



AICTE Approved, Two-year Full-time,

# Post Graduate Diploma in Management - Development Studies

# PGDM-DS 2017-19



एकानिम् पुरुषसिंहमुपैति लक्ष्मीः

Entrepreneurship Development Institute of India



# EDII GOVERNING BODY

(As on 31<sup>st</sup> December, 2016)

**SHRI KISHOR KHARAT**

President-EDII  
Managing Director &  
Chief Executive Officer  
IDBI Bank Ltd.

**SHRI K. P. NAIR**

Deputy Managing Director  
IDBI Bank Ltd.

Chief Executive Officer  
& Managing Director  
IFCI Ltd.

**SHRI ANAND T. KUSRE**

Nominee Member &  
Former GM-ICICI Bank Ltd.

**SHRI G. K. KANSAL**

Chief General Manager (SME)  
State Bank of India  
SME Business Unit

**SHRI P. K. TANEJA, IAS**

Additional Chief Secretary  
Industries & Mines Department  
Govt. of Gujarat

**DR. YOGINDER K. ALAGH**

Chancellor  
Central University of Gujarat

**DR. SAILENDRA NARAIN**

Chairman  
Centre of SME Growth &  
Development Finance,  
Former Chairman &  
Managing Director-SIDBI

**SHRI P. S. SHENOY**

Former Chairman  
Bank of Baroda

**SHRI KRISHAN KUMAR JALAN, IAS**

Secretary  
Ministry of Micro, Small  
& Medium Enterprises  
Govt. of India

Chairman & Managing Director  
Small Industries Development  
Bank of India

**SHRI MILIND KAMBLE**

Founder Chairman  
Dalit Indian Chamber of  
Commerce & Industry (DICCI)

**DR. SUNIL SHUKLA**

Director  
Entrepreneurship Development  
Institute of India

## RECOGNITIONS

- Has been ranked amongst the top fifty management Institutions by the National Institutional Ranking Framework announced by MHRD
- The only institute from the Central Region in 'AICTE-CII Best Industry Linked Technical Institute in India 2013





# Director's Message

“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.

EDII, 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, nongovernment 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.”

**Dr. Sunil Shukla**



# About the Institute

The Entrepreneurship Development Institute of India (EDII), an autonomous body and not-for-profit institution, set up in 1983, is sponsored by apex financial institutions, namely the IDBI Bank Ltd, IFCI Ltd, ICICI Bank Ltd and State Bank of India (SBI). The Institute is registered under the Societies Registration Act 1860 and the Public Trust Act 1950. The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII campus.

## **Innovative 360° Approach Development**

EDII applies innovative training techniques, competent faculty support, consultancy and quality teaching material to create specialists in the fields of development research, micro-finance, micro-enterprise development, rural and urban livelihoods, fund raising, gender studies, corporate social responsibility and social entrepreneurship. This vision is brought to life by some of the best research academicians, consultants, extension workers, trainer-motivators and a large selection of visiting faculty from academic institutions and professional organizations.

## **EDII's SIX CENTRES**

EDI's mission has led to emergence of several programmes under strategically planned centres to generate awareness, sensitize environment, strengthen institutional linkages and networking and impart training in specialized areas. These include:

- **Entrepreneurship Education & Research**
- **Micro Enterprises, Micro Finance and Sustainable Livelihood**
- **SMEs & Business Deveopment Services**
- **Cluster Competitiveness, Growth & Technology**
- **Social Entrepreneurship & Corporate Social Responsibility**
- **Women Entrepreneurship & Gender Studies**



# Post Graduate Diploma in Management Development Studies

At the national and international levels, there has been a growing concern towards addressing social, cultural, environmental and economic challenges faced by society and communities. 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 has become an integral partner, and over the years earned far more legitimacy, acceptability and trust from both private sector and government.

Post Graduate Diploma in Management - Development Studies is designed as a broad and multi-disciplinary programme to equip students with knowledge, analytical and conceptual skills of social and economic development. It prepares students with the ability to provide entrepreneurial solutions to social problems, livelihoods for rural and urban poor, corporate social responsibility initiatives and creating social enterprises. PGDM-DS enhances leadership skills and competencies to develop and implement strategies that enables social organizations/ enterprises to be strongly positioned for the future.

## Vision:

Empowering people with entrepreneurial mindset to create great economic and social value

## Mission:

To build a cadre of young professionals with knowledge, critical perspectives, competencies and skill sets by creating a transformational learning environment which inspires, prepares and supports social entrepreneurial leaders and scholars.

## Why PGDM-DS...?

The programme is designed to prepare the students to understand the intricacies of the development world and equip them with latest management tools being used in planning and designing of development programmes. The course is a judicious mix of both theories and management training which enhances capabilities and skills of young professionals to think and work entrepreneurially in the development sector. It targets students who want to become social entrepreneurs or want to join development organizations.

# Course Design

		1 <sup>st</sup> Term	2 <sup>nd</sup> Term	3 <sup>rd</sup> Term
Preparatory Module - Induction (3 weeks)		Economics I - Managerial Economics	Economics II Module 1 : Macro Economics Module 2 : Development Economics	Operations Management
		Fundamentals of Accounting	Financial Management	Research methods (Market Research)
		Statistics for Managers	Cost Accounting	Writing a winning proposal / business plan
Field Work Segment (4 weeks)		Micro OB	Legal Framework for Organisations / Enterprises	Domain Specific Optional Courses (Any 3 out of 4) Option 1 : Health Option 2 : Education option 3 : WASH
		Marketing Management	Operations Research	<b>Development Perspective 3</b>
		<b>Development Perspective 1</b> Module 1 : Discourse on Development - Theory & Practice Module 2 : Rural & Urban Sociology Module 3 : Political Economy of Development	<b>Development Perspective 2</b> Module 1 : Poverty, Gender, Equity Module 2 : Livelihoods Framework Module 3 : Understanding Participation & Participatory Research Methods	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

		IV <sup>th</sup> Term	V <sup>th</sup> Term	VI <sup>th</sup> Term
Summer Traineeship Segment (8 weeks)		Social & Rural Marketing	Macro OB	Supply Chain management - Value Chain Analysis
		India & International Development - Strategies & Institutions	Human Resource Management	Development Communication including Mass communication
		Project Planning and Management	<b>Strategic Management</b> Module 1 : Principles & Concepts of Strategic Management Module 2 : Strategic Management for Development Sector Organisations	Advocacy & Networking
		Social Entrepreneurship	<b>IT Applications for Development</b> Module 1 : MIS Module 2 : ICT for Development Module 3 : GIS for Development & Business Planning	Disaster Management
		Micro Finance (Savings, Credit, Insurance)	<b>Development perspective 4</b> Module 1 : Innovations Module 2 : Corporate Social Responsibility Module 3 : Fundraising & Resource Mobilization	<b>Development perspective 5</b> 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	
		<b>Courses of Independent Study (CIS)</b> 1. Heritage Based Industries & Traditional Enterprises 2. Age 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	Final Project Report, Presentation & Defence
		Design Thinking Workshop - for innovative solutions	Facilitation Methods	Photography & Documentary Film making
	Negotiation	Workshop by Faculty and Students	Workshop by Students	



**The Course Design** follows a contemporary pedagogy comprising interactive lectures, project based workshops, case analysis, organizational visits, field learning, experience sharing with development professionals and task based simulation exercises. At every juncture, a student's competencies are gauged in all the components of the course through tests, presentations and interviews. The overall objective which is pursued through the course design and the pedagogy is to create a constructive bent of mind towards development as a discipline by cultivating the right knowledge, skills and attitude.



“The blend of students from varied backgrounds such as Humanities, Commerce, Science, Engineering and Business Management broadens the spectrum of EDII and offers opportunities to professionals joining the course to be social change leaders. Our focus on grooming leaders for the development sector with an emphasis on social entrepreneurship, rural marketing and technological options for sustainable development is bound to have a definite and powerful impact on the growth and development of the nation in the coming years.”

Dr. Manoj Mishra, Acting PGP Chairperson & Head of the Centre for Micro Enterprises, Micro Finance and Sustainable Livelihood.

## **PREPARATORY INDUCTION MODULE- 3 WEEKS**

An early induction module is conducted for three weeks which facilitates students to develop a deeper understanding of the theoretical and conceptual ideas being developed in the programme.

## **FIELD WORK SEGMENT - 4 WEEKS**

The 2nd Trimester ends with a project-based field-work segment, that provides students a hands-on-ground learning experience of how these organisations work with the communities, by living with the communities and identifying their pursuits and challenges.

## **SUMMER INTERNSHIP - 8 WEEKS**

By the end of 3rd Trimester (1st year), a compulsory two-month Summer Internship is to be accomplished at the end of first year, which enables students to apply academic knowledge to real time management problems occurring in various facets of development. The process is facilitated by proper guidance, mentoring of each student.

## **FIELD RESEARCH SEGMENT - 3 WEEKS**

In their 5th Trimester (2nd year), students are offered a Course of Independent Study (CIS), which enables them to explore the intricacies of their respective subject areas and imbibe necessary aspects of decision making with respect to the same.

# EDII'S 100% PLACEMENT RECORD CONNECTS EACH STUDENT TO A MEANINGFUL CAREER OPPORTUNITY

EDII, through the efforts of its Placement Office invites prospective employers, arranges interviews on campus and helps students prepare for optimal career options and interviews.

## Or start your own Social Enterprise

Every new idea needs hand holding as it takes its first flight, EDII goes beyond preparing students to start a social enterprise, it facilitates incubation and credit linkages for the venture of students.

### Our Alumni are currently working in the following organizations:

#### Government Agencies and Programmes

- Commissionerate of Rural Development, Gujarat State
- Gujarat Livelihood Promotion Company
- Indian Council of Agricultural Research
- Jharkhand Skill Development Mission
- Ministry of Rural Development
- PRS Legislative Research
- Start Up Village Entrepreneurship Programme

#### International Development Organizations

- IFAD/NERCORMP
- Green Innovation Centre for the Agriculture and Food Sector- BMZ
- UNHCR
- UNICEF
- World Bank
- WWF

#### Non-Government Development Agencies

- Access Development Services
- ActionAid India
- Aga Khan Rural Support Programme (AKRSP)
- Blind People's Association
- CARE India, Odisha
- Center for Knowledge Societies (CKS)
- Cohesion Foundation
- Gyanodham
- International Initiative for Impact Evaluation (3ie)
- Jaipur Rugs
- KHAMIR
- Kutch Mahila Vikas Sanghtan
- National Innovation Foundation
- NIDAN
- Odisha Tribal Development Society
- PRADAN
- PRAYAS
- Qasab-Kutch Craftswomen' Producer Co. Ltd.
- Real Mission Foundation
- Sajeevta Foundation

- Sarba Shanti Ayog
- Sense International India
- Social Action for Rural Development (SARDA)
- St. Xaviers Social Service Society
- Yuva Parivartan

#### Banking & Microfinance

- Annapurna Microfinance
- AXIS Bank
- Basix
- Centre for Micro Finance - IFMR
- FINISH, Financial Inclusion for Sanitation & Hygiene
- HDFC Bank- Sustainable Livelihoods Banking
- IDBI Global Funding Agency
- Microfinance Focus
- MicroSave

#### Social Enterprise

- Noora Health
- SELCO India
- Udyogini

#### Corporates, CSR & Consultancies

- Adani Foundation
- Ambuja Cement Foundation
- Cairn Energy India
- CHAI Project
- CTRAN Consulting Ltd, Bhubaneswar (A BASIX Group of Company)
- Dalmia Bharat Group Foundation
- Dalmiya Cements
- DEEP, CSR of GIPCL
- IL&FS ETS-Health Initiative
- ITC LTD
- Konnect CSR
- Lupin Foundation
- NABCON
- Ramana Group, Ahmedabad
- Reliance Foundation
- Suzlon Energy Limited
- TATA CSR
- WEBCON Consulting (India) Ltd



# Our Glorious Alumnus



**Krishna Thacker**  
Director  
Financial Empowerment Metlife



**Kumar Ujjwal (Shrivastava)**  
UNHCR



**Shalabh Mittal**  
CEO  
School of Social  
Entrepreneurs



**Mallika Bakshi**  
Cooperate Development  
at Bird



**Ashir Sutar**  
Academic Associate ISB



**Prasanta Biswal**  
Founder & CEO  
Batti Ghar



**Mervyn Christian**  
Bill & Melinda Gates



**Dibyajyoti Pattanaik**  
Director Anapurna  
Microfinance



**Apporvi Garg**  
Project Officer CEE

"If you think education is expensive, try ignorance'. Growing up in an educated family has been a great wealth, and I have come to realize the worth of learning and professionalism, even more after undergoing this course at EDII. Post EDII, the phase has been 'evolutionary' in my career. In fact, I got umpteen opportunities to work with leading NGOs/ multi-bilateral agencies. I have been actively involved with social development organizations for about nine years now. And these nine years have helped me evolve as an individual and have shaped my career aspirations."

## **Surbhi Dhingra, Social Development Specialist, World Bank**

"I joined EDII at that point of life when I wanted to pursue a management education in finance/human resources. EDII offers one of the best learning environment with a resourceful library, 24X7 internet access and wonderful team of in-house resources as well as guest faculties. I have been working with UNICEF on various important assignments for the last few years, before I got experience of working with smaller organisations. All thanks to EDII."

## **Shafqat Hussain, PPE Officer, UNICEF**



# EDII FACULTY: PASSIONATE COMMITTED AND CONTEMPORARY

EDII Faculty has high academic credentials, research base and international exposure. They have wide experience in teaching entrepreneurship with a special focus on social development.



"It has been my pleasure to teach economics and research methodology to these students whom I found to be enthusiastic, sincere and respectful towards the teachers. I personally find that curiosity to know more, sensitivity about the socio- economic issues and willingness to work towards their own as well as social goals are the characteristics of this group in general which could prove to be the greatest strength for their future career. I wish them great success in career and life."

Archana Dholakia, Expert in Research Methodology in Public Policy.



"Development Studies aims at social transformation or change and the students of PGDM-DS are nurtured through dedication and concerted effort to lead this transformation. These ignited minds are trained to develop a unique ability to critically examine and ably address the problems, processes and prospects for development in diverse sectors. The experiences and exposure that these students get, coupled with their strong will power, ability to see beyond the horizon and commitment to serve the society will surely take them places the distance and enlighten many out of darkness "

- Dr Dinesh Jain, In-charge & Faculty



"Understanding the changes happening in the parlance of 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, Head Centre for Cluster Competitiveness, Growth and Technology (C3GT).

## Facilities @ EDII

- Library
- Information Centre
- Computer Labs
- Incubation Centre
- Boys Hostel
- Girls Hostel
- Recreational Facilities
- International Centre
- Commute Facilities
- Auditorium
- Health Centre
- Canteen
- Board Room
- Conference Halls
- Guest Rooms
- Meeting Rooms
- Multimedia Classrooms
- Gymnasium
- Common Room
- Dining Hall
- ATM
- WiFi
- Playgrounds
- Indoor games
- CCTV









"Two roads diverged in a wood and  
I took the one less travelled by, and  
that has made all the difference."

-Robert Frost



## Entrepreneurship Development Institute of India

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