



# ANNUAL MDP CALENDAR 2025-26

## Management Development Programmes for 2025-26

S No	MDP Programme Topics	Faculty name	Area	Mode	MDP - Date	Fee
1	Leading Organizational Transformation	Dr. Ajay K. Jain Dr. Yogita Abichandani	OB & HR	Offline	02-04 June 2025	Rs.10,000/ day /participant+ GST
2	The Art of Negotiation and Conflict Management	Dr. Amrita Sengupta & Dr. Neha Jain	OB & HR	Offline	12-14 June 2025	Rs.10,000/ day /participant+ GST
3	Green Computing	Dr. Bikramjit Pal	Information Management	Offline	18-20 June 2025	Rs.10,000/ day /participant+ GST
4	Cost Behaviour, Analysis and Optimization	Dr. Paroma Mitra	Economics	Offline	08-10 August 2025	Rs.10,000/ day /participant+ GST
5	Finance for Non-Finance Managers	Dr. Chetan G. K. & Dr. Souvik Banerjee	Accounting & Finance	Offline	12-14 August 2025	Rs.10,000/ day /participant+ GST
6	Developing Leadership Competencies	Dr. Ajay K. Jain Dr. Yogita Abichandani	OB & HR	Offline	21-23 August 2025	Rs.10,000/ day /participant+ GST
7	Analytics using Excel, Python, Power BI	Dr. Bikramjit Pal	Information Management	Offline	03-05 September 2025	Rs.10,000/ day /participant+ GST
8	Cross-Cultural Issues in Marketing Local Goods Abroad	Dr. Vineet Gupta	Marketing	Offline	07-09 September 2025	Rs.10,000/ day /participant+ GST
9	Robust and Lean Supply Chain Management	Dr. Debasis Chanda & Dr. Sunil Giri	Operations Management	Offline	10-12 September 2025	Rs.10,000/ day /participant+ GST
10	Labour Code and Negotiation	Dr. Niharika Gaan	OB & HR	Offline	13-15 September 2025	Rs.10,000/ day /participant+ GST
11	Leadership and Emotional Intelligence	Dr. Ajay K. Jain Dr. Niharika Gaan	OB & HR	Offline	13-15 October 2025	Rs.10,000/ day /participant+ GST
12	Data Visualization	Dr. Bikramjit Pal	Information Management	Offline	29-31 October 2025	Rs.10,000/ day /participant+ GST
13	Project Management	Dr. Debasis Chanda	Operations Management	Offline	12-14 November 2025	Rs.10,000/ day /participant+ GST
14	The Art of Effective Communication	Dr. Neha Jain & Dr. Amrita Sengupta	OB & HR	Offline	19-21 November 2025	Rs.10,000/ day /participant+ GST
15	Digital Marketing Trends and Insights	Dr. Shivani Saini	Marketing	Offline	26-28 November 2025	Rs.10,000/ day /participant+ GST
16	Business Intelligence for Decision Making	Dr. Bikramjit Pal	Information Management	Offline	03-05 December 2025	Rs.10,000/ day /participant+ GST
17	Sales and Distribution Management	Dr. Biranchi Narayan Swar	Marketing	Offline	09-11 December 2025	Rs.10,000/ day /participant+ GST
18	Strategic Excellence for Growth	Dr. Neeraj Singhal	Strategic Management	Offline	14-16 December 2025	Rs.10,000/ day /participant+ GST
19	AI & ML for Industry	Dr. Debasis Chanda	Operations Management	Offline	17-19 December 2025	Rs.10,000/ day /participant+ GST
20	Essentials of Marketing Analytics	Dr. Abhijit Pandit	Marketing	Offline	02 -04 January 2026.	Rs.10,000/ day /participant+ GST
21	Service Excellence	Dr. Biranchi Narayan Swar	Marketing	Offline	06-08 January 2026	Rs.10,000/ day /participant+ GST
22	Supply Chain Finance	Dr. Pinku Paul & Dr. Sunil Giri.	Accounting & Finance & Operations Management	Offline	15-17 January 2026	Rs.10,000/ day /participant+ GST
23	Finance for Technical Executives	Dr. Pinku Paul & Dr. Chetan G.K.	Accounting & Finance	Offline	28-30 January 2026	Rs.10,000/ day /participant+ GST
24	Statistics made easy for Professionals	Dr. Amrita Sengupta	Quantitative Techniques	Offline	04-06 February 2026	Rs.10,000/ day /participant+ GST
25	Strategic Sourcing and Supplier Management	Dr. Neeraj Singhal Dr. Pinku Paul Dr. Sunil Giri	Strategic Management, Accounting & Finance and Operations Management	Offline	09-11 February 2026	Rs.10,000/ day /participant+ GST
26	Demand Forecasting and Its Uses	Dr. Paroma Mitra	Economics	Offline	20-22 February 2026	Rs.10,000/ day /participant+ GST
27	Planning and forecasting sales for new products in the Indian context	Dr. Biranchi Narayan Swar, Dr. Abhijit Pandit and Dr. Vineet Gupta	Marketing	Offline	16-18 March 2026	Rs.10,000/ day /participant+ GST
28	Financial Planning and Analysis for Decision Making	Dr. Chetan G. K. & Dr. Souvik Banerjee	Accounting & Finance	Offline	19-21 March 2026	Rs.10,000/ day /participant+ GST
29	Strategies for Rural Markets	Dr. Vineet Gupta	Marketing	Offline	24-26 March 2026	Rs.10,000/ day /participant+ GST

## Certificate Courses for 2025-26 (ONLINE/OFFLINE/HYBRID)

S No	MDP/Short Term Programme Topics	Faculty name	Area	Duration	Short Term Programme- Date	Fee
1	Short-term certificate course: Marketing Management	Dr. Biranchi Narayan Swar	Marketing	3 months in hybrid mode including campus immersion	September 2025 onwards	Rs. 1 Lakh /participant+ GST
2	Short-term certificate course: Corporate Finance for Managers	Dr. Pinku Paul, Dr. Chetan G K Dr. Souvik Banerjee	Accounting and Finance	3 months in hybrid mode including campus immersion	November 2025 - January 2026	Rs. 1 Lakh /participant+ GST
3	Short-term certificate course: Sustainability for Excellence	Dr. Sunil Giri, Dr. Pinku Paul Dr. Neeraj Singhal	Operations Management, Finance and Strategic Management	3 months in hybrid mode including campus immersion	January to March 2026	Rs. 1 Lakh /participant+ GST
4	Short-term certificate course in HR	Dr. Ajay K. Jain Dr. Yogita Abichandani Dr. Niharika Gaan	OB & HR	3 months in hybrid mode including campus immersion	January 2026 onwards	Rs. 1 Lakh /participant+ GST
5	Short-term certificate course in Supply Chain Management	Dr. Sunil Giri Dr. Debasis Chanda	Operations Management	3 months in hybrid mode including campus immersion	February 2026 onwards	Rs. 1 Lakh /participant+ GST

**Note:-** Besides the MDPs and Certificate Courses mentioned above, we can design, develop, and conduct customized training programmes as per the requirement of Organizations.



## 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.

## 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.

## 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. The short profile of the Faculty members who will be associated with this programme are appended below for ready reference-



**Prof. (Dr.) Ajay K. Jain**  
**Director MDI Murshidabad and Professor, Leadership and Organizational Design**

**Prof Ajay K. Jain** has earned his Ph.D. from Indian Institute of Technology, Kanpur and had been a post-doctoral fellow of Aarhus University, Denmark (2012-2014) and Indian School of Business Hyderabad (2003). Prof Jain has also worked as the Director of Institute of Management Studies Ghaziabad (2018-2019) and received a prestigious award of most charismatic leader in management education from Education Post and ASSOCHAM in Jan 2019.

Prior to joining MDI Murshidabad as the Director and Professor, he was working as a Dean and Professor of Leadership and Organization Design in MDI Gurgaon. He has also worked as founding chairperson of the center of excellence for Indian Thought and Management at MDI Gurgaon.



**Prof. (Dr.) Debasis Chanda**  
**Dean-Academic and Professor, Operations Management**

**Dr. Debasis Chanda** holds PhD (Engineering) from Department of Computer Science & Engineering, Jadavpur University, PGDBM from Indian Institute of Management Calcutta (IIMC) and BE (Electrical) from Jadavpur University. He brings in twenty plus years of cross-functional experience in the Information Technology industry and 5 plus years of experience in the Engineering Industry. He is also certified as an Enterprise Architect by The Open Group (TOGAF).



**Prof. (Dr.) Biranchi Narayan Swar**  
**Dean-Continuing Education & New Programmes (FPM/ Online PGDM/ BBA) and 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 the Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 20 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, Marketing Analytics and Retail Management etc. Dr. Swar conducted various MDP/EDPs in the area of sales and marketing like (Sales planning and distribution management, how to create a service excellence organization, Advanced data analysis for effective marketing decisions, how to boost your Sales, managing products and brand building strategies for Organizational Growth etc.) for the corporates like DVC, IOCL, HUL, Sony, RINL, NALCO, Voltas, SAIL Union Bank of India, Emami Papers Ltd, John Distilleries and many more.



**Dr. Sunil Giri**  
**Professor- Operations Management**

**Dr. Sunil Giri** is B.Tech (Electrical Engineering) MBA and PhD in Supply Chain Management. He has handled various position like Director, School of Business, Member Academic Council, Chairman Board of Studies (SOB), Chairman MDP & Consulting (COM) at SMVD University. He is associated with various Universities in various capacities. He is having 14 years of rich experience in management teaching, training & consulting and research. His research interest is Sustainable Supply Chain, QR Logistics, Humanitarian Logistics, Supply Chain visibility, Lean manufacturing, Quality Management. He offers Courses and sessions on the topic like operations Management, Supply chain Management, Global Logistics, Supplier Relationship management, Supply chain modelling, Benchmarking both for academic and training mode. He has taken training session in campus and in company MDP's conducted for executives/officers of various organizations like SAIL(CMO), Berger Paints, Cedilla Pharmaceuticals, Hindustan Co-Co Cola, Lupin, Intex, Water health, United phosphorous, Sarveshwar Overseas, Indian Forest Service (IFS) Officers to list a few. He has taken up various Projects and consulting to Intex Technologies, BPRD, AICTE, JKSERC. He has guided various Ph.D Scholars and had in his name publications in national and international Journals.

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**Dr. Pinku Paul**  
**Professor- Accounting & Finance**

**Dr. Pinku Paul** is MBA, M.Com, PhD. in Business Administration. She is UGC NET qualified. She has over 14 years of teaching and research experience. Her research interest is in the area of behavioural finance, financial services, banking and insurance industry. She teaches subjects like Financial Management, Managerial Accounting and Control, Security Analysis and Portfolio Management, Project Appraisal, Financial Services, Banking Management and Insurance Management. She has authored several papers, which have been published, in national and international journals. She has also worked as Management Trainer in the World Bank Second India Development Marketplace (IDM) 2007 project on "Capacity Building of Rural Women on Production and Marketing of Cashew Apple Juice". She has been awarded as Best Professor in Financial Management in 2015 during 23rd Business School Affaire & Dewang Mehta National Education Awards. She is a life Member of Indian Accounting Association.

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**Dr. Chetan G. K.**  
**Associate Professor- Accounting & Finance**

**Dr. Chetan** is presently working as Associate Professor – Finance at Management Development Institute, Murshidabad. He pursued MBA degree in Finance from Karnatak University, Dharwad and holds Doctorate degree in Finance from Jain University, Bengaluru. He served as Associate Professor of Finance at Kirtoskar Institute of Advanced Management Studies (KIAMS), Harihar for six years. He also taught courses of Finance at KIAMS, Pune as part of faculty exchange programme. He worked as lecturer of Finance at Bapuji B-Schools, Davangere for about five years prior joining KIAMS. He also worked as Dealer for Equities and F&O at Kotak Securities Ltd. before joining academia.

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**Dr. Yogita Abichandani**  
**Associate Professor- Human Resource Management**

**Dr. Yogita Abichandani** is the Associate Professor – HR & OB at Management Development Institute, Murshidabad, West-Bengal. Awarded as the distinguished alumni (Circle of 50) of her program at the University of Georgia for the year 2019, she has strived for research and teaching excellence since the beginning of her career. She was the former Area Chair and Associate Professor – HR & OB at Symbiosis International (Deemed University) and a Tenure Track Assistant Professor at University of North Carolina System- WCU, USA. Her research interests are Women Leadership, Critical HRD, and Feminist HRD. She graduated with a doctorate from the University of Georgia, USA in 2012. She has over 17 years of experience across multiple sectors and is currently serving as the Advisory Board Member for North Carolina State Employees Credit Union, Asheville, North Carolina. She has published in several national and international conferences and journals. She is the Co-Chair for the India Special Interest Group at the Academy of HRD, USA, a member of Society of HRM, USA and India. She consults with NGOs in various capacities both in USA and India and provides developmental blueprints to organizations for strategic planning. She also volunteers with various education-based NGOs in India for teacher pedagogy development.

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**Dr. Neha Jain**  
**Associate Professor- Business Communication**

**Dr. Neha Jain** is a dynamic academican with two decades of experience in higher education, research, and writing. She holds a Ph.D., M.A., and B.A. in English Literature from Barkatullah University, Bhopal and has further expanded her academic repertoire with an M.Phil. from Sri Venkateshwara University, Tirupati. Her interdisciplinary approach is supported by an MBA in Human Resources and a Postgraduate Diploma in Mass Communication & Journalism from Karnataka State Open University, Mysore. In pursuit of global teaching excellence, Dr. Jain earned an International Advanced 280-hour Diploma in TEFL/TESOL with a specialization in Young Learners and Business English from the Asian College of Teachers, Bangalore, in collaboration with TBC Canada. She is also TEFL/TESOL-certified by the TESOL Board Canada. Additionally, she holds a prestigious certification in "Productivity Enhancement" from the National Open Colleges Network, UK, in collaboration with the World Confederation of Productivity Science and the Institute of Productivity, UK.



**Dr. Niharika Gaan**  
**Associate Professor- Human Resource Management**

**Dr. Niharika Gaan** holds PhD in Management from the Institute of Management, Nirma University of Science and Technology. She has been associated with corporate and academia in variety of role including faculty, practitioner, trainer, researcher, and consultant with a span of 18 and half years majorly in the area of HR. Her areas of expertise in teaching are Industrial relation and Labour Laws, Talent, Mindset and Competency Management, HR Analytics, Power of Negotiation, Human Resource Management, Organizational Behaviour, Training and development and International Human Resource Management. Her international collaboration has culminated in publishing papers in top-tier competitive journals which carry high impact and citation scores such as International Journal of Retailing and Consumer Services, International Journal of Bank Marketing, European Management Journal, Current Psychology, and Telematics and Informatics R. She has presented papers in international conference of reposes such as European academy of management, Asian academy of management, and got her paper accepted in conference organized by FT 50 journal 'Human Relation'.

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**Dr. Souvik Banerjee**  
**Associate Professor- Accounting & Finance**

**Dr. Souvik Banerjee** has keen interest in research and has presented research papers in many prestigious national and international conferences including prestigious conferences like First Corporate Governance Conference organized by IIM, Trichy, Yale Great Lakes Conference organized by Great Lakes Institute of Management, Chennai in collaboration with Yale University, the USA, etc. He had chaired a Technical Session in an international conference at IIM, Kozhikode. Some of the research papers are published in Scopus and ABDC Indexed journals. He has published many research papers in referred journals, in India, the UK, Malaysia, Singapore, Philippines. Dr. Banerjee has developed many case studies for classroom discussion as well as executive education. He was previously associated with IBS Hyderabad as a faculty member.

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**Dr. Neeraj Singhal**  
**Associate Professor- Strategic Management**

**Dr Neeraj Singhal** holds Phd (Management, 2006) from FMS, Gurukula Kangri University Haridwar and MBA (International Business, 1998) from MJP Rohillkhand Univeristy Bareilly. He has attended FDP at (IIMA, 2005), FDP (IIM Indore, 2002). He is having more than 2 decades of teaching, research, institution building and industry experience. He worked with Apeejay School of Management, New Delhi as Associate Professor for more than 13 years, prior to that he worked with Gurukula Kangri University Haridwar and Galgotia Institute of Management & Technology, Greater Noida.

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**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 20years 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.

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**Dr. Amrita Sengupta**  
**Assistant Professor-Quantitative Techniques**

**Dr. Amrita Sengupta** has completed her PhD from IIT Kharagpur with her Masters in Economics from Jadavpur University. She has more than nineteen years of experience in teaching, research and administration in varied organizations like IIM Calcutta, Sikkim Manipal Institute of Technology, iLEAD and Institute of Wetland Management and Ecological Design. She has worked extensively in both Development Economics and Resource and Environmental Economics as a Research Scientist in projects funded by Stirling University, UK. She has also worked on Industry Competitiveness under CII in a World Bank Project.

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**Dr. Bikramjit Pal**  
**Assistant Professor – Information Management**

**Dr. Bikramjit Pal** has established himself as a prominent figure in the field of engineering and technological studies, particularly within academia. His academic journey began with a profound interest in engineering, which led him to pursue advanced studies and research in the field. Dr. Pal earned his PhD in Engineering from the Department of Engineering and Technological Studies at the University of Kalyani, where he laid the groundwork for his future contributions to academia and industry. Dr. Pal's association with academia spans more than 25 years, during which he has served in various capacities, including faculty member, project trainer, and researcher.

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**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 six years of teaching experience in renowned management and engineering institutes. Prior to MDI, Dr. Shivani worked with the NIT, Jalandhar, Lovely Professional University, and the institutes affiliated with I.K. Gujral Punjab Technical University and Panjab University.



**Dr. Abhijit Pandit**  
**Assistant Professor- Marketing**

**Dr. Abhijit Pandit** holding M.Sc., M.B.A. (Marketing) and Ph.D. (Marketing) degrees along with professional affiliations such as MIMA and IIMCW, possesses over 20 years of teaching experience, including 13 years post-PhD. A dedicated academician and researcher, he has presented papers at prestigious national and international conferences, delivered keynote lectures at six such events, and received six best paper awards. His extensive scholarly contributions include 5 SCOPUS, 9 ABDC-B and 16 ABDC-C indexed publications, alongside 11 books, 12 book chapters and 7 patents, demonstrating his expertise in computational research techniques. Actively engaged in mentoring doctoral scholars, he has served at esteemed institutions such as ICFAI University Tripura, Amity University Kolkata, MAKAUT and West Bengal Health University, while also participating in numerous workshops, faculty development programs and philanthropic initiatives.



**Dr. Vineet Gupta**  
**Assistant Professor- Marketing**

**Dr. Vineet Gupta** is the Assistant Professor at the Management Development Institute, Murshidabad. Previously, he taught at the Narsee Monjee Institute of Management Studies, Bengaluru. Dr. Vineet earned his Ph.D. from the Indian Institute of Foreign Trade, New Delhi (2016). He has published in several national and international conferences and journals. He is part of research projects funded by the Ministry of Finance, the Ministry of Commerce, GAIL, and more.

## INFRASTRUCTURE



### FACILITY: -

MDI Murshidabad landscape comprises lush green fields, ambience of serenity and the state-of-the-art infrastructure. Besides, the institute has a well-equipped Gymnasium, Swimming Pool, Badminton Court, Table Tennis Court, Volleyball court, TV Room, Snooker and a cafeteria for refreshment and rejuvenation. This inevitably enables a healthy lifestyle.



### ACCOMMODATION: -

MDP Guest house in campus. The Executives Hostel is designed to suit the needs of executives. The rooms are air-conditioned and are fully furnished with modern amenities. The rooms are provided with Internet connection (Wi-Fi) to facilitate extended study hours for the MDP participants. It hosts them with air-conditioned dining halls with requisite ambience.



### LIBRARY AND COMPUTER FACILITY: -

Library of MDI-M is enriching with both printed as well as electronic resources which include books, journals, databases, and e-journals. This library has contributed significantly to supplementing the classroom teaching and learning by further reading. The online library portal is accessible across the campus network on 24 x 7 basis. Users can access full text resources and know the real-time status of various library materials from their own computer terminals. The library is operated with the Library Automation Software (Koha with RFID).

Library has a collection of around 12000+ books while the online library portal provides access to approx 4,000 e-journals.

To conduct research and advanced reading, MDIM library has access to e-journals and databases like National Digital Library (NDL) of India, Market Line, Sage Online Journals collection, Emerald and CMIE databases etc. Library has the access to TURNITIN Plagiarism Software. Library is open seven days a week.

MDI-Murshidabad has state of the art computing facility consisting of 251 PC nodes and two servers, connected on a high-speed Gigabit Ethernet Fiber Optic/UTP based network in a distributed Windows and Linux environment.



### COMPUTER LAB: -

MDIM has two Computer Lab equipped with the 142 numbers of state-of-the-art computing facilities along with LCD projectors are installed in the lab which are being used by students and MDP participants.



### BLOOMBERG FINANCE LAB: -

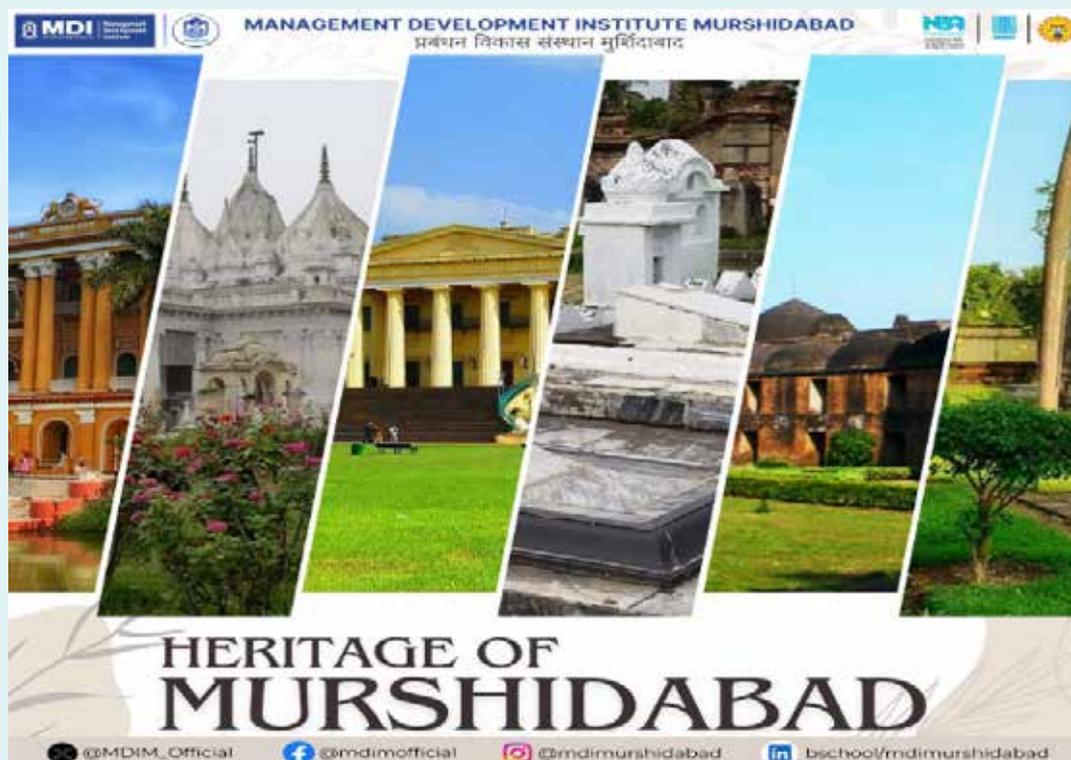
MDI Murshidabad has set up a state-of-the-art Bloomberg Finance Lab powered by four Bloomberg Terminals in December 2018.

The vision of the Finance Lab at MDIM is to enhance the MDIM vision of globally recognized management school through academic excellence and continuous innovation to nurture responsible leaders for creating suitable alternatives. Developing an insight into Global Financial Markets through Bloomberg Lab allows for a comprehensive and strategic positioning of MDIM in the academic space, the finance sector, and industry through robust research, market surveillance and analysis.

The Finance Lab aims to support advanced applied research in financial markets and equip finance students and managers with the mathematical and conceptual theories and best practices in financial markets that go into the creation and management of innovative financial products.

# HISTORICAL AND CULTURAL HERITAGE OF THE MURSHIDABAD REGION

Nestled on the eastern banks of the Bhagirathi River, Murshidabad was once the wealthiest capital of Bengal, contributing to 20% of India's GDP and 5% of the global economy. Known for its flourishing trade in textiles, shipbuilding, and other crafts, the town was a cosmopolitan hub that attracted traders from across the globe. Today, Murshidabad remains a treasure trove of history, culture, and art, waiting to be rediscovered by travellers.



## Murshidabad – The Capital town of Bengal Subah in the 17th Century

Murshidabad, located in present-day West Bengal, served as the capital of Bengal Subah during the 17th century under the Mughal Empire. Bengal Subah was one of the wealthiest and most prosperous regions in the Mughal domain, encompassing parts of modern-day Bangladesh, West Bengal, and other neighbouring states. After the dissolution of the Bengal Sultanate, which had been a major trading power, Bengal was incorporated into the Mughal Empire, becoming a vital part of its economic structure.

Murshidabad rose to prominence in 1704 when Murshid Quli Khan, Diwan of Bengal, moved the capital from Dhaka to this strategically located town along the Hooghly River. This shift marked a new era of political and economic consolidation in Bengal. The town became a key administrative and commercial center, with its bustling markets and river ports facilitating trade throughout the empire and beyond.

Bengal, known for its rich culture, textiles, and agriculture, thrived under Mughal and later Nawabi rule. Murshidabad, with its wealth and influence, emerged as a significant player in global trade, attracting merchants from across the world. The town's architectural and cultural legacy reflects the opulence of the Mughal era, making it a vital historical hub during the 17th and early 18th centuries.

## Murshidabad: The Wealthiest Town of the 17th Century

In the 17th century, Murshidabad emerged as one of the wealthiest towns in the world. Located in present-day West Bengal, India, it became the capital of Bengal under Nawab Murshid Quli Khan in 1704, transforming into a vibrant hub of trade and culture. Its strategic position along the Bhagirathi River facilitated commerce, making it a key trading post for silk, muslin, spices, and precious stones. The renowned Bengal muslin, prized for its quality, attracted international traders, including the British, French, and Dutch.

The Nawabs were patrons of the arts, leading to the flourishing of literature, music, and architecture. Grand structures like the Hazraduari Palace and Katra Mosque reflect the town's opulence and cultural diversity, where Hindus, Muslims, and Europeans coexisted harmoniously.

However, after the British victory in the Battle of Plassey in 1757, Murshidabad's prominence declined as colonial rule reshaped trade routes. Today, while no longer a center of wealth, Murshidabad's rich heritage and architectural marvels continue to attract visitors, serving as a reminder of its glorious past and significant role in Indian history.

## Why Visit Murshidabad?

### Arts and Crafts

Murshidabad's skilled artisans continue to produce exquisite silk sarees, terracotta art, and gold embroidery. These crafts are a testament to the town's enduring legacy.

### Unique Experiences

- **River Cruises:** Explore the serene Bhagirathi while enjoying glimpses of the town's majestic heritage.
- **Local Festivals:** Engage in cultural festivities that bring Murshidabad's vibrant traditions to life.

## Historical Exploration

Sites like the Murshidabad District Museum, housing rare manuscripts and artifacts, provide a deeper understanding of the region's rich past.

## Sightseeing in Murshidabad

Murshidabad, a town filled with rich culture, offers a plethora of attractions that showcase its richness and architectural heritage. Here are some must-visit sites:

- **Hazarduari Palace:** Built in 1837, this three-storey palace, known as the "palace with a thousand doors," features European architectural style. It now serves as a museum housing a vast collection of armory, paintings, and artifacts.
- **Katra Mosque:** Constructed between 1723 and 1724 by Nawab Murshid Quli Khan, this mosque is one of the oldest in the region and reflects the architectural grandeur of that era.
- **Nizamath Imambara:** Situated opposite the Hazarduari Palace, this is one of the largest Shia assembly halls in Bengal, rebuilt in 1847 after a fire destroyed the original structure.
- **Kathgola Palace and Gardens:** This estate includes the Kathgola Palace and the Kathgola Jain Temple, set amidst expansive gardens, reflecting the elegance of the Jain merchants of the time.
- **Jafarganj Cemetery:** This cemetery houses the tombs of the Nawab's family members, including the grave of Mir Jafar, the first Nawab of Bengal under British influence.
- **Karnasubarna:** An archaeological site believed to be the ancient capital of King Shashanka, offering insights into early medieval Bengal.
- **Kherur Mosque:** A historic mosque known for its unique architectural features, reflecting the Islamic heritage of the region.
- **Dutch Cemetery:** A relic of the Dutch colonial presence in Bengal, this cemetery contains the graves of Dutch settlers showcasing the region's diverse colonial history.
- **House of Sheherwali-** The House of Sheherwali, located in Azimganj, Murshidabad, is a unique museum hotel offering guests an immersive experience into the rich cultural tapestry of the Sheherwali community. This heritage property showcases a remarkable collection of artifacts from British, Dutch, French, Portuguese, Mughal, and Bengali origins, reflecting the diverse influences that have shaped the history of Murshidabad. The House of Sheherwali is a perfect blend of tradition and luxury, allowing guests to experience the Sheherwali culture while enjoying modern comforts.
- **Kathgola: A Jewel of Murshidabad-** Nestled in the historic district of Murshidabad, Kathgola Palace is a remarkable reflection of the region's rich cultural and architectural heritage. Built-in 1873, the palace showcases a harmonious blend of European and Indian architectural styles, with intricate details that captivate its visitors.

A visit to these sites provides a captivating journey through Murshidabad's history and showcases the town's architectural beauty. For details visit- <https://www.mdim.ac.in/about-murshidabad/>

## ENQUIRY

### LOCATION OF MDI MURSHIDABAD

**Specific Location:** It's located on NH-12 in Katnai and Kulori Mouzas, in Raghunathganj Block of Jangipur Sub-division under Raghunathganj Police Station in Murshidabad District.

MDIM spread in 10 acres of Land in a close vicinity of nature surrounded by paddy fields. The campus has a state of art infrastructure including lecture theatre, library, computer centre, executive hostel, dining hall, swimming pool, snooker table, gymnasium, walking track etc.

The nearest railway stations to MDI Murshidabad are Jangipur (7 KM) and Moregram (15KM). Other nearby railway stations: Azimganj City (ACLE), Jiaganj (JJG), Bhagwangola (BQG). Azimganj Junction station is 45 Km, Murarai station is 25 Km and Rampurhat Junction station is about 35 Km from MDIM.

Nearest Airport is Netaji Subhas Chandra Bose International Airport Kolkata which is around 250 Km from MDI Murshidabad Campus.

- **Contact Details of Department of Continuing Education, MDI Murshidabad.**

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