

Imparting an ultra fine edge to Entrepreneurs, Professionals and Successors of Family Business

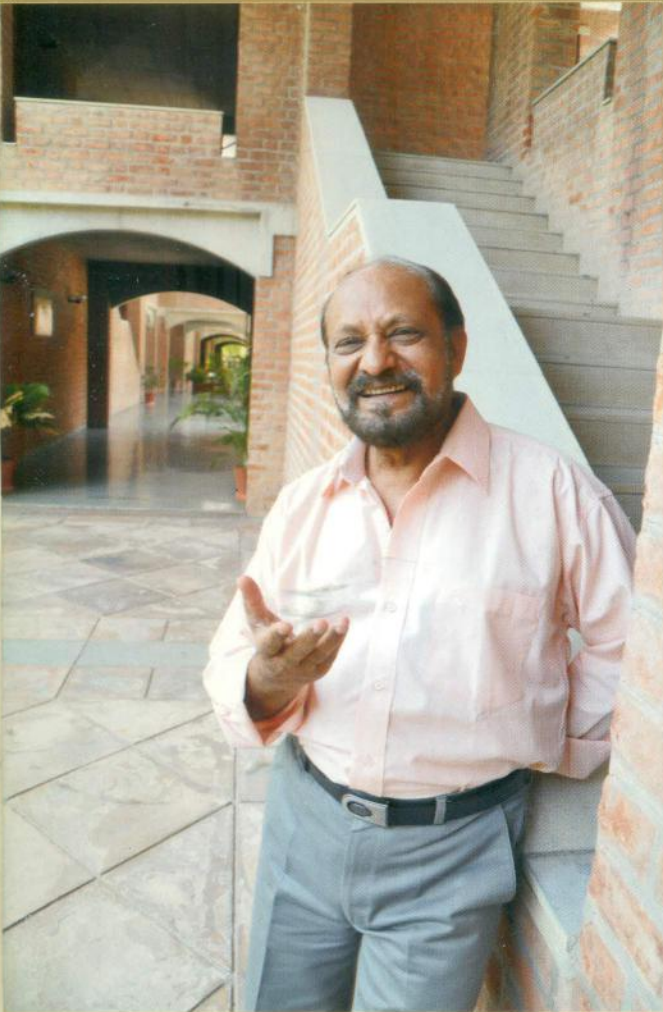
15-month, Full-time, AICTE approved

Post Graduate Diploma in Management (Executive) -

Enterprise Creation and Growth



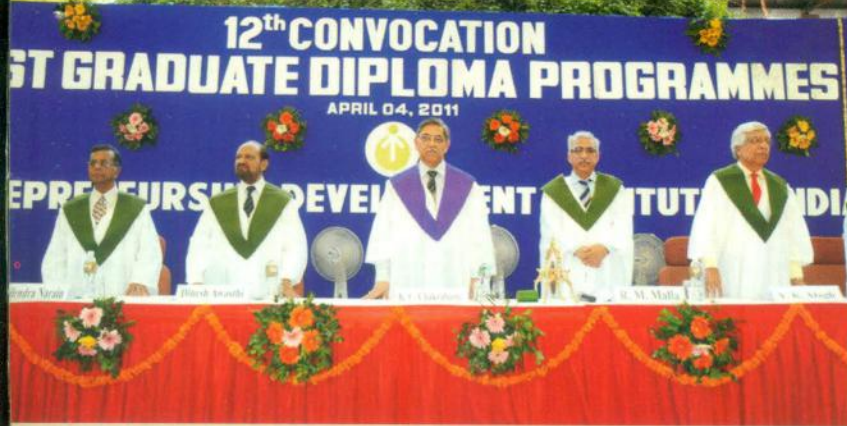
**Entrepreneurship
Development
Institute of India**
Ahmedabad, Gujarat



“Success always precedes a certain preparation for growth or change. Over the last decade tremendous sensitivity has crept among organisations towards honing skills of its employees’ in the areas of leadership, management, innovation and creativity. The organisations, today, understand and appreciate the relation between these skill sets and ‘competitiveness’. EDI’s tailor-made Executive Development Programmes aim at reconstructing and rebuilding employees’ mind-set and competence through comprehensively designed training programmes.

The programme, ‘Post Graduate Diploma in Management (Executive) - Enterprise Creation and Growth’ has been carefully designed to fine tune existing skills and impart new ones, besides developing the right approach and attitude, thus enabling professionals and executives to sharpen their operational efficiency and that of their organisation leading to ultimately strengthening the entrepreneurial spirit of both.”

- Dinesh Awasthi,
Director



Rationale

The fast paced competitive world of today demands professionals to continue escalating their own standard and reinventing ways and means to compete. To enable Managers, Successors of Family Business and Entrepreneurs redefine their parameters and thus success, Entrepreneurship Development Institute of India is announces a comprehensive fifteen months, full-time Executive Development Programme, "Post Graduate Diploma in Management – Enterprise Creation and Growth (Executive PGDM)" duly approved by AICTE, Ministry of HRD, Govt. of India.

Objectives

It is a unique programme designed to provide an in-depth understanding of the field of enterprise creation and management.

- It helps family business successors to sharpen their entrepreneurial and managerial skills.
- It enhances knowledge, skills and capabilities of participating executives to enable them create, manage and lead a business organization entrepreneurially.
- It also facilitates professionals in developing their intrapreneurial skills to establish the culture of corporate entrepreneurship.

Benefits

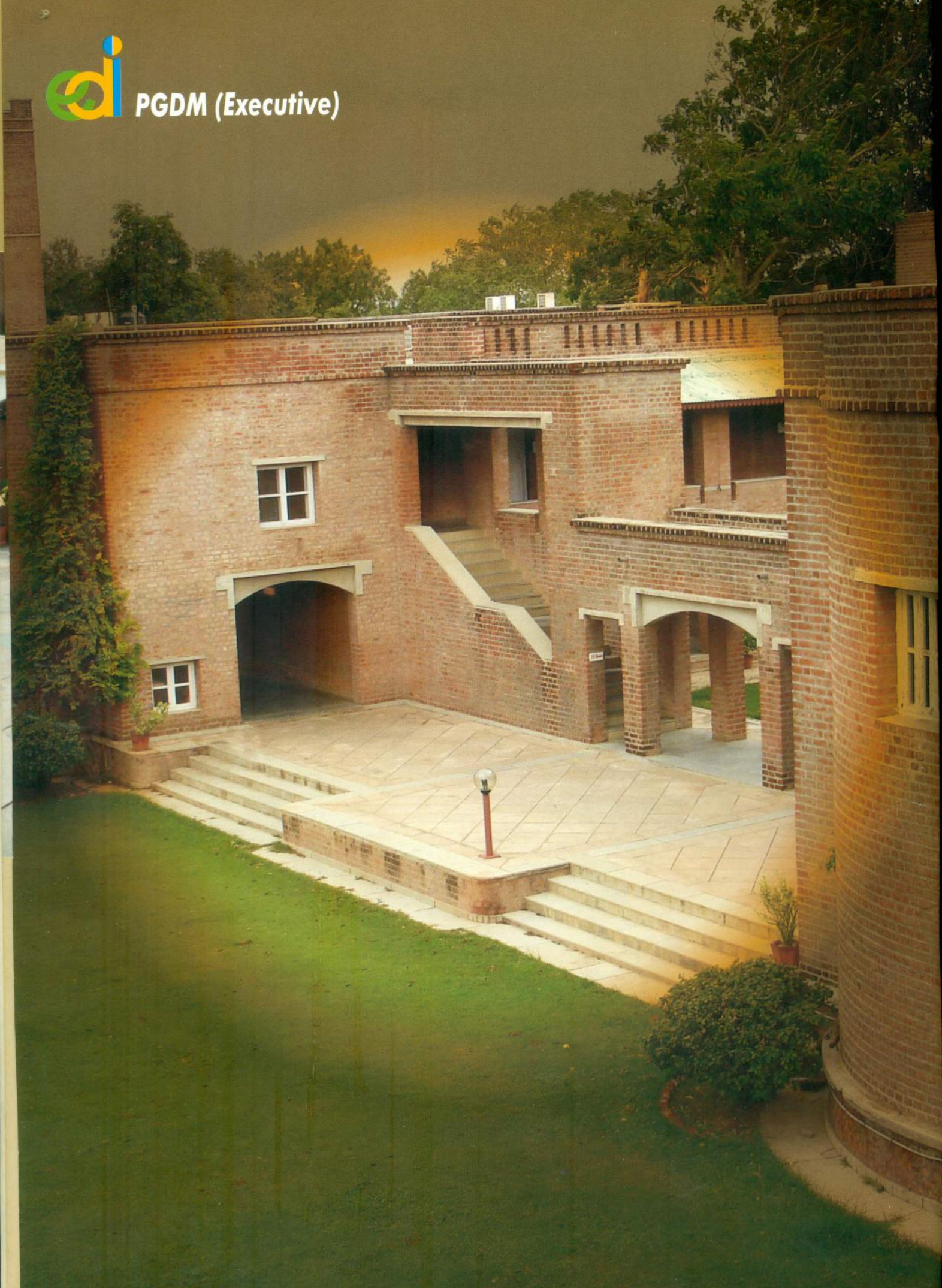
The participants will be;

- exposed to various emerging business opportunities to be able to take suitable decisions for establishing, managing and leading a business venture.

- able to identify ways in which an organization can become responsive, dynamic, innovative and entrepreneurial.
- developing competence to critically assess the needs of their firm, and develop a perspective and strategic growth plan for the enterprise.
- able to learn how to evaluate problems and opportunities and identify keys to driving their corporate competitive advantage.
- able to comprehend the international business scenario and best practices prevalent in developed and developing countries.

Pedagogy

The pedagogy is a judicious mix of lectures, case discussions, project work, term papers, role-plays, seminar presentations, assignments, management games and business simulation exercises. Students not only expand their business acumen in key areas, but also engage in competitive strategy simulations that help them draw a connection between management decisions and business results. At the same time, entrepreneurial lab grooms them to positively impact group culture and process.





Business knowledge in areas such as; strategy, marketing, finance, human resources and entrepreneurship will be imparted in relation to a variety of industries, functional areas, cultures and geographical regions.

Throughout the programme, several 'linking moments' will help the participant to integrate the classroom discussions with their respective organisations / ventures.

Competitive Business Simulation

Competitive business simulation exercises will allow participants to create a challenging scenario for a manager/entrepreneur in designing and leading a firm. Under the expert guidance of the faculty the participants will be able to design strategies to ensure that a business grows from local to a global venture. He/She would be competing with fellow participants to win market share and improve bottom lines. This will introduce the participants to innovative ideas to face real-life challenges.

Who can register?

- Entrepreneurs, Family Business Successors and professionals who want compact yet comprehensive managerial skills.
- Motivated mid-career executives with records of achieving results and ready to take the next step in their careers as entrepreneurs or corporate entrepreneurs.

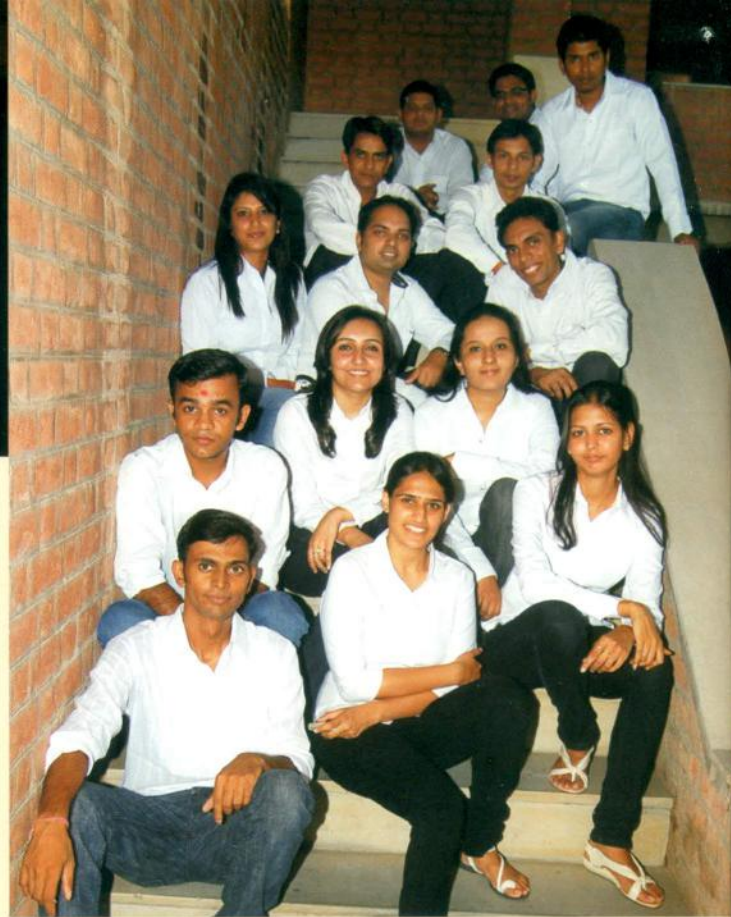
- Business professionals from backgrounds such as; marketing, operations, law, human resources, IT and consultancy who are ready to expand their skill set.

Areas of Focus

Business ventures demand a strong foundation in key functions, and so, the programme is offered through modules in six academic areas distributed throughout the programme duration. These are Entrepreneurship, Organization Management, Business Policy and Strategy, Marketing & International Business, Business Opportunity and Project Formulation and Economics & Finance.

Programme Structure

The 15-month Post Graduate Programme is at par with the regular PGDM programme in its coverage and rigour. This consist of 12-month of classroom inputs and 3-month field study which includes national and international exposure visit of 4 to 6 weeks. This programme is divided into 4 terms of 12-week duration including 2-week for mid-term and end-term examination. The programme consists of 27 courses out of which 22 core courses are compulsory for all participants. The course offers dual specialisations viz; stream specialisation and functional specialisation, starting from 2nd term. In the last term project work DPR/PP will be carried out by participants.



I Term

- 1.1 Entrepreneurship: Theory & Practice
- 1.2 Business Communication
- 1.3 Entrepreneurship Lab
- 1.4 Business Economics
- 1.5 Management Accounting and Control
- 1.6 Information Technology for Business
- 1.7 Organisation Behaviour
- 1.8 Management Practices of Business

II Term

- 2.1 Creativity for Entrepreneurial Excellence
- 2.2 Business Research Methods
- 2.3 Business Environment
- 2.4 Quantitative Techniques
- 2.5 Marketing Management
- 2.6 Business Finance
- 2.7 Human Resource Management

III Term

- 3.1 Operations Management
- 3.2 International Business
- 3.3 Project Identification, Formulation, Appraisal & Implementation
- 3.4 Negotiation Skills
- 3.5 Business Laws

IV Term

- 4.1 Project Work: Final Report and Defence
- 4.2 Business Ethics, CSR and Social Entrepreneurship
- 4.3 Business Taxation

Stream Specialization

Family Business Management (FBM):

This specialization aims at developing family business successors into enterprising and

knowledgeable owners of their ancestral businesses. Issues, problems and unique concerns of family business management are dealt with in great detail so as to enable the students to come out with a five-year growth plan.

New Enterprise Creation (NEC):

The objective of this specialization is to provide knowledge and develop competencies to start and manage own independent business. Students opting for this specialization are guided to work on a detailed project report and emerge with a bankable business plan after completion of classroom training.

Corporate Entrepreneurship (CE) :

Corporate entrepreneurship is a means for corporations to enhance the innovative abilities of their employees and, at the same time, increase corporate success through the creation of new ventures, expansion and diversification. The primary objective of this specialisation is to develop an entrepreneurial manager who will link up discrete pieces of information inside the company to provide a solution to a customer problem and take the venture to the next stage.

Functional Specialization

Subjects offered under various functional specialization are;

(I) **Finance :**

- Banking & Financial Services :
SME Perspective
- Investment Banking & Wealth Management

(ii) **Marketing :**

- Sales and Distribution Management
- Branding, Advertising and
Corporate Communication

(iii) **Human Resource Management :**

- Competence and Performance Management
- Training & Development, Labour laws

Detailed Project Report

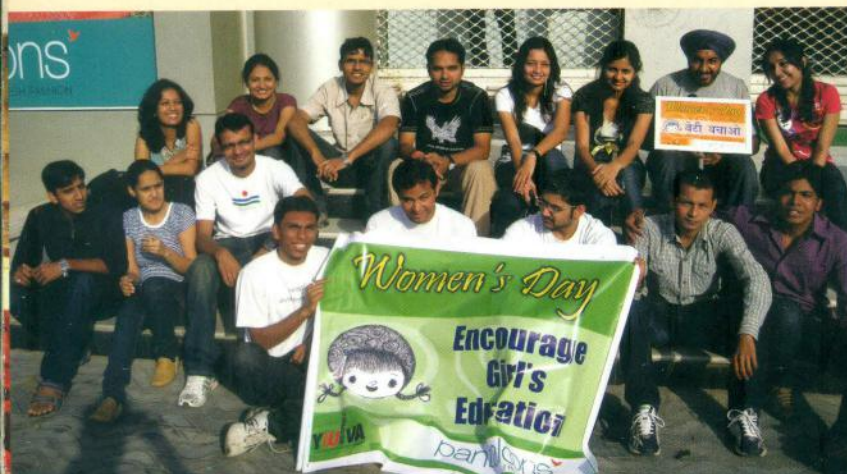
A Bankable Detailed Project Report (DPR) will be prepared by the participants with regard to their ventures after conducting a thorough market research and secondary data based research along with IT based applications. Participants of the Family Business Management specialisation alternatively can prepare a Perspective Plan (PP) for growth of their respective family firms. The final project report will be assessed by a panel of experts comprising faculty, industry experts and bankers. A presentation cum viva-voce examination for the final report will then be organised. The DPRs/PPs can be submitted to IDBI Bank Ltd. and Small Industrial Development Bank of India (SIDBI) for working capital and term loan respectively for the venture.

Fee Structure

The fee for this non-residential programme is ₹7,65,000/- which includes cost for tuition fee; reading material; resource centres, students' activities, study visits; International Student Exchange Programme* at China / Southeast Asia, United Kingdom and Dubai for 4-6 week; caution money & EDI alumni membership fee.

*This fee includes tuition fee at the foreign institution / university and accommodation on a modest twin sharing basis. To and fro travel, VISA and other incidental expenses are not included which are to be borne by the participants.

The caution money deposit of ₹ 10,000/-, which does not accrue any interest, will be refunded on successful completion of the course.





Seen during the Valedictory Function of the In-Company Executive Development Programme conducted by EDI for the Zydus Group are, the Zydus officers with (in the centre) Shri Pankaj Patel, CMD, Zydus Group and (on his right) Dr. Dinesh Awasthi, Director-EDI. Also seen are senior officials of the Zydus Group and EDI

Eligibility

3 years' Bachelors Degree in any discipline with a minimum of 5 years relevant business/managerial/supervisory experience. It is mandatory to produce documentary evidence of work experience.

The candidate must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and Differently Abled (DA) categories], awarded by any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of the Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

How to apply

The admission process consists of entrance examination, entrepreneurship aptitude test and personal interview. EDI accepts CAT, MAT and XAT scores in lieu of entrance examination. Application form can be downloaded from www.ediindia.org / www.ediindia.ac.in or can be filled online. Applicants can make payments online. The duly filled in downloaded form should

be sent to EDI along with a Demand Draft of ₹1000/- drawn in favour of 'Entrepreneurship Development Institute of India', payable at Ahmedabad or by transferring ₹ 1000 to the EDI PG admission account no 00061000237748 with HDFC bank.

Entrance test and interview will be organized at EDI Campus, Ahmedabad.

Important Dates

Events	Date
Last date of submitting application	16 August, 2011
Written test and Interview	21 August, 2011
Programme Induction	29 August, 2011

EDI features in the ivy league of B-Schools offering 'Entrepreneurship' course

'Intelligent Entrepreneur' magazine ranked EDI along with ISB-Hyderabad, IIM-Ahmedabad and IIM-Bengaluru as one of India's top B-Schools for Entrepreneurship Education.

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Faculty

The faculty is an ideal mix of resident and visiting faculty with high academic credentials, research base and international exposure. The distinctive research and project consultancy offered by faculty members both in India and abroad ensures that the programme offers content that is contemporary and global in its perspective. Eminent entrepreneurs and professionals visit the campus to teach and share their experiences.

Language Courses

Foreign language skills act as a bonus in an age of increasing global connectivity. Language is the primary carrier of culture; proficiency in the buyer's language helps in effective communication and sends a 'feel good' signal to the buyer, thus creating a win-win situation for both-buyers & sellers. Also, the capability to do business well, at home and abroad, depends on how well one can engage in international discourse in more than one language. Foreign language course would also prepare participants for participating in the exchange programme offered at EDI. Participants are encouraged to register for at least one foreign language course.



Students' Exchange Programme

Businesses worldwide need executives / entrepreneurs who have the tools to succeed globally through developing leadership skills, cultural awareness and an understanding of global marketplace functions. The Institute operates an active students' exchange programme with leading business schools in China / Southeast Asia, United Kingdom and Dubai.

It offers an exciting opportunity for students to learn more about the dynamics of management in different parts of the world. Exchange programmes also give you a competitive edge as it demonstrates your ability to take initiative and function in a cross-cultural environment.



EDI students seen with delegates from USA, Russia, Lao PDR and China attending 'International Seminar on Asia - Pacific Region in 2020 : Balance of Power' held at Kunming, China

Life at EDI

The EDI Campus

The aesthetically designed EDI campus is located in a 23 acre serene environment, away from the hustle and bustle of the city. It has been awarded the prestigious 'Aga Khan Award for Architecture'. The award jury adjudged it to be a place with an "inviting environment for work, interaction and repose."

The Computer Centre

EDI provides world-class computer facilities to its students. It has two computer laboratories with computer-student ratio of 1:2. All computers are connected to the web through bandwidth of 3.7 mbps, which allows fast exchange of data from across the world. The center remains open from 8.00 a.m. till 11.00 p.m. for the students. Computers at the lab are also equipped with library management software to provide access to information resources available in the library. The campus is also Wi-Fi enabled.

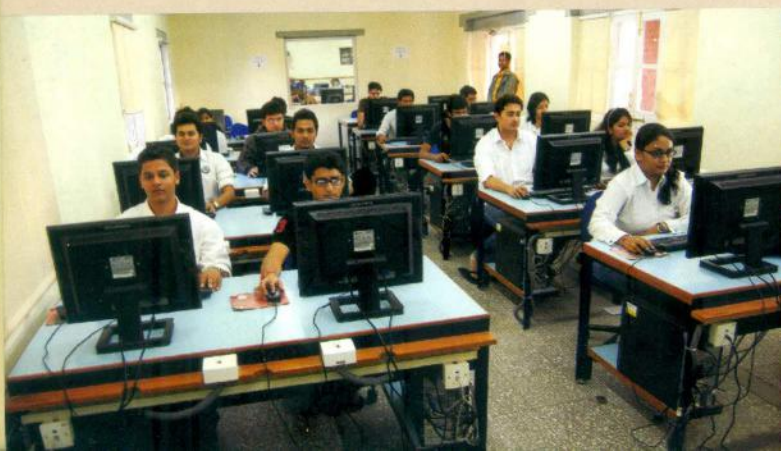
The EDI Library & Information Centre (EDILIC)

EDILIC is a state-of-the-art information centre, enriched with updated information sources in the field of Entrepreneurship and related subjects. It

has a rich, rapidly growing book collection, which is mainly focused on the curricula of PG Programmes. Besides, the library subscribes to about 130 national and international periodicals and magazines. Another special feature of the center is the video and CD collection in the area of Entrepreneurship. The resources and facilities help students in accessing the latest and relevant information and other literature to supplement quality entrepreneurship education at EDI. EDILIC subscribes to KOMPASS, one of the world's leading business-to-business information of 75 countries and indiastat.com which gives socio economic statistical data on India. It also has 'PROWESS,' a financial data base from Centre of Monitoring Indian Economy (CMIE), besides 24 online journals including Harvard Business Review, The Journal of Entrepreneurship, Small Business Economics, etc.

The Classrooms

All classrooms are equipped with modern teaching aids. To create a good learning environment, classrooms are equipped with air-conditioners and comfortable seating arrangements.





Extracurricular Activities

The institute offers its students a wide range of high-quality sports and cultural activities which enhances and completes the student's academic experience. Students are involved in many extracurricular activities and organize cultural and sports events regularly. They also participate in industry seminars and exhibitions.

Workshops, Guest Lectures, Industrial Visits, Live Projects

Discussion on latest developments through workshops, seminars, guest lectures and industrial visits complement the class room learning. Every year students organize seminars on a subject of topical interest. Students work on live projects to get first hand experience in different enterprises on various current topics. Industrial visits are regularly arranged for students with a view to enhance their knowledge and exposure towards the practical side of the industry. As such, these company visits remain dialogue-driven events, allowing the students to discuss ideas and viewpoints that are directly related to their needs and interests.

Excellence Awards

EDI students participated in various business plan competitions held across India and got rewarded for the same. During last year the family business specialization students participated in Barclays Wealth Family Business Forum held at Bombay.

EDI Alumni Association (EDIAA)

The alumni association is rich in diversity in terms of its students representing sectors ranging from manufacturing to services and not-for-profit

enterprises. Nine hundred members spread across different regions make up the association. The alumni, who are the ambassadors of the Institute, share their experiences through various programmes, such as;

- 1) Entre-Plexus: It is an annual EDI Alumni meet, wherein the effervescent minds meet to discuss their progress as successful entrepreneurs.
- 2) Networking Summit: A networking event for the EDI Alumni, the summit aims at generating a forum where the alumni can network with each other by way of sharing their current and future business/career plans.
- 3) EDIAA Premier League: A night cricket tournament organised by and for EDI alumni.

Social Activities

EDI aims at being an institution which trains creative, problem solving individuals, who are capable of leading people in the rapidly changing world and who observe human values as well as contribute to social development. It seeks to inspire, empower and enable students to create social value and connect them with individuals and organizations tackling critical social issues.

EDI-Yuva Changemakers were actively involved in 'English Unstoppable' activity along with corporate leaders from Vodafone, Adani Wilmar, HDFC Bank, HDFC Standard Life Insurance, Vadilal, Azure, Motif, Evosys, Troikaa, Reliance Communication and Times of India in offering 'English Language' course to the less privileged 6th & 7th grade students from Government schools in Gujarat which in turn help them increasing their communication skill and boost self confidence. EDI has won the 'Kindest College' award, competing 18 colleges nationwide.

The Institute

An acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building.

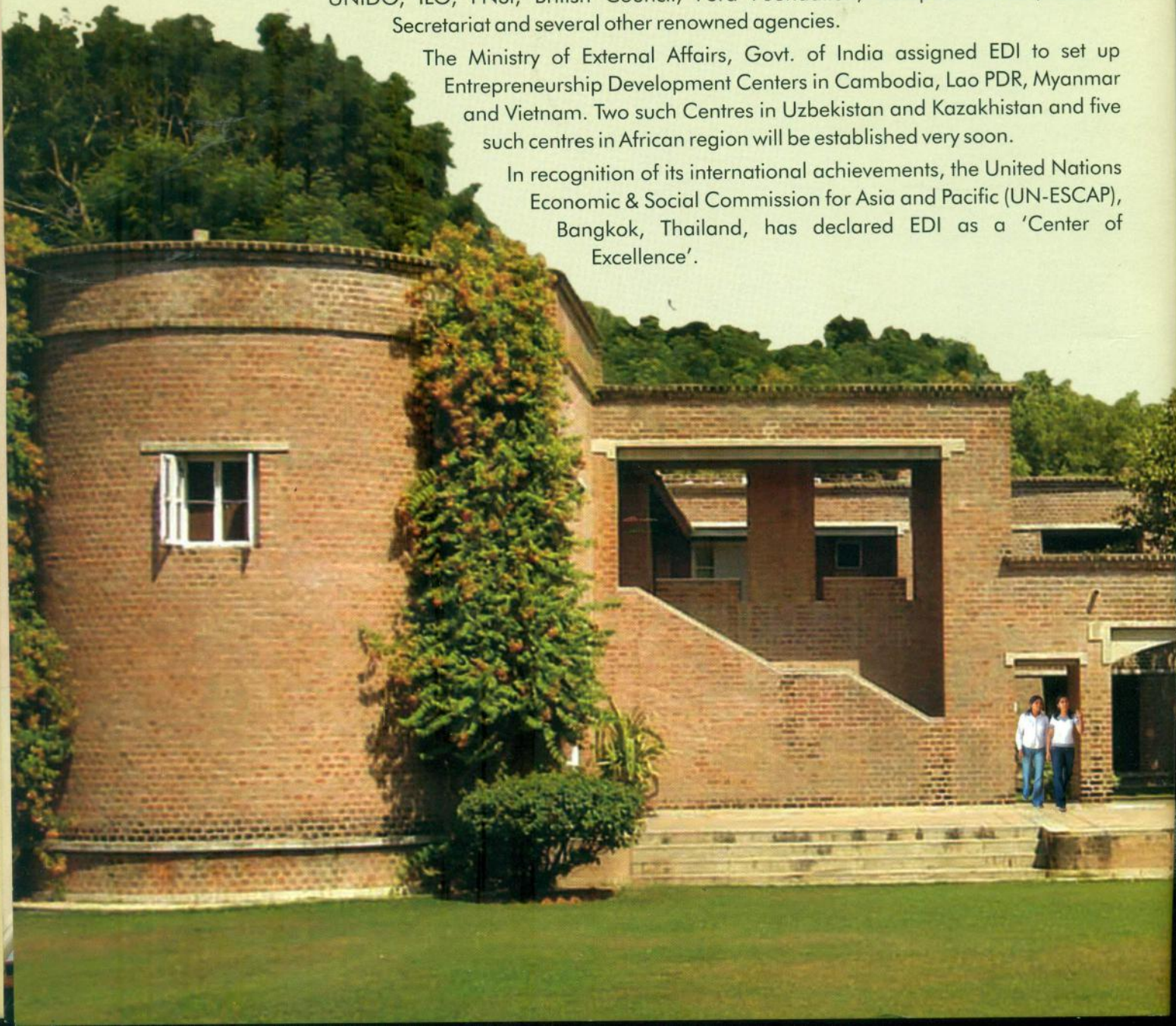
Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus. To pursue its mission, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools by including entrepreneurship inputs in their curricula. In view of EDI's expertise in Entrepreneurship, the University Grants Commission had also assigned EDI the task of developing curriculum on Entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards.

In order to broaden the frontiers of Entrepreneurship Research, EDI 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 organising training programmes, have helped EDI 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.

The Ministry of External Affairs, Govt. of India assigned EDI to set up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam. Two such Centres in Uzbekistan and Kazakhstan and five such centres in African region will be established very soon.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (UN-ESCAP), Bangkok, Thailand, has declared EDI as a 'Center of Excellence'.



EDI Governing Board (As on June 30, 2011)

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Former Chief Secretary
Orissa

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Mumbai

Shri M.K. Nag
Chief General Manager (SME)
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Mumbai

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Shri Atul Kumar Rai
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Government of Gujarat
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Small & Medium Enterprises
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Dr. Dinesh Awasthi
Director
Entrepreneurship Development
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Ahmedabad





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Former Director
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Anup Industries Ltd.
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AZURE Knowledge Corporation Pvt. Ltd.
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Managing Director
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Ahmedabad

Shri Praful Contractor
Trustee,
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Ahmedabad

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Planet Health, Ahmedabad

Shri Yatindra Sharma
Joint Managing Director
KHS Machinery Pvt. Ltd., Ahmedabad

Shri Sunil Parekh
Corporate Advisor
Zydus Group, Ahmedabad

Executive Committee

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Dist.Sr.Visting Faculty, EDI

Prof . Mayank Upadhyay
Dist.Sr.Visting Faculty, EDI

Prof Sunil Shukla
Chief Faculty & PGPs Chairperson, EDI

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Indian Institute of Management, Ahmedabad

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Ms. Beena Handa, Mentor Organization Building
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Shri S S Modi, President & CEO, Fourth Vision,
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Shri Padmin Buch, Managing Director (I/C),
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Shri Sanjay Pal

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Shri S B Sareen

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Shri K K Shaw

Shri J Yagnik

Shri D M Parikh

Shri Umesh Menon

Shri S R Acharya

Shri Ramakrishna Mistry



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Egmore, **Chennai-600 008** Phone : 044-26544085

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Civil Lines, **Vidisha - 464 001.** Phone : 07592-250715

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B/h. Utkarsh Petrol Pump, Karelibaug, **Vadodara - 390 018.**

Opp. Juma Masjid, Mungaoli Road,
Chanderi - 473 446 Dist. Ashoknagar. Phone: 07547-253683

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MYANMAR - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (MIEDC)

TO BE ESTABLISHED

UZBEKISTAN - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (UIEDC)

KAZAKHSTAN - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (KIEDC)

ENTREPRENEURSHIP DEVELOPMENT CENTRES IN 5 AFRICAN COUNTRIES



**Entrepreneurship
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