

# EDI to launch full-time executive programme

Dayananda Yumlembam | TNN

**Ahmedabad:** In order to help mid career executives and businesspersons to scale further heights in their occupations and ventures, Entrepreneurship Development Institute of India (EDI) will start offering a new programme from this year.

The institute's first full-time programme for executives called 'Post Graduate Diploma in Management - Enterprise Creation and Growth' or Executive-PGDM

in short, aims to help its students in creating new enterprises and working towards its growth. The 15-month long programme will be launched by the end of August. The programme, which will offer residential options, intends to accommodate up to 40 participants this year.

Talking about the need of the programme, chairperson of Post Graduate Programmes at EDI Sunil Shukla said, "There have been many enquiries and demands for such a pro-

gramme from various quarters for a long time."

Shukla said that the programme will benefit three basic groups. He said that several entrepreneurs in the country have not attained formal management education and after achieving some extent of success in their business ventures,

they begin to feel the need for a training to expand their ventures. The programme also intends to serve are those working executives who want to start their business ventures. The

third group includes working executives who wants to learn entrepreneurial skills to implement it to their companies and help them set up new ventures.

The programme will expose its participants to various emerging business opportunities. They will be trained not only to identify ways in which an organization can become responsive, dynamic and innovative, but they will also be trained to evaluate problems and opportunities as well.

