



MDI
MURSHIDABAD

Management
Development
Institute

School For Thought Leaders
And Change Masters



INFORMATION
BROCHURE 2022



MDI
MURSHIDABAD

Management
Development
Institute
An IFCI Initiative



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MESSAGE FROM THE DIRECTOR



It gives me immense pleasure to announce that our Institute has completed seven successful years towards achieving excellence. MDIM has shown a tradition of converting challenges into opportunities through perseverance and goodwill.

The MDI society had established its second campus in Murshidabad, West Bengal in 2014 with the vision of imparting quality management education to students and nurturing them to become thought leaders and change makers of tomorrow. Four years after laying of the foundation stone in October 2010, the then President of India, Hon'ble Late Shri Pranab Mukherjee, inaugurated the Institute infrastructure in August 2014. The occasion also saw the commencement of MDI's flagship academic program, the Post Graduate Diploma in Management (PGDM), which is recognized by the All India Council for Technical Education (AICTE), New Delhi. Since its inception, MDI Murshidabad has been committed in achieving academic excellence through its sustained focus on inculcating and harnessing the innovative potential

in its students, enabling them to become quality managers as well as global leaders. The campus has achieved success not only in terms of its state-of-the-art infrastructure and expert faculty but also in terms of covering several milestones in consanguine domains. These include organizing MDPs, Online Programmes, industrial visits, business symposia, corporate events, etc. Needless to mention that our students and faculty members have played pivotal roles in achieving these occasions with satisfactory conclusions.

MDI Murshidabad has made significant all-round progress in the past years. MDIM received A** (A double star) grading at National Level and A*** (A triple star) grading at State Level from the premier rating agency CRISIL for the year 2021-22. We also had the privilege of being instituted as one of the members of the prestigious Association of Management Development Institutions in South Asia (AMDISA) for a period of five years, effective from April 2019 to March 2024. MDIM has been felicitated with the prestigious Business World Top Education Brands Award-2020 in the category of 'Excellence and Innovation in Management'. The event marked the entry of MDI Murshidabad into the "Elite Club of Business World-Top Education Brands". We were also recognized by the NHRDN-Shine.com B-School ranking survey as the best emerging B-School in the country.

Some of the academic progress achieved by MDI Murshidabad last year also merit recounting. This year in spite of challenges all the stake-holders achieved great things. Students of MDI Murshidabad undertook their Summer Internship Projects with the various companies. Several Corporate Talk-Series' and webinars were organized where distinguished corporate leaders were invited for giving inputs to the students. These were organized through online digital platforms to create an ecosystem for academia-industry collaboration.

MDI Murshidabad has established its MDIM Case Research Centre (MDIMCRC) joining hands with All India Management Association (AIMA) to develop Indian centric business cases for the benefit of faculty and students of MDIM. Amid the current crisis, MDI Murshidabad has signed several Memorandum of Understanding (MoUs) with its international Partners, namely Örebro University Sweden, EKLYA School of Business, France, HYBRIA Institute of Business & Technologies, France, and SOAS University of London, United Kingdom. The MoUs aim to offer students of MDIM a global learning environment.

MDI Murshidabad conducted its flagship online conferences on the theme - International Conference on Business and Information Technology -2020 (ICBIT 2020) during September 2020, International Conference on Business Research and Innovation (ICBRI 2021) in February, 2021 & International Conference on Changing Business Paradigm (ICCBP 21) in March 2021. There were paper presenters from renowned academic institutions from India and from across the countries like Bangladesh, Nepal, United States with representation from all the continents namely Asia, Australia, Europe, Africa as well as the Americas.

Starting from April 2020, MDIM started hosting various online MDPs to the corporate houses to tide over the gap between the current pandemic and the continuous learning. MDIM has more than 150 corporate executives even during this acute pandemic situation through online digital platform. This shows the audacity of the Institute in turning adversities into opportunities. The companies include NALCO, IOCL, BHEL, BEML, GAIL, JK Paper, Aurobindo Pharma Ltd., Coromandel International Ltd., Midhani, Amway India, Balmer Lawrie & Co. Ltd., HPCL, NTPC, RINL Vizag Steel Plant, TVS Electronics Ltd., Union Bank to name a few.

MDI Murshidabad has set up a state-of-the-art Bloomberg Finance Lab powered by Bloomberg Terminals. The vision of the Finance Lab is to integrate those terminals into core curriculum of MDIM and teach whole of the Finance and all other related courses through a trimester long project. Underscoring its commitment to promoting the culture of success, learning, and growth in all spheres, the Institute has constituted three Centres of Excellence (COE) such as Centre for Agri-business & Food Processing, Centre for Artificial Intelligence and Machine Learning (AI & ML), and Centre for Entrepreneurship & Start-ups.

The Institute has incorporated social entrepreneurship as part of the institute's curricula to enable would-be corporate professionals with the entrepreneurial vision to align business interests with the creation of long-term social value. The students are nurtured to become "change agents" capable of bringing about revolutions through simple innovations.

The Institute has always endeavoured to strengthen its core faculty. Presently, the Institute has a good mix of young, dynamic and experienced faculty members, who double up as institution builders and student mentors to create socially responsible leaders, encourage continuous innovation, enhance academic excellence in teaching, research, consulting and training with cutting edge technologies. The MDI community also focuses on promoting the growth of a knowledge-sharing culture among institutions. Our students also get to interact with specialized faculty from other top institutions in the region including IIM Calcutta, ISI Calcutta, IITs, Jadavpur University, Calcutta University, IIFT etc. Distinguished personalities across India in the field of academics, industry, business, government, culture and international relations, pay frequent visits to MDIM (now through online platforms) to engage with students and enrich their learning.

MDI Murshidabad has hosted several events organized by student-driven clubs and committees. Events like Brandify, FinQuest, SigMa, TRIVIA, tHRus, Super League II etc. were organized by the domain-specific clubs. Along with this, competitions, quizzes, cases and other management competitions, are regularly organized and hosted on the campus. Our students have also showed their talent by participating and winning accolades in competitions held at other renowned (IITs and IIMs) B-schools in the country.

Last year our students received summer internship and final placement offers from prominent organizations from across India. These include ICICI Bank, Balmer Lawre, Jio Creative Labs, Airtel, Wipro Digital, PWC, KPMG, SBI Life, Shaporji Pallonji, HealthMug, Vox Populi Research, JLL, Emami Agro, Mphasis, Varite, Shyam Steel, Aditya Birla Sun Life Insurance, Moody's, SBI General, Quickride, Texch Mahindra, Saint Gobian, Schneider Electric, Linde and Cadilla Pharma among others among others.

Institute is of the firm belief that knowledge shapes character and character is the essence of our identity. Hence, MDIM believes in holistic education, filled with co-curricular activities that go beyond academics. MDIM's rigorous routine is designed to ensure that students come out, learned, worthy, possessing domain-defining capabilities along with a strong character. I always believe that success will definitely embrace people who are Thinkers and Doers in one person and also follow the policy of Connect, Nurture and Grow (CNG).

MDI Murshidabad is an abode where the 'Young Minds' associate themselves with Great Minds, Leaders, Achievers and expand the cognitive boundaries for greater common good thus achieving excellence in their respective endeavours and to create and nurture socially responsible leaders.

Wish you the very best,
Prof. (Dr.) Atmanand
Director
MDI Murshidabad

ABOUT MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1973 in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI). With an intention to impart management education, nurture talent, and groom them to become global leaders, Management Development Institute (MDI), launched its Murshidabad campus in 2014. The foundation stone was laid on 31 October, 2010 at Jangipur, Murshidabad, West Bengal by the then Honourable Union Minister of Finance, Govt. of India, Late Shri Pranab Mukherjee.

MDI Murshidabad (MDIM) is a young business school which aims to create a positive impact on people, companies and society. In a short period of time through the in-house and open Management Development Programmes on various themes conducted by faculty, MDIM has been able to build its image of quality.

In 2014, MDIM launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then Hon'ble President of India Late Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Late Shri Arun Jaitley, Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All India Council for Technical Education (AICTE), New Delhi.

MDI renews its commitment towards imparting quality management education. The Murshidabad campus is a part of MDI's vision to nurture and promote talent and enterprise. MDIM would seek to align local aspirations with available state-of-the-art facilities.

The campus of MDIM is located in the northern part of the State of West Bengal, India. MDIM prides itself in not only providing Management Education but also developing ethical corporate citizens for tomorrow's India.



STRATEGIC VISION

"MDI aims to be a globally recognized management school through academic excellence and continuous innovation to nurture responsible leaders for creating sustainable alternatives."

STRATEGIC MISSION

1. Become a globally recognized management school with international and national recognition through knowledge development.
2. Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
3. Encourage continuous innovation.
4. Create and nurture socially responsible leaders.
5. Promote sustainable alternatives in decision making.

CORE VALUES

MDI inculcates core values that direct its vision and mission to attain excellence and sustain innovation

1. **Accountability:** MDI shall ensure accountability to all its stakeholders rooted in internal management and external adherence to law and society norms.
2. **Transparency:** MDI shall operationalize transparency as the ability of individuals in the organization to be responsive, productive, and innovative.
3. **Trust:** MDI shall seek to earn inter-personal trust by adopting governance practices reinforced with policy and process-based decision making.
4. **Inclusion:** MDI shall promote non-discrimination practices for all sections of society that advance cohesion and diversity as affirmative action.
5. **Empathy:** MDI shall foster a culture of care and co-create skills for everyone to move towards their professional goals.

BOARD OF GOVERNORS

Chairman

Shri. TV Mohandas Pai

Interim Chairman, Board of Governors, MDI
15th Floor, J W Marriott, 24/1,
Vittal Mallya Road,
Bangalore – 560 001

Members

Dr. Madhesh Kumar Mishra

Joint Secretary,
Ministry of Culture,
Government of India,
334-A, Third Floor, Shastri Bhawan,
New Delhi – 110001

Shri Manoj Mittal

Managing Director & CEO,
IFCI Limited,
IFCI Tower, 18th Floor, 61, Nehru
Place, New Delhi – 110019

Mr. Rajnish Kumar

F-202, Ambience Cairtriona
Sector-24
Gurugram-122010

Ms. Preetha Reddy

Vice Chairperson,
Apollo Hospitals Enterprise Ltd. (AHEL)
Group Corporate Office, Sunny Side,
East Block, 3rd Floor,
8/17, Shaftee Mohammad
Road, Chennai – 600006

Dr. Pawan Singh

MD & CEO
PTC India Financial Services Ltd.
D-85, First Floor,
Panchsheel Enclave,
New Delhi – 110017

Prof. S. S. Marwaha

Chairman
Punjab Pollution Control Board,
Vatavaran Bhawan,
Nabha Road,
Patiala – 147001

Prof. Kamaiah Bandi

Emeritus Professor,
School of Economics,
University of Hyderabad,
Hyderabad – 500046,
Telangana State

Mr. Ritesh Agarwal

Founder & CEO of OYO
Hotels & Homes
Innov 8, 3rd Floor, Orchid Center,
Sector-53, Gurugram,
Haryana – 122022

Shri. Subodh Kumar Goel

Villa No.77, Kelisto Town Homes,
Jaypee Wish Town, Sector – 128,
Noida – 201303

Dr. Rajesh Chakrabarti

Director,
MDI Gurgaon,
Mehrauli Road, Sukhrali
Gurugram – 122007

Prof. (Dr.) Atmanand

Director,
MDI Murshidabad
Kulori, PO – Uttar Ramna,
PS – Raghunathganj,
Murshidabad – 742235
West Bengal

Representative of Regulatory Body

Dr. Anurag Batra

Chairman and Editor-In-Chief,
Business World, C-136, 1st Floor,
Defence Colony, New Delhi – 110024

Secretary

Dr. Antony Jose

Secretary to Board of Governors &
MDI Society
Management Development Institute

MILESTONES @ MDI

NHRDN-Shine.com B-School ranking survey confers MDI Murshidabad as Emerging B-School in the country.

Convocation of 3rd (PGDM 2016-18) and 4th (PGDM 2017-19) batch held at MDI Gurgaon dated 26th March 2019.

Association of Management Development Institutions in South Asia (AMDISA) has conferred membership to Management Development Institute Murshidabad.

MoU with Dhaka School of Economics dated 1st February 2019 at MDIM Campus.

MoU with Power Grid Corporation of India Limited dated on 15th May 2019.

MoU with PTC India Financial Services (PFS) dated 27th November 2019.

International Conference on Sustainability Development – A Value Chain Perspective, SDVP- 2019 was held dated 6th & 7th December 2019.

On 3rd September 2017, the convocation for the second batch was held where the chief guest was the Hon'ble Mr. Chandra Shekhar Ghosh, Managing Director and CEO, Bandhan Bank.

2021

International Conference on Business Research and Innovation (ICBRI 2021) was held online mode between 26th & 27th February, 2021.

International Conference on Changing Business Paradigm (ICCBP-2021) was held on 19th to 21st March 2021.

MoU with EKYA School of Business, France in the month of March, 2021.

MoU with HYBRIA Institute of Business & Technologies, France in the month of March, 2021.

2019

Introduced 3 Centre of Excellence – Centre for Agri Business & Food Processing, Centre for Entrepreneurship and Start-ups and Centre for Artificial Intelligence & Machine Learning.

CRISIL has certified A* (A star) grading to MDI Murshidabad at National Level and A*** (A triple star) grading at State Level.

International Conference on Sustainability Development – a Value Chain Perspective- 2018 was held on 7th & 8th September 2018 in association with DOC Berlin, Germany and Business Standard.

2017

International Conference on Business, IT, and Enterprise Architecture (ICBIT-2020) was held online mode between 25th & 26th September, 2020.

CRISIL has listed A** (A double Star) grading to MDI Murshidabad at National Level and A*** (A triple Star) grading at State Level.

Mou with All India Management Association (AIMA) dated 3rd February 2020.

2020

2018

On 24th August 2016, the convocation for the first batch was held where the Chief Guest was the then Hon'ble President of India, Shri Pranab Mukherjee.

2016

2014

On 24th August 2014, MDI Murshidabad Campus was inaugurated by the then Hon'ble President of India Shri Pranab Mukherjee in order to launch Post Graduate Program in Management. Classes for the 1st batch (2014-16) of PGDM comprised of 19 students representing different parts of India.

2010

The foundation stone for MDI Murshidabad was laid on 31st October, 2010 by Shri Pranab Mukherjee, the then Hon'ble Union Minister of Finance, Govt. of India.

2006

AMBA (Association of MBAs) UK accredited MDI's fulltime Post Graduate Programmes. MDI became the first and only B School in India to be internationally accredited.

Post Graduate Programme in International Management (PGP-IM) launched in collaboration with European School of Management (ESCP-Europe), France.

Post-Graduate Programme in Public Policy & Management (PGP-PPM) launched.

2011-2012

MDI Murshidabad started operating from its Calcutta Office & conducted MDPs covering different spectrum of Organisations like RBI, NABARD, SBI, LIC, SAIL, Coal India, IOCL, Berger Paints, L&T Construction etc.

Increased intake in Post Graduate Programmes in Management

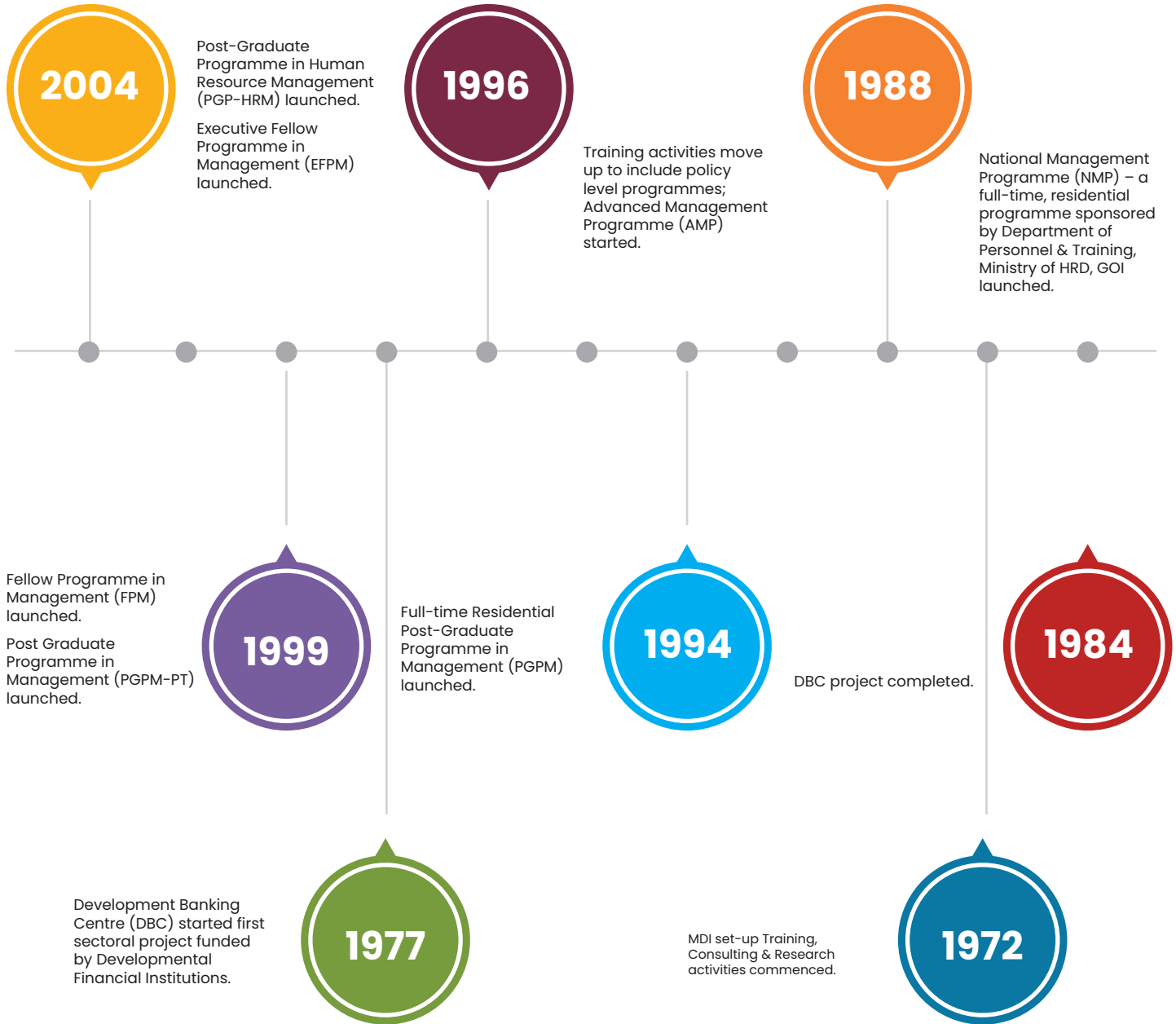
2007

Post Graduate Programme in Energy Management (PGPEM) established in association with the Ministry of Power and USAID.

MoU for School of Public Policy and Governance signed with Ministry of Personnel and Training, GOI.

MDI accredited by South Asian Quality Assurance System (SAQS).

2005



CAMPUS INFRASTRUCTURE

Spread across 10 acres, the campus is one of the most modern in the country, aimed at nurturing future professionals with a global outlook. The Murshidabad campus is equipped with state of the art technologically robust infrastructure, which includes resource centres and sports facilities. The spacious and scientifically designed Student's hostel has capacity to accommodate nearly 400 students.

Library

MDIM's Library is automated with a collection of around 14075 books (Print) + 400 (eBook) predominantly related to management and related disciplines. The Library holds a rich collection of printed as well as electronic resources, which include books, ebooks, journals, databases, audio-visual materials, e-journals, etc. The Library with its modern collection of knowledge resources and innovative information services pays an essential role for the academic community in their intellectual pursuits. MDI M's Library is state-of-the-art with cutting edge technological applications, with RFID Technology and KOHA software. The entire Library collection, including the online databases, is made available real time through the Institute's network. Users can access the online catalogue and discover availability of library resources from their user interface. The Library offers a range of information services set to the highest professional standards.

E-resources

Online Journals

1. National Digital Library (NDL) of India
2. EBSCO (Business Sources Complete)
3. EMERALD (Accounting, Finance, Economics, HR, Organization studies, Marketing, Operations, Logistics, Quality)
4. Sage Collection

Database

1. Bloomberg Database.
2. CMIE Prowess IQ
3. CMIE Industry Outlook
4. Market line
5. EPWRF

Cases

1. HBS
2. IVEY
3. Emerald



CORE FACULTY



ATMANAND
 Professor
Director MDI Murshidabad
 M.A., M.Phil, Ph.D.
Areas of Interest: Managerial Economics, Economic Environment and Policy, Macro-Economic Theory, Financing of Infrastructure Projects, Insurance and Disaster Management, Public Enterprise Management and Privatization, Energy and Environmental Management, Energy Economics, Clean Technology



CHANDA Debasis
Professor, Operations Management
 Dean (Academic)
 Ph.D (Engineering) – Department of Computer Science & Engineering
 Jadavpur University, PGDBM (IIM Calcutta), BE (Electrical) Jadavpur University
Areas of Interest: Business-Technology (Enterprise Architecture) Consulting, SOA Consulting, Strategy Consulting for Enterprise Transformation



BIRANCHI Narayan Swar
M.A (Economics), MBA (Marketing), Ph.D (Marketing)
 Dean – Centre for Continuing Education
 Professor, Marketing Management
 Chairperson – Campus Maintenance Committee
Areas of Interest: Marketing of Services, CRM, Retail Management, Product and Brand Management, and Marketing Analytics & Intelligence.



GIRI Sunil
Associate Professor, Operations Management
 Chairperson – PGDM
 B. Tech, MBA, Ph.D
Areas of Interest: Operations Management, Operations Strategy, Supply Chain Management & Suppliers Management



ABICHANDANI Yogita
Associate Professor, Human resources & OB
 Chairperson-International Relations
 Ph.D (University of Georgia, USA)
Areas of Interest: Leadership, Critical HRD, & International HRD



PAUL Pinku
Associate Professor, Accounting & Finance
 Chairperson – Admissions
 Chairperson – Student Counselling
 MBA, M.Com, Ph.D (Utkal University)
Areas of Interest: Financial Accounting, Management Accounting, Corporate Finance, Investment Management and Project Appraisal



GANGAVATHI KRISHNABABU Chetan
Associate Professor, Finance
 Chairperson – Online Programmes
 Chairperson- Corporate Communications & Alumni Relations
 MBA, Ph.D (Jain University, Bengaluru)
Areas of Interest: Corporate Finance, Financial Modelling, Investment Management, Financial Markets, Trading Strategies, and Valuation.



MITRA Paroma
Assistant Professor, Economics
 Chairperson- CSR
 B.Sc. (ECO), MBA, Ph.D
Areas of Interest: Micro and Macro Economics Analysis, Strategic Planning and Sustainable Development



GAAN Niharika
Assistant Professor, HR/OB
 Chairperson-MDP, & Disciplinary Committee
 Ph.D (Nirma University of Science and Technology), PM&IR (Utkal University)
Areas of Interest: Industrial Relation & Labour Laws, Managerial Competency and Talent, Learning and Development Performance Management, Cross Culture and IHRM, Organization Behaviour, and Human Resource Management.



SENGUPTA Amrita
Assistant Professor, Area Chairperson Quantitative Techniques
 Chairperson-Student Affairs Committee and Chairperson Centre for Entrepreneurship and Start-ups
 MA Economics (Jadavpur University) Ph.D (IIT Kharagpur)
Areas of Interest: Statistics for Management, Management Science Models, International Economics, Environmental Economics, International Business Management, Development Economics and Microeconomics.



MOHANTI Debaditya
Assistant Professor, Finance
 Chairperson – Placement Committee
 MBA (VNSGU), Ph.D (Sardar Patel University)
Areas of Interest: Derivatives & Risk Management, Fixed Income Securities, Bank Risk Management



BANERJEE Souvik
Assistant Professor, Finance
 Chairperson, MDIM Case Research Centre (MDIMCRC)
 Editor, MDIM Business Review
 BE, MBA (K.J.Somaiya Institute of Management Studies and Research), Ph.D (Vellore Institute of Technology)
Areas of Interest: Corporate Valuation, Corporate Finance, Project Finance, Structured Finance



PAL Bikramjit
Assistant Professor, IT & Information Management and Computer Center
 Chairperson-Digital Infrastructure Committee
 Associate Editor – MDIM Business Review
 MCA, Ph.D. (University of Kalyani, West Bengal)
Areas of Interest: Business Intelligence, Big Data, E – Business, Database Management, Cyber Security, Software Management.



SINGHAL Neeraj
Assistant Professor, Strategic Management
 MBA, Ph.D (FMS, Gurukula Kangri University Haridwar)
Areas of Interest: Strategic Management, International Business, Global Strategy, Export Import Documentation, Green Business



CHINTALURI Gour Manoj
Assistant Professor-Marketing
 PGDRM (NMIMS) , Ph. D (Gandhi Institute of Technology And Management)
Areas of Interest: Sales Management, Distribution Management, Product Management, Consumer behaviour, Sales Force Leadership, Engagement at workplace



BHAKAT Ravi Shankar
Assistant Professor-Marketing
 B.Sc.B.Ed., MBA in Marketing and Ph.D. in Marketing
Area of Interest: Marketing (Retailing Services, Consumer Behavior) General Management (Innovation, Entrepreneurship, Leadership)



POL Naveen
Assistant Professor-Marketing
 MBA, MCom, and PhD (Full Time) in Management
Area of Interest: Business Analytics” – Data visualization and Machine learning using advanced MsExcel, SPSS and R, Programming

GUEST FACULTY

Prof. Alope Kumar Sen

LLB, MBA, PhD (University of Burdwan)
Former Professor & Director, School of
Management Science Bengal Engineering
and Science University, Shibpur (Currently
IEST)

Prof. Shiv S Tripathi

Ph.D (V G SoM, IIT Kharagpur)
Assistant Professor, Strategic
Management, MDI Gurgaon

Prof. Kaushik Mandal

Ph.D. (Business Administration)
Associate Professor, NIT Durgapur

Prof. Asok Kumar Banerjee

Ex-Chairman, IIMC Alumni Association,
Ex-Faculty IIM Calcutta

Prof. Bibek Roy Choudhuri

Ph.D (Economics), JNU
Associate Professor, Economics,
IIFT-Kolkata

Prof. Jayanta Kumar Seal

Ph.D. in Portfolio Management and
Security Analysis, Rabindra Bharati
University
Associate Professor at Indian Institute of
Foreign Trade, Kolkata

Prof. Ashok Panjwani

Ph.D. from IIM Ahmedabad
Professor, Operations Management, MDI
Gurgaon
Area Chairperson - Operations
Management

Prof. Vidhu Gaur

Ph.D English Literature (University of Kota,
Rajasthan)
Assistant Professor, Business
Communication, MDI Gurgaon

Prof. Ankur Roy

Ph.D in strategic management from
Banasthali Vidyapith
Assistant Professor, Strategic
Management, MDI Gurgaon

Prof. K. R. R. Gandhi

Ph.D Mathematics (CMJ University), M.Phil
Mathematics (Periyar University)
Member AP State Planning Board,
Government of Andhra Pradesh

Prof. Parul V Gupta

Ph.D (Faculty of Law - Jamia Millia Islamia,
New Delhi)
Assistant Professor, Public Policy &
Governance, MDI Gurgaon

Prof. Neeraj Kaushik

Ph.D. from Faculty of Management Studies,
Maharshi Dayanand University, Rohtak on
Customer satisfaction in Indian Aviation Sector:
An Analytical Study 2009
Associate Professor, National Institute of
Technology, Kurukshetra

Prof. Dhruv Nath

Director at Lead Angels Network
Formerly Professor at MDI Gurgaon
Doctorate in Computer Science

Prof. Vinay Ramani

Ph.D. and M.A. in Economics (University at
Buffalo)
Associate Professor, IIM Visakhapatnam

Prof. Imlak Shaikh

Assistant Professor, Finance, MDI Gurgaon
Ph.D from Indian Institute of Technology
Bombay (IIT-Bombay)

Prof. Sandeep Goel

Double Doctorate, one in Finance; and
another in Accounting from Faculty of
Management Studies (FMS), University of
Delhi
Associate Professor, Finance, MDI Gurgaon

Prof. Amit Kumar Gupta

PhD & M.Tech from the department of Industrial
and Management Engineering, IIT Kanpur
Assistant Professor, Operations Management,
MDI Gurgaon
Chairperson - NMP and Executive Management
Programme (EMP)

Prof. Gautam Dutta

Ph.D, Indian Institute of Technology, MBA, BE
(Mechanical)
Professor, Indian Institute of Foreign Trade
(Research, Teaching, Training related to
the area like International Marketing and
Entrepreneurship)

Prof. Subrata Kumar Ray

LLM, Fellow Member of ICSI,
Adjunct Faculty, School of Management
Science and freelance educationist
Ex General Manager & Company
Secretary, MSTC Ltd.

Prof. Swagato Chatterjee

FPM (Doctoral Program) in Marketing, IIM
Bangalore
Assistant Professor, Marketing and
Analytics, Vinod Gupta School of
Management IIT, Kharagpur

Prof. Ajay Kumar Chauhan

Ph.D. in Finance
Assistant Professor, Institute of
Management Technology (IMT)
Ghaziabad

Prof. Amitava Ghose

MA in Economics (Calcutta University)
Adjunct Professor of Economics, The Heritage College

Prof. Madhulika Sagaram

PhD in Molecular and Environmental Plant Science, Master's (Texas A & M University, College Station, Texas)
Founder at Ajahn - Redesigning Learning, Hyderabad

Prof. Dhruv Nath

Director at Lead Angels Network
Formerly Professor at MDI Gurgaon

Prof. Suvarna Sen

PhD in Applied Psychology (University of Calcutta)
Former Dean - Academics- Jyotirmoy School of Business
Guest Faculty, ICAI, IIFT, Jadavpur University etc.

Mr. Sahil Nayar

Masters in Human Resource Management (University of Mumbai)
MMS in Human Resources (University of Mumbai)
Associate Director Human Resources @ KPMG Human Resources

Prof. Anupama Prashar

Assistant Professor in Operations Management, Management Development Institute, Gurgaon
PhD (Management), Punjabi University

Prof. Manoj Pant

Phd from Aligarh Muslim University
OJT Programme Coordinator - PGDM (Retail Management)
Associate Professor of Retail Marketing, BIMTECH, Noida

Mr. Mayur Satyavrat

Perusing EFP(PhD) from ISB Hyderabad on Culture and value creation and future of Organisation/leadership
EmSus Pvt Ltd (Leadership Design Studio, AllThingsHR, End2End learning, Culture Kitchen & OD & change works) (Co-Founder & managing consultant)

Prof. Priyanka Vallabh

Assistant Professor, Organizational Behavior, MDI Gurgaon
PhD in Organizational behavior area from XLRI

Prof. Pratyush Banerjee

PhD in Human Resource Management, ICFAI University Dehradun
Assistant Professor from T A Pai Management Institute

Mr. Vishal Verma

(GM, Techno Electric, Kolkata)
Sr. Manager - HR Role: Talent Acquisition, Management & Development, HR Analytics

Prof. Siba K Udgata

Professor
School of Computer and Information Sciences University of Hyderabad (An Institute of Eminence)
Ph.D. in Computer Science, Berhampur University

Prof. Uttam Chakraborty

Ph.D. from National Institute of Technology Karnataka (NITK) under School of Management
Assistant Professor, Symbiosis Institute of Business Management

Mr. Abhijit Sarkar

Talent Evaluator & Trainer, Career Coach.
Founder-Entrepreneur,
Ex-Tata Consultancy Services TCS

Mr. Rahul Jalan

Director, Biziga Solutions Private Limited

Prof. C.L. Bansal

Ph.D in Corporate Governance from Delhi School of Economics, University of Delhi
Visiting Professor, IIMs at Rohtak, Ranchi, Sirmour
Former Senior Professor in the area of Law, Governance, and Public Policy at the Management Development Institute (MDI), Gurugao

Prof. Oindrila Dey

Assistant Professor- Economics at Indian Institute of Foreign Trade, Kolkata
PhD in Economics from the Department of Economics, Jadavpur University, Kolkata

Prof. Dimple Grover

PhD in Corporate Governance & Ethical Climate: An interdisciplinary work - Psychology and Management, Indian Institute of Technology, New Delhi
Associate Professor - Tata Institute of Social Sciences (TISS), Hyderabad Campus

Mr. Sashi Kumar

Deputy General Manager at IOCL

CENTRE FOR EXCELLENCE

CENTRE FOR AGRIBUSINESS & FOOD PROCESSING

VISION

Making Agribusiness sustainable by breakthrough contribution with motive of economic development of the country where as no agro produce is wasted and no one starves of food.

OBJECTIVES

- To conduct action oriented research in agribusiness area
- Focus on preparing plans and policies to help the government
- Dissemination of business knowledge to agricultural sector
- To impart education and training to individuals for developing managerial skills in the area of agri-business
- To offer training courses for policy makers, executives and those in charge of various agribusiness plans
- To run agribusiness incubation centre

CENTRE FOR ENTREPRENEURSHIP AND STARTUPS

VISION

Creating a strong foundation of academic learning in the field of entrepreneurship not only to acquaint students with concepts but also with the application of the same. Inculcating a culture of innovation and an entrepreneurial spirit on the campus, through various activities and campaigns. Serving as a catalyst for entrepreneurship by supporting and incubating entrepreneurial ideas.

OBJECTIVES

- To train the youth to use their skills to turn opportunities into reality
- To increase the awareness of entrepreneurship as a career option
- To provide inputs for entrepreneurship awareness, business creation and small business development
- To promote entrepreneurship and educate start-ups in different business related aspects
- To train the youth to develop entrepreneurial skills to take up self-employment

CENTRE FOR ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

VISION

Leveraging the latest tools, nurturing collaborative culture and disseminating customer oriented innovations to relevant areas of business.

OBJECTIVES

- Establish an AI-ML CoE to provide cutting edge AIML based business solutions to Industry
- To carry out research on state of the art AI ML based business-technology orientation
- Create differentiation for MDIM
- Position MDIM as the go-to Institute for Industry and Academia
- File for Patents

CASE RESEARCH CENTRE (MDIMCRC)

Business schools worldwide use business cases to simulate real life business scenarios in classrooms. Case based teaching first observed in law schools in the modern times. Later case based pedagogy was adopted by B-Schools.

MDI a pioneer in management education in India has a long tradition of case teaching and research.

MDIM Case Research Centre (MDIMCRC) is launched to further strengthen MDI's commitment to case teaching and research.

MDIM Case Research Centre (MDIMCRC) intends to become a repository of cases across multiple disciplines by providing necessary infrastructure and encouragement to the MDIM's faculty members for case writing as well as use case method as an effective pedagogical tool.

MDIMCRC is affiliate to All India Management Association (AIMA) promoted India Case Research Centre (ICRC).

MDIMCRC intends to become a large repository of India focussed business cases.

POST GRADUATE DIPLOMA IN MANAGEMENT

Objectives

MDIM's PGDM is a 2-year fulltime residential programme designed to nurture students and help them build and enhance their managerial competence. The meticulously structured programme will enable students to:

- Understand the social, economic, political, technological and ecological environment to make them environmentally and socially responsible ethical managers through hands-on-learning experiences
- Become effective leaders, who can achieve results beyond expectations and transform organizations
- Emphasis on lateral thinking so that they evolve with innovative ideas, alternative solutions, and set benchmark for others through enabled entrepreneurial skills
- Imbibe values of discipline, integrity, justice and fairness so that they promote and maintain high ethical standards in management
- Develop a global mind-set so that future managers can meet the challenges of international competition

Curriculum Design

The PGDM curriculum has been designed to enrich student's skills and abilities in order to enable them in applying management theories and concepts in live problems existing in business and industry. The programme enables students to identify and diagnose complex problems in management through hands on learning experiences. It includes gamut of pedagogy: lectures, case studies, seminars, assignments, live projects, group discussions, business games, outbound based experiential learning activities, educational excursions, role plays, simulation exercises, structured and unstructured group work, and field visits. Consistent with state-of-art technology, the programme integrates the use of computers (IT) in the learning process. The students undertake several field based projects (live projects) so that they can get better insights into real life situation. These all will inevitably assist students to achieve high standards of excellence.

Programme Structure

Core Courses

The PGDM course curriculum is spread across six terms with the bulk covered in the first three terms. These core courses will enhance the ability to communicate, analyze situations and make decisions by adopting quantitative and qualitative techniques. It even helps them to develop a holistic view of the different functional areas and the business environment. During this period, it is mandatory to opt for courses in general management and major functional areas, such as finance and accounting, marketing, operations management, information technology management, organizational behaviour, human resource and strategic management. They get exposure to the basic disciplines of economics, behavioural sciences, managerial communication, business law, quantitative methods and decision sciences.

Summer Internship

At the end of the first three terms, students are required to undertake an industry internship or summer training to work on a project / life problem an organization. The internship usually spans over a period of eight weeks. This is a compulsory component of the curriculum for the completion of the academic requirements. It is designed to provide exposure to organizational work setting, develop an understanding of business realities, learn how to apply theory in real life business situations and find its relevance.

Specializations

In the second year, the student opts for elective/ optional courses to specialize in a maximum of two functional areas.

These areas of specialization may deal with any of the following:

- Finance
- Human Resource Management
- Marketing Management
- Supply Chain Management

All elective Courses, however, may not be offered, as this would be determined by the number of students showing interest in aforementioned area of specializations. Details about the electives are made available to students when they join MDIM. To specialize in an area, a student must opt for a minimum of five elective courses offered in that area that assigns a weightage of 15 credits and three each for a course. Students will be allowed to opt in a range of 14 to 17 electives. However, CGPA would be decided based on the best 14 electives out of total electives where students have scored relatively better.

The Institute has envisaged new electives in line with latest demands of the students and corporate like Econometrics and many more expected to appear in the forthcoming academic session that will meet corporate requirements.

Evaluation

The evaluation system for the PGDM has been designed to achieve the following:

- Evaluate the progress of learning of each student
- Prescribe and promote certain acceptable and uniform standards of comprehension
- Encourage healthy and constructive competition among the students

MDIM follows a system of continuous evaluation. Throughout the term, students have to appear in various tests on their ability to understand concepts, learn techniques and apply them to problems in the real life situation relevant to corporate. At each stage of the course through continuous feedback, the students would be in a position to gauge their performance and take remedial measures in order to make improvements. In each course, a student will be thus awarded a grade sheet only. The weighted average of all courses taken by a student in the programme will give the Cumulative Grade Point Average (CGPA).

Recognition

On successful completion of the programme requirements, a student will be awarded a Post Graduate Diploma in Management, PGDM, which has the approval of the All India Council for Technical Education (AICTE), Government of India.



COURSE CURRICULUM

First Year

Term – I	Credit	Term-II	Credit
HUMAN BEHAVIOUR IN ORGANIZATIONS	3	BUSINESS ANALYTICS	3
LEGAL ASPECTS OF BUSINESS	3	ECONOMIC ENVIRONMENT AND POLICY –I	3
MANAGEMENT ACCOUNTING-I	3	HUMAN RESOURCE MANAGEMENT	3
MANAGERIAL COMMUNICATION-I	3	MANAGEMENT ACCOUNTING-II	3
MARKETING PLANNING	3	MANAGEMENT SCIENCE MODELS	3
MICROECONOMICS	3	MANAGERIAL COMMUNICATION-II	1.5
STATISTICS FOR MANAGEMENT	3	MARKETING PRACTICES AND IMPLEMENTATION	3
		OPERATIONS MANAGEMENT	3
Term-III	Credit	CORPORATE FINANCE-I	3
CORPORATE FINANCE-II	3		
BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	1.5		
ECONOMIC ENVIRONMENT AND POLICY-II	3		
MANAGEMENT INFORMATION SYSTEMS	3		
RURAL MARKETING & MANAGEMENT	3		
STRATEGIC MANAGEMENT-I	3		
ENTREPRENEURSHIP AND NEW VENTURE CREATION	1.5		
RESEARCH METHODS IN BUSINESS	3		

Second Year

Term IV: Summer Internship (3 Credits), Core Course: Strategic Management-II (3 Credits), Business Analytics-II (3 Credits), Business Simulation (1.5 Credit), Electives (Multiple courses offered. Students choose to study 4 to 5 courses)

TermV: Core Courses: Business Analytics-III (3 Credits), **Electives** (Multiple courses offered. Students choose to study 5 to 6 courses)

TermVI: Electives (Multiple courses offered. Students can choose the electives to complete a minimum 42 credits of electives)

List of Electives (Offered in Term IV, V and VI)

Human Resource Management :	Credit	Finance :	Credit
INDUSTRIAL RELATIONS & LABOR LAWS-I	3	CORPORATE RESTRUCTURING AND BUSINESS VALUATION	3
MANAGERIAL COMPETENCY & TALENT	3	DERIVATIVES AND RISK MANAGEMENT	3
HR ANALYTICS	3	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3
PERFORMANCE MANAGEMENT	3	TRADING STRATEGIES	3
INDUSTRIAL RELATIONS & LABOR LAWS – II	3	FIXED INCOME SECURITIES	3
LEARNING AND DEVELOPMENT	3	FINANCIAL MODELING	3
STRATEGIC AND SUSTAINABLE HRM	3	PROJECT APPRAISAL & FINANCE	3
MANAGING MILLENNIALS AND MULTI-GENERATIONAL WORKFORCE	3	INTERNATIONAL CORPORATE FINANCE	3
APPLIED PSYCHOLOGY IN MANAGEMENT	3	MANAGEMENT OF BANKING & FINANCIAL INSTITUTION	3
CROSS CULTURE & INTERNATIONAL HRM	3	STRUCTURED FINANCE	3
ORGANIZATIONAL CHANGE AND DEVELOPMENT	3		

Marketing Management :	Credit	Supply Chain Management :	Credit
MARKETING OF SERVICES	3	BUSINESS TECHNOLOGY CONSULTING STRATEGIES	3
SALES AND DISTRIBUTION MANAGEMENT	3	PROJECT MANAGEMENT	3
CONSUMER BEHAVIOUR	3	SUPPLY CHAIN MANAGEMENT	3
BRAND MANAGEMENT	3	SERVICE OPERATIONS MANAGEMENT	3
PRODUCT MANAGEMENT	3	STRATEGIC SOURCING AND SUPPLIER MANAGEMENT	3
RETAILING AND FRANCHISING	3	MANAGEMENT OF QUALITY	3
ADVERTISING MANAGEMENT	3	ARTIFICIAL INTELLIGENCE & MACHINE LEARNING	3
BUSINESS TO BUSINESS MARKETING	3	OPERATIONS STRATEGY	3
CUSTOMER RELATIONSHIP MANAGEMENT	3		
Economics :			Credit
APPLICATION OF GAME THEORY TO BUSINESS			3
INTERNATIONAL ECONOMICS			3
BASIC ECONOMETRICS			3
Strategy :			Credit
STRATEGIC MANAGEMENT-II			3
BUSINESS SIMULATION			1.5
Information Management :			Credit
BUSINESS INTELLIGENCE			3
E COMMERCE AND E BUSINESS			3
CYBER SECURITY			3
DATABASE MANAGEMENT			3
SOFTWARE MANAGEMENT			3

Note: The above list of electives is tentative and not binding on the Institute. Actual offerings will depend on the size of the group, which shows interest in a course. The Institute also will consider new electives in line with recent developments and availability of expertise to offer the same.

Bloomberg Finance Lab

The Finance Lab aims to support advanced applied research in financial markets and equip finance students and managers with the mathematical and conceptual theories and best practices in financial markets that go into the creation and management of innovative financial products.



ADMISSION PROCESS

PGDM (RESIDENTIAL)

Eligibility

- The candidates should be able to furnish valid score of CAT 2021.
- The candidates must have at least 50% marks or equivalent CGPA in both X and XII
- The candidate must have minimum 3 year's Bachelor's Degree, with at least 50% marks or equivalent CGPA in any discipline from any University incorporated by an Act of the Central or State legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. Candidates appearing for the final examination for the Bachelor's degree (or equivalent examination) and completing all requirements for obtaining the Bachelor's degree by 30th June, 2022 can also apply, subject to furnishing evidence to that effect latest by 1st October, 2022; otherwise they may be asked to withdraw from the programme.
- The basis for computing the percentage obtained by the candidate would be based on the practice followed by the university/institution/board from where the candidate has obtained the degree/ certificate. In case of the candidates being awarded grades/CGPA instead of marks, the equivalence would be based on the equivalence certified by the university/institution/board from where they have obtained bachelor's degree/certificate. In case the university/institution/board does not have any scheme for converting CGPA into equivalent marks, the equivalence would be established by MDI M by dividing obtained CGPA with maximum possible CGPA and multiplying fraction so obtained by 100".

Online Application

Online application forms of MDI Murshidabad (MDI M) and MDI Gurgaon (MDI G) are common. Applicants can apply by visiting MDI Murshidabad website and MDI Gurgaon website and follow the process mentioned.

The common Application Form has the following options:

- Management Development Institute Murshidabad
- Management Development Institute Gurgaon
- Both

Application Form fees is as under:

- **INR 1,180/- (inclusive of 18% GST) for MDIM only**
- **INR 3,000 /- (inclusive of 18% GST) for MDIG only**
- **INR 3,590/- (inclusive of 18% GST) for both MDIM & MDIG**

Online registration will be Open till Friday, 26th November 2021, 17:00 hrs. Candidates have to make an online payment using Credit/Debit card/Net Banking.

Selection Process

- Shortlisting of candidates for the selection process will be done on the basis of the details provided in the application form and their CAT 2021 scores. Shortlisted candidates will be called for the selection process at a center in one of the following cities: Bangalore, Gurugram, Kolkata, Hyderabad, Chennai and Mumbai. Centers other than Kolkata and Gurugram are tentative. The selection process may also be conducted online, for which the intimation will be given to the short-listed candidates in advance.
- Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants can be considered for admission on the basis of their valid GMAT scores. Applicants have to apply online by visiting MDI M website <https://www.mdim.ac.in>. Online registration for Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants will be Open till Friday, 26 November 2021, 17:00 hrs.

Admission Offer

Successful candidates will be intimated subsequently.

The fees and schedule of payment details are given below:

Revised Fees and Other Expenses for PGDM 2022 – 24

Particulars	1st Year (in Rs.)	2nd Year (in Rs.)
Tuition Fees	4,85,633	4,91,107
Reading Material Fees	24,000	25,000
Students Welfare Activities	10,000	10,000
Library Fees	10,000	10,000
Alumni Fees	5,000	–
Boarding Charges	54,570	54,570
Lodging Charges	57,510	57,510
Medical Insurance Premium (2 yrs.)	1,500	1,500
Security Deposit	20,000	–
Total	6,68,213	6,49,687

Schedule of Payments:

Instalment	Amount	Payable
Instalment-I	₹2,53,430	At the time of admission
Instalment-II	₹2,07,392	in Oct-2022
Instalment-III	₹2,07,391	in Jan-2023
Instalment-IV	₹2,16,563	in Jul-2023
Instalment-V	₹2,16,562	in Oct-2023
Instalment-VI	₹2,16,562	in Jan-2024

Note:

- MDIM reserves the right to enhance fee and other charges at any point of time during the Academic Year. Due notice would be given, while making such changes.
- Same fees will also be applicable for Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants.

LIFE @ MDI MURSHIDABAD

Students Committees @ MDIM

Student Affairs Committee at MDIM aims to facilitate the students in carrying out various activities for their overall development and ensuring synergies to build MDIM brand. It is headed by Chairperson-Student Affairs. The Student Affairs committee works closely with the Clubs and Committees, and monitors it's working.

Clubs @ MDIM

The students at MDI Murshidabad also participate in the different clubs related to the specialization area: Marketing, Finance, Operations, HR and Economics Club. The clubs stimulate the logical thinking of the students to spread awareness in the respective area and to provide opportunities to put the theoretical foundations into practice.

The club are involved in organizing quizzes, debates, symposiums in their interest areas.

- Markrone-The Marketing Club
- Finartha-The Finance Club
- Analytica -The Analytics Club
- Opcellence-The Operations Club
- HR Udbhav-The HR Club
- Eco Minds- The Economics Club
- Competeup- The Competition Club
- Swadhyay- The Yoga Club
- Adventure Club

ANNUAL EVENTS

- Vicarana
- Fingyan
- Entrepreneurship Day
- Frenite: A cultural event for fresher
- Business Quiz
- Independence Day Celebration
- Budget Xpress
- Diwali Celebration
- Ganesh Puja
- New Year Eve
- Republic Day
- Saraswati Puja
- Shiva Ratri

- Holi Celebration
- Adieu

STUDENTS AFFAIRS- CLUBS & COMMITTEES:

Activities of the Student Driven clubs & Committees

MarKrone



The Marketing Club of **MDIM**

An amalgamation of theory and practice, the perfect blend of rigor and recreation, the Marketing Club at MDIM stands for all this and more. A club is created with the purpose of grooming marketing talent within the campus and providing a platform to the marketing enthusiasts to showcase their skills. The club aims at keeping members abreast with the latest on marketing while integrating the vast experience of its members across functions and industries such as advertising, research, sales, branding communication and digital marketing to name a few.

Objective-

1. To be an instrumental force in propagating marketing knowledge among the emerging marketers
2. To help the marketing fraternity of MDIM sharpen their skills through putting knowledge to practice
3. To facilitate the process of practice based learning for the marketing fraternity of MDIM by promoting application of skills and knowledge

Vision- Transforming ideas into actions and possibilities into successes.

Mission- To generate the best pool of marketers from MDIM who encompasses all facets of marketing to be industry fit.

Finartha



The Finance Club of **MDIM**

Finartha, the Finance Club of Management Development Institute Murshidabad formed with the ambitions of bridging the gap between the academic and professional worlds. The club brings together students with a

shared interest in Finance to enjoy presentations from industry professionals, competitions, quizzes, finance-related discussions, casual and formal networking events as well as a variety of social events. It provides the platform for interactive discussions and orients oneself towards the world of business and commerce. The club plans to get into media through social as well as print medium to update the students, academic professionals and industry veterans about its various activities. It relentlessly makes attempt to provide students with additional resources to create industry readiness.

Objectives-

- Aims to keep acquainted with the current developments in the field of finance and focuses on research in areas such as financial markets, instruments, regulations, etc.
- Creates opportunities and provides a platform for simulation of real world scenarios so that each and every student is equipped with right kind of financial acumen.
- Organizes events where in the participants self-assess their financial quotient.

Vision- To stimulate the knowledge to the extreme limit of understanding of ourselves, our followers, our colleagues and all our stakeholders

Mission- We will strive to become the most revered knowledge base in the area of Finance in India by:

- Practicing a discipline to manage our own fund
- Publishing a weekly newsletter which is a repository of Finance knowledge Conducting events in the domain of finance
- Organizing knowledge sharing sessions with industry experts

ANALYTICA

THE ANALYTICS CLUB - "MAKE SENSE OUT OF DATA"

Aims - To channelize the enhancement of knowledge acquisition of analytics of the students.

Objective:

To provide students and professionals a platform for exploring the enriching world of analytics and it's consulting. It would simultaneously coordinate and collaborate with the corporate. Also bringing the exciting opportunities of live projects as well, thus

enabling the students gain a firsthand experience at different forms of analytics.

It would organize events, talks and workshops in order to assist the members and the student fraternity in evaluating career options in analytics and preparing for them in the near future. It would boost the knowledge of the student community in the domain of analytics via its publications, case competitions and other events conducted all-round the year.

Plan of Action: The club would organize a workshop on Microsoft Power BI, Data Analysis using Python & Ruby, Microsoft Excel

Events like: Case Study, Simulation games in near to real time scenarios, analytics themed quiz

Call for articles : Article writings based on Analytics the plan of action and the time of the workshops are kept, keeping in consideration of various activities of the other clubs and committees.

Having a firm grip on the technologies will equip the students with knowledge of application of analytics in the real world, which would put the students in a better position for placements. The essentiality of the knowledge of analytics is mentioned time and again by the Corporate Guests hence is the immediate requirement of it.

HR Udbhav



The HR Club of **MDIM**

Overview: HR club at MDIM aims to provide a platform for students to learn basic concepts and applications in the field of human resources through various effective tools such as Role Play, Management Games, and Guest Lectures by professionals held on a regular basis. The club focuses on the development of all the basic HR skills not only for the people in the field of HR but for all the stakeholders.

Objectives-

- To update students about the current trends in HR.
- To notify students about the applications in the corporate world.
- To provide students with an insight into the best practices existing in HR domain.

- Activities Planned On Continuous Basis
- Role play (Recruitment and Selection “interview session”)
- Presentations on recent trends in HR (Agile HR, HR analytics, Leadership)
- HR games (e.g., leadership games)
- Inviting guest speakers for HR Events
- Benefits to Institute from HR Club
- Helps in corporate relation building.
- Making students corporate ready by imparting skills and practical knowledge.
- Abreast the students with the latest development in the field of HR.

Opcellence



The Operations Club of **MDIM**

The Supply Chain and Operation club of MDI Murshidabad is the platform for students to harness their potential in the field of Operations Management. The name is derived from the objective we, desire to achieve i.e. Operational exCELLENCE. OPCELLENCE is a hub where innovative ideas are garnered and nurtured for execution. Brainstorming, case discussions, simulation games, publications, quizzes, etc. are some of the activities conducted round the year to instill interest in the field of operations research and operations management.

Objective- To update the students about current trends in the field of operations and notify students about the practicality in the corporate world.

Vision- To make students industry ready in the field of operations.

Mission- To be a center of excellence and build competencies in the field of operations management, to be the platform for information sharing between industry and students.

Ecominds



The Economics Club of **MDIM**

Ecomind is the Economics Club of MDI Murshidabad. Economics govern the life of the individual, Society and the modern country of the world.

The club aims to make understanding economics a joyful affair and an effortless activity. Learn

economics from an insightful and common sense, rather than as a subject involving mathematical equations and not so obvious theories. Market theory based games, competitions, opinion based articles, fun discussions, and guest lectures are some of the core activities of the club. Others include regularly following and sharing global as well as domestic affairs. The club also provides a platform to debate and discuss the prevalent policy issues that governing institutions continue to tackle with.

Objectives-

The objective of Ecominds is to learn economics from an insightful and common sense, rather than as a subject involving mathematical equations and not so obvious theories. Market theory based games, competitions, opinion based articles, fun discussions, and guest lectures are some of the core activities of the club. Others include regularly following and sharing global as well as domestic affairs.



Vision-

To create a platform which enables the students to apply the economics concepts and knowledge through different debates, competition and discussion.

Mission-

Mission of the club is to help students develop a larger perspective of the world around them, which in turn would help them to make better decisions makers when they step into the corporate world. The club also aims to make understanding economics a joyful affair and an effortless activity and talks on entrepreneurship on regular interval.

AAKRITI - Cultural Committee

AAKRITI is the Cultural Committee of MDI Murshidabad, responsible for all the intra as well as inter college cultural events in the college in an academic year.

Aims

- ✓ Celebrate the spirit of diversity of culture and unity therein
- ✓ Responsibility for organizing fresher's and farewell parties and events every year
- ✓ Organizing cultural events so that students can thoroughly enjoy each festival
- ✓ Contribute to events by identifying and channelizing exemplary talent in dance, music, performing arts, etc.

Objectives

- ✓ TO CREATE an environment which cherishes the life of the campus.
- ✓ TO PROMOTE the hidden talents inside the population of the campus.
- ✓ TO TAKE an active interest in the cultural welfare of the college.
- ✓ TO UNITE the population in bonds of friendship, good fellowship and mutual understanding.
- ✓ TO PROVIDE a platform for everyone to cherish life and interacting with each other.
- ✓ TO ENCOURAGE tech-savvy minded people to get involved into cultural activities and set their emotions free.

Vision

To foster a vibrant community of artists and create a center for exploration, collaboration and cultural fusion within the performing, visual and media arts as well as their connection with the life inside the campus.

Mission

Aakritians, the Cultural Committee of MDI Murshidabad works to preserve the various cultures found in every corner of the world reflected in music, art, dance, history and natural arts. The principal goal is the investigation, compilation, documentation, preservation and dissemination of traditional as well as modern culture of the world through arts, history and ecology.

The cultural Committee has several clubs under it namely the Choreo Club, Drama Club, Singer's Club, Art & Photography Club etc.

RTS COMMITTEE

SPORTSCOMM is the sports committee of MDIM which is responsible for all the sporting activities and also organizes events from time to time, which are beneficial for both the physical and mental health of the students, professors and staff. We also represent the institute in external tournaments and competitions.

Objective- Our objective is to nurture the passion for sports of all the members of our institute and provide them with an opportunity for showcasing their talents and skills. We also want to help and support them in growing their skills while bringing glory to both the individual and the institute.

Vision- Nurturing Passions to attain glory

Mission- To Encourage and nurture sports and fitness activities while harnessing the skills and talents of all the members of our college. By active participation, we want to achieve glory to our members and our institute.



ADVENTURE CLUB

It encourages students to take adventure as a team sport and also gives them the opportunity to experience the thrill and excitement involved, go out in nature and enjoy its beauty and serenity with a thought to keep it preserved for the generations to come. The members of this club work to develop a spirit of adventure among the students. Adventure does not necessarily mean climbing mountain, swimming with sharks or climbing on cliffs. It means risking yourself by leaving a little piece of you behind in all those you meet along the way.

Objective-

- ✓ To promote healthy adventure activities, especially camping, trekking and climbing etc.
- ✓ To develop a sense of importance of adventure sports.
- ✓ To promote integrity and solidarity through adventure sports.
- ✓ To explore new dimensions of adventure.



Vision-

To develop mental strength of students by doing adventure activities which cannot be taught in any classroom or board room.

Mission-

Our mission is to motivate the next generation of outdoor enthusiasts and environmental stewards by cultivating in our students a passion and respect for the natural world through frequent engagement in recreational activities that improve their physical, mental, and emotional health.

SVADHYAYA (YOGA CLUB)

WHERE THE BODY & MIND ARE ONE

About Club/Committee: The yoga club of MDIM, is all about promoting the fitness and mental peace through yoga and meditation along with organizing certain events for imparting the knowledge of yoga in a fun way. It is also an attempt to promote rich cultural heritage of India.

Objectives:

- ✓ To enable the student to have good health
- ✓ To practice mental hygiene
- ✓ To possess emotional stability.
- ✓ To integrate moral values.
- ✓ To attain higher level of consciousness.

Vision- Our vision is to create an environment where an individual can observe physical fitness, mental calmness, personal growth and spiritual truth by the medium of rich cultural heritage of Yoga.

Mission: Our mission is to promote yoga and meditation as a mean of keeping ourselves physically fit and mentally strong among the students and providing them with all possible assistance to adopt & avail the benefits of yoga.

CompeteUp- “The competition club of MDI Murshidabad”

Aim- To enable the eligibility or participation channels and ensure full participation in corporate and inter B-school Case Study Competition organized by various Global Organization for selected B- Schools.

Objective-

- ✓ Open participation channels for Case Study competitions, specifically the corporate ones
- ✓ Do Case Solve via Workshops
- ✓ Create in-house case study to solve and organize intra-college case competitions via D2C/ InsidellM portals
- ✓ Organize GL on Corporate Case Study Solving Strategies



Plan of Action:

The club would integrate with D2C portals and various other channels for maintaining proper flow of information at the nick of time to ensure the availability and active participation in corporate case study competitions.

The club will focus on organizing workshops on Case Study strategies, Simulation games in near to real

time scenarios. The plan of action and the time of the workshops are kept, keeping in consideration of various activities of the other clubs and committees.

Having a firm grip on the approach and proper guidelines to crack the respective case studies will equip the students with how the knowledge is to be used in the real world which would put the students in a better position for placements.

HOSTEL AND MESS COMMITTEE

- To ensure hygiene, quality, variety and balanced healthy food in canteens and cafeterias
- Plan and customize menu in each trimester subject to available budget.



Welfare activities are student driven and development oriented apart from being a redressal forum for addressing the critical problems faced by them. The students socially responsible have four pronged objectives: make the students socially responsible citizen, strengthening their managerial skills, learn by doing and teach them to abide law and order.

In order to fulfil such objectives, we are having following committees as part of student welfare:

- Cultural Committee
- Sports Committee
- SR Committee
- PR and Media Committee
- Alumni Committee
- Hostel and Mess Committee

PRAYAS-SOCIAL RESPONSIBILITIES COMMITTEE

Whatever the profession is, we directly or indirectly earn and benefit from society. So, as a Human being, it is our responsibility to give back and contribute

to our society. So, Prayas- Social Responsibility Committee of MDI Murshidabad, continuously engage in various social service activities viz., teaching to under privileged children, organizing Blood donation camp, Swachh Bharat Campaigns, planting trees, engaging weavers & other artists in Handi craft Fair, awareness campaigns to promote environmental conservation, education & women empowerment and many more.

EDUCATION AWARENESS CAMP:

The Social responsibility committee of MDI Murshidabad, Prayas, is one of the most active committees of the institution. This committee has successfully inculcated the social values into the students of MDI Murshidabad since its inception. With MDI Murshidabad located at the heart of rural Bengal, Prayas has used it to its full advantage by constantly trying to improve the lives of the local residents and thereby improving the economy of the region as a whole.

Like every year, the committee has prepared a busy activity schedule. The committee has already organized a poster campaign where the students of the campus are educated about saving water, electricity and food. The committee also went to Kulori, a nearby village for teaching the local students. September 2017 will see a flurry of events like the blood donation campaign and a visit to the local villages to strategize a road map for their betterment.



The SR committee will continue adding to the brand value of the institution. It will also continue differentiating the students from the other premier BSchools of India by planting deep rooted social values into them.

CAREER GUIDANCE CAMP:

Prayas, the Social Responsibility Committee of MDI Murshidabad, had contributed to the youth of Don Bosco School, Monigram, on the occasion of Career Guidance Camp on 6th February 2017. Children who are deprived of the basic necessities and who belong to the underprivileged families were provided with basic educational stationeries to motivate them to grow and become better citizens of the society. High School students were propelled to build shining career in their respective fields.

BLOOD DONATION CAMP:

If you feel desolated when the most popular blood bank organization denies you blood at the hour of need, Jangipur populace could be the most empathetic towards you. They face this miserable situation customarily. The CSR committee of MDI Murshidabad felt they could appease the situation

to some extent. A blood donation camp was organized on 17th of December, 2015 on the campus of MDI Murshidabad. The social cause was also supported by the Jangipur BDO, by honouring the occasion as the Chief Guest. It was overwhelming to see students, staffs and faculties participate the event with zeal and enthusiasm. We could measure the success of the event by the will power of those people who came to donate blood but could not, due to indisposition.

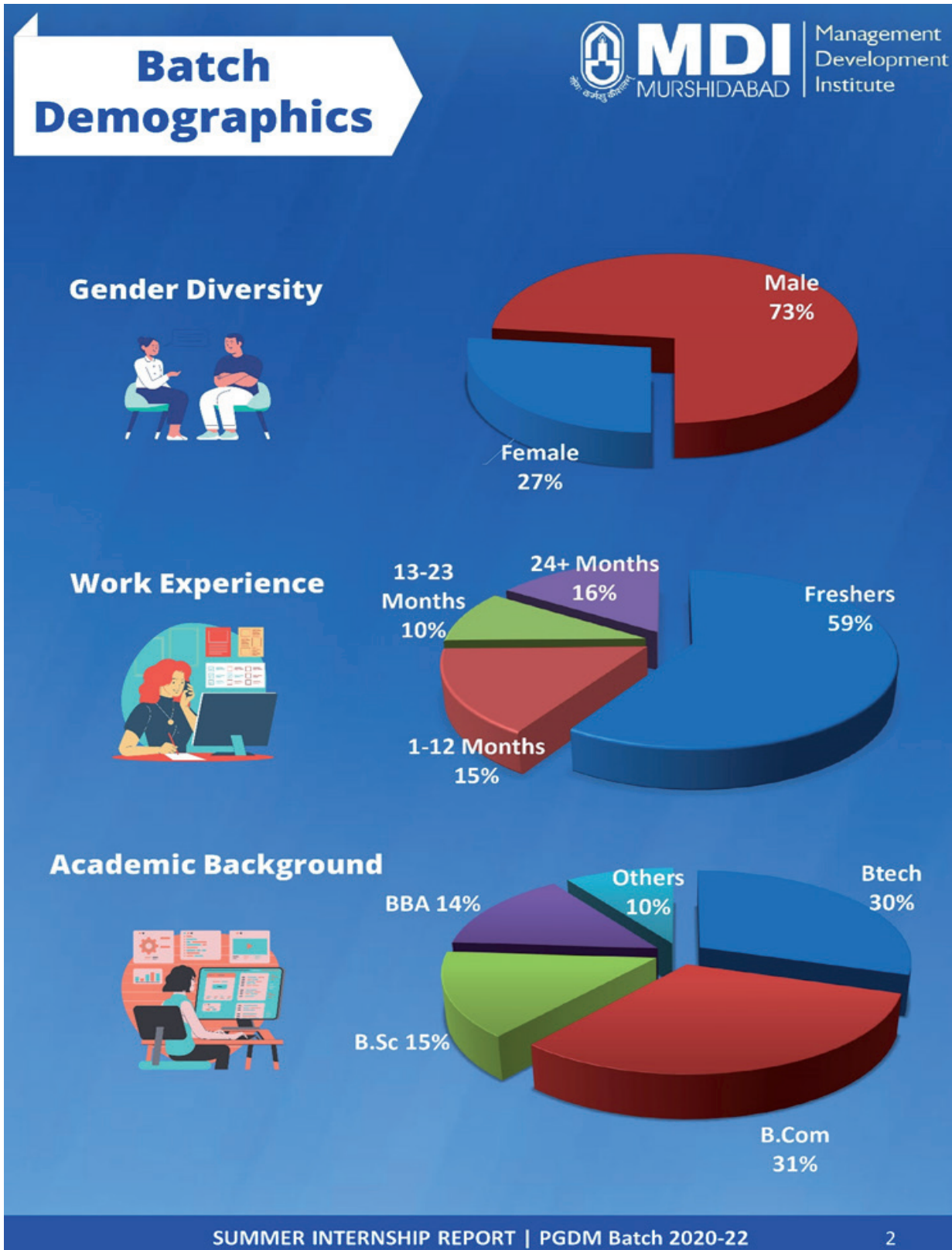
HANDICRAFT FAIR:

Prayas organised two handicraft fairs during International conferences and Convocation. Objective was to promote local Murshidabad handicrafts to the nation and world. Murshidabad is known for its handicraft industry like, Sholapith, Jute products, Brass metal utensils, Glass work etc.



PLACEMENT REPORT

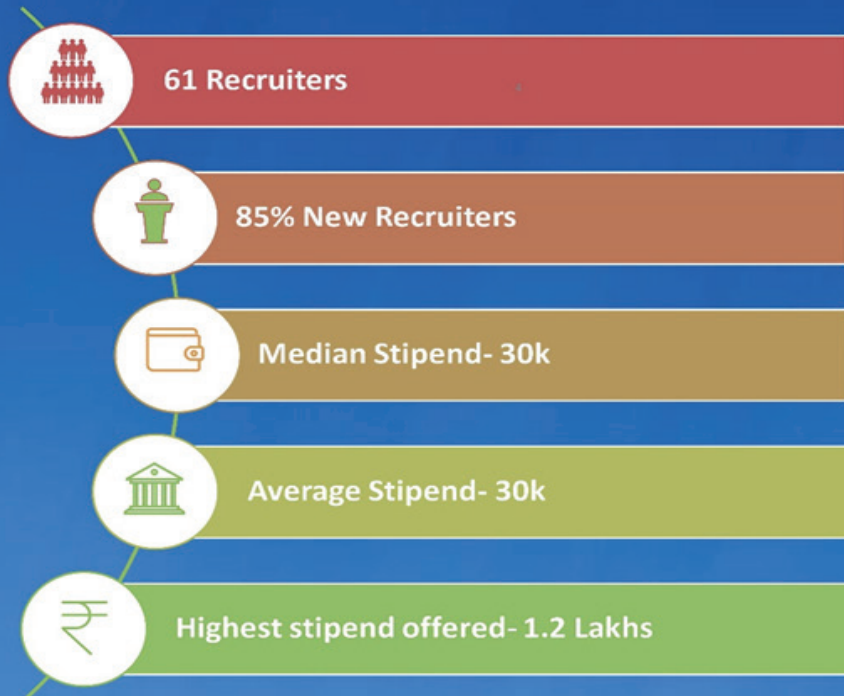
SUMMER INTERNSHIP REPORT 2020-22:



PLACEMENT HIGHLIGHTS



61 recruiters offered roles across domains of Marketing, Human Resource, Operations, Finance and General Management.



We express our heartfelt gratitude to our recruiters and are confident that our association will be mutually beneficial and perpetual.

We are obliged to the constant blessings of our Director Prof. (Dr.) Atmanand, Dean and faculty members for their unwavering support and are grateful to MDI alumni.

SECTOR WISE PLACEMENTS

Placement season 2020-22 witnessed recruiters across **Consultancy Firms, E-Commerce/Retail, Financial Services, Real Estate, Logistics/Services etc.**

Sector	Percentage
Consultancy Firm	33%
E-Commerce/Retail	22%
Financial Services	12%
FMCG/Agritech	6%
Logistics/Services	6%
Others	8%
Pharmaceuticals	2%
Real Estate	11%

The SIP season at MDIM saw a significant rise in the variety of roles offered indicating confidence imposed by the industry. The students have embarked on the journey of their internships that shall be mutually rewarding and forge a stronger relationship with the recruiters.

We look forward to maintaining mutually beneficial relations with our existing recruiters and new recruiters in moving forward to build up more associations in the corporate world.

SUMMER INTERNSHIP REPORT | PGDM Batch 2020-22 4

DOMAIN WISE PLACEMENTS

In the **Marketing domain**, the projects are in the area of Digital Marketing, Sales, Marketing Strategy, Brand Alliances, Content Strategy, Product Management, Strategy Management, and Market Research

In the **Finance domain**, the projects are in the area of Financing modelling and valuation, Fundamental Research (Equities/Macro), Investment Analysis, Finance and Data Analysis.

Domain	Percentage
Analytics	56%
Finance	18%
HR	13%
Marketing	6%
Operations	2%
Product and Strategy	5%

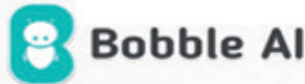
In the **Human Resources domain**, the projects are in the area of Learning and Development, Organization Development and Learning, Staffing & Recruitment, and Employee Benefits Management.

In the **Operations domain**, the projects are in the area of Supply Chain Consulting, Warehouse Management, Optimization and Inventory Management.

SUMMER INTERNSHIP REPORT | PGDM Batch 2020-22 5



PROMINENT RECRUITERS PGDM Batch 2020-22



MDI MURSHIDABAD

FINAL PLACEMENT 2019-21:

Batch Demographics

Gender Diversity

Male 73%
Female 27%

Work Experience

Freshers 60%
1-12 Months 10%
13-23 Months 14%
24+ Months 16%

Academic Background

B.Tech 39%
B.Com 35%
B.Sc 11%
BBA 6%
Others 9%

FINAL PLACEMENT REPORT | PGDM 2019-21 2

PLACEMENT HIGHLIGHTS

75 recruiters offered roles across domains of Marketing, Human Resource, Operations and Finance.

- 75 recruiters
- 27% increase in recruiters
- Median Package – 8 LPA

Despite the pandemic, Placement activities were successfully conducted virtually with an astounding 27% increase in number of recruiters.

We are obliged to the constant blessings of our Director Prof. (Dr.) Atmanand, Dean and faculty members for their unwavering support and are grateful to MDI alumni.

FINAL PLACEMENT REPORT | PGDM 2019-21 3

SECTOR WISE PLACEMENTS

Placement season 2019-21 witnessed recruiters across BFSI, Management Consulting, Manufacturing, Logistics, Services, IT, E-commerce and Retail. Incremental participation by Management Consulting and BFSI firms is reinforcing a confidence on the talent at MDI Murshidabad. We have seen a growth of recruitment across all sectors, with E-commerce and retail making a debut this year.

The Final Placement saw 54% of offers coming from previous recruiters and the remaining coming from new recruiters. Thus indicating continued belief of past recruiters on the talent and attracting of new recruiters.

The students have embarked on their career journey that shall be mutually rewarding and forge a stronger relationship with the recruiters.

We look forward to maintaining mutually beneficial relations with our existing recruiters and new recruiters in moving forward to build up more associations in the corporate world.

IT 21%
Management Consulting 17%
Manufacturing 10%
BFSI/Insurance 8%
Services/Logistics 5%
E-commerce/Retail 3%
Others 36%

FINAL PLACEMENT REPORT | PGDM 2019-21 4

DOMAIN WISE PLACEMENTS

In the Marketing domain, the profiles offered were in the area of Product Management, Business Development, Relationship Management, Market Research, B2B Sales, Distribution Management and Enterprise Sales Management.

In the Finance domain, the profiles offered were in the area of Fund Management, Technical account Management, Key Account Management, Tax Consultancy and Wealth Management.

In the Human Resources domain, the profiles offered were in the area of HR Business Partner, HR Analytics, L&D and Talent Acquisition.

In the Operations domain, the profiles offered were in the area of Delivery Management, Project management, Technical Project Management, Scrum Master, Business Consulting, Program Management and Supplier Relationship Management.

Marketing/Sales 48%
Finance 27%
HR 15%
Operations 10%

FINAL PLACEMENT REPORT | PGDM 2019-21 5

PROMINENT RECRUITERS PGDM Batch 2019-21



MDI MURSHIDABAD





MDI | Management
Development
Institute
MURSHIDABAD

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