



**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**

AICTE approved, Two-year  
**Post Graduate Diploma in  
Management - Development Studies**

**PGDM-DS**

**PLACEMENT  
2018-2020**



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### **DR. SUNIL SHUKLA**

Director General  
EDII

# DIRECTOR GENERAL'S MESSAGE



India is making its journey from poverty to prosperity, from tradition to modernity and this growth is certainly an intriguing experience. The rise of middleclass in India is also quite remarkable. The expansion of its services sector, especially the phenomenal growth of IT sector, has delivered higher growth to the economy and robust incomes in the hands of the middle class. Amidst this, there is another India that lies in its bottommost, looking up for support but dreams to be part of India's growth story. The vision and skills required to bring solutions to the problems faced by 'bottom of the pyramid' are fundamentally different. Post Graduate Diploma in Management – Development Studies (PGDM-DS) at EDII, prepares the students as professionally competent development experts and socially responsible individuals to work at the grassroots as well as at the policy-level.

Students during their two years at EDII are equipped with capabilities to undertake research, design CSR programmes & implement projects through innovative solutions. Several years of teaching, research and training experience of the faculty at EDII has led the programme to become theoretically defined, empirically grounded and multidisciplinary in orientation. EDII transfers its rich experience and expertise in different sectors, to the students.

PGDM-DS is a comprehensive program that offers learning about development process through seminar courses, field-based training, colloquiums and workshops. It prepares the graduating students to enter professional careers in civil society organizations, non-governmental organizations, international multilateral agencies like UNDP, ILO and socially responsible corporate. The course enhances leadership skills and entrepreneurial competencies of students to ensure that they evolve as socially-inclined change makers and exercise market-driven solutions to pressing social problems.

I wish students all the best in their future life and endeavours. And also assure organizations participating in EDI Placements, that they will find rich resource in our student, who are entrepreneurial, have professional competence and hunger for social change.

Best Wishes

**Dr. Sunil Shukla**

**Dr. Sanjeev Chaturvedi**

Chairperson-PGP

sanjeev@ediindia.org

**T**he objective of the PGDM-DS program is to encourage entrepreneurship in the development sector, in the country by ensuring creation of responsible and innovative business ventures. The program focuses on providing the students core knowledge and skills, required to make their business models successful in the market by addressing the needs of society through an innovative mechanism. The curriculum is so designed that it focuses on the creativity and out- of-the box thinking, rather than orthodox way of imparting knowledge.

PGDM-DS program adopts the methodology to successfully blend class room teaching with practical implementation of concepts in actual market places. It focuses on Entrepreneurial eco-system, probable trends and challenges in market place and how to create and sustain entrepreneurial business projects successfully so as to address the needs of the society.

A comprehensive basket of electives give the students to choose as per their own future business model and integrate them in their business model. A constant mentoring and handholding support by EDII not only gives the students of PGDM-DS lots of confidence while venturing out in competitive world but it also nourishes long term relationship between the two. I am sure as trained and equipped development professionals they will make a tangible positive impact wherever they go.



Here is the group of students armed with essential skills in management & leadership and rearing to go into their professional career with aim on social transformation and grassroots entrepreneurship. The students have gone through rigours of curriculum that has prepared them to face and address social, cultural, environmental and economic challenges. In the present scenario it is important that businesses government and donor agencies change their outlook and not see the marginalised or not so resource rich as victims, but instead start seeing them as resilient and creative entrepreneurs as well as value-demanding consumers. Specific policies and actions of government and the facilitating institutions do recognise its significance. These young professions too subscribe to this and ready to take the plunge and bring about the desired change.

The students of Post Graduate Diploma in Management – Development Studies (PGDM-DS) are groomed to become successful leaders to launch and scale social ventures in a way that they generate impact, seed first generation social entrepreneurs in last-mile communities and also catalyse the influence and resources of business, government and facilitating institutions towards fostering an economic growth.

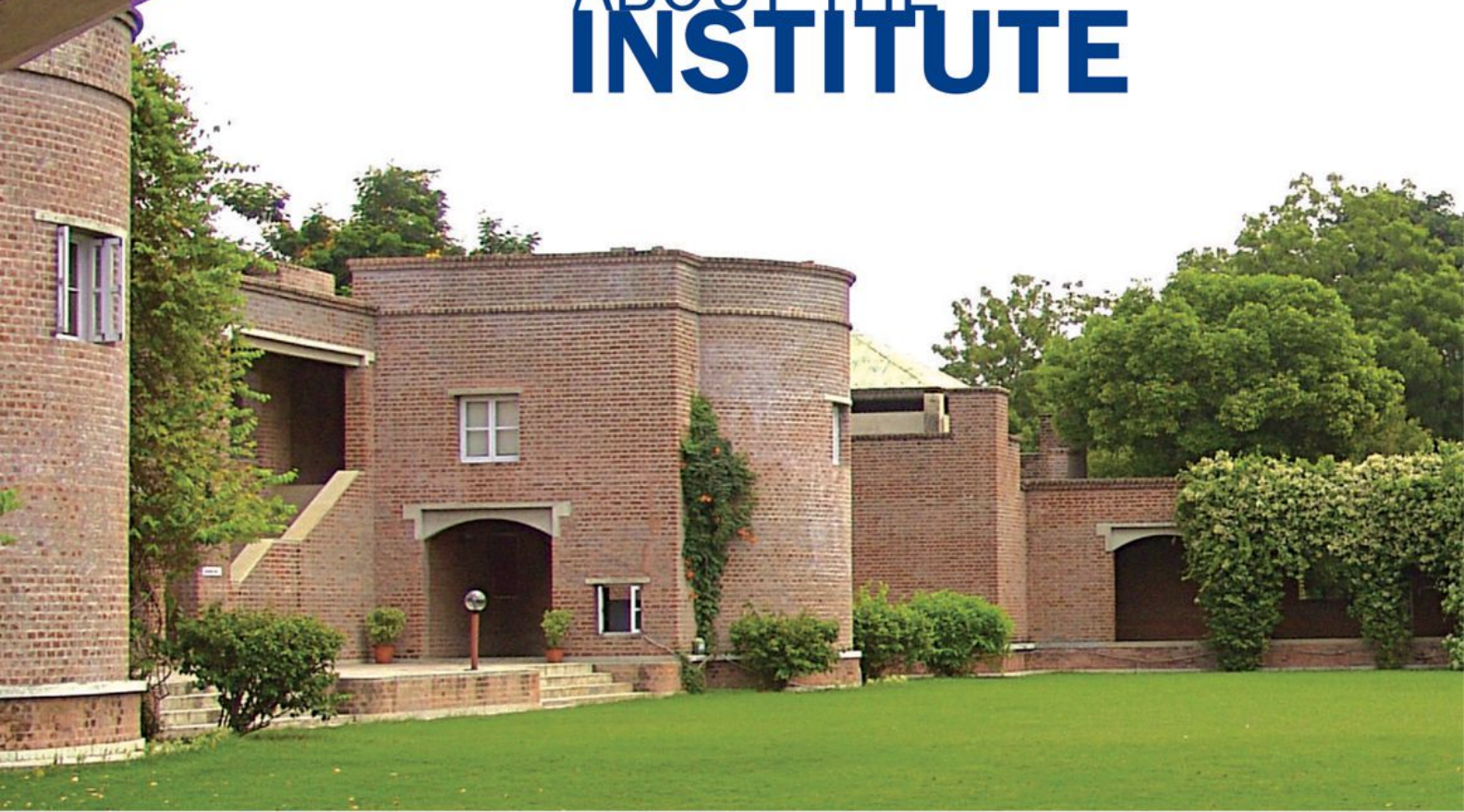
Our confidence emerges from the fact that these students have undergone a well devised curriculum, administered by expert faculty and industry professionals with diverse and rich experience. Also, imperative to mention that they have had incremental gain derived out of the presence of student with varied mix of background. The comprehensive engagement of students as a result has prepared them to take on the challenges of the development sector.

We believe classroom alone is not felt adequate. Experiential learning facilitated by field exposure, research, internship, along with seminar/colloquium drill adds to precision, and these students got this opportunity too, during their academic program.

I take this opportunity to invite you to visit EDII Ahmedabad during the placement season and explore the potential of our students. I would also like to extend an invitation to build a relationship that goes beyond recruitment and strengthen our relationships.



# ABOUT THE INSTITUTE



The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII began by conceptualising Entrepreneurship Development Programmes (EDPs), and subsequently launched a fine tuned and a tested training model for New Enterprise Creation, popularly known today as EDII-EDP model. EDII moved on to adopt the role of a National Resource Institute in the field, and today, together with three other exclusive national institutions, it is successfully backing about 12 state level entrepreneurship organizations by human resource development and by sharing research findings, new teaching techniques & learning material. Today this effort has also been broad-based internationally with Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam and



Uzbekistan, in addition to efforts in the process, in select African countries and Uzbekistan. So while the Institute evolved the first ever Entrepreneurship Development Programme (EDP), it also launched the first-of-its-kind structured educational post graduate programmes in entrepreneurship to train students in New Enterprise Creation, Family Business Management and Development Studies. To enhance the impact of EDPs, the Institute, over the years, introduced the several development models. While the informal sector

was majorly brought into the ambit of activities, rural and urban poverty alleviation also became a priority with the models getting widely replicated. Today EDII designed integrated programme for start-ups (Village Entrepreneurship) is being replicated nationally. EDII conducts a variety of programmes and projects under the Departments of Entrepreneurship Education; Policy Advocacy, Knowledge and Research; Projects; Business Development Services & National Outreach and Developing Economy Engagement.

# MAJOR ACHIEVEMENTS



## EDII'S PRIMARY CONTRIBUTION (AT NATIONAL & STATE LEVEL)

- Conceptualized the Entrepreneurship Development Programme Model and helped set up twelve state level Entrepreneurship Development Institutions in the country.
- Pioneered the AICTE approved two year full-time Post Graduate Programme in Management – Business Entrepreneurship and Post Graduate Programme in Management – Development Studies (1572 students have graduated till date with 78 percent success rate; in terms of New Enterprise Creation or diversification of family business; out of these the estimated percentage of students with turnover upto Rs. 25 cr. is 69 %; 18 % students are in the range of Rs. 25 to 50 cr.; 2% are between Rs 50 to 100 cr. and around 1 % students are above Rs.100 cr.) A few of the students have been honoured with national and international awards as well.
- EDII also offers 4-year AICTE approved Fellow Doctoral Programme in Entrepreneurship (20 students enrolled till date). This has substantially strengthened entrepreneurship by creating a rich body of knowledge.
- The world's largest study in Entrepreneurship, 'Global Entrepreneurship Monitor' for its India chapter, is being led by the Institute, since 2012.
- Ministry of Rural Development, Govt. of India has appointed EDII, in 2016, as the National Resource Organization in the project titled, 'Start-up Village Entrepreneurship Programme (SVEP). The 4-year programme has so far trained 23801 rural poor, leading to 21,750 new enterprises in 42 blocks across 11 states of the country.
- On behalf of the Ministry of Food Processing, Govt. of India, conducted 443 EDPs in Food Processing Sector, trained 11100 entrepreneurs across 22 states out of whom 5463 have established their enterprises, generating 19221 direct employment opportunities and mobilizing investment of Rs. 15060.99 lakh.
- In Social Entrepreneurship & CSR, EDII's skill development interventions (with support of IDBI Bank Ltd.) in the village of Karnali in the Vadodara district of Gujarat (adopted by Hon'ble Union Minister of Finance & Corporate Affairs, Shri Arun Jaitley, under Sansad Adarsh Gram Yojana), training has been imparted to 414 youths including women on various trades, leading to 45 people setting up viable enterprises.



- EDII is also working with Hewlett Packard (HP), YES Bank, ITC and Tata Communications Ltd. on national projects. In 'World on Wheels' project, implemented with support from HP, 8000 direct beneficiaries have availed training and more than 16000 have been indirect beneficiaries.

- 4142 youth have been trained in employability skills in Bihar as part of Bihar Skill Development Mission Project.

- Govt. of Gujarat has designated EDII as the Nodal Institute for Promoting Start-ups and has appointed it as the Anchor Institute to strengthen entrepreneurship in the state.

- Through 171 Faculty Development Programmes, EDII has developed more than 3673 teachers of higher education across the country.

- 816 Corporate Executives have been trained through various Management Development Programmes, such as; Zee Essel, Zydus Cadila, Marg Infrastructure, Adani Wilmar, BASF etc.

- EDII is working for various departments/ ministries of the Govt. of India. The Institute's work is undertaken in collaborative frame. Presently EDII is working with various ministries/departments of the Govt. of India such as; Rural Development, External Affairs, Food Processing, Textiles, Micro, Small & Medium Enterprises, Science and Technology, Skill Development & Entrepreneurship, Social Justice & Empowerment.

- Institute's Incubation Centre, CrAdLE (set up with the support of DST, Govt. of India), is focused on incubating start-ups in the potential areas of food/agri business, renewable energy and healthcare, to promote start-ups. 35 start-ups are being incubated, of which 16 have received grants from Government of

Gujarat, and one startup has raised Rs. 3.5 crores from venture capital firm at a pre-money valuation of Rs. 13.5 crores.

- Commissioned by CBSE, EDII is revising curriculum on



entrepreneurship for 11th & 12th standards for CBSE schools and is also developing the text books (for 19000 schools).

### EDII's Contributions (At International Level)

- Set up Entrepreneurship Development Centres (EDCs) in Cambodia, Lao PDR, Myanmar, Vietnam & Uzbekistan, and work-in-progress towards establishing such EDCs in five African Countries (work in Rwanda is in advanced stage).
- Institute has tied up with Human Resource Development Fund under Ministry of HRD, Malaysia to assist Malaysia Government in ensuring 35% skilled Malaysian workforce by 2020.
- Implemented projects with support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat, SDC etc.
- Organizes International Capacity Building Programs annually under ITEC, Ministry of External Affairs, Govt. of India since 2000. Groomed close to 4000 international delegates till date.

# Post Graduate Diploma in Management- Development Studies (PGDM-DS)

## ABOUT THE COURSE

Post Graduate Diploma in Management - Development Studies is a unique AICTE approved programme, which focuses on management, entrepreneurship, development theory and practice. It is a comprehensive multi-disciplinary course that equips its students with theories and discourses on development, current cutting-edge policy debates, analytical and conceptual skills of social and economic development, required to drive transformations forward. It does so by preparing its students with the ability to provide entrepreneurial solutions to social and economic problems, livelihoods for the marginalized sections in the rural and urban areas, corporate social responsibility initiatives and creating social enterprises.



## UNIQUENESS OF PROGRAMME:

The programme provides a platform for the experimentation and execution of professional knowledge, managerial techniques and entrepreneurial abilities in solving the persistent social and economic problems. The course is a judicious mixture of both the development theories and management training which enhances capabilities and skills of young professionals to think and work entrepreneurially in development sector.

## Pedagogical Innovation:

### Intensive:

Research based one to one mentoring through Courses of Independent Study (CIS)

### Interactive:

Building Foundational learning in Management & Development

### Experiential:

Experiential learnings through comprehensive FWS, SIP and FRS



## PROGRAMME EMPHASIS

- Engages students with subjects including gender and poverty, microfinance, human rights, environmental sustainability, livelihood promotion, public policy – analysis and research, strategic management, human resource management, project management, design, monitoring and evaluation and research methods for development.
- Social Entrepreneurship: EDII's PGDM-DS is perhaps the only program that is dedicated towards grooming students as development professionals with entrepreneurial abilities to address social problems through enterprise solutions.

### What does Development Studies (DS) in EDII thrive upon?

Business has always been synonymous to profit but recent era has witnessed an overhauling in this school of thought where business are not just confined to profits and numbers but includes society and its aspects as well. Thus social entrepreneurship has pioneered in this changed approach where societies are not at the receiving end but are in the mainstream of development prospects. Social Entrepreneurship which is an integral part of development studies curriculum is an innovative approach that not just targets the multifaceted issues that the society faces but also provides sustainable and unique solutions to them. Thus, EDI of India as an institution has a blend of both - professional and entrepreneurship - in its curriculum that broadens the horizon of understanding and strategically implementing the concepts of development theories in bringing about changes in the society

# PROGRAMME INPUTS

	I <sup>st</sup> Term	II <sup>nd</sup> Term	III <sup>rd</sup> Term
Preparatory Module- Induction (2 Week)	Financial Reporting, Statement & Analysis	Financial Management	Financial Management
	Business Economics	Human Resource Management	Computer Application for Business
	Management Concepts and Organization Behavior	Quantitative Techniques for Market Research	Legal Aspects of Business
	Marketing: A Primer for Entrepreneurs	Costing for Decision Making	Indian Financial System and Markets
	Business Communication	Indian Economy and Policy	Operations Management
	Business Statistics & Analytics for Decision Making		Writing a Winning Proposal
	<b>Development Perspective-I</b> Module1: Development Sector: 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 Frameworks Module 3: Understanding Participation & participatory research Methods	<b>Development Perspectives 3</b> Module 1: Human Rights Based Approach, Advocacy & Networking Module 2: Environment and Sustainable Development in NRM & Disaster Management Module 3: Health & Education
Public Speaking & Verbal Communication including PPT based Presentations	Design Thinking Studio	Appreciative Inquiry	
Week-end Workshops	Personal Growth Laboratory (Language Laboratory sessions: Word games, quizzes, extemporary speaking, debates, skits etc)	Workshop 1: Participatory Rural Appraisal (in the field)  Achievement Motivation Training	-----



# COURSE ARCHITECT

	IV <sup>th</sup> Term	V <sup>th</sup> Term	VI <sup>th</sup> Term
Week-end Workshops	Business Taxation	Project Work (Course of Independent Studies) including FRS	Project work: Monitoring and Evaluation
	Social Entrepreneurship		Development Communication
	Project Planning and Management	<b>Development Perspective 4</b> Module 1: Innovations Module 2: Corporate Social Responsibility Module 3: Fundraising & Resource Mobilization	Supply Chain Management – Value Chain Analysis
	Micro Finance (Savings, Credit, Insurance)		Disaster Management
	Social & Rural Marketing		<b>Development Perspective 5:</b> Module 1: Public Policy Analysis and Research Module 2: Development Planning Approaches and Tools Module 3: Informal Sector Economy and Local Economic Development
	Micro Enterprise Development & Management	-----	
	Course of Independent Study (CIS) Option 1: Heritage Based Industries and Traditional Enterprises Option 2: Agri Business and Food Processing Enterprises Option 3: Social Problems as Enterprise Solutions Option 4: MEDM & Sustainable Livelihoods Option 5: Women Entrepreneurship Option 6: Cluster Development & Growth	IT Applications for Development Module 1: MIS Module 2: ICT for Development Module 3: GIS for Development and Business Planning	
		WASH: Water Sanitation and Hygiene	
		Thematic and Sectoral Models for Development	
		Environment for Economic and Social Action	
	Negotiation	Facilitation Methods	Photography & Documentary Film making
	Design Thinking Workshop for Innovative Solution		

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



# Post Graduate Diploma in Management-Development Studies



## MISSION



To build a cadre of young professionals with knowledge, critical perspectives, competencies and skill set by creating a transformational learning environment which inspires, prepares, and supports social entrepreneurial leaders and scholars to turn knowledge into action in pursuing innovative solutions to world's most pressing problems.

## VISION



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

## Preparatory Induction Module:

An induction module for two weeks facilitates students a deeper understanding of theoretical and conceptual ideas developed in the programme. Various education visits are also organised in different NGO's, Clusters, Industries which gives the student an on-field experience with real time solution. Field visits form an essential part of learning through practical exposure. This not only augments their grass-root level knowledge but also contributes to effective learning creates sensitivity to address pressing development issues.

The programme intends to combine contextualization of student's background, in depth pragmatic understanding of project activities & its relevance along with an exploration upon interest based themes. This forms the basis of structuring students interfacing in following frames:

**"The developing world is full of entrepreneurs and visionaries, who with access to education, equity and credit would play a key role in developing the economic situations in their countries."**

***Mohammed Yunus***



**Summer Internship Programme:**

Summer Internship Programme is an intensive and compulsory 8 weeks programme where students choose their area of interest as of their domain and are linked to various esteemed organisation, an opportunity to gain professional experience. This enables student 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.



**Course of Independent Study:**

This segment gives students an opportunity to explore a topic in depth his/her concentration or area of special interest. A month of research segment is also provided known as 'Field Research Segment', which makes possible the integration of several fields of study in searching solution. It provides an experience in research process. This enables them to explore intricacies of their respective subject areas and imbibe necessary aspects of decision making.



# Learning **BEYOND** the **CLASSROOM**



## **DEEPAK FOUNDATION**

Deepak Foundation, a Corporate Social Responsibility of Deepak Group is driven with an overall objective to build capacities of grassroots health functionaries and establish effective public health systems through research and surveillance. They envisage a world free of distress, disease, deprivation, exploitation and subjugation, ensuring the overall well-being of the family, society and community. The students of PGDM-DS 2018-20 learned about creating a socially inclusive and sustainable environment among the underprivileged communities by providing services in the area of healthcare, education, skills building & livelihood, and disability & special needs.

## **AKSHAYA PATRA FOUNDATION**

The Akshaya Patra Foundation is a not-for-profit organisation feeding millions of underserved children in India by implementing the Mid-Day Meal Programme in government and government-aided schools. They strive hard to eradicate- hunger and malnutrition in India. The students of PGDM-DS 2018-20 got an opportunity to visit the centralised kitchen in Ahmedabad to understand it's technologies and supply chain they follow for efficient production and supply of meals to nooks and corners of the society.

## **SLUM VISIT TO CITIZEN NAGAR NAROL, AHMEDABAD**

As a part of poverty, gender, and equity course students of PGDM-DS 2018-20 were taken to the slum, to practically visualize the sufferings of people over there due to the toxic effluents released from Dump yard and to learn the activities done by the people for their livelihood and how they work together to overcome their problems. The visit was organized for the students to understand the real sufferings faced by the bottom of the pyramid people.

## **CSR CONCLAVE**

GCSRA organized the third edition of "National CSR Conclave and Awards, 2019: Aligning SDGs with CSR to influence change" at Ahmedabad on 21-22 February, 2019 led by a view to deliberate over the present and future challenges in the CSR landscape faced by the state and outside. A major highlight of this National CSR conclave was the Gujarat State CSR Awards which is a unique state level awards for CSR. Students of PGDM-DS 2018-20 participated in the conclave to understand present scenario of CSR and interacted with the practitioners.







### **MANAV SADHNA - PARYAVARAN MITRA**

Paryavaran Mitra, works on improving the economic, social and physical well-being of rag-picking women. It has two centres and a community hall where rag picking sisters dump and segregate and sell waste. They have also established Vermicompost unit, food waste they collect will be used as raw material. Students of PGDM-DS 2018-20 visited the main centre of Paryavaran mitra and interacted with the rag picking sisters to understand their association with the organisation and extent of their intervention that had impacted in making their life better through an organised working environment.

### **UNNAT BHARAT ABHIYAN**

Unnat Bharat Abhiyan is a flagship programme of Ministry of Human Resource Development (HRD) that aims to enrich rural India. The conceptualization of Unnat Bharat Abhiyan started with the initiative of a group of dedicated faculty members of Indian Institute of Technology (IIT) Delhi working for long in the area of rural development and appropriate

technology. The main aim is to build an understanding of the development agenda within institutes of Higher Education and an institutional capacity and training relevant to national needs, especially those of rural India. As the students of development studies, we got

an opportunity to visit rural india and understand the problems faced by them through Participatory Rural Appraisal (PRA)

### **PRAYAS**

PRAYAS envisions a society where people have better social and economic opportunities, accessibility to financial services and awareness of rights and duties. The programs managed by PRAYAS aims to promote a broad range of goals including human rights, women empowerment and self-dependency of vulnerable communities. The programs cannot be seen as independent initiatives but instead as a combined effort to achieve the goals of the organisation. Students of PGDM-DS 2018-20 had an opportunity to visit prayas and practically learn the detailed process of microfinance operates in giving credit to the bottom of the pyramid.

### **CRAFTROOTS**

Craftroots , an initiative of Gramshree, is a unique platform that showcases and brings into spotlight the best of craftsmanship from India. It aims to empower artisans by connecting them to available resources, tools and network of partner members. Students of PGDM-DS 2018-20 visited craftroots showroom and learnt about how they engage artisans from different parts of the country and their value chain.

# STUDENTS EVENTS

## EMPRESARIO

Empresario Start-up Summit is the annual flagship event organized by Entrepreneurship Development Institute of India, Gandhinagar. It is an exclusive platform for start-ups, new age entrepreneurs, industry mentors, investors and the student Community to come up at one place, share their entrepreneurial endeavours and experiences, gain amazing new insights, and pledge to become an invaluable part of the ever flourishing start up ecosystem in India. Since its inception in 2012, Empresario went on to emerge as one of the largest entrepreneurship fests celebrated in India. The fest includes a number of activities such as Panel discussions on Social entrepreneurship- Policy, Practice and Ecosystem in India; Start-up Ecosystem for inclusive growth as well as an exhibition showcasing start-up ideas.



## ECSTASY

Ecstasy is the flagship cultural fest of EDII with various colleges coming in and participating in huge numbers in various cultural events. Ecstasy is a fun fair, a festival of shopping, food and music with fairy lights, happy vibes, a bunch of pop up shops, experimental and fusion foods, some of the best Poets, Artists and storytellers and a whole host of little things. It has served as a rendezvous to celebrated artists like Papon, Agnee, Probeat, Progressive Brothers, DJ Taral, DJ Seana Catherine, DJ Ankytrix and noted musicians like Sachin- Jigar and more.

## EQUIPO

Equipo is the flagship intercollege sports fest hosted by EDII in which students of various colleges in Gujarat participate and compete in different indoor and outdoor games. It is an amalgamation of talent and action; strategy and team coordination on one single platform, on the race to glory.





# FACULTY TESTIMONIALS



As we all know, the sustainable development goals (SDG) intend to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty across the world. There are many such development agendas being pursued by different stakeholders across the length and breadth of the country and outside.

Therefore, the evolving landscape of the development sector requires engagement of qualified and competent professionals who not only understand the nuances of inclusive approach but also are ready to take up challenges with commitment and dedication. PGDM-DS is a unique programme which is designed and conducted with the objective of developing and growing right kind of HR geared to serve the sector. I am sure, organizations looking for right kind of development sector professionals who have sound understanding about the theory and practice, should not miss the opportunity of engaging services of these competent resource persons.

**Dr. Sanjay Pal**

Ph.D. (Commerce), University of Calcutta  
MSc. Economics, MBA Marketing



The Post Graduate programme on Development Studies at the EDII is a unique programme that provides comprehensive training to enthusiastic young professionals who would like to serve the nation in the developmental sector, either as change makers or as developmental academics. I had the opportunity to teach the course “Livelihood Frameworks” to the current batch (2018-20), who responded very well and learnt how to analyze / construct theories of change for various livelihood interventions. Their hard work, sincerity and commitment augers well, for the sector as a whole. I look forward to their future contributions in the field of development.

**Astad Pastakia**, Fellow in Management from Indian Institute of Management, Ahmedabad; freelance development consultant in the areas of sustainable rural livelihoods and collective enterprise.



Way back in 2005 when I joined EDI as a Faculty and Academic Coordinator of their post graduate programme, little I knew that I will have an opportunity of interacting with so many bright students from such a wide spectrum.

Over the years, I have witnessed the change... from being social workers, to development professionals to social entrepreneurs - a generational shift thanks to institutions like EDI.

My close interaction with the current batch of PGDM – DS students (2018-20 batch) is a memorable journey. Their attitude, commitment and enthusiasm are something I really enjoyed in my interactions with them in last two years. They have ability to excel, are ready to face challenges, and possess skills required to solve social problems.

I wish them an 'Entrepreneurial Life' ahead...

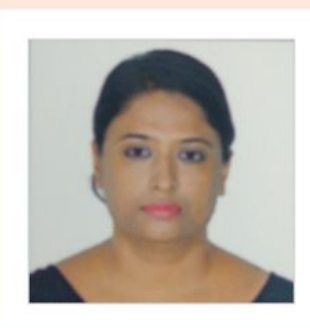
**Ramkrishna Mistry,**

Co-founder & Director (Governance),  
Nalanda Centre for Learning & Development  
A teacher, corporate coach, Mentor & L & D Practitioner,  
Ahmedabad



It has been my pleasure to teach project planning and management 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 issue 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.

**Mr. Prashant Vallabh Singh, BHU**



I have been teaching the PGDM – DS class for over five years now and each year find the cohort of students to be increasingly socially conscious, curious, aware and driven individuals who through their area of study constantly strive to solve the larger social problems faced by our society. While the courses and experience that the students are exposed to during the two years, provides them with the context of social change and development, the students are found to be constantly engaged in the theory and practice of sustainable social change. To see the youth of our country engage in such deep rooted issues is surely heartening and provides for hope that change is possible and real.

**Fiona Fernandes,**

Program Director – Center of Excellence  
Gandhi/Piramal Fellowship Curriculum  
Kaivalya Education Foundation

# FACULTY

## ECONOMICS:

### **Dr. Saji Kumar**

Ph.D. Economics M.S. University

**Dr. Chandan Chaterjee**, PhD in Technology,  
Apparel and textiles  
CEO, Atal Incubation Center, GTU

### **Prashanta Chandra Panda**

Ph.D. Economics, Utkal university

## ENTREPRENEURSHIP DEVELOPMENT & MANAGEMENT:

### **Shri Tarun Bedi**

B.E (Civil), MA Sociology, MA Rural Development

### **Shri Ashish Agarwal**

PGDM-Rural Management, IRMA  
Founder Director, Pariyavaran Mitra

### **Shri. Ananth Tiwari**

PGDM-Rural Management, IRMA, Pariyavaran Mitra

## RESEARCH METHODOLOGY AND PROJECT MANAGEMENT:

**Pranav Kumar**, Ex-Faculty EDII

### **Shri Prashant Vallabh Singh**

B.Com, MBA (Rural Management) BHU, Varanasi

### **Dr. Naman Sharma**, Ph.D in Management

Assistant Professor, IIFT

## MARKETING:

### **Dr. Sanjay Pal**,

Ph.D. (Commerce), University of Calcutta  
M.Sc. Economics, MBA Marketing

### **Dr. Ishwar Kumar**

MA (Criminology), Ph.D. (Management), IIT Roorkee,  
PGDBA (Marketing), PGDHR (Human Rights)

### **Dr. Kavitha Saxena**, Ph.D. (Retail Mngement),

Ganapat University, PGDBM.

## ACCOUNTANCY AND FINANCIAL MANAGEMENT:

### **Dr. Satya R Acharya**, Associate Sr. Faculty

PhD (Economics), Sambalpur University

## ORGANIZATION BEHAVIOUR:

### **Dr. Sunil Suhkanla**

Director, EDII

### **Shri P. Ganesh**,

B.E. (Mechanical), M.B.A

## DEVELOPMENT PERSPECTIVE:

### **Shri Astad Pastakia**

Fellow in Management, IIMA  
Freelance Development Consultant

**Meena Bilgi**, Specialist (Gender, Institutions &  
Sustainable Solutions),  
Independent Development Consultant.

**Prof. Vidyut Joshi**, Ex Vice Chancellor,  
Sardar Patel University

**S.S.Modi**, PGDBA, IIM Ahmedabad

### **Mrs Fiona Fernandes**

Program Director-Center of Excellence  
Gandhi/piramal Fellowship Curriculum  
Kaivalya education Foundation

### **Dr. Niraj Joshi**

Senior Manager and Head of Research Education  
Aga Khan Rurl Support Programme (India)

### **Dr. Chandranath Ray**

M.A. Sociology, Ph.D

### **Mr. Ram krishna Mistry**,

Co-founder & Director (Governance), Nalanda Centre for  
Learning & Development  
A teacher, corporate coach, mentor & L & D Practitioner,  
Ahmedabad

## LEGAL & POLICY FRAMEWORKS:

### **Mr. Mahesh Gupta**

MBA Finance, AICWA, FCS, LLM, Founding  
Member, iCreate

### **Mr. CR Biswas**, IAS

M.A. English, M.Phil. Public Administration  
Diploma in Rural Development  
Retired as Addle Chief Secretary, Govt of Gujarat

## HUMAN RESOURCES AND BEHAVIORAL SCIENCE:

### **Dr. Nirali Pandit**

Ph.D. Commerce, M. Com, MBA HRM

### **Archit Patel**

Director at Amicis Pharmacon LLP

## COMMUNICATION:

### **Dr. India Nityanandam**

M.A, M.Phil, Ph.D. English

# ALUMNI TESTIMONIAL

Reflecting on my own experience of studying at EDII - the post graduate diploma in NGO management, as it was then known as PGDM-Development Studies, was my first initiation to the development sector and the harsh realities of people who are faced with glaring gap between their aspirations and resources for achieving the same. Life at EDII was a 24x7 immersion where one learns as much in the classroom as in the campus environment. I remember how one film on the issue of manual scavenging not only left me with a grieving heart but a burning desire to contribute which I did achieved within 24 months of graduating from EDII when I got an opportunity to work on an Action Aid supported initiative called Garima Abhiyan getting implemented in 11 districts of Uttar Pradesh. All through my career now spanning almost a decade and a half I have felt that the one tool that one needs to excel in this sector is right intention and attitude. The course at EDII in my opening does exactly that by laying a strong foundation that can help shape our choices and decisions when we graduate and step in the world outside the campus. Today as I handle the social policy portfolio in UNICEF for Rajasthan state, I can say with great humility and gratitude that it was the time spent at EDII which has shaped and groomed me into a professional that I am.

**Shafqat Hussain,**

**PME Specialist, UNICEF.**

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 ten years now. And these ten years have helped me evolve as an individual and have shaped my career aspirations.

**Surbhi Dhingra**

**Social Development Specialist, World Bank**

As an Information Technology professional with keen interest in development sector, In 2009 when I came to know about the one year programme in NGO Management at EDII, it caught my attention immediately. Once I completed my scoping by speaking to past students and faculty members at EDII, I made up my mind to leave my IT job and pursue the course. The course offered me a wonderful platform to absorb the sensibility required to work in

the development sector along with the management skills I would need to contribute in a professional and efficient manner.

One year at EDII in 2009-2010 really turned out the way I had visualized. The course offered a perfect balance of development and management subjects delivered through right balance of theory, practical's, projects and field visits. The environment at the Institute and the atmosphere created by the experienced in-house and visiting faculty members really helped me quickly learn the ropes required for working in development sector. I think the biggest takeaway for me was the mind set required to work in this sector and balancing the same with patience and practicality.

The grooming and learning which I went through at EDII fetched me a job at MicroSave, a leading financial advisory firm based in Lucknow. Next eight years were spent working on key financial inclusion projects across multiple countries for leading development organisations and funding agencies. The EDII days definitely held me in good stead throughout. I grew professionally and learned a lot about social issues and relevant solutions across different countries.

One more thing which EDII helped me do was to dream about setting up a non-profit organisation of my own which would try to work on a relevant social problem in India. Since last one year, I am living that dream. Having setup a non profit company called SparkLiv Foundation, my aim is to work on road safety improvement and awareness in Lucknow and Uttar Pradesh. While its still early days for my organisation and I continue to face the initial struggle, the confidence and self-belief which I developed during my days at EDII are my best friends who give me company each and every day.

I conclude by admitting that joining the NGO Management Programme at EDII was a key decision of my life and I continue to feel very proud about this decision of mine.

**Priyank Mishra**

**Chief Strategist and Co-founder, SparkLiv Foundation**

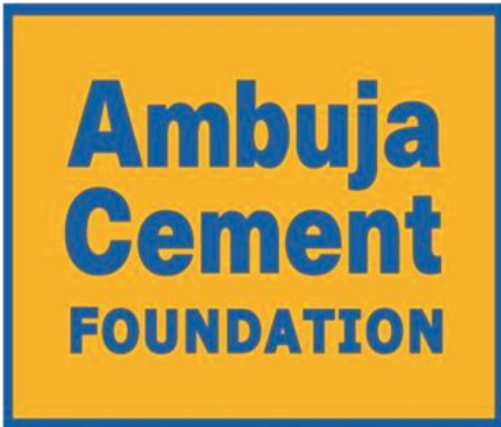
EDII provided the valuable academic inputs with adequate field knowledge, which help me in planning and implementing development programs with government. Two years at EDII are one of the most cherished memories of my life.

**R. Darshan Kumar,**

**Aspirational District Program, TATA Trust.**

Summer Internship is intensive field exposure embedded in two years curriculum of PGDM-DS programme where students are introduced to grassroots level experiences in various organisations.

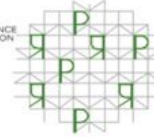
**SUMMER INTERNSHIP**





# OUR FOOTPRINTS

These are the various esteemed organisations where our students have been an integral part of.

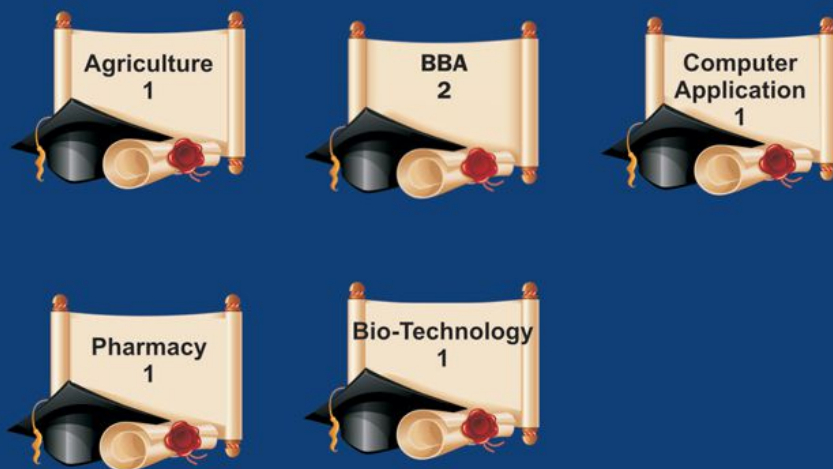


WE FUEL AMAZING

# STUDENT'S PROFILE



**STATES COVERED**  
MP - Gujarat  
Tamil Nadu - Jharkhand



**Academic Background**



## Gender



# STUDENTS' PROFILES



**A. Shivani, 22 years, Coimbatore, Tamil Nadu**

**Qualification:** Bachelor of Science (Agribusiness Management)

**Areas of Interest:** Microfinance, Agribusiness, Livelihoods and CSR

**Summer Internship:** Market Research on Rural Banking Product Propositions & Farmer's Club Program Structuring in TamilNadu, Ujjivan Small Finance Bank.

**Course of Independent Studies:** An exploratory study on financial needs of tribal women in Bhavra blocks of Alirajpur district in MP

**Languages:** English, Tamil



**Chandan Chandwani, 22 years, Ahmedabad, Gujarat**

**Qualification:** Bachelor of Computer Application

**Work Experiences:** HSE Document Controller in RBL Pvt Ltd. (2 May 2017 - 25 May 2018)

**Areas of Interest:** Cluster Development, Micro-finance and Environment.

**Summer Internship:** Setting up a Micro enterprise which makes a product out of water hyacinth in Kerala, ATREE

**Course of Independent Studies:** Cluster Development and Growth

**Languages:** Sindhi, Hindi, English



**Ishani Choksi, 21 years, Surat, Gujarat**

**Qualification:** Bachelor of Business Administration

**Areas of Interest:** CSR, Skill development and Women empowerment

**Summer Internship:** Skill Impact on trained youth and opportunity for other youth in Ahmedabad, Ambuja Cement Foundation

**Course of Independent Studies:** Cluster Development and Growth

**Languages:** Gujarati, Hindi, English

**Mihir Pillai, 23 years, Ahmedabad, Gujarat**

**Qualification:** Bachelor of Business Administration

**Areas of Interest:** Social Entrepreneurship, Health, Education and Environment

**Summer Internship:** Donor Management and Relations at Sense International India, Ahmedabad

**Course of Independent Studies:** Study of Home based healthcare center for elderly people in Ahmedabad

**Languages:** English, Hindi, Marathi



**Riddhika Bhandari, 23 years, Indore, MP**

**Qualification:** Bachelor of Pharmacy, Diploma in Early Child Development

**Areas of Interest:** Social Entrepreneurship, Heritage, Cluster Development, CSR

**Summer Internship:** "Agri-allied products suitable for Marathwada region (Maharashtra) and modes of farming specially considering availability of water, ICICI foundation for inclusive growth."

**Course of Independent Studies:** To study livelihood development of Artisans involved in batik, bela, ajarak prints in the region of Kutch (Heritage based industries)

**Languages:** English, Hindi



**Saptarshi Biswas, 23 years, Jamshedpur, Jharkhand**

**Qualification:** Bachelor of Science (Hons) in Biotechnology

**Areas of Interest:** Sustainable Livelihood, Natural Resource Management, Cluster Development and WASH.

**Summer Internship:** Intervention on Lac Value Chain model and providing Sustainable Livelihood for Women Farmer in Tribal Community of Jharkhand, Udyogini, Ranchi.

**Course of Independent Studies:** An exploratory study on hand woven kala cotton of Kutch region and to understand present condition of kala cotton (Heritage based industries).

**Languages:** English, Bengali, Hindi.



# Placement **GUIDELINES**

- 1 Organizations are invited to participate in the campus recruitment process and are requested to intimate their participation.
- 2 The organization is required to communicate the detailed process requirements (number of selection rounds, panels, and process specific requirements) prior to the placement process.
- 3 We appreciate a pre-placement talk (PPT) prior to the final placement process. This would enable the students to understand the sector/sub-sector and also the diversity of activities being undertaken by the organization.
- 4 Any job offer will be considered valid only when the job offer form, available in campus is duly filled in by the organization's representative and is handed over to the placement coordinator of the institute.
- 5 The organization is requested not to communicate the offer to the candidate directly. A job offer must specify:
  - a. Position offered
  - b. Remuneration
  - c. Job description
- 6 EDII expects engagement of senior officials in the final placement process so that the necessary time gap related to approvals are provided and also students will be able to converge upon the final choice of the organization they wish to work with.
- 7 EDII welcomes the representatives of the organization and will glad to offer local hospitality if intimated in advance.
- 8 For further queries and clarifications, please get in touch with the following representative:

## **Rajesh Gupta**

Placement coordinator


rajesh@ediindia.org

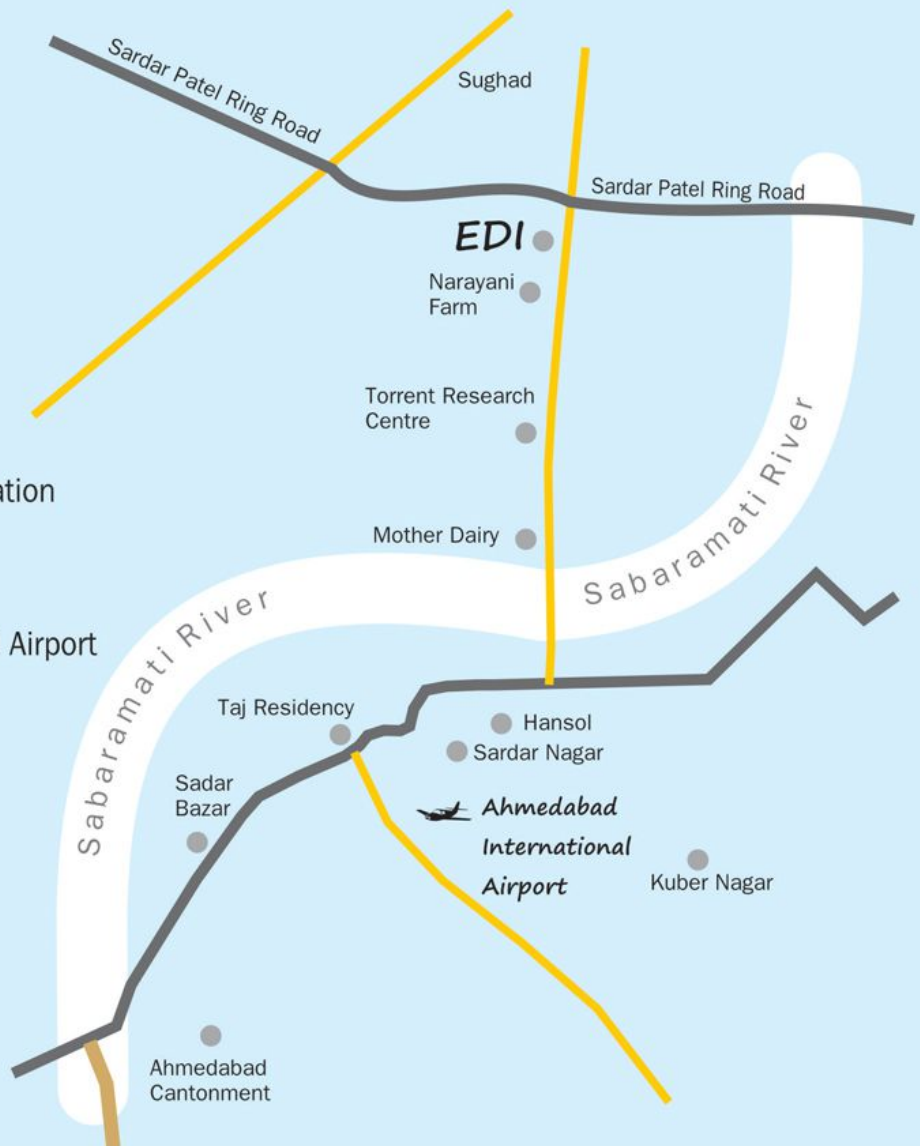
Tel: (91) (79) 23969163

Mobile: +91 9099011966

# CAMPUS LOCATION

by train   
15 kms. from Ahmedabad Railway Station

by air   
5 kms. from Ahmedabad International Airport



## Gujarat

is known for its entrepreneurial spirit and has excellent social and physical infrastructure to support growth of businesses. The industrial sector of Gujarat at present comprises of over 1200 large industries and over 3,45,000 micro, small and medium enterprises. While sharing 5% of Indian population, Gujarat contributes 21% in exports and 13% in India's industrial production.

Gujarat as the most industrially developed state in India in respect of first ranking in industrial investment and second in terms of value of production and value addition in industrial sector. As per United Nations Industrial Development Organization (UNIDO) estimates, there exist around 350 Small and Medium Enterprises (SMEs) clusters in India, of which Gujarat commands a large share. Some important SME clusters in Gujarat include Readymade Garments, Drugs & Pharmaceuticals, Dyes & Intermediates at Ahmedabad; Ship breaking at Alang; Re-rolling Mills at Bhavnagar/ Shior; Plastic Industry at Dhoraji; Brass Parts at Jamnagar; Wall Clocks at Morbi; Chemicals at Nandesari, Vapi & Ankleshwar; Diesel Engines, Electric motors, Ferrous Castings, Gold & Silver Ornaments, Machine Tools, Wrist Watch & Components at Rajkot; Powerlooms, Diamonds, Gems & Jewellery, Jari at Surat; Pottery & Ceramics at Surendranagar (Than) & Wankaner; Ceramic Products at Thangadh and Petrochemicals at Vadodara.

SMEs in Gujarat are quickly adapting with capacity building, infrastructure augmentation, innovative financing options, technology upgradation, investment in research and development, enhancing quality standards, and fine tuning marketing strategies.

## Ahmedabad

Ahmedabad is the largest city in the state of Gujarat and one of the largest urban agglomerations in India. Located on the banks of the River Sabarmati, the city is the administrative centre of Ahmedabad district and was the capital of Gujarat from 1960 to 1970; the capital was shifted to Gandhinagar thereafter. In colloquial Gujarati, it is commonly called Amdavad.

Ahmedabad was founded in 1411 by Sultan Ahmed Shah to serve as the capital of the Sultanate of Gujarat. The city is named after its founder. The city established itself as the home of a booming textile industry, which earned it the nickname "the Manchester of the East." A rising centre of education, information technology and scientific industries, Ahmedabad remains the cultural and commercial heart of Gujarat and much of western India.



## Entrepreneurship Development Institute of India

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Fax : +91-79-23969164 E-mail : [info@ediindia.org](mailto:info@ediindia.org)  
Website : [www.ediindia.org](http://www.ediindia.org)

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#### North-East : Guwahati

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Paltan Bazar, Guwahati 781007 Assam  
Ph: 0361-2461063  
E-mail : [nerog@ediindia.org](mailto:nerog@ediindia.org);

#### North : Lucknow

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080-23119360  
Email: [srob@ediindia.org](mailto:srob@ediindia.org);

#### Kerala

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Kerala  
Phone 0487-2206241  
Telefax 0487-2206242  
[srok@ediindia.org](mailto:srok@ediindia.org);

#### Bhubaneswar

Plot no. 88, 2nd Floor, District Centre, Chandrasekharpur, Bhubaneswar, Khurda, Odhisha 751016  
Ph: 0674-2747712 / Email: [ediero@ediindia.org](mailto:ediero@ediindia.org) / [erob@ediindia.org](mailto:erob@ediindia.org)