



**Entrepreneurship
Development
Institute of India
Ahmedabad**



28th BATCH

AICTE Approved, NBA Accredited

POST GRADUATE DIPLOMA IN MANAGEMENT - ENTREPRENEURSHIP

A Two-Year, Full-Time Programme
Equivalent to MBA as accorded by AIU

PGDM-E

DREAM | DARE | DELIVER

Accreditations & Approvals



EDII Governing Board

as on September 24, 2024



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Managing Director
Vadilal Industries Limited
Ahmedabad



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



Director General's Message

Dear Aspirants

Let me begin with congratulations to you for choosing to become an entrepreneur. You are going to become a pivotal player in expanding the economy by creating new jobs, products and services. You will soon realize that your pursuit of entrepreneurship is giving you unlimited rewards. The charms and the benefits of entrepreneurship will fascinate you. EDII has a unique entrepreneurship ecosystem so while you would be learning in the classroom, the entrepreneurial environ of the Institute will also give you unique exposure and perspectives. The scope of entrepreneurship is extraordinary; plentiful opportunities await you. This course will take you through a unique journey of learning, exploration, training and mentoring support.

I welcome you to EDII.

My best wishes to you!!!

- Sunil Shukla

AICTE Approved, NBA Accredited

POST GRADUATE DIPLOMA IN MANAGEMENT-ENTREPRENEURSHIP

A Two-Year, Full-Time Programme

PGDM-E: 2025-2027

Equivalent to MBA as accorded by AIU

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 set up own business or social enterprises, become skilled family business successors or develop intrapreneurial skills to function as efficient corporate professionals.



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 and enhancing knowledge for initiating and growing an enterprise / start-up.
- Enable family business successors as change agent to augment competitiveness and diversification of business.
- Build sustainable social impact ventures.
- Nurture intrapreneurial aspirations and relevant capabilities.

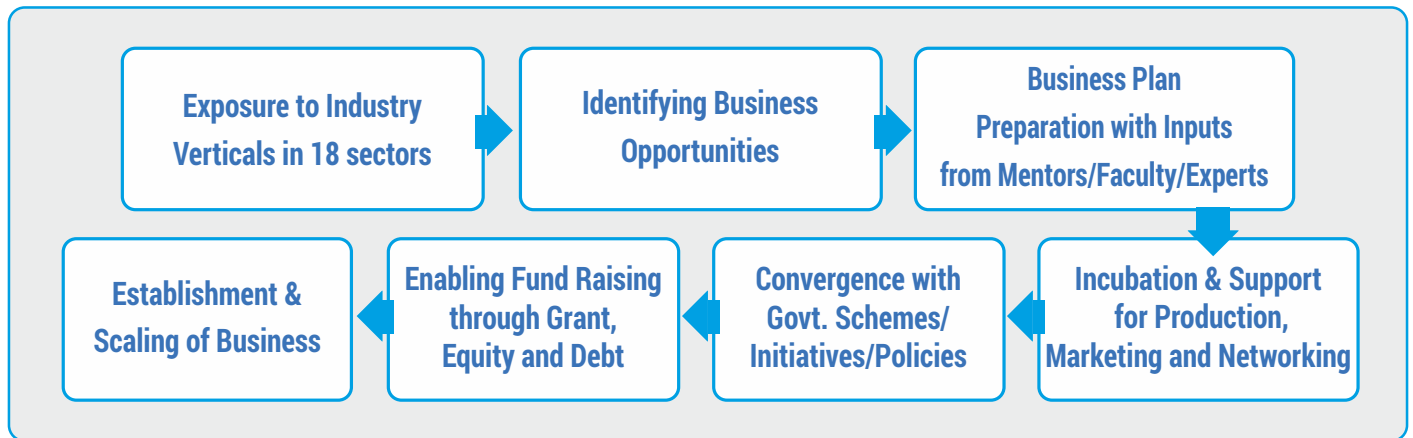


KEY BENEFITS

- Acquire skills to generate, identify and develop new business ideas and opportunities in the world of endless possibilities
- Learn in the haven of entrepreneurs -Gujarat, and interact with the best entrepreneurial brains
- Gain hands-on experience through application - oriented course pedagogy; 8-10 weeks of Summer Internship and the tasks of preparing detailed project report and 5-year perspective growth plan for family businesses
- Benefit from Seed Funding support for selected ventures
- As a potential business or social entrepreneur / family business successor, learn the finer nuances and dynamics to excel in the chosen domain
- Learn global trends, practices and requirements through International Immersion programme.

Viable and innovative entrepreneurial ideas of students are actively supported by renowned financial institutions, such as; IDBI Bank Ltd and the State Bank of India, which are also among the promoters of EDII.

Journey from a student to an entrepreneur...



Why is EDII's PGDM-E, Unique?

Milestone-based Learning: Milestone based learning has been introduced to enable students to achieve stepping stones in their entrepreneurial journey, while pursuing the course. The students are guided and motivated to take consistent steps towards new enterprise creation/family business growth. EDII also provides seed funding for successful milestone bonus point achievers for setting up new venture.

International Immersion: The students are encouraged to study international markets and business mindsets. Business exploration visits are organised to emerging startup nations where lectures, visits to successful enterprises/business associations/Government bodies/institutions/incubators and relevant interactions, prepare them as future entrepreneurs. Currently, the programme offers opportunities to explore international entrepreneurial ecosystems in China, Spain, and Malaysia. For the Spain immersion, EDII has collaborated with **INSA Business, Marketing & Communication School, Barcelona**.

Investors' Pool: The students get a opportunity to be mentored by eminent entrepreneurs, experts, investors and noted professionals. The students also get an opportunity to reach out to investors empaneled with EDII, including; Gujarat Venture Finance Ltd (GVFL); Iroller Capital; Unicorn India Ventures; SwiftSeed and other prestigious platforms.

Choice-based Electives: The students have the flexibility to analyze their preferences and make a choice from diverse functional electives and specializations. This feature makes the learning highly outcome based.

Strategic Collaborations: EDII has tied up with prestigious universities, corporates and institutions to extend all-encompassing support to students. The major collaborations include those with:

- IDBI Bank Limited
- State Bank of India
- Small Industries Development Bank of India (SIDBI)
- Indian Institute of Technology Madras, Chennai
- Indian Institute of Management Ranchi and Jammu
- NSRCEL, Indian Institute of Management Bangalore
- Infibeam Avenues Limited, Gandhinagar
- Fairtrade Network of Asia and Pacific Producers Limited, Singapore
- Dr. A. P. J. Abdul Kalam Technical University, Lucknow
- Footwear Design & Development Institute (FDDI)
- Amazon Global
- Noted Govt. Ministries/Department; Corporates and Chambers

Industry Verticals: Students are exposed to multiple sectors so that they develop a critical mindset and a keen eye for spotting opportunities, and accordingly pursue their dream of entrepreneurship.

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

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 Including Green Energy
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 / Technology / AI

(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 extends language tutorials to those who voluntarily opt for Remedial English, French or Spanish 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. Project Management
8. Opportunities in Emerging (ASEAN, Africa, Latin America and CIS countries) Markets
10. Business Simulation (Capstone Course)
11. 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

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. Research Design for Social Impact Assessment
8. Advocacy & Networking
9. India & International Development Strategies & Institutions
10. Informal Sector Economy & Local Economic Development

ENTREPRENEURIAL ECOSYSTEM

Technology Business Incubator: Centre for Advancing and Launching Enterprises

Startups in India have been seeing a phenomenal growth with inclusive government policies, fund infusion and an overall conducive ecosystem. CrAdLE (Centre for Advancing and Launching Enterprises) is a Technology Business Incubator set up at EDII with the support of NSTEDB, DST, Govt. of India which aims at fostering technology or knowledge based startups in manufacturing, food processing, renewable energy and healthcare segments. CrAdLE nurtures startups and business ideas and helps in creating a conducive support system to ensure sustainability and scalability of the startups. Till date, the Technology Business Incubator has incubated 129 innovative startups, registered 40 intellectual property, generated 80 Cr. of funds for startups and insured more than 700 job opportunities.



Hon'ble Prime Minister, Shri Narendra Modi interacting with EDII promoted women entrepreneurs.

EDII has received approval for establishing **Atal Incubation Center, 'AIC EDII Foundation'**, supported by the Atal Innovation Mission (AIM), NITI Aayog, Government of India to foster innovations, scalable startups and entrepreneurs.

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

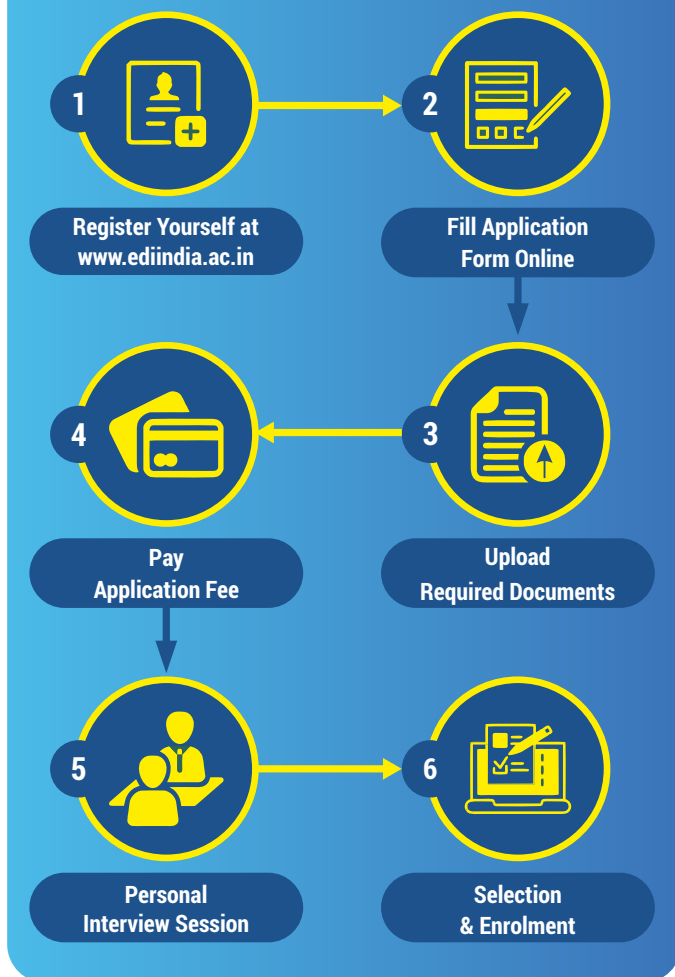
Budding entrepreneurs are provided support, guidance and networking opportunities throughout the programme, until they reach a level where they are able to do business on their own. While professional mentors, industry experts and business service providers are roped in, students have access to library, faculty resources and other facilities, for startup innovation and growth.

Society of Entrepreneurial Education (SEED) – Eclub

SEED E-Club is a platform dedicated to shaping the entrepreneurs of tomorrow and empowering innovators. SEED E-Club is dedicated to fostering idea generation & start-up creation; promoting innovation in family business and maintaining updated information on latest business trends.



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.

ADMISSION ELIGIBILITY & PROCEDURE

The eligibility criteria include graduation (any discipline from a recognized university) with aggregate 50% minimum (45% in case of candidates belonging to the reserved category, as per norms) along with a valid management test score i.e. CAT / MAT / XAT / ATMA / CMAT / GMAT or the common entrance examinations conducted by the Central Government (CUET). The final year graduates also can apply for this programme.

SCHOLARSHIPS

Financial support is available for students, ensuring that there are no deterrents for deserving students. These include:

A. Merit-based Scholarship

Top 10 students will be awarded Rs. 50000/- per annum

This will be based on their graduation percentage, score in the national management examination and performance in the personal interview conducted by us. In the subsequent year, this award will be based on the academic performance (CGPA) obtained (without any supplementary attempts) during the previous year.

B. Merit cum Means Scholarship

These scholarships are awarded to meritorious students belonging to lower economic strata of society.

- 10 students whose parents' total annual income is upto Rs 4,50,000/- : Rs. 50,000/- each scholarship per annum
- 10 students whose parents' total annual income is upto Rs 8,00,000/- : Rs. 40,000/- each scholarship per annum

C. Full Tuition Fees Waiver (TFW) Scheme

3 students will be awarded full Tuition Fee Waiver on merit and means basis, as per EDII's existing fellowship guidelines (attached separately).

Female candidates qualifying for the criteria B or C scholarships will be awarded additional Rs. 25,000/- per annum

A Glimpse into Alumni Achievements

EDII's PGDM-E Programme has an alumni base of more than 1800 accomplished business and social entrepreneurs, family business successors and corporate entrepreneurs. Nearly 78% of alumni have chosen entrepreneurial career. Of these 54% have joined family businesses, 23% have created new ventures and one percent have set up social enterprises.

Let's take a look into some of the alumni who have made a mark, nationally, with their out-of-the-box thinking, novel measures, social empathy and unique business skills, thus clocking an enviable business turnover and growing beyond boundaries.

Business Enterprise/Startup Creators

- ◆ **Ms. Priti Bhatia**, PGDBEM 2003-2004
Founder, Awesome Sparklers
- ◆ **Mr. Jay Merja**, PGDM-BE 2013-2015
Founder, MUVR Technology Pvt. Ltd
- ◆ **Mr. Abhishek Acharya**, PGDM-BE 2014-2016
Co – Founder, Theka Coffee
- ◆ **Mr. Parth Mehta**, PGDM-BE 2014-2016
Founder, 9834 The Fruit Truck
- ◆ **Ms. Priyanshi Jariwala**, PGDM-BE 2014-2016
Founder, The K Cult

Family Business Successors

- ◆ **Mr. Vinod Agrawal**, PGDBEM 1998-1999
Chairman, Arunaya Organics Pvt. Ltd
- ◆ **Mr. Mitul Shah**, PGDBEM 1999-2000
Director - Supack Industries Pvt. Ltd
- ◆ **Mr. Aabhar Patel**, PGDBEM 2003-2004
MD, Gombi Ventures
- ◆ **Mr. Gaurav Parmar**, PGDBEM 1999-2000
Joint Managing Director, Rimtex Industries
- ◆ **Mr. Tushar Dhariwal**, PGDM-BE 2017-2019
Owner, Dhariwal Sales Enterprises

Visit www.ediindia.ac.in
for their detailed success stories

Social Enterprise Creators

- ◆ **Mr. Satyavir Chakrapani**, PGDMN 2000-2001
MD & CEO, Shikhar Microfinance Pvt. Ltd
- ◆ **Mr. Divyajyoti Patnaik**, PGDMN 2002-03
Director, Annapurna Finance Pvt.
- ◆ **Mr. P. Rajashekhara Raju**, PGDMN 2007-2009
Senior Manager, JSW Foundation
- ◆ **Mr. Tapan Gosh**, PGDMN 2001-2002
MD of Kutch Agrotech Pvt. Ltd. and Managing Partner of Ecocell
- ◆ **Ms. Geeta Barad**, PGDM-BE 2016-2018
Director, Unipads India Pvt. Ltd.

Corporate Entrepreneurs

- ◆ **Krishan Mishra**, PGDBEM 2001-2002
CEO, Financial Planning Standards Board Ltd., India

In 2017, EDII instituted the President's Alumnus Award to recognize the contribution of EDII alumni in the field of entrepreneurship. So far, 19 achievers have been recognised.

At the 23rd Convocation on 19th June 2024, 4 achievers were recognised, Mr. Abhishek More, (1998-1999 Batch) Founder and CEO, Digikore Studio Ltd. (NSE-Listed); Mr. Ramesh Chandra Jena (1998-1999) Co-founder Mart Academy; Mr. Prithibushan Deka (2001-2002), President, Gramiya Vikhas Mancha and Mr. Gaurav Agarwal (2006-2007), Director MJB Group of Companies.



Entrepreneurship Development Institute of India Alumni Association (EDIAA)

Established in 2007, the Entrepreneurship Development Institute of India Alumni Association (EDIAA) is a dynamic and proactive organization dedicated to preserving the more than 40-year legacy of EDII. Entreplexus is a unique platform where EDII Alumni establish close connects with their alma mater and among themselves to leverage each other's strengths. Collaborations, knowledge sharing, inspiration, guidance, and motivation are the outcomes of this platform. EDII has an alumni network of 1800+ members, diverse industries, from manufacturing, consultancy to services and non-profit organizations.

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. The alumni community collaboratively organizes events that facilitate mutual growth and networking.

Office Bearers (2024-25)



Mr. Yogendra Patidar (2005-06)
President- EDIAA
Promoter:
UWC & CT Foods
Prophetic Project Solutions Pvt. Ltd.



Mr. Abhinav Daga (2006-07)
Vice President - EDIAA
Promoter:
House of Abhipri

Mr. Hemal Prajapati (2008-10)
Secretary - EDIAA

Promoter:
Harihar Bricks Manufacturing Company



CS. Chesta Kaushik (2009-11)
Joint Secretary - EDIAA

Promoter:
Chesta Kaushik & Associates



Mr. Viplav Santuka (2009-11)
Joint Secretary - EDIAA

Promoter:
Shree Transport



Ms. Sakshi Bhawani (2017-19)
Joint Secretary - EDIAA

Promoter:
Awatram Studio



Mr. Kavan Mehta (2006-07)

Treasurer - EDIAA

Promoter:
Suvit Consultancy Services LLP



Alumni Meet - Ahmedabad Chapter

LIFE ON CAMPUS



Investors' Meets



Startup Growth Conversation



Sports Facilities



Gym



Computer Lab



Library & Information Centre

Exposure to International Business Scenario



Prof. Philippe Regnier, University of Applied Sciences, Western Switzerland, addressing students on 'Entrepreneurship and Appropriate Technology for International Sustainable Development'.



Address by Prof. Bart Norre, Associate Prof. UAS, School of Management Fribourg, Switzerland

EDII students get an opportunity to closely interact with around 250 international delegates representing 35 countries, visiting EDII annually, under capacity building programmes supported by ITEC Division of the Ministry of External Affairs, Govt. of India.



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.

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.



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.



ABOUT THE INSTITUTE

Launched in 1983, EDII is a National Resource Institute in entrepreneurship education, research, training, capacity building, institution building, MSME growth, innovations and incubation. The Institute has been set up with the support of premier financial institutions, viz; the IDBI Bank Ltd; ICICI Ltd; IFCI Ltd; State Bank of India and with the backing of the Government of Gujarat. EDII stands on the belief that 'Entrepreneurs are not just born but can also be created by training and well-conceived interventions.'

Over last more than four decades, through strategic PAN India interventions, EDII has successfully established the credibility of entrepreneurship as a development tool. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India.

The Institute began by conceptualising Entrepreneurship Development Programmes (EDPs), and by launching a tested training model for New Enterprise Creation, implemented even today, as EDII-EDP model. Gradually, EDII moved on to designing and implementing multiple programmes and replicable development models for diverse target groups leading them to become successful entrepreneurs and skilled individuals. The Institute also undertook the task of institution building by setting up entrepreneurship development centres in several states of the country including the newly set up states/UTs of Goa, Uttarakhand, Chhattisgarh etc. This effort was broad-based internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

Today EDII works in a collaborative mode with noted corporates, Government Ministries / Departments and regulatory bodies in implementing mega PAN India projects, with focus on policy advocacy & research; entrepreneurship education; New Venture Creation; growth of existing enterprises; SME growth & Business Development Services; sustainable livelihoods & global entrepreneurship Development interventions. Institute's Business Incubation Centre, CrAdLE (Centre for Advancing and Launching Enterprises), set up with the support of Department of Science and Technology, Govt. of India, is focused on incubating start-ups in the potential areas of food/agri business, renewable energy and healthcare. While the Institute is committed to the goal of boosting entrepreneurship across segments and sectors, thus effectively leading the country towards the mandate of Viksit Bharat, education & research has always been one of its core areas. From pioneering the first-of-its-kind structured education programme in entrepreneurship to conceptualizing short duration entrepreneurial interventions & camps for children and youths, to training faculty resource in implementing entrepreneurship development programmes, EDII has established entrepreneurship as an academic discipline that can be pursued and adopted as a career.





Entrepreneurship Development Institute of India

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Northern-Eastern : Guwahati

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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

Southern : Bengaluru

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E-mail: wrov@ediindia.org

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E-mail: leh-pa-a@ediindia.org

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Award 2014

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SKILL DEVELOPMENT &
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