

AICTE Approved

PGDM – ENTREPRENEURSHIP (PGDM-E)

2021-23

NBA Accredited
Association of Indian Universities



**Entrepreneurship
Development
Institute of India,
Ahmedabad**



MISSION

To become a catalyst in facilitating emergence of competent first generation entrepreneurs and transition of existing SMEs into growth-oriented enterprises through entrepreneurship education, training, research & institution building. Become a leading resource centre of knowledge management, pertaining to various aspects of entrepreneurship.

VISION

To retain global leadership in fostering and developing entrepreneurship.



24TH

**BATCH OF
PGDM-E**

1800+
ALUMNI

CrAdLE
Mentor - Nurture - Grow
Centre for Advancing & Launching Entrepreneurs



GOVERNING BODY

Shri Rakesh Sharma

President-EDII &
Managing Director and
Chief Executive Officer
IDBI Bank Limited, Mumbai

Shri Sunil Kumar Bansal

Deputy Managing Director,
IFCI Limited, New Delhi

Shri Shubhash Chand Joinwal

Chief General Manager
(SME & Supply Chain Finance)
State Bank of India, Mumbai

Shri M. K. Das, IAS

Additional Chief Secretary
Industries & Mines
Department
Govt. of Gujarat, Gandhinagar

Dr. Amarlal H. Karlo

Former Director, IIMK
Professor Emeritus -
Ahmedabad University
Academic Advisor -
Ahmedabad Education Society
Ahmedabad

Dr. Sailendra Narain

Former Chairman and
Managing Director
Small Industries
Development Bank of India
(SIDBI), Mumbai

Shri B. B. Swain, IAS

Secretary (MSME)
Ministry of Micro, Small and
Medium Enterprises
Govt. of India, New Delhi

Nominee Member

Chairman and Managing
Director,
Small Industries
Development Bank of India
(SIDBI), Mumbai

Shri Milind Kamble

Founder Chairman
Dalit Indian Chamber of
Commerce & Industry (DICCI),
Pune

Dr. Achyuta Sharma

Founder & Mentor
Kalinga Institute of
Industrial Technology (KIIT)
KIIT University
Bhubaneswar

Ms. Rajshree Patil

Executive Director (Business
Development),
Surya Group, Chennai

Shri Anil Bhardwaj

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

Dr. Sunil Shukla

Director General
Entrepreneurship
Development Institute of
India, Ahmedabad



DIRECTOR GENERAL'S DESK



DR. SUNIL SHUKLA
Director General

Understanding the risks involved in a business and developing the capabilities and traits, to not just overcome them but also muster all resources to float a successful business, are some of the characteristics that define an entrepreneur. EDII is about this and much more. The enterprising spirit is significantly enhanced in students so much so that they develop the conviction to see a business idea blossom into a success story. The Institute aims to hone and sharpen the entrepreneurial genes, which, it believes resides in varying degrees in every individual. And, let me hastily add, our focus is as much on social entrepreneurship as business entrepreneurship. While we are working in these areas for the last more than 20 years; we constantly aim at strengthening our hands through research in the discipline. Our Alumni are in different sectors, churning out results that make us proud.

“We welcome you into our world of entrepreneurship through this platform.”



ABOUT ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA (EDII)

EDII is an autonomous and non-profit institute that was set up in the year 1983 being promoted by apex financial institutions- the IDBI Bank Ltd, IFCI Ltd, ICICI Bank Ltd. and the State bank of India and with support from the Government of Gujarat. Persistent with this EDII has helped to set up 12 state-level exclusive Entrepreneurship Development Centres and Institutes. The EDII was primarily established with the objective to explore the practical measures to augment the supply of critical actors in the entrepreneurial process – persons possessing both competence and aptitude to initiate, nurse and expand industrial enterprises



WHY EDII?

EDII is a leading Entrepreneurship Management Institute and the only institute focused on Entrepreneurship Development delivering the best-in-class knowledge since 1983. The curriculum of PGDM-E is specifically designed for entrepreneurial mindsets to encourage critical and lateral thinking keeping in view the present dynamic business environment. EDII nurtures aspirants and enables new ventures through an academically rigorous, directly relevant and highly practical learning experience.

- *The Institute extends thorough mentoring support to help students start, progress and sustain a venture.*
- *Facilitates learning based on entrepreneurial Milestones.*
- *Develops Entrepreneurial Mindset through outcome-based learning.*
- *Depending upon the viability and scalability of a venture, limited seed funding is also extended and networks established with venture capitalists, buyers and sellers.*
- *Students are assisted in developing a concrete action plan for career planning, talent development and growth of Family Business.*
- *While in-depth learning is imparted on finance and marketing, EDII also facilitates linkages in these areas for students.*
- *Students are also equipped to work in any sector for organizations ranging from startups to small and medium sized enterprises to multinational firms.*



INTERNATIONAL AFFILIATIONS

EDII has facilitated in setting up Entrepreneurship Centres in various countries with the support of Ministry of external affairs, Govt. of India.



CAMBODIA



LAOS



MYANMAR



VIETNAM



UZBEKISTAN



OUR PROGRAM - POST GRADUATE DIPLOMA IN MANAGEMENT - ENTREPRENEURSHIP

The PGDM-E is a two-year, full-time programme that has been designed specifically for nurturing entrepreneurial mindsets to encourage critical and lateral thinking, nourish their ambitions and enable new ventures through an academically rigorous, directly relevant and highly practical learning experience.

PGDM-E offers an innovative milestone-based learning initiative whereby every student can build their new enterprise step by step while studying at EDII. During this course, learning is also imparted on leveraging the strengths of family business management and successfully implementing practices that drive high performance, shareholder loyalty and healthy family relationships.

OBJECTIVES OF THE PROGRAM

The objective of the accelerated rigorous application oriented program is to

Impart comprehensive knowledge of an entrepreneurial and managerial ecosystem

Develop first generation entrepreneur by building skills in initiating and growing an enterprise

Enable family business successor as change agent to augment competitiveness and growth of business

Build Sustainable Social impact Ventures

Nurture intrapreneurial aspiration and enhance capabilities

STREAMS

NEW ENTERPRISE CREATION

The objective of this specialization is to prepare students in identifying, initiating, managing and growing a business enterprise. Students opting for this specialization are expected to develop a Project Feasibility and Viability Report (Detailed Project Report-DPR) on the business ideas identified by them for which an intense mentoring support will be provided.

FAMILY BUSINESS MANAGEMENT

The objective of this specialization is to develop wards as enterprising, knowledgeable successors/ owners of their family businesses for competitive and sustainable growth. Established principles and practices of managing and growing family businesses are dealt in-depth. Students opting for this specialization are expected to develop a Five Year Perspective Plan (FYPP) of their respective family firms for which an intense mentoring support will be provided.

SOCIAL ENTREPRENEURSHIP

The objective of this specialization is to provide students with a new orientation and their way of thinking to organize and lead sustainable development through social innovation and entrepreneurship. The course aims at developing entrepreneurial skills and thinking frames for students who will lead sustainable economic, social and environmental projects in their future professions. Students opting for this specialization are expected to develop a Detailed Project Report (DPR) on their chosen Course of Independent Studies.

FUNCTIONAL ELECTIVES

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

- Marketing
- Finance
- International Business
- Human Resource Management
- Start-up
- Business Analytics and Information Systems
- Social Enterprise Management

CURRICULUM

FIRST YEAR

Induction

- Entrepreneur Interactions and Learning, Entrepreneurial Career and Aspirations
- Optional Preparatory Courses: Business Communication / Business Basics / Basics of Spreadsheet and Analysis
- Universal Human Values / Special Lectures

Trimester -1

Credits

- Entrepreneurship Theory & Practice 3
- Financial Reporting, Statement & Analysis 3
- Business Economics 3
- Management Concepts and Organization Behavior 3
- Marketing: A Primer for Entrepreneurs 3
- Business Communication 3
- Business Statistics & Analytics for Decision Making 1.5
- Experiential Learning Opportunity Sensing 1.5

Total 21.0

Trimester-2

Credits

- Financial Management 3
- Human Resource Management 3
- Quantitative Techniques for Market Research 3
- Costing for Decision Making 3
- Indian Economy and Policy 3
- Effective Entrepreneurship 1.5
- Industry Verticals 1.5
- Experiential Learning 1.5
 - Design Thinking studio
 - Customer Discovery in Entrepreneurial Ventures

Total 19.5

Trimester – 3

Credits

- Strategic Management 3
- Computer Application for Business 3
- Legal Aspects of Business Understanding Family Business 3
- Indian Financial System and Markets 1.5
- Basics of International Business 1.5
- Operations Management 1.5
- Industry Verticals 1.5
- Experiential Learning 1.5
 - New Product Development
 - Market segmentation and pricing

Total 19.5

INDUSTRY VERTICALS

Trimester 2&3

Credit: 3.0

- Health and Wellness
- Agri and Food Processing
- Tourism and Hospitality
- Logistics and Supply Chain
- Plastics and Chemicals
- Textiles and Garments
- Energy and Clean Tech
- Materials and Manufacturing
- Electrical Machinery and Electronics
- Automobiles and Ancillaries
- Real Estate and Construction
- Arts Crafts and Ethnicity
- Pharma and Biotech
- Education and Training
- IT and BPM
- Media and Entertainment



SECOND YEAR

Trimester -4	Credits
<ul style="list-style-type: none"> Stream Electives – to be selected from the list of Electives 	15
<ul style="list-style-type: none"> Business Taxation 	3
<ul style="list-style-type: none"> Preliminary Project Work 	1.5
Total	19.5

Trimester 4 | Stream Electives

Stream 1 : New Enterprise Creation	Stream 2 : Family Business Management	Stream 3 : Social Entrepreneurship
<ul style="list-style-type: none"> Launching and Managing an Enterprise* Project Formulation and Feasibility Analysis* New Enterprise Financing & Appraisal* Buying an Existing Business Strategic Management of Intellectual Property Rights Technology Commercialization & Entrepreneurial Innovation Doing Business with Government & Public Sector Project Management Opportunities in Emerging (ASEAN, Africa, Latin America and CIS countries) Markets Identifying Starting and Growing a Social Venture Business Simulation (Capstone Course) Designing and Configuring Business Model 	<ul style="list-style-type: none"> Family Business Dynamics Growth Plan Formulation Building Lasting Family Business – Synergy in Vision, Values & Strategy* Business Risk Management Turnaround Strategies in SMEs Strategic Cost Management Strategic Leadership in Family Business Managing Finance and Liquidity Quality Management System Corporate Entrepreneurship Communicate Corporate Identity Organizational & Persuasive Communication 	<ul style="list-style-type: none"> Venture Entry: Positioning the Firm for Social & Strategic Advantage Project Formulation & Feasibility Analysis Social Business Model Understanding Participatory Development with Participatory Rural Appraisal Stakeholder Management & Social Audit Poverty, Gender & Equity Legal Framework for Social Ventures Research Design for Social Impact Assessment Advocacy & Networking Development Communication including Mass Communication India & International Development Strategies & Institutions Informal Sector Economy & Local Economic Development

Trimester-5	Credits	Trimester – 6	Credits
• Project Work (Detailed Project Report / Five Year Perspective Growth Plan)	3	• Pitching and Venture Funding / Family Business Clinic	1.5
• Investor Pitching	1.5	• Functional Electives – to be selected from the list of Electives	10.5
• Stream Electives – to be selected from the list of Electives	4.5		
• Functional Electives – to be selected from the list of Elective	10.5		
Total	19.5	Total	12.0

Elective 1 : Marketing	Elective 2 : Finance
<ul style="list-style-type: none"> • Integrated Marketing Communications • Sales and Distribution Management • Marketing to Base of Pyramid Consumer • Supply Chain and Logistics Management • Business to Business Marketingt • Creating Service Offerings and Managing Service Enterprise • Designing Value Proposition Using Marketing and Consumer Insights • Customer Acquisition, Retention and Growth • Retail Management 	<ul style="list-style-type: none"> • Investment Analysis & Portfolio Management • Financial Derivatives • Strategic Financial Management / Valuation • Business Analysis Using Financial Statements • Business Tax Planning • Computer Aided Accounts and Decisions • Retail Banking Economic and Financial Regulation • Private Equity and Venture Capital

Elective 3 : International Business	Elective 4 : Human Resource Management	Elective 5 : Start-up
<ul style="list-style-type: none"> • International Marketing Management • Doing Business in Emerging Markets (ASEAN, Africa, Latin America & CIS countries) • Getting into International Business: Documentation, Subsidies and Incentives • Business Language (Chinese / French) • International Trade Laws • International Financial Management 	<ul style="list-style-type: none"> • Organizational Change and Development • Manpower Planning, Recruitment, and Selection • Industrial Relations & Labour Laws • Team Dynamic • Strategic HRM & Negotiation • Corporate Social Responsibility & Sustainability 	<ul style="list-style-type: none"> • Digital Marketing for Startups • Startup Garage : Managing the Early Growth of a Firm • Lean Sales Strategy for Startup • Scaling Excellence through Innovation & Incubation • Talent Management: From Startup to Scale up • Technology Licensing and Commercialization



Elective 6 : Business Analytics & Information Systems

- Data Visualization and Data Mining
- Spreadsheet Skills and Business Analysis
- Enterprise Resource Planning
- Web Designing and E Commerce
- Marketing Metrics and Analytics
- Managing Digital Innovation and Transformation

Elective 7 : Social Enterprise Management

- Social & Rural Marketing
- Financial Management for Social Ventures
- Corporate Social Responsibility
- Fundraising & Resource Mobilization
- Women Entrepreneurship
- Scaling the Social Venture

ELIGIBILITY CRITERIA

INDIAN NATIONALS

A three-year (10+2+3) University Degree in any discipline or a four year (10+2+4) Engineering / Technology / Medicine / Other, recognized by the UGC / AIU / AICTE are eligible for Post-Graduation, with not less than 50% overall aggregate marks (45% in case of candidates belonging to the reserved category, as per norms).

The eligibility criteria includes graduation (any discipline from a recognized university) with aggregate 50% minimum along with the management test score (CAT / MAT / XAT / ATMA / C-MAT). The final year graduates also can apply for this programme.

PIO / NRI / FOREIGN CANDIDATE

A Bachelor's degree (in keeping with the 10+2+3 system) with minimum 50% marks, or an equivalent qualification in any discipline recognised by the Association of Indian Universities (AIU). Candidates appearing for final examinations towards a Bachelor's degree (or equivalent) are also eligible to apply.

The international student must have completed all examinations related to the qualifying (graduate) degree with a minimum of overall 50% marks and should also have a valid GMAT score.





AWARDS AND RECOGNITION

CII MILCA Award- 2020 under Institute Category - Gold Award

Atal Ranking of Institutions on Innovation Achievements (ARIIA-2020 with Band- A) for Self Finance Institute category

4-Star rating by GSIRF (2019)

Supporting Start-ups 2017 Award by AICTE

Excellent Institute for Entrepreneurship Development Award, 11th National Education Summit 2017

IFC - Times Network Strategy Awards 2017

International Mercury Award 2016-17

ADFIAP Development Award for Local Economic Development 2014

Outstanding Entrepreneurship Program Abroad Award for Small Business and Entrepreneurship (USASBE), United States Associations

ADFIAP Development Award for Human Capital Development 2012

The Aga Khan Award for Architecture 1992

Dainik Bhaskar National Education Leadership Awards 2013

Late Shri Dewang Mehta B-School Leadership Award 2011 to 2014

DNA Education Leadership Award 2014



EXPERIENTIAL LEARNING

At EDII the experiential learning is emphasized through Summer Internship and Projects.

SUMMER INTERNSHIP

In first year, students are trained in different functional areas of Business and Management which orient them towards business culture.

At the end of the first year, students are exposed to applied aspects of managing an enterprise through Summer Internship Placements. They are exposed to a real time business environment, and take up responsibilities and goals which aim at being mutually beneficial for both the students and the organization. It serves as a platform for applying the management theories learnt in the classroom and helps in providing clarity about business as a whole. The Placement Cell facilitates interaction between students and the industry and are placed for a period of 8-10 weeks after completion of the first year.

The Summer Internship Project will include any or a mix of the following areas Organizational Internship, Family Business, Business Opportunity Assessment and Industry Analysis, Approved external training program or seminar relevant to business area, Start-up Ventures, International Summer Internship.

PROJECTS: DPR/ FYPP

EDII encourages for the preparation of Bankable Detailed Project Report (DPR) concerning to their venture based on primary and secondary research . The final project is assessed by various expert panellist that includes faculty, industry experts and bankers.

INDEPENDENT STUDY

EDII has been consistent with its commitment to student-directed learning, we offer a variety of independent study opportunities. Many academic departments offer independent research or reading courses. Students may also initiate, design and execute independent study projects with the help of faculty advisors.

BUSINESS SIMULATION

Business simulations are used for business acumen training and development. It helps in engaging people so they can make decisions; deal with risk consequences as well as solve problems and creates a rich learning environment. Learning objectives include: strategic thinking, financial analysis, market analysis, operations, teamwork and leadership.

ENTREPRENEUR INTERACTIONS

Eminent entrepreneurs from various industries are invited regularly to share their experiences with the students.

Apart from this, students are also encouraged to participate or witness various events and seminars that are organized by prestigious institutions to give them maximum exposure of the current economic scenario and the developments that are taking place on a national and international level.

INDUSTRY VISIT

A guided industry visit is scheduled each trimester for the students. The aim of these visits is to help students to get the exposure of an actual working environment. A tour to various departments, plants etc. is scheduled and students are briefed about various operations, functions, maintenance of the unit.





**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF
INDIA**





ECOSYSTEM

ABOUT ECOSYSTEM

The Institute emphasizes on successful ecosystem focusing educational framework that transfers knowledge and builds human capital. By creating a conducive ecosystem EDII nurtures many potential entrepreneurs, to be connected to other entrepreneurs and veteran business leaders in order to develop business acumen. EDII annually arranges a number of appreciated public events and guest lectures with various resource persons ranging from industries, policy makers associated with MSME, bureaucrats and eminent entrepreneurs. The aim is to create awareness among the campus students about the various product development facilities and resources in the campus so as to induce an entrepreneurial mindset into the students.

CrAdLE - In-Campus Incubation Centre

An array of workshops, courses, and mentorship programmes that will provide knowledge and skills necessary to develop and execute an effective business plan. Individuals starting out in business, and SMEs looking forward to improve business performance, will have access to a range of services including physical infrastructure, management support, technical support, access to funding and networking.



EMPRESSARIO

An annual flagship event of the institute that is an exclusive platform for startups, new age entrepreneurs, industry mentors, investors and the student community ever flourishing startup ecosystem of India.

Empresario has been termed as one of the largest entrepreneurship best celebrated in India and that has witnessed startups from all sectors and participants from parts of the country.

START-UP SUPPORT

It has been granted support through Student Start-up Innovation Policy (SSIP) through Education Department, Government of Gujarat. It is also a part of Institutions' Innovation Council (IIC) promoted by MHRD Innovation Cell. Students working on their startup ideas would be supported through these policy initiatives of Government of India and Government of Gujarat.



PROMOTION OF RESEARCH WORK

Journal of Entrepreneurship: The Journal of Entrepreneurship is a reputed academic publication of the Centre and has established its credibility among scholars in India and abroad as a unique forum to disseminate their research findings, both theoretical and empirical. The Journal incorporates insights gained through research and innovative experiments, with particular focus on countries like India, which has mounted a wide range of programmes to develop the latent entrepreneurial capabilities of its people. It focuses on the changing contours of entrepreneurial research and training, thus acquainting the readers with the latest trends and developments in Entrepreneurship. In addition to book reviews, the Journal also publishes original papers of high standard, to expand the frontiers of knowledge.

In-house Research Projects: In its pursuit to extend the frontiers of knowledge on Entrepreneurship, the Institute encourages and undertakes in-house research activities by making use of intellectual and other resources of the Centre.

Fellowships: Through short-term research fellowship programmes, EDII envisages to promote collaborative research endeavours with institutions and individuals outside the Institute. It encourages young researchers to contribute to the field of Entrepreneurship.

Visiting Fellowships: These fellowships are for senior researchers whom the Institute invites to write papers or conduct research in the area of Entrepreneurship and delve into a range of issues surrounding small and medium enterprise sector.

Biennial Conferences: These conferences are organised to provide a platform to researchers, academicians, planners and policy-makers to come together to share their research findings and experiences that are of contemporary relevance and interest.

Working Paper Series: The Institute has launched a working paper series wherein researchers are encouraged to make notable contribution to entrepreneurship and take up issues concerning the area.



FACULTY

Sunil Shukla

Director General,
Ph.D. (Psychology)

Raman Gujral

Ph.D. Commerce

Tarun Bedi

M.A. (Sociology), M.A. (Rural
Development), B.E. (Civil)

Satya Ranjan Acharya

Ph.D. (Economics), MBA, MFC

Amit Dwivedi

Ph.D., M.Com

Pankaj Bharti

Ph.D. (Psychology)

Prakash Solanki

M.A. (Sociology), LL.M.
(Labour Law), B.Sc. (Chem),
PGD PPT, PGD BM, PGD RD

Lalit Sharma

Ph.D. (Youth Entrepreneurship)

Rajesh Gupta

Ph. D. (Management)

Nikita TA

C.A., M.Phil (Commerce)

Baishali Mitra

Ph.D. (English), M.A.
(English), M.A. (Linguistics)

Dinesh Jain

FPM/Ph.D. (Management)

P. N. Srivastava

M.Com

Gautam Mazumdar

PGDBM (International
Business), Fellowship (Social
Entreprise), B.Com.

Bishnu Prasad Panda

M.A. (Economics), LLB, MBA
(Financial Management),
CSWA (TISS)

Shivam Ambattu

PGDRD, MSW

Ishwar Kumar

Ph.D. (Management), M.A.
(Criminology), PGDBA
(Marketing), PGDHR (Human
Rights)

Rajib Roy

Ph.D. (Entrepreneurship)

S. B. Sareen

D.I.M., D.I.M.O. (Hons.),
D.M.M.

Smita Chetia Talukdar

Ph.D. (Biotechnology)

Mohammad Hanif

Mevati

Ph.D. (Sociology), MSW,
M.Com & ICWA (Inter)

Shibin Mohamed TK

M.E. (Aeronautical), B. Tech.
(Mechanical)

Subrata Kumar Biswal

PGPPM (Public Policy &
Management)

VISITING FACULTY

Mayank Upadhyay

ACWA

J. B. PATEL

B. Sc. (Chemistry), B. Sc.
(Chemical Technology)

Bhasker Jani

B. E. (Electronics and
Communication)

Shailesh Modi

PGDBA

Bala Bhaskaran

Ph. D. (Management), B.
Tech. PGDM, CFA



FACILITIES AT EDII

EDII has a lush green state of art infrastructure spread over an area of 23 acres which is entirely Wi-Fi enabled.

Auditorium - Prekshagruh

A grand Auditorium that can accommodate about 400+ students is available and apt for organizing seminars, conferences, talks and lectures. It is equipped with an LCD projector with Hi-Tech Audio and Visual facility.

Canteen - Aahaar

A facility of spacious and hygienic canteen that serves good quality food according to student needs with ample sitting arrangement. Cool and filtered drinking water facility is also available for the students across the campus.

Hostel - Aawaas

EDII campus provides safe and secure residencies along with mess facility for hostelites. Hostel has clean and comfortable air-conditioned well-furnished double occupancy rooms equipped with all necessary amenities. Friendly environment is maintained to ensure that student live in a safe and comfortable place – a home away from home. CCTV Cameras are stationed in the hostel premises for security reasons.

Gym

A well-equipped Gym facility is enabled for the student to maintain physical fitness. It is equipped with latest gears.

Sports facilities

The campus includes a large playground. In addition to indoor activities area, it facilitates outdoor activities such as Volleyball, Football, Badminton etc.

Classrooms - Adhyayan

Spacious, air-conditioned classrooms, all facilitated with multimedia and Audio-visual equipment such as overhead projector and LCD Screen, with proper arrangement of Camera and lightings for easy and accessible virtual learnings, tutorials and workshops.

Computer Labs

There are 3 labs in the college that features latest computers and internet facilities for the students and faculties. These labs are also equipped with teaching aids such as LCD Projectors and Scanners. It has an updated software inventory and Google Cloud facilities, all enabled with high-speed internet.

Library

The library of EDII has provision for more than 33000 reference and text books both national and international, Periodicals, Magazines and Newspapers. Along with that it has about 150 journals for reference of students and a digitalized facility to access E-Journals and Books.



ACTIVITIES





“

ENTREPRENEURS
ARE NOT
BORN,
BUT THEY
CAN BE MADE
TOO!

”





“

YOU HAVE TO WORK
ON THE
BUSINESS FIRST
BEFORE IT
WORKS FOR
YOU.

”



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