



## Placement Report 2016

In its first year of inception MDI Murshidabad was involved in building a strong infrastructure and equally strong if not stronger batch of PGPM students who would go on to specialize in the areas of Marketing, Finance, Human Resources and Operations and be of service to the world of Business Management in India. Now in its second year of existence MDI Murshidabad underpins the leading position of the brand MDI by achieving a laudatory placement for its debut batch that is the PGPM batch of 2014-16. The batch comprised a total of 19 students. Of these, 8 specialized in the area of Marketing, 7 chose Finance as their major specialization, 3 took to Operations as their specialization and the remaining 1 chose to specialize in Human Resources Management (see graphical representation).

The year 2015 heralded a new batch of PGPM that is the batch of 2015-17. This batch comprised 27 students. As a part of their PGPM course these 27 students are required to complete 3 credits through their Summer Internship Projects (henceforth referred as SIPs). This SIP is to be concluded within the period of 8-10 weeks by them starting from April, 2016.

However, MDI Murshidabad being a new entrant in the overall scheme of value added management education provider, some companies were initially hesitate to tread water with MDI Murshidabad. Some others were eager to adopt a wait and watch policy wherein they decided to observe the MDI Murshidabad's performance trajectory atleast in the short run period.

For this purpose, the Chairperson, Placements undertook a pan India tour where he personally met the key decision makers of the industries and tried to explain them that while it was true that MDI Murshidabad was at a starting phase and that it was equally true that industry's perceptions about MDI Murshidabad did carry some weight. He underlined that while MDI Murshidabad was new as a campus its culture was what traditionally brand MDI is known for.

Accordingly, a large number of companies were approached are:

**Absas, ICICI Prudential, Rankone Consulting, ACC, IDBI federal, Reckitt Benkiser, Adani Ports, Idea Cellular, Recruit Wheels, Affine Analytics, Intershala, Red Quanta, ANB Elecon, IQR consulting, Religare, Azure Power, Jubilant, Resurgent India Limited, Bristlecone, Just Bye Live, Saska Communication Technologies, Cristol, Karma Circles, Secure Together, Cubastion, Kaspersky Labs, Shadowfax, DCM Sriram, Ken Research Silverpeople, Defteam, KP Factors, Simplilearn, Edelweiss Capital, KPMG, SOIL India, Eduvent, Kwench, Stint Mint, Elite Wealth Advisors, Lenskart, Stratbeans Consulting, Entrpise Monkey, LG Electronics, Tata Steel, Exide, Lingual Consultancy, Tata Tele Services, Fiers Hound Media, Luxury Hues, Taurus Group, Future Generali, MagicBricks, Tech Wave Consulting, Eperium India, Glamberry, mCarbon Tech, Tractors India Ltd., Glocaledge, Multani, UB Mail, Hansa Cequity, MyOperator, Uflex Chemicals, NIA Agro, Hero FinCorp, One Shield, United Spirits Ltd., I Can (Citrus Advisors), OUP, Wedlister, IBM, PRM Fincon Services, Zebronic, ICICI Bank, Quivery, IPSOS India, exchange4media.**

From the above list and consequent to the Placement Chairperson's assuring tone, a number of companies responded positively and displayed their interest in examining and if found suitable in absorbing students at various appropriate positions.

Subsequently, the students of the PGPM 2014-16 were informed and instructed to start preparing for their final placements. Furthermore, the students were also made aware of the companies that had shown positive inclination in coming over and the tentative dates on which they were to be expected.

Given this, the students immediately started preparations on two fronts. First, they sat down to review and refresh the academic inputs they had received in their previous terms. Second, they also started browsing the internet and did a background search of these companies. This was over and above their group preparations.

While the students were engaged in the above activities, the selected companies who had decided to give MDI Murshidabad a platform wherein the latter could exhibit the value of their human capital were in constant touch first with Chairperson Placements and subsequently with the student coordinators of the Placement Committee (Placecom). Once the Placecom was activated and they took it upon themselves to update the companies with information that the latter sought. This included sending of the Placement Brochure and the Student's profile. At their end, the Placecom was engaged in seeking, verifying, and updating their peers' biodata.

During this process, most of the companies displayed a reluctance to physically travel to Murshidabad. They preferred telephonic conversations and video interactions. For the latter, help of the Skype software was taken.

Earlier mentioned companies that were approached, 7 confirmed to interact with the students of the PGPM 2014-16 batch. Of these 7, one decided to visit our campus at Murshidabad. This was the ICICI Bank Pvt. Ltd. Another company i.e. M/s Tata Teleserviecs conducted a day long process which included group discussions, psychometric tests, and personal interviews at their Salt lake facility in Kolkata. The rest 5 companies took the help of modern communication technology that is telephone and internet (Skype) to conduct their process.

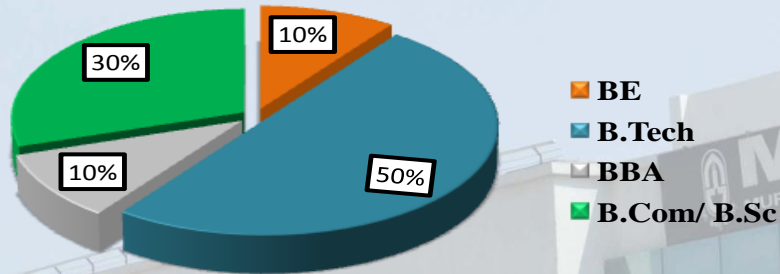
Now coming to the 27 students of **PGPM batch of 2015-17** and their **Summer Internship Projects (SIPs)**. 16 companies decided to induct students for their summer internship activities.

\*The candidate selected for Hansa C-Equity had received the pre placement offer from it and few students have got multiple offers.

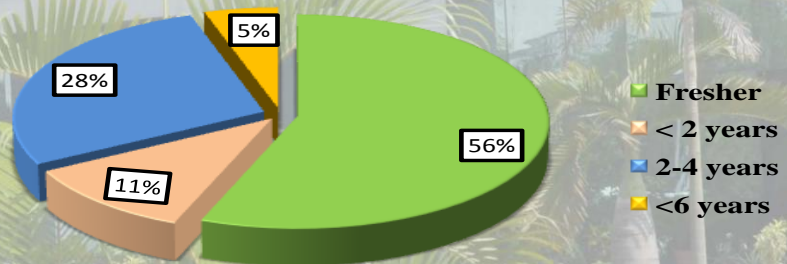
The average pay package (gross cost to company) of the final placement was Rs. 7.85 lakhs/annum.

# Batch Profile : PGPM 2014-16

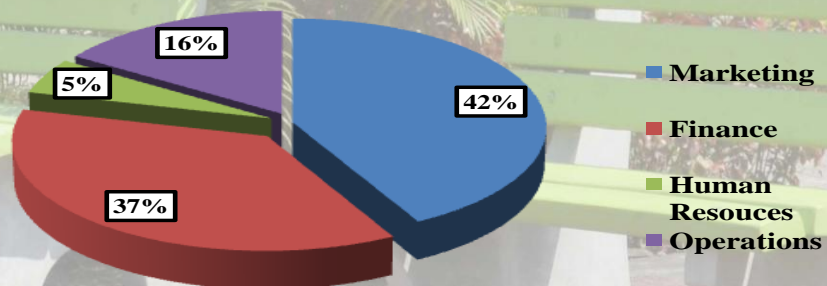
## Academic Background



## Work Experience

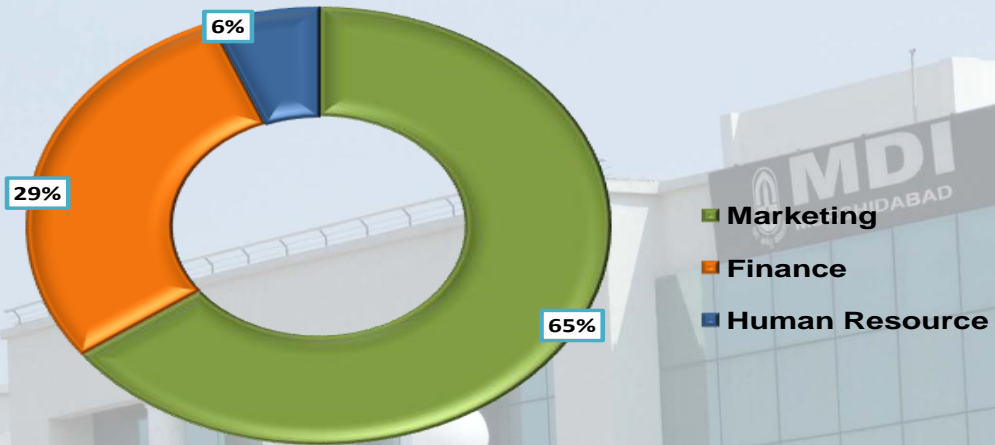


## Major Specialization

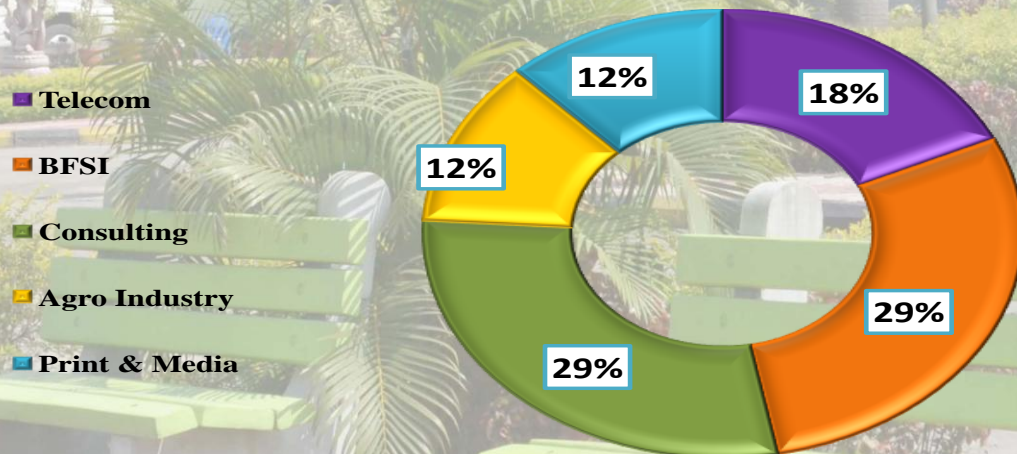


# Key Highlights: Final Placements

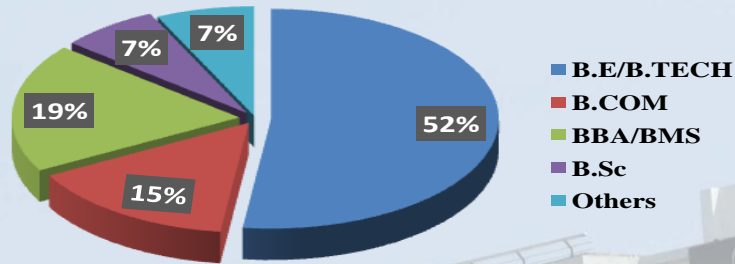
## Classification by Functions



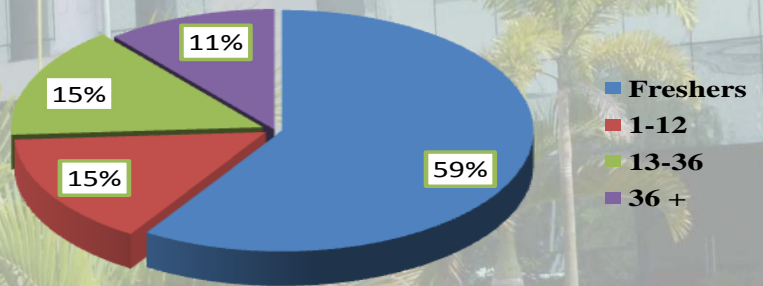
## Classification by Industry



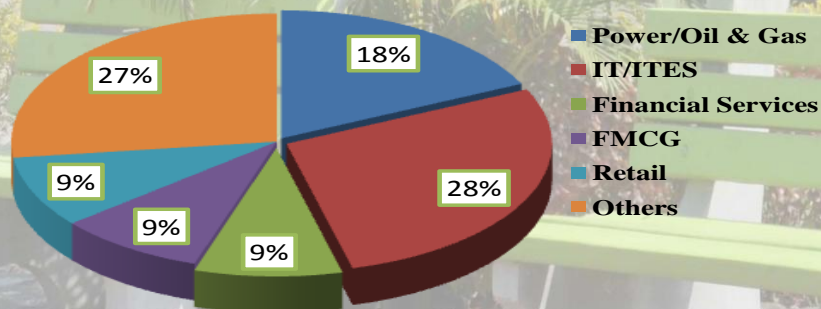
# Batch Profile:PGPM 2015-17



## Academic Background



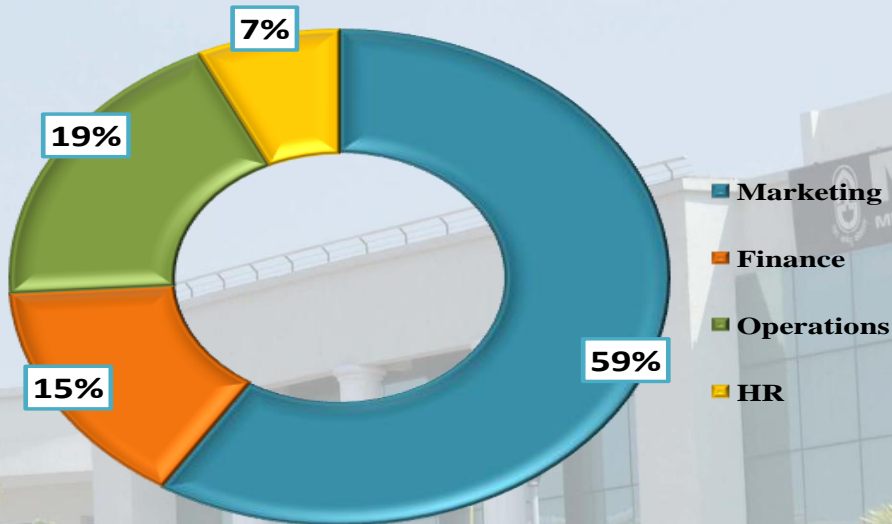
## Work Experience in months



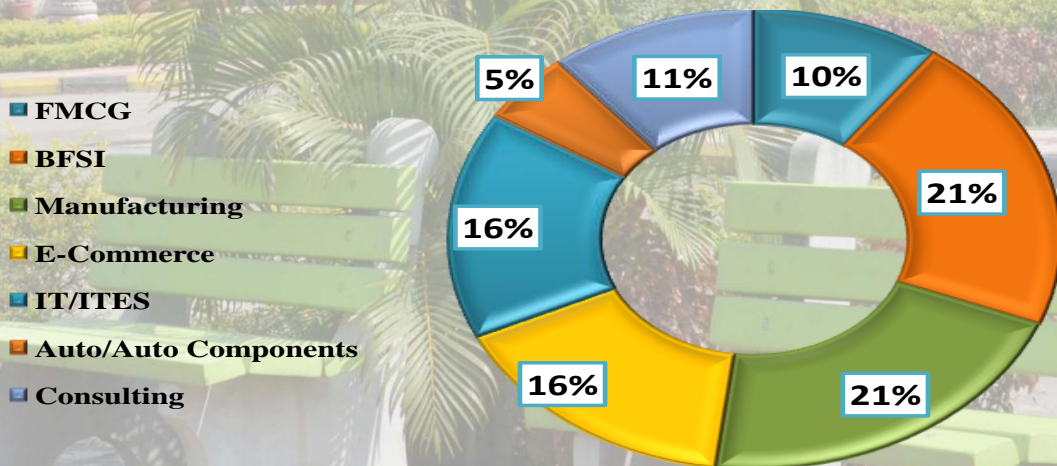
## Work Experience by Industry

# Key Highlights: Summer Placements

## Classification by Functions



## Classification by Industry



## PLACEMENT COMMITTEE:



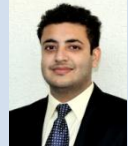
Prof. Soumendu Biswas  
Chairperson, Placements  
MDI Murshidabad

### Batch 2014-16

Shashank Wange



Siddhartha Arora



Puneet Goyal



Sakshi Gandhi



Ananyo Sundar Hazra



### Batch 2015-17

Vishwanath Jha



Yogit Vij



Maulasree Maiti



Nishat Alam Choudhury



Shubhro Chakravarty



**MDI**  
MURSHIDABAD

**Management  
Development  
Institute**

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