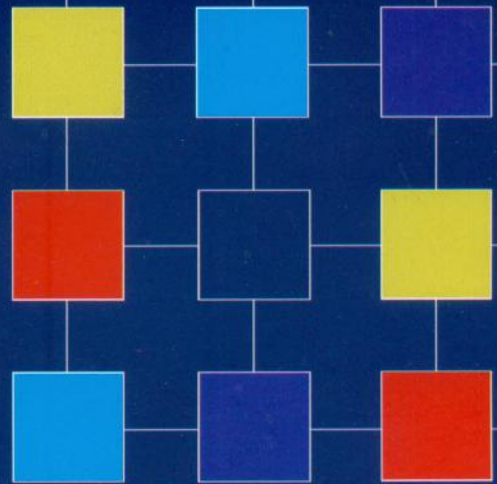




Entrepreneurship  
Development  
Institute of India  
Ahmedabad



AICTE-approved, Two-year, full-time

Post Graduate Diploma in Management -  
Development Studies

# PGDM-DS 2018-2020



Discover

Change

Sustain



# Director's Message

Both, at the national and international levels, there has been a growing concern towards addressing social, cultural, environmental and economic challenges of the society. We, at Entrepreneurship Development Institute of India (EDII), strongly believe that the solutions to these problems will primarily come from an ecosystem created by the combined efforts of government, private sector, non-profit sector, individuals and society. We believe that the change will come through newer ideas, innovative pedagogies, experiential learning and providing a democratised educational space to students for discussing and applying their ideas.

In this regard, the Post Graduate Diploma in Management – Development Studies (PGDM-DS) programme at EDII is committed to deliver knowledge through its three decades of experience and expertise in the areas of education & research, microenterprise development, microfinance, livelihood promotion and cluster development, and CSR interventions across national and international frontiers. The PGDM-DS is a multidisciplinary course of social sciences, designed to enhance leadership skills and competencies to develop and implement strategies for creating a social enterprise or to be a part of existing interventions in the development sector.

The PGDM-DS course orients its students towards holistically thinking on enterprise creation and institution-building model for development of society. We believe that development will come through innovative solutions in the areas of social entrepreneurship, livelihood generation, rural transformation, village start-ups and CSR interventions. With this aim and ideology, we provide mentorship through our unique pedagogy at EDII. We welcome you all to come and discover the same as also learn how to meet the challenges in creating and sustaining the change through the PGDM-DS programme.

**Discover - Change - Sustain!**

- Sunil Shukla





# The Institute

*An acknowledged national resource institute for Entrepreneurship and Development Studies education, Research, Training & Institution building*

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 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.

In order to broaden the frontiers of Entrepreneurship Research, EDII has established a Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector, and establish a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organizing training programmes have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSI, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

EDII's  
six  
Centres of  
Excellence that  
propel you  
forward and  
create an  
overall  
ecosystem to  
appreciate  
development  
sector in a  
better way.

Centre for  
Entrepreneurship,  
Education &  
Research

Centre for  
Micro enterprises,  
Micro Finance &  
Sustainable  
Livelihoods

Centre for  
SMEs &  
Business  
Development  
Services

Centre for  
Cluster  
Competitiveness,  
Growth &  
Technology

Centre for  
Social  
Entrepreneurship  
& CSR

Centre for  
Women  
Entrepreneurship &  
Gender Studies



# Post Graduate Diploma in Management- Development Studies

PGDM – DS at EDII 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 ability to provide entrepreneurial solutions to social problems, livelihoods for rural and urban unprivileged, corporate social responsibility initiatives and creating social enterprises. PGDM-DS enhances leadership skills and competencies to develop and implement strategies that enable social organizations/enterprises to be strongly positioned in the future.



## Vision

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

## Mission

To build a cadre of young professionals with knowledge, critical perspectives, competencies and skillsets 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 the world's most pressing problems.

## Programme Objectives

To build a cadre of development professionals with required knowledge, competencies, orientation and values by

- Transferring EDII's rich experience & expertise in the areas of promoting:
  - Microfinance – Microenterprise - Livelihood Promotion - Women Entrepreneurship
  - Group Entrepreneurship - Social Enterprises - CSR
- Offering rewarding careers to effectively contribute in:
  - Overall economic development of the society with inclusive growth
  - Sustainable and environment friendly solutions
  - Governance & Policy making
  - Use of technology for development

## Programme Uniqueness

Blends Management  
learning with  
Development  
Orientation

Focuses on  
enterprising solutions for  
the development challenges  
through orienting  
students towards social  
entrepreneurship

Focuses on imparting  
both educational &  
research skills in  
next generation  
development  
professionals





# Why PGDM-DS?

EDII's PGDM-Development Studies is perhaps the only program that is dedicated towards grooming students for **enterprising solutions for pressing development challenges of society**. It grooms future social entrepreneurs and development professionals with a focus on 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. The course is a judicious mix of theories and practice based in experiential and field learnings.

## Think beyond Masters in Social Work/Rural Marketing Join Development Studies

With the changing scenario, the responsibility on the part of development organizations has mounted and good governance and accountability on the part of development organizations has gained momentum. With infusion of various management tools for effective implementation of development programmes and better governance of such initiatives, management education in social development sector has become at most important.

The programme aims to create a cadre of development professionals who can visualize, plan and effectively implement development programmes. The programme is designed to prepare the students to understand the intricacies of development world and equip them with latest management tools being used in planning and designing of development programmes.

In traditional social work programmes, focus is more on development theories while in rural management programmes importance is given to rural programme management. The course at EDII is a judicious mix of both theories and management training which enhances capabilities and skills of young men and women to think and work entrepreneurially.

**PGDM-DS targets students who want to become social entrepreneurs** or want to join development organizations. The course also provides in-depth knowledge to the students who want to start development initiative on their own. Graduate from any discipline can join the course.

While the social work and rural management programme are completely job oriented programmes, PGDM-DS pass outs apart from joining the development sector organizations also garner knowledge and skills to become a social entrepreneur or start development initiative on his/her own.

Unique programme of PGDM-Development Studies is designed to focus on

Entrepreneurial  
Solutions to  
Social  
Problems

Livelihoods  
for  
Rural and  
Urban Poor

Corporate Social  
Responsibility  
(CSR)  
Initiatives

Building  
Successful  
Impact  
Ventures



# Course Architecture

## Term I

### Preparatory Module - Induction (3 Weeks)

Economics I  
Managerial Economics  
Fundamentals of Accounting  
Statistics for Managers  
Micro-OB  
Marketing Management

## Term II

Economics II  
Module 1 : Macro Economics  
Module 2 : Development Economics  
Financial Management  
Cost Accounting  
Legal Framework for Organisations/ Enterprises  
Operations Research

## Term III

### Field Work Segment (4 Weeks)

Operations Research  
Research Methods (Market Research)  
Writing Winning Proposal  
Domain Specific Optional Courses (Any 3 out of 4)  
Option 1: Health  
Option 2 : Education  
Option 3: WASH  
Option 4 : Natural Resource Management

### Development Perspective I

Module 1 : Discourse on Development- Theory & Practice  
Module 2 : Rural & Urban Sociology  
Module 3 : Political Economy of Development  
Written Analysis and Communication I

### Development Perspective II

Module 1: Poverty, Gender, Equity  
Module 2 : Livelihoods Framework  
Module 3: Understanding Participation & Participatory Research Methods  
Written Analysis and Communication II

### Development Perspective III

Module 1 : Human Rights Based Approach  
Module 2 : Environment and Sustainable Development  
Module 3 : Thematic & Sectoral Models of Development

### Week-end Workshops

Public Speaking & Verbal Communication including PPT based Presentations  
Personal Growth Laboratory

Participatory Rural Appraisal (PRA in field)  
Achievement Motivation & Training

Theatre for Change  
Appreciative Inquiry

### Preparatory Induction Module-3 weeks

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

### Field Work Segment-4 Weeks

The Trimester-II ends with a project based Field Work Segment, that provides students a hands-on-ground learning experience of these organisations work with the communities, by living with the communities and identifying their pursuits and challenges.

### Summer Internship-8 Weeks

The Trimester-III ends with a compulsory, two-month Summer Internship, 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 and mentoring of each student.

### Field Research Segment-3 Weeks

In their Trimester-V students carry out the Field Research Segment under the 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.

### Courses of Independent Study (CIS):

CIS is a mentor guided empirical research work conducted individually by each student with both primary & secondary data collected across 2<sup>nd</sup> year of PGDM-DS course work. Students use this research in their Field Research Segment (FRS) in the areas of

Heritage Based Industries and Traditional Enterprises  
Agri-business and food processing Enterprises  
Social Problems as Enterprise Solutions  
MEDM & Sustainable Livelihoods  
Women's Entrepreneurship  
Cluster Development & Growth





## Term IV

**Summer  
Internship  
Segment  
(8 Weeks)**

Social & Rural Marketing  
India & International  
Development-Strategies and  
Institutions  
Project Planning and  
Management  
Social Entrepreneurship  
Micro Finance (Savings, Credit,  
Insurance)  
Micro Enterprise Development  
and Management

### Course of Independent Study

1. Heritage Based Industries & Traditional Enterprises
2. Agri business & food Processing Enterprises
3. Social Problems as enterprise solutions
4. MEDM & Sustainable Livelihoods
5. Women Entrepreneurship
6. Cluster Development & Growth

## Term V

Macro-OB  
Human Resource Management  
Strategic Management  
Module 1: Principles & Concepts of Strategic Management  
Module 2: Strategic Management for Development Sector Organisation  
IT Applications for Development  
Module 1: MIS  
Module 2 : ICT for Development  
Module 3 : GIS for Development & Business Planning

### Development Perspective IV

- Module 1 : Innovations  
Module 2 : Corporate Social Responsibility  
Module 3 : GIS for Development & Business Planning  
Environment for Economic & Social Action  
Submission of Project Concept  
Note based on CIS & Field Research segment

## Term VI

**Field Work  
Segment  
(3 Weeks)**

Supply Chain Management and Value Chain Analysis  
Development Communication Including Mass Communication  
Advocacy & Networking  
Disaster Management

### Development Perspective V

- Module 1 : Public Policy - Analysis & Research  
Module 2 : Development Planning Approach and Tools  
Module 3 : Informal Sector Economy & Local Economic Development  
Final Project Report, Presentation & Defence

### Week-end Workshops

Design Thinking Workshop-  
For Innovative Solutions  
Negotiation

Facilitation Methods  
Workshop by Faculty and  
Students

Photography &  
Documentary Film Making  
Workshop by students

## Pedagogical Innovation

### Intensive

Research based one  
to one mentoring  
through Courses of  
Independent Study

### Interactive

Experiential  
learnings through  
comprehensive  
FWS, SIP and FRS

### Experiential

Building  
Foundational learning  
in Management &  
Development





# Domain specific Course Inputs

The structure of the curriculum envisages a judicious mix of several learning frameworks including Core Management, Development Theory, Development Action and Experiential Learning, which are fostered in the following domain specific subjects.

## **Economics:**

- Managerial Economics
- Macro Economics
- Political Economic of Development
- Development Economics (Selected Issues)

## **Social Entrepreneurship Development & Management:**

- Writing a winning proposal/business plan
- Micro Enterprise Development & Management
- Social Entrepreneurship

## **Development Perspective:**

- Discourse on Development – Theory & Practice
- Rural & Urban Sociology
- Poverty, Gender, Equity
- Education Sector
- **Associated workshops**
  - Rural Immersion Programmes
  - Field work segment (FWS)
  - Field Research Segment (FRS)

## **Corporate Strategy /Business /General Management:**

- Operations Management
- Project Planning & Management
- Principles & Concepts of Strategic Management
- Strategic Management for Development Sector Organizations
- Environment for Economic & Social Action
- Corporate Social Responsibility

## **Finance and Accounting:**

- Fundamentals of Accounting
- Financial Management
- Cost Accounting
- Micro Finance

## **Marketing:**

- Marketing Management
- Social and Rural Marketing
- Supply Chain Management

## **Statistics and Data Handling for Development Sector:**

- Statistics for Managers
- Research Methods (Market Research)
- Participatory Research Methods
- Operations Research
- **Associated workshop:** PRA



## **IT applications for Development:**

- Management Information System
- Information Communication Technology for Development
- Geographic Information System for Development & Business Planning

## **Human Resource and Behavioral Sciences:**

- Micro Organization Behavior
- Understanding the Theory & Design of Organizations
- Human Resource Management
- **Associated workshops:**
  - Personal Growth Laboratory
  - Achievement Motivation Training & Facilitation Methods

## **Laws and Policies:**

- Legal Framework for Organizations/Enterprises
- Human Rights & Rights based Programmes
- Thematic & Sectoral Model of Development
- India & International Development – Strategies & Institutions
- Public Policy – Analysis & Research
- Development Planning, Approaches & Tools

## **Community Development and Livelihood:**

- Livelihoods Framework
- Understanding Participation
- Informal Sector Economy & Local Economic Development

## **Environment and Sustainability:**

- Water Sanitation Hygiene (WASH)
- Natural Resource Management
- Environment & Sustainable Development

## **Innovation & Communications:**

- Written Analysis & Communication
- Development Communication including Mass Communication
- Fundraising & Resource Mobilization
- Advocacy & Networking
- Innovation
- **Associated Workshops:**
  - Public Speaking & Verbal Communication including PPT based Presentations
  - Photography & Documentary Film Making
  - Theatre for Change
  - Negotiation Skills
  - Design Thinking for Innovative solutions



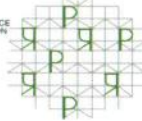
# EDII's

## PGDM-Development Studies

Connects each student to a meaningful career opportunity to change the world

**100%**  
Placement  
record

### Prominent Recruiters



PR LEGISLATIVE RESEARCH



adani™



UDYOGINI

AXIS BANK



MicroSave  
Market-led solutions for financial services



AGAKHAN RURAL SUPPORT PROGRAMME (INDIA)  
A PROGRAMME OF THE AGAKHAN DEVELOPMENT NETWORK





# Glorious Alumni



**Krishna Thacker**  
Director  
Financial Empowerment Metlife



**Kumar Ujjwal (Shrivastava)**  
Livelihood Specialist  
Formerly with BOSIX  
AKRSP, UNHCR



**Shalabh Mittal**  
CEO  
School of Social  
Entrepreneurs



**Mallika Bakshi**  
Cooperate Development  
at Bankers Institute of Rural  
Development (BIRD), Lucknow



**Ashir Sutar**  
Academic Associate  
Indian School of  
Business (ISB), Hyderabad



**Prasanta Biswal**  
Founder & CEO  
Batti Ghar



**Mervyn Christian**  
Bill & Melinda Gates



**Dibyajyoti Pattanaik**  
Director  
Anapurna  
Microfinance



**Apporvi Garg**  
Project Officer  
Center for Energy and  
Environment (CEE)

## Alumni Speak

“*EDII - A place to kick-start journey of life to a socialable and civilized human being from just a human. EDI has been a temple of knowledge where I could rely on my mentors and peers to learn and grow as an amicable personality. Its a breakthrough from materialistic to being socialable.*”

**Khushboo Khandelwal**  
PGDM-DS 2015-17  
Primal Foundation

“*EDII provided me a clean and perfect atmosphere for education-peaceful surroundings, unique and engaging subjects, and guidance from awesome teachers. The trainings and learning received from EDII built my character. I have received and acquired three values from EDII: perseverance for achieving goals, ethical thinking and love for all life on earth. I shall treasure this valuable learning all my life.*”

**Kisslay Anand**  
PGDM-DS 2015-17  
TATA Trusts

“*Perspective building is the biggest take away from PGDM-DS and it has been a wonderful journey. EDII is one of the best institutes in the country for pursuing development studies. Needless to say, I remember the fervor with which I had braced myself to be a part of this prestigious institute. Indeed, the course is perfectly suited for those individuals, who seriously believe in shaping the future of India.*”

**Aditi Patil,**  
PGDM-DS 2013-15  
World Wide Fund for  
Nature (WWF)

“*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 EDI. Post EDI, 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 that have helped me evolve as an individual and have shaped my career aspirations.*”

**Surbhi Dhingra,**  
5th Batch,  
World Bank





ing & Launching Enterprises

and Supported By:  
MSTED Division  
Science and Technology  
Government of India



# Life at EDII







## Admission Eligibility and Procedure



Three-year (10+2+3) University Degree in any discipline or a four year (10+2+4) Engineering/Technology/Medicine/Others, recognized by the University Grants Commission (UGC)/ Association of Indian Universities (AIU) / AICTE with not less than 50% overall aggregate marks (45% in case of candidates belonging to the reserved category, as per norms) in qualifying degree examination.

Final year graduating students can also apply.



The candidates have to undergo any of these tests – CAT, MAT, XAT, ATMA & CMAT.

Candidates have to apply to EDII by acquiring application form which can be downloaded from [www.ediindia.ac.in](http://www.ediindia.ac.in) or can be filled online.



Applicants who want to apply online can make payments online. The duly filled in downloaded form should be sent to EDII along with a Demand Draft of ₹1500/- drawn in favour of 'Entrepreneurship Development Institute of India', payable at Ahmedabad or by transferring ₹1500/- to the EDII PG admission account (details available on website). ₹1000/- in case of female and candidates from reserved category.

Eligible candidates will be called for Group Discussion and Personal Interview.



### Intake Capacity

In PGDM-Development Studies course, the approved intake capacity is 60 seats.

- Visit us online – [www.ediindia.org](http://www.ediindia.org) / [www.ediindia.ac.in](http://www.ediindia.ac.in)
- Fill the application form
- Apply for eligibility tests viz. CAT, MAT, XAT, ATMA, CMAT (if you have not scored yet)
- Get in touch with us for counselling.



JOIN US ON SOCIAL MEDIA





# Students Initiative

Monthly Newsletter "Unnati: Development Everywhere"

"Unnati, as a newsletter, aims to create a vibrant platform to bring forward the voice of the students, faculty members, development professionals and other people who are associated with this field directly. Apart from this, it also aims to create a network of like-minded people and spread knowledge gathered from academic-industry-field interface."

Srinish M, PGDM DS-2017-19

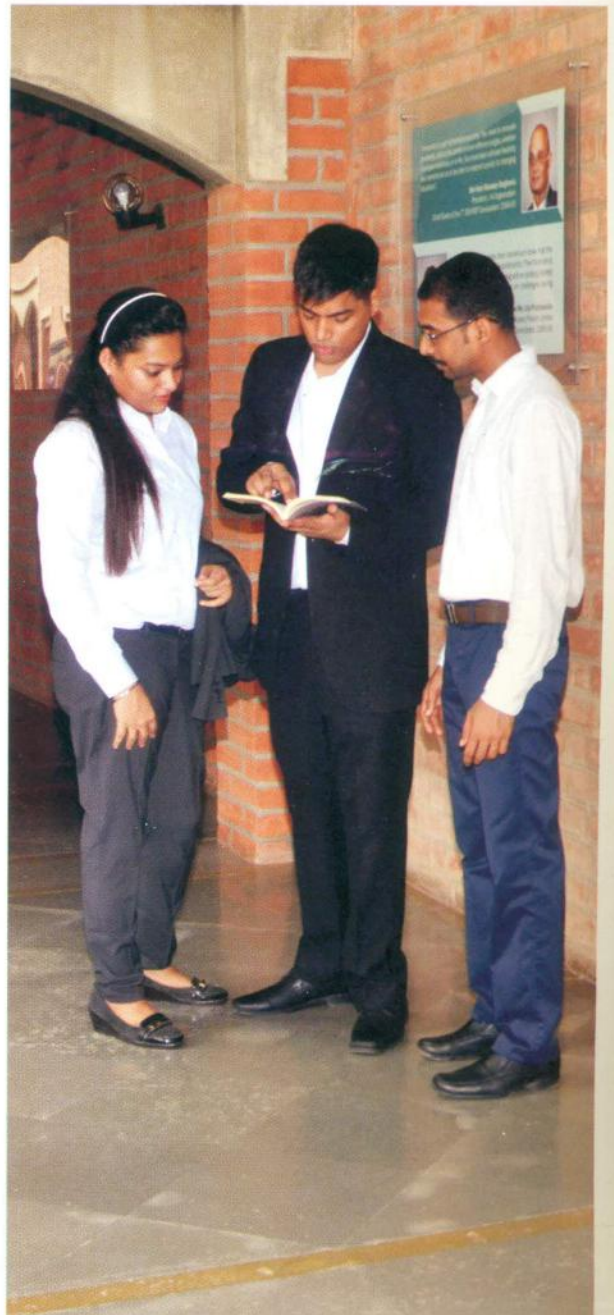
## Fee Structure

Fees for two-year, full time, PGDM-Development Studies programme includes cost of tuition, reading material, library and computer facilities, study visits, alumni association membership and students activities fee amounting to ₹ 325,800/- for first year & ₹ 316,200/- for second year respectively (for fee details visit the website).

1. The fees will be payable in six instalments over two years period.
2. Hostel charges will be ₹70,000/- per year (AC twin sharing) and ₹1,40,000/- (AC, single occupancy; subject to availability). Mess charges will be as per the rate decided by the institute.
3. Electricity for residential students is additional, as per consumption.
4. Caution money is non-interest accruing and refundable.

### Fellowship Support

EDII offers fellowship support to students on the basis of need-cum-merit basis.





# Accolades

AICTE Award for Supporting Start-ups  
Third prize  
(2017)



IFC - Times Network  
Strategy Award (2017)



Excellent Institute for  
Entrepreneurship Development  
in India Award (2017)



Mercury Award (2017)



Excellence Award  
for University  
(2017)



United States Association for Small  
Business And Entrepreneurship (USASBE)  
Outstanding Entrepreneurship  
Program Abroad (2014)



The Aga Khan Award for  
Architecture (1992)



Association of Development Financing  
Institutions in Asia and the Pacific (ADFIAP)  
Development Award for Human Capital Development (2012)  
and for Local Economic Development (2014)

*"The need to strengthen our social structures just as powerfully as our business structures is indispensable to ensure holistic growth. EDII deserves my compliments for building competence in this area through its PGDM-DS course. The institute is doing a great service to the nation by creating a breed of development professionals who can induce competitive advantages in society."*

**Shri Arjun Ram Meghwal**  
Hon'ble Minister of State for Finance  
& Corporate Affairs, Government of India  
and Chief Guest of 18<sup>th</sup> PGDMs Convocation





# EDII Governing Board

(as on 07/10/2017)

**SHRI M. K. JAIN**  
President-EDII  
Managing Director  
and Chief Executive Officer  
IDBI Bank Ltd.

Nominee Member of  
IDBI Bank Ltd.

**SHRI SANJEEV KAUSHIK,**  
IAS  
Deputy Managing Director  
IFCI Limited

Nominee Member of  
ICICI Bank Ltd.

**SHRI V. RAMLING**  
Chief General Manager  
(SMEBU)  
State Bank of India  
SME Business Unit

**SHRI M. K. DAS, IAS**  
Principal Secretary  
Industries & Mines  
Department  
Govt. of Gujarat

**DR. YOGINDER K. ALAGH**  
Chancellor  
Central University  
of Gujarat

**DR. SAILENDRA NARAIN**  
Former Chairman and  
Managing Director  
Small Industries  
Development Bank of India

**SHRI ARUN KUMAR  
PANDA, IAS**  
Secretary (MSME)  
Ministry of Micro, Small &  
Medium Enterprises  
Government of India

**SHRI MOHAMMAD  
MUSTAFA, IAS**  
Chairman and  
Managing Director  
Small Industries  
Development Bank of India

**SHRI MILIND KAMBLE**  
Founder Chairman  
Dalit Indian Chamber of  
Commerce & Industry  
(DICCI)

**DR. ACHYUTA SAMANTA**  
Founder & Mentor  
Kalinga Institute of  
Industrial Technology  
(KIIT)  
KIIT University

**DR. SUNIL SHUKLA**  
Director  
EDII





## Entrepreneurship Development Institute of India

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Telefax : 0674-2744100, E-mail : [crpatnaik@ediindia.org](mailto:crpatnaik@ediindia.org)

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Phone: 0361-2301063, E-mail : [ediner@ediindia.org](mailto:ediner@ediindia.org)

Central : Bhopal  
Ground Floor, 33, Sahyog Vihar, Nr. Shahpura Police Station  
E-8, Bawadiya Kala, Bhopal - 462 039, Madhya Pradesh  
Phone: 0755-2424015, 2424813, E-mail : [tarun@ediindia.org](mailto:tarun@ediindia.org)

South : Bengaluru  
102, 70<sup>th</sup> Cross, 17<sup>th</sup> 'A' Main Road,  
5<sup>th</sup> Block, Rajaji Nagar, Bengaluru - 560 010, Karnataka  
Phone : 080-23119361, E-mail : [edibangalore@ediindia.org](mailto:edibangalore@ediindia.org)

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Yunnan Minzu University, PIN 650500  
Phone: (0871) 65910028, Fax: (0871) 65910035,  
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Wechat ID: xinphd

