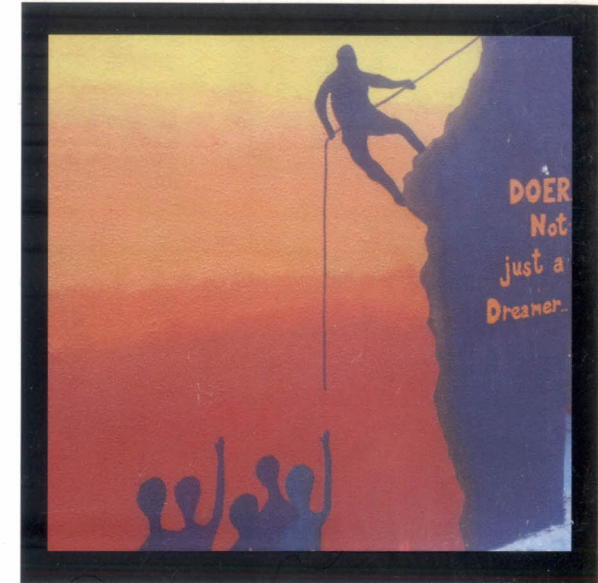
National Institute for Micro, Small and Medium Enterprises (NIMSME),
The National Institute For Entrepreneurship
& Small Business Development (NIESBUD),
Indian Institute of Entrepreneurship (IIE)

Sino-India Entrepreneurship Development Centre
at Kunming, Yunnan Province of PR China

Centre/Institute for Entrepreneurship Development
(Gujarat, Rajasthan, J&K, Maharashtra, Bihar, Uttar Pradesh, Karnataka,
Andhra Pradesh, Odisha, Himachal Pradesh, Tamil Nadu, Madhya Pradesh)

Interventions in 103 countries as a part of ITEC,
Ministry of External Affairs, Govt. of India

Entrepreneurship Development Cells
Science & Technology Entrepreneurship Parks



Entrepreneurship Development Institute of India

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E-mail : ediero@ediindia.org

Central : Bhopal

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North-East : Guwahati

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