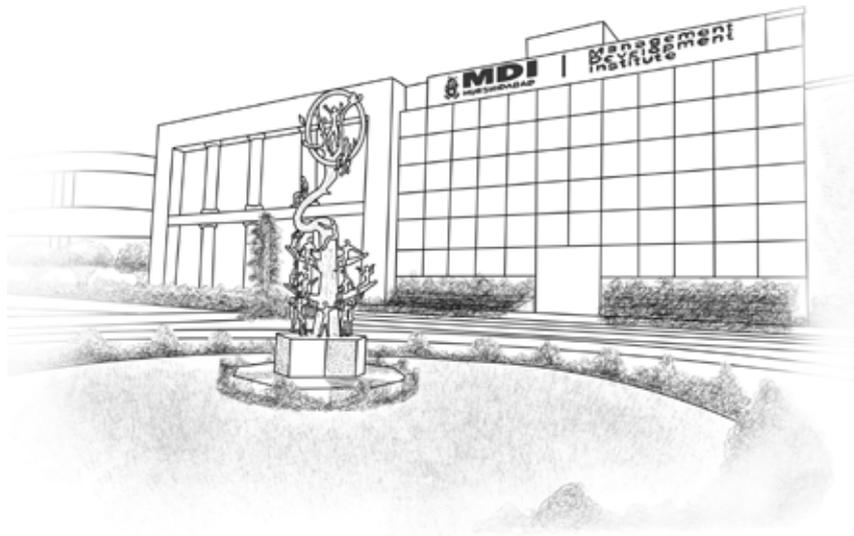


# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## MANAGEMENT DEVELOPMENT PROGRAMME SERVICE EXCELLENCE

 **06-08 JANUARY, 2026 (TUE- THU)**



### Introduction

Services sector contribute more than 60% towards GDP of India. To win in the market, service excellence would act as a differentiator and moreover, in developing economy like India service sector plays a crucial role. This program will provide participants and organisations with approaches that will enable you to be more competitive through service excellence.



### Program Objectives

- To understand the importance of services sector in the economy.
- To provide an understanding of service quality as a differentiator and its applications.
- To discuss about various other strategies to create service excellence organization.



### Program Contents

Service sectors and Global economy, Uniqueness and challenges of services, service quality and its role, SERVQUAL model, service quality evaluation, service differentiation, Identifying and using customer contact points to improve on service delivery, Customer satisfaction measures to understand

and improve service delivery, Service recovery, Service failures and recovery strategies that encourage customer orientation.



### Target Audience/For Whom

Mid-level Managers/Heads of divisions/Owners in the service sector having responsibility for creating and delivering value through service excellence.



### Pedagogy/ Methodology

Interactive sessions with mix of formal lectures, practical sessions, cases and real life hands on experiences.



### Venue & Duration

The programme is scheduled during **06-08 January 2026 (Tue- Thu)** 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 **05<sup>th</sup> January 2026** to the forenoon of **9<sup>th</sup> January 2026**.



## 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.

**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)



## 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  
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## Programme Director(s)



**Dr. Biranchi Narayan Swar**  
**Professor-Marketing**

Dr. Biranchi Narayan Swar is M.A. (Economics), MBA (Marketing) and Ph.D (Marketing of Services). He was ranked 3rd in order of merit in B.A (Economics) and M.A. (Economics) in the University Examination. Dr. Swar has been awarded

the National Scholarship from Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 21 years of rich teaching, research and industry experience in reputed organizations. His areas of expertise in teaching are Marketing of Services, Sales and Distribution Management, Customer Relationship Management, Product and Brand Management, and Marketing Analytics and Intelligence etc.

His research interests include shoppers' buying behaviour, online retailing, service quality and branding. He has published

more than 30 research papers in various Scopus and ABDC listed Journals. He has guided Ph.D Scholars and presented research papers in more than 60 scholarly and professional conferences organized within (Only in IIMs or at par) and outside India. He has got the best paper awards for his contribution to the research in various conferences. He is the reviewer and in the editorial board of the various peer reviewed Journals.

Dr. Swar conducted various MDP/EDPs in the area of marketing like (Managing service-oriented organization, Advanced data analysis for effective marketing decisions, Managing products and brand building strategies for Organizational Growth and Sales and Distribution Management etc.) for the corporates like IOCL, HUL, Sony, Voltas, Bosch, Birla Tyres, Union Bank of India, Emami Papers Ltd, John Distilleries and many more. Has undertaken various Consultancy and Project works of reputed Companies as well.



**Dr. Abhijit Pandit**

**Assistant Professor- Marketing**

Dr. Abhijit Pandit had been awarded M.Sc., M.B.A. (Marketing), Ph.D. (Marketing), MIMA, IIMCW. He has more than 20 years of full-time teaching experience along with 13 years of post-PhD experience. He takes keen interest in philanthropic activities. He has actively

participated in more than 15 workshops/faculty development programs. He regularly presents research papers in international and national conferences of repute. In six such conferences and webinars he was invited to deliver keynote lectures. He has won best paper awards in 6 such conferences. He is an active life-time member of various professional organizations. He has published several research papers in reputed journals consisting of 9 SCOPUS, 13 ABDC-B and 18 ABDC-C Publications along with 14 Books, 16 Book Chapters and 7 Patents. He has thorough knowledge of computational techniques necessary for advanced research. He has been teaching various subjects in PhD, Post-Graduation as well as Graduation Levels at ICFAI University, Tripura, Amity University, Kolkata, MAKAUT (formerly West Bengal University of Technology), West Bengal Health University. As a Corporate Trainer for ANANDADHARA (West Bengal State Rural Livelihood Mission/WBSRLM) program, he has imparted training to Self Help Group (SHG) members in various districts of West Bengal. He has guided PhD Scholars. One PhD scholar has submitted PhD Thesis and awaiting to be awarded with PhD in Business Management.



**Dr. Shivani Saini**

**Assistant Professor- Marketing**

Dr. Shivani Saini is an Assistant Professor in the Marketing Area at the Management Development Institute (MDI) Murshidabad. She is MBA (Hons.), Ph.D. in Business Management, and UGC-NET qualified. She holds a doctorate degree in marketing from

Dr. B R Ambedkar National Institute of Technology, Jalandhar. Dr. Shivani has over eight years of teaching experience in renowned management and engineering Institutes. She has authored various national and international publications in reputed journals and books. She has also published a book on Customer Experience Management. Her research interests include Consumer Experience Management, Sustainability Management, Relationship Management, and Digitalization. In addition to her academic roles, Dr. Shivani has actively participated as a resource person in management development programmes (MDPs) conducted for corporate clients. Dr. Shivani brings a balanced perspective that combines research-based insights with real-world applications, making her a valued expert in executive training and corporate development initiatives.

## 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 31<sup>st</sup> 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 24<sup>th</sup> 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](http://www.mdim.ac.in), e-mail: [ce@mdim.ac.in](mailto:ce@mdim.ac.in)