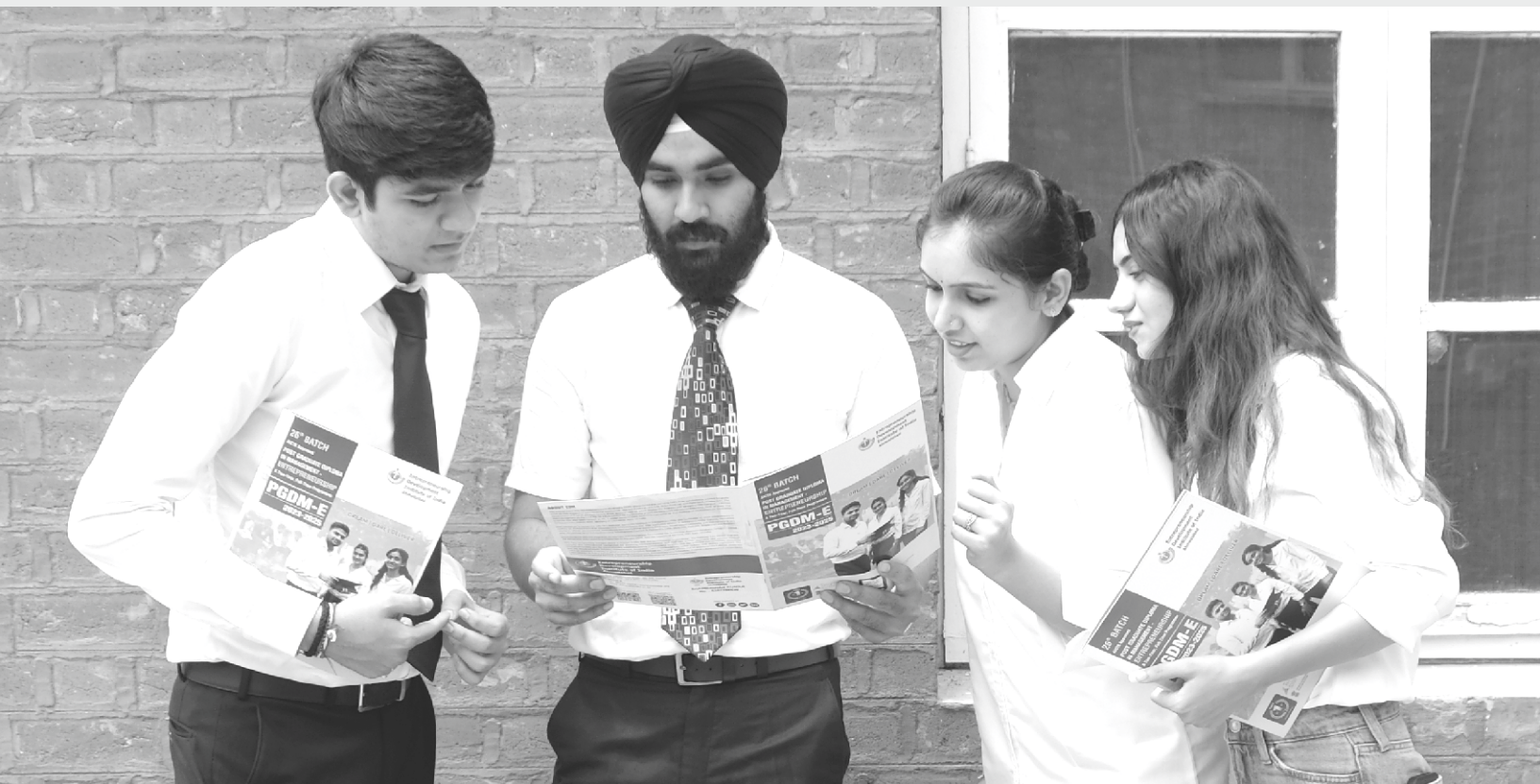




**Entrepreneurship
Development
Institute of India
Ahmedabad**



27th BATCH

AICTE Approved, NBA Accredited

POST GRADUATE DIPLOMA IN MANAGEMENT - ENTREPRENEURSHIP

A Two-Year, Full-Time Programme

PGDM-E

DREAM | DARE | DELIVER

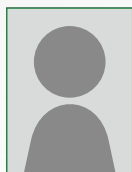
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Federation of Indian Micro and
Small & Medium Enterprises (FISME)
New Delhi



Ms. Mercy Epao
Joint Secretary (SME)
Ministry of Micro, Small &
Medium Enterprises
Government of India
New Delhi



Dr. Sunil Shukla
Director General
Entrepreneurship Development
Institute of India (EDII)
Ahmedabad



Dr. Sailendra Narain
Former Chairman & Managing Director
Small Industries Development
Bank of India (SIDBI)
Mumbai



Director General's Message

Dear Wannabe Entrepreneurs

India is credited with demographic dividend but with that advantage comes a huge responsibility. A massive number of young Indians are awaiting to enter the job market in the coming days. In order to meet the demands of these job market entrants, entrepreneurship has emerged as a powerful solution. And, there are testimonies to prove this claim. 78 percent of EDII's alumni have either set up own business or have joined family business, leading to notable growth and diversification.

Entrepreneurship is perhaps the only catalyst that can provide meaningful occupation and subsistence to the youths of the country. I am glad that today's youth is coming around with new ideas and determination. They are accepting entrepreneurship as a career option. The business ecosystem is rife with new ideas and technical innovations but some blossom whereas others cease to exist after a while. It is here that the role of education and training in entrepreneurship becomes indispensable. A trained entrepreneur will know where to tap for resources, he/she will also navigate successfully through challenges and find alternatives in crises. This course is application-oriented with an innovative, market-linked curriculum. It prepares students to shine in the world of business. So, you are at the right place; realize your dream of becoming an entrepreneur.

My best wishes to you!!!

- Sunil Shukla

WHY ENTREPRENEURSHIP

Entrepreneurship has assumed vital prominence in view of the benefits that it brings to society. India especially can benefit from its demographic dividend by training and guiding its youths about the advantages of pursuing entrepreneurship. Entrepreneurship and socio-economic growth are closely linked and hence, this discipline is receiving attention.

'Entrepreneurs are not just born; they can be bred too.'



VISION

Nurturing students through educational endeavours ably supported by practicum for enabling them to create sustainable ventures and develop successors for ensuring continuity and growth of family owned businesses.



MISSION

- Imparting entrepreneurship skills to students to establish and nurture enterprise and create jobs.
- Shaping emerging and existing entrepreneurs through strong functional knowledge, research and training in addition to appropriate skills and attitudes.
- Facilitating development of an academic ecosystem that nurtures and supports entrepreneurial culture.



OBJECTIVES

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

- Impart comprehensive knowledge of an entrepreneurial and managerial ecosystem.
- Develop first generation entrepreneurs by building necessary skills, imparting appropriate skills and enhancing attitudes for initiating and growing an enterprise / start-up.
- Enable family business successors as change agent to augment competitiveness and growth of business.
- Build sustainable social impact ventures.
- Nurture intrapreneurial aspirations and compatible capabilities.

AICTE Approved, NBA Accredited

POST GRADUATE DIPLOMA IN MANAGEMENT - ENTREPRENEURSHIP

A Two-Year, Full-Time Programme

PGDM-E: 2024-2026

The course, launched in 1998, trains students to develop entrepreneurial knowledge and competencies through a strategic mix of classroom training, experiential learning, internships, simulation exercises and interaction with achievers. The students aspiring to set up own business go through the entire New Enterprise Creation process from idea generation to preparation of a detailed bankable project report. Students wishing to contribute to the growth of family businesses learn to successfully implement practices that drive high performance. The programme, therefore, builds knowledge, skills and attitude for potential entrepreneurs, family business successors and aspiring social entrepreneurs.



KEY BENEFITS

- Acquire skills to generate, identify and develop new business ideas in the world of endless possibilities
- Gain hands-on experience through 8-10 weeks of Summer Internship
- Develop an eye for opportunity identification
- Learn how to augment your existing business venture to reach new heights
- Benefit from Seed Funding support for selected ventures
- Ace the dynamics of family business management through varied tools
- Learn the concept of building a strong team for driving your business
- Identify a social and impactful purpose and scale-up your venture

PROGRAMME ARCHITECTURE

Core Courses

These courses are broadly categorized as under:

- Entrepreneurship & Family Business Management
- Accounting and Financial Management
- Operations and Systems
- Marketing Management
- General and Strategic Management
- Individual and Organisational Behaviour
- Business Economics and International Trade

Elective Curriculum

The programme offers choice-based electives in Entrepreneurship and Functional Areas:

New Enterprise Creation

Builds necessary skills, knowledge & competencies to float new business

Family Business Management

Enables family successors to augment competitiveness and growth of family business

Social Entrepreneurship

Imparts skills to build sustainable Social Impact Ventures

FUNCTIONAL ELECTIVES

The programme offers electives which enhance knowledge in functional areas of

Marketing
Human Resource Management
Finance
Startup
International Business
Business Analytics & Information Systems

IMPACT SO FAR



40

years of excellence
in creating entrepreneurs



1800+

successful alumni base



1000+

family businesses strengthened

Nearly 78% alumni have chosen entrepreneurial career paths. Of these, 54% have joined family businesses, 23% have created new ventures and one percent have set up social enterprises.



Recognition...



Dr. Satya Ranjan Acharya,
Professor & Director, Dept. of
Entrepreneurship Education, EDII
honoured with the National
Teachers' Award 2023.

PROGRAMME ARCHITECTURE

The course is offered through six trimesters over a two year period. The course offers induction module, core courses, electives, seminar courses and projects apart from summer internship at the end of the first year.

1

Trimester

1. Entrepreneurship Theory & Practice
2. Financial Reporting, Statement & Analysis
3. Business Economics
4. Management Concepts and Organization Behavior
5. Marketing: A Primer for Entrepreneurs
6. Business Communication
7. Business Statistics & Analytics for Decision Making
8. Experiential Learning: Opportunity Sensing

2

Trimester

1. Financial Management
2. Human Resource Management
3. Quantitative Techniques for Market Research
4. Costing for Decision Making
5. Indian Economy and Policy
6. Effective Entrepreneurship
7. Experiential Learning
 1. Design Thinking Studio
 2. Customer Discovery in Entrepreneurial Ventures
8. Industry Verticals

3

Trimester

1. Strategic Management
2. Basics of International Business
3. Legal Aspects of Business
4. Strategic Communication
5. Understanding Family Business
6. Indian Financial System and Markets
7. Operations Management
8. Experiential Learning
 1. New Product Development
 2. Market Segmentation & Pricing
9. Industry Verticals

Summer Internships At the end of the first year, students are exposed to applied aspects of managing an enterprise through Summer Internship Placements. Students are placed in different organizations preferably Small and Medium Enterprises (SMEs), as per their specialization /area of interest, for a period of 8-10 weeks.

INDUSTRY VERTICALS

To help students explore business opportunities in various sectors, the Institute offers the following industry verticals. Students may choose any two of these, offered during Trimesters II and III:

1. Health and Wellness
2. Agri and Food Processing
3. Tourism and Hospitality
4. Logistics and Supply Chain
5. Plastics and Chemicals
6. Textiles and Garments
7. Energy and Clean Tech
8. Materials and Manufacturing
9. Electrical Machinery and Electronics
10. Automobiles and Ancillaries
11. Real Estate and Construction
12. Arts Crafts and Ethnicity
13. Pharma and Biotech
14. Education and Training
15. IT and BPM
16. Media and Entertainment
17. Sports
18. Fintech

(Minimum 25% students of the batch size are required for each sector to be offered)

*This is a suggested course architecture and EDII reserves the right to change / amend, as per the emerging requirements.

Language Lab: The Language Laboratory will be used for language tutorials for those who voluntarily opt for Remedial English classes. The Language Laboratory sessions also include word games, quizzes, extemporary speaking, debates, skits etc.

ENTREPRENEURSHIP STREAM ELECTIVES

Stream 1: New Enterprise Creation

1. Launching and Managing an Enterprise*
2. Project Formulation and Feasibility Analysis*
3. New Enterprise Financing & Appraisal*
4. Buying an Existing Business
5. Strategic Management of Intellectual Property Rights
6. Technology Commercialization & Entrepreneurial Innovation
7. Doing Business with Government & Public Sector
8. Project Management
9. Opportunities in Emerging (ASEAN, Africa, Latin America and CIS countries) Markets
10. Identifying Starting and Growing a Social Venture
11. Business Simulation (Capstone Course)
12. Designing and Configuring Business Model

*Compulsory courses for respective stream specialization

ELECTIVE CURRICULUM

The Course offers choice-based electives in Entrepreneurship (in IV and V trimesters) and Functional Areas (in V and VI trimesters):

ENTREPRENEURSHIP STREAM ELECTIVES

- 1. New Enterprise Creation (NEC):**
Builds necessary skills, knowledge & competencies to float new business
- 2. Family Business Management (FBM):**
Enables family successors to augment competitiveness and growth of family business
- 3. Social Entrepreneurship (SE):**
Imparts Skills to build sustainable Social Impact Ventures

4

Trimester

1. Stream Electives – to be selected from the list of Electives
2. Business Taxation
3. Preliminary Project Work

5

Trimester

1. Project Work (Detailed Project Report / Five Year Perspective Growth Plan)
2. Stream Electives – to be selected from the list of Electives
3. Functional Electives – to be selected from the list of Electives

6

Trimester

1. Pitching and Venture Funding / Family Business Clinic
2. Functional Electives – to be selected from the list of Electives

Functional Electives

The Course offers electives which, besides imparting knowledge on creating and managing business, enhances knowledge in functional areas of:

1. Marketing
2. Finance
3. International Business
4. HRM
5. Start up
6. Business Analytics & Information System

Projects: DPR / FYPP

A bankable Detailed Project Report (DPR) needs to be prepared by the students with regard to their ventures after conducting a thorough market research and secondary data based research along with IT based applications. Students of the Family Business Management specialisation alternatively prepare a Five Year Perspective Plan (FYPP) for growth of their respective family firms.

Stream 2: Family Business Management

1. Family Business Dynamics*
2. Growth Plan Formulation*
3. Building Lasting Family Business-Synergy in Vision, Values & Strategy*
4. Business Risk Management
5. Turnaround Strategies in SMEs
6. Strategic Cost Management
7. Strategic Leadership in Family Business
8. Managing Finance and Liquidity
9. Quality Management System
10. Corporate Entrepreneurship
11. Communicate Corporate Identity
12. Organizational & Persuasive Communication

Stream 3: Social Entrepreneurship

1. Venture Entry: Positioning the Firm for Social & Strategic Advantage*
2. Project Formulation & Feasibility Analysis*
3. Social Business Model*
4. Understanding Participatory Development with Participatory Rural Appraisal
5. Stakeholder Management & Social Audit
6. Poverty, Gender & Equity
7. Legal Framework for Social Ventures
8. Research Design for Social Impact Assessment
9. Advocacy & Networking
10. Development Communication including Mass Communication
11. India & International Development Strategies & Institutions
12. Informal Sector Economy & Local Economic Development

ENTREPRENEURIAL ECOSYSTEM

Technology Business Incubator

CrAdLE (Centre for Advancing and Launching Enterprises), EDII's Technology Business Incubator set up with the support of Department of Science and Technology, Govt. of India, is focused on incubating startups in the potential areas of food/agri business, renewable energy and healthcare. Till date, 103 startups have been incubated and have raised Rs. 30+ crore fund.

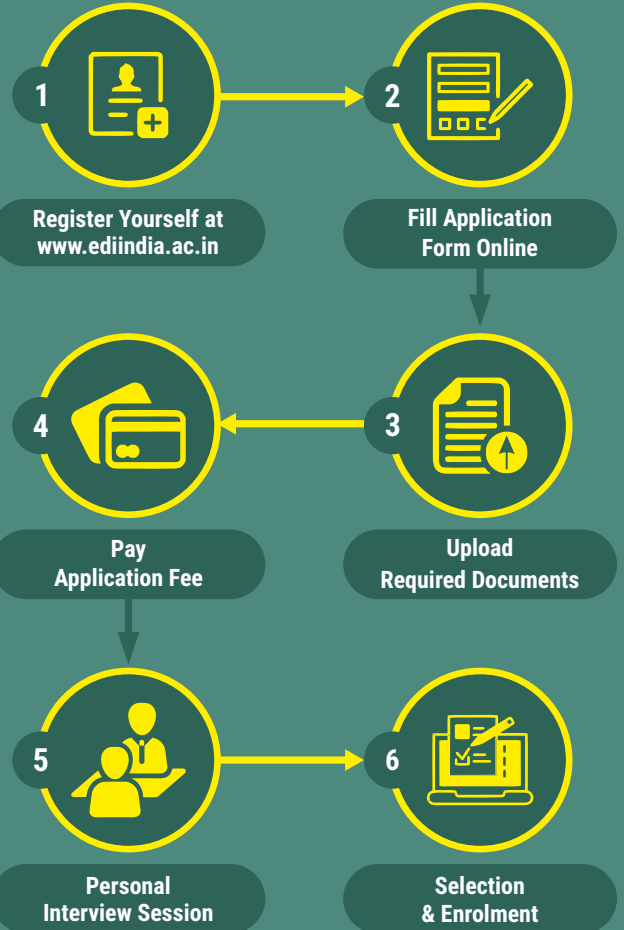
Faculty

Faculty and experts at EDII have niche specialization in their own respective fields and are a blend of prominent academicians, researchers, entrepreneurs, consultants and practitioners.

Mentoring & Handholding

Understanding the importance of mentoring and handholding, budding entrepreneurs are provided support, guidance, and inspirational networking throughout the programme, until they reach a level where they are not only self-sufficient, but in turn are able to do business on their own. Programme facilitates networking with mentors, industry experts, business service providers, besides ensuring access to literature, library, faculty resources and facilities available at EDII for startup innovation and growth.

HOW TO APPLY



FEE STRUCTURE

For information on Fee structure, visit our website : www.ediindia.ac.in

PROJECT STARTUP FACILITATION GRANT

EDII provides limited financial assistance to enable students to initiate / start own ventures. Such support will be given to students having viable and feasible business ideas, and as recommended by the fellowship committee. Preference is given to women students and first generation entrepreneurs.

SCHOLARSHIPS

In an endeavour to help meritorious students pursue the course despite financial constraints, the EDII has made provision for offering Scholarship to the Indian students under the following categories:

- Merit Based
- Merit cum Means Based (For the eligibility and other details, please visit our website.)

ADMISSION ELIGIBILITY & PROCEDURE

Eligibility Criteria Include : Graduation (any discipline from university recognized by the University Grants Commission (UGC) / Association of Indian Universities (AIU) / AICTE) with aggregate 50% minimum marks along with the management test score (CAT / MAT / XAT / ATMA / C-MAT). **Final year graduates can also apply for this programme.**

Entrepreneurship Development Institute of India Alumni Association (EDIAA)

Alumni play an important role in networking and experience sharing. Entreplexus is one such platform where EDII Alumni establish a close connect with their alma mater and among themselves to leverage on each other's strengths. Collaborations, knowledge sharing, inspiration, guidance, and motivation are the outcomes of this platform.

EDII is having an alumni network of 1800+ members, contributing through the business landscape to India's economic growth across diverse industries, from manufacturing, consultancy to services and non-profit organizations etc. Established in 2007, the Entrepreneurship Development Institute of India Alumni Association (EDIAA) is a dynamic and proactive organization dedicated to preserving the 40-year legacy of EDII.

EDII alumni are more than just graduates; they are the esteemed brand ambassadors of our institute. They are at the forefront of a larger mission—to contribute to the nation's growth through their businesses and startups. Their entrepreneurial endeavors are making a meaningful impact on India's development and progress.

The vision for EDIAA is to create a robust networking community where accomplished entrepreneurs, thought leaders and global influencers mentor current PGDM – E / PGDM -IEV students specializing in entrepreneurship. The alumni community collaboratively organizes a diverse range of compelling events, encompassing Entreplexes, Master Classes, and Networking sessions that bring together alumni, students, and faculty members of the institute and also grow professionally and personally.

THEY MAKE US PROUD...



Dibyajyoti Pattanaik, has been featured in Forbes India Magazine under 'India's 100 Great People Managers 2021'. His organization, Annapurna Finance Pvt. Ltd. offers financial support to the small, medium, and large enterprises and is one of the top 10 NBFC-MFI in the industry.



Vinod Agrawal, Chairman, Arunaya Organics and Former Chairman, Gujarat State Council, Confederation of Indian Industry, has been honoured with the Times Gujarat Icon 2022.



Abhishek More, Founder and Group CEO of Digikore Studios has been contributing towards VFX services in the Film and Entertainment Industry for the past 2 decades. On 4 October 2023, Digikore Studios made a stellar debut on the NSE SME platform, with its shares listing at a premium of 58% over the issue price.



Shruti Mehata has introduced innovative Agri-Warehouse Management and Monitoring System, designed to revolutionize the way food grain bags are managed in warehouses across India. She has received a grant amount of Rs. 19 lakhs from TiHan, IIT Hyderabad.



Krishan Mishra has been appointed as CEO of Financial Planning and Standards Board (FPSB) India.



Govind Bajaj has been recognized with the 'Udyog Award' by MSEB for his enterprise 'Balaji Industries' of cotton and cotton yarn which has now reached a turnover of about Rs. 75 crores. He provides employment to 40 people and is directly or indirectly supporting around 4000 farmers.



Nikita Maheshwari and Priyanshi Jariwala have been recognised among 50 Inspirational Women of Gujarat. Nikita Maheshwari runs a successful logistics and supply chain company called Tatkalorry and Priyanshi Jariwala is on a mission to rejuvenate 'Khadi' through her fashion brand The K Cult.



Niyati and Mitul Shah's Supack Industries Pvt. Ltd. has been awarded India CSR Leadership Award 2021 for "Project Pehal – towards Empowerment & Sustainability" under the Education and Health category.

President Alumnus award presentation at the 22nd Convocation of EDII's Academic programme on 4th August, 2023 amidst the gracious presence of (R-L) Shri Rakesh Sharma, President, EDII and Managing Director & CEO, IDBI Bank Limited; Chief Guest, Shri RN Ravi, Hon'ble Tamil Nadu Governor and Dr. Sunil Shukla, Director General, EDII.



Receiving the award is Mr. Vivek Kataruka, Director, Chemshel, Purulia, West Bengal - world's leading manufacturers of Seedlac and Aleuritic acid.



Receiving the award is Mr. Tapan Kumar Ghosh, Managing Director of Kutch Agrotech Pvt Ltd, Bhuj and Managing Partner of Ecocell (into trading of Date Palm Plants & Products)



ADVANTAGE EDII

EDII Campus is contemporary in terms of academic and recreational facilities for students.

Family Business Leadership Clinic

Family Business Clinic is planned to brainstorm and find solutions to hiccups that successors might face while taking over the reins of their family businesses. The learning focusses on understanding the values of highly successful multigenerational family business, tenets on continuity, succession & transition in family business (developing and integrating high-potential next-generation leaders in family businesses) and professionalisation of family business

New Enterprise Clinic

Start-up Clinic Weekend is a programme designed on international lines that comprises a series of activities/events that motivate, engage and train participants to help them develop entrepreneurial skills.

LIBRARY & INFORMATION CENTRE

EDII Library and Information Centre (EDII LIC) is a state-of-the-art centre enriched with updated information sources in the field of entrepreneurship and related subjects. EDII LIC's collection focuses on books, research reports, cases, serial publications, project profiles, reference material and journals. In addition to national and international journals and periodicals on various sectors, the centre also subscribes to selected online resources. The LIC resources help its patrons to access the latest and relevant information to supplement their education and research at EDII. EDII LIC uses open source software for its library management system (Koha), DSpace for digitization of institutional repositories and VuFind for integrated research tool. EDII LIC initiated and implemented INFLIBNET's Indian Research Information Network System. The centre is equipped with Wi-Fi connectivity, too.

To access Digital Library of EDII LIC, visit library.ediindia.ac.in



LIFE ON CAMPUS

Sports Facilities



Dinning Hall



Computer Lab



Gym



Library



Student's Hostel



EVENTS



Jhankaar:

Jhankaar is the celebration of Navratri – a festival of dandiya and garba celebrated by Students Cultural Committee at EDII every year. An amalgamation of dance, music, colorful ambience followed by prizes in different categories makes the event lively and memorable.



Ecstasy:

Ecstasy is the annual flagship cultural event of EDII. The event is a cultural medley of events and emotions. The fest receives participation from institutes and colleges based in and around Ahmedabad.

Equipo

Equipo is Institute's inter and intra annual sports activities. Facilities for sports like table tennis, badminton, volley ball, basket-ball, football and cricket are available on campus. Students organize sports events on campus, which receives participation from institutes in and around Ahmedabad.

Empresario:

Empresario is the annual entrepreneurship event of EDII organised every year during March. The event is an exclusive, one-stop platform for start ups, new age entrepreneurs, industry mentors, investors and students to dish out their entrepreneurial endeavours and experiences, gain new insights and pledge to become an invaluable part of the start up ecosystem in India.





ABOUT THE INSTITUTE

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is an acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building. It 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 EDII campus. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been positioned in the band of 11-50 under Innovation Category by National Institutional Ranking Framework (NIRF), Ministry of Education, Govt. of India & been listed as the Institute of National Importance by Education Department, Govt. of Gujarat.

EDII moved on to adopt the role of a National Resource Institute in Entrepreneurship training, education, research, MSME development, innovations and institutional building. The Institute's efforts in entrepreneurship training, education, research, MSME development, innovations and institutional building have been broad-based nationally and internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

Pioneering the launch of first-of-its-kind structured educational Post Graduate Programme in Entrepreneurship to train students in New Enterprise Creation, Family Business Management and Social Entrepreneurship, EDII made a conspicuous impact in the field of education and research. In view of EDII's expertise in Entrepreneurship, the University Grants Commission had also assigned to it 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.

EDII is also working closely with regulatory bodies, like the Central Board of Secondary Education. In order to broaden the frontiers of Entrepreneurship Research, EDII has established Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector through its publication, 'The Journal of Entrepreneurship'. CREED also establishes a network of researchers and trainers by conducting Biennial Conference on Entrepreneurship Education and Research. EDII also leads the India Chapter of Global Entrepreneurship Monitor (GEM), the largest annual study of entrepreneurial dynamics in the world. In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

In consonance with the emphasis on startups and innovations, EDII has hosted the Technology Business Incubator, CrAdLE – Centre for Advancing and Launching Enterprises in the year 2016. The TBI is supported and catalyzed by NSTEDB, DST, Govt. of India and aims at fostering technology/knowledge based entrepreneurial startups in four niche segments of manufacturing, food processing, renewable energy and healthcare.

The Institute conducts a variety of programmes and projects through its PAN India branch offices, under the Departments of Policy Advocacy, Knowledge and Research; Entrepreneurship Education; Projects (Government & Corporates); Business Development Services & National Outreach and Developing Economy Engagement.



Entrepreneurship Development Institute of India

Bhat, Gandhinagar (Dist) 382 428, Gujarat

Phone: 98255 28918 / 079 - 6910 4900 / 6910 4999

E-mail: pgp@ediindia.org • Web: www.ediindia.ac.in / www.ediindia.org

Regional Offices :

Central : Bhopal

1st Floor, 50 New MLA Colony, Behind Canara Bank,
Near Depot Chouraha, Bhadbhada Road,
Bhopal-462003, Madhya Pradesh
Phone: +91-755-4260015, 2424015
Email: crob@ediindia.org

Eastern : Bhubaneswar

Plot no. 88, 2nd Floor, District Centre,
Chandrasekharapur, Bhubaneswar, Khurda-751 016, Odhisha
Phone: 0674-2747712
Email: ediero@ediindia.org; erob@ediindia.org

National Capital Region : New Delhi

303, Akashdeep Bldg., Barakhamba Road, New Delhi-110 001.
Phone: 011-40115698
Email: ncro@ediindia.org

Northern : Lucknow

7, Meerabai Marg, Dady Villa, Hazrat Ganj,
Lucknow-226 001, Uttar Pradesh
Phone: 0522-2209415
E-mail: nrol@ediindia.org;

Northern-Eastern : Guwahati

1st Floor Abhiguna Residency, Opp Radisson Blu,
Gotanagar, Guwahati, Assam-781011
Phone: 0361-3102664
E-mail: nerog@ediindia.org

Southern : Bengaluru

Santa Monica, 2/2C, 1st Floor, Hayes Road,
Shanthala Nagar, Richmond Town,
Bengaluru, Karnataka-560025
Phone: 080-2311 9360/9361
Email: srob@ediindia.org

Western : Vapi

213, 214 & 215, Fortune Square Extn.-2,
Vapi Daman Road, Chela, Vapi Ta-Vapi,
Dist. Valsad-396 215, Gujarat
Phone: +91-260-2403434
Email: wrov@ediindia.org

EDII Affiliates :

- Lao-PDR India Entrepreneurship Development Centre (LIEDC), Vientiane
- Myanmar-India Entrepreneurship Development Centre (MIEDC), Yangon
- India-Uzbekistan Entrepreneurship Development Centre (IUEDC), Tashkent
- Cambodia-India Entrepreneurship Development Centre (CIEDC), Phnom Penh
- Vietnam-India Entrepreneurship Development Centre (VIEDC), Hanoi
- Rwanda-India Entrepreneurship Development Centre (RIEDC), Kigali

United States Association for Small Business and Entrepreneurship (USASBE) Outstanding Entrepreneurship Program Abroad Award 2014

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