

POST GRADUATE
DIPLOMA IN
BUSINESS
ENTREPRENEURSHIP &
MANAGEMENT
2006-2007

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SPECIALISATION OPTIONS:

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

9th Batch



Entrepreneurship Development
Institute of India
Ahmedabad, Gujarat.



'Does Entrepreneurship Promote Economic Growth?'

Evidences suggest that a progressive economy has always had a continuous supply of innovative and resilient entrepreneurs. Entrepreneurs have most certainly proved themselves as important contributors to economic growth. Besides, the charms of owning one's business have led to the emergence of entrepreneurship in a big way, across the globe. A successful entrepreneur wields unique abilities, the power to think and plan strategically. But if it is argued that entrepreneurial talent exists in all societies, what also holds true is the fact that only the right competencies and high need for achievement are the forces that fetch success to the one who sets up an enterprise. Staying in business has, therefore, become a greater challenge than ever before. It is the acumen to perceive opportunities and put them to maximum utilization, which becomes the hallmark of a successful entrepreneur. All this has necessitated competency-based education so that potential entrepreneurs get oriented towards high-order achievements and entrepreneurial endeavour.

It is with this motive of triggering entrepreneurial talent that EDI's **Post Graduate Diploma in Business Entrepreneurship and Management (PGDBEM)** was launched in the year 1998. It has since, successfully developed strategic entrepreneurial orientations in potential entrepreneurs, thus equipping them with the calibre to survive in the present day competitive business environment.

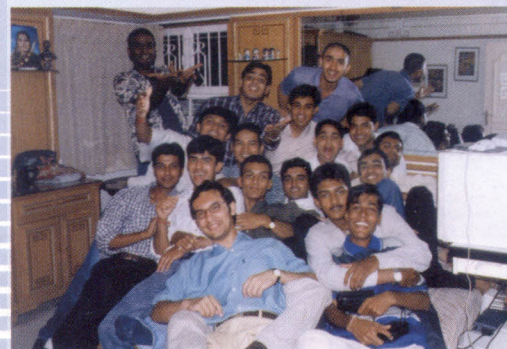
It is expected that as a result of a structured programme like this, the students will develop entrepreneurial traits, knowledge, skills, motivation and initiative to eventually build a viable organizational network by assembling various resources.



Programme Objectives

The objectives of this one-year, accelerated, rigorous and application-oriented programme are to:

- develop skills in successfully initiating, expanding and diversifying a business enterprise in new up-coming areas, including agriculture and service sector.
- 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 own independent business. Students opting for this specialization will be guided to work on a detailed project report after completion of classroom training. The focus will be on helping them emerge with a bankable business plan. The underlying idea is to help students establish and manage their own enterprises.

Family Business Management (FBM) : This specialization aims at developing family business successors into enterprising and knowledgeable owners of the business of their forefathers. Inculcating entrepreneurial qualities in them so that they contribute to the efficiency and growth of their family-owned enterprise is kept in sharp focus. 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 entrepreneurs who can operate in the agriculture sector, understand its nuances and benefit from the latest schemes of the government to promote the sector. The students are developed into agri-preneurs with distinct traits and skills to exploit opportunities galore in the field of agriculture.

Services Management (SM) : The objective is to facilitate conceptual understanding of the fast emerging service 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 service sector. Students will be able to benefit from such opportunities and create and manage new ventures in the sector. The focus will also be on customer relationship as a new management tool for creating sustainable competitive advantage and planning, designing and managing retail business formats.

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, 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 in professional skills over a relatively shorter duration
- Young professionals envisioning own business and capable of investing one-year time away from work, learning about business entrepreneurship and management.

Eligibility / Selection Procedure

A bachelor's degree in any discipline. Students appearing for final degree examination may also apply. Selection will be on the basis of a written test and personal interview to gauge their commitment towards the chosen career. The written test will be held at Agartala, Ahmedabad, Ajmer, Allahabad, Bhuj, Bangalore, Belgaum, Bhopal, Bhubaneswar, Chandigarh, Chennai, Coimbatore, Dehradun, Delhi, Guwahati, Gwalior, Gorakhpur, Hyderabad, Imphal, Indore, Jaipur, Jamshedpur, Jammu, Jodhpur, Kochi, Kolkata, Lucknow, Mumbai, Nagpur, Nasik, Patna, Pune, Raipur, Rajkot, Ranchi, Surat and Vijayawada.

IMPORTANT DATES

- Last date for submission of filled-in application form : April 03, 2006
- Written test : April 23, 2006
- Personal interview at EDI campus : May 17, 18 & 19, 2006

Fee Structure

Tuition fee for non-residential students from India and other SAARC countries is Rs. 85,000/- (Rupees eighty five thousand only) which includes tuition, reading material, use of library and computer centre, and other facilities. For residential students fee is Rs. 1,40,000/- (Rupees one lac forty thousand only) which includes boarding, lodging, cost of tuition, reading material, use of library and computer centre, and other facilities.

Fellowship Support

EDI's efforts in increasing the supply of entrepreneurs have been magnanimously supported by leading financial institutions and corporate houses by way of extending fellowship support to students on means-cum-merit basis. Renowned corporate houses such as; the Bharti Foundation (established by Bharti Enterprises) and Aditya Birla Foundation (established by Aditya Birla Group) have promoted the cause of entrepreneurship by extending support to deserving students of this course.

How To Apply

Prospective candidates should send a demand draft of Rs. 500/- (Rupees five hundred only) favouring EDI, Ahmedabad, payable at Ahmedabad, for the prospectus and application form. Application form may also be downloaded from the website which should be sent along with a DD of Rs.500/-, as mentioned above.





Aadil Bandukwala receiving the award for 'Bharti Student of the year at the hands of Padmabhushan, Shri Hari Shankar Singhania, President, JK Organisation and Chief Guest of the 7th PGP Convocation.

STUDENTS' GALLERY

In the seven batches completed till now EDI has successfully trained 381 students. A few cases of success showcase the talent and competencies that the students imbibe during the course of one year.



Samir Allawadi receiving the diploma at the hands of Shri Yashwant Sinha, the then Union Finance Minister and Chief Guest of the 1st Convocation.

"If I can dream big today, it is only because of EDI. I never thought I would be so successful. So the first and the foremost strength which EDI equipped me with was "Confidence". I gained a lot subsequently, started my business and today I am doing well. The fire of an entrepreneur still burns bright in me."

- Samir Allawadi (1st batch)
Utkarsh Natural Organics and Bio-tech
Surat



Amol Chaphekar receiving the diploma at the hands of Shri Sunil Bharti Mittal, Chairman and Managing Director, Bharti Enterprises and Chief Guest of the 3rd Convocation.

" I rate it as a 'must do' for all those who wish to set up their own businesses. I have seen myself getting transformed into an entrepreneur in the real sense of the term. It is good to begin business with all the knowledge and competencies that promise success rather than initiate, fail and regret. I am glad I took the decision of joining EDI."

- Amol Chaphekar (3rd batch)
Shapewell Industries Pvt. Ltd.
Ahmedabad

"The course has re-invented me; before joining it I only had the resolve of becoming an entrepreneur, but upon completion I found myself equipped with even the minutest of details that are required to become a successful businessman. Today I am successfully managing my designer line of clothes-Allure, and I owe it to the PGDBEM course."

-Arun Jain (2nd batch)
Allure Fashion Store
Ahmedabad



Arun Jain receiving the diploma at the hands of Shri Subhash Chandra, Chairman, Zee Telefilms Ltd. and Chief Guest of the 2nd Convocation.

EDI Governing Body Members

As on 1st August, 2005

Shri V.P. Shetty

President-EDI

Chairman

Industrial Development Bank of India

Mumbai

Shri Anupam Dasgupta, IAS

Secretary (SSI & ARI)

Government of India

Ministry of Small Scale Industries

and Agro & Rural Industries

New Delhi

Shri D. Rajagopalan, IAS

Principal Secretary

Industries & Mines Department

New Sachivalaya

Gandhinagar

Dr. Yoginder K. Alagh

Vice Chairman & Professor Emeritus

Sardar Patel Institute of Economics

& Social Research

Ahmedabad

Mrs. K. Rama Devi

President

Association of Lady Entrepreneurs

of Andhra Pradesh

Hyderabad

Shri P.H. Ravikumar

Managing Director & CEO

National Commodity & Derivatives

Exchange Ltd.

Mumbai

Shri D.P. Bagchi, IAS (Retd.)

Ex-Chief Secretary, Orissa

Ms. Ranjana Kumar

Chairperson

National Bank for Agriculture & Rural

Development

Mumbai

The Chairman and Managing Director

IFCI Ltd.,

New Delhi

Shri N. Balasubramanian

Chairman & Managing Director

Small Industries Development Bank

of India

Lucknow

Dr. Sailendra Narain

Chairman

Centre for SME Growth &

Development Finance

Mumbai

Dr. Dinesh Awasthi

Director

Entrepreneurship Development

Institute of India

Ahmedabad

Shri J. Chandrasekaran

General Manager (SME)

State Bank of India

Mumbai

Shri B.P. Singh

Chief General Manager

Human Resources Department

Industrial Development Bank of India

Mumbai



The Institute



Library



Dining Hall



Computer Room



Ladies' Hostel Room

An acknowledged National Resource Institute for entrepreneurship education, research & training

The Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - IDBI, IFCI Ltd., ICICI Ltd. and 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 further, EDI has helped set up fourteen 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 in several states 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 Gujarat Textbook Board assigned to it the task of developing textbooks in 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.

These successes and commitments have culminated in the recognition of its achievements by the Government of India and the State Governments. 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 assigned project of setting up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam is progressing in full swing. While the already commissioned centre at Lao PDR has started reaping rewards, the centres at other countries will also be established in a short span of time.

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'.



Entrepreneurship Development Institute of India Ahmedabad

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