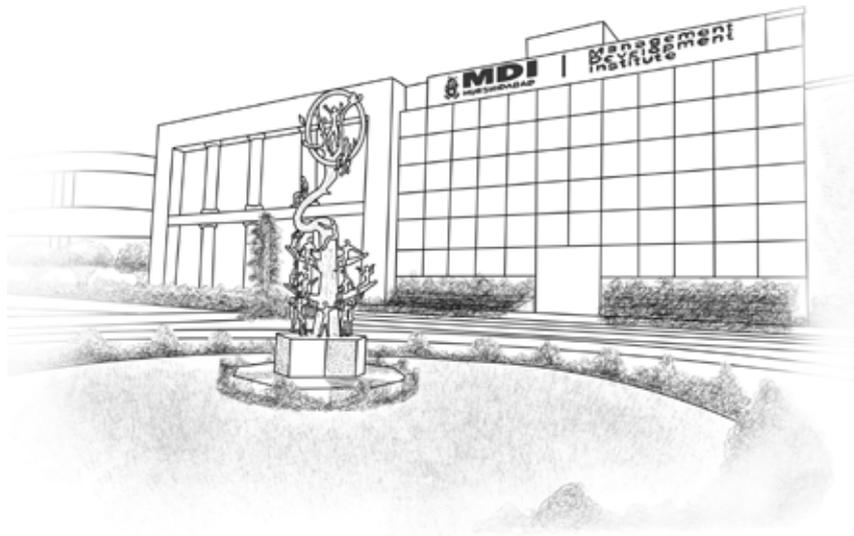


MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

MANAGEMENT DEVELOPMENT PROGRAMME DEMAND FORECASTING AND ITS USES

 20-22 FEBRUARY, 2026 (FRI-SUN)



Course Objectives

Demand plays an important role for business decision making. it helps to reduce risks in business activities. so forecasting demand provides an insight into the organization's capital investment and expansion operational decision

- Capacity and production planning,
- Expanding organization
- Decision making



Target Participants

Any department any Level



Pedagogy/ Methodology

Lectures, games, case studies etc



Learning Outcomes

- Fulfilling objectives
- Preparing budget
- Capacity
- Production planning
- Expanding organization
- Decision making



Faculty

The faculty will comprise the MDIM core faculty



Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/day/participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/ NEFT/RTGS.



Program Contents

- Fulfilling objectives
- Preparing budget

The program fees can be paid through bank transfer as per the bank details given below:

Account Name: **Management Development Institute Society**
Bank Name: **ICICI Bank**
Account Number: **201505024814**
IFSC Code : **ICIC0002015**
Branch Name: **Jangipur**
(Please share the transaction details for verification purposes after making payment)



Venue & Duration

The programme is scheduled during **20th to 22nd February, 2026** (Fri- Sun) on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.- Raghunathganj, Dist.-Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at **MDIM Campus** from the noon of **19th February 2026** to the forenoon of **23rd February 2026**



Enquiry

For any Additional information/enquiry, please write to:

Department of Continuing Education
Management Development Institute Murshidabad
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
Dist. Murshidabad, West Bengal, PIN-742235
Contact Details: +91 9674727164/ +91 9674757164
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Programme Director



Dr. Paroma Mitra
Assistant Professor- Economics

Dr. Paroma Mitra is Assistant Professor of Economics. She did her Ph.D. in Management from NIT Durgapur, MBA from the University of Burdwan and Economics graduate from the same University. She has 20 years of experience in management teaching, training and research. Her teaching interests are in the area of Managerial Economics, Macro Economics, Indian Economics and Basic Econometrics.

About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31st of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then 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, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand. Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.

CAMPUS DETAILS



Campus Address:
Management Development Institute Murshidabad
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
Dist. Murshidabad, West Bengal, PIN-742235
Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)
Visit: www.mdim.ac.in, e-mail: ce@mdim.ac.in

