



EDI

Entrepreneurship Development Institute of India
Ahmedabad, Gujarat

Post Graduate Diploma in Management- Business Entrepreneurship

2009-2011

A Two-year Residential Programme

Approved by :
All India Council for
Technical Education (AICTE)

Specialisation Options :

- New Enterprise Creation (NEC)
- Family Business Management (FBM)
- Agri - Entrepreneurship (AE)
- Services Management (SM)

PGDM - BE



Post Graduate Diploma in Management- Business Entrepreneurship (PGDM-BE) 2009-2011

Significance of Entrepreneurship Training

India has an extraordinary talent pool with virtually limitless potential to become entrepreneurs. The liberalization of the Indian economy coupled with recent advances in technology has opened up business opportunities in several sectors. But at the same time potential entrepreneurs have to face competition from big national and multinational companies. They also need to have the knowledge about the consumer behavior, potential markets, better quality, competitive prices and advanced technology. Therefore, entrepreneurs need up-to-date knowledge, which can be acquired through teaching and training interventions. In consonance with the above, the institute designed the AICTE-approved, two-year, full-time, residential programme for graduates entitled **Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE)** based on its accumulated wealth of knowledge, expertise and insight in creating successful entrepreneurs.

This PG programme creates successful entrepreneurs with knowledge and wisdom to grasp the complexity of business and design strategic approaches. Earlier, it was a one-year programme. 558 students have since been successfully trained and groomed in 10 batches.

Programme Objectives

The objectives of this accelerated, rigorous and application-oriented program are to:

- Develop skills in successfully initiating, expanding and diversifying a business enterprise in new, up-coming areas, including agriculture and service sectors.
- Develop family business successors as enterprising and knowledgeable owners of the business of their forefathers.

Specialisation Streams

In keeping with the objectives, the course offers the following four specializations:

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.

Family Business Management (FBM):

This specialization aims at developing family business successors into enterprising and knowledgeable owners of the business of their forefathers. 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.

Agri-Entrepreneurship (AE):

The primary objective of this specialization is to develop agri-preneurs who can operate in the agriculture sector, understand its nuances, exploit opportunities galore in this field and benefit from the latest schemes of the government to promote the sector.



Sumit Sontakke receiving the Dahyabhai Chhotalal Charity Foundation (Remik) Gold Medal for New Enterprise Creation specialization from Shri Venugopal N. Dhoot, Chairman & Managing Director, Videocon Group and Chief Guest of the 10th EDI PGP Convocation



Services Management (SM):

The objective is to facilitate conceptual understanding of the fast emerging services sector and its significance to the economy. The stream provides an in-depth analysis of the environment that leads to recognition of opportunities in the services sector. Students will be able to benefit from such opportunities and create and manage new ventures in this sector.

Pedagogy

The interactive nature of learning experience distinguishes EDI from many other institutions. The emphasis is on action learning. Business games, computer simulation, live projects, role plays, interaction with the experts, industrial visits, case based teachings, field work and group work combine to create a challenging environment to define problems and find workable solutions.

Faculty

The faculty is a judicious mix of researchers, academicians, behavioural scientists, practitioners from varied disciplines and consultants. The core group is supplemented by visiting faculty from reputed academic institutions and professional organisations.

Who Can Join?

- Graduates who intend to launch and manage business units
- Wards/successors of family businesses intending to develop their potential successors.



Nivedita Mavalankar receiving the Dahyabhai Chhotalal Charity Foundation (Remik) Gold Medal for Family Business Management specialization from Shri Venugopal N. Dhoot, Chairman & Managing Director, Videocon Group and Chief Guest of the 10th EDI PGP Convocation

Admission Eligibility & Procedure

Students must hold a Bachelor's Degree, with at least 50% marks (45% in case of the students belonging to Scheduled Caste (SC), Scheduled Tribe (ST) or Persons with Disability (PWD) category. Students appearing for the final degree examination, at the time of application, can also apply.

Students opting for the admission in the EDI's PGP have to obtain CAT, MAT or XAT bulletin available on sale with either Axis Bank or any IIM, AIMA study centres or Bank of Baroda branches and XLRI, Jamshedpur, respectively. For more details, refer EDI website.

Students, opting for EDI-PGP through CAT, MAT or XAT have to apply to EDI also by acquiring a Prospectus-cum-Application Form. Students may obtain this by paying Rs. 750/- in cash or by sending a Demand Draft, drawn in favour of Entrepreneurship Development Institute of India, payable at Ahmedabad, from EDI Head/Branch or Project Offices.

Students will be short listed for the personal interview on the basis of CAT, MAT & XAT scores. However, such candidates have to appear for EDI's Entrepreneurial Aptitude Test (EAT). Institute reserves the right to select candidates on the basis of its own written test and personal interview.



Ryan D'Costa receiving the Dahyabhai Chhotalal Charity Foundation (Remik) Gold Medal for Services Management specialization from Shri Venugopal N. Dhoot, Chairman & Managing Director, Videocon Group and Chief Guest of the 10th EDI PGP Convocation

Fee Structure and Schedule

Tuition fee for this two-year, full-time, residential programme is Rs. 5,05,000/-, which includes cost of tuition, reading material, library and computer facilities, study visits and lodging & boarding, alumni association membership fee, students' activities fees, etc..

Students will also have to deposit Rs. 10,000/- as caution money, which does not accrue any interest, and is refundable after successful completion of the course.

Over and above the fees, students will also have to bear the actual medical insurance premium, which is expected to be Rs. 1000/-. EDI will facilitate the process, if need be.

In case the Institute is not able to provide

accommodation to a few students, the fee applicable will be Rs. 3,85,000/-. This would include; cost of tuition, reading material, library & computer facilities and study material only.

Fees can be paid in instalments also.

Placement

At the end of the first year, students are exposed to applied aspects of managing an enterprise through Summer Internship Placements. A Placement Cell has been set up by EDI to facilitate the interaction between students and the industry. Students will be placed in Small and Medium Enterprises (SMEs), as per their specialization / area of interest, for a period of about 10-12 weeks after completion of the first year. Besides, on completion of the course, EDI may also facilitate the placement for those who want to gain hands-on experience of managing an enterprise before launching their own.

IMPORTANT DATES FOR CAT, MAT AND XAT EXAMINATIONS

COMMON ADMISSION TEST		XLRI ADMISSIONS TEST	
Last date of receipt of completed CAT applications at IIMs Common Admission Test	05 September, '08 16 November, '08	Last date for registration XLRI Admissions Test	30 November, '08 04 January, '09
MANAGEMENT APTITUDE TEST		Last date for submission of filled-in application form to EDI (CAT/MAT/XAT aspirants)	14 November, '08
Last date of submission of MAT application form at AIMA Management Aptitude Test	17 November, '08 07 December, '08	Entrepreneurial Aptitude Test (EAT) Personal Interview at EDI Head Office Fellowship Interview (Post Lunch) Last Date for Registration for PGDM-BE Course Commencement	19 February, '09 19-20 February, '09 19 February, '09 1 May, '09 6 July, '09

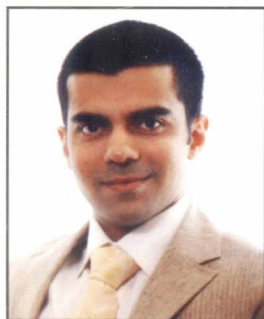


10th batch students of EDI-PGPs seen with Shri Venugopal N. Dhoot, Chairman & Managing Director, Videocon Group and the Con.



STUDENTS' GALLERY

EDI



Name : **Suril Udeshi**
Organization : **Bawarchee Enterprise**

Name : **Sumit Grover**
Organization : **Vinod International**

“A strong desire to initiate, tremendous commitment, very high level of self-confidence and an orientation to succeed along with unusual optimism saw us through during the establishment of our venture.

Initiating, sustaining and then growing an economic enterprise does require a lot of skills and energy. It is the EDI that equipped us with the required skills and orientation to become successful. For any person who aspires to be an entrepreneur, the most important requirement is the belief in one's infinite potential. We thank the EDI for making us believe in ourselves.”

Suril Udeshi now plays an important role in running two restaurants in Ahmedabad Basil and Shocolatery. He is a managing partner in the 'Bawarchee' group which runs these restaurants.

Sumit always wanted to follow his father's footstep and set up a venture in the steel sector. After completing his course at Entrepreneurship Development Institute of India, he started his own export firm. And, the company that he kicked off with a capital of Rs. 50,000 has today climbed to a Rs. 25 crore group, even bagging an award from the Central Government. Today, his company exports raw material for steel to place like Africa, Middle East, Gulf and Europe. “My father had created a name in the steel industry so I wanted to use his experience and do something of my own. And, am happy to make him proud with my progress and achievements” says Sumit.



ocation Chief Guest, EDI Governing Body Members during the Convocation ceremony organised on EDI campus on 27 June 2008



Shri Yogesh Agarwal,
President-EDI
Chairman and Managing Director
Industrial Development Bank of India
Mumbai

Dr. Yoginder K. Alagh,
Vice Chairman & Professor Emeritus
Sardar Patel Institute of
Economics & Social Research
Ahmedabad

Shri D.P. Bagchi, IAS (Retd.)
Ex-Chief Secretary,
Orissa

Mrs. K. Rama Devi,
President
Association of Lady Entrepreneurs of
Andhra Pradesh
Hyderabad

Ms. Soundara Kumar,
Chief General Manager (SME)
SME Business Unit, State Bank of India
Mumbai

Dr. Chukka Kondaiah,
Director General
National Institute for Micro,
Small and Medium
Enterprises (NIMSME), Ministry of MSME
Government of India, Hyderabad

Shri Rajendra Malla,
Chairman & Managing Director
Small Industries Development Bank of India
Lucknow

Dr. Sailendra Narain,
Chairman
Centre for SME Growth &
Development Finance
Navi Mumbai

Shri P.H. Ravikumar,
Managing Director & CEO
National Commodity &
Derivatives Exchange Ltd.
Mumbai

Shri B. Ravindranath,
Executive Director
Industrial Development Bank of India
Mumbai

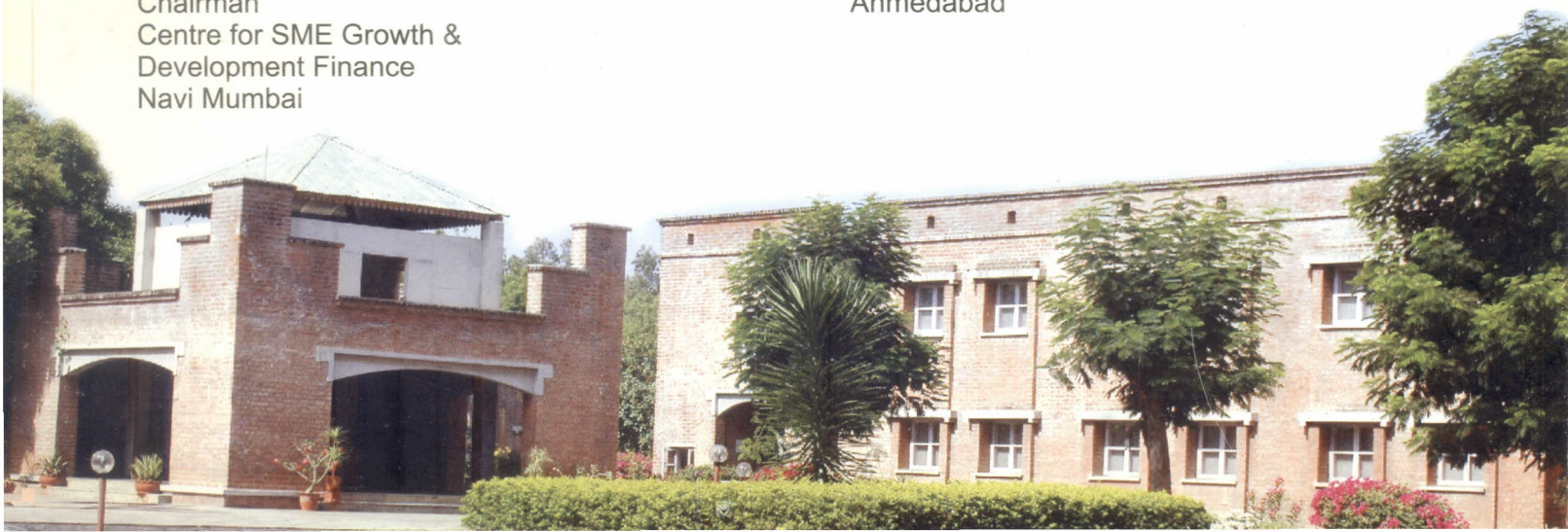
Shri Umesh Chandra Sarangi, IAS
Chairman
National Bank for Agriculture &
Rural Development
Mumbai

Shri P.S. Shenoy,
Chairman
Board of Directors, IFCI Ltd.
Gandhinagar

Shri Jawhar Sircar, IAS
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Ministry of Micro,
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Government of India, New Delhi

Ms. Gauri Kumar, IAS
Principal Secretary
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Dr. Dinesh Awasthi,
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EDI PROJECT OFFICES :

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EDI AFFILIATES IN OTHER COUNTRIES

LAO - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (LIEDC)
CAMBODIA - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (CIEDC)
VIETNAM - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (VIEDC)

TO BE ESTABLISHED

MYANMAR - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (MIEDC)
UZBEKISTAN - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (UIEDC)



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

(Via Ahmedabad Airport & Indira Bridge)

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