



School For Thought Leaders  
And Change Masters

**Information Brochure 2021**



**MIDI**  
MURSHIDABAD

Management  
Development  
Institute  
*An IFCI Initiative*



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## Message from the Director



It gives me immense pleasure to invite prospective students to the MDI Murshidabad family on behalf of the entire campus community.

The MDI society had established its second campus in Murshidabad, West Bengal in 2014 with the vision of imparting quality management education to the students and nurturing them to become thought leaders of tomorrow. Four years after the laying of the foundation stone in October 2010, the then President of India, Hon'ble Late Shri Pranab Mukherjee, inaugurated the college 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 year, granting the academic year 2019-20 a special place in our memories. To begin with, MDI Murshidabad received A\*\* (A double star) grading at National Level and A\*\*\* (A triple star) grading at State Level from the premier rating agency CRISIL. Further, we were recognized by the NHRDN-Shine.com B-School ranking survey as the best emerging B-School in the country. 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. Some of the academic progress achieved by MDI Murshidabad last year also merit recounting. This year was full of challenges for all the stake-holders because of outbreak of Coronavirus pandemic. Students of MDI Murshidabad undertook their Summer Internship Projects with the various companies. Omilia Corporate Talk-Series organized many corporate-level webinars where the distinguished corporate leaders were invited for giving inputs to the students. These were organized through well equipped online digital platforms to create an ecosystem for academia-industry collaboration even in these unprecedented times.

MDI Murshidabad has established its Case Research Centre (MDIMCRC) joining hands with All India Management Association (AIMA) to develop Indian centric business cases for the benefit of students of MDIM. Amid the current crisis, MDIM has partnered with SOAS University of London, United Kingdom to offer students of MDIM a global learning environment.

MDI Murshidabad conducted its online conferences on the theme - International Conference on Business IT and Enterprise Architecture -2020 (ICBIT 2020) during September 2020. It had in total 7 tracks. There were paper presenters from renowned academic institutions from across the countries like Bangladesh, Nepal, United States. ICBIT 2020 saw representation from all the continents namely Asia, Australia, Europe, Africa as well as the America. This conference exemplified, how technology is going to shape the knowledge creation as well as knowledge dissemination in the days to come.

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 trained nearly 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. to name a few.

MDI Murshidabad set up state-of-the-art Bloomberg Finance Lab powered by 4 Bloomberg Terminals. The vision of the Finance Lab is to integrate those terminals into core curriculum of MDIM and teach whole of the Finance 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 Centre for Entrepreneurship & Start-ups.

The Institute has always endeavoured to strengthen its core faculty. Presently, the Institute has a good mix of young, dynamic and experienced faculty members. 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 platform) to engage with students and enrich their learning.

MDI Murshidabad has hosted several events organized by student-driven clubs and committees. Notable among these are Vicarana and Budget Xpress, both annual events. Others are Brandify, FinQuest, SigMa, TRiVIA, tHRust and HrUdbhav. Organized by the subject-specific clubs, these, along with quizzes, cases and other management competitions, are among a variety of regular events that are 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. The Institute has always endeavoured to strengthen its core faculty. Presently, we have a good mix of young, dynamic and experienced Faculty Members, who double up as institution builders and student mentors. The MDI community also focuses on promoting the growth of a knowledge-sharing culture among institutions.

Last year our students received summer internship and final placement offers from prominent organizations from across India. These include ICICI Bank, HDFC Bank, IDFC First Bank, Audi, Federal Bank, Balmer Lawrie, Jio Studios, Careers 360, Hyundai, ITC, Maruti Suzuki, Decathlon, Leadsquared, Deloitte, Muthoot Fincorp, Oyo, Purnartha, Sabre, Randstad Technologies, Quantela, ByteDance, Café Coffee Day, Dabur, Crompton Greeves, BrowserStack, Airtel, Wipro Digital, PWC, KPMG, Upgrad, Trafigura, WhiteHat, TCS, Salesforce, TresVista, Simplilearn, Mott Macdonald, SBI Life, Wunderman Thompson, Shapoorji Pallonji, Fynd, Gaia Smart Cities, Future Group, Flipkart, Coupon Monster, Bafflesol Technologies, Helium, HealthMug, Arohan, Tata Steel, AtlantaEnergy, Buddy4Study, DigitallyNext, iRageCapital, Kite, Reserve Bank of India (RBI), Sumedha, Stelmec, UrbanClap, Vox Populi Research, Zigram, Zolo, MyGate among others.

Institute is of the firm belief that knowledge shapes character and character is the essence of our identity. Hence, MDIM aspires to be the crucible wherein our identity is metamorphosed through an exclusive process of comprehensive education, layered between character-building co-curricular activities that go beyond academics. While talent is appreciable, tenacity and fortitude are two decisive qualities that enable a student to grow. Challenging as it is, MDIM's rigorous routine is designed to ensure that resolute students come out of the fray learned, worthy, and possessing domain-defining capabilities. 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.

MDI Murshidabad is an abode where the young minds associate themselves with Great Minds, Leaders, Achievers and expand the cognitive boundaries for good, thus achieving excellence in their respective endeavours.

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

## About MDI Murshidabad

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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 local 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.



## Vision

MDIM is a school for:

- Thought Leaders and change Masters
- Academic Excellence and Continuous Innovation

## Mission

Our Mission is to create, both at individual and organizational levels, cutting edge management capability through:

- Value based Education
- Action-centric Research
- Value adding Consulting
- Best-Global Practices

## Board of Governors

### CHAIRMAN

#### Shri. T. V. Mohandas Pai

Interim Chairman, Board of Governors,  
MDI & Chairman, Manipal Global  
Education Services Pvt. Ltd.  
15th Floor, J W Marriott, 24/1, Vittal  
Mallya Road, Bangalore – 560001

#### Shri. Subodh Kumar Goel

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

#### Dr. Pawan Kumar Singh

Director,  
Management Development Institute  
Gurugram  
Mehrauli Road, Sukhrali,  
Gurugram – 122007

#### Prof. (Dr.) Atmanand

Director,  
Management Development Institute  
Murshidabad,  
Kulori, PO – Uttar Ramna,  
PS – Raghunathganj,  
Murshidabad – 742235  
West Bengal

### MEMBERS

#### Dr. Madnesh Kumar Mishra

Joint Secretary,  
Department of Financial Services,  
3rd Floor, Jeevan Deep Building,  
Parliament Street,  
New Delhi – 110001

#### Mr. Rajnish Kumar

“Dunedin” Bungalow  
No.5, J. Mehta Road,  
Near Elizabeth Hospital,  
Mumbai - 400006

#### Dr. Ravindra H. Dholakia

A1-302, The Meadows,  
Adani Shantigram Township,  
Near Vaishnodevi Circle, S. G.  
Highway, Ahmedabad – 382421

#### Ms. Preetha Reddy

Vice Chairperson,  
Apollo Hospitals Enterprise Ltd. (AHEL)  
Group Corporate Office, Sunny Side,  
East Block, 3rd Floor,  
8/17, Shaffee 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  
OYO Homes Capital,  
Cyber Escape, 14th floor,  
Sec-59, Gurugram

#### 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

**1973**

Was initiated with an objective of imparting training programs, set up Training, Consulting & Research activities with the active support of IFCI.

**1994**

MDIG launched National Management Programme, a full time residential programme sponsored by Department of Personnel & Training, Ministry of HRD, Govt. of India.

**1998**

Full-time Residential Post-Graduate Programme in Management (PGDM) was commenced at MDIG Campus.

**2011-  
2013**

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

**2014**

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

**2016**

\*Introduced 3 Centre of Excellence Centre for Agri-Business & Food Processing, Centre for Entrepreneurship and Start-ups, and Centre for Artificial Intelligence & Machine Learning (AI & ML). CRISIL has certified A\* (A star) grading to MDI Murshidabad at National Level and A\*\*\* (A triple star) grading at State Level.

**2019**

- 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.

**2020**

INTERNATIONAL CONFERENCE ON BUSINESS, IT, AND ENTERPRISE ARCHITECTURE ICBIT 2020 25th & 26th September, 2020 in online mode  
CRISIL has listed A\*\* (A double Star) grading to MDI Murshidabad at National Level and A\*\*\* (A triple Star) grading at State Level

# 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 13000 books 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 age 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. MarketLine
5. Economic and Political Weekly

## Cases

1. HBR
2. IVEY
3. Emerald
4. IIM-A

## Video Conferencing

MDIM has an internet based Video Conferencing Facility setup. This facility is used for placement interviews, virtual student seminars and classes of various subjects etc.

## 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.



## Marketing Lab

This year Institute is planning to establish a Marketing simulation lab to boost the learning and practical strategic applications related to B2B and B2C markets.

## Computer Centre

MDIM has a state of art computing facility consisting of 251 PC nodes/laptop including two servers, connected

on a high speed Gigabit Ethernet Fiber Optic/UTP based network in a distributed Windows and Linux environment.



### Campus Wi-Fi

To provide flexibility and convenient access to network facilities, Wi-Fi equipment have been installed at various places in campus like Library, Boys' Hostel, Girls' Hostel, Board Room & Director's Office, Executive Hostel, Cafeteria and other outdoor locations of the campus etc.



### Convenience Store

To make available daily needs the Campus holds a convenience store inside.

### Digital Signage:

Digital Signage's are installed at various locations of the campus, which displays the information about MDIM activities i.e. latest information about MDIM events, corporate movie of MDIM etc.

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### Students Hostels

The Spacious and Scientifically designed Student;s hostel has a capacity to accommodate nearly 400 students

- Rooms with attached balconies
- TV & Wi-Fi Facility
- Washing and press facility
- Housekeeping services
- Sick room
- Foreign students wing Campus Amenities

### Campus Amenities

- ATM
- Gymnasium
- Amphitheatre style air-conditioned classrooms
- Ample avenues for Sports facilities
- Medical facilities
- Ambulance Service
- Swimming pool
- Cafeteria



## 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



### BHATTACHARYA Subhajit

**Associate Professor, Marketing Management**

MBA, Ph.D

**Areas of Interest:** Services Marketing, Sales & Distribution, Brand Management and Consumer Behaviour



### ABICHANDANI Yogita

**Associate Professor, Human resources & OB**

Area Chair - Human Resource & OB

Chairperson-International Relations,

Chairperson-Research & Publications

M.Ed Human Resource & Organization

Development (University of Georgia)

Ph.D (University of Georgia)

**Areas of Interest:** Women Leadership, Critical HRD, and Feminist 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.



### GAAN Niharika

**Assistant Professor, HR/OB**

Chairperson-MDP, Training & Consultancy & 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.



### MITRA Paroma

**Assistant Professor, Economics**

Chairperson – Library Committee

Chairperson- CSR

B.Sc. (ECO), MBA, Ph.D (NIT Durgapur)

**Areas of Interest:** Managerial Economics, Economic Environment & Policy, Econometrics and Industrial organization.



**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:** Microeconomics,  
 Statistics, Environmental Economics,  
 International Trade, Sustainable  
 Development and Quantitative Techniques



**MOHANTI Debaditya**  
**Assistant Professor, Finance**  
 Chairperson – Placement Committee  
 MBA (VNSGU), Ph.D (Sardar Patel  
 University)  
**Areas of Interest:** Portfolio Management,  
 Financial Modeling, Financial Derivatives  
 & Risk Management, Financial Markets &  
 Institutions



**BANERJEE Souvik**  
**Assistant Professor, Finance**  
 Chairperson, MDIM Case Research Centre  
 (MDIMCRC)  
 Editor, MDIM Business Review  
 B.E., 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**  
 Chairperson-Digital Infrastructure  
 Committee  
 Associate Editor – MDIM Business Review  
 MCA, Ph.D. (University of Kalyani, West  
 Bengal)  
**Areas of Interest:** DBMS, Big Data,  
 E-Business, Business Intelligence, Cyber  
 Security,



**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, Channel Dynamics at Play,  
 Services Management



**SHARMA Yukti**  
**Assistant Professor-Marketing**  
 Post-Doctoral Research Fellow (IIM  
 Calcutta), Ph.D- Marketing (Jamia  
 Hamdard), M.Com (University of Delhi),  
 EPGPM (IISWBM)  
**Areas of Interest:** Retailing and Franchising,  
 Brand management, Marketing research,  
 Consumer behavior in subsistence  
 marketplace, Critical marketing,  
 Luxury brand marketing, Experimental  
 research design, and Information  
 and Communication Technology for  
 Development (ICT4D).



**AMAWATE Vibhas**  
**Assistant Professor-Marketing**  
 MBA, FPM (IIM Kashipur)  
**Areas of Interest:** Market Research, Business  
 Marketing, Channel Management, Social  
 Marketing and Services Marketing

# Visiting 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  
IIEEST)

## 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 (IIFT Kol)

Ph.D. in Portfolio Management and Security  
Analysis,  
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 A.P State Planning Board,  
Government of Andhra Pradesh  
Guest Faculty, MDI Murshidabad

## Prof. Parul V Gupta

Ph.D (Faculty of Law - Jamia Milia 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 (MDIG)

Doctorate in Computer Science  
Professor, Information Management,  
MDI Gurgaon  
Area Chairperson - Information Technology

## Prof. Vinay Ramani

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

## Prof. Imlak Shaikh

Assistant Professor, Finance  
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,  
B.E (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,  
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

M.A in Economics (Calcutta University)  
Adjunct Professor of Economics, The  
Heritage College

#### Prof. Uttam Chakraborty

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

#### 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. Suvama Sen

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

#### Prof. C.L. Bansal

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

#### Mr. Mayur Satyavrat

Perusing EFPM(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. Manoj Pant

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

#### Prof. Dimple Grover

PhD in Corporate Governance & Ethical  
Climate: An interdisciplinary work –  
Psychology and Management, Indian Institute  
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Sr. Manager - HR Role: Talent Acquisition,  
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PhD in Human Resource Management,  
ICFAI University Dehradun  
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PhD in Molecular and Environmental Plant  
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Founder at Ajahn - Redesigning Learning,  
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#### Mr. Abhijit Sarkar

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



# 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 agribusiness
- 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

# 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

## POSTGRADUATE DIPLOMA IN MANAGEMENT (PGDM)

### Management Development Institute Murshidabad

#### 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		
CSR & ETHICS	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		
INTERNATIONAL BUSINESS	3		
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)

Electives (Multiple courses offered. Students choose to study 4 to 5 courses)

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

**Term VI: 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 - PART 1	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	FINANCIAL MARKETS	3
INDUSTRIAL RELATIONS & LABOR LAWS - PART 2	3	-	-
LEARNING AND DEVELOPMENT	3	FINANCIAL MODELING	3
STRATEGIC AND SUSTAINABLE HRM	3	PROJECT APPRAISAL & FINANCE	3

APPLIED PSYCHOLOGY IN MANAGEMENT	3	MANAGEMENT OF BANKING & FINANCIAL INSTITUTION	3
ORGANIZATIONAL CHANGE AND DEVELOPMENT	3	STRUCTURED FINANCE	3
CROSS CULTURE & INTERNATIONAL HRM	3	INTERNATIONAL CORPORATE FINANCE	3
MANAGING MILLENNIALS AND MULTI GENERATIONAL WORKFORCE	3	TRADING STRATEGIES	3
<b>Marketing Management :</b>	<b>Credit</b>	<b>Supply Chain Management :</b>	<b>Credit</b>
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	OPERATIONS STRATEGY	3
CUSTOMER RELATIONSHIP MANAGEMENT	3	AIML	3
BUSINESS TO BUSINESS MARKETING	3		
<b>Economics :</b>			<b>Credit</b>
APPLICATION OF GAME THEORY TO BUSINESS			3
INTERNATIONAL ECONOMICS			3
<b>Strategy :</b>			<b>Credit</b>
STRATEGIC MANAGEMENT-II			3
BUSINESS SIMULATION			1.5
<b>Information Management :</b>			<b>Credit</b>
E COMMERCE AND E BUSINESS			3
DATABASE MANAGEMENT			3
SOFTWARE MANAGEMENT			3
CYBER SECURITY			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.



# Admission Process

## Eligibility

- The candidates should be able to furnish score of CAT 2020
- 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, 2021 can also apply, subject to furnishing evidence to that effect latest by 1st October, 2021; 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/- for MDIM (inclusive of GST)**

**INR 3,000 /- for MDIG (inclusive of GST) INR 3,590/- for both (inclusive of GST)**

Online registration will be Open till Friday, 27th November 2020, 17:00 hrs. Candidates have to make an online payment using Credit/Debit card/Net Banking. Selection Process Candidates who are able to furnish score of CAT 2020 would be short listed on the basis of the details in the application form and the CAT scores. Only the short listed candidates will then be called for Group Discussion followed by Personal Interviews at one of the centres, viz. Kolkata, Gurgaon and Bangalore/ Mumbai/Chennai/Hyderabad (centres other than Kolkata and Gurgaon are tentative).

## Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries Applicants

Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants can be considered for admission on the basis of their valid GMAT scores (taken not before 1st January, 2020 and not later than 20th November, 2020). 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, 27th November 2020, 17:00 hrs. Candidates have to register for MDI Programme at GMAT website at the time of taking GMAT Examination. Applicants shortlisted on the basis of their GMAT score will be interviewed by MDIM. Government of India (GOI) rules will be followed related to admission of these categories of candidates. GOI guidelines will be applicable in determining the status of applicants. Candidates have to make an online payment of INR 1,180 (inclusive of 18% GST) using Credit/Debit card/Net Banking.

## Admission Offer

Successful candidates will be intimated subsequently. The fees and schedule of payment details are given below:

### Fees and Other Expenses for PGDM 2021 – 23

Particulars	1st Year (in ₹)	2nd Year (in ₹)
Tuition Fees	4,43,500	4,48,500
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	51,000	51,000
Lodging Charges	54,000	54,000
Medical Insurance Premium (2 yrs.)	1,500	1,500
Security Deposit	20,000	–
<b>Total</b>	<b>6,19,000</b>	<b>6,00,000</b>

### Schedule of Payments

Instalment	Amount₹
At the Time of Admission ( Term – I )	2,20,000
September – 2021 ( Term – II )	1,99,000
December – 2021 ( Term – III )	2,00,000
June – 2022 ( Term – IV )	2,00,000
September – 2022 ( Term – V )	2,00,000
December – 2022 ( Term – VI )	2,00,000

**Note :** (i) 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.

(ii) Same fees will also be applicable for Foreign / OCI/ PIO/ Children of Indian Workers in Gulf Countries applicants.



# Life @ MDI Murshidabad

## Students Committees @ MDIM

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
- Creative and designing Committee

## 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
- Opecellence-The Operations Club
- HR Udbhav-The HR Club
- Eco Minds- The Economics Club
- Analytica –The Analytics Club
- Competeup- The Competition Club
- Adventure Club

## ANNUAL EVENTS

- CampXotica (Student Fest)
- Frenite: A cultural event for fresher
- Vicarana
- Business Quiz
- Independence Day Celebration
- Diwali Celebration

- Ganesh Puja
- New Year Eve
- Republic Day
- Saraswati Puja
- Shiva Ratri
- Holi Celebration
- Adieu

## Activities of the Student Driven clubs

### 26.1 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.

### 26.2 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.

## 26.3 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

## 26.4 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.

## 26.5 Ecominds



The Economics Club of **MDIM**

Ecominds 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. To summarize the efforts of students, the cell itself is truly a classic example of Entrepreneurship at its best.**

## The Analytics Club - "Make sense out of data"

### Aim

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

### Objective of the club:

- 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.



## Committees

### 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.

## Sports 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.

### 27.3 Adventure Club

Adventure club currently is a part of the Sports committee. 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.

### 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

### YOGFIT (Yoga club)

About Club/Committee: Yogfit, 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.

### Compete Up: “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 of the club

- 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/InsideIIM** 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.

### Creative and Designing Committee

An annual Newsletter ‘Ingenium’ is published by the Creative and Designing Committee. The in-house newsletter highlights succinctly student achievements, important annual events organized in the MDIM campus, write-ups by students and faculty of their interest area and choice, alumni in news, coverage on online contest etc. It is used as a communication tool for keeping MDIM fraternity members informed about all landmark events. It is also used as a tool for branding, public relations and goodwill. Archives of it are maintained in the institute website for avid viewers to get insight into campus life.

# Mega Events

## CampXotica

CampXotica is the student fest of MDI Murshidabad is held (Use to held) from during January or February each year. The event is attended by top management of reputed companies, interacting with young business minds. Quizzes, case studies and managerial games, various other inter-college competitions and many more are conducted by Academic clubs like HR, Marketing, Operation, Finance, Eco, Entrepreneurship cell and budget express with premier Institutions like FMS, IIT Rourkela, IIM Raipur, IIM Udaipur, IMI Kolkata, IMT-G, JBIMS Mumbai, L N Welingkar, IIM Ranchi, NMIMS, IIT, IIM Rohtak, IRMA, DSE, AMU Murshidabad as participants in CampXotica 2k18 events. Numerus sponsors are received for the event and has been running successfully since its inception.

Vicarana Convergence of minds of industrial experts and panel discussion on the current business practices and corporate challenges.

Fingyan Discussion and deliberation on contemporary financial market issues and challenges by the experts from Industry.

## Entrepreneurship Day

Entrepreneurship day's objective is to create awareness for entrepreneurship, innovation and leadership and encourage students to push philanthropic, social and ethical business practices via conferences, awards and initiatives.

## Budget Xpress

Discussion by the financial experts from the industry and a budget analysis and presentation competition among the students Industrial Visit The institute arranges visit to different industries for the students with the purpose of having exposure to industry practices and to have a link with them.



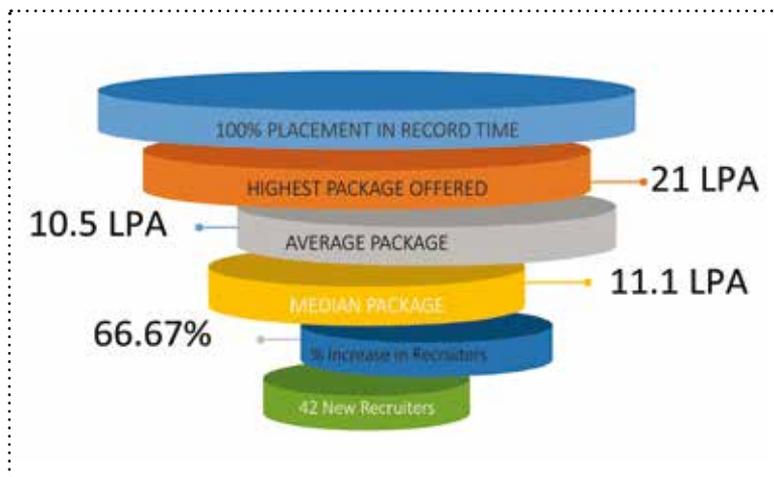
# PLACEMENT'S HIGHLIGHTS

We achieved a threefold increase in the number of recruiters, commensurate with the increase in the batch size of PGDM 2018-20.

We were offered roles across various domains that is, Marketing, Operations, Finance, HR, Analytics, etc.

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

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

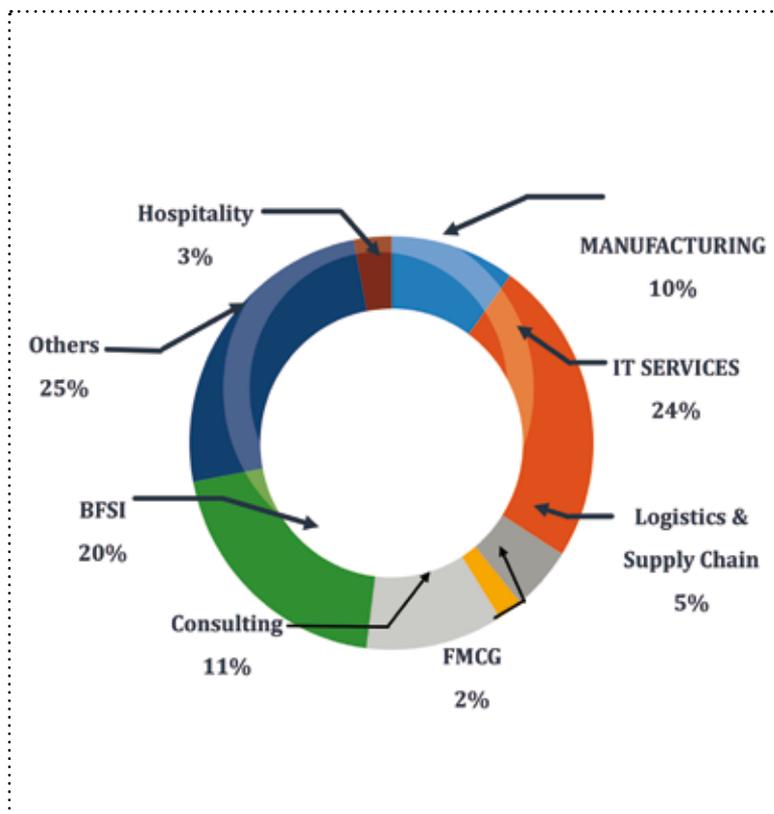


## Sector Wise Categorization

Placement season 2018-20 witnessed recruiters majorly across sectors such as BFSI, Consulting, IT Services and Logistics & Supply Chain.

Recruiters from some new sectors were also part of placement season, this year, that is from Real Estate, Manufacturing, Media & Communication.

The significant improvement in sector wise variety is indeed commendable.



We have seen an overwhelming increase in number of new recruiters willing to partner with MDI Murshidabad and we look forward to maintaining mutually beneficial relationship with our existing and prominent recruiters.

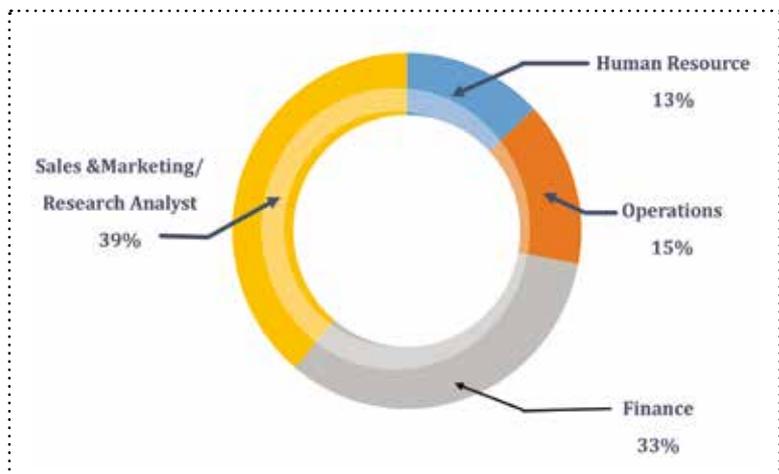
# Domain Wise Categorization

In Sales &Marketing, profiles were offered in Product Management, Brand Management, Business Development, Market Research, Marketing Strategy, B2B sales, Relationship Management and Retail Management.

In Finance, profiles were offered in Quant Analysis, Tax Consultancy, Portfolio Management, Wealth Management, Credit Risk Management, Debt management, Solution Management, Accounts Management and Trade & Security Management.

In Operations, profiles were offered in Project Management, Supply Chain Operations, Product Costing and Pricing Analysis, Business Continuity Planning (BCP) Operations and Technical Product Management, Central Operations – Internal Quality, Central Operations – Cross Sales and Central Operations – Product.

In Human Resource, profiles were offered in HR and Data Analytics, HR Business Partner, HR Operations, Talent Acquisition and Campus Recruitment.



**Number of Companies**  
60+

**Percentage Increase in No. of Recruiters**  
66.7%

**Highest Package Offered**  
21 LPA

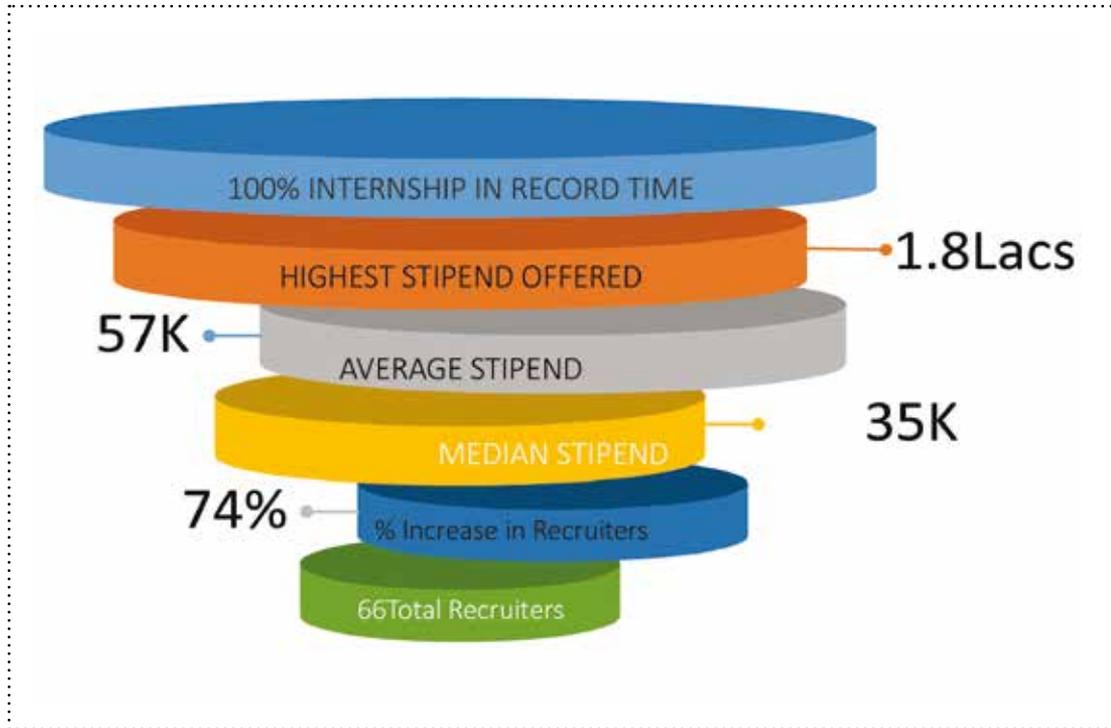
**Percentage Increase in Highest Package**  
75%

## Final Placements 2018-20

Heartfelt gratitude to all our Recruiters for their relentless support and certitude!

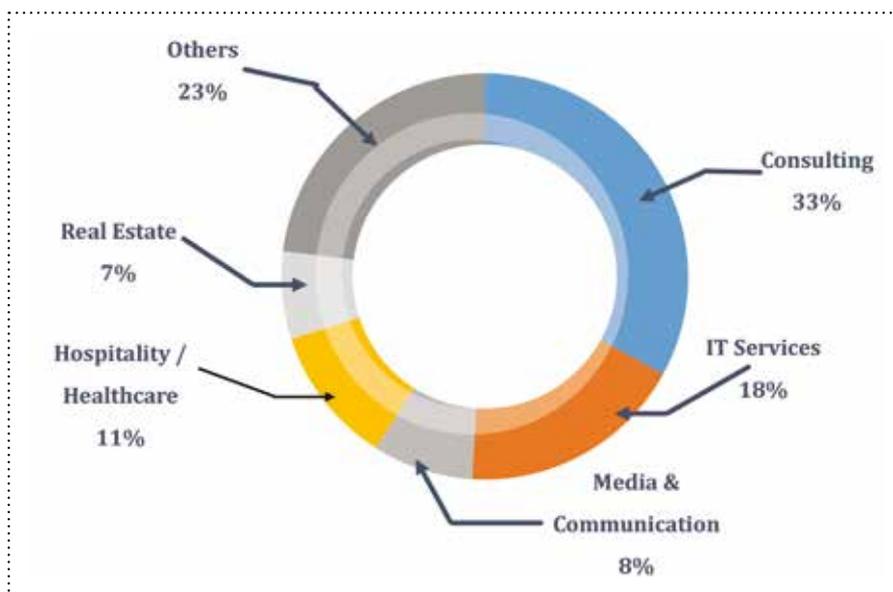
# Internship Placement HIGHLIGHTS

With a total of 66 recruiters, we were offered roles across various domains that is, Marketing, Human Resource, Operations, Finance, Data Analytics etc.



## Sector Wise Categorization

SIP season 2019-21 witnessed recruiters majorly across sectors such as Consulting, Real Estate, IT Services, Media & Communication, Hospitality & Health Care, BFSI and Retail etc.

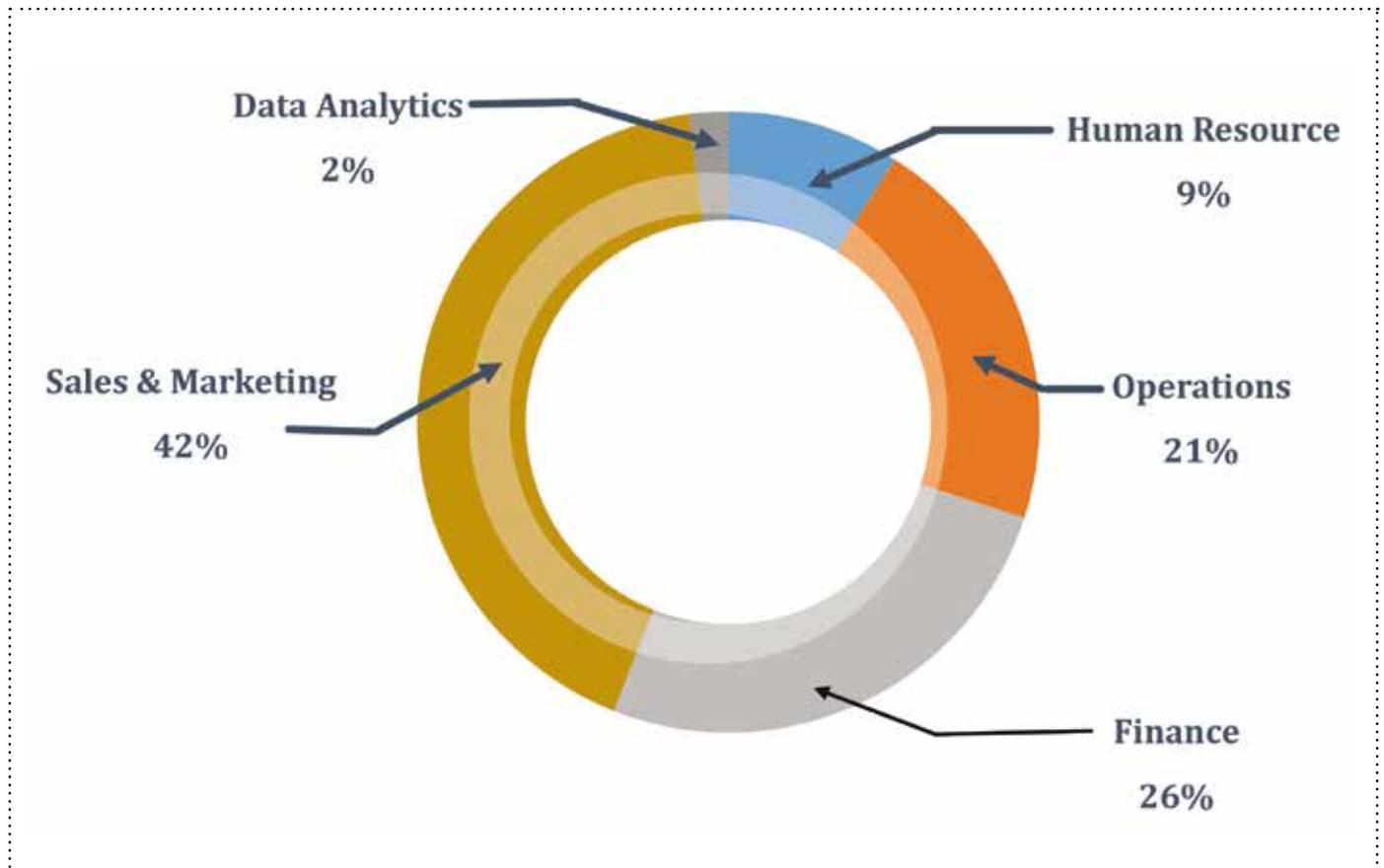


SIP season 2019-21 witnessed recruiters majorly across sectors such as Consulting, Real Estate, IT Services, Media & Communication, Hospitality & Health Care, BFSI and Retail etc.

## Domain Wise Categorization

In Sales & Marketing, profiles were offered in Product Management, Business Development, Market Research & Mapping, Consumer Behavior Analysis, Marketing Strategy, Customer Relations, Digital Marketing and B2B Sales.

In Finance, profiles were offered in Merchant Banking, Portfolio Management Services, Audit, Wealth Management, Financial Modelling, Risk & Valuation Analysis, Tax Planning and Corporate Accounting.



In Operations, profiles were offered in Product Management, Quality Control, Project Management, Supply Chain, Process Management and Logistics.

In Human Resource, profiles were offered in Training & Development, Staffing & Recruitment, HR Policy Compliance Assurance, Employee Benefits Management, Performance Evaluation, Employee Relations Management and Organizational Development.

# Placement RECRUITERS





**100% SUMMER INTERNSHIP ACHIEVED**

Number of Companies: **60+**

Percentage Increase in No. of Recruiters: **74%**

Highest Stipend Offered: **1.8 Lakhs**

## Summer Internship 2019-21

Heartfelt gratitude to all our Recruiters for their relentless support and certitude!





**Management Development Institute Murshidabad**

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