

CONSULTANCY **@ MDI MURSHIDABAD**



CONSULTING AT MDI

MDI Murshidabad provides consulting services to Public, Private, Govt & NGO. The Institute is primarily driven by team of Faculty who has experiences in academics as well as industry in diversified fields primarily in the area of Strategy, Marketing, Operations, HR, Finance, General Management, Technology, Transformation, Analytics, and Leadership & Sustainability across all Institutes & Geography. It strives to provide quality, cost effective & timely services to its clients that are of strategic values. The Institute brings not only deep functional expertise but also holistic perspective by giving innovative solution that cut across boundaries & silos of any functional areas. The thrust area focuses on the clients' most critical issues & opportunities.

As part of its strong research focus, which makes the MDIM faculty more and more innovative and contemporary, it also supports the research initiatives through its various centers:

- Centre for Excellence Centre for Agri Business & Food Processing
- Centre for Entrepreneurship and Start-ups
- Centre for Artificial Intelligence & Machine Learning

AREAS OF CONSULTING

The major areas of consultancy are Valuation (including Real Option Valuation), Project Appraisal and Finance, Structured Finance, Corporate Finance, Project Consulting by using Enterprise Architecture methodology, Microsoft Project Tool based Project Management, Transformational leadership, Change Management, Conflict Management & Negotiation, Stress Management, HR Audit, Law & Compliances, Employee Job Satisfaction & Engagement, Designing of Training Modules, Investment Avenues and Tax Planning, Investing in Stock Market, IT and IM (Big data, Data mining), Market Risk Analysis, Bank Risk Management & Financial Derivatives, Organization Behavior and Strategic HRM, Applied Optimisation, Applied Statistics, Firm Sustainability, Environmental Management, Accounting and Finance.



OUR ESTEEMED CLIENTS

West Bengal Power Development Corporation Limited (WBPDCL)	Life Insurance Corporation of India (LIC)
Shyam Metalics and Energy Limited	Texmaco Infrastructure & Holdings Limited
Triveni Engineering & Industries Ltd.	Suzuki Motors, Gujarat
Ashiana Housing Limited, Delhi	Bank Note Paper Mill India Pvt. Ltd
L&T Construction Heavy Civil Infra Inc	New India Assurance Co Ltd
Orient Refractories Limited	NTPC Limited
BEML Limited Bangalore	United India Insurance Co Ltd
JK Paper Ltd	Oriental Insurance Co Ltd
Coromandel International Limited	Power Grid Corporation Ltd
TATA Power	Utkal Alumina International Ltd
TM International Logistics Ltd	Coal India Ltd
Mishra Dhatu Nigam Limited	Eastern Coalfields Limited
RHI Clasil Pvt Ltd	Northern Coalfields Limited
Paradeep Phosphates Limited	Oil and Natural Gas Corporation (ONGC)
Bollhoff Fastenings Pvt Ltd	Indian Oil Corporation Limited (IOCL)
Mazagon Dock Shipbuilders Limited	Prayagraj Power Generation Company Ltd.
Balmer Lawrie & Co. Ltd	Hindustan Petroleum Corporation Limited (HPCL)
HPCL-Mittal Energy Limited	Garden Reach Shipbuilders & Engineers Limited (GRSE)
National Aluminium Company Limited	Administrative Training Institute Government of West Bengal (ATI)
Shigan Quantum Technology Pvt. Ltd	National Aluminum Company Ltd. (NALCO)
Rashtriya Ispat Nigam Ltd Vizag Steel	Steel Authority of India Ltd. (SAIL)
GAIL (India) Ltd.	Berger Paints India Ltd
Voltas Limited	MSTC Limited
Bharat Electronics Ltd Bangalore	NTPC-SAIL Power Company Limited (NSPCL)
Reserve Bank of India (RBI)	Indian Iron & Steel Company (SAIL-ISP)
Industrial Finance Corporation of India (IFCI)	Trbex Impex Pvt. Ltd.
State Bank of India (SBI)	Vivo Mobile India Pvt Ltd.
United Commercial Bank (UCO)	Victoria Auto Pvt. Ltd.
United Bank of India (UBI)	Jayaswal Neco Industries Limited
Allahabad Bank	Shinhan Bank
Bank of Baroda (BOB)	Geological Survey of India (GSI)
Small Industries Development Bank of India (SIDBI)	Ferro Scrap Nigam Ltd.
Indian Oil Institute of Petroleum Management Gurgaon (IIPM)	BASF
Central Bank of India	JD Birla
Indian Overseas Bank (IOB)	Techno Electric & Engineering Co. Ltd.
National Insurance Co Ltd. (NIC)	

MILESTONES AT MDIM

- IFCI sets up Management Development Institute.
- The early 1970s. Management education in India is in its infancy. There is a need to instill professionalism in organisational management cadres. In comes Industrial Finance Corporation of India (IFCI). It envisions grooming leaders in the financial sector. 1972! Management Development Institute (MDI) is born. It starts off by training managers and executives of development banks at its office in Delhi.

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

1972

1988

1994

2010

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

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

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

- 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.

2011-2013

2014

2016

2017

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

- 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.

- Introduced 3 Centre of Excellence Centre for Agri Business & Food Processing, Centre for Entrepreneurship and Start-ups and Centre for Artificial Intelligence & Machine Learning.
- CRISIL has certified A* (A star) grading to MDI Murshidabad at National Level and A*** (A triple star) grading at State Level.
- International Conference on Sustainability Development – a Value Chain Perspective- 2018 was held between 7th & 8th September 2018 in association with DOC Berlin, Germany and Business Standard.

- International Conference on Business, IT, and Enterprise Architecture (ICBIT-2020) was held online mode between 25th & 26th September 2020.
- CRISIL has listed A** (A double Star) grading to MDI Murshidabad at National Level and A*** (A triple Star) grading at State Level.
- MoC with All India Management Association (AIMA) dated 3rd February 2020

2018

2019

2020

2021

- NHRDN-Shine.com B-School ranking survey confers MDI Murshidabad as best Emerging B-School in the country.
- Convocation of 3rd (PGPM 2016-18) and 4th (PGPM 2017-19) batch held at MDI Gurgaon dated 26th March 2019.
- Association of Management Development Institutions in South Asia (AMDISA) conferred membership to Management Development Institute Murshidabad.
- MoU with Dhaka School of Economics dated 1st February 2019 at MDIM Campus.
- MoU with Power Grid Corporation of India Limited dated on 15th May 2019.
- MoU with PTC India Financial Services (PFS) dated 27th November 2019.
- International Conference on Sustainability Development – A Value Chain Perspective, SDVP- 2019 was held on 6th & 7th December 2019.

- International Conference on Business Research and Innovation (ICBRI 2021) was held online mode between 26th & 27th February 2021.
- MoU with EKLVA School of Business, France in the month of March, 2021.
- MoU with HYBRIA Institute of Business & Technologies, France in the month of March, 2021.
- Virtual Convocation of first batch of "Executive PG Certificate Program in Product & Brand Management" was held on 14th March 2021.
- Virtual International Conference on Changing Business Paradigm (ICCBP- 2021) was held on 19th to 21st March 2021
- MoU with Orebro University Sweden in the month of May 2021.
- MoU with Economics Times (Times Internet Limited) dated 22nd June 2021.
- E-Convocation for the batch PGDM 2019-21 held dated 29th August 2021.
- MoU with University of Petroleum and Energy Studies (UPES) in the month of November 2021
- MoU with HLLPL Learning Pvt. Ltd. on the month of November 2021.
- MoU with NBCC (India) Limited, a Navaratna CPSE dated 24th December 2021.

2022

2023

- 2nd International Conference on Changing Business Paradigm (ICCBP 2022) was held online mode between 21st to 23rd January 2022.
- 2nd International Conference on Business Research and Innovation (ICBRI 2022) was held online mode between 28th & 29th January 2022.
- MoU with ESC Clermont Business School, France dated 14th February 2022.
- MoU with Entrepreneurship Development Institute of India, Ahmedabad (EDII) dated 8th February 2022.
- BW BUSINESSWORLD B-School Ranking has ranked MDI Murshidabad among the top B-Schools in the Eastern region
- MBAUniverse.com has Graded MDI Murshidabad as AA (Grade: AA)
- Conducted Research Seminar series "MDIM Cognos" in the month of January, February & March 2022.
- MoU with M/s SEC Academics Private Limited on 28th March 2022.
- International Conference on Business, IT, and Enterprise Architecture (ICBIT-2023) was held online mode between 16th & 17th December 2023.

- 3rd International Conference on Changing Business Paradigm (ICCBP 2022) was held online mode between 5th to 7th January 2023.
- International Conference on Sustainability Development – a Value Chain Perspective- 2023 was held from 3rd to 4th February 2023.
- MDI Murshidabad gets featured in Business World as the 4th best B-School in the eastern region of India.
- MDI Murshidabad gets featured in MBA Universe as the 37th best B-School in India.

OUR COMPETENCIES

FACULTY

The biggest strength of the Institute is its renowned Faculty. Our faculty members have distinguished academic and professional achievements and are actively involved in teaching, training, and research and consulting.



ATMANAND

Professor

Director MDI Murshidabad

M.A., M.Phil, Ph.D.

Areas of Interest: Environment and Policy, Macro-Economic Theory, Financing of Infrastructure Projects, Insurance and Disaster Management, Public Enterprise Management and Privatization, Energy and Environmental Management, Energy Economics, Clean Technology



CHANDA Debasis

Professor, Operations Management

Dean 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



BIRANCHI Narayan Swar

Dean – Academic

Professor, Marketing Management

M.A (Economics), MBA (Marketing), Ph.D (Marketing)

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



GIRI Sunil

Associate Professor, Operations Management

Chairperson – PGDM

B. Tech, MBA, Ph.D

Areas of Interest: Operations Management, Operations Strategy, Supply Chain Management & Suppliers Management



ABICHANDANI Yogita

Associate Professor

Chairperson- International Relations
M.Ed Human Resource & Organization Development (University of Georgia)
Ph.D (University of Georgia)

Areas of Interest: Women Leadership, Critical HRD, & International HRD



PAUL Pinku

Associate Professor, Accounting & Finance

Chairperson – Admissions
MBA, M.Com, Ph.D (Utkal University)

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



GANGAVATHI KRISHNABABU Chetan

Associate Professor – Finance

Chairperson – MDP and Consulting

Chairperson - Corporate Communications & Alumni Relations
MBA, PhD (Jain University, Bengaluru)

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



GAAN Niharika

Assistant Professor, HR/OB

Area Chair- (OB & HR)

Ph.D (Nirma University of Science and Technology), PM&IR (Utkal University)

Areas of Interest: Industrial Relation & Labour Laws, Managerial Competency and Talent, Negotiation, HR Analytics, Cross Culture and IHRM, Organization Behaviour, and Human Resource Management.



MITRA Paroma

Assistant Professor, Economics

Chairperson – Economics Area & CSR
B.Sc. (ECO), MBA, Ph.D

Areas of Interest: Micro and Macro Economics Analysis, Strategic Planning and Sustainable Development



SENGUPTA Amrita

Assistant Professor, Area Chairperson Quantitative Techniques

Chairperson-Student Affairs Committee

MA Economics (Jadavpur University)
Ph.D (IIT Kharagpur)

Areas of Interest: Statistics for Management, Management Science Models, International Economics, Environmental Economics, International Business Management, Development Economics and Microeconomics.



MOHANTI Debaditya
Assistant Professor, Finance
 Chairperson – Placement
 MBA (VNSGU), Ph.D (Sardar Patel University)
Areas of Interest: 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
 Chairperson, Research Committee
 Editor, MDIM Business Review
 B.E., MBA (K.J.Somaiya Institute of Management Studies and Research), Ph.D (Vellore Institute of Technology)
Areas of Interest: Corporate Valuation, Corporate Finance, Project Finance, Structured Finance



PAL Bikramjit
Assistant Professor, 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



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



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 Behaviour)
 General Management (Innovation, Entrepreneurship, Leadership)



SAINI Shivani
Assistant Professor, Marketing
 MBA (Hons.), Ph.D. in Business Management, and UGC-NET
Area of Interest: She teaches the core and elective courses in Marketing area.



MITRA Suddhachit
Assistant Professor–Marketing
 M.Sc. (IIT Kharagpur), M.Phil. (WBUT), Fellow of the Institute of Rural Management Anand (IRMA)
Area 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.

CONTACT INFORMATION



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