



MDI
MURSHIDABAD

Management
Development
Institute



CONSULTANCY BROCHURE 2024-2025

CONSULTING AT MDI

MDI Murshidabad provides consulting services to Public, Private, Govt & NGO. The Institute is primarily driven by team of Faculty who has experiences in academics as well as industry in diversified fields primarily in the area of Strategy, Marketing, Operations, HR, Finance, General Management, Technology, Transformation, Analytics, and Leadership & Sustainability across all Institutes & Geography. It strives to provide quality, cost effective & timely services to its clients that are of strategic values. The Institute brings not only deep functional expertise but also holistic perspective by giving innovative solution that cut across boundaries & silos of any functional areas. The thrust area focuses on the clients' most critical issues & opportunities.

As part of its strong research focus, which makes the MDIM faculty more and more innovative and contemporary, it also supports the research initiatives through its various centers:

- Centre for Excellence Centre for Agri Business & Food Processing
- Centre for Entrepreneurship and Start-ups
- Centre for Artificial Intelligence & Machine Learning

AREAS OF CONSULTING

The major areas of consultancy are Valuation (including Real Option Valuation), Project Appraisal and Finance, Structured Finance, Corporate Finance, Project Consulting by using Enterprise Architecture methodology, Microsoft Project Tool based Project Management, Transformational leadership, Change Management, Conflict Management & Negotiation, Stress Management, HR Audit, Law & Compliances, Employee Job Satisfaction & Engagement, Designing of Training Modules, Investment Avenues and Tax Planning, Investing in Stock Market, IT and IM (Big data, Data mining), Market Risk Analysis, Bank Risk Management & Financial Derivatives, Organization Behavior and Strategic HRM, Applied Optimisation, Applied Statistics, Firm Sustainability, Environmental Management, Accounting and Finance.



OUR ESTEEMED CLIENTS

West Bengal Power Development Corporation Limited (WBPDCL)	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
Triveni Engineering & Industries Ltd.	Suzuki Motors, Gujarat
Ashiana Housing Limited, Delhi	Bank Note Paper Mill India Pvt. Ltd
L&T Construction Heavy Civil Infra Inc	New India Assurance Co Ltd
Orient Refractories Limited	NTPC Limited
BEML Limited Bangalore	United India Insurance Co Ltd
JK Paper Ltd	Oriental Insurance Co Ltd
Coromandel International Limited	United India Insurance Co Ltd
TATA Power	Power Grid Corporation Ltd
TM International Logistics Ltd	Utkal Alumina International Ltd
Mishra Dhatu Nigam Limited	Coal India Ltd
RHI Clasil Pvt Ltd	Eastern Coalfields Limited
Paradeep Phosphates Limited	Northern Coalfields Limited
Bollhoff Fastenings Pvt Ltd	Oil and Natural Gas Corporation
Mazagon Dock Shipbuilders Limited	Indian Oil Corporation Limited
Balmer Lawrie & Co. Ltd	National Aluminium Company Limited
HPCL-Mittal Energy Limited	Hindustan Petroleum Corporation Limited
Shigan Quantum Technology Pvt. Ltd	Administrative Training Institute Government of West Bengal
Rashtriya Ispat Nigam Ltd Vizag Steel	National Aluminum Company Ltd.
GAIL (India) Ltd.	Steel Authority of India Ltd.
Voltas Limited	Berger Paints India Ltd
Bharat Electronics Ltd Bangalore	MSTC Limited
Reserve Bank of India (RBI)	NTPC-SAIL Power Company Limited (NSPCL)
Industrial Finance Corporation of India (IFCI)	Indian Iron & Steel Company (SAIL-ISP)
State Bank of India (SBI)	Trbex Impex Pvt. Ltd.
United Commercial Bank (UCO)	Vivo Mobile India Pvt Ltd.
United Bank of India (UBI)	Victoria Auto Pvt. Ltd.
Allahabad Bank	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.



MILESTONES AT MDIM

1972

- Was initiated with an objective of imparting training programs, set up Training, Consulting & Research activities with the active support of IFCI.

1988

- MDIG launched National Management Programme, a full time residential programme sponsored by Department of Personnel & Training, Ministry of HRD, Govt. of India

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- Full-time Residential Post-Graduate Programme in Management (PGPM) was commenced at MDIG Campus.

2010

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

2011-13

- MDIM started operating from its Kolkata Office & conducted MDPs covering different spectrum of Organizations like RBI, NABARD, SBI, LIC, SAIL, Coal India, IOCL, Berger Paints, L&T Construction etc.

2014

- On 24th August 2014, MDIM Campus was inaugurated by the Hon'ble President of India Late Shri Pranab Mukherjee in order to launch Post Graduate Programme in Management. Classes for the 1st batch (2014-16) of PGPM comprises of 19 students representing different parts of India.

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.

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.

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

2019

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

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

2021

- International Conference on Business Research and Innovation (ICBRI 2021) was held online mode between 26th & 27th February, 2021.
- MoU with EKYA School of Business, France in the month of March, 2021.
- MoU with HYBRIA Institute of Business & Technologies, France in the month of March, 2021.
- Virtual Convocation of first batch of "Executive PG Certificate Program in Product & Brand Management" was held on 14th March 2021.
- Virtual International Conference on Changing Business Paradigm (ICCBP-2021) was held on 19th to 21st March 2021
- MoU with Orebro University Sweden in the month of May 2021.
- MoU with Economics Times (Times Internet Limited) dated 22nd June 2021.
- E-Convocation for the batch PGDM 2019-21 held dated 29th August 2021.
- MoU with University of Petroleum and Energy Studies (UPES) in the month of November
- MoU with HLLPL Learning Pvt. Ltd. on the month of November 2021.
- MoU with NBCC (India) Limited, a Navaratna CPSE dated 24th December 2021.

2022

- 2nd International Conference on Changing Business Paradigm (ICCBP 2022) was held online mode between 21st to 23rd January, 2022.
- 2nd International Conference on Business Research and Innovation (ICBRI 2022) was held online mode between 28th & 29th January, 2022.
- MoU with ESC Clermont Business School, France dated 14th February 2022.
- MoU with Entrepreneurship Development Institute of India, Ahmedabad (EDII) dated 8th February 2022.
- BW BUSINESSWORLD B-School Ranking has ranked MDI Murshidabad among the top B-Schools in the Eastern region
- MBAUniverse.com has Graded MDI Murshidabad as AA (Grade: AA)
- Conducted Research Seminar series "MDIM Cognos" in the month of January, February & March 2022.
- MoU with M/s SEC Academics Private Limited on 28th March 2022.
- * International Conference on Business, IT, and Enterprise Architecture (ICBIT-2023) was held online mode between 16th & 17th December, 2023.

2023

- 3rd International Conference on Changing Business Paradigm (ICCBP 2022) was held online mode between 5th to 7th January, 2023.
- International Conference on Sustainability Development – a Value Chain Perspective- 2023 was held between 3rd to 4th February 2023.

2024

- **The flagship PGDM programme of MDI Murshidabad has been accredited by NBA (National Board of Accreditation) for 3 years 2024-2025 to 2026-2027**
- 4th International Conference on Changing Business Paradigm (ICCBP 2024) was held online mode between 5th to 7th January, 2024.
- 4th International Conference on Sustainability Development – a Value Chain Perspective- 2024 was held between 18th to 20th January, 2024.
- Successfully completed Convocation for batch 2022-24 at Kolkata.



GLIMPSES FROM PAST CONSULTANCY ASSIGNMENTS



Consulting assignment for Balmer Lawrie in 2023.

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.



DR. DEBASIS CHANDA

Acting Director, Dean-Continuing Education and Professor, Operations Management



DR. BIRANCHI NARAYAN SWAR

Dean-Academic, Area Chairperson-Marketing and Professor-Marketing



DR. SUNIL GIRI

Area Chairperson - SCM and Associate Professor, Operations Management



DR. YOGITA ABICHANDANI

Associate Professor, Human Resource Management



DR. PINKU PAUL

Area Chairperson- Finance Associate Professor, Accounting & Finance



DR. CHETAN G. K.

Chairperson - Corporate Communications and Alumni Relations and Associate Professor, Finance



DR. NIHARIKA GAAN

Area Chairperson (OB and HR) and Assistant Professor, Human Resource



DR. PAROMA MITRA

Area Chairperson - Economics and Assistant Professor Economics



DR. AMRITA SENGUPTA

Chairperson-PGDM Area Chairperson-Quantitative Techniques Chairperson-Centre for Entrepreneurship and Start-ups and Assistant Professor, Quantitative Techniques



DR. DEBADITYA MOHANTI

Chairperson-Placement and Assistant Professor, Finance



DR. SOUVIK BANERJEE

Chairperson-MDIM Case Research Centre (MDIMCRC), Research & Library Committee, Editor-MDIM Business Review & Assistant Professor, Finance



DR. BIKRAMJIT PAL

Chairperson-Digital Infrastructure & Computer Centre and Assistant Professor – Information Management



DR. NEERAJ SINGHAL

Assistant Professor, Strategic Management



DR. SUDDHACHIT MITRA

Assistant Professor, Marketing



DR. SHIVANI SAINI

Assistant Professor, Marketing



DR. VINEET GUPTA

Assistant Professor, Marketing



DR. ABHIJIT PANDIT

Assistant Professor, Marketing

CONTACT INFORMATION



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