

PLACEMENT BROCHURE PGDM 2024-26

BEYOND DREAMS



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GOVERNORS OF MDI
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MDI SOCIETY

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MD & CEO CANARA BANK

MEMBERS



SHRI RATNAKAR PATNAIK
MD, LIC OF INDIA



SHRI VINAY M. TONSE
MD, STATE BANK OF INDIA



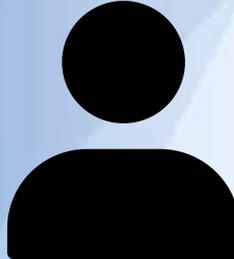
SHRI ASHOK CHANDRA
MD & CEO, PUNJAB NATIONAL BANK



SHRI DEBADATTA CHAND
MD & CEO, BANK OF BARODA



MS. HARSHA BANGARI
MD EXPORT-IMPORT
BANK OF INDIA

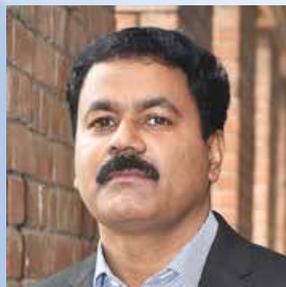


MD & CEO
UNION BANK OF INDIA



SHRI RAHUL BHAVE
MD & CEO, IFCI LTD

SECRETARY



DR. ANTONY JOSE
MDI GURGAON

BOARD OF GOVERNORS

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**DR. AMARJIT CHOPRA
AICTE NOMINEE**



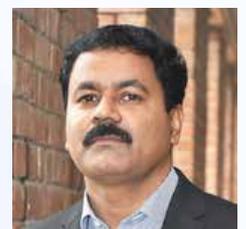
**DR. ARVIND SAHAY
DIRECTOR, MDI GURGAON**



**DR. AJAY K JAIN
DIRECTOR
MDI MURSHIDABAD**



**DR. SANGEETA SHAH
BHARADWAJ
FACULTY REPRESENTATIVE**



**DR. ANTONY JOSE
MDI GURGAON (SECRETARY)**

FROM THE DIRECTOR'S DESK



PROF. (DR.) AJAY K JAIN

Director, MDI Murshidabad

“Building Socially Responsible Leaders: A Shared Commitment with the Corporate World”

Dear Industry Leaders and HR Visionaries,

In today's volatile business environment, organizations need more than just skilled professionals—they need adaptive leaders who can navigate complexity, drive innovation, and inspire teams with purpose. At **MDI Murshidabad**, we are committed to nurturing such leaders—individuals who combine academic rigor with emotional intelligence, strategic thinking with ethical grounding, and ambition with a sense of collective responsibility.

Our students are meticulously trained to excel in a hyper-competitive world. Through a blend of experiential learning, industry immersion, and leadership development, we prepare them to add value from day one. Whether it's digital transformation, sustainable business practices, or inclusive leadership, our graduates are equipped to meet the challenges of a dynamic corporate landscape.

In an age where AI rewrites rules overnight, survival hinges on talent that thrives in ambiguity. MDI Murshidabad's pedagogy is designed to breed such mavericks—critical thinkers who ask 'why not?' before 'why,' and 'what if?' before 'what's next.' To forward-thinking corporates: If your goal is to stay ahead of curves, not just ride them, our students are your natural allies.

To our corporate partners, I extend a collaborative vision: **“A Responsible Manager for a Better World”**. By engaging with MDI Murshidabad, you gain access to a talent pool that embodies resilience, creativity, and a solutions-driven mindset. We invite you to explore synergies—through campus recruitment, live projects, or leadership dialogues—that align with your organizational goals.

ABOUT THE INSTITUTE

Management Development Institute (MDI) was set up as an autonomous body in 1973 in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI). With an intention to impart management education, nurture local talent, and groom them to become global leaders, Management Development Institute (MDI), launched its Murshidabad campus in 2014. The foundation stone was laid on 31 October, 2010 at Jangipur, Murshidabad, West Bengal by the then Honourable Union Minister of Finance, Govt. of India, Late Shri Pranab Mukherjee.

MDI Murshidabad (MDIM) is a young business school which aims to create a positive impact on people, companies and society. In a short period of time through the in-house and open Management Development Programmes on various themes conducted by faculty, MDIM has been able to build its image of quality.

In 2014, MDIM launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then Hon'ble President of India Late 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 Late Shri Arun Jaitley, 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.

MDI renews its commitment towards imparting quality management education. The Murshidabad campus is a part of MDI's vision to nurture and promote talent and enterprise. MDIM would seek to align local aspirations with available state-of-the-art facilities.

The campus of MDIM is in the northern 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.

MDIM currently offers:

- **Post Graduate Diploma in Management (PGDM)**
- **Online PGDM**
- **Fellow Programme in Management (FPM)**
- **Management Development Programme (MDP)**
- **Faculty Development Programme (FDP)**

ACCREDITATION AND RECOGNITION



CORE VALUES

VISION & MISSION



CORE VALUES

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

Accountability: MDI shall ensure accountability to all its stakeholders rooted in internal management and external adherence to law and society norms.

Transparency: MDI shall operationalize transparency as the ability of individuals in the organization to be responsive, productive, and innovative.

Trust: MDI shall seek to earn inter-personal trust by adopting governance practices reinforced with policy and process-based decision making.

Inclusion: MDI shall promote non-discrimination practices for all sections of society that advance cohesion and diversity as affirmative action.

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.



CAMPUS INFRASTRUCTURE

Spread across 10 acres, the campus is one of the most modern in the country, aimed at nurturing future professionals with a global outlook. The Murshidabad campus is equipped with state of the art technologically robust infrastructure, which includes resource centres and sports facilities. The spacious and scientifically designed Student's hostels have capacity to accommodate nearly 300 students.



LIBRARY (CHAITANYA)

Library of Management Development Institute Murshidabad is automated with a collection of around **16160 books** predominantly related to management and related disciplines. The Library holds a rich collection of printed as well as electronic resources, which include books, eBooks, journals, databases, audio-visual materials, e-journals, etc. The Library with its modern collection of knowledge resources and innovative information services plays an essential role for the academic community in their intellectual pursuits.

MDIM's Library is state-of-the-art with cutting-edge technological applications. With RFID Technology and Koha integrated library system. The entire Library collection, including the online databases, is made available in real time through the Institute's network. Users can access the online catalogue and discover the availability of library resources from their user interface. The Library offers a range of information services set to the highest professional standards.



Turnitin plagiarism detection tool

Turnitin is a widely used plagiarism detection tool that helps identify instances of copied content in academic writing. It compares submitted documents against a vast database of sources, including journals, websites, and student papers. Turnitin provides detailed reports highlighting potential plagiarism, promoting originality and academic integrity.

National Digital Library (NDL) of India

The National Digital Library (NDL) of India is a digital repository managed by IIT Kharagpur under the Ministry of Education. It provides free access to millions of educational resources, including books, journals, and multimedia. Serving all age groups, it supports learning, research, and exam preparation across various disciplines and languages.

DELNET-Developing Library Network

- 1. Interlibrary Loan (ILL) and Document Delivery:** Enables borrowing books and accessing articles across member libraries.
- 2. Union Catalogues:** Provides centralized catalogues for books, journals, theses, and dissertations from member libraries.
- 3. Database Access:** Offers access to specialized databases on various subjects (4,00,00,000+ Books available for loan; 1,12,000+ list of Journals; 5,000+ Full-text E-journals; 1,45,000+ Thesis/Dissertations)
- 4. Knowledge Portal:** Grants access to e-books, e-journals, and digital resources.

Bloomberg Finance Lab

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. Bloomberg Finance Lab with 3 Bloomberg Terminals and one laptop with Bloomberg add-ons.

Reading Room/ Sitting Capacity: Reading Room in Ground floor 56 sitting capacity 1st floor 60 sitting capacity



ARYABHATTA (COMPUTER CENTRE)

MDIM has a state of art computing facility consisting of 142 numbers of state-of-the-art computing facilities along with LCD projectors, PC nodes/laptops servers, connected on a high-speed Gigabit Ethernet Fiber Optic/UTP based network along with Wi-Fi Facility in a distributed Windows and Linux environment. All the classrooms are equipped with projection systems with computer/laptop internet connectivity.



STUDENTS HOSTELS

The Spacious and scientifically designed Student's hostel has a capacity to accommodate nearly 400 students

- Rooms with attached balconies
- TV & Wi-Fi Facility
- Washing and press facility
- Housekeeping services
- Sick room
- Foreign students wing Campus Amenities



CAMPUS AMENITIES

- ATM
- Gymnasium
- Amphitheatre style air-conditioned classrooms
- Ample avenues for Sports facilities
- Medical facilities
- Ambulance Service
- Swimming pool
- Cafeteria
- Executive Hostel (SIRAJ).



CANTEEN

The Canteen, AAHAR is well equipped with all modern Kitchen Accessories and well-furnished Dining hall.



ABOUT POST GRADUATE DIPLOMA IN MANAGEMENT



Objectives

Management Development Institute Murshidabad, Post Graduate Diploma in Management (PGDM) is a 2-year fulltime residential programme designed to nurture students and help them build and enhance their managerial competence. The meticulously structured programme will enable students to:

- Understand the social, economic, political, technological and ecological environment to make them environmentally and socially responsible ethical managers through hands-on-learning experiences
- Become effective leaders, who can achieve results beyond expectations and transform organizations
- Emphasis on lateral thinking so that they evolve with innovative ideas, alternative solutions, and set benchmark for others through enabled entrepreneurial skills
- Imbibe values of discipline, integrity, justice and fairness so that they promote and maintain high ethical standards in management
- Develop a global mind-set so that future managers can meet the challenges of international competition



Curriculum Design

The PGDM curriculum has been designed to enrich student's skills and abilities in order to enable them in applying management theories and concepts in live problems existing in business and industry. The programme enables students to identify and diagnose complex problems in management through hands on learning experiences. It includes gamut of pedagogy: lectures, case studies, seminars, assignments, live projects, group discussions, business games, outbound based experiential learning activities, educational excursions, role plays, simulation exercises, structured and unstructured group work, and field visits. Consistent with state-of-art technology, the programme integrates the use of computers (IT) in the learning process. The students undertake several field based projects (live projects) so that they can get better insights into real life situation. These all will inevitably assist students to achieve high standards of excellence.



Programme Structure Core Courses

The PGDM course curriculum is spread across six terms with the bulk covered in the first three terms. These core courses will enhance the ability to communicate, analyse situations and make decisions by adopting quantitative and qualitative techniques. It even helps them to develop a holistic view of the different functional areas and the business environment. During this period, it is mandatory to opt for courses in general management and major functional areas, such as Accounting and Finance, Marketing, Operations Management, Information Management and Business Analytics, Organizational Behaviour and Human Resource Management and Strategic Management and International Business. They get exposure to the basic disciplines of Economics, Behavioural Sciences, Managerial Communication, Business Law, Quantitative Methods and Decision Sciences.



Summer Internship

At the end of the first three terms, students are required to undertake an industry internship or summer training to work on a project / life problem an organization. The internship usually spans over a period of eight weeks. This is a compulsory component of the curriculum for the completion of the academic requirements. It is designed to provide exposure to organizational work setting, develop an understanding of business realities, learn how to apply theory in real life business situations and find its relevance.



Dissertation

The dissertation will be allocated 1.5 credits in Term-IV under the Internship/Fieldwork category. Students will be required to submit their completed dissertation reports by the conclusion of Term-V.

This research-intensive project allows students to engage deeply with their chosen topic, bridging academic learning with practical, real-world application. It fosters essential skills such as critical thinking, problem-solving, and academic writing, and preparing students for future professional endeavours.



Specializations

In the second year, the student opts for elective/ optional courses to specialize in a maximum of two functional areas.

These areas of specialization may deal with any of the following:

- Accounting and Finance
- Organizational Behaviour and Human Resource Management
- Marketing
- Operations Management
- Information Management and Business Analytics
- Strategic Management and International Business

All elective Courses, however, may not be offered, as this would be determined by the number of students showing interest in aforementioned area of specializations. Details about the electives are made available to students when they join MDIM. To specialize in an area, a student must opt for a minimum of five elective courses offered in that area that assigns a weightage of 15 credits and three each for a course. Students will be allowed to opt in a range of 14 to 17 electives. However, CGPA would be decided based on the best 14 electives out of total electives where students have scored relatively better.

The Institute has envisaged new electives in line with latest demands of the students and corporate like Econometrics and many more expected to appear in the forthcoming academic session that will meet corporate requirements.



Evaluation

The evaluation system for the PGDM has been designed to achieve the following:

- Evaluate the progress of learning of each student
- Prescribe and promote certain acceptable and uniform standards of comprehension
- Encourage healthy and constructive competition among the students MDIM follows a system of continuous evaluation. Throughout the term, students have to appear in various tests on their ability to understand concepts, learn techniques and apply them to problems in the real life situation relevant to corporate. At each stage of the course through continuous feedback, the students would be in a position to gauge their performance and take remedial measures in order to make improvements. In each course, a student will be thus awarded a grade sheet only. The weighted average of all courses taken by a student in the programme will give the Cumulative Grade Point Average (CGPA).



Recognition

On successful completion of the programme requirements, a student will be awarded a Post Graduate Diploma in Management, PGDM, which has the approval of the All India Council for Technical Education (AICTE), Government of India, accredited by the National Board of Accreditation (NBA) for the academic years 2024-25 to 2026-27 i.e. up to 30th June 2027.

The Association of Indian Universities (AIU), New Delhi has granted our flagship Post Graduate Diploma in Management (PGDM) Programme equivalent to the Two-Year Full-Time MBA degree of an Indian University.

PROGRAMME STRUCTURE WITH COURSE CURRICULUM

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

Management Development Institute Murshidabad

Course Structure

First Year

Term	Course Name	Core / Elective	Credit
Term-I	ORGANIZATIONAL BEHAVIOR	Core	3
	LEGAL ASPECTS OF BUSINESS	Core	3
	MANAGEMENT ACCOUNTING-I	Core	3
	MARKETING PLANNING	Core	3
	MANAGERIAL COMMUNICATION-I	Core	3
	MICROECONOMICS	Core	3
	STATISTICS FOR MANAGEMENT	Core	3
Term-II	BUSINESS ANALYTICS-I	Core	3
	HUMAN RESOURCE MANAGEMENT	Core	3
	INDIAN THOUGHT & MANAGEMENT	Core	1.5
	CORPORATE FINANCE-I	Core	3
	ECONOMIC ENVIRONMENT AND POLICY -I	Core	3
	MANAGEMENT ACCOUNTING-II	Core	3
	MANAGEMENT SCIENCE MODELS	Core	3
	MARKETING PRACTICES AND IMPLEMENTATION	Core	3
	OPERATIONS MANAGEMENT	Core	3
Term-III	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	Core	1.5
	LEADERSHIP AND EMOTIONAL INTELLIGENCE	Core	1.5
	ECONOMIC ENVIRONMENT AND POLICY-II	Core	3
	MANAGEMENT INFORMATION SYSTEMS	Core	3
	CORPORATE FINANCE-II	Core	3
	STRATEGIC MANAGEMENT-I	Core	3
	ENTREPRENEURSHIP AND NEW VENTURE CREATION	Core	1.5
	RESEARCH METHODS IN BUSINESS	Core	3
	RURAL IMMERSION	Core	1.5

Second Year

Term IV: Core Course: Summer Internship (3 Credits), Dissertation (1.5 Credits), Strategic Management-II (3 Credits), **Electives** (Multiple courses offered. Students choose to study 4 to 5 courses)

Term V: Electives (Multiple courses offered. Students choose to study 5 to 6 courses)

Term VI: Electives (Multiple courses offered. Students can choose the electives to complete a minimum 42 credits of electives)

List of Electives (Offered in Term IV, V and VI)

Organizational Behaviour and Human Resource Management	Credit
INDUSTRIAL RELATIONS & LABOR LAWS-I	3
PERFORMANCE MANAGEMENT SYSTEM	3
HR ANALYTICS	3
INDUSTRIAL RELATIONS & LABOR LAWS - II	3
LEARNING AND DEVELOPMENT	3
LEADERSHIP ORGANIZATION TRANSFORMATION	3
STRATEGIC AND SUSTAINABLE HRM	3
APPLIED PSYCHOLOGY IN MANAGEMENT	3
POWER OF NEGOTIATION	3
TALENT, MINDSET AND COMPETENCY MANAGEMENT	3

Accounting and Finance		Credit
CORPORATE RESTRUCTURING AND BUSINESS VALUATION		3
DERIVATIVES AND RISK MANAGEMENT		3
INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT		3
TRADING STRATEGIES		3
FIXED INCOME SECURITIES		3
FINANCIAL MODELING		3
PROJECT APPRAISAL & FINANCE		3
INTERNATIONAL CORPORATE FINANCE		3
RISK MANAGEMENT FOR BANKS AND FINANCIAL INSTITUTIONS		3
STRUCTURED FINANCE		3
SUPPLY CHAIN FINANCE		3
Marketing		Credit
MARKETING OF SERVICES		3
SALES AND DISTRIBUTION MANAGEMENT		3
CONSUMER BEHAVIOUR		3
MARKETING ANALYTICS		3
BRAND MANAGEMENT		3
PRODUCT MANAGEMENT		3
RETAILING AND FRANCHISING		3
INTERNATIONAL MARKETING		3
ADVERTISING MANAGEMENT		3
BUSINESS TO BUSINESS MARKETING		3
CUSTOMER RELATIONSHIP MANAGEMENT		3
Operations Management		Credit
PROJECT MANAGEMENT		3
SUPPLY CHAIN MANAGEMENT		3
BUSINESS TECHNOLOGY CONSULTING STRATEGIES		3
SERVICE OPERATIONS MANAGEMENT		3
STRATEGIC SOURCING AND SUPPLIER MANAGEMENT		3
MANAGEMENT OF QUALITY		3
ARTIFICIAL INTELLIGENCE & MACHINE LEARNING (AIML)		3
OPERATIONS STRATEGY		3
SUPPLY CHAIN FINANCE		3
SUSTAINABLE OPERATIONS AND SUPPLY CHAIN		3
Strategic Management and International Business		Credit
INNOVATION STRATEGY		3
MERGER & ACQUISITIONS		3
INTERNATIONAL BUSINESS		3
STRATEGY AND SUSTAINABILITY		3
ENTREPRENEURIAL FINANCE, SALES AND MARKETING		3
BUSINESS SIMULATION		3
GLOBAL BUSINESS STRATEGY		3
Information Management and Business Analytics		Credit
BUSINESS ANALYTICS-II		3
DATABASE MANAGEMENT		3
E COMMERCE AND E BUSINESS		3
BUSINESS TRANSFORMATION METHODOLOGIES		3
CYBER SECURITY AND DIGITAL FORENSIC		3
BLOCKCHAIN TECHNOLOGY		3
Economics		Credit
DEMAND FORECASTING WITH ECONOMETRICS TOOLS		3
INDUSTRIAL ORGANIZATION AND PRICING STRATEGY		3
INTERNATIONAL ECONOMICS		3

Note: The above list of electives is tentative and not binding on the Institute. Actual offerings will depend on the size of the group, which shows interest in a course. The Institute also will consider new electives in line with recent developments and availability of expertise to offer the same.

CORE FACULTY



PROF. (DR.) AJAY K. JAIN
Director and Professor, Leadership and
Organizational Design and Chairperson-Centre
for Indian Wisdom and Management



DR. DEBASIS CHANDA
Dean-Academic and Professor,
Operations Management



DR. BIRANCHI NARAYAN SWAR
Dean-Continuing Education
New Programmes (FPM/
Online PGDM/ BBA) and
Professor, Marketing



DR. SUNIL GIRI
Associate Professor-Operations Management
and Chairperson-Online PGDM, Placement,
Accreditation & Ranking, Centre for Agri-
Business & Food Processing.



DR. YOGITA ABICHANDANI
Associate Professor-Human Resource
Management, Chairperson-Capital Purchase
& Campus Construction, Development &
Maintenance Committee, Global Engagement
and Warden Girls' Hostel



DR. PINKU PAUL
Associate Professor-Accounting &
Finance, Chairperson-Admissions and
Area Chairperson – Finance



DR. CHETAN G. K.
Associate Professor-Finance, Chairperson-Students
Affairs (also includes Corporate Communications
& Website Monitoring, Alumni Relations, CSR
and Hostel & Mess Committees), MDIM Budget &
Investment committee and Warden Boys' Hostel.



DR. NEHA JAIN
Associate Professor & Area Chairperson-
Business Communication, Coordinator-
Corporate Communication & Web Monitoring
Function and Chairperson-ICC/IC



DR. NIHARIKA GAAN
Assistant Professor-Human Resource
Management, Area Chairperson
(OB and HR)



DR. PAROMA MITRA
Assistant Professor-Economics,
Chairperson-Graduate Program (PGDM)
& Examination, Student Grievance
Redressal, Anti-Ragging Squad and
Area Chairperson (Economics).



DR. AMRITA SENGUPTA

Assistant Professor-Quantitative Techniques and Chairperson-Continuing Education, Centre for Entrepreneurship and Start-ups, Area Chairperson-Quantitative Techniques and Warden Girls' Hostel.



DR. SOUVIK BANERJEE

Assistant Professor-Finance and Chairperson-FPM, Library & MDIM Journal



DR. BIKRAMJIT PAL

Assistant Professor-Information Management, Chairperson-BBA, Digital Infrastructure, ERP Implementation and Centre for AI and ML.



DR. NEERAJ SINGHAL

Assistant Professor-Strategic Management & International Business and Chairperson-Students Disciplinary & Student Counselling Committee and Warden Boys' Hostel



DR. SHIVANI SAINI

Assistant Professor, Marketing and Co-ordinator Placement



DR. ABHIJIT PANDIT

Assistant Professor- Marketing, Associate Editor MDIM Journal



DR. VINEET GUPTA

Assistant Professor-Marketing and Chairperson-MDIM Case Research Centre (MDIMCRC)



LEADERSHIP TALK SERIES

Name	Mr. Sk. Armaan
Designation	Senior Manager of Growth Marketing
Company/ Organization	Amazon Pay

Name	Mr. Prateek Dhingra
Designation	Cofounder CEO India Quint
Company/ Organization	India Quint

Name	Mr. Sandeep Bagla
Designation	CEO of Trust Mutual Fund
Company/ Organization	Trust Mutual Fund

Name	Mr. S Ramakrishnan
Designation	Deputy General Manager Human Resources
Company/ Organization	Parle Agro

Name	Mr. Govind Negi
Designation	Global Talent Management Head
Company/ Organization	3 Pillar Global

Name	Mr. Rohith Castelino
Designation	HRBP
Company/ Organization	Elsevier

Name	Ms. Monalisha
Designation	Head - Performance, People Analytics
Company/ Organization	Myntra

Name	Ms. Megha Jamb
Designation	Corporate Communications
Company/ Organization	Arka Fincap Limited

Name	Mr. Debashish Ghosh
Designation	Senior VP and Country Head
Company/ Organization	Berkadia

Name	Mr. Nabin Kumar Lal
Designation	Retirement Benefits Team for Retirement
Company/ Organization	Darashaw

Name	Mr. Indrajeet Chatterjee
Designation	Sr. Associate Director-Talent Acquisition
Company/ Organization	KPMG India

Name	Mr. Rahul Mahajan
Designation	Director Partner
Company/ Organization	People Business Consulting

Name	Ms. Surabhi Prakash Dixit
Designation	Head of campus placement
Company/ Organization	RBL Bank

Name	Mr. Samar Banerjee
Designation	CHRO
Company/ Organization	Star Cement

LEADERSHIP TALK SERIES

SPEAKER NAME	AFFILIATION	TOPIC
Prof. Naveen Gupta	Director, Hindustan Institute of Management and Computer Studies, Agra	Social Conscientization
Dr. Debashree Roy	IIT (ISM) Dhanbad	Perfectly imperfect: how body-positive advertisements in social media foster consumer engagement
Dr. Devinder Mittal	General Manager_AVNL	Navigating the FPM Journey : Reflections & Insights
Prof. Anil K. Gupta	Visiting Faculty at IIM Ahmedabad	Grassroots Innovation and Inclusive Value Chains in Indian Agri-Business
Prof. Christian Koenig	Professor Emeritus, ESSEC Business School & Advisor, Campus de la Transition	Educating for Ecological Transition and Sustainability: A Systemic Approach
Prof. Vasyl Taras	Department Head & Professor, University of North Carolina Greensboro	Research on Global Virtual Teams: Latest Developments, Challenges, and Best Practices
Ms. Natalia Greene	Global Coordinator and co-founder, GARN	Rethinking Sustainability: Recognizing Nature as a Stakeholder
Prof. Bob De Wit	Emeritus Professor, Nyenrode University	Navigating Strategy and Society 4.0: Insights on Leadership, Democracy, and Global Business Futures
Prof. Hinrich Voss	Chair in International Business Management University of Bristol	Global Investment Strategies in a Fragmented World: Navigating Uncertainty and Institutional Complexity
Dr. Dan Le Clair	Chief Executive Officer Global Business School Network	The Future of Business Education
Mr. Eddie Stern	Founder, CEO The Breathing App & Founder, Broome Street Yoga	The Science of Yoga: Inner Peace, Outer Impact
Prof. Sat Bir Singh Khalsa	Associate Professor, Department of Sleep Medicine, Harvard Medical School	The Psychophysiology of Yoga: The Rationale and Evidence for Mental Health Conditions
Dr. Beloo Mehra	Director, BhāratShakti at Sri Aurobindo Society	Yogic Insights for Business Managers and Leaders
Ms. Angela Maria Penagos Concha	Director, United Nations Economic Commission for Latin America and the Caribbean in Bogota	Biodiversity as an Opportunity to Transform the Development Model and Boost Economic Recovery in Latin America and the Caribbean
Prof. Zaheer Khan	Professor in the Department of Strategy & International Business, University of Aberdeen	Publishing with Purpose: Strategies for Crafting Impactful Research for Top Journals
Prof. Helena Barnard	Professor at the Gordon Institute of Business Science	From Theory to Practice: Applying Learnings from the Handbook for Qualitative Research in Emerging Markets
Prof. Richard Tol	Professor at the Department of Economics, University of Sussex	The Economics of Climate Change: Rethinking Policy and Impact in Emerging Economies
Prof. Lilac Nachum	Professor at Leeds University Business School	From Incubation to Impact: Preliminary Evidence from the Tony Elumelu Foundation's Entrepreneurial Acceleration Program in Africa
Prof. Gamze Arman	Senior Lecturer in Occupational Psychology, University of the West of England	Global Talent Mobility: Challenges and Strategies for Expatriates and High-Skilled Immigrants
Prof. Maria Ilieva	Lecturer in International Business at Leeds University Business School	Teaching the Interconnection of the 17 SDGs in Business School
Ms. Shalini Jayakrishnan	Principal HR - DEI & CSR at Infosys BPM	Fostering Inclusive Workplaces & Talent Management at Infosys BPM
Mr. Rajeev Ahal	Director, Natural Resource Management and Agroecology, GIZ India	Climate-Smart Agribusiness: Building Resilient Food Systems through Agroecology and Digital Innovations
Shri Lakko Venkateshwarlu	IAS, Additional Chief Secretary, Government of Uttar Pradesh	Ethical Leadership – Lessons from the Bhagavad Gita
Shri Sai Sambat	Co-founder, Institute of Indic Wisdom, Bengaluru, Karnataka	Ethical Leadership – Lessons from the Bhagavad Gita
Dr. Vikrant Singh Tomar	Convenor, United Consciousness	Ethical Leadership – Lessons from the Bhagavad Gita

LEADERSHIP TALK SERIES

Sl. No.	Speaker Name	Affiliation
1	Ms. Ruchi Dhawan Sharma,	CHRO, Indigo Airlines
2	Dr. Prasad Patki	CHRO, BSES
3	Mr. Arne Lorenzen	Former CEO, EDF Renewables India Pvt. Ltd
4	Shri Salil B Lal	CHRO, Maruti Suzuki India Limited
5	Mr. Abhijit Mukherjee	Former Member of Parliament (LS)
6	Prof. Dr. Jane Alam	Vice Chancellor, Murshidabad University
7	Shri Mohit Kumar	HR Head- Hindalco, ABG
8	Mr. Madan Mohanka	Chairman, Tega industries
9	Prof. T.G. Sitharam	Chairman, All India Council of Technical Education (AICTE)
10	Ms. Ekam J Singh	IAS, SDO, Jangipur
11	Mr. S. Suresh Kumar	IAS, Chairman, Damodar Valley Corporation (DVC)

Sl. No.	Speaker Name	Affiliation	Topic
1	Prof. Richa Tiwari	Assistant Professor at Pondicherry University and Chair of Sri Aurobindo	Leadership in the age of Fire: Sri Aurobindo and the rise of conscious leadership.
2	Swami Vedatitananda Maharaj	In-charge of Polytechnic College & Skill Development Centre at Shilpamandira, Ramkrishna Mission and Math	Tools of efficiency for a student
3	Ms. Sangeeta Talwar	Interim Chairperson BoG, MDI Society	Leadership and Q&A
4	Prof. Shailesh Shirali	Director Sahyadri School, Krishnamurthi Foundation India	Self-Inquiry and Ethical Leadership: What can we learn from J Krishnamurthi's teachings?
5	Mr. Pradip Chopra	Chairman of PS Group	The important of entrepreneurship in the era of AI

VISITING FACULTY

Prof. Biranchi Narayan P. Panda

Associate Professor (Law), Xavier Law School, XIM University
Doctor of Philosophy - PhD, Law
Jamia Millia Islamia

Mr. Pranab H Das

Consultant, KPMG India
Master of Business Administration (MBA) National Institute of Technology Agartala

Mr. Ashutosh Kumar

Director of Performance Marketing, dentsu Master of Marketing Management, Marketing Sinhgad Institute of Management and Computer Application

Mr. Havish Madhvapaty

Founder, Havish M Consulting
Post Graduate Programme in Management, Marketing (Major); Finance (Minor)
IILM

Ms. Supriya Biswas

Senior L&D professional

Prof. Naman Sharma

Assistant Professor, Indian Institute of Foreign Trade Kolkata
Ph.D. (Management), Gurukul Kangri Vishwavidyalaya

Prof. Naveen Pol

Associate Professor, ISBR Business School
Ph.D., Kousali Institute of Management Studies

Mr. Vineet Kumar

Senior Professional – People Analytics, Cargill
M.Sc.(Statistics), University of Agricultural Sciences, Bangalore

Prof. Prantik Ray

Professor, XLRI, Jamshedpur
MBA(Finance), MA (Economics), DBF(ICFAI)

Prof. Vidhu Gaur

Ph.D. English Literature from University of Kota, Rajasthan
Associate Professor, Strategy & General Management, MDI Gurgaon

Prof. Parul Gupta

Ph.D. (Law), Faculty of Law- Jamia Millia Islamia, New Delhi
Associate Professor, Business and Labour Laws Strategy and General Management, MDI Gurgaon

Prof. M Shameem Jawed

Associate Professor, Indian Institute of Management, Visakhapatnam
FPM (PhD) in Finance & Accounting from IIM Indore

Prof. Jayanta Kumar Seal

Ph.D. in Portfolio Management and Security Analysis, Rabindra Bharati University
Professor, Indian Institute of Foreign Trade

Prof. Imlak Shaikh

Associate Professor, Accounting & Finance, MDI Gurgaon
Ph.D. from Indian Institute of Technology Bombay (IIT-Bombay)

Prof. Bibek Roy Choudhuri

Ph.D. (Economics), JNU, New Delhi
Associate Professor, Economics, IIFT-Kolkata

Prof. Amitava Ghose

M.A in Economics (Calcutta University)
Professor of Economics, HOD of Department of Commerce, Heritage College

Prof. Chinmoy Ghosh

Department Head
Gladstein Professor of Business and Innovation
Finance
University of Connecticut

Prof. Rajib Dooger

University of Washington, Bothell

LEARNING BEYOND CLASSROOMS

CLUBS & COMMITTEES

MARKRONE

The Marketing Club

An adept communicator, the mind of a strategist, and an intellect full of titillating ideas. The amalgamation of such virtues—one becomes an ace marketer. MarkKrone, the Marketing Club of MDI Murshidabad, stands for all these virtues and more. A club run by and for the students, created with the purpose of grooming the marketing talent of fellow students in tandem with keeping them abreast of events across the marketing universe and providing a platform to the marketing enthusiasts to showcase their skills in every possible vertical. Through marketing events and social media presence, MarkKrone looks to inspire, educate, and entertain marketing enthusiasts to explore and excel with their creative and critical thinking abilities through a platform of expression and collaboration. We also eagerly look to create opportunities for growth throughout the spectrum by collaborating with industry stalwarts and peers in the marketing community.



FINARTHA

The Finance & Economics Club

The Finance & Economics Club promotes finance-related activities and careers throughout the MDIM community. As one of the largest clubs on campus, it caters to a wide variety of finance-related interests, particularly investment banking, sales and trading, private wealth management, and corporate finance. The committee works with the objectives of increasing interest in finance among the MDIM students and helping them in getting a better understanding of the subject.



OPCELLENCE

The Operations & Analytics Club

Operations & Analytics Club of MDI Murshidabad, Opcellence, is dedicated to empowering students to excel in the dynamic field of Operations Management. As a hub of innovation, it fosters creativity and sharpens analytical skills through activities like brainstorming sessions, case discussions, simulation games, quizzes, and publications. With a focus on achieving operational excellence, Opcellence nurtures talent and transforms ideas into impactful execution.



HRUDBHAV

HR & Strategy Club

HR & Strategy Club at MDIM aims to provide a platform for students to learn basic concepts and the latest trends in the field of human resources through a practical approach with the help of various effective tools such as role play, HR summits, management games, and guest lectures by professionals. This HR club has evolved out of numerous ideas and hard work of students. The club focuses on the development of all the basic HR skills not only for the people in the field of HR but for all the stakeholders.



SVADHYAYA

Yoga, Meditation & Well-being Club

Svadhaya, the Yoga, Meditation & Well-being Club of MDI Murshidabad, is dedicated to promoting physical fitness, mental wellbeing, and emotional balance through the timeless practices of yoga and meditation. Rooted in India's rich cultural heritage, the club organizes engaging events and activities to impart the knowledge of yoga in a fun and accessible way.

Vision:

To cultivate an environment where individuals achieve physical fitness, mental calmness, personal growth, and spiritual truth by the medium of the rich cultural heritage of yoga.

Mission:

To inspire students to embrace yoga and meditation as a way to stay physically fit, mentally strong and emotionally stable, while providing them with all possible assistance to adopt & avail the benefits of yoga. Rediscover harmony, balance, and self-awareness with Svadhaya!



COMPETE-UP (INTER-COLLEGE COMPETITIONS)

The competition club of MDI Murshidabad

Aim- To enable the eligibility or participation channels and ensure full participation in corporate and inter B-school Case Study Competition organized by various Global Organization for selected B- Schools.

Objective-

- Open participation channels for Case Study competitions, specifically the corporate ones
- Do Case Solve via Workshops
- Create in-house case study to solve and organize intra-college case competitions via D2C/ InsidellM portals
- Organize GL on Corporate Case Study Solving Strategies

Plan of Action: The club would integrate with D2C portals and various other channels for maintaining proper flow of information at the nick of time to ensure the availability and active participation in corporate case study competitions. The club will focus on organizing workshops on Case Study strategies, Simulation games in near to real time scenarios.

The plan of action and the time of the workshops are kept, keeping in consideration of various activities of the other clubs and committees. Having a firm grip on the approach and proper guidelines to crack the respective case studies will equip the students with how the knowledge is to be used in the real world which would put the students in a better position for placements.



PRAYAS

The Social Responsibility Club

Social responsibility has become increasingly important to companies over the last several years. Whether it is by empowering women, helping the environment, or trying to end poverty, more and more companies are incorporating social responsibility into their overall business strategy. Prayas, the CSR committee at MDI Murshidabad, which is a student-driven body, aims to make the future managers socially responsive by organizing various events that are in tune with the problems of the society.



DARPAN

Theatre and dramatic club, MDI Murshidabad is where talent shines, bringing stories to life and stirring emotions through the power of performance. Its flagship event, Aagaz, leaves lasting memories that everyone treasures. Drama is a mesmerizing art form that transcends the limits of reality, offering a deep dive into human emotions. It serves as a powerful medium where actors embody characters, and each scene transforms into a canvas of compelling storytelling, enchanting audiences with the magic of the theater.



UPSART

- The Art Club of MDIM. The passionate artists have come together to celebrate creativity and innovation, bringing unique perspectives to the world of art.

Through workshops, exhibitions, and collaborative projects, the club aims to inspire and celebrate diverse perspectives in the world of art. It encourages the students to understand the transformative power of artistic expression.



ACADEMIC COMMITTEES

PLACECOM

Corporate Communications & Placements Committee

At MDI Murshidabad, our Placement Committee plays a vital role in ensuring that our students receive the best possible placement opportunities. We take immense pride in our team, comprising students and Faculty members, who work tirelessly to facilitate seamless recruitment processes for both our students and corporate partners. Our mission is to foster strong industry connections, offer personalized career guidance, and equip our students with the essential skills required to excel in their chosen careers. We strive for 100% placement assistance, empowering our students to achieve their career aspirations. Our team works closely with corporate partners, alumni, and students to ensure that our placement process is tailored to meet the needs of all stakeholders. We take a proactive approach to building relationships with leading organizations, facilitating mutually beneficial connections that drive growth and success. Our placement record boasts an impressive array of top-notch opportunities, attracting leading organizations from across industries. Our alumni network is a testament to our success, with many going on to achieve great things in their careers.

ANNEXES

The Alumni Relations Committee

An alumnus is an asset to any educational Institution in this cosmos. Be it Stanford or Wharton, every famous B-school cherishes its big alumni base and puts in immaculate efforts in keeping it intact and engaged. Annexes - The Alumni Relations Committee of MDIM came into being in the year 2018 with the sole motive of maintaining a healthy relationship with the pass-outs and furthering an association with them for common good. Annexes maintains alumni data, organizes alumni meetings, facilitates alumni guest sessions, and paves the way for an effective affiliation with the graduates, thus creating a holistic environment of growth for the stakeholders of the Institution.

SYNDEKON

The PR, Media, and Web Committee

Syndekton is a student-driven body instrumental in building, strengthening, and sustaining the brand of MDI Murshidabad among current students, aspirants, alumni, recruiters, and other stakeholders of the MDI fraternity across corporate landscapes. It is responsible for facilitating the endeavor of Corporate and Academia connect by coverage of the conclaves, guest lectures, workshops, and other such interactive events. The Institute's social media handles, like Facebook, LinkedIn, Twitter, Instagram, YouTube, and Quora, as well as the website (www.mdim.ac.in), are managed by Syndekton.



SPORTS & CULTURAL COMMITTEE

SPORTSCOMM is the sports committee of MDIM which is responsible for all the sporting activities and also organizes events from time to time, which are beneficial for both the physical and mental health of the students, professors and staff. We also represent the institute in external tournaments and competitions.



HOSTEL AND MESS COMMITTEE

- To ensure hygiene, quality, variety and balanced healthy food in canteens and cafeterias
- Plan and customize menu in each trimester subject to available budget.



CLUB & COMMITTEE EVENTS

Burnout 7.0

By Sportscomm

On March 12th, 2025, **Management Development Institute Murshidabad** hosted the highly anticipated Power Smash tournament as a part of Burnout 7.0, organized by **Sportscomm - MDI Murshidabad**, the sports committee of MDI Murshidabad. The event featured an intense display of skill, agility, and strategic play, bringing together participants from across the institution for a memorable badminton competition.

In the Boys' Category, the Nocturnal OGs triumphed, demonstrating exceptional coordination and sharp reflexes, while Team Badman secured the position of runners-up after a commendable performance. In the Girls' Category, the Rocket Rebels emerged victorious, displaying remarkable speed, precision, and teamwork, with the Net Warriors finishing as runners-up, showcasing resilience and determination.

Power Smash 2025 served as a platform to celebrate not only athletic excellence but also the spirit of sportsmanship, leaving a lasting impression on all involved.



Brain Brawl 2.0

By Upsart- The Art Club of MDIM

Upsart- The Art Club of MDIM successfully organized Brain Brawl 2.0, an engaging fusion of art and intellect that brought together creative minds for an evening of competition and camaraderie. Held on 11th March, the event witnessed an intense battle of wits, where participants showcased their artistic flair and quizzing prowess.

A heartfelt thank you to all the participants for their enthusiasm and creativity, making the event a resounding success. Congratulations to Team Rooh-E-Rang for emerging as the winner!



Blood Donation Drive

By Prayas - Social Responsibility Committee

Prayas - Social Responsibility Committee, MDI Murshidabad successfully organized a Blood Donation Drive on 6th March 2025, reinforcing our commitment to giving back to society. This year, we witnessed a greater number of volunteers stepping forward, with 67 donors contributing to this noble cause.

As the saying goes, "The gift of blood is the gift of life." Every donor played a crucial role in supporting those in need, embodying the values of compassion and selflessness. The event was made possible through the dedicated efforts of our volunteers and the invaluable support of the local team of doctors and nurses, whose expertise and care ensured a smooth and safe donation process.

MDI Murshidabad sincerely thanks all donors, volunteers, and medical professionals for their generous contributions in making this initiative a success.



HULT Prize

By E Cell MDI-M

On March 3rd, E Cell MDI-M, the Entrepreneurship Cell in collaboration with the HULT Prize MDI Murshidabad successfully organized a 5 km marathon on campus. The event saw active participation from over 70 individuals, including students, administrative staff, and members from various campus teams, fostering a sense of unity and well-being across the institution.

The winners in the men's category were Govind Das, Sanatan Hazra, and MANI BHUSHAN, who secured the first, second, and third positions, respectively. In the women's category, Neha Katiyar took first place, with Dr. Manya Malhotra and Adite Pandey finishing in second and third positions, respectively. This marathon served as an opportunity for participants to showcase their physical endurance and commitment, reflecting the values upheld by Management Development Institute Murshidabad.



MSL 2025

By Analytica - The Analytics Club of MDI Murshidabad

Management Development Institute Murshidabad successfully hosted MSL 2025, a virtual IPL player auction organized by **Analytica - The Analytics Club of MDI Murshidabad**, from 24th to 26th February 2025. The event saw active participation from 15 senior teams and 11 junior teams, each comprising 4-5 participants. Every team was allocated a budget of 100 crores for the auction. Over the course of three days, teams demonstrated their decision-making abilities, budgeting skills, and cricket knowledge as they worked to build the most competitive IPL team from a pool of 226 players available for auction.

MSL 2025 was structured to cater to both senior and junior participants, with separate sessions designed for each group. This format ensured fair competition while encouraging the application of strategic thinking and financial management. The event provided a unique platform for participants to refine their analytical and decision-making skills, further enhancing their understanding of both cricket and the intricacies of team-building in a competitive auction environment.



Vritti Yudh 2.0

By SpeakOn

On January 23, 2025, **SpeakOn MDI-M** the public speaking club at **Management Development Institute Murshidabad** organized its flagship event, Vritti Yudh 2.0, featuring three competitive rounds: crossword puzzles, a spell bee, and a debate.

After a challenging competition, the following teams emerged as winners: Laxmi Cheat Fund, Rubix Cube, and MC-III. Their exceptional performance reflects their strong communication skills and intellectual agility.

With the successful completion of this event, SpeakOn has once again demonstrated its dedication to empowering the students to become more effective leaders and communicators.

MDI Murshidabad congratulates the winners and looks forward to more such activities that foster critical thinking and intellectual dialogue, supporting the personal and professional development of its members.



Recess Rapture Rally 2.0

By Hostel and Mess Committee

The **Hostel and Mess Committee of Management Development Institute Murshidabad** successfully organized Recess Rapture Rally 2.0 on 25th January 2025, a fun-filled event that brought together excitement, challenges, and teamwork.

The event featured four engaging rounds, ranging from entertaining games to daring tasks such as eating the fiery Jolo Chips and spicy fuchkas. With 21 teams participating, the competition was fierce and spirited.

In the end, Team Nocturnals claimed the winner's title, followed by Team Quad Squad as the first runners-up and Team Last Minutes securing the third position.

Management Development Institute Murshidabad extends hearty congratulations to the winners and all the participants for making this event a success!



Makar Sankranti

By AAKRITI - The Cultural Committee of MDI Murshidabad

The vibrant energy of Makar Sankranti came alive as **AAKRITI - The Cultural Committee of MDI Murshidabad**, hosted the much-loved kite festival, celebrated with enthusiasm and joy by the entire community.

The sky turned into a beautiful canvas of colorful kites as students and faculty participated with cheerful spirits. The sound of laughter and friendly competition filled the air as everyone showcased their kite-flying skills. The event brought people together, spreading happiness and capturing the essence of togetherness and celebration.

CORPORATE EVENTS

Ameya (Corporate Talk Series).

Interactive session conducted at MDI Murshidabad campus. Conducted round the-year, it features participation across corporates.

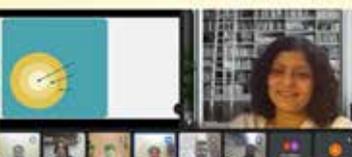


MDI PLACEMENT COMMITTEE

बलद्युषा

कार्पोरेट इवेंट्स

Myntira



Ms. Monalisha
Head - Performance, People
Analytics, Talent Branding and PMO

DATE: 3rd December 2024

MDI PLACEMENT COMMITTEE

बलद्युषा

कार्पोरेट इवेंट्स

Parle Agro



Dr. S. Ramakrishnan
Deputy General Manager
Human Resources

DATE: 23rd November 2024

MDI PLACEMENT COMMITTEE

बलद्युषा

कार्पोरेट इवेंट्स



Mr. Sandeep Bag
Chief Executive Officer

DATE: 20th November 2024



FLAGSHIP EVENT OF MDI MURSHIDABAD SAMVAAD 2025

Syndekon, the Public Relations, Media, and Web Committee of Management Development Institute Murshidabad, successfully conducted Samvaad, the flagship event of the Institute, on January 3, 2025. The most anticipated event brought together an exceptional panel of 12 distinguished professionals, including CEOs, directors, and department heads, who shared their insights and expertise on the theme, "How Storytelling Helps in Brand Strategy and Content Marketing?"

The day commenced with a welcome address by the Director, Prof. (Dr.) Ajay K Jain, who highlighted the significance of Samvaad in fostering intellectual discourse and enhancing MDI Murshidabad's legacy. Prof. Jain highlighted the forthcoming collaboration between MDI Murshidabad and the Asian Business School, Bangkok. The Chief Guest, Smt. Ekam J. Singh, IAS Officer and SDO of Jangipur, graced the occasion with her presence, along with Dr. Chetan G K, Chairperson of the Organizing Committee. The inaugural session was marked by the traditional lamp-lighting ceremony, accompanied by the Faculty members and distinguished guests.

The event featured two engaging panel discussions, where the panelists delved deep into the intricacies of storytelling as a tool in brand-building and content marketing. Adding further value to the event, Mr. Vinay Kanchan, a renowned Author, as a keynote speaker, delivered an inspiring session on "Getting Your Mind to Fly," offering fresh perspectives and innovative approaches to creativity and storytelling. Samvaad 2025 inspired the audience with practical takeaways, fostering MDI Murshidabad's commitment to bridging academia and industry.



INTERNATIONAL CONFERENCE ON CHANGING BUSINESS PARADIGM (ICCBP 25)

Management Development Institute Murshidabad successfully hosted the 5th International Conference on Changing Business Paradigm (ICCBP 2025), chaired by **Dr. Biranchi Narayan Swar, Professor, Marketing,** and **Dr. Neeraj Singhal, Assistant Professor, Strategic Management,** from **January 9-11, 2025.**

With the theme *“Integrating Sustainability, Technology, and Research for Value Creation,”* the conference began with an inaugural session led by **Prof. (Dr.) Ajay K Jain, Director, MDI Murshidabad,** and was graced by distinguished dignitaries such as **Prof. Prem Vrat Chairman, BOG, DMSIE, IIT(ISM) Dhanbad** and **Prof. Sunil Shukla Director General, EDII Ahmedabad**

The three-day event witnessed the participation of over 120 delegates from across the globe, with 41 research papers presented across 7 tracks chaired by 14 renowned academicians. The conference concluded with an inspiring keynote address by **Prof. Yogesh Upadhyay, Vice Chancellor, ITM UNIVERSITY, GWALIOR** and a comprehensive summary of discussions presented by Dr. Biranchi Narayan Swar.

ICCBP 2025 successfully facilitated thought-provoking discussions, valuable insights, and interdisciplinary collaboration, marking a significant contribution to academia and industry.

MDI Management Development Institute

INTERNATIONAL CONFERENCE ON CHANGING BUSINESS PARADIGM (ICCBP) - 2025

CONFERENCE CHAIRS

- Prof. Ajay K. Jain
Director, MDI Murshidabad
- Prof. Biranchi Narayan Swar
- Prof. Neeraj Singhal

KEYNOTE SPEAKERS

- Prof. Amit Sareen
- Prof. Anjaia Kalsie
- Prof. Biswajit Das
- Prof. Hitesh Shukla
- Prof. Mamta Mohapatra
- Sh. Mussarat Hussain
- Prof. Pooja Lakhanpal
- Prof. Prem Vrat
- Prof. Ramendra Singh
- Prof. Rajat Agarwal
- Sh. Rajiv Gulati
- Prof. Rajesh Kr Singh
- Prof. Rasananda Panda
- Prof. Sanjeet Singh
- Prof. Sunil Shukla
- Prof. Vijay Kumar Shrotrya
- Prof. Yogesh Upadhyay

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INTERNATIONAL CONFERENCE ON RESILIENCE AND SUSTAINABILITY PERFORMANCE (ICRSP 2024)

Management Development Institute Murshidabad successfully hosted the **International Conference on Resilience and Sustainability Performance (ICRSP 2024)**, a two-day conference that brought together researchers, academicians, and practitioners from around the world.

The conference was inaugurated by the Director of MDI Murshidabad, **Prof. (Dr.) Ajay K Jain**, chaired by **Dr. Niharika Gaan** and **Dr. Amrita Sengupta**, followed by eminent keynote speakers.

Day 1 featured presentation by Key Note Speakers **Dr. Smriti Anand**, **Dr. Linda Manning**, **Dr. Gopal Mahapatra**, **Dr. Swetketu Patnaik**, three research tracks followed by two interactive workshops by **Dr. Arpan Kar** and **Dr. Abhishek Behl**, offering a platform for knowledge exchange, dissemination, and creation.

Day 2 continued with four additional research tracks and a workshop session by **Dr. Sacha Kraus**, ending in a valedictory address. It offered an international platform for showcasing innovative research in resilience and sustainable performance, fostering the exchange of ideas, appreciation of research talents, and motivation for research scholars, academicians and practitioners.

The success of the conference reflected MDI Murshidabad commitment to promoting academic excellence and addressing global sustainability challenges.

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD
प्रबंधन विकास संस्थान मुर्शिदाबाद

INTERNATIONAL CONFERENCE ON RESILIENCE AND SUSTAINABLE PERFORMANCE (ICRSP-2024)

HOSTS

- Dr. Ajay K. Jain**
Director, MDI Murshidabad
Pioneer ICRSP 2024
- Dr. Niharika Gaan**
Assistant Professor, MCIU
Lucknow, India
- Dr. Amrita Sengupta**
Assistant Professor, SCDSE
Chennai, India

KEYNOTE SPEAKERS

- Dr. Smriti Anand**
Professor of Management
British Institute of Technology
- Linda D. Manning**
Director CSR
Christopher Newport University
- Dr. Swetketu Patnaik**
Head of School, ISFL
Anglia Ruskin University, UK
- Dr. Gopal P Mahapatra**
Chairperson, CS & HRU
BHU Bangalore

WORKSHOP SESSIONS

- Prof. Dr. Sacha Kraus**
Faculty of Economics & Management
Free University of Bozen-South Tyrol
- Dr. Abhishek Behl**
Associate Professor
Kerala Business School
- Prof. (Dr.) Arpan Kar**
Management Studies
IIT, Delhi

DATE
08 - 09 December

LOCATION
MDI Murshidabad

MODE
Online

Social Media: @MDIM_Official, @mdimofficial, @mdimurshidabad, bschool/mdimurshidabad

PLACEMENT PROCESS



PRE-PLACEMENT TALKS (PPT)

PPTs provide a platform to facilitate interaction between students and companies, so that both can find the best match according to their aspirations and requirements. For effective communication, the latest technical equipment can be made available on campus on request. The campus also has video conferencing facility. The dates for the PPTs can be obtained from the placement Office. We value any company taking some time out to get to know our students better, and giving an opportunity to our students to know more about the company in turn.



PRE-PLACEMENT OFFER (PPO)

A pre-placement offer or PPO, post the summer internship, is a much cherished job offer before final placements. An exposure of 8 weeks gives both the organization and the student an opportunity to gauge each other's compatibility. The firms can communicate to the Institute, their decision to offer the PPOs before the Placement Week commences. However, in the event that the company does not have any internal rules governing this process, the students' decision will be communicated to the company either after the Placement Week is over or at its assigned time slot during the Placement Week.



LATERAL AND FRESHER RECRUITMENT

The Institute does not have separate lateral and fresher recruitment process. Hence, both processes commence simultaneously and run during the placement week of the Institute.



STUDENTS PROFILE

The Institute follows a standard format for all the students applying to various companies. A company can place a request for the CV's in the Institute's format for any other specific format, in hard or soft copies as desired.

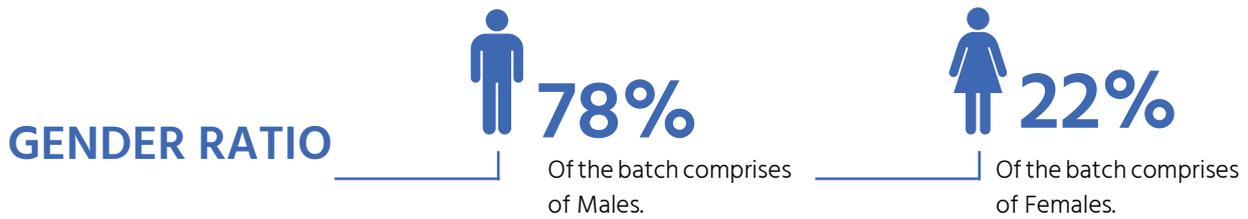


PROMINENT RECRUITERS

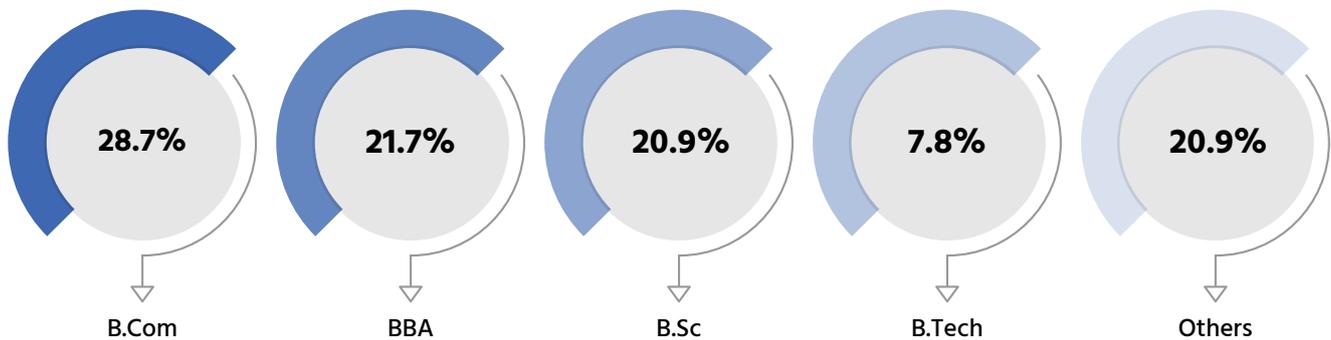


BATCH DEMOGRAPHICS

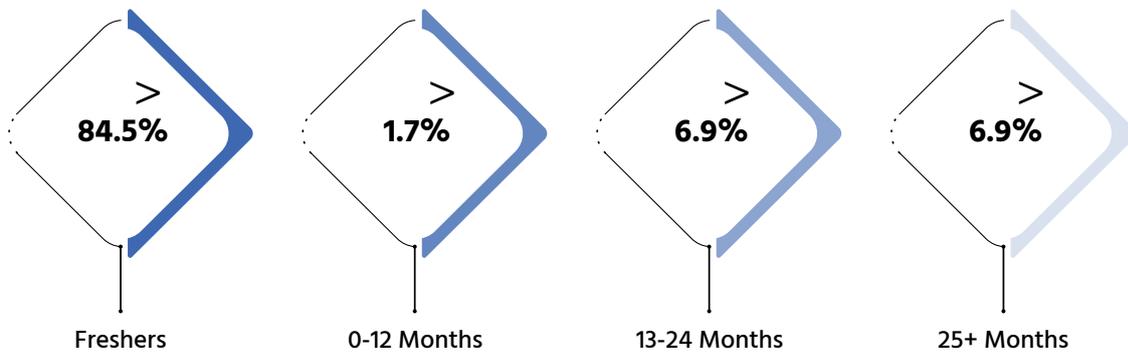
BATCH DEMOGRAPHICS



ACADEMIC BACKGROUND (2024-26)



WORK EXPERIENCE



STUDENT PROFILES (2024-26)

Abhishek

B.Pharma (Pharmacy)
Work Experience: (24-36 months)
Indraprastha Apollo Hospital

Summers: Duroply Industries Limited, Marketing and Sales Intern
Title: The Strategic Role of Experiential Marketing in Building B2B Brand Equity: A Study in the Wood Industry with Special Focus on Veneer Products



Adharsh U V

BBA (Finance)
Work Experience: (1-12 months)
Scott Lumin Pvt Ltd

Summers: EVM Skoda, Marketing Intern
Title: Enhancing Marketing Effectiveness for Skoda with a Focus on the New Skoda Kodiaq Launch



Akshay Sharma

B.Tech (Electrical Engineering)
Work Experience: (24-36 months)
Current Infra Project Limited

Summers: AU Small Finance Bank Limited, Finance Intern
Title: Finance & Accounts Dept.



Anish Jaywant

B.Com
Work Experience: (24-36 months)
5PAN Universal Pvt. Ltd.

Summers: The Practice Centre, Marketing Intern
Title: Raw to Radiant: The Pre-Production part of a Skincare Venture



Mani Bhushan

B.Com
Work Experience: (12-23 months)
Arcgate Technologies

Summers: Duroply Industries Limited, Sales Intern
Title: Market Penetration and Sales Strategy for Premium Plywood Products in Tier-2 Cities: A Case Study of Duroply in Gwalior.



Pranav Kr. Shukla

B.A (English Hons.)
Work Experience: (24-36 months)
IMS Learning Resources Pvt Ltd

Summers: Kellanova, Marketing Intern
Title: Maximizing Shopper Value through Perfect Store Activation: A Study at Kellogg's



Rahul Panja

BSc. Honours
Work Experience: (1-12 months)
Amazon Development Center India Pvt. Ltd

Summers: Tata Telebusiness Services, Marketing and Sales Intern
Title: Quantitative Assessment of Lead Generation Effectiveness in B2B Telecom Sales.



Pratyush Bhattacharya

Bsc. (Economics)
Work Experience: (12-23 months)
Bajaj Finserv, Utkarsh Small Finance Bank

Summers: Tata Telebusiness Services, Marketing and Sales Intern
Title: B2B IT Service requirement and Market Share in ILL across SME's in Pune



Sahil Sinha

BA (Economics)
Work Experience: (24-36 months)
MENTORS EDUSERV PVT. LTD 20 Months, UNACADEMY 6 Months

Summers: The Practice Center, Marketing Intern
Title: Raw to Radiant: The Pre-Production part of a Skincare Venture



Shahinoor Rahman

B.Com (Accountancy)
Work Experience: (1-12 months)
Rebin Infotech

Summers: Mike Bags & Smily Kiddos—A Rotomaker Company, Marketing Intern
Title: From insights to Impact—Using Brand Strategy, Research, and Promotion to grow Mike Bags



STUDENT PROFILES (2024-26)

Tanishq Arora

BA (Economics)
Work Experience: (12-23 months)
 Shree Balaji Biomedicals Pvt. Ltd.
Summers: KPMG Advisory, KPMG India, WASH, Government & Public Service
Title: Who Keeps the Taps Running? Rethinking O&M Finance in India's WASH Future



Anchal Raj

BBA
Work Experience: (24-36 months)
 Amazon(18 Months),
 Teleperformance (13 months)
Summers: The Practice Center, Marketing Intern
Title: Raw to Radiant : The Pre-Production part of a Skincare Venture



Ansh Aggarwal

BBA
Work Experience: (12-23 months)
 Litterfam LLP
Summers: Bluestone, Marketing Intern
Title: Enhancing Retail Efficiency and Customer Experience



Arijit Banerjee

B.Sc. (Industrial Fish and Fisheries)
Work Experience: (12-23 months)
 Eye House Pvt. Ltd (August, 2022 - May, 2024)
Summers: Ashok Leyland Pvt. Ltd., Strategy Intern
Title: Problem Analysis and Solutions of Low Free Service Adherence in Ashok Leyland



Kaushal Kushwaha

B.Tech (Mechanical Engineering)
Work Experience: (12-23 months)
 1- New Janta Metals- 6 Months, 2- A.G. Industries Pvt. Ltd- 7 Months
Summers: Volvo-Eicher Commercial Vehicles Ltd., Sales and Marketing Intern
Title: Study of the car carrier segment & the opportunity for Eicher trucks.



Kajal Kumari

B.Com (Accounts honrs.)
Work Experience: (12-23 months)
 Shri Balaji Biomedical pvt. Ltd.
Summers: Mecon Ltd., HR Intern
Title: SOP creation for recruitment of management trainees at Mecon Ltd.



Kaveesh Garg

B.Com
Work Experience: (1-12 months)
 Rakesh R Garg & Associates.
Summers: Paterson securities, Finance Intern
Title: Equity Derivatives and Market Risk



Kritman R Goel

BBA (Marketing)
Work Experience: (24-36 months)
 South India Agencies
Summers: Bidso India Pvt. Ltd, Marketing Intern
Title: From Benchmarks to Brand Power: A Strategic Landscape of the Outdoor Toys Category



Pratiti Roy

BSc (Botanys)
 MSc
Work Experience: 36+ months
 Hotel Royal Heritage (30months), Rudra International School (12 months), Thakur Vidyamandir Global School (14 months)
Summers: Tata Steel Downstream Products Limited, Marketing Intern
Title: Opportunities for Network and Server Racks in the Indian Data Centre Market



Sanatan Hazra

B.Com (Accounting & Finance)
Work Experience: (12-23 months)
 Tata Cosultancy Services
Summers: Infrastructure Development Corporation (Karnataka) Limited (iDeCK), Finance Intern
Title: Financial Feasibility Analysis of a Floating Solar Project at Kadra Dam



STUDENT PROFILES (2024-26)

Adite Pandey

B.Sc (Economics)

Summers: Larsen & Toubro Construction Ltd, Finance Intern
Title: A Study on Goods and Services Tax in the Construction Industry.



Anjana Ajimon

BA (Economics)

Summers: Jio Creative Lab, Marketing Strategy Intern
Title: Strategic Communication & Branding



Arijit Dey

B.Com (Accounting and Finance)

Summers: NBCC (India) Limited, Marketing Intern
Title: Exploring Key Project-Level Factors Influencing Sales Performance in High-End Residential Developments: A Study of Delhi NCR



Ayan Mitra

B.Sc. (Geography)

Summers: NBCC (India) Limited, Marketing Intern
Title: Analyzing Key Internal Determinants of Sales Performance in Real Estate Premium Residential Projects: A Micro-Market Study of the Delhi-NCR Region.



Bilwamangal Bolagani

BA LLB (Hons.)

Summers: TVS Supply Chain Solutions, Chennai, Supply Chain Management.
Title: Process Improvement at Colgate Palmolive India Limited's Warehouse, Chennai



K. Sindhu Alekya

BAJMC

Summers: Ather Energy, HR Intern
Title: Talent Acquisition Playbook: Design to Deployment, LMS e-modules: Accessible HR Refresh



Koshki Rathore

B.Com (Accounts)

Summers: HDFC Bank Ltd., Management Intern
Title: Assessing the Impact of Financial Literacy Initiatives by HDFC Bank Ltd. on Customer Engagement and Sales Performance in Semi-Urban and Rural India. Equity Derivatives and Market Risk



Md Sadaab Hassan

BBA (HR)

Summers: Tata Steel Ltd, Jamshedpur, HR Intern
Title: Study on Recruitment Process and Analysis



Nishu Raj

BBA

Summers: Kotak Securities Limited, Sales and Marketing Intern
Title: Optimizing Customer Acquisition, Retention, and Portfolio Management Strategies: A Study on Kotak securities



Orooz Fatma

B.Sc (Geology)

Summers: Tata Boeing Aerospace limited (TBAL), Supply Chain Management Intern
Title: Addressing Inventory Imbalance: Strategy for Surplus Reduction – A Case of AH-64 Apache



STUDENT PROFILES (2024-26)

Pitam Podder

B.Com (Accountancy and finance)

Summers: NBCC Services Ltd., Finance Intern
Title: GST Compliance in a Service Oriented PSU.



Ritesh Raj

BBA

Summers: The Supreme Industries, Marketing Intern
Title: Understanding Consumer Preferences and brand loyalty in the Plastic Piping Industry: A Study on The Supreme Industries



Rounak Roy

BBA

Summers: Motilal Oswal Financial Services Limited, Finance and Marketing Intern
Title: Equity Advisory and Business Development



Shivam Bhatnagar

BAJMC (Sound Engineering)

Summers: The Supreme Industries Ltd., Market Research Intern
Title: Research Insights In Lucknow Region



Shubham Verma

B.Com

Summers: Nippon India Mutual fund Marketing Intern.
Title: The role of relationship management in the Mutual Fund Industry



Utpalkant Kumar

BSc (Physics)

Summers: TATA 1mg, Purchase & Planning (Supply chain)
Title: BSES, P23, Dharma, Pre OOS, NPPA, Catalogue pack size



Vaibhav Singh

B.Com

Summers: Nippon India Mutual Fund, Marketing and Sales Intern
Title: AMC Branding and Performance Impact on Investment Decisions: Nippon Case



Md Hanzala

B.Com (Accounting and Finance)

Summers: Kantar, Marketing Intern
Title: Multi-Brand Consumer Insights and Brand Perception Analysis



Parth Bharadwaj

BBA

Summers: Nippon India Mutual Fund, Marketing and Sales Intern
Title: Role of strategic relationship across banking and direct channel



Piyush Kr. Singh

BBI (Banking and Insurance)

Summers: Reliance Jio Infocomm Limited, Marketing Intern
Title: WAVES Summit 2025: Strategic Planning and Execution at Reliance Jio



STUDENT PROFILES (2024-26)

Sachin Kumar

BA

Summers: OYO Hotels & Homes, CXO Office (Sales)
Title: Strategic Listings & Cold Outreach for UK Sublease Properties: Enhancing Occupancy Through Digital Optimization and Direct Engagement.



Salokya Sinha

BBA

Summers: NBCC (India) Limited, Finance Intern
Title: GST Compliance in a Service Oriented PSU.



Sandeep Kumar

B.Sc. (Agriculture)

Summers: Droom, Sales Intern
Title: Improving Sales conversion and trust for quicksell.



Sayan Mitra

B.Sc (Economics)

Summers: Tata Steel Downstream Products Ltd., Marketing Intern
Title: Buying behavior of Industry-Specific Segments & Competitive Landscape Analysis.



Shobhan Kr. Mohapatra

B.Sc (Physics)

Summers: Tata Steel, Marketing Intern
Title: SBQ mapping in eastern region



Snigdha Swain

B.Com

Summers: NBCC (India) Limited, HR Intern
Title: Benchmarking NBCC's HR Practices Against Leading PSUs: A Qualitative Gap Analysis of Recruitment and Policy Frameworks



Tushar Sharma

B.Com

Summers: Kellanova, Marketing and Sales Intern
Title: Maximizing Shopper Value through Perfect Store Activation: A Study at Kellogg's



Shekhar Singh

BBA

Summers: T.V.S. Motors, Marketing Intern
Title: Operational Efficiency and Customer Service Enhancement at TVS Motors Dealership.



Varun Agarwal

B.Sc (Biology)

Summers: Duroply Industries Ltd, Marketing and Sales Intern
Title: Identifying Fine Leads and Potential Future Customers for Duroply Industries Limited.



Abhishek Kr. Singh

BBA

Summers: Duroply Industries Ltd, Marketing and Sales Intern
Title: Identifying Fine Leads and Potential Future Customers for Duroply Industries Limited.



STUDENT PROFILES (2024-26)

Ankur Patil

B.Com

Summers: Krazybee Services Pvt Ltd
Title: Strategic Brand Marketing for KreditBee; Building Trust and Visibility Among Consumers



Aparna Anjali

B.Tech (IT Engineering)

Summers: Mike Bags & Smily Kiddos- A Rotomaker Company
Title: From insights to impact – leveraging brand strategy, research, and promotion to elevate Mike Bags.



Debanjan Mohanty

B.Com (Honors)

Summers: Enigma Holdings
Title: Cost optimization analysis



Dheeroj Kumar Koiri

BBA

Summers: Sai Agro Exim Pvt. Ltd.
Title: Market Expansion Strategy for Indian Agro Exports to Emerging Markets: A Case Study of Sai Agro Exim Pvt. Ltd.



Dhritiman Giri

B.Tech (EC Engineering)

Summers: The Practice Center
Title: Raw to Radiant : The Pre-Production part of a Skincare Venture



Harshita Singh

B.Com

Summers: Stanza Living
Title: Enhancing Customer Experience Through Effective Complaint Resolution and Data-Driven Process Optimization at Stanza Living.



Imon Mandal

BA (Honors)

Summers: Register Karo
Title: Starthub Summit 2.0 & Trademark Registration.



Ishika Dey

B.Sc (Honors)

Summers: Grest
Title: Strategic Shift from B2B to B2C; Designing an Omnichannel Marketing Approach to Enhance Brand Visibility and Consumer Engagement



Kaniska Roy

B.Sc

Summers: Woxen Digital Pvt. Ltd.
Title: The Impact of Digital Marketing on Customer Acquisition Cost.



Kaushal Kumar

BBA

Summers: Bluestone
Title: Strategic Competitor mapping and Competitive Positioning of Bluestone Maninagar



STUDENT PROFILES (2024-26)

Viha Lavekar

BMS

Summers: Grasper Global Pvt. Ltd
Title: Evaluating Sensory Marketing's Role in Enhancing Brand Perception at Nintara Baby



Manish Rai

BBA

Summers: Mirth Media Group
Title: Strategic Audience Segmentation and Content Impact Analysis Using Cluster Modelling and Engagement Metrics



Mukul Niranjn

BA

Summers: Shri Baba Ji Tractors, Authorised Dealer for Mahindra & Mahindra Tractor Limited
Title: Field to Focus – Customer preferences and localized marketing strategy.



Nilay Sarkar

BA

Summers: Satwik Metals Private Limited
Title: Strategic Marketing Intern – B2B Industrial Sector.



Prince Priyanshu

BBA

Summers: Tata Tele Business Services
Title: Analyzing the Effectiveness of Field Visits and Telecalling in Lead Generation and Conversion in B2B Telecom



Rajeev Ranjan Kr.

BBA

Summers: Polyvalent Digital Services Pvt. Ltd
Title: SEO and Website Optimization projects for AIPL Real Estate and Propulpane



Riya Singh

BBA

Summers: Register Karo
Title: Business Development Intern



Rohit Mishra

BA (History)

Summers: Enigma Holdings
Title: Holistic Market Analysis – Decoding Multi-Cap Dynamics, Sector Leadership & Macroeconomic Signals for Strategic Investment Planning



Sandipan Handal

B.Sc

Summers: Cetking Education Private Limited
Title: Market Penetration Strategy through Content Creation and Customer Outreach.



Sayanti Bag

B.Sc (Hons.) Agriculture

Summers: TCG CREST
Title: Evaluating the Appeal of Functional Supplements in the Form of Candies and Gummies Among Consumers.



STUDENT PROFILES (2024-26)

Shaikh Abdullah

B.Com

Summers: N J Invest India
Title: Summer internship and training at NJ Wealth



Shayantan Chakraborti

B.Com (Honours)

Summers: Omnifin
Title: Summer Internship Report on Valuations, Energy Sector Report and Cost of Capital Study.



Shouvik Das

B.Pharma

Summers: Tata Tele Business Services
Title: Market Penetration Strategy for TTBS in the Untapped B2B Telecom Enterprise Services Market: A Field-Based Study in Pune



Simar Saluja

BA (Honors) English

Summers: Grest
Title: Improving Brand Visibility and User Engagement through Data-Driven Marketing Efforts at Grest



Sujeet Kr. Patel

BA

Summers: Register Karo
Title: Client Acquisition and CRM Optimization in Sole Proprietorship and Partnership Firm Registration Services.



Surabhi Singh

BSc.

Summers: Mike Bags & Smily Kiddos- A Rotomaker Company
Title: From Insights To Impact - Leveraging Brand Strategy , Research , and Promotion To Elevate Mike Bags



Swadeep Singh

BBA (Honors)

Summers: Softvyom Consulting Services Pvt. Ltd.
Title: Understanding the Role of Relationship Building in B2B Client Acquisition.



Ujjwal Singh

BA

Summers: Tata Tele Business Services
Title: An Analytical Study on Market Penetration and Lead Generation Strategies for Tata Tele Business Services' ICT Solutions in Pune.



Yash Verma

B.Tech (CS Engineering)

Summers: Shri Baba Ji Tractors Authorised Dealer for Mahindra & Mahindra Tractor Limited
Title: Marketing Intern at Shri Baba Ji Tractors Authorised Dealer for Mahindra



Yuvraj Singh

B.Sc (Biotechnology)

Summers: Tata Tele Business Services
Title: Driving Sustainable Business Growth Through Smart B2B Targeting: A Field-Based Study at Tata Teleservices Business Solution



STUDENT PROFILES (2024-26)

Aman Sharma

B.Com

Summers: Tata Tele Business Services

Title: Analyzing the Effectiveness of Field Visits and Telecalling in Lead Generation and Conversion in B2B Telecom



Ankita Karar

B.Com (Honours)

Summers: BENFED

Title: Sales Data Analysis and Fertilizer Profitability Assessment at BENFED.



Arigala Hemachandra

B.Tech (CS Engineering)

Summers: Bluestone

Title: Analyzing Competitor Strategies and Sales Positioning for Bluestone Karve Road



Arnab Mondal

B.Com

Summers: Woxen Digital Pvt. Ltd.

Title: Analytical Comparison of Traditional Marketing to Digital Marketing



Sanskaar Kapisway

B.Com (Honours)

Summers: BNM Business Solutions LLP

Title: Lead Management and Sales Conversion in Real Estate: A Practical Internship Experience at BNM Business Solutions LLP.



Chiranján Patidar

B.B.A.LL.B.

Summers: Shakti Pumps India Ltd.
Title: Digital Marketing Strategies at Shakti Pumps (India) Ltd. for Solar Water Pumps.



Dulal Roy

B.Com

Summers: Envesty Solutions Pvt. Ltd.

Title: Portfolio Structuring & Macro Trend Analysis



Ishani Ghosh

B.Com (Honours)

Summers: Enigma Holdings

Title: From Market Structure to Strategy: A Comprehensive Study on Retail Trading and Forecast Accuracy".



Jyoti Roy

BBA (Honors)

Summers: Bidso India Pvt. Ltd

Title: Consumer Insights, Product Design and Strategic Brand Engagement for Outdoor Toys at Bidso India Pvt. Ltd



Kishan Kumar

B.Tech (Electrical Engineering)

Summers: Tata Tele Business Services

Title: Developing a Strategic Market Penetration and CRM Optimization Plan for TTBS's B2B ICT Solutions in Pune.



STUDENT PROFILES (2024-26)

Kriti Sachita

BBA

Summers: Grest, Marketing Intern
Title: Building on Omni Channel Marketing Strategy for D2C Growth



Manik Sharma

B.Tech (Mechanical Engineering)

Summers: Mirth Media
Title: Integrated Content Strategy – A Mixed-Methods Approach to Enhancing SEO and Engagement



Md. Sajid Ali

B.Com (Honors)

Summers: Haloocom Technologies
Title: Cost-Benefit Analysis of AI Voice Assistant Integration in Call Centers



Md. Tashleem Quraishi

B.Com

Summers: Haloocom Technologies Pvt Ltd
Title: Strategic Integration of Multilingual AI Voice Bots in Customer Support: A Marketing and Operations Perspective on HEXA AI by Haloocom.



Niraj Kumar

BBA

Summers: Bizzseva Consultancy
Title: Design and Launch a Targeted B2B Lead Generation Campaign for BizzSeva.



Kirti Dharma

BBA

Summers: The Practice Centre
Title: Redefining HR Policy Frameworks for Greater Organisational Coherence and Efficiency.



Prashant Kumar Sahu

BA

Summers: Register Karo
Title: Client Onboarding and Financial Coordination



Rajat Sharma

B.Sc

Summers: Bluestone
Title: Improving In-Store Process Efficiency for Enhanced Customer Experience



Ram Bharose

BA

Summers: BNJ Invest Mutual Fund Distributor
Title: Role of Mutual Funds in Financial Planning & Wealth Management



Rohit Kr. Yadav

B.Com (Honors)

Summers: C.P Milk and Food Products pvt. Ltd.(Gyan Dairy)
Title: Strategic Consumer Engagement and Market expansion. (Handled several project under this title)



STUDENT PROFILES (2024-26)

Rohit Singh

B.Com (Honors)

Summers: Register Karo
Title: Strategic CXO & Investor Outreach for Startup Summit – Client Onboarding & Trademark Promotion



Sandipan Sikdar

B.Sc

Summers: Minimalix
Title: Analyzing Competitive Market Trends for Strategic Business Development at Minimalix



Sauhard Keshari

B.Com

Summers: Bluestone
Title: Understanding Retail Sales Strategies and their Execution for Enhancing Customer Experience in Premium Jewellery Retail.



Shaina Parween

BBA (Honors)

Summers: The Practice Centre
Title: Strategic Harmonization and Optimization of HR Policies and Processes for Organizational Alignment and Effectiveness



Shayan Debnath

B.Sc

Summers: Minimalix
Title: Exploring B2B Business Development Processes and analyzing Competitive market trends for Strategic Business Development



Shiladitya Das

B.Sc

Summers: Flywise
Title: Insights into B2B Sales Processes and Relationship Management and Social Media Manager



Shubhamoy Dey

B.Sc (Honors)

Summers: Enigma Holdings
Title: Bridging Data and Decisions through Financial Forecasting, Market Insights, and Analytics.



Subhadip Mondal

BBA

Summers: Tata Tele Business Services
Title: Competitive Positioning of Tata Tele Business Services in the Pune Business Telecom Enterprise Services Sector



Subhadeep Dhar

B.Tech (CS Engineering)

Summers: Bidso India Pvt. Ltd
Title: Strategic Assessment of ERP Adoption for Bidso's Scaling and Manufacturing



Subham Agrawal

BBM

Summers: Agranika Techlabs LLP
Title: Strategic Lead Generation and Sales Pitching for B2B AV Solutions



STUDENT PROFILES (2024-26)

**Supriya
Kumari**

M.Com

Summers: Mudrex
Title: Optimizing Financial
processes in crypto platforms:
A study on Mudrex



**Yash Raj
Gupta**

BA

Summers: Register Karo
Title: Client & Founder
Onboarding Strategy for
Trademark Services and Investor
Outreach



**Yeshkriti
Singh**

B.Com

Summers: The Practice Centre
Title: Strategic Harmonization and
Optimization of HR Policies and
Processes for Organizational
Alignment and Effectiveness



PLACEMENT OFFICE



Adite Pandey, Anish Jaywant, K . Sindhu Alekya, Kritman R Goel,
Parth Bharadwaj Pranav Kumar Shukla, Sanatan Hazra, Shahinoor Rahman,
Tushar Sharma, Varun Agarwal, Sayan Mitra

PLACEMENT OFFICE

Mr. Santanu Poit
Training & Placement Officer
Mob: 9038891812
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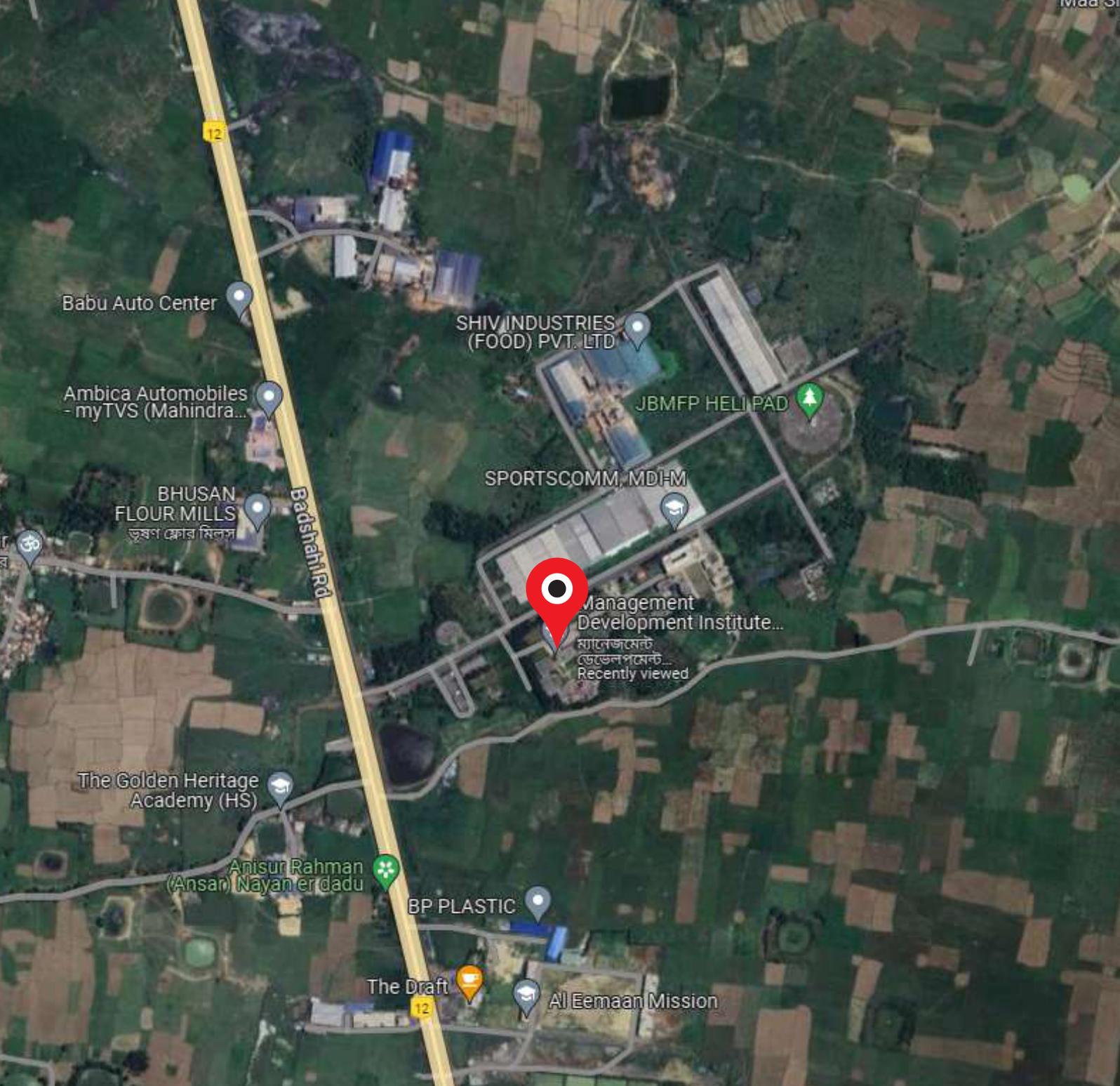


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