



**MDI**  
MURSHIDABAD

Management  
Development  
Institute

**PGPM**  
**SUMMER**  
**PLACEMENT**  
**REPORT**

**BATCH OF 2018-20**

CREATING THE FUTURE

Thought Leaders & Change Masters

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# FOREWORD



MDI Murshidabad is pleased to announce the successful completion of the final placement season for the class of 2017-19. We are immensely grateful to our growing list of recruiters and the continued faith of our prominent recruiters. The placement process this year touched new heights. We would like to acknowledge the contribution of everyone who assisted in the placement process.



Our heartfelt thanks goes out to our Director Prof. (Dr.) Atmanand and entire MDI Murshidabad fraternity. With the continued support of all our stakeholders including students, recruiters, faculty, alumni, staff and management, we hope to carry on with our journey towards excellence in the years to come. The students also displayed their talent by successfully competing in various competitions and by obtaining professional certifications. We would also like to express our gratitude to our new companions, with whom we look forward to a long and symbiotic relationship.





# DIRECTOR'S MESSAGE



## Prof. Dr. Atmanand

Director MDI Murshidabad  
Director(Additional Charge) MDI Gurgaon  
Independent Director of Central Bank of India  
Independent Director of PTC India Ltd.

Management Development Institute (MDI), Murshidabad stands for academic excellence in Management Programme, a legacy of outstanding performance established over the years. The flagship PGPM programme builds on long years of excellence in management education nurturing tomorrow's business leaders with personal honesty blended with global outlook, ethical value and social responsibility. It gives me immense pleasure to introduce the current PGPM batch of MDI, Murshidabad hailing from diverse backgrounds with exceptional skill sets blended with ethics, which makes them thought leaders and change masters of the future. MDI Murshidabad provides an excellent learning ecosystem which allows the students to go for various live projects, research and learn how to implement the best of ideas with limited available resources.

These practices imbibe a sense of responsibility in the students and they live by the basic rule of "Give more than you take from the society". I take this opportunity to extend a cordial invitation to your esteemed organization to visit the institute and gauge the budding professionals who are full of zeal and enthusiasm. I can assure you that, this young lot of emerging professionals will help you to tap the best of minds, suitable for your organization.

We would like to thank industry professionals for their constant support and cooperation extended to MDI Murshidabad and look forward to strengthen the relationship.



# GENESIS & MILESTONES

- 1988** ● MDI Gurgaon launched National Management Programme, a full time residential programme sponsored by Department of Personnel & Training, Ministry of HRD, Govt. of India.
- 1994** ● Full-time Residential Post-Graduate Programme in Management (PGPM) was commenced at MDI Gurgaon Campus.
- 2010** ● The foundation stone for MDI Murshidabad was laid on 31st October, 2010 by Shri Pranab Mukherjee, the then Hon'ble Union Minister of Finance, Govt. of India.
- 2011-2013** ● 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.
- 2014** ● On 24th August 2014, MDI Murshidabad Campus was inaugurated by the then Hon'ble President of India Shri Pranab Mukherjee in order to launch Post Graduate Program in Management. Classes for the 1st batch (2014-16) of PGPM comprised of 19 students representing different parts of India.
- 2016** ● 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.
- 2018** ● CRISIL, the premier rating agency has certified A\* (A star) grading to MDI Murshidabad at National Level and A\*\*\* (A triple star) grading at State Level.



On September 7 – 8, 2018 an International Conference: Sustainability Development – A Value Chain Perspective- 2018 was held in association with DOC Berlin, Germany and Business Standard.

# COURSE CURRICULUM

**2 YEAR FULL-TIME RESIDENTIAL POST GRADUATE PROGRAM**  
**COURSE CURRICULUM ALIGNED WITH MDI GURGAON**

**19 CORE SUBJECTS IN YEAR 1**  
**14 ELECTIVE SUBJECTS IN YEAR 2**

## MARKETING MANAGEMENT

- Consumer Behavior
- Sales & Distribution Management
- Marketing of Services
- Digital Marketing
- Product Management
- Customer Relationship Management

## FINANCIAL MANAGEMENT

- Investment Analysis and Portfolio Management
- Derivatives and Risk Management
- Management of Banking & Financial Institution
- Project Appraisal
- Corporate Restructuring and Business Valuation

## OPERATIONS & SUPPLY CHAIN MANAGEMENT

- Supply Chain Management
- Management of Quality
- Service Operations Management
- Project Management Operations Strategy
- Systems Approach to Materials Management
- Agribusiness Supply Chain Management

## HUMAN RESOURCE MANAGEMENT

- Talent Management & competency Mapping
- Strategic and Sustainable HRM
- Industrial Relations & Labour Laws
- Performance Management



# BATCH PROFILE

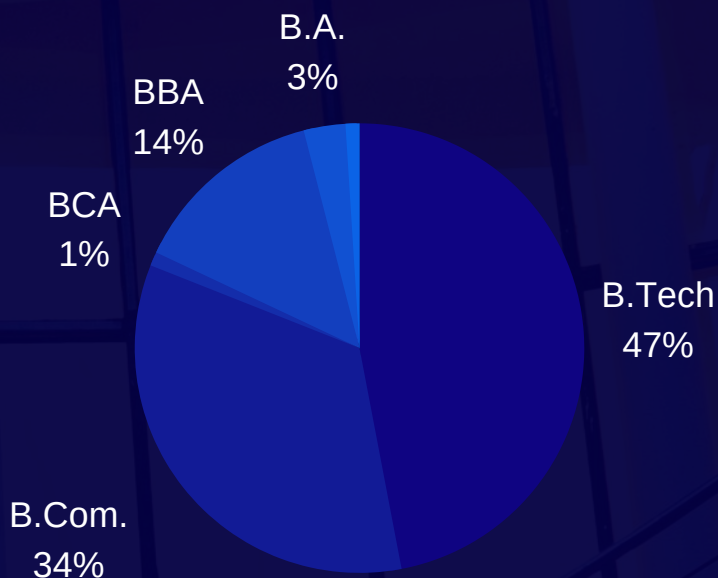
## PAN INDIA

LOCATION STUDENTS

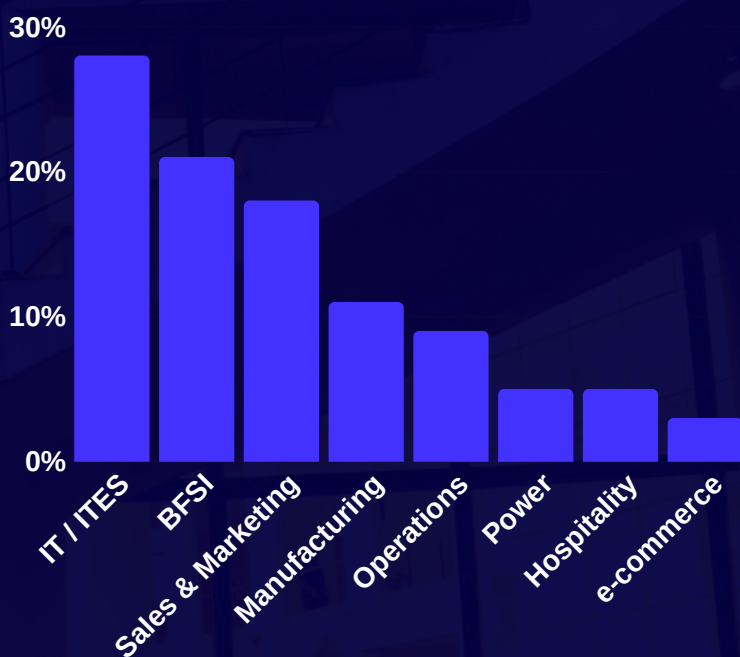
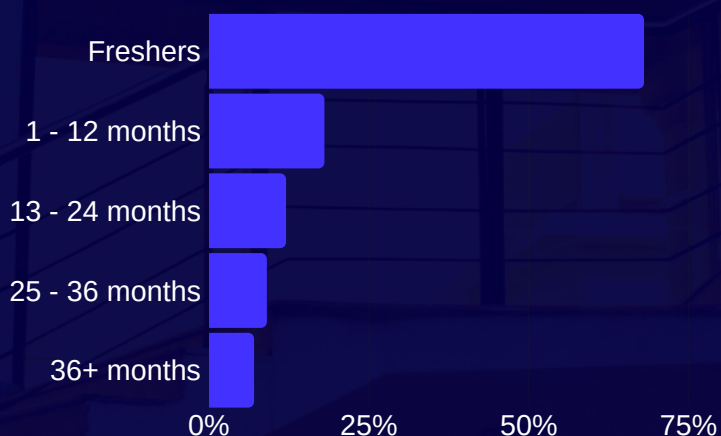
**112**  
BATCH SIZE

**75% : 25%**  
MALE TO FEMALE  
GENDER RATIO

## EDUCATIONAL BACKGROUND



## WORK EXPERIENCE



# PLACEMENT HIGHLIGHTS

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 them. This year, institute witnessed the participation from various esteemed organizations offering roles across domain including BFSI, sales and marketing, HR, analytics, operations.

## 100%

PLACEMENT IN  
RECORD TIME

## ₹90,000

HIGHEST STIPEND  
OFFERED

## ₹30,000

MEDIAN STIPEND  
OFFERED

## 51%

INCREASE IN  
AVERAGE STIPEND

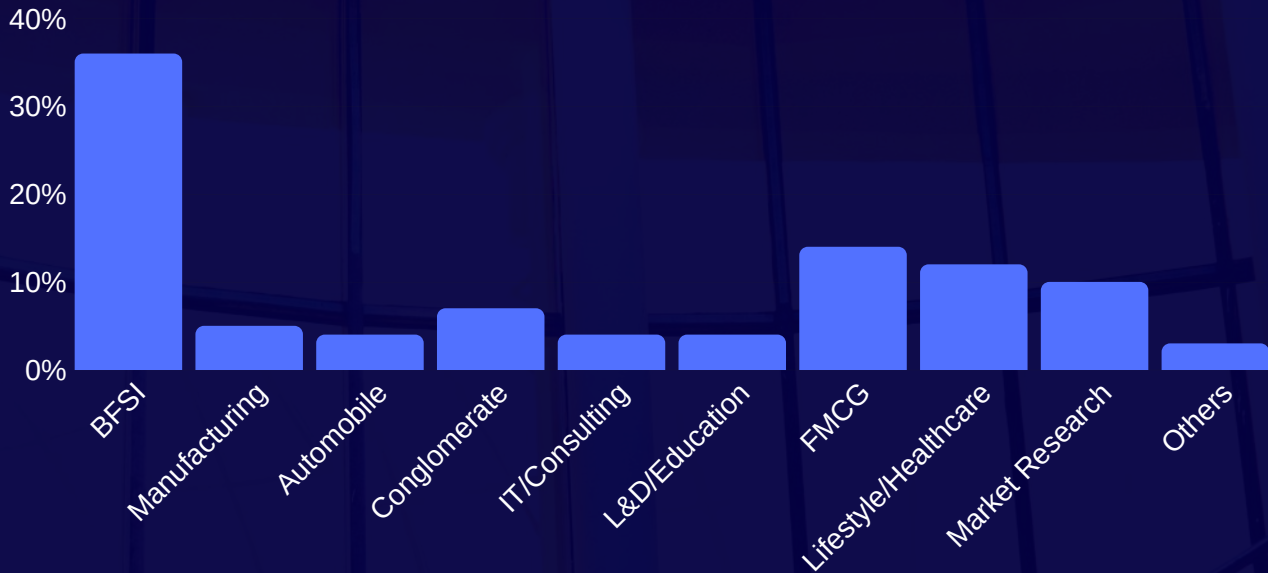
## 64%

RISE IN NUMBER OF  
RECRUITERS



# PLACEMENT BREAKUP

## SECTOR WISE DIVISION



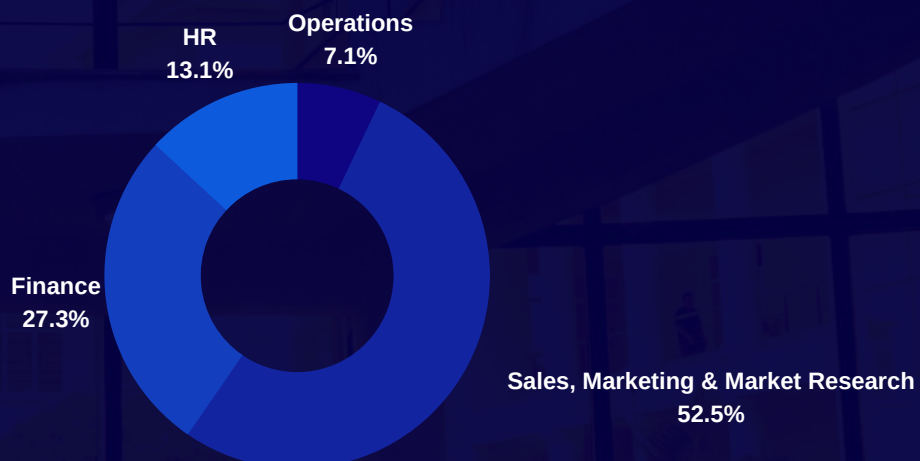
## DOMAIN WISE DIVISION

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

In **Operations**, profiles were offered in Key Account Manager and Strategic Sourcing.

In **Finance**, profiles were offered in Analyst, Business Development, Credit Risk Management, Derivative Trading, Derivative Valuation and M&E.

In **HR**, profiles were offered in Compensation & Benefits, Talent Acquisition, HRBP, Industrial Relations



# PROMINENT RECRUITERS

KANTAR IMRB



Dentsu





# PARTNERS IN PROGRESS

- Adani
- VLCC
- Google
- Maruti Suzuki
- Microsoft
- Yes Bank
- Home Credit
- iDeCK
- IDFC
- OYO
- Berger
- Blue Star
- Britannia
- Peerless
- Uflex
- Cholamandalam finance
- Reliance Communications
- Reserve Bank of India
- Devyani International Limited
- Future Retail
- Godfrey Phillips Limited
- Grofers
- Kotak Life Insurance
- Ador welding
- Force Motors
- Maven Magnet
- Infor
- TATA Class Edge
- Ameriprise Financial
- Vinod Kothari Consultancy
- Magicpin
- Ipsos Capital
- Via Arohan
- Bell Wether Advisors
- KPMG
- LG Electronics
- Furnace Fabrica
- Kalpataru Group
- Kantar IMRB
- Kaspersky Lab
- Kevnter Agro
- Moser Baer
- NestKeys
- Green Latte
- Paharpur
- Reliance Retail
- Religare
- SPA Capital
- BrandLand
- GIBL
- Dare2Compete
- KredX
- HealthMug
- Mobcast
- Tata Steel
- Taurus Group
- United Bank of India
- United Spirits Limited
- Autosense
- IIFL
- LT Foods
- TaraSafe
- Starfing
- Cloud9India
- DealWithUs
- Stallion Barware
- Linde India
- Tractors India Limited
- SVG Media

# THE PLACEMENT COMMITTEE



**KANKANA  
BRAHMA**



**ASAD  
ALI**



**ABHISHEK  
GOYAL**



**PEEYOOS  
PATTNAIK**



**RAHUL  
TANDON**



**SAYAN  
CHOUDHURY**



**SONIK  
SOURABH**



**VIPUL  
GUPTA**

## CAMPUS ADDRESS

Management Development Institute Murshidabad  
Kulori, P.O. Uttar Ramana, P.S. Raghunathganj,  
Dist. Murshidabad, West Bengal, PIN: 742235

## CONTACT

Email: [corporaterelations@mdim.ac.in](mailto:corporaterelations@mdim.ac.in)