



MDI
MURSHIDABAD

**Management
Development
Institute**



**INFORMATION
BROCHURE
2024**

website: www.mdim.ac.in



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Acting Director's Message-2024



I am delighted to inform you that MDI Murshidabad (MDIM) is now approaching a decade of successful existence, having so far completed momentous years of achieving many notable milestones.

The MDI society established its second campus in Murshidabad, West Bengal, in 2014 with the vision of imparting quality management education to students and fostering them to become the 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 Institute infrastructure in August 2014. The occasion also saw the commencement of MDI's flagship academic programme, 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 to achieving academic excellence through its sustained focus on inculcating and harnessing the extraordinary potential of its students, enabling them to transform into global leaders of quality. The campus has achieved success in terms of its cutting edge infrastructure and Faculty expertise and also in terms of achieving several memorable milestones. These include organizing MDPs (Management Development Programmes), 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 exceptional outcomes.

MDIM has made significant all-round progress in the preceding years, and the year 2023-24 is no exception and is a remarkable one. CRISIL, the premier rating agency, has graded MDIM as A** (A double star) at National Level and A*** (A triple star) at State Level for the year 2023-24. Association of Management Development Institutions in South Asia (AMDISA) has conferred membership to MDIM for a period of five years, effective from April 2019 to March 2024. MBA Universe ranked MDIM as the 37th best B-School in India and graded MDIM as AA+. BW Business World, a renowned business magazine, has ranked MDIM among the top B-Schools in the Eastern region, a landmark achievement for MDIM.

MDIM has collaborated with institutions of excellence worldwide to conduct joint research, conferences and has also organised a variety of programmes. To provide impetus to the vision of global recognition and as a significant step towards Internationalization, MDIM has signed Memorandum of Understanding MoU with its International partners, namely Örebro University Sweden, and ESC Clermont Business School, France. The collaborations aim to promote exchange of students, Faculty and non-Faculty members, researchers, academic and research information, publications, and scientific expertise along with organizing collaborative Research Projects, Programmes, Conferences, and Seminars. In this context, the students of MDI Murshidabad had the opportunity to participate in a Virtual Student Exchange Programme with the students of Santa Fe College located at Gainesville, Florida, USA.

MDIM has organized three significant International Conferences during 2022-23, namely, the International Conference on Sustainability Development -A Value Chain Perspective (SDVP- 2023), International Conference on Business, IT, and Enterprise Architecture (ICBIT-2022) and International Conference on Changing Business Paradigm (ICCBP-2023). Each of the Conferences witnessed the presence of a large number of global delegates with noteworthy outcomes. Moreover, the Institute's journal, "MDIM Journal of Management Review and Practice", published by Sage, is reaching new milestones every year.

MDIM is pleased to mention that it has signed MOU with the Entrepreneurship Development Institute of India, Ahmedabad (EDII) to promote entrepreneurial culture, provide knowledge and support to the students as well as to develop the ecosystem to support budding start-ups. The MoU covers entrepreneurship education, start-up and incubation support, Faculty exchange, joint Management Development Programmes, Executive Education Programmes, joint Research Programmes and Conferences, study tours, workshops and exhibitions, and the exchange of information and academic publications.

MDIM has also initiated the launch of online certification courses such as of three- and six-months durations. Overall, in this regard, MDIM signed MoUs with Economic Times (Times Internet Limited) and University of Petroleum and Energy Studies (UPES), Dehradun to jointly offer short term courses and other executive programmes for working professionals. The partnerships aim to foster knowledge development and progress in the careers of professionals and practitioners through quality programmes.

The three Centers of Excellence of MDIM i.e. Centre for Agri-Business & Food Processing, Centre for Entrepreneurship & Startups, and Centre for Artificial Intelligence & Machine Learning, mark the beginning of a new era with respect to transformed Industry 5.0 in the making. In this venture, a recurring research seminar series, MDIM Cognos, aspires to create a platform for research ideas exchange and to generate a momentum of industry-oriented research by identifying real-world problems and seeking solutions.

Similarly, the Centre for Agri-Business & Food Processing of MDIM initiated Agri Bytes, which is also a recurring seminar series to disseminate the best practices of the agricultural sector. Through this platform, leading agricultural

experts from Agricultural Universities, Agricultural Departments of Government and Non-Government Institutions, Agri practitioners, and Agri-preneurs share fundamental and critical knowledge of the sector.

MDIM Case Research Centre (MDIMCRC) has been launched in collaboration with All India Management Association (AIMA) to further strengthen the commitment of MDIM towards case based teaching and research. It intends to become a large repository of India focused business cases.

The Faculty and students of MDIM enthusiastically participated in organizing business symposia and multiple corporate events during this period. Distinguished personalities from across India and global, in the field of academics, industry, business, government, culture, international relations, etc., regularly address and interact with students through online and offline mode. Multiple corporate level talks by esteemed corporate leaders have been organized to create an ecosystem for academia-industry collaboration and blended learning. Faculty members of MDIM have published many research papers and case-studies in high impact factor International and National journals.

The Institution successfully hosted several MDPs for renowned organizations such as Life Insurance Corporation of India (LICI), Garden Reach Shipbuilders & Engineers Limited (GRSE), Rashtriya Ispat Nigam Limited (RINL), Indian Oil Corporation Limited (IOCL), West Bengal Power Development Corporation Limited (WBPDCL) etc. on topics such as "Leading and Managing in the 21st Century", "How To Boost Your Sales", "The Art of Effective Communication", "Employee Relation & New Labour Laws", "Finance for Non-Finance Executives" and many more. MDIM also conducted Faculty Development Programmes (FDPs) for Industry Practitioners, Academics, Researchers and Students on topics such as "Research Methodology and Data Analysis", "Multivariate Regression & R Programming" and online Case Workshops such as "Writing and Publishing Cases" in collaboration with SAGE Publishers. With enthusiastic participation from students and Faculty members, the events were very successful.

MDI Murshidabad boasts a vibrant and diverse array of clubs and committees that actively engage students. These dynamic groups have organized flagship events, seminars, workshops and competitions that foster intellectual growth and cultivate the spirit of innovation. These clubs and committees played active roles in events such as International Conference on Sustainable Development, Entrepreneurship Conclave, Samvaad, Impression 4.0, AgriBytes, BizTank, OPS Summit and more. Through these events, they explore critical and evolving streams such as Data Analytics, Neuromarketing and Global Consulting while providing a platform for students to showcase their talents and achievements. The clubs and committees play a vital role in enriching the personal development of the students, and prepare them for success in the ever transforming business world.

The students of MDIM participated and achieved many prizes in all India level competitions organized by renowned business schools, namely K J Somaiya Institute of Management (KJSIMSR), National Institute of Industrial Engineering (NITIE), TVS Epic Strategy Challenge, IIT Bombay, IIT Roorkee, IIT Kanpur, IIT Madras, IIM Udaipur, IIM Rohtak, IIM Indore, Goa Institute of Management (GIM), Symbiosis Institute of International Business (SIIB) Pune, and Indian Institute of Foreign Trade (IIFT). Students of MDIM were the titleholders of several paper presentation competitions, article writing competitions, case studies and more.

The residential nature of the programme provides opportunities to work in teams and learn continually. The campus is equipped with robust infrastructure that includes a fully networked campus, digital databases, well equipped library, resource centers and sports facilities. MDIM has also moved towards eco-friendly green campus by installing solar energy panels and organic waste converter system, which aim towards sustainable lifestyle. MDIM has a rich library equipped with a Bloomberg Finance Lab, powered by Bloomberg Terminals. It supports advanced applied research in financial markets and equips students with mathematical and conceptual theories. It helps students enhance their research and classwork, through real time data access.

Our leading and prominent recruiters for the Summer Internship Programme 2022-24 included, JCL, Aditya Birla Capital, Gati KWE, Gartner, Shri Ram Life Insurance, Sea6 Energy, EDIIIE, Royal Brothers, MiddleEarth HR, SBI Life, Arvind Fashions, Bajaj Allianz, Havells, Prokheld, Cloudify, Phoenix Companies, Ixigo, ICICI Bank and many more.

Our Final Placements for the batch 2021-23, witnessed participation of total 56 recruiters with 32 new recruiters from various domains such as Marketing, Finance, Strategy, HR and Supply Chain & Operations. The highest package was recorded at 20 LPA and the average package went at 12.67 LPA. The recruiters were Aditya Birla Capital, BlueDart, Airtel, BlackRock, Cognizant, DSP Mutual Fund, Gartner, Fullerton India, ICICI Bank, SBI Life Insurance, SKF and many more.

To reiterate, MDIM encourages and implements holistic learning, where rigorous academics complement co-curricular activities, thus creating socially responsible business leaders.

With best wishes and warm regards

Prof. (Dr.) Debasis Chanda

Acting Director

MDI Murshidabad



About MDI Murshidabad

Management Development Institute (MDI) was established in 1972 at Gurgaon in collaboration with the support of the Industrial Finance Corporation of India (IFCI). To impart management education, nurture local talent, and groom them to become global leaders, the Management Development Institute (MDI) launched its 2nd campus at Murshidabad (West Bengal) 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.

The Board of Governors of MDI consists of eminent persons from the government, academics, and corporate world.

MDI Murshidabad (MDIM) is a young business school that aims to create a positive impact on people, companies, and society. 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 his inspiring address 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.

In a short period, 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.

The academic complex consists of air-conditioned lecture halls, an auditorium, syndicate rooms, faculty and administrative blocks, an equipped Computer Centre, and a modern library with a Bloomberg Finance Lab powered by Bloomberg Terminals. The campus is fully networked, having resource centres and sports facilities.

MDI renews its commitment to 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. MDIM prides itself in providing Management Education and 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.

MDI SOCIETY-GENERAL BODY

PRESIDENT

SHRI MANOJ MITTAL, MD & CEO OF IFCI LTD.

MEMBERS

Ms. Mini Ipe

Managing Director, Life Insurance Corporation of India

Shri Alok Kumar Choudhary

Managing Director, State Bank of India

Shri Atul Kumar Goel

MD & CEO, Punjab National Bank

Shri Debadatta Chand

Managing Director & CEO, Bank of Baroda

Ms. Harsha Bangari

Managing Director, Export-Import Bank of India

Ms. A. Manimekhalai

Managing Director & CEO, Union Bank of India

Shri K. Satyanarayana Raju

Managing Director & CEO, Canara Bank

SECRETARY

Dr. Anthony Jose, MDI Society

BOARD OF GOVERNORS

CHAIRMAN

MR. RAJNISH KUMAR

MEMBERS

Shri Suchindra Misra

Additional Secretary in the Department of Financial Services,
Ministry of Finance, Government of India

Shri T.V. Mohandas Pai

Chairman of Aarin Capital
Chairman of Manipal Global Education

Shri Sanjeev Bikhchandani

Founder of Info Edge India Ltd.

Ms. Sangeeta Talwar

Former Head of Marketing division of Nestle

Shri. Kalyan Kumar

Executive Director of the Punjab National Bank

Shri. Sandeep Batra

Executive Director on the Board of ICICI Bank

Dr. Prabal K. Sen

Former Professor of Economics at XLRI Jamshedpur

Dr. Amarjit Chopra

AICTE representative

Prof. Jyotsna Bhatnagar

Professor & Dean (Research)
MDI Gurgaon, Faculty Representative

Ms. Dimple Arora

Alumni Representative

Ms. Rohini Singh

Alumni Representative

SECRETARY

Dr. Anthony Jose, MDI BOG

Milestones @ MDI

2023

- International Conference on Changing Business Paradigm (ICCBP)-was held from 5th to 7th January, 2023 in online mode.
- International Conference on Sustainable Development – A Value Chain Perspective, SDVP-23 was held in hybrid mode from 3rd to 4th February, 2023.

2022

- International Conference on Business Research and Innovation (ICBRI 2022) was held online mode between 28th & 29th January, 2022.
- International Conference on Business, IT, and Enterprise Architecture (ICBIT-2022) was held online mode between 16th and 17th December, 2022 in online mode.
- Memorandum of Understanding (MoU) with ESC Clermont, France, on 14th February 2022.
- MoU with the Entrepreneurship Development Institute of India, Ahmedabad (EDII) India, Ahmedabad (EDII), on 8th February 2022.

2021

- International Conference on Business Research and Innovation (ICBRI 2021) was held online mode between 26th & 27th February, 2021.
- MoU with EKLYA School of Business, France in the month of March, 2021.
- MoU with HYBRIA Institute of Business & Technologies, France in the month of March, 2021.

2020

- International Conference on Business, IT, and Enterprise Architecture (ICBIT-2020) was held online mode between 25th & 26th September, 2020.
- CRISIL has listified A** (A double Star) grading to MDI Murshidabad at National Level and A*** (A triple Star) grading at State Level.
- MoC with All India Management Association (AIMA) dated 3rd February 2020.
- MoU with M/s Uptop dated 2nd May, 2020.
- NHRDN-Shine.com B-School ranking survey confers MDI Murshidabad as Emerging B-School in the country.

2019

- 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.

- o MoU with PTC India Financial Services (PFS) dated 27th November 2019.
- o International Conference on Sustainability Development – A Value Chain Perspective, SDVP- 2019 was held dated 6th & 7th December 2019.

2018

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

- o 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.

2016

- o 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.

2014

- o 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.

2011-2013

- o 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.

2010

- o 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.

2007

- o Increased intake in Post Graduate Programmes in Management

2006

- o 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.

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

2005

- o Post Graduate Programme in Energy Management (PGPEM) established in association with the Ministry of Power and USAID.
- o MoU for School of Public Policy and Governance signed with Ministry of Personnel and Training, GOI.
- o MDI accredited by South Asian Quality Assurance System (SAQS).

2004

- o Post-Graduate Programme in Human Resource Management (PGP-HRM) launched.
- o Executive Fellow Programme in Management (EFPM) launched.

1999

- o Fellow Programme in Management (FPM) launched.
- o Post Graduate Programme in Management (PGPM-PT) launched.

1996

- o Training activities move up to include policy level programmes; Advanced Management Programme (AMP) started.

1994

- o Full-time Residential Post-Graduate Programme in Management (PGPM) launched.

1988

- o National Management Programme (NMP) – a full-time, residential programme sponsored by Department of Personnel & Training, Ministry of HRD, GOI launched.

1984

- o DBC project completed.

1977

- o Development Banking Centre (DBC) started first sectoral project funded by Developmental Financial Institutions.

1972`

- o MDI set-up Training, Consulting & Research activities commenced.

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

The MDIM Library is known as the Chaitanya Knowledge Center, and is named after Chaitanya Mahaprabhu, a renowned Indian saint. It was set up in 2014 and is one of the best School libraries in East India.

The library is available 24/7. The mission of the library is to provide convenient and user-friendly access to current, global, and relevant information by identifying, acquiring, organizing, and retrieving information in various formats (print and non-print) in order to serve the information needs of the stakeholders and meet their teaching, research, consulting, training, and learning needs.

The strength of the library is its Physical collections, Cutting-edge technology i.e RFID, Remote Access, Bloomberg global database, Industrial databases, digital collection i.e e-Journals, e-books, and e-databases which is accessible from any networked computer within or outside of the campus, that offer scholarly, company and industry information.

The library provides a range of specialized services, i.e., reference service, current awareness service, user orientation programme, and ILL service, apart from other traditional services. The MDIM library is now a hybrid library, combining traditional print resources with digital technologies, and is committed to its larger mission of meeting the research, education, and learning requirements of MDIM's faculty, students, and research community.

E-JOURNAL

Online Journals

1. EMERALD Management Journal collection
2. Sage Collection

MEMBERSHIP

1. National Digital Library (NDL) of India
2. Delnet
3. INFLIBNET

E-DATABASE

1. Bloomberg Database.
2. CMIE Prowess IQ
3. CMIE Industry Outlook
4. CMIE Economic Outlook

CASES

1. HBR
2. IVEY
3. Emerald

VIDEO CONFERENCING

MDIM has an internet-based Video Conferencing Facility setup. Currently there are 2 video conference systems for students which are used for corporate talk, placement interview, virtual student seminars & amp; classes of various subjects.

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 the art computing facility with two computer labs consisting of 142 PCs. In total 251 PCs/laptops are being used by Faculty, Staff and Students. There are 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 has been installed at various places in campus like the Library, Boys' Hostel, Girls' Hostel, Board Room & amp; Director's Office, Executive Hostel, Cafeteria, lecture halls and other outdoor locations of the campus.

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.

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
- Executive Hostel (SIRAJ).



CANTEEN

The Canteen, AAHAR is well equipped with all modern Kitchen Accessories and well-furnished Dining hall.

FACULTY



CHANDA Debasis
Acting Director
Professor, Operations Management
Dean (Continuing Education)
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



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



PAUL Pinku
Associate Professor, Accounting & Finance
Chairperson – Admissions
Chairperson- Finance Area
Chairperson - Student Disipline
MBA, M.Com, Ph.D (Utkal University)

Areas of Interest: Financial Accounting,
Management Accounting, Corporate
Finance, and Investment Management



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



SENGUPTA Amrita
Assistant Professor
Area Chairperson Quantitative
Techniques
Chairperson Centre for Entrepreneurship
and Start-ups
Warden Girl's Hostel
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.



SWAR Biranchi Narayan
M.A (Economics), MBA (Marketing),
Ph.D (Marketing)
Dean – Academic
Professor, Marketing Management
Chairperson – Marketing Area

Areas of Interest: Marketing of
Services, CRM, Retail Management,
Product and Brand Management, and
Marketing Analytics and Intelligence.



ABICHANDANI Yogita
Associate Professor, Human
resources & OB
Ph.D (University of Georgia, USA)

Areas of Interest:
Leadership, Critical HRD,
and International HRD



GANGAVATHI KRISHNABABU
Chetan
Associate Professor - Finance
Chairperson – MDP and Consultancy
Chairperson - Corporate
Communications and Alumni Relations

Chairperson - Budget & Investment
Committee
MBA (Karnatak University, Dharwad),
PhD (Jain University, Bengaluru)

Areas of Interest: Corporate Finance,
Financial Modelling, Investment
Management,
Financial Markets, Trading Strategies,
and Valuation



PAROMA Mitra
Assistant Professor, Economics
Area Chairperson - Economics
Chairperson- Student Affair Council,
CSR, Student Counselling
B.Sc. (ECO), MBA, Ph.D

Areas of Interest: Applied
Microeconomics,
Applied Macroeconomics,
Economic Sustainability etc.



MOHANTI Debaditya
Assistant Professor, Finance
Chairperson – Placement
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)
 Chairperson, Library
 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



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



MITRA Suddhachit
Assistant Professor-Marketing
 M.Sc. (IIT Kharagpur), M.Phil. (WBUT), Fellow of the Institute of Rural Management Anand (IRMA)
Areas of Interest: The Diffusion of Innovation Theory; Aggregate Models of Diffusion of New Products; Consumer Behavior; Marketing Models and Analytics; Rural Marketing; Social Marketing; Advertising Management; Product Management.



PANDIT Abhijit
Assistant Professor-Marketing
Academic Qualification: PhD, MBA, MSc., MIMA, IIMCW
Area of Interest: Consumer Behaviour, Marketing Models and Analytics, Marketing Research, Marketing of Services, Sales and Distribution Management, Business to Business Marketing, Retail and Franchise Management, Branding and Promotion, Logistics and Supply Chain Management, Product Management, Marketing Practices and Implementation, Marketing Planning, Strategic Marketing.



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



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)



SAINI Shivani
Assistant Professor-Marketing
Academic Qualification: Ph.D., MBA, UGC-NET
Area of Interest: Consumer Experience Management, Consumer Behaviour, Customer Relationship Management, and Sustainable Management



GUPTA Vineet
Assistant Professor-Marketing
Academic Qualification: (Ph.D., I.I.F.T.) (UGC, NET)
Area of Interest: (Marketing Management, Brand Management, International Business)

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. Asok Kumar Banerjee

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

Prof. Ashok Panjwani

Ph.D. from IIM Ahmedabad
Professor, Operations Management,
MDI Gurgaon
Dean - Administration, Compliance,
Institutional Services and Finance & Accounts

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. Dhruv Nath

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

Prof. Sandeep Goel

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

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. Shiv S Tripathi

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

Prof. Bibek Roy Choudhuri

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

Prof. Vidhu Gaur

Ph.D English Literature
(University of Kota, Rajasthan)
Assistant Professor, Strategy & General
Management, MDI Gurgaon

Prof. Parul V Gupta

Ph.D (Faculty of Law - Jamia Milia Islamia,
New Delhi)
Associate Professor, Business and Labour Laws
Strategy and General Management, MDI
Gurgaon

Prof. Vinay Ramani

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

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. Swagato Chatterjee

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

Prof. Kaushik Mandal

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

Prof. Jayanta Kumar Seal (IIFT Kolkata)

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

Prof. Ankur Roy

Ph.D in Strategic Management from
Banasthali Vidyapith
Assistant Professor, Strategy & General Management,
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. Imlak Shaikh

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

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. Ajay Kumar Chauhan

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

Prof. Amitava Ghose

M.A in Economics (Calcutta University)
Professor of Economics, HOD of Department of
Commerce, Heritage College

Prof. Suvarna Sen

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

Prof. Manoj Pant

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

Prof. Pratyush Banerjee

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

Prof. Uttam Chakraborty

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

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),
Gurgaon

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

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

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

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)

Mr. Vishal Verma**(GM, Techno Electric, Kolkata)**

Sr. Manager - HR Role: Talent Acquisition, Management & Development, HR Analytics

Mr. Abhijit Sarkar

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

Prof. Oindrila Dey

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

Mr. Sashi Kumar

Deputy General Manager at IOCL

Prof. Anupama Prashar

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

Prof. Priyanka Vallabh

Assistant Professor, Organizational Behavior & Human Resource Management, MDI Gurgaon
PhD in Organizational behavior area from XLRI

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

Mr. Rahul Jalan

Director, Biziga Solutions Private Limited

Prof. Sangeeta Shah Bharadwaj

Professor, Information Management, Management Development Institute Gurgaon
Ph.D. from BITS, Pilani

Prof. Rupamanjari Sinha Ray

Assistant Professor, Economics & Public Policy, MDI Gurgaon
JRF-NET Research Fellow of Jadavpur University

Prof. S K Tapasvi

Professor, Management Development Institute Gurgaon
Ph.D. (Sociology), IIT Kanpur

Prof. Lalatendu Kesari Jena

Associate Professor, Human Resource Management, Xavier Institute of Management
Ph.D from IIT Kharagpur

Mr. Ashish Kumar

Founder & Ceo, Biziga Solutions Pvt Ltd

Prof. M Shameem Jawed

Assistant Professor, Indian Institute of Management, Visakhapatnam
FPM (PhD) in Finance & Accounting from IIM Indore

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

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 in 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

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)

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-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

Human Resource Management:	Credit	Finance :	Credit
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
Power Of Negotiation	3		
Marketing Of Services	3	Business Technology Consulting Strategies	3
Sales And Distribution Management	3	Project Management	3
Consumer Behaviour	3	Supply Chain Management	3
Marketing Analytics	3	Service Operations Management	3
Brand Management	3	Strategic Sourcing And Supplier Management	3
Product Management	3	Management Of Quality	3
Retailing And Franchising	3	Artificial Intelligence & Machine Learning	3
Entertainment And Sports Marketing	3	Operations Strategy	3
Advertising Management	3	Supply Chain Finance	3
Business To Business Marketing	3		
Customer Relationship Management	3		
Advertising Management	3		
Business To Business Marketing	3		
Customer Relationship Management	3		
Economics :			Credit
International Economics			3
Strategy :			Credit
Strategic Management-li			3
Business Simulation			1.5
Information Management :			Credit
Business Intelligence			3
E Commerce And E Business			3
Database Management			3
Software Management			3
Cyber Security			3
General Management			Credit
Entrepreneurial Finance, Sales And Marketing			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 valid score of CAT 2023.
- 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, 2024 can also apply, subject to furnishing evidence to that effect latest by 31st October, 2024; 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 MDIM by dividing obtained CGPA(X) with the maximum CGPA(Y) and multiplying fraction so obtained by 100 e.g. $(X/Y)*100$.

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 18% GST)
- INR 3,000 /- for MDIG (inclusive of 18% GST)
- INR 3,590/- for both (inclusive of 18% GST)

Online registration will be Open till Friday, 24th November 2023, 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 2023. 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 MDIM 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, 24th November 2023, 17:00 hrs.

The final selection of the candidates will be based on weightages of CAT-2023/ valid GMAT score (as applicable), GD & PI, Academic merit, Academic diversity, Work experience, Sports and extracurricular activities and Gender diversity.

Admission Offer

Successful candidates will be intimated subsequently.

The fees and schedule of payment details are given below:

Fees and Other Expenses for PGDM 2024-26

Particulars	1 st Year (₹)	2 nd Year (₹)
Tuition Fees	5,84,710.00	5,84,710.00
Lodging Charges	67,410.00	67,410.00
Boarding Charges	59,900.00	59,900.00
Study Material Fees	27,820.00	28,000.00
Students Welfare Activities	10,000.00	10,000.00
Library Fees	11,770.00	11,770.00
Alumni Fees	5,000.00	—
Medical Insurance	1,500.00	1,600.00
Security Deposit	20,000.00	—
Total	7,88,110.00	7,63,390.00
Grand Total	15,51,500 (for two years)	

Schedule of Payments:

Fee Component	Instalment Amount ₹	Due Date
Instalment-I	2,65,000.00	At the time of admission
Instalment-II	2,65,000.00	16th October 2024
Instalment-III	2,58,110.00	15th January 2025
Instalment-IV	2,55,000.00	15th July 2025
Instalment-V	2,55,000.00	15th October 2025
Instalment-VI	2,53,390.00	13th January 2026

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.
- MDIM uses the CAT/Valid GMAT score for short-listing/ selecting the candidates for its Post-graduate Diploma in Management (PGDM).IIMs have no role either in the selection process or in the conduct of the programme offered by MDIM.

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.

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.

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

Campus Placements

Summer Internship Report 2022-24:



BATCH DEMOGRAPHICS

**BATCH
SIZE**



189 

**GENDER
RATIO**



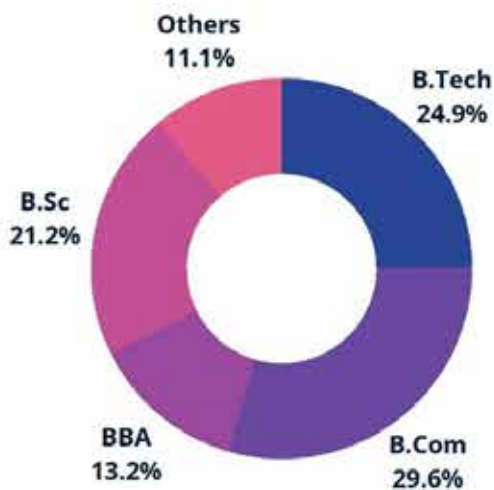
77% 

Of the batch comprises of Males.

23% 

Of the batch comprises of Females.

ACADEMIC BACKGROUND



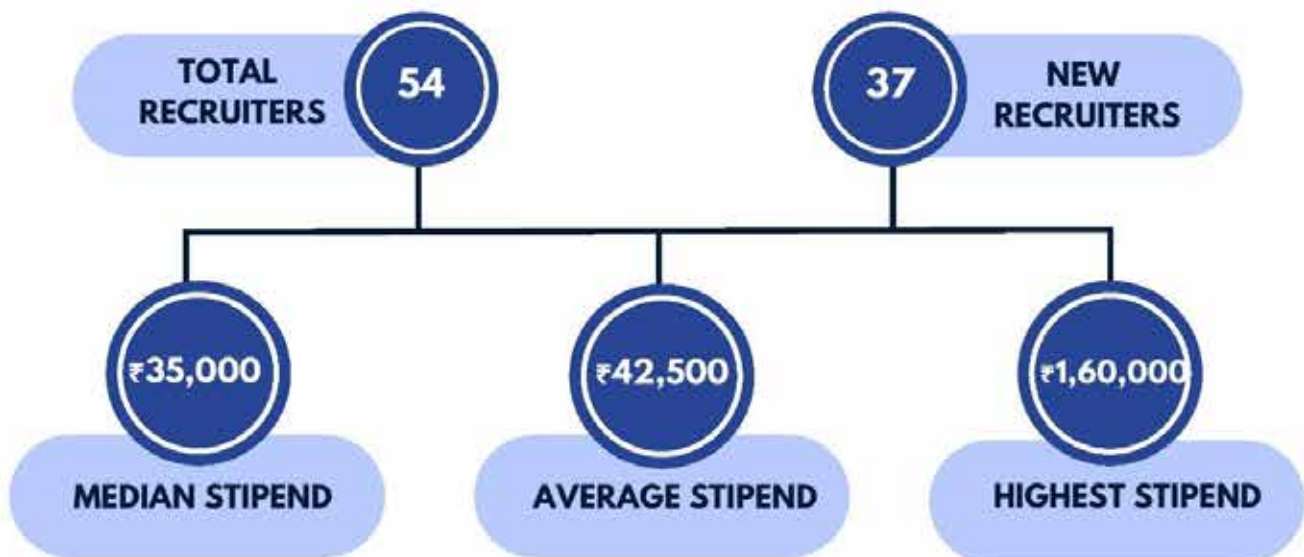
WORK EXPERIENCE



SUMMER PLACEMENT REPORT 2022-2024



PLACEMENT HIGHLIGHTS

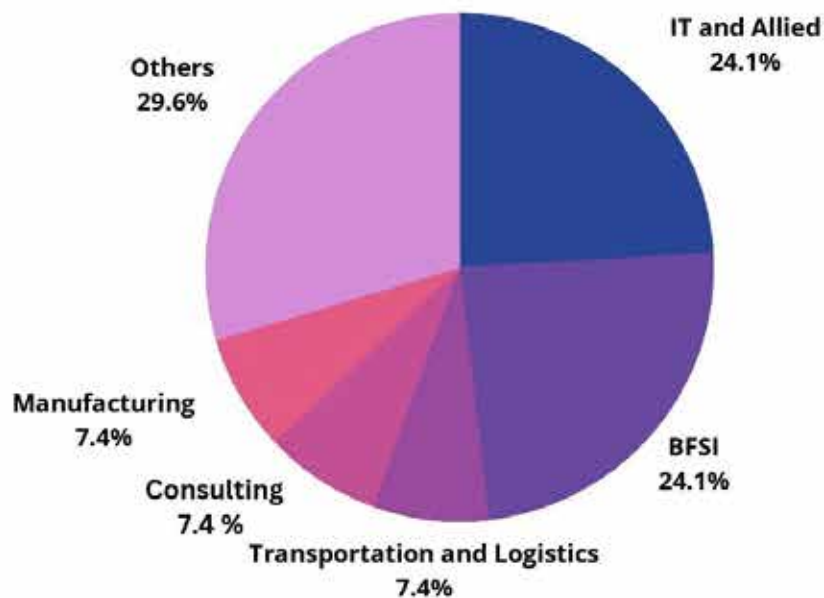


The placement season saw participation from a total of 54 recruiters in various domains such as Marketing, Human Resources, Finance, Data Analysis and Supply Chain & Operations.

Summer Placements for the academic year 2022-24 have once again affirmed the faith of the industry in the students of MDIM. We are extremely obliged to all our stakeholders including our honorable Director, Prof. (Dr.) Atmanand, PhD., faculty members, alumni students, staffs for ensuring record-breaking placement figures.



SECTOR WISE BREAKDOWN



The summer internship placement season of the batch 2022-24 witnessed a plethora of recruiters across BFSI, IT and Allied, Consulting, and others. The noteworthy rise in the variety of roles offered signifies the faith of the industry experts in MDIM. The other sectors included Transportation and Logistics, Advertising, Manufacturing, HR Services, Food and Beverage, Fashion Retail and many more. We would like to express our heartfelt gratitude to all our recruiters for their unwavering support in achieving such milestones.

The students have commenced their glorious management careers and are on their journey to build their ever-growing trust that the recruiters have in the ingenuity of MDIM students. We are committed to carrying the MDI legacy and building and nourishing these relationships for the years to come.

SUMMER PLACEMENT REPORT 2022-2024



DOMAIN WISE BREAKDOWN



In the Marketing Domain, profiles were offered in the areas of Project Management Intern, Sales Intern, Marketing Intern, Market Research Intern, Digital Marketing Intern, Social Media Marketing Intern, Account Manager Intern and many more.

In the Finance Domain, profiles were offered in the areas of Finance Intern, Capital Budgeting, Working Capital Management, Cash Management and others.

In the Human Resources Domain, profiles were offered in the areas of Talent Acquisition Intern, HR Generalist Intern, Staffing and Recruiting Intern and others.

In the Supply Chain Domain, profiles were offered in the areas of Supply Chain and Consulting Intern, Operations Intern and others.

We are certain that these experiences will provide them with the essential skills helping them shape their careers and their corporate dreams. We wish the students all the very best for their future endeavors.

SUMMER PLACEMENT PROMINENT RECRUITERS



*Recruiters are mentioned in alphabetical order.

SUMMER PLACEMENT REPORT 2022-2024

Final Placement Report 2021-23:



BATCH DEMOGRAPHICS

**BATCH
SIZE**



158

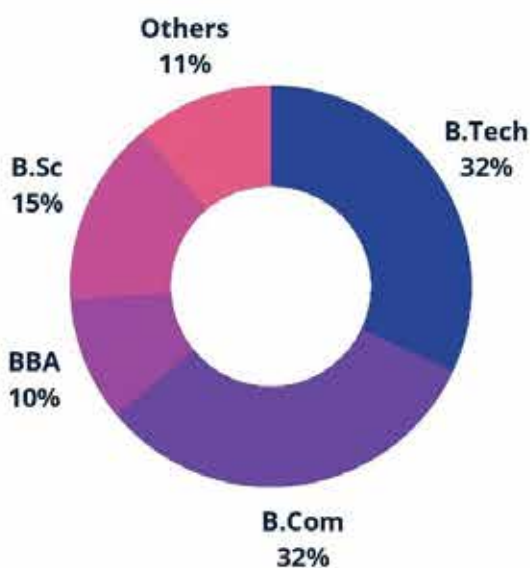
**GENDER
RATIO**



76%
Of the batch comprises of
Males.

24%
Of the batch comprises of
Females.

ACADEMIC BACKGROUND

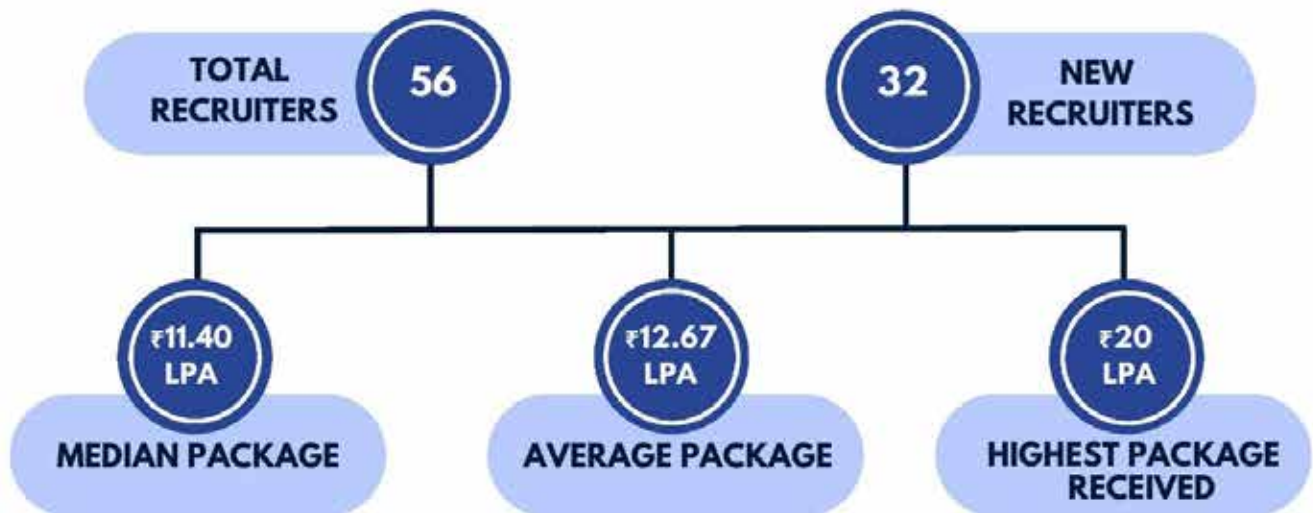


WORK EXPERIENCE





PLACEMENT HIGHLIGHTS

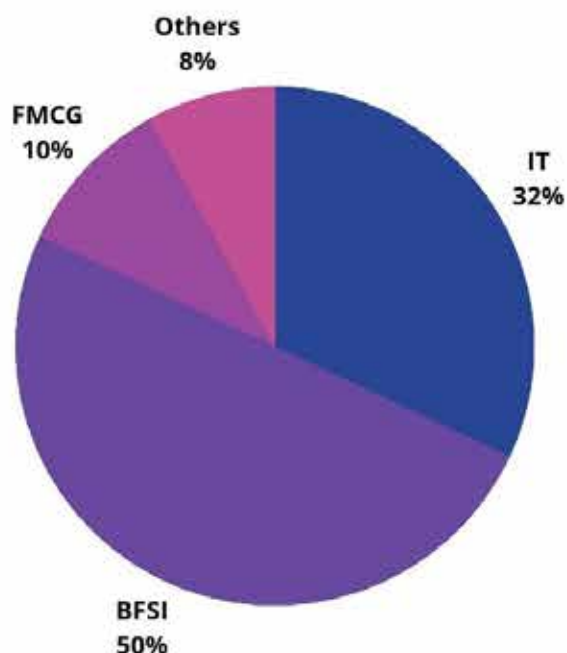


The placement season saw participation from a total of 56 recruiters in various domains such as Strategy, Finance, Marketing, Human Resources, and Supply Chain & Operations.

Final Placements for the academic year 2021-23 have once again affirmed the faith of the industry in the students of MDIM. The students of MDIM also received PPOs from various reputed companies across different domains. We are extremely obliged to all our stakeholders including our honorable Director, Prof. (Dr.) Atmanand, PhD., faculty members, alumni students, staffs for ensuring record-breaking placement figures.



SECTOR WISE BREAKDOWN



The placement season of 2021-23 witnessed a diversity of recruiters across BFSI, IT, FMCG, and others. BFSI and IT emerged as the most sought-after domains accounting for 50 % and 32% of the total offers received respectively. The other sectors were automobile, energy, telecommunication, manufacturing, and supply chain. The continuous faith of the recruiters have helped this Institute achieve greater milestones.

The students have commenced their glorious management careers and are on their journey to build their ever-growing trust that the recruiters have in the ingenuity of MDIM students. We are committed to carrying the MDI legacy and building and nourishing these relationships for the years to come.

FINAL PLACEMENT REPORT 2021-2023

DOMAIN WISE BREAKDOWN



In the Marketing Domain, profiles were offered in the area of Management Trainee- Sales, Associate Process Leader – Trainee – Solution Development, Retail Assets, Personal Banker Sales-RBB, Store Manager, Virtual Relationship Banker, Health, Strategic Partnership/ Marketing (Sales), Brand Management, Product & Strategy, Direct Marketing, Strategy and Business Planning/ Actuarial, Specialist, Client Solutions, MT - Digital Merchandising, MT - Marketplace Business Fulfillment, Emerging Business Lines: Institutional Lines, Product Manager-IT, Rural Sales role, Inside Sales, Management Associate – Relationship Management, Area Retail Manager, Territory Sales Manager, Management Trainee – Corporate Services, Product Management, Territory Manager – Sales, Customer Success Manager, Deputy Manager II, Specialist Research, Business Development Manager, Deputy Manager/ Manager Corporate Sales, PPE: Pre-Sales Consultant, Account Executive (Sales), and more.

In the Finance Domain, profiles were offered in the area of Internal Audit, Fraud & Investigation, Account Management, Associate – Treasury, Associate-CFO Office Services, Associate – Research and Investment Services (RIS), Underwriter, Mortgage Banking Analyst, Lead Analyst, MT – Finance, Pricing Analyst, Analyst - Financial Market Advisory, Digital Business Operations CMT PnL. and others.

In the Human Resources Domain, profiles were offered in the area of MT – HR, Area HR, Management Associate – HR, Learning & Development, HRBP, Engagement Specialist, Senior Associate, MT – Business Team, and more.

In the Supply Chain Domain, profiles were offered in the area of MT – Operations, Operations Management, MT - Digital Supply Planning, Operations Business Analyst, Engineering & Assurance - Business Development, MT – Consulting, MT– Branch/Central Operations, MT – Sales Operations, and others.

In the Analytics Domain, profiles were offered in the area of Analytics and Data Science, Analyst, Senior Analyst, Digital Business Operations CMT, Associate Consultant/Senior Associate Consultant, Strategic Consulting, Business Analyst, Business Consultant, and IT - Business Analyst, among others.

FINAL PLACEMENT REPORT 2021-2023

OUR PROMINENT RECRUITERS



*Recruiters are mentioned in alphabetical order.

FINAL PLACEMENT REPORT 2021-2023

National Anti-Ragging Helpline : 1800 180 5522 (24 x 7 Toll Free Number) and Email: helpline@antiragging.in

ANTI-RAGGING COMMITTEE

(A) Internal Members

- Prof. Debasis Chanda (Dean-CE) – Chairperson
- Dr. Sunil Giri, Associate Professor – Member
- Dr. Pinku Paul, Associate Professor – Coordinator
- Dr. Paroma Mitra, Assistant Professor – Member
- Dr. Neeraj Singhal, Assistant Professor – Member
- Shri Arindom Chatterjee, Sr. Executive – Member
- Shri Subhankar Samanta, Sr. Executive – Member
- Two existing student representatives (To be nominated)

(B) External Members

- BL&LRO-Raghunathganj, Murshidabad
- IC, Raghunathganj PS
- Shri Swapan Banerjee, Journalist
- Ms. Dolly Karmakar, Social Worker
- One parent of existing student

ANTI RAGGING SQUAD

- Dr. Souvik Banerjee, Assistant Professor – Chairperson
- Dr. Amrita Sengupta, Assistant Professor – Member
- Shri Partha Choudhury, Dy. Admin. Officer – Member
- Shri Subhankar Samanta, Sr. Executive – Member
- Shri Arindom Chatterjee, Sr. Executive – Member
- Shri G. G. P. Singh, Executive – Member
- Ms. Dayawanti Tarmali, Executive – Member

STUDENT COUNSELLING COMMITTEE

- Dr. Paroma Mitra, Assistant Professor – Chairperson
- Dr. Sunil Giri, Associate Professor – Member
- Dr. Chetan G.K., Associate Professor – Coordinator
- Dr. Pinku Paul, Associate Professor – Member
- Dr. Souvik Banerjee, Assistant Professor – Member
- Shri Arindom Chatterjee, Sr. Executive – Member
- Shri Subhankar Samanta, Sr. Executive – Member

Revised procedure for students to file online Anti-Ragging Affidavit –

- Logon to http://www.antiragging.in/affidavit_standalone_form.php
- Fill the form (Institution & course details are given below)
- You will get an acknowledgement email after successful submission of the form.
- Forward the said email to nodalofficer_ar@mdim.ac.in



Click here to download the UGC Regulation on curbing the menace of ragging in higher educational institutions 2009
 Click here to download the AICTE Regulation on Anti-Ragging





MDI
MURSHIDABAD

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Development
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