

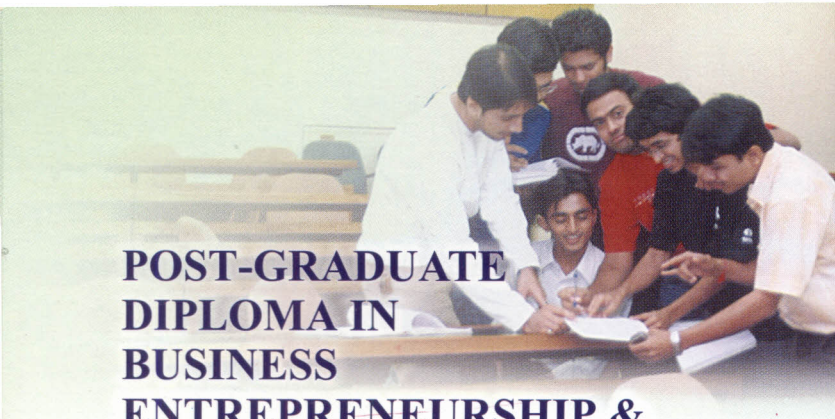
**8th BATCH**

**POST-GRADUATE  
DIPLOMA IN  
BUSINESS  
ENTREPRENEURSHIP &  
MANAGEMENT  
2005-2006**

- Specialisation Options :**
- New Enterprise Creation (NEC)
  - Family Business Management (FBM)
  - Agri-Entrepreneurship



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



## **POST-GRADUATE DIPLOMA IN BUSINESS ENTREPRENEURSHIP & MANAGEMENT**

**2005-2006**

### **BRING OUT THE ENTREPRENEUR IN YOU**

Enduring hardships, taking risks, breaking norms of conformity are the hallmarks of a successful entrepreneur. No wonder then the rewards of such grit and commitment are bare for the world to see. For entrepreneurs, the scenario today is inviting. Our economic policies and banking system are favourable to entrepreneurship. Better infrastructure, easy funding, access to resources, propitious trade laws have structured a conducive environment for entrepreneurs to flourish.

Today, given adequate training and support, entrepreneurship is no more a field where the fear of failure lurks. With the right decisions and careful investment, an entrepreneur can be sure to succeed. This centrality that an entrepreneur enjoys in economic processes comes with presence of skills, traits and characteristics that impart him/her unique strengths and resourcefulness. These can be imparted to a person by a carefully designed training package which not just perks up a potential entrepreneur's motivation but also develops skills to enable him access information, opportunities, capital and markets. Training also becomes essential to trigger entrepreneurial talent in persons who already possess it but have not given vent to it because of their inhibitions.

Formal education in entrepreneurship strengthens the mental resolve of such people, in addition to imparting skills that take him / her to higher order achievements.

**Post-Graduate Diploma in Business Entrepreneurship and Management** develops strategic entrepreneurial orientations in potential entrepreneurs, thus equipping them with skills to excel in a fiercely competitive corporate environment.



### **PROGRAMME STRUCTURE & OBJECTIVES**

The 12 months' curriculum, spread over four terms, aims to create business tycoons of tomorrow. It inculcates, in students, entrepreneurial wisdom and discipline that together monitor the setting up, conduct and growth of business. It also looks forward to imbibing knowledge in successors of family businesses so that they retain, as also advance family businesses. Persons who wish to set up ventures in the promising sector of agriculture also stand to benefit from this course as it offers the specialisation of Agri-Entrepreneurship as well.

The course, therefore, offers three specialization streams, which are:

#### **New Enterprise Creation (NEC), Family Business Management (FBM) and Agri-Entrepreneurship**

##### **Specialization I :**

###### **NEC:**

With the escalating complexity of industrial scenario, the economy requires competent entrepreneurs to build a viable organizational network which is a prudent amalgamation of labour, technical and managerial expertise. The specialization stream of NEC produces competent entrepreneurs with the ability to function with excellent strategic thinking and prudence.

Students opting for this stream will be guided to work on a bankable business plan as a part of the course. The main idea is to help them establish and manage enterprises.

##### **Specialization II :**

###### **FBM:**

This course has received soaring response from the business community. It ensures that the succeeding generation is armed with entrepreneurial characteristics and vision resulting in the birth and consolidation of enterprises.

FBM stream addresses those intending to manage family businesses. The stream focuses on the issues, problems and unique concerns of family businesses. The students learn to manage the dynamics of family business and are guided to develop strategies for long-term expansion and diversification of their family firms.

## Specialization III :

### Agri-Entrepreneurship :

Amidst the changing paradigms and demanding global structure, India, in order to remain a front-runner needs to primarily focus on the agriculture sector, the backbone of the economy. Among the various strategies to promote planned growth in this sector, focus on promoting viable enterprises will certainly help exploit its operational efficiency to the hilt.

It is, therefore, urgent to develop entrepreneurs who can operate in this sector with the techniques of setting up and managing agri-enterprises. This specialization will develop agri-preneurs with distinct traits and skills to exploit opportunities galore in the field of agriculture.



### PEDAGOGY

The interactive nature of learning experience distinguishes EDI from many other institutions. The emphasis is on action learning. Business games, 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

The programme is targeted at :

- Graduates who intend to launch and manage business units,
- Family businesses intending to develop their potential successors or associates in professional skills over a relatively shorter duration,
- Business firms who would like to sponsor graduates with a view to reducing their dependency on employment and/or encouraging them to form a strong ancillary base.

### ELIGIBILITY / SELECTION PROCEDURE

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

### FEE STRUCTURE

Tuition fee for non-residential students from India and other SAARC countries is (Indian) Rs. 65,000/- which includes tuition, teaching, reading material, use of library, computers and other facilities. For residential students fee is (Indian) Rs. 1,15,000. This includes boarding, lodging, cost of tuition, teaching, reading material, library, computers and other facilities.

### Important Dates:

- Last date for submission of filled-in application form : April 15, 2005
- Written Test : May 15, 2005
- Personal Interview at EDI Campus : June 13, 14 & 15, 2005

## FELLOWSHIP SUPPORT

Awareness about entrepreneurship as a viable career option is establishing firm grounds. Mega corporates, awakened to the benefits that entrepreneurs accrue to the society, have come forward in several ways to support the growth of entrepreneurship. One of these ways has been by way of offering fellowships to meritorious students. EDI's efforts have been magnanimously supported by Bharti Foundation (established by Bharti Enterprises) which extends fellowship support of Rs. 50,000/- each, to two students. Based on means-cum-merit basis several students from the last seven batches have been awarded fellowships by some premier financial institutions. In addition, this year, fellowship support is likely to be extended to students from backward areas from Aditya Birla Group, the eminent corporate house.

## HOW TO APPLY

Prospective candidates should send a demand draft of Rs. 500 favouring EDI, Ahmedabad for prospectus-cum-application form. Application form may also be downloaded from the website ([www.ediindia.org](http://www.ediindia.org)) and sent along with a DD of Rs.500.

### Students' Gallery

Upto 2004, the Institute completed 6 batches and successfully groomed 443 students. Seventh batch students opine on 'why they joined the PG course at EDI'.

'The rung of the ladder was never meant to be rest upon, but only to hold your foot enough, to put the other foot higher'.

"A conducive learning environment which fosters the aforesaid statement of growth is what EDI facilitates. I am glad, I made the right decision".

- Aadil Bandukwala  
Belgaum, Karnataka

"I joined EDI to awaken the entrepreneur in me. I know for sure, today, that I am at the right place and would certainly be able to make a mark in the world of business. A beautiful amalgamation of practical and theoretical knowledge is something that is sharpening my entrepreneurial bent of mind".

- Naresh Kumar  
Sind-Hyderabad, Pakistan

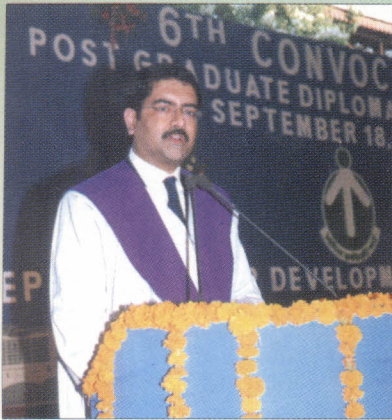
"My first steps into the world of business- half way through the course and I already feel confident. I am growing from strength to strength".

- Hetal Dave  
Ahmedabad, Gujarat

"I knew that EDI was the only place that could help me realize my dream. And here I am with a high flying career in the making".

-Anirudh Dube  
Bangalore, Karnataka





# 6TH CONVOCATION POST GRADUATE DIPLOMA PROGRAMMES SEPTEMBER 18, 2004



## Compliments by Dr. Kumar Managalam Birla, Chairman, Aditya Birla Group and the Chief Guest of the 6<sup>th</sup> Convocation of EDI-PG Programmes

"I commend all of you who are graduating from the Entrepreneurship Development Institute-the class of 2004. You deserve our admiration for the conscious decision you made - in the first place - to be different, to be an entrepreneur. I congratulate you on the hard work you have put in over the course of your studies. I am confident that your motivation and competence will make you an entrepreneur in practice, in the real world that you are stepping out into. I also applaud the vision and dedication of those who have, over the years, made the Entrepreneurship Development Institute of India a pioneer in imparting a high standard of training in a very difficult and vital, but somewhat underemphasized craft of entrepreneurship".

## EDI GOVERNING BODY MEMBERS (As on 23-11-2004)

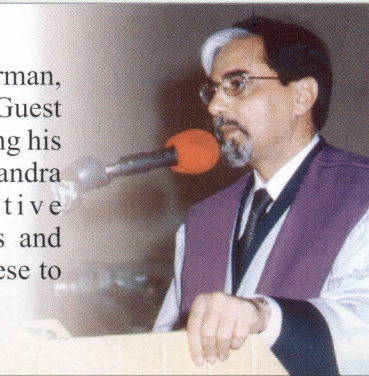
- **Shri M. Damodaran**  
President-EDI  
Chairman & Managing Director,  
Industrial Development Bank of India,  
Mumbai
- **Dr. Yoginder K. Alagh**  
Vice Chairman & Professor Emeritus  
Sardar Patel Institute of Economic & Social  
Research,  
Ahmedabad
- **Shri D.P. Bagchi, IAS ( Retd.)**  
Ex-Chief Secretary,  
Orissa
- **Shri Subodh Bhargava**  
Chairman,  
Wartsila India Ltd.,  
New Delhi
- **Shri J. Chandrasekaran**  
General Manager (SME),  
State Bank of India,  
Mumbai
- **Shri V.K. Chopra**  
Chairman & Managing Director  
Small Industries Development Bank of India,  
Lucknow
- **Shri R. Jayaraman Iyer**  
Executive Director,  
Industrial Development Bank of India,  
Mumbai
- **Ms. Ranjana Kumar**  
Chairperson,  
National Bank for Agriculture & Rural  
Development,  
Mumbai
- **Shri B S. Minhas**  
Secretary (SSI&ARI)  
Ministry of Small Scale Industries and  
Agro & Rural Industries,  
Govt. of India,  
New Delhi
- **Dr. Sailendra Narain**  
Chairman,  
Centre for SME Growth and  
Development Finance,  
Navi Mumbai
- **Shri D. Rajgopalan**  
Principal Secretary  
Industries & Mines Department,  
Govt. of Gujarat,  
Gandhinagar
- **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
- The Chairman and Managing Director,  
IFCI Ltd.,  
New Delhi
- **Dr. Dinesh Awasthi**  
Director,  
Entrepreneurship Development Institute of  
India,  
Ahmedabad

**EDI PG CONVOCATIONS.....**  
**Graced by Country's Top Notch**



Shri Yashwant Sinha, the then Union Finance Minister and Chief Guest for the 1<sup>st</sup> Convocation, in his address, urged the students to seize their destinies and go on to create great companies.

Shri Subhash Chandra, Chairman, Zee Telefilms Ltd. and Chief-Guest for the 2<sup>nd</sup> Convocation, delivering his Convocation Address. Shri Chandra highlighted the innovative opportunities ahead of students and said that they should explore these to their maximum.



Shri Sunil Bharti Mittal, Chairman and Group Managing Director, Bharti Enterprises and Chief Guest for the 3<sup>rd</sup> Convocation, addressing the PG students and the distinguished gathering, said that, the will to perform should be there as this is the mantra to succeed.

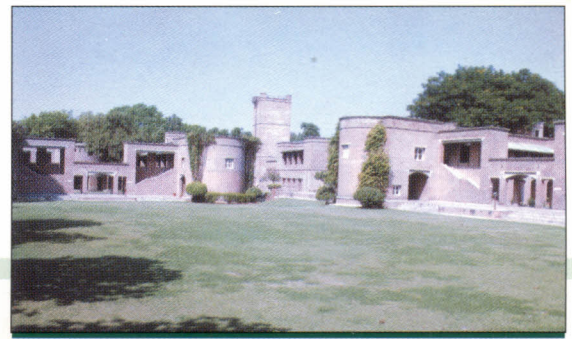
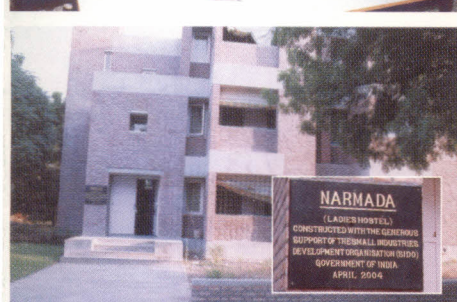


Shri Brijmohan Lall Munjal, Chairman, Hero Honda Motors Ltd. and Chief Guest for the 4<sup>th</sup> Convocation, addressing the guests and the PG students, warned them against being complacent, as this he maintained could put them in danger.



Chief Guest of the 5<sup>th</sup> Convocation, Shri Anil Ambani, Vice-Chairman & Managing Director, Reliance Industries Ltd., congratulating the PG students and sharing his entrepreneurial experiences with them and the esteemed guests.





## THE INSTITUTE

*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.

EDI's mission has led to the emergence of several training programmes around strategic thrust areas for a variety of target groups.

To pursue its mission, EDI has helped set up twelve state-level exclusive entrepreneurship development centers and institutes. One of the more 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 Center 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 biennial seminars on entrepreneurship education and research.

On the international front, EDI has achieved significant success by conducting New Enterprise Creation Programmes, Trainers' Training Programme, Sensitisation workshops, Banker's Training Programmes, Small and Medium Enterprise Development Programmes.

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 and several other renowned agencies.

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**'. Recently the Ministry of External Affairs, Govt. of India, assigned to EDI the task of setting up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar, Vietnam (CLMV nations). The Center at Lao PDR was inaugurated on 27th November, 2004 during the recently held ASEAN Summit.

## EDI Project Offices

### KERALA

N. P. Tower, 2nd Floor  
West Fort  
Thrissur-680004  
Tel. : (91) (487) 23451947

### MADHYA PRADESH

21/22, 'B' Block  
Near Gwalior Glory School  
Harishankarpuram  
Gwalior-474 001  
Tele : +91-9827023986

### ORISSA

N-1/224. IRC Village  
Nayapally  
Bhubaneswar-751 015  
Tel. : (91) (674) 2554494  
(M) + 91-9437015370  
E-mail : ediero@rediffmail.com

### RAJASTHAN

G/56, Shastri Nagar  
Jodhpur-342003  
Tel. : (M) +91-9414348034

### GUJARAT

8, Saurashtra Kala Kendra Society,  
8/9 Corner,  
Opp. Nirmal Convent School,  
Kalawad Road,  
Rajkot-360 005.  
Tel. : (91) (281) 2585037

Ground Floor, 'Sonal Krupa'  
Park Colony,  
Jamnagar-361 008  
Tel. : +91-9824892800

### UTTAR PRADESH

House No. 40, Ward No. 19,  
Ganga Din ka Hatta, Opp. Kacheri Road,  
Rai Bareilly-229 001  
Tel. : (M) +91-9839063258

### BIHAR

1/9A, Patli Putra Colony,  
Patna-800 013.  
Tel. : (91) (612) 2271071



## ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

(Via Ahmedabad Airport & Indira Bridge)  
P.O. Bhat-382 428 Dist. : Gandhinagar, Gujarat, India  
Tel. : (91) (79) 23969155/61/63 Fax : (91) (79) 23969164  
E-mail : ediindiaad1@sancharnet.in Website : www.ediindia.org

### EDI Regional Offices :

#### Lucknow Office :

432/36, Kala Kankar Colony, Old Hyderabad, Lucknow - 226 007  
Tel. : (91) (522) 2780820 Telefax : (91) (522) 2780856  
E-mail : edinro@sancharnet.in

#### Bangalore Office :

419/4 (Upstairs)  
12th Main Road, Dr. Rajkumar Road, 6th Block,  
Rajajinagar, Bangalore - 560 010  
Tel. : (91) (80) 23119360 Telefax : (91) (80) 23119361  
E-mail : ediro@giasbg01.vsnl.net.in

#### Guwahati Office:

H. No.-36, Nr. D.G.P. Office, B. K. Kakoti Road, Ulubari, Guwahati  
Tele : (91) (361) 2461063  
E-mail : edinero@india.com