



MANAGEMENT DEVELOPMENT PROGRAMME (MDP) 2025-26

About MDI Murshidabad

Management Development Institute (MDI) was set up in 1972 as an autonomous body in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI).

To impart quality management education, nurture local talent, and groom them to become global leaders, MDI, launched its Murshidabad campus in 2014. The foundation stone was laid on the 31st of October, 2010 at Jangipur, Murshidabad, West Bengal by the then Hon'ble Union Minister of Finance, Shri Pranab Mukherjee.

In 2014, Management Development Institute Murshidabad (MDIM) launched its AICTE approved, 2-year full-time Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then Hon'ble President of India, Shri Pranab Mukherjee, by an inspiring address to our first batch of PGDM students on 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.

MDI Murshidabad campus is located in the central part of the State of West Bengal, India. MDIM prides itself in providing Management Education and developing ethical and responsible corporate citizens for tomorrow's India. MDIM seeks to align local aspirations with available state-of-the-art facilities. It continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. Ranked 12th among the Best B-Schools (Private) for PGDM General, MDI Murshidabad also secures the prestigious position of State Rank 1st for this category. The Institute's dedication to quality education and holistic development is reflected in its overall ranking of 15th among the Best B-Schools (Private), alongside its State Rank 1st and Zone Rank 3rd for the overall category. These accolades highlight MDI Murshidabad as a premier institution fostering academic brilliance and leadership in the field of management.

The Post Graduate Diploma in Management (PGDM) is approved by the All India Council for Technical Education (AICTE), accredited by the prestigious National Board of Accreditation (NBA), and recognized by the Association of Indian Universities (AIU) as equivalent to a Master of Business Administration (MBA) degree. In 2024, the programme further strengthened its academic credibility by receiving renewed membership from the Association of Management Development Institutions in South Asia (AMDISA) for a period of five years.



CORE VALUES

MDI inculcates core values that direct its vision and mission to attain excellence and sustain innovation.

1. **Accountability:** MDI shall ensure accountability to all its stakeholders rooted in internal management and external adherence to law and society norms.
2. **Transparency:** MDI shall operationalize transparency as the ability of individuals in the organization to be responsive, productive, and innovative.
3. **Trust:** MDI shall seek to earn inter-personal trust by adopting governance practices reinforced with policy and process-based decision making.
4. **Inclusion:** MDI shall promote non-discrimination practices for all sections of society that advance cohesion and diversity as affirmative action.
5. **Empathy:** MDI shall foster a culture of care and co-create skills for everyone to move towards their professional goals.



VISION

"MDI aims to be a globally recognized management school through academic excellence and continuous innovation to nurture responsible leaders for creating sustainable alternatives"



MISSION

1. Become a globally recognized management school with international and national recognition through knowledge development.
2. Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
3. Encourage continuous innovation.
4. Create and nurture socially responsible leaders.
5. Promote sustainable alternatives in decision making.



MDI Society-General Body

President

Shri K. Satyanarayana Raju
MD & CEO, Canara Bank

Members

Shri Ratnakar Patnaik
MD, LIC of India

Shri Vinay M. Tonse
MD, State Bank of India

Shri Ashok Chandra
MD & CEO,
Punjab National Bank

Shri Debadatta Chand
MD & CEO, Bank of Baroda

Ms. Harsha Bangari
MD, Export-Import Bank of India

MD & CEO
Union Bank of India

Shri Rahul Bhawe
MD & CEO, IFCI LTD

Secretary

Dr. Antony Jose
MDI Society

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Shri. Sandeep Batra

Dr. Amarjit Chopra
AICTE Nominee

Dr. Arvind Sahay
Director, MDI Gurgaon

Dr. Ajay K Jain
Director, MDI Murshidabad

Dr. Sangeeta Shah Bharadwaj
Faculty Representative

Secretary

Dr. Antony Jose
MDI Society





DIRECTOR'S MESSAGE

Welcome to MDI Murshidabad (MDIM), a beacon of knowledge creation and dissemination in the heart of Murshidabad, West Bengal. Established with the support of the MDI Society, which includes a galaxy of the Chairman and Managing Directors of various public sector banks and insurance company, such as Shri K. Satyanarayana Raju, the President of the MDI Society and MD & CEO of Canara Bank; Shri R. Doraiswamy, MD of LIC of India; Shri Vinay M. Tonse, MD of State Bank of India; Shri Atul Kumar Goel, MD & CEO of Punjab National Bank; Shri Debadatta Chand, MD & CEO of Bank of Baroda; Ms. Harsha Bangari, MD of Export-Import Bank of India; Ms. A. Manimekhalai, MD & CEO of Union Bank of India; and Shri Rahul Bhawe, DMD of IFCI Ltd.

MDIM is proud to have a Board of Governors (BoG), led by the Chairman, Shri Rajnish Kumar (a former CMD of State Bank of India), that is setting an inspiring vision of nurturing responsible leaders for creating sustainable alternatives. The BoG's mission is guiding and motivating the people of MDIM to become a globally recognized management school and to contribute to building the educational infrastructure in the Murshidabad region of West Bengal for which MDI society has invested appx. 250 Cr. The MDI Board is composed of a very distinguished corporate leaders, entrepreneurs, professor and a government representative who brings invaluable expertise and insight into the academic and operational direction of MDIM.

The MDIM campus was inspired and inaugurated by the Bharat Ratna, Shri Pranab Mukherjee, whose support and vision have been foundational to our growth. His presence at our first Convocation Ceremony in 2016 for the PGDM 2014-16 batch, as the Hon'ble President of India, remains a proud and significant moment for all of us. We are currently offering our flagship programme, the Post Graduate Diploma in Management (PGDM), which is approved by the All-India Council for Technical Education (AICTE), New Delhi. The programme has also received accreditation from National Board of Accreditation (NBA) and MBA equivalence from Association of Indian Universities (AIU), New Delhi.

We follow three-pronged approach- connect, nurture and grow, to conduct the Management Development Programmes (MDPs) with open doors at all levels. In this regard, we have also gradually made a foray into consulting by looking at the business needs of the companies. We believe in continuous innovative solutions backed by systematic and intensive research. Apart from that, we are committed to supporting our 'Partners' requirements by delivering cost effective, ethical, reliable and high-quality solutions of strategic values. Partnering with companies on MDPs, short term training programmes and consulting services not only bring holistic perspectives to a given solution but also provide mutual benefits and promising future for both of us.

MDI Murshidabad has successfully hosted several MDPs for renowned organizations such as DVC, ECL, SAIL, RINL, IOCL, MSTC, GRSE, GSI, WBPDC, LIC, STARPARD (Govt. of West Bengal), BRAIPRD (Govt. of West Bengal), NTPC among others. At MDIM, we take pride in fostering an academic and congenial work culture built on mutual trust, respect, and collaboration. It is a culture driven by students and faculty alike, where each member is dedicated to achieving excellence and contributing to the success of the institution.

I am truly fortunate to lead a team of highly qualified professors and staff members who are not only talented but also deeply supportive of our collective goals. Together, we are committed to serving our stakeholders and making a meaningful contribution at the national and global level. I invite academic and corporate leaders to join hands in the development and growth journey of MDIM. Your guidance and partnership will be instrumental as we continue to nurture the next generation of future-ready business leaders.

Prof. (Dr.) Ajay K Jain

Director

MDI Murshidabad

Accreditation of NBA (National Board of Accreditation) for PGDM Course



2024-25 to 2026-27

Accredited by NBA
for PGDM Program
(AY 2024-25 to 2026-27)

AMDISA Membership



1st April 2024 to 31st March 2029

Recognition by AIU



PGDM COURSE
EQUIVALENT TO MBA
TILL 30/06/2027

PGDM recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027).

Ranking

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.

The poster displays the following rankings:

- Best B-Schools (Pvt) Overall: STATE RANK 1
- Best B-Schools (Pvt) for PGDM General: STATE RANK 1
- Best B-School (Pvt) Overall: ZONE RANK 3
- Best B-Schools (Pvt) for PGDM General: RANK 12
- Best B-Schools (Pvt) Overall: RANK 15

Social media handles: @MDIM_Official, @mdimofficial, @mdimurshidabad, bschool/mdimurshidabad

Our Esteemed Clients

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



Reviews from our Esteemed Clients

- **BRAIPRD (Govt. of West Bengal):** The sessions were very relevant, effective and useful.
- **Damodar Valley Corporation (DVC):** The lessons were excellent, relevant and delivery was superb.
- **Life Insurance Corporation of India:** More and more people from LIC marketing personnel to be nominated and trained here more frequently, excellent program.
- **West Bengal Power Development Corporation Limited:** This type of program to be arranged more, very interactive/effective training session, warm cooperation received, All the sessions are quite engaging and helped us to explore our inner self and common(wrong) perceptions, thus more such training with additional days for practical is must.
- **Gas Authority of India Limited:** Overall program was beneficial professionally and personally, Thank you to the faculty for taking out the time for the training and knowledge sharing, It was informative and interactive. Loved the way faculties handled the sessions.
- **West Bengal Electronics Industry Development Corporation Limited:** Sessions were very informative and well organized.
- **Garden Reach Shipbuilders Limited:** All the topics are relevant and useful to us.
 - Excellent training session
- **Bharat Earth Movers Limited:** The Faculty were knowledgeable & excellent teaching very much satisfied program, Indeed it was a great learning. The deliberation was up to mark. Doubts were cleared cleanly
- **Steel Authority of India Limited:** Teaching, Hospitality and campus environment of MDIM is excellent.
- **Administrative Training Institute:** Thank you I has a great stay and learning session at MDIM
- **Rashtriya Ispat Nigam Ltd:** Very useful program for understanding the relevance of business along with present and future challenges associated with it. I thank and congratulate the esteemed faculties and entire MDP team of MDI Murshidabad for conducting such a wonderful and enriching workshop.
- **Mazagon Dock Shipbuilders Limited:** Brilliantly designed programme with latest technologies.
- **Union Bank of India:** The above Training will be very useful for our sales and spare parts team in inspiring our sales strategies.
- **Hindustan Petroleum Corporation Limited:** The session was very effective in providing case study experience. With people from various institutes, session was dynamic. Overall good learning for me where practicality of provisions was well laid.



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 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.

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.



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.



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.



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.



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'.



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.



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 Rohilkhand 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.



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.



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.



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.



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.

2025

- Achieved outstanding IIRF rankings. Secured prestigious position of State Rank 1 and Zone Rank 3 for the overall category

2024

- NBA has accredited the PGDM programme for the academic years 2024-25 to 2026-27 i.e. up to 30th June, 2027.
- PGDM recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027).

2023

- International Conference on Changing Business Paradigm (ICCBP)-was held from 5th to 7th January, 2023 in online mode.
- International Conference on Sustainable Development – A Value Chain Perspective, SDVP-23 was held in hybrid mode from 3rd to 4th February, 2023.

2022

- International Conference on Business Research and Innovation (ICBRI 2022) was held online mode between 28th & 29th January, 2022.
- International Conference on Business, IT, and Enterprise Architecture (ICBIT-2022) was held online mode between 16th and 17th December, 2022 in online mode.
- Memorandum of Understanding (MoU) with ESC Clermont, France, on 14th February 2022.
- MoU with the Entrepreneurship Development Institute of India, Ahmedabad (EDII) India, Ahmedabad (EDII), on 8th February 2022.

2021

- International Conference on Business Research and Innovation (ICBRI 2021) was held online mode between 26th & 27th February, 2021.
- MoU with EKLYA School of Business, France in the month of March, 2021.
- MoU with HYBRIA Institute of Business & Technologies, France in the month of March, 2021.

2020

- 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.
- MoU with M/s Uptop dated 2nd May, 2020.

2019

- NHRDN-Shine.com B-School ranking survey confers MDI Murshidabad as Emerging B-School in the country.
- Convocation of 3rd (PGDM 2016-18) and 4th (PGDM 2017-19) batch held at MDI Gurgaon dated 26th March 2019.
- Association of Management Development Institutions in South Asia (AMDISA) has 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 dated 6th & 7th December 2019.

2018

- 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 on 7th & 8th September' 2018 in association with DOC Berlin, Germany and Business Standard.



2017

- 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.



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.



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 PGDM comprised of 19 students representing different parts 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.



2010

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



2009-1972

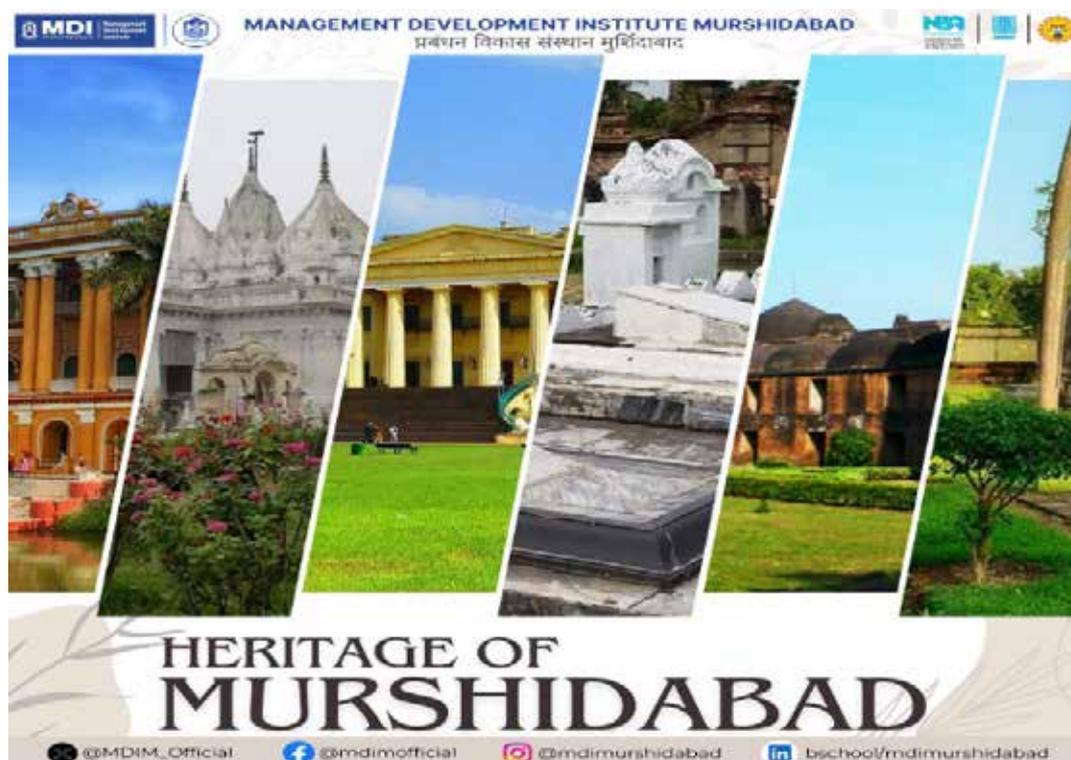
- MDI was established with an objective of imparting training programs, set up Training, Consulting & Research activities with the active support of IFCI. 1988- National Management Programme commenced. 1994- Full Time PGDM commenced.





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 Hazratganj Mosque and Hazratganj Palace 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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CAMPUS DETAILS



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