

# Fellow Programme in Management (FPM)

(Approved by All India Council for Technical Education, New Delhi)

2015-2019  
(Second Batch)

Offered by:



Centre for Entrepreneurship Education & Research  
**Entrepreneurship Development Institute of India**  
Ahmedabad, Gujarat

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## MESSAGE FROM THE CHAIRPERSON (PGPs)

Dear FPM Aspirant,

The Fellow Programme in Management (FPM) is a pioneering programme in the country with an emphasis on entrepreneurship. It aims to be an acclaimed doctoral level programme for entrepreneurship educators, researchers, scholars, practitioners and thought leaders who assiduously strive to add to the existing knowledge in various facets of entrepreneurship.

Through a carefully designed curriculum and the right blend of theory and practice, FPM meticulously serves the needs of entrepreneurship scholars. The programme stimulates conceptual, applied and methodological approaches relevant to the study of entrepreneurship research. It aims to serve the much desired needs of higher learning institutions, research centres, developmental organisations and government departments desperately seeking indigenously groomed scholars, educators and thought leaders in entrepreneurship discipline. The cadre of professionals thus created through this programme will not only satisfy the quest for knowledge in this discipline but also ensure a far wider reach of entrepreneurship to uplift the Indian economy.

The FPM curriculum comprises an extensive range of courses in areas of Entrepreneurship and Management Foundation, Research Methodology, Academic Writing along with thirteen optional streams: Entrepreneurship Education and Research; Innovation, Incubation, Clusters and Technology Entrepreneurship; Social Entrepreneurship; Corporate Entrepreneurship; Entrepreneurial Finance and Control; Entrepreneurial Marketing; Organisation Behaviour and Human Resources; Minority, Tribal and Dalit Entrepreneurship; Enterprise Creation and Growth; Family Business Management; Law, Policy and Governance; International Entrepreneurship and Women Entrepreneurship. The generous streams are uniquely designed to cater to a comprehensive array of emerging issues and concerns on the contours of Indian entrepreneurship.

EDI invites research scholars to join this immensely enriching programme to promote a high calibre entrepreneurship research and publications in the country.

**(Sunil Shukla)**



## ABOUT 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 IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI), with support from the Govt. of Gujarat. An acknowledged national resource institution, EDI has established a niche for itself in the area of Entrepreneurship Education and Development. The Institute pioneered Post Graduate Diploma in Management courses in Business Entrepreneurship (PGDM-BE) and Development Studies (PGDM-DS) with due approval from the All India Council for Technical Education (AICTE), Ministry of HRD, Government of India, New Delhi.

EDI is engaged in promoting Entrepreneurship through education, research, training and institution building at national and international levels. Since inception, EDI has played the role of a brain trust, a promoter and monitor of entrepreneurship movement at national and international levels. To facilitate the supply of competent entrepreneurs, way back in early eighties, EDI had conceptualized and launched a full-fledged programme popularly known as; Entrepreneurship Development Programme (EDP) facilitating the New Enterprise Creation process. Later, the programme came to be known as EDI-EDP module and was widely accepted as a result-oriented strategy for developing first generation entrepreneurs.

To inculcate entrepreneurial values in today's youth, EDI not only developed text-books on Entrepreneurship but also trained about over 2000 faculty members, teachers from various universities and colleges to impart quality education in entrepreneurship. Honouring the Institute's expertise, UGC commissioned EDI in 1999 the task to design course structure for entrepreneurship at degree level, for vocational stream institutions in the country. Accordingly, the Institute developed a course which was approved and published by UGC and was recommended for adoption by about 1500 colleges and universities in the country.

The Institute had been the first to introduce 'Open and Distance Learning Programme' in entrepreneurship, in 1995. The said course has benefitted more than 12000 potential entrepreneurs from almost every part of the country and is being offered today as Distance Education Bureau, UGC approved 'Diploma in Entrepreneurship and Business Management'.

At the international level, to institutionalize entrepreneurship movement, the Institute established EDI-like affiliate institutes in Cambodia, Lao, Myanmar and Vietnam on behalf of Ministry of External Affairs (MEA), Government of India (GoI) and ASEAN Secretariat. For Indian Technical and Economic Cooperation division of MEA, GoI, the Institute also conducts entrepreneurship and capacity building programmes for nearly 500 officials from 162 developing countries every year.

### EDI Faculty

The Institute's core faculty group comprising researchers, academicians, consultants and practitioners is well supplemented by its visiting and guest faculty members from reputed academic institutions, industry and professional organizations. Working at the forefront of innovative pedagogy and applied research, EDI faculty resources facilitate the Institute in strengthening entrepreneurship eco-system in India and outside. EDI faculty members, through their scholarly research works, have been focusing on diverse facets of and emerging issues in entrepreneurship and management.

The Institute faculty resource not only serves needs of entrepreneurs, researchers, practitioners and government by offering ground-breaking studies but also delivers cutting-edge research to the global academia. The Institute's interdisciplinary faculty base, coupled with its experiential learning approach, facilitates FPM students in offering valuable, scholarly research contributions to entrepreneurship and management disciplines. Distinguished as *one of the first Institute to offer formal entrepreneurship education and research*, EDI through its rich faculty base strives to advance quality research with an aim to promote growth in entrepreneurship and management disciplines.

## **FELLOW PROGRAMME IN MANAGEMENT - AN OVERVIEW**

Against the backdrop that the country needs entrepreneurs to ensure economic development and to create job opportunities, it is only prudent to introduce research programmes in entrepreneurship education to create scholars and thought leaders who can in turn, promote entrepreneurship widely. With this objective, EDI launched the first-of-its-kind, '**Fellow Programme in Management (FPM)**' with emphasis on entrepreneurship in year 2014. The Institute is happy to announce the second batch of the said doctoral level programme during the years 2015-19. The programme is designed to address the gaps in the availability of trained educators, researchers, business consultants and resource persons in entrepreneurship at higher learning institutions/professional organisations/ Government departments/industry in India. The cadre of academicians thus created will raise the standards of education and research, thereby ensuring wider acceptance of entrepreneurship as a career option in the society.

### **The FPM shall highlight on the following:**

- ▶ Foundation of theoretical, empirical and applied aspects in major areas of Entrepreneurship.
- ▶ Professional ethics and intellectual honesty.
- ▶ Interdisciplinary research and training of high quality.
- ▶ Proficient activities and joint academic efforts.
- ▶ Networking with leading entrepreneurship and research institutions globally.

### **OBJECTIVES OF THE PROGRAMME:**

The programme will be offered with following objectives:

1. To groom potential scholars and make them competent and innovative researchers and educators in various facets of entrepreneurship;
2. To encourage inter-disciplinary high calibre research studies in entrepreneurship with policy implications;
3. To investigate synergy between theory and practice of entrepreneurship as relevant to the Indian context; and accordingly strengthen entrepreneurship education and research ecosystem in the country.
4. To fulfil the gaps in availability of indigenously trained educators, researchers and resource persons in entrepreneurship at higher learning institutions in India; and
5. To motivate scholars to take up theoretical and empirical research work leading to policy papers and publications in journals of repute.

### **AREAS OF SPECIALISATION:**

The course will promote rigorous and inter-disciplinary research in major areas of Entrepreneurship including,

- i. Entrepreneurship Education and Research
- ii. Innovation, Incubation, Clusters and Technology Entrepreneurship
- iii. Social Entrepreneurship
- iv. Corporate Entrepreneurship,
- v. Entrepreneurial Finance and Control
- vi. Entrepreneurial Marketing
- vii. Organisation Behaviour and Human Resources
- viii. Minority, Tribal and Dalit Entrepreneurship
- ix. Enterprise Creation and Growth
- x. Family Business Management
- xi. Law, Policy and Governance
- xii. International Entrepreneurship
- xiii. Women Entrepreneurship

### **FPM ELIGIBILITY:**

Master's Degree or equivalent in Engineering/ Technology/ Management/ Economics/ Social Science/ Biological Science/ Pure Science/ Commerce/ Humanities with FIRST CLASS will be considered for admission to Fellowship Programme. Those appearing for their final examination in the respective discipline can also apply. Such students if selected will be provisionally admitted provided they complete all requirements obtaining their master's degree before 30th September 2015. The admission of these candidates will remain provisional until they produce the mark sheet proving that they satisfy the eligibility criteria. The deadline for submitting the final year mark sheet is 31 December 2015.

### **ADMISSION & SELECTION:**

The selection of the candidate in the FPM course is based on Entrepreneurship Research Aptitude Test (ERAT) of EDI, and following criteria:

1. Academic qualification and work experience
2. Tentative research proposal and its presentation, and
3. Personal interview

The decision of the Institute's FPM Selection Committee regarding admission shall be final. Communication will be sent only to the selected candidates. The Institute will not entertain any queries or correspondence in respect of those not selected.

**How to apply:** Applicants can download application form available on institute's website and can make online payment of Rs. 1000/- as the application fee. The required details are available on <http://ediindia.ac.in/FPM.asp>

**Batch size:** No. of seats for current batch 5 (five)

## PROGRAMME FEE, ACCOMMODATION AND FELLOWSHIPS:

- i. The fee for the FPM (2015-19) is Rs. 7,76,505 (Rs. Seven Lakh, Seventy Six Thousand Five Hundred and Five only) which includes costs of tuition, library, basic teaching material, examination and use of computer laboratory, cost of admission form, refundable caution money and one time alumni fee.
- ii. For those candidates needing residence on campus, the Institute shall provide accommodation in hostel, and may consider family accommodation for married candidates (if available). Rent for accommodation and electricity, as per norms/actual will be charged. The meal charges will be separate and payable by the candidates as per the rates decided by the Institute's administration.
- iii. Infrastructural support to FPM candidates include access to the library, national and international databases, research reports, computing labs and wireless internet connectivity within the premises of the Institute.

Candidates interested in pursuing the programme under **self-sponsored category** are welcome to apply.

### **A. Fellowship Support for EDI- Sponsored Candidates:**

The Institute has provision of providing fellowship support (tuition-fee waiver and stipend) to few selected and deserving candidates which covers stipend, contingency grants and tuition fee waiver. The costs of library, basic teaching material, examination and use of computer laboratory will be deducted from the candidates' stipend as per the norms of the Institute,

In addition, the candidates will also need to pay Rs. 1000 towards admission form and Rs. 10000 as refundable caution money.

### **B. Stipend & Contingency for EDI- Sponsored Candidates:**

Deserving EDI-sponsored candidate, as decided by FPM Executive Committee (based on background and merit), will be given a stipend that starts at Rs.20000 per month for the first two years, and will go up to Rs.25000 per month depending on the candidate's academic progress in the third and fourth year. In addition, deserving candidates can avail contingency grants of up to Rs.30000 in the first year of study, and up to Rs.20000 per year for subsequent three years. These grants can be used for buying books and personal computers, for field research, and for attending academic conferences. The stipend and contingency grants are given as per the norms of the Institute for four years of study, and can be extended for up to one more year if the candidate demonstrates satisfactory progress in thesis research.

### **C. Additional Financial Support for EDI- Sponsored Candidates:**

Additional financial support is available for candidates having received fellowship (EDI-sponsored) during their thesis phase, in the form of extra funds up to Rs.30,000, for field research (if needed). The Institute also provides financial support to candidates to attend up to two national/international conferences within India from third year onwards. Candidates will also be eligible for research grants of the Institute, to pursue field visits/ contribute in academic research events, besides Teaching Assistantship.

## PROGRAMME STRUCTURE:

In consistency with internationally renowned Indian and international higher learning institutions, the programme will comprise of four phases of course and thesis work. During the first two phases, the candidates will be expected to complete course work over a period not exceeding first two academic years, interspersed with a summer research project of 10-12 weeks. During the third and fourth phase the candidates will be involved in proposal development and thesis writing.

Candidates will go through coursework in 6 terms spread over two academic years, and complete 65 credits. The academic group that a candidate joins will be treated as the Major Area, while the candidate may additionally choose another academic group as a Minor Area of specialization. Each credit consists of 10 hours of classroom interaction. Most of the courses (subjects) comprise 24 classroom sessions of 75 minutes each.

First year courses (Appendix 1 Compulsory Core) will broadly constitute the following:

- ▶ Entrepreneurship Foundation (9.0 Credits)
- ▶ Management Foundation (12.0 Credits)
- ▶ Research Methods and Quantitative Techniques (7.5 Credits)
- ▶ Management Information System & Business Policy (6.0 Credits)
- ▶ Academic Writing (4.5 Credits)

In the first year, candidates would be required to earn 39 credits through the courses mentioned above. However, they will be allowed to audit course(s) of their choice.

The first year courses will be followed by a 1.0 credit Summer Project/Research.

The second year courses will be broadly on the following three categories:

- ▶ Area-specific Core Courses (ACC);
  - ▶ 9.0 Credits courses in Major area (Appendix 2)
  - ▶ 6.0 Credits courses in Minor area (Appendix 2)
- ▶ Quantitative & Qualitative Techniques and Research Methodology Courses (QQTRMC);
  - ▶ 4.0 Credits from Research Methodology courses (Appendix 3)
- ▶ Thesis and Academic Writing Courses (TAWC);
  - ▶ 6.0 Credits from Thesis and Academic Writing Courses (Appendix 4)

FPM would comprise thirteen areas of specializations and their courses (both Compulsory and Elective). These would be constantly reviewed/ updated/ modified to suit the changing scenario.

## ASSESSMENT

The Institute follows a system of continuous evaluation through multiple assessment methods to monitor candidate's academic performance. The aim of assessment exercise is to measure enhancement in candidate's knowledge, skills, and application based ability. Candidate understands of concepts, theories, business practices and applications and their decision making abilities are assessed through varied evaluation tools and methods.

## DURATION OF THE PROGRAMME

Students are expected to complete the programme within four years. However, under special circumstances extension of one more year may be granted without any financial aid.

## EXEMPTION FROM COURSES IN FIRST YEAR

Exemption from first year courses may be considered in exceptional cases for candidates having completed PGDM/MBA from an institution approved by AICTE/UGC or from any of the IIMs or other premier institutions provided the candidate has completed the PGDM/MBA course during last five years.



## RESEARCH INFRASTRUCTURE:

From its own funds, EDI has established the 'Centre for Research in Entrepreneurship Education and Development' (CREED) and shoulders the responsibility of serving as a bridge between academia, and training and consultancy in the field of entrepreneurship. Committed to promote research in the field, CREED aims at serving as a bridge between theory and practice in the field of Entrepreneurship. It has a strong tradition of theoretical and applied, in-house and sponsored research.

*Biennial Research Conferences* on 'Entrepreneurship' are organized by the Institute, regularly since 1994, to provide a platform to researchers, academicians, planners and policy makers to come together to share their research findings and experiences that are of contemporary relevance and interest. In each conference about 250 academic papers are deliberated upon.

For the last two decades, the Institute has been publishing a prestigious and refereed bi-annual journal, the '*Journal of Entrepreneurship*' (*JoE*), through Sage Publications which is rated as one of the top most journals in Entrepreneurship in the world.

The Centre also envisages to promote entrepreneurship by offering need based funding and academic assistance to researchers. The other research infrastructure on campus are mentioned below:

- 1. EDI Library and Information Centre:** EDI Library and Information Centre (EDILIC) is equipped with Books (25303), Journals (126), Bound Volumes of Journals -Back Issues (2639) CDRoms/DVD/s (3110) and Newspapers (25). It is an institutional member of IIM-Ahmedabad, Indian Library Association (ILA), Indian Association of Special Libraries and Information Centres (IASLIC), Management Libraries Network (MANLIBNET) and The British Library, Ahmedabad. Apart from this, EDILIC regularly uses the services of the Ahmedabad Library Network (ADINET) and Information and Library Network Centre (INFLIBNET).



EDILIC is enriched with updated information resources on Entrepreneurship and related subjects. The library functions from 08:00 a.m. to 12:00 a.m. (midnight) on all seven days. The Wi-Fi enabled EDILIC has been automated through LibSys Software. Partially air-conditioned library can accommodate 110 users at a time.

**2. Online Journal Database:** Institute has rich database of following online journals:

- ▶ ***Emerald Management First 120*** is an online library including over 680 articles, 1,000 case studies, 360 interviews and over 250,000 article reviews. It covers 120 peer reviewed journal articles.
- ▶ ***Gale Cengage Business & Company Resource Center (BCRC) and Business Insight Global (BiG)*** BCRC is a journal database which includes brand and trade information, investment reports, stock prices, press releases, etc. BiG is online resource which provides business intelligence powered by statistical data. It contains case studies, interactive live charts, global company and country overviews, global industry research reports, academic journal articles, industry overviews, company histories and market share data.
- ▶ ***J-Gate*** is an electronic gateway to e-journal literature and it provides access to 6700 indexed and free full text 2000 articles.
- ▶ ***OECD iLibrary Education*** is the online library of the Organization for Economic Cooperation and Development (OECD) featuring its books, papers and statistics and is the gateway to OECD's analysis and data.

**3. Research Databases and Web portals:** Institute has been subscribing the following online databases to strengthen institute's research outputs:

- ▶ ***Crisil Research Services*** provides resource for data, information, analysis and outlook on the economy and across 87 industries with an understanding of the macro-economy and extensive sector coverage. It provides insights on micro-macro and cross-sectoral linkages.
- ▶ ***Prowess database*** (by Centre for Monitoring Indian Economy) contains a highly normalized database on over 17000 companies. The database is complemented with powerful analytical software tools to enable extensive querying and research.
- ▶ ***kompass.com*** helps to identify suppliers of products and services, potential partners, research competitors and analyze market sectors for potential opportunities.
- ▶ ***Indiastat.com*** provides an oceanic depth of India-specific socio-economic statistical facts and figures.





## Appendix 1: Compulsory Courses of Year-I

### Trimester-I

1. Entrepreneurship Theory & Practice (3.0)
2. Organization Behavior (3.0)
3. Managerial Accounting and Control-I (3.0)
4. Principles of Management (3.0)
5. Quantitative Techniques for FPM-1 (3.0)
6. Business Policy (3.0)

### Trimester-II

1. Entrepreneurial Lab (3.0)
2. Marketing Management (3.0)
3. Quantitative Techniques for FPM-2 (3.0)
4. Academic Writing (4.5)

### Trimester-III

1. Creativity, Innovation and Entrepreneurship (3.0)
2. Management Information System (3.0)
3. Research Methodology for FPM-3 (1.5)

## Appendix 2: Area-specific Core Courses of Year-II

### Area-specific Core Courses (ACC):

Compulsory and Elective Courses in Each (Major & Minor) Area: (9 Credit Major + 6 Credit Minor Courses):

#### 01 Entrepreneurship Education and Research

- ▶ Dilemmas and Debates in Entrepreneurship
- ▶ Evolution of Entrepreneurship Education
- ▶ Entrepreneurship: Cross-Disciplinary Interfaces Business History
- ▶ Curriculum Design and Teaching Pedagogy
- ▶ Entrepreneurship Research
- ▶ Experiential Learning: Tools and Techniques
- ▶ Traits, Characteristics and Cognitive Style of Entrepreneurs

#### 02 Innovation, Incubation, Clusters and Technology Entrepreneurship

- ▶ Nurturing Innovations
- ▶ Product, Service, Process Innovations
- ▶ Incubating Innovations Technology Business Incubation
- ▶ Technology Entrepreneurship
- ▶ Intellectual Property Rights and Commercialization
- ▶ Cluster Management and Development

#### 03 Social Entrepreneurship

- ▶ Theories of Social Entrepreneurship
- ▶ Social Innovations and Ventures
- ▶ Social Enterprise Networking & Development
- ▶ Corporate Sector and Social Entrepreneurship
- ▶ Bottom of the Pyramid and Entrepreneurship
- ▶ Ethics and Entrepreneurship

#### 04 Corporate Entrepreneurship

- ▶ Theories and Practice: Corporate Entrepreneurship
- ▶ Configuring Organizations for Corporate Entrepreneurship
- ▶ Intrapreneurial Behavior
- ▶ Entrepreneurial Leaders: Cases on Corporate Entrepreneurs
- ▶ Business Strategy and Corporate Entrepreneurship
- ▶ Public Sector Entrepreneurship

#### 05 Entrepreneurial Finance & Control

- ▶ Entrepreneurial Finance and Liquidity Management
- ▶ Financial Reporting and Analysis
- ▶ Financial Institutions and Markets
- ▶ Strategic Financial Management
- ▶ Management Control Systems
- ▶ Financial Innovations and Engineering
- ▶ Venture Funding and Angel Investors

#### 06 Entrepreneurial Marketing

- ▶ Theories and Evolution of Marketing
- ▶ Consumers, Consumption and Markets
- ▶ Creating Value and Differentiation
- ▶ Communicating and Delivering the Value
- ▶ Marketing Science
- ▶ Marketing and Internet
- ▶ Marketing Research and Decisions

#### 07 Organisational Behaviour and Human Resources

- ▶ Personnel Competence and Capability Building Systems
- ▶ Organizational Diagnosis & Change
- ▶ Entrepreneurial Teams
- ▶ Organizational Structure and Culture
- ▶ Performance Evaluations and Management
- ▶ Interpersonal Relationships
- ▶ Industrial Relations and Labor Laws

#### 08 Minority, Tribal and Dalit Entrepreneurship

- ▶ Dalit and Minority Empowerment
- ▶ Tribal Entrepreneurship and Corporate Social Responsibility
- ▶ Policies and Programmes for Minority, Tribal and Dalit
- ▶ Inclusive Growth and Support Institutions
- ▶ International perspectives on Entrepreneurship among Deprived Class
- ▶ Indigenous and Artisanal Clusters

### **09 Enterprise Creation and Growth**

- ▶ Developing Successful Business Ideas
- ▶ Launching and Managing an Enterprise
- ▶ Opportunities & Strategies for Expansion, Diversification and Growth
- ▶ Project Formulation, Preparation and Appraisal
- ▶ Managing Adversities and Failures
- ▶ Serial Entrepreneurship
- ▶ Emerging Enterprise Consultancy

### **10 Family Business Management**

- ▶ Family Business Dynamics
- ▶ Managing and Growing Family Firms
- ▶ Family Managed Businesses in India
- ▶ Succession Planning for Entrepreneurial Continuity
- ▶ Transition Management in Family Business
- ▶ Dealing with Non-family Managers
- ▶ Growing, Preserving, and Sharing the Wealth

### **11 Law, Policy and Governance**

- ▶ Business Laws
- ▶ Public Policy and Entrepreneurship
- ▶ Intellectual Property Rights and Commercialization
- ▶ Business Governance
- ▶ Corporate Governance
- ▶ Regulatory Mechanism and Systems

### **12 International Entrepreneurship**

- ▶ Entrepreneurship around the World
- ▶ Successful Models of globalizing Ventures
- ▶ Venturing in Emerging Markets
- ▶ Trade Barriers and Agreements
- ▶ Internationalization Process
- ▶ Cross-Cultural Negotiation and Networking
- ▶ Immigrant Entrepreneurship

### **13 Women Entrepreneurship**

- ▶ Women Entrepreneurship and Economic Empowerment
- ▶ Gender Issues in Entrepreneurship
- ▶ Group Entrepreneurship and Women
- ▶ Women in Business
- ▶ Self Help Groups/ Neighborhood Groups and Microfinance
- ▶ Policies and Programmes to Develop Women Entrepreneurship
- ▶ Gender, Ethnicity and Entrepreneurship

## **Appendix 3: QQTRMC of Year –II**

### **Quantitative & Qualitative Techniques & Research Methodology Courses (QQTRMC):**

- 1) Statistical Methods for Entrepreneurship Research (2.0)
- 2) Research Methodology & Qualitative Techniques (2.0)

## **Appendix 4: TAWC of Year-II**

### **Thesis and Academic Writing Courses (TAWC):**

- 1) Effective and Modular Writing (2.0)
- 2) Doctoral Writing: Authoring the Dissertation (1.0)
- 3) Editing & Reviewing in Academic Contexts (1.0)
- 4) Review Paper (Based on literature related to Dissertation) (2.0)

## Current Batch of FPM (2014-18)



### **Kumar Aashish**

Kumar Aashish is a budding academician and social scientist. He was formerly associated with AKS University (AKSU), M.P. as Assistant Professor of Management. Apart from regular academic activities he has taken the initiative to establish "Centre for Entrepreneurship and Skill Development" which is dedicated to work as a common facility centre for the different departments of AKSU as well society at large. He has organised several sponsored training projects from outside agencies like MHRD, Ministry of Labour & Employment etc. Aashish has participated in different workshops and presented papers in national and international conferences and published papers too. His current area of research is Technology Innovation and Creativity embedded New Enterprise Creation and Cluster Development, community based fair trade enterprise creation, quality and performance measurement of small Business.

### **Analjyoti Basu**

Analjyoti Basu has ten years of work experience, including 5 years in teaching several management subjects in various management institutes. His areas of teaching interest include Operations Management, Business Statistics and Research Methodology. Analjyoti has presented papers in different national and international conferences and has 6 publications to his credit. He has also participated in various public discussions and television shows. He works as an online residential freelance journalist. Analjyoti's current area of interest and study include economical and statistical model development for Tribal and Rural Development and Entrepreneurship. Apart from his academic interests, he is actively attached with different NGOs and social organizations and their initiatives.



### **Raj K Shankar**

A national award winning entrepreneurship educator, Raj is a highly sought after speaker, mentor and consultant amongst entrepreneurs and corporates. He has over a decade of business advisory and strategy consulting experience both in India and abroad. Raj has authored three books on entrepreneurship, one of which titled 'Entrepreneurship: Theory and Practice' is a widely used textbook at the post graduate level. He has published articles in both national and international journals. Raj has designed and delivered management development programs for CxO level executives. His programs have been hosted by UNIDO, STPI, APIN, ISBA, EDII, NEN amongst others. Raj teaches courses on entrepreneurship to students at number of institutions such as IIT Madras, Symbiosis International University, Great Lakes Institute of Management amongst others. Raj is a certified NEN-Goldman Sachs faculty mentor in "Entrepreneurship" and is a sought after facilitator and trainer at faculty development programs. Raj Shankar holds a Masters from Symbiosis Institute of International Business, Pune, India. You can read Raj's thoughts at <http://rajshankar.wordpress.com>

### **Saumya Ranjan Sahoo**

Saumya Sahoo graduated from CEPT University with a Masters in Technology Management with specialization in Operations and Project Management. He also holds an engineering degree in power electronics. Prior to joining EDII, Sahoo has three years' of work experience and has conducted research on assessing the ecosystem supporting Grassroots Innovators & Entrepreneurship in India, for which he was awarded "Best Research Thesis" among the graduating students at CEPT University. He has presented and published articles in both international conferences and journals. His current research interests are Strategic Management, Mergers & Acquisitions of Technological Startups, Technology Transfer of Innovation, and Entrepreneurship, Innovation and Public Policy in Developing Countries.



### **U.T. Rao**

An entrepreneurial enthusiast, he is currently the chairperson of Mudra Institute of Communication and Advertising (MICA) Incubator. He built the incubator from scratch keeping the new paradigms in venture start-up sector and building the start-up ecosystem of tomorrow. He has close to 17 years of experience including 5 years as senior management/leadership role in the not for profit sector, specifically education and healthcare. Mr. Rao taught Entrepreneurship & Finance courses as guest faculty across some of India's best educational institutions like IIT Roorkey, IIT-Gandhinagar, IMT Ghaziabad, National Institute of Design, DAICT etc., apart from MICA. He writes for newspapers and scholarly journals on entrepreneurship and is currently doing a survey on entrepreneurship in technology institutes across India. He is also a TiE charter member at Ahmedabad.



## Documents for Application to FPM

1. Prescribed Application Form with No-Objection certificate from employer (if employed).
2. Research Proposal (tentative research proposal of about 5000 words)
3. Attested copies of certificates and grade-sheets (10th to Post-graduation).
4. Statement of Purpose of about 1500 words.
5. Letter of Sponsorship from Organisation, if applying under sponsored category.

## IMPORTANT DATES

Last date **21<sup>st</sup> June 2015**

ERAT and Personal Interviews at EDI **5<sup>th</sup> July 2015**

Format for ERAT: The written test is designed to test the analytical writing abilities. The candidate would be provided with a small case and would be expected to analyze it and answer two questions in about 90 minutes. This is just to test the ability of the aspirant to put down his/her thoughts in a structured manner.

Programme begins on **20<sup>th</sup> July 2015**

For further information on FPM, interested candidates should contact:

### FPM Office

### Entrepreneurship Development Institute of India

Bhat, Gandhinagar 382 428, Gujarat

E-mail: [fpm@ediindia.org](mailto:fpm@ediindia.org) Phone: +91-79-23969153, 23969158, 23969161

Mobile: 09725525219



## Entrepreneurship Development Institute of India

P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat.

Tel : (079) 23969159, 23969161, 23969163 Fax : (079) 23969164

Toll Free No.: 1800 2333 256

E-mail : [info@ediindia.org](mailto:info@ediindia.org) Website : [www.ediindia.org](http://www.ediindia.org) / [www.ediindia.ac.in](http://www.ediindia.ac.in)

### North : Lucknow

"Dady Villa"

7, Meerabai Marg,

Lucknow - 226 001.

Phone : 0522-2209671

Telefax: 0522-2209415

E-mail : [edinro@rediffmail.com](mailto:edinro@rediffmail.com)

### East : Bhubaneswar

Naibedya, Plot No. 1855/2168

Ground Floor, Damana Square,

Chandrasekharpur,

Bhubaneswar-751 016.

Telefax : 0674-2744100

E-mail : [ediero@ediindia.org](mailto:ediero@ediindia.org)

### South : Bengaluru

102, 70<sup>th</sup> Cross, 17<sup>th</sup> 'A' Main Road,

5<sup>th</sup> Block, Rajajinagar,

Bengaluru - 560 010.

Phone : 080-23119361

Telefax : 080-23119360

E-mail : [ediro@giasbg01.vsnl.net.in](mailto:ediro@giasbg01.vsnl.net.in)

### North-East : Guwahati

House No.35,

Lakhimi Nagar, Byelane-1,

Beltola (Nr. Lakshmi Mandir),

Guwahati - 781 028, Assam.

Telefax : 0361-2301063

E-mail : [edineroin@ediindia.org](mailto:edineroin@ediindia.org)

### Central : Bhopal

15-A, Chhatrapati Shivaji Colony,

Chuna Bhatti, Kolar Road,

Bhopal - 462 016.

Phone : 0755-2424015

Fax : 0755-2424813

E-mail : [vinay@ediindia.org](mailto:vinay@ediindia.org)

### Thrissur

C/o. KILA Campus,

Mulamkunnathukavu P.O.,

Thrissur - 680 581.

Phone : 0487-2206241

Telefax : 0487-2206242

E-mail : [vssukumaran@ediindia.org](mailto:vssukumaran@ediindia.org)