

**6th
Batch**

**Post Graduate Diploma In
Business Entrepreneurship
And Management (PGDBEM)**

2003 - 2004



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

**6th
Batch**

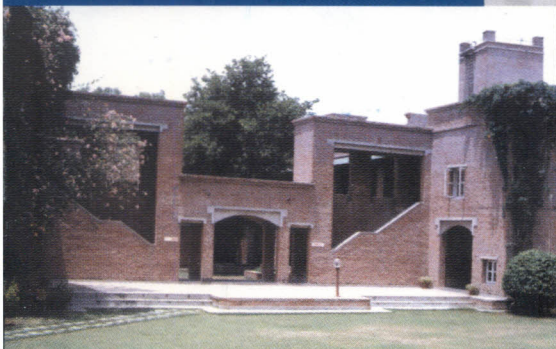
**POST GRADUATE DIPLOMA
IN
BUSINESS ENTREPRENEURSHIP
AND
MANAGEMENT (PGDBEM)**

2003 - 2004

With specialisation in
New Enterprise Creation

or

Family
Business Management



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



"The challenge lies in development of entrepreneurship which can withstand global competition. I am confident that the students will seize their destiny and go on to create great companies."

- Shri Yashwant Sinha
The then Finance Minister of India
Chief Guest for the
Convocation : 1998 - 1999



"The graduating students are lucky to have received this training. They should now look for innovative opportunities and explore these to their maximum to attain success in life."

- Shri Subhash Chandra
Chairman, Zee Telefilms Ltd.
Chief Guest for the
Convocation : 1999 - 2000

RATIONALE :

Youth comprise about 34 per cent of the total population of India and it is only their enterprising attitude that will define the contours of the future. It, therefore, becomes the responsibility of the family, the society, educational institutions and the leadership to shape them in such a way that their creative potential is harnessed to the hilt.

Empowering our youth through entrepreneurial training and guidance will make them enterprising enough to think of Entrepreneurship as a career option and also help accomplish the vision of nation building.

Inducing in our youth the spirit to launch business ventures by offering them appropriate training and various kinds of incentives will not just see them take the destiny of their progress in their hands but also spur the economic development of the nation.

Although the belief that individuals from business communities and castes alone can become entrepreneurs has been challenged, it is also true that taking up entrepreneurship and excelling in it, demands proper training, guidance and counselling. Even in the case of Family Business, absence of appropriate knowledge in successors can lead to total collapse of the organisation.

In order to address the concerns of those who wish to set up own enterprises or join family business, EDI has especially designed the course '**Post-Graduate Diploma in Business Entrepreneurship and Management**' (PGDBEM) for youth so as to develop strategic entrepreneurial orientations in them, thus equipping them with skills to excel in a fiercely competitive economy.

The course has two specialization streams, which are :

New Enterprise Creation (NEC) and Family Business Management (FBM)

The streams inculcate, in students, entrepreneurial wisdom and discipline that together monitor setting up, conduct and growth of business.

The Specialization Streams :

New Enterprise Creation :

With the escalating complexity of industrial scenario, the economy requires trained entrepreneurs with the capability to build a viable organizational network which is a prudent amalgamation of labour, technical and managerial expertise.

For injecting entrepreneurial capability and dynamism in the young generation, entrepreneurship education is immensely helpful. This acquires further significance against the backdrop that the entire process of launching an enterprise and broadening its avenues for growth necessitates an insightful study into the prevailing competitive pressures and the various aspects of entrepreneurship.

The specialization stream of New Enterprise Creation produces trained entrepreneurs with the ability to function with excellent strategic thinking and prudence. Students opting for this stream will be guided to work on a detailed project report after completion of classroom training. The main idea is to help them establish and manage enterprises.

Family Business Management :

Entrepreneurial resourcefulness to continue perceiving and managing opportunities for venture survival and growth is one of the yardsticks for evaluating the success of an enterprise. With the change of leadership, a successful company, set up by forefathers can experience a major break down in terms of growth. It is, therefore, important to ensure that the succeeding generation is armed with entrepreneurial characteristics and vision resulting in the birth and consolidation of enterprises.



"There is no short cut to success. All aspiring people should have both, the short term and long term vision, as both these are indispensable for success. The will to perform should be there because the only way to succeed is through performance."

- Shri Sunil Bharti Mittal
Chairman & Group Managing Director,
Bharti Enterprises
Chief Guest for the
Convocation : 2000 - 01



"Never entertain complacency in Business. Complacency means we are resting on our past achievements and taking life easy. There is also a danger of missing certain timely decisions and losing the trust of people around us."

- Brijmohan Lal Munjal
Chairman, Hero Honda Motors Limited
Chief Guest for the
Convocation : 2001-2002

The stream Family Business Management addresses those intending to join family business and aims at developing their capabilities to join and manage family business. The stream focuses on the issues, problems and unique concerns of family business involvement and management. The students learn to manage the dynamics of family business and develop strategies for long term growth of their family firms.

OBJECTIVES OF THE COURSE

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

- Develop skills in successfully initiating, expanding, diversifying and managing a business enterprise with focus on understanding real life business situations and business practices.
- Develop family business successors as enterprising and knowledgeable owners of the business of their forefathers. Inculcate entrepreneurial qualities in them so that they contribute to the efficiency and growth of the enterprise.
- Inculcate among students entrepreneurial competencies, including self-confidence, goal setting, planning, information seeking, problem solving and planned risk taking.
- Develop a competent entrepreneur of tomorrow through an accelerated course marked by intensive personal counselling.
- Give insights into the tools, techniques and frames of reference necessary for managing all functions i.e. production, marketing, personnel and finance of a business enterprise.

SCHEDULE:

This 12-month programme is spread over four terms. The academic year begins in September and ends in August.

PEDAGOGY

The interactive nature of learning experience distinguishes EDI from many other institutions. The emphasis throughout the course is on action learning. Business games, computer simulation, live projects, role plays, case-based teachings, field work and group work will be combined to create an environment which challenges individuals to define problems and find workable solutions.

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 with graduation background, 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.
- Graduates who wish to become small enterprise counsellor, consultant or entrepreneurship teacher-trainer.

Important Dates

- Last date for submission of filled - in application forms - **July 12, 2003**
- Written Test - **July 27, 2003**
- Personal Interview - **August 11 & 12, 2003**
- Last date to deposit fee - **September 1, 2003**
- Date of commencement of the new academic year - **September 22, 2003**

ELIGIBILITY / SELECTION

A bachelor's degree in any discipline. Students appearing for the final degree examination may also apply. The last date for submission of filled - in application form is July 12, 2003. The students will be selected on the basis of a written test and subsequent personal interview to gauge their commitment towards their chosen career, pursuing an educational programme like this and education at EDI. The written test will be held at **Ahmedabad, Bangalore, Lucknow, Guwahati, Delhi, Hyderabad, Chennai, Bhubaneshwar and Ranchi** on July 27, 2003.

The personal interview will be held on August 11 & 12, 2003 at EDI Campus, Ahmedabad. The course fee will have to be deposited by September 1, 2003. The academic year of the course begins from September 22, 2003.

FEE STRUCTURE

The fee for this residential course is Rs. 1,15,000/-, which includes tuition, lodging, boarding, teaching/ reading material, and use of EDI library and computer centre. Students may choose to register as non-residential candidates at a fee of only Rs. 65,000/- which covers tuition, teaching / reading material and use of EDI library and computer centre. The fee for Non-Resident Indians (NRIs) / NRI-sponsored candidates or Non-Indians is US \$ 5000 (residential). The fee for candidates from SAARC countries is the same as that of national candidates, i.e., Rs. 1,15,000.

FELLOWSHIP SUPPORT

EDI's efforts in increasing the supply of entrepreneurs have been supported by national financial organisations such as; Industrial Development Bank of India, State Bank of India and Bharti Foundation through fellowships to the PGDBEM students. Based on means - cum - merit basis several students from the last five batches have been awarded fellowships.

SALIENT FEATURES OF THE COURSE AT A GLANCE

- The orientation is towards job creation and not necessarily job seeking.
- The thrust is on competency development alongside hard-skill development.
- Offering of inputs necessary to create/ manage a business venture within a short span of one year.
- Saving of one-year vis-à-vis MBA and other conventional PG courses.
- Unique opportunity for business families in smoothening inter-generational transition.
- Provision for exposure to real-life situations through various time-tested pedagogical methods.
- Offering of unconventional inputs on entrepreneurship, customer orientation, crises management, creativity and problem solving, seeing and acting on opportunities, etc.
- Excellent and proximate academic environment (comprising faculty resources, student community and national and international participants of various campus-based programmes) coupled with peaceful, pollution-free physical surroundings.

PERFORMANCE OF THE LAST FIVE BATCHES

Each of the previous 5 batches registered around 70 selected students. Inculcating entrepreneurial qualities and skills, ensuring that a new generation of entrepreneurs was created who took advantage of growth opportunities and thus promoted the growth of small-scale industries has been the focus of the programme.



By organizing interactions with practitioners and exposing them to a variety of real life situations, the task of shaping future leaders could be ably handled at the institute.

EDI Governing Body as on March 1st , 2003

<p>Shri P.P.Vora President - EDI Chairman & Managing Director Industrial Development Bank of India Mumbai</p>	<p>Dr. Y. K. Alagh Vice Chairman & Professor Emeritus Sardar Patel Institute of Economic & Social Research Ahmedabad</p>	<p>Shri D.P.Bagchi Ex-Chief Secretary IAS (Retd.) Orissa</p>
<p>Shri Subodh Bhargava Chairman, Wartsila India Ltd. Former Chairman & Chief Executive Officer, EICHER Group New Delhi</p>	<p>Ms.Madhura Chatrapathy Director Asian Centre for Entrepreneurial Initiatives (ASCENT) Bangalore</p>	<p>Shri M. A. Krishnan Chief General Manager (Development Banking) State Bank of India Mumbai</p>
<p>Shri Y.C.Nanda Chairman National Bank for Agriculture & Rural Development Mumbai</p>	<p>Dr. Shailendra Narain Chairman Centre for SME Growth & Development Finance Mumbai</p>	<p>Shri P. B. Nimbalkar Chairman & Managing Director Small Industries Development Bank of India Lucknow</p>
<p>Shri D. Rajgopalan Principal Secretary Industries & Mines Department Government of Gujarat Gandhinagar-</p>	<p>Shri P. H. Ravikumar Senior General Manager ICICI Ltd. Mumbai</p>	<p>Shri V.P.Singh Chairman & Managing Director IFCI Ltd. New Delhi</p>
<p>Shri S.K.Tuteja Secretary (SSI & ARI) Ministry of Small Scale Industries and Agro & Rural Industries Government of India New Delhi</p>	<p>Dr. Dinesh Awasthi Director EDI, Ahmedabad</p>	



Delivering a two-year management curriculum, along with entrepreneurial inputs, in a short span of one year is really a point worth highlighting and especially useful for people like me who could not afford to spend two years in a conventional MBA course. PGDBEM has just the right kind of focus to help a person recognise his/ her potential and exploit it completely. I am glad I could identify my project while at EDI and today I am doing well in my business of management consultancy.

S.P.Joseph
2001 - 02 batch
NEC Stream

THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit Institute, set up in 1983, is sponsored by apex financial institutions - the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India Ltd. (IFCI), Industrial Credit and Investment Corporation of India Ltd. (ICICI) 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.

Through well-conceived training interventions and capacity building activities, over last two decades EDI has equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped set up twelve state-level exclusive entrepreneurship development centres 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.

Realising that education is an apt medium to reach out to a wider section of society, the Institute contributed in institutionalising entrepreneurship in formal business education. In view of EDI's expertise in Entrepreneurship, Gujarat Textbook Board assigned to it the task of developing textbooks in Entrepreneurship for 11th & 12th standards. The University Grants Commission had also assigned EDI the task of developing curriculum on Entrepreneurship.

In its sector specific and general growth-cum-counsellors' programmes addressed to existing entrepreneurs, as of now, it has trained 407 entrepreneurs and developed 364 counsellors.



When I joined PGDBEM, my family was into the business of distribution and retail of Home Appliances and Audio-Video Entertainment Products. PGDBEM gave me as in-depth understanding of management and business principles, the importance of which I clearly felt when I ventured out in the market place. My decision to join this course was purely guided by my dream of becoming a successful businessman. And just half way through the course I realised that my decision was perfectly correct.

- Varun Dhoot
2000 - 01 batch
NEC Stream

In order to broaden the frontiers of Entrepreneurship Research, EDI has established a Centre for Research in Entrepreneurship Education and Development (CREED). CREED, apart from organising investigations into a range of issues surrounding small and medium enterprise sector, focuses on establishing network of researchers and trainers particularly through conducting a biennial seminar on entrepreneurship education and research, regularly.

These successes and commitments have culminated in the recognition of its achievement by the Government of India and the State Governments. In the international arena, the entrepreneurship development efforts by way of sharing resources and organising training programmes, have helped EDI earn accolades and support from The World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, 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 (ESCAP), Bangkok, Thailand, has declared EDI as a 'Centre of Excellence'.

For application form and detailed information, alongwith a demand draft of Rs. 500/- drawn in favour of EDI, Ahmedabad, please write to; **The Course Director,**



Entrepreneurship Development Institute of India, Ahmedabad

(Nr.Village Bhat, Via Ahmedabad Airport & Indira Bridge)

P.O.Bhat - 382 428, Dist.Gandhinagar, Gujarat

Ph: 91- 79 - 3969153, 3969158, 3969159, 3969163, Fax: 91- 79 - 3969164

E-mail: ediindiaad1@sancharnet.in Website: www.ediindia.org

EDI REGIONAL OFFICES:

Bangalore office:

No. 133, XI 'A' Cross, I Road, II Stage,
West of Chord Road, Bangalore-560 086.
Telefax: 91 - 80 - 3496580, 3490384
E-mail: ediro@giasbg01.vsnl.net.in

Lucknow office:

432/36 Kala Kankar Colony,
Old Hyderabad, Lucknow - 226007.
Phone: 91- 522 - 2780820
Fax: 91- 522 - 2780856
E-mail : edinro@sancharnet.in

EDI Branch Office :

Guwahati Office :

Karamchandani Bldg.
Maniram Dewan Lane, G.S. Road
Ulubari, Post Box No. 42,
Guwahati-781 007
Phone : 91- 361- 2453797,
Fax : 91 - 361 - 2459112
E-mail : edinero@india.com

Cuttack Office :

Friends Colony, Bajraka Bati Road,
Cuttack-753 001
Phone : 91 - 671 - 2425653



One year of PGDBEM has given me knowledge and insight which the success of my handicraft's business clearly speaks. I always wanted to be on my own but somehow could never really muster the confidence to do so. PGDBEM's objectives just matched with mine and today I feel immensely motivated and armed with knowledge on various aspects of setting up and managing an enterprise.

- Shweta Shah
2001 - 02 batch
NEC Stream

