

No.42/13/2023-3Trg.
HARYANA GOVERNMENT
CHIEF SECRETARY OFFICE
TRAINING DEPARTMENT

Dated, Chandigarh the 18th, October, 2023

To

All the Administrative Secretaries of Haryana State.

Subject: - Management Development Institute - Upcoming Programme Brochures f/m of October & November, 2023.

Sir/Madam,

I am directed to refer to the subject noted above and to inform that a copy of E-mail letter dated 10.10.2023 received from Sh. Ajay Singh, MDP Department, Management Development Institute, Mehrauli Road, Sukhrali, Gurugram-122007 has been uploaded on the CS Haryana Website (<http://csharyana.gov.in>).

It is, therefore, requested to take further necessary action keeping in view of instructions issued vide letter No. 22/38/2010-4Trg dated 21.12.2022.

Yours faithfully,

Bhisham 19/10/23
Deputy Superintendent, Training
for Chief Secretary to Govt., Haryana.

Endst. No. 42/13/2023-3Trg.

Dated, Chandigarh the 18th, October, 2023.

A copy is forwarded to Sh. Ajay Singh, MDP Department, Management Development Institute, Mehrauli. Road, Sukhrali, Gurugram-122007 w.r.t his Email letter dated 12.10.2023 for information.

Bhisham 19/10/23
Deputy Superintendent, Training
for Chief Secretary to Govt., Haryana.

Management Development Institute- Upcoming Programme Brochures f/m of October & November 2023

1 message

Ajay Singh <ajay.singh@mdi.ac.in>
Bcc: branchtrg@gmail.com

Training Branch

Diary No. 134880

Date 11/10/2023

10/10/2023
JFg.

10 October 2023 at 09:46

Dear Sir/Ma'am

Greetings from MDI Gurgaon...!!

We indeed feel grateful to your organization for your faith and continuous support for our Management Development Programmes.

Please find attachment herewith upcoming MDP Programmes for the Months of October 2023 & November 2023 for your kind consideration. I do hope that you will nominate the participants from your esteemed organization for the different programmes listed below, as per your requirement.

We are also pleased to inform you that the following discounts are offered by MDI Gurgaon. The maximum discount offered will not exceed 20%.

- (i) 10% discount on receiving 3-5 nominations in a single programme
- (ii) 20% discount on receiving more than 5 nominations in a single programme

We look forward to a continuous relationship with your esteemed organization and request you to nominate participants in the MDI Gurgaon training programmes.

S. No.	MDP Title	Faculty (Prof./Dr.)	Dates	No. of Days	Venue	Fees (Rs.)
01	Negotiation Strategies: A Win-Win Approach	Neera Jain Niva Bhandari	October 16-18, 2023	3	Campus	40000
02	Leadership for Impact	Anil A. Pathak	November 08-10, 2023	3	Campus	40000
03	Digital Marketing	Kanwal Kapil Avinash Kapoor	November 08-10, 2023	3	Campus	40000
04	Problem Solving and Decision Making	Manoj K. Srivastava	November 20-22, 2023	3	Campus	40000
05	Driving Business towards Sustainability	Rupa Manjari Neetu Yadav	November 22-24, 2023	3	Campus	40000
06	Transforming Organizations Through Proactive People Management Strategies	A. K. Jain	November 20-22, 2023	3	Campus	40000
07	Machine Learning for Managers	Divya Sharma Abhishek Behl	November 22-24, 2023	3	Campus	40000
08	Customer Engagement and Digital Marketing Communications	Vidhu Gaur Ritu Srivastava	November 22-24, 2023	3	Campus	40000
09	Project Management	Ashok Panjwani	27 November- 01 December, 2023	5	Campus	65000
10	Environmental Social and Governance (ESG)	Rupamanjari Sinha Ray Avanish Kumar	29 November – 01 December, 2023	3	Campus	40000

with warm regards,

Ajay Singh

MDP Department

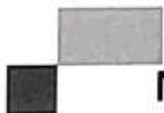
Management Development Institute

Mehrauli Road, Sukhrali, Gurgaon 122 007, India

E-mail :- ajay.singh@mdi.ac.in

Phone: 0124-4560008 (w) Mobile: 09818236652

-  BC-Negotiation Strategies A Win-Win Approach-OCT 2023.pdf
696K
-  MM-Customer Engagement and Digital Marketing Communications-Nov 2023.pdf
652K
-  IM-Machine Learning for Managers-Nov 23.pdf
652K
-  ECO-Environmental Social and Governance (ESG)-Nov 2023.pdf
685K
-  MM-Digital Marketing-Nov 23.pdf
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-  MM-Driving Business towards Sustainability-November 23.pdf
651K
-  OB-Transforming Organizations Through Proactive People Management Strategies- Nov 2023.pdf
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-  OB-Leadership for Impact -Nov 23.pdf
657K
-  OM-Project Management-Nov 23.pdf
645K
-  OM-Problem Solving and Decision Making-Nov 2023.pdf
659K



Negotiation Strategies: A Win-Win Approach

October 16-18, 2023 (Mon- Wed)

MDI Campus Gurgaon

Background

Negotiating deals, managing differences and using influencing skills is one of the most important competencies for professionals at all levels of management. The need to understand processes, strategies and tactics of negotiation has become paramount in the context of market negotiated economy where the need to enhance outcome has to go hand in hand with maintaining relationships.

Negotiating to win-win offers conceptual model, strategic insights, tactical approaches and individual assessment to help participants understand the dynamics of conflict resolution, bargaining and collaborative solutions. The participants develop an ability to effectively manage negotiations in a variety of situations – one to one, team, organizational and inter-organizational.

They develop an understanding of behavior of individuals, groups and organizations in competitive situations and learn to practically deal with it. Participants are able to hone Communication skills for effective negotiation and appreciate nuances of cross-cultural negotiation. That negotiating is an art that can be mastered, is fairly well accepted today. As professionals and organizations work towards mutually beneficial long term relationships, this programme comes packed with knowledge of the subject & skills-training for better performance and insights. The programme has substantive standing as skill based and is being offered in the belief that appreciations and utilization of art and science of negotiations must form a significant part of managerial repertoire.

Objectives

The objective of the three day programme is to equip participants with strategies, tactics and techniques of planning, conducting analyzing business negotiations. The participants will develop a holistic approach to negotiations. Participants will be able to appreciate the role of conflict and its potential to breed both success and failure. They will be able to better deal with the duality of competition and collaboration in the business world. With better knowledge of the concepts and better skills of handling variety of situations, the participants will learn the skill conducting of win-win negotiations.

Contents

The programme will cover the following aspects of Negotiations:

- Nature of conflict and styles of conflict resolution.
- Pre-negotiation, Negotiation and Post negotiation Strategies and Tactics
- Role of Communication and Relationship in Negotiation
- Personal negotiation style
- Efficacy of a win-win negotiating style
- Ethics and negotiation
- Cross-Cultural negotiations

Pedagogy

Every knowledge session will be delivered using either a simulation exercise or a case analysis peppered with tools of self. Skill building will be enhanced using film analysis and video guided role-plays. Sessions are interactive and participants get opportunity to share their challenges and find new ways of dealing with them.

For Whom

The programme is of relevance to all managers who wish to sharpen their interpersonal skills for better results in day-to-day working. It is of vital importance for senior and middle level executives in sales, marketing, HR and other functional areas for general management.

Venue & Duration

The programme is scheduled during **October 16-18, 2023** on a residential basis at MDI Campus, Mehrauli Road, Sukhrail, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **October 15, 2023**, to the forenoon of **October 19, 2023**.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 40,000/- (Rupees Forty Thousand only)** per participant which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Important Dates

The last date for receipt of nominations is **October 04, 2023**. The last date for withdrawal of nominations is **October 05, 2023**. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional Information/enquiry, please write to:

MDP Office,
Management Development Institute,
Post Box No. 60, MDI Campus, Mehrauli Road,
Sector - 17, Gurugram - 122 007, Haryana, INDIA
E-mail : ajay.singh@mdi.ac.in
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Faculty Profile

Dr. Neera Jain

Dean - Administration, Compliance, Institutional Services, Digitization and Finance & Accounts
Professor, Strategy & General Management
Email: njain@mdi.ac.in
Mobile No: +91 - 9818463944

Dr. Neera Jain is Professor in the Business Communication area at the Management Development Institute, Gurgaon. For more than three decades, she has taught and conducted research across prestigious colleges that include engineering and management institutes. At MDI, she is actively engaged in teaching, research, training, and development. She has published a number of research papers in Scopus, ABCD and Thomson Indexed reputed national and international journals and case studies in publishing houses like JVEY and Harvard Publishing. With a keen eye for relevant industry projects, she has completed two externally funded research projects: "Communication Patterns and Personality Types of Indian Women Leaders" and "Crisis Communication in Organizations". She has been on the review board of marquee journals such as "California Management Review" and "Gender in Management". She has been a visiting/ adjunct faculty in many reputed international schools like IAE-AD Graduate School of Management- France, Aarhus School of Business- Denmark, and national ones like IIM Lucknow, and IIT Delhi. She is a prolific trainer and her insightful training modules on Managerial and Leadership Communication, Problem Solving and Conflict Resolution through Negotiation Skills, Story Telling, and Theatre Techniques, Developing Women Leadership and many more have received overwhelming appreciation from participants across various levels of Government, Public and Private Sector organizations like KPMG, PwC, Hyundai Motors, Barclays, Hero Future Energies, Hero Moto Corp, Nucleus Software, Jubilant Food Works, Shriram Pistons and Rings, Oberoi Group of Hotels, Max Life Insurance, Aditya Birla Group, Vodafone, NSPCL (NTPC), CPWD, HAL, RITES, JK Laxmi Cement, NK MINDA, NIC, LIC, BEL, ONGC, JINDAL Steel, BPCL, Central Electricity Authority, IOCL, Bureau of Police Research and Development, etc. She has conducted Training Programmes for companies like Teijin in Japan, National Banking Institute in Nepal and visited the Netherlands, Belgium, France, Germany, and different cities on East Coast in the US for getting training programs conducted for Indian executives. Dr. Neera Jain obtained her M. Phil and Ph. D degrees from Aligarh Muslim University, Aligarh, India in 1990 and 1993 respectively. She is a licensed Practitioner of Neuro Linguistics Programming (NLP) and an accredited trainer on MBTI, a personality Type Indicator, and FIRO-B, an interpersonal relations inventory from Asianic Psychologists Press. She has a Post Graduate Certificate in the Teaching of English (PGCTE) from the Central Institute of English and Foreign Languages (CIEFL), Hyderabad, and has qualified for the National Eligibility Test (NET) of UGC. Dr. Jain received MDI's coveted Award for Best Teacher - "Excellence in Teaching" in 2011; and acknowledged for Best Trainer - Excellence award in 2018, 2020, and 2022; and received the Best Trainer - Excellence award in Training in 2017, 2019, and 2021.

Dr Niva Bhandari

Assistant Professor, Strategy & General Management
Email: niva.bhandari@mdi.ac.in
Phone: 999833960

Dr Niva Bhandari is a Faculty in Business Communications at MDI - Gurgaon with over 15 years of experience in the development, management and presentation of training programme and courses, both nationally and internationally. She is certified Occupational Personality Questionnaire (OPQ) Assessor and a certified Learning and Development professional. She has designed and delivered training in both in-company and open training programmes. For her training, she has received appreciation honours from many organizations in India and abroad. She is also a visiting faculty and trainer with few IIMs and is impaneled as a trusted trainer by a few organizations. Dr Bhandari is a recipient of the "Femina Woman Super Achiever Award 2017" which was awarded to her for her work by Times Ascend, World HRD Congress and the World Women Leadership Congress. Dr Bhandari is a Harvard Business Publishing certified Case method specialist and uses cases extensively for her training. She has presented research papers at various National and International conclaves/conferences in India and abroad including the one at King's College, London-UK in 2010; Academy of Marketing Conference, 2010 at Coventry - UK; 6th Asian Business Research Conference in Bangkok-Thailand, 2013 and another one on Sustainable business practices at Bali- Indonesia, 2014. She has co-authored the book entitled, "The Emerging Themes in Strategies". She is also a member of the Editorial board and reviewing panel of few journals. She has been a Gold Medalist both in her Graduation and her Human Resource Management post graduate course. A senator at her University, she finished her doctorate in Australian Literature and Post-colonial Studies in the year 2006 on Merit Research Scholarship. She has honours, scholarships, and awards from the Ministry of Education and Youth Services, Govt. of India and the Ministry of Human Resources and Development, Dept of Education, Govt. of India.



ABOUT MDI

Established in 1972 as an institute for training, consulting and research activities, Management Development Institute (MDI), Gurgaon, is consistently ranked among the top B-schools of India by reputed agencies and publications.

The Institute has earned accreditation from AACSB International, the world's largest business education alliance. Considered the gold standard for B-schools around the world, the AACSB accreditation will ensure continuous improvement and provide focus for MDI Gurgaon to deliver on its mission, innovate, and drive impact. The Institute already has the distinction of being the first internationally accredited Indian B-school having received accreditation from the Association of MBAs (AMBA), London, in 2005. The following year, the South Asian Quality Assurance Systems (SAQS) too gave accreditation to MDI Gurgaon.

Research is an important constituent of the Institute's vision and mission. Consequently, MDI Gurgaon's academic community is research active and carries out research work of a high international standard that contributes to the national goals of innovation, socio-economic development and environmental sustainability.

The Institute's calendar of activities includes deep-diving guest lectures and panel discussions centred on varied themes. The MDI Wisdom Café Research Seminar Series presents research insights to stimulate reflection and debate. Distinguished academics from outside are invited by different areas of the Institute for this series. The Practitioner Conversation Series is aimed at presenting and disseminating insights from practice and experience by professionals from different fields. Multiple speakers are invited for each event which has a moderator from MDI Gurgaon. The I-Choupal series seeks to present research work in progress and innovative ideas to spur discussion and reflection. Participants get to hear updates and state-of-the-art, new leads in research, and innovations in methods and concepts and contribute to extending the frontiers of knowledge.

To promote multi-disciplinary academic as well as practice-oriented research, MDI Gurgaon set up three Centres of Excellence (CoEs) in 2021:

- The CoE for Ethics, Responsible Organisations and ESG initiatives (CERO) aims to serve as a platform for education, research and engagement on the challenges of ethics and social and environmental responsibility that confront current and future business leaders and policy makers;
- The CoE for Indian Thought and Management (CITM) was launched to coordinate with scholars across the globe for efficiently developing an Indian management knowledge-base;
- The CoE on Digital Economy, Cryptocurrencies and Cyber Security (DECCS) was created to undertake research and joint projects to cater to the complex issues of digital economy and cybersecurity to facilitate government and regulatory bodies in optimising the digital transformation. It will act as a think tank on issues related to digital economy, cybersecurity and cryptocurrencies, bringing in an India-specific context and discussion.

Apart from the CoEs, the MDI Gurgaon has also launched a Teaching Learning Centre. The Centre will facilitate teaching excellence, encourage innovative approaches to design and delivery of courses and programmes, and help support the writing and publication of cases. It aims to bring an innovative approach to curriculum design in the context of experiential learning, short-term management development programmes, as well as online, off-line, blended, and hybrid models of teaching and learning.

Training and development of managers is one of the major activities of MDI Gurgaon. Over 100,000 managers have been trained in the nearly 50 years of the Institute's existence. The Institute prides itself for the personalised training modules that it offers to organisations of different kinds at different levels.

An Institute is known by the achievements of its alumni and the difference they make to the world around them. MDI Gurgaon has a very strong legacy, being one of the early management institutions in the country. The alumni network across all the programmes offered is one of the largest. With more than 700 members joining the group annually, the alumni network is growing stronger year by year. As of now, there are nearly 9,000 MDI Gurgaon alumni working across 45 countries.

MDI Gurgaon nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, the Institute realised the emerging role of international markets and the need for B-schools to groom managers with an international perspective. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange. Today, MDI Gurgaon has partnerships with over 80 B-schools across the world.



MDI
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Management
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Leadership for Impact
November 08-10, 2023 (Mon- Wed)

MDI Campus Gurgaon

Background

"Leadership is a key differentiator in a competitive business environment." Are leaders born or made is an age old question with no clear answer. However, given the fact that businesses are continuously becoming more competitive, soaring pressures on executives mostly driven by humongous targets and diverse needs of employees owing to generational differences it becomes even more challenging to create an impact as a leader. Businesses are meant to create value for various stakeholders and a lot of realizations of business values are dependent on business leaders. What are some of the key leadership competencies that create an impact? How to acquire or further sharpen these competencies? Is it easy or difficult to hone these skills? This learning programme is aimed at finding answers to some of these questions.

Objectives

The main objective of this programme is to understand how Leadership becomes a key differentiator in a business. What are some of the key competencies that successful leaders possess and also their unique characteristics that make them create an impact in their role, on their job, in the organization and on business. The other objectives include self-assessment for greater self-awareness on key leadership dimensions, sharing and learning from peers' experiences and success stories, enhancing awareness on current milestone in the overall leadership journey, and creating future roadmap for the leadership journey ahead.

Contents

The programme will cover the following coverage:

- Understanding the nature of Leadership
- Context and Leadership
- Leadership Competencies
- Creating impact
- Differentiating behaviors of Leaders
- Contemporary theories on Leadership
- Authentic Leadership
- Value based approach to Leadership
- Role of Ethics in Leadership

Pedagogy

Pedagogy shall essentially include psychometric profiling, individual and group activities, case analysis, video analysis and role plays. Emphasis is on greater interaction and experience sharing amongst the participants.

For Whom

Participants shall include junior, middle, and senior level officers/managers/administrators who are in various leadership roles.

Faculty

The faculty will comprise of MDI core faculty and professionals from industry with varied experience in project conceptualization, planning, implementation and control

Venue & Duration

The programme is scheduled during **November 08-10, 2023** on a residential basis at **MDI Campus**, Mehrauli Road, Sukhrail, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **November 07, 2023**, to the forenoon of **November 11, 2023**.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 40,000/- (Rupees Forty Thousand only)** per participant which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made Cheque/NEFT/RTGS.

Important Dates

The last date for receipt of nominations is **October 25, 2023**. The last date for withdrawal of nominations is **October 26, 2023**. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional information/enquiry, please write to:

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Post Box No. 60, MDI Campus, Mehrauli Road,
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Fax Nos. : +91-124-4560005
E-mail : ajay.singh@mdi.ac.in
Website : <http://www.mdi.ac.in>

Faculty Profile

Prof. Anil Anand Pathak
B.Sc, MA (Psy.), Ph.D. (Nagpur University, Nagpur), FDP(IIMA)
Email: apathak@mdi.ac.in
Phone: +91-124-4560317

Experience:

Taught at Post Graduate Department of Psychology and Department of Business Management, Nagpur University, Nagpur for over four years.
Taught at FORE School of Management, New Delhi for over two and a half years. Teaching at Management Development Institute since last 10 years. In all, over 18 years of teaching experience.

Consulting:

(i) SPMCIL (Security Printing & Minting Corporation of India Ltd.) New Delhi - Designing Corporate Plan and Conducting & Studying Customer Satisfaction Survey. (ii) IICL, Baroda 2006-2007-Designing and Implementing "Train the Trainers" Program, (iii) IPGCL, Delhi -Designing MBO Program, (iv) IICL, Baroda 2007 - R&D Management, (v) IPGCL, Delhi - Turnaround Management, (vi) Apart of consulting team at FSM, New Delhi for Designing Psychometric test for MUL.

Training:

Have conducted numerous training programs on behavioral aspects of management for companies like McDonalds (Individual Capacity), Coke, Fortis Healthcare Ltd. (Individual Capacity), JK Group, Apollo Tyres, Bank of Baroda, Power Grid (Individual Capacity), Bharat Electronics Ltd., Asia Brown Boveri, Life Insurance Corporation (Individual Capacity), NiC (Individual Capacity), ONGC, IOCL, (Individual Capacity), Nestle, NHPC.

Areas of Interest:

Behavioral Training, Careers in Organization, Personality, Survey Research and Psychological testing.



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MDI Gurgaon nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, the Institute realised the emerging role of international markets and the need for B-schools to groom managers with an international perspective. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange. Today, MDI Gurgaon has partnerships with over 80 B-schools across the world.



MDI
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Digital Marketing
November 08-10, 2023 (Wed -Fri)

MDI Campus Gurgaon

Introduction

Marketing all over the world is getting dependent on digital technology for reaching market segments, conducting market research and for managing content, no matter what industry it is. Various online platforms are being used to reach out, communicate and educate potential customers. Now in this digital era, the marketing activities like advertising, promotion, branding, creating utility, value proposition, etc. can be done over the internet using digital devices like laptops, palmtops, tablets, etc. The more specific objective of marketing online is to bring targeted traffic to website, generate potential business leads and increase brand awareness by using various online platforms like search engines, social media, email marketing, online display advertising, mobile marketing, and content marketing.

Programme Objectives

Upon completion of the programme, participants will understand and appreciate all the useful insights about digital marketing. They will learn as to how new digital tools are enabling customers to take a more active role in developing and branding the products they consume. Specifically, by the end of the programme, the participants will:

- Gain an understanding of the basic dimensions of digital marketing and digital marketing strategies.
- Understand the importance of consumers' perceptions/mindset in online marketing management.
- Gain insight into the interface of positioning and branding in digital world.
- Understand the management of digital tools and shifting balance of power from firms to consumers.

Course Outline

- I. **Digital Marketing**
 - Digital marketing vs traditional Marketing
 - Digital marketing process
 - The 4Cs Framework and digital consumer engagement
 - Mobile Digital Marketing
 - Role and impact of digital assistants/VAS
- II. **Marketing on Social Media Platforms**
 - Facebook
 - LinkedIn
 - Twitter
 - Youtube
 - Pinterest
 - Instagram
- III. **Dynamics of Social Media Marketing**
 - Designing a social media campaign
 - Measuring campaign effectiveness
 - Referral programs & role of Consumer Influence
- IV. **Content Marketing**
 - Content marketing strategy and content marketing techniques
 - Content Marketing Tools
 - Optimizing content and search
- V. **Viral Marketing**
 - Virality and its importance
- VI. **Search Marketing**
 - SEO
 - SEM
 - SMM

Target Audience

This program is for executives, heading units and departments in various functional areas of private sector, public sector and government organizations. It is for middle and senior level Management, freelancers.

Pedagogy

The Programme has been designed for organizational teams of executives from the corporate sector (PSEs, Private Sectors, MNCs, Financial Institutions, Banks and Armed Forces).

Venue & Duration

The programme is scheduled during **November 08-10, 2023** on a residential basis at MDI Campus, Mehrauli Road, Sukhraili, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **November 07, 2023**, to the forenoon of **November 11, 2023**.

Discount Policy

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Post Box No. 60, MDI Campus, Mehrauli Road,
Sector - 17, Gurugram - 122 007, Haryana, INDIA
E-mail : ajay.singh@mdi.ac.in
Tel No. : +91-124-4560008

Campus

Direct Tel : +91-124-4560008, 4560004, 4560534
Tel Nos. : +91-124-4560000
Fax Nos. : +91-124-4560005
E-mail : ajay.singh@mdi.ac.in
Website : <http://www.mdi.ac.in>

Faculty Profile

Dr. Avinash Kapoor
Professor, Marketing
Email: avinashkapoor@mdi.ac.in
Phone: +91-124-4560312

Dr. Avinash Kapoor received Ph.D. in Marketing and MBA (Marketing) from the R.A. Podar College at University of Rajasthan, Jaipur, India; MA (Public Administration) and B.Sc. from University of Rajasthan. He has been recipient of National Scholarship Award. He has more than 21 years of industry, teaching, training, research and consultancy experience to his credit. Earlier he had been Director and Dean at JIMS Delhi, and Jaipur. Presently he is Chair PGPM (MBA) and Chair International relations. Professor Marketing at Management Development Institute (MDI), Gurgaon. At MDI Gurgaon, he has held various administrative positions including Chair Person Postgraduate Programme in International Management (PGPIM), Coordinator Consultancy, Coordinator in Company Programmes (MDPs), Chairperson Executive MBA program, Chair PGPM (MBA). His areas of current interest in Teaching, Training, Research and Consultancy include: Marketing Management & Consumer Emotion, Brand Management; Consumer Behavior and Semiotics, Marketing Research and Social Marketing, Interactive Digital Marketing, Online consumer perceptions and Consumer engagements. Prof Kapoor is a certified digital marketing expert with expertise in Content marketing, Inbound marketing, Inbound sales and Advance Google Analytics. He has provided consulting and training to senior executives in various organizations like Chandigarh International Airport (CHIAL), Small Industries Service Institute (SISI), Ministry of Small Scale Industries, Govt. of India, Rajasthan Patrika, MICO Industry, NIC, AVIVA Life Insurance Company India Ltd, DCM Shriram Consolidated Ltd, Indian Armed Forces, Indian Administrative Services, Bharat Electronics Ltd, LIC India, ONGC Ltd, IAAS (Indian Audit and Accounts Services), Indian Revenue Services (IRS), DOT, RITES Ltd, Power Grid, IOCL, JK Tyre, Canon, Perno Ricord etc.

He has also published books on Marketing Research, Branding and Sustainable Competitive Advantage: Building Virtual Presence, "Marketing Management". A south Asian Perspective, "Dynamics of Competitive Advantage and Consumer Perception in Social Marketing". His recent Book is on "Consumer Emotions and Experience Management". His forthcoming coming books are on "Digital Marketing", "Semiotics and Marketing". He is also associated with several reputed academic journals in various other capacities: He reviews for American Marketing Association, Journal of Advertising and Academy of Management. He has also published papers in reputed refereed international journals and has represented several research conferences.

Prof. Kanwal Kapil
Professor, Marketing
Email : kanwalkapil@mdi.ac.in
Phone : +91-124-4560298

Dr. Kanwal Kapil holds PhD and MBA in marketing. He is having a blend of experience with industry and academics.

His has an experience spanning over 18 years. Prior to joining active academics, he has worked in various companies such as Chemtrol technologies, LRT, and Cipla handling product and brand management functions. During his stay in industry he has launched various brands which are well established now. He has been active in academics for last thirteen years where he has taught various courses such as Marketing Management, Brand Management, and Consumer Behavior. Prior to joining MDI, he has worked with IPM as Deputy Director and IMT Ghaziabad as Assistant Professor. Dr. Kapil is actively involved in executive education, consulting and research. Apart from writing three books, he has also published research papers and case studies in various international and national journals of repute: Strategic Brand Management, Consumer Behavior, and Impact of technology on marketing.



ABOUT MDI

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Apart from the CoEs, the MDI Gurgaon has also launched a Teaching Learning Centre. The Centre will facilitate teaching excellence, encourage innovative approaches to design and delivery of courses and programmes, and help support the writing and publication of cases. It aims to bring an innovative approach to curriculum design in the context of experiential learning, short-term management development programmes, as well as online, off-line, blended, and hybrid modes of teaching and learning.

Training and development of managers is one of the major activities of MDI Gurgaon. Over 100,000 managers have been trained in the nearly 50 years of the Institute's existence. The Institute prides itself for the personalised training modules that it offers to organisations of different kinds at different levels.

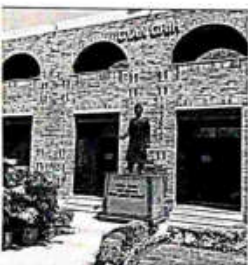
An institute is known by the achievements of its alumni and the difference they make to the world around them. MDI Gurgaon has a very strong legacy, being one of the early management institutions in the country. The alumni network across all the programmes offered is one of the largest. With more than 700 members joining the group annually, the alumni network is growing stronger year by year. As of now, there are nearly 9,000 MDI Gurgaon alumni working across 45 countries.

MDI Gurgaon nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, the Institute realised the emerging role of international markets and the need for B-schools to groom managers with an international perspective. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange. Today, MDI Gurgaon has partnerships with over 80 B-schools across the world.



MDI
GURGAON

Management
Development
Institute

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Problem Solving and Decision Making

November 20-22, 2023 (Mon-Wed)

MDI Campus Gurgaon

Background

Problem solving and decision-making are important skills for business and life, and are especially important for management and leadership. There are processes and techniques to improve decision-making and the quality of decisions. Decision-making is more natural to certain personalities, so these people should focus more on improving the quality of their decisions. People that are less natural decision-makers are often able to make quality assessments, but then need to be more decisive in acting upon the assessments made. Problem-solving and decision-making are closely linked, and each requires creativity in identifying and developing options.

A manager's responsibility as a decision maker is very important. While all managers are called upon to make decisions, the kinds of decisions that are required will vary with their level of authority and type of assignment. Poor decisions can be disastrous to a department and an organization. Good decisions help work to flow and enable the organization to achieve its goals. Skill as a decision maker is a distinguishing characteristic of most successful managers.

Thus there is a need to understand this decision dynamics in a systematic approach. Tools and techniques in this regard will give manager a better discretion and control over otherwise seemingly a complex and uncontrollable situation.

Objectives

This programme would assist participants

- To develop an understanding of variables affecting decisions and premises around which decisions are made
- To apply the general problem-solving process to systematically analyze and resolve organizational challenges.
- To use creativity-enhancement techniques to generate innovative ideas and solutions to business problems.
- To impart analytical and problem solving skills necessary to develop solutions for a variety of management and business decisions both at strategic and tactical level
- To understand the complexity of decision making, uncertainty and risk factor involved in it
- To understand the mathematical reasoning, modeling and analysis to quantify subjectivity in decision making to the level of human cognition.
- To simplify and innovate problem solving in a methodological way by applying system dynamics approach

Contents

- Precepts for Creative Problem Solving
- Imagination Engineering for problem solving
- Why Decision Fails: Decision Dilemmas?
- Managerial Decision Making Process
- Tools and Techniques of Decision Making (AHP, Decision Tree, DMU)
- Innovating Decisions through Creative Problem Dissolving
- Balancing Complexity, Risk and Uncertainty: A Case

Faculty

Core faculty of MDI and experts in this field will facilitate discussions and share their experience.

For Whom

This programme is designed for executives making decisions mainly at middle and top level management. The generic systems approach makes it relevant for any decision maker who wants to analyze and see the dynamics of risk and uncertainty in any organizational context.

- Middle and Senior Level Managers making decisions at various strategic and function levels, Marketing, Finance, Supply chain, Human Resource etc.
- Researchers and Analytics, who wants to understand patterns of reality and predicting system behavior having significance for decision makers

Venue & Duration

The programme is scheduled during **November 20-22, 2023** on a residential basis at **MDI Campus**, Mehrauli Road, Sukhrail, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **November 19, 2023**, to the forenoon of **November 23, 2023**.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (Discount is applicable in NEPAL also)

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Website : <http://www.mdi.ac.in>

Faculty Profile

Prof. Manoj K Srivastava
Associate Professor, Operations Management
Area Lead - Operations Management
Email : mks@mdi.ac.in
Phone : +91-124-4560377

Prof. (Dr.) Manoj K. Srivastava is Associate Professor and Area Chairperson of Operations Management at Management Development Institute, Gurgaon. He obtained his B.E. (Mechanical Engineering) from IIT-Roorkee in 1993 and M.Tech. (Management & Systems) from IIT-Delhi in 1995. He received his Ph.D. in Supply Chain Management from BITS-Pilani. Prior to join MDI-Gurgaon, he was faculty in Management Department at BITS-Pilani. He has handled various positions at MDI like Chairman of Executive Management Programme, Chairman of Alumni Affairs and Placement Coordinator for Executive Management Programmes.

He has been recipient of SEVEN excellence awards at MDI, namely Best Trainer (2008-09), Best Teacher (2009-10), Best Teacher (2011-12), Best Trainer (2012-13), Best Teacher (2014-15), Best Teacher (2016-17) and Best Teacher (2018-19) in last 12 years. Recently, he has been elected by MDI students as "Professor of the Year 2021" on InsidetIM portal.

He is having 24 years' rich experience in management teaching, training, consulting and research. His research interests are in Supply Chain Performance Management, Supply Chain Resilience, e-SCM, Project Management, Operations Strategy, Decision Sciences and Service Operations Management. He offers courses and sessions on topics like Operations Management, Logistics & Supply Chain Management, Project Management, Strategic Sourcing, RFID, Lean Manufacturing, Performance Measurement Systems, Emerging Technologies, Disruptive Innovation, New Product Development, Creative Problem Solving, Managing Services, Balanced Scorecard, Best Practice Benchmarking, Smart Warehouse & Inventory Management, Operations Excellence, Kaizen & 5S for Visual Workplace, Design Thinking, Supply Chain Analytics, Industry 4.0, Blockchain Applications and Strategic Decision Making in various long and short term programmes, both in academic and training mode.

He has taken training sessions in on-campus and in-company MDPs conducted for executives of more than 86 Companies.

He has been Programme Director for more than 205 MDPs as well, namely Bharat Electronics Limited (BEL), Advanced mid-career training programme (Overseas, Duke University-USA) for IRS officers; Indian Armed Forces, ONGC (Overseas, Groningen, Antwerp, Paris and Frankfurt), Corporation Bank; Central Warehouse Corporation (CWC), NK Minda Group, Punj Lloyd, Defence Research & Development Organization (DRDO), Airports Authority of India (AAI), Magnet Maresli India, Maruti Suzuki India Limited (MSIL), Indian Ordnance Factories, SBI Cards & Payment Services Private Limited-Gurgaon, Delhi International Airport (P) Limited (DIAL) and Global Executive MBA Programme; India Module (in partnership with HHL Leipzig Graduate School of Management, Germany and EADA, Spain).

He has also designed and delivered customized training programme as resource person for companies like Petronet LNG Limited, Jones Lang LaSalle, Samsung, SAS-India, Hewlett International, Perfetti Van Melle, Eli Lilly, IndianOil Corporation Limited (IOCL), NTPC-SAIL Power Company Private Limited (NSPCL)-Bhilai, JSW Energy Limited, Cairn Oil & Gas vertical of Vedanta Limited, Genpact-India, Bajaj Auto Limited-Pune, Amway India Enterprises Private Limited, Valvoline Cummins Private Limited-Gurgaon, SBI Cards & Payment Services Private Limited, Birlasoft (India) Limited-Noida and Minda Industries Limited-Gurgaon.

He is visiting professor at IIM-Lucknow, IIM-Ranchi, IIM-Kashipur, IIM-Sambalpur, Shiv Nadar University-Dadri, Fore School of Management-New Delhi, Centre for Organization Development (COD)-Hyderabad and Haryana Institute of Public Administration (HIPA)-Gurgaon for Supply Chain Management and Operations Management courses. He is also associated with many consulting assignments in the area of Operations and Supply Chain Management and developing training modules for the client by assessing their training needs.

He has guided more than 251 dissertations in management field for the students of various post-graduate programmes. Five FPM (Ph.D.) thesis in supply chain management have been successfully completed under his supervision and presently one FPM (Ph.D.) thesis is in process under his guidance. He has published research papers in supply chain field in various national and international journals of repute like, Asia-Pacific Journal of Business Administration, International Journal of Information Systems and Supply Chain Management, International Journal of Quality & Reliability Management, British Journal of Healthcare Management, British Food Journal, International Journal of Technology Management and Sustainable Development etc. and authored study material on World Class Manufacturing. He has also authored 22 Cases in case publishing houses like Ivey Publishing-Canada and The Case Centre-UK. He is also the member of "FICCI National Logistics Committee", set up towards achieving substantial improvement in the logistic sector of the country.

He can be reached through these coordinates: +91-124-4560377 | +91-9910337312 | <http://mksepistem.byethost7.com> | mks@mdi.ac.in



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MDI
GURGAON

Management
Development
Institute



**Driving Business towards
Sustainability**
November 22-24, 2023 (Wed- Fri)

MDI Campus Gurgaon

Background

In today's ever-evolving world, debating whether to incorporate sustainability into your business strategy is no longer an option. Climate change, global warming, extreme weather conditions are no longer debated topics, they are now the harsh realities of the globe. The corporates are now committing themselves towards carbon neutrality so as the corporations. Those corporations who have defined the business case for sustainability are reaping the benefits out of it by "doing well by doing good". Though sustainability has been seen as a source of competitive advantage for businesses, not many are able to reap benefits out of it. Numerous corporations are doing their bit by meeting the CSR compliance requirements, though the question arises is it sufficient and how can they integrate sustainability into their business?

This course for corporate professionals is designed to bridge the said management gaps, where it attempts to help professionals understand sustainability is beyond merely corporate social responsibility, how the leading successful firms develop business cases for sustainability and how your organization can do this? This course enables the professionals to understand and sensitize about various guidelines of CSR, sustainability, sustainability reporting, impact assessment, impact financing, and socially responsible investing.

Objective

The course aims to achieve the following stated objectives:

- To sensitize the professionals on CSR Act and the amendments, and the mechanism of impact assessment by independent agencies;
- To understand the sustainability guidelines for corporations, sustainability reporting standards and guidelines, and various sustainability assessment tools;
- To develop business case for sustainability by "doing well by doing good"; and
- To integrate sustainability and ESG (Environment, Social, and Governance) into business strategy and operations.

Contents

- Changing paradigms in CSR & CSR Act
- Role of SDGs in production and consumption
- Circular Economy strategies
- Business Case for Sustainability
- Guidelines for Sustainability Reporting and practices
- Understanding ESG and transforming Businesses to meet ESG requirements
- Socially Responsible Investments and Green Funding

Pedagogy

The program's pedagogy focuses upon a participant-centered learning approach, where the sessions are designed to enable deeper interactions among the participants, subject-matter experts' lectures, and talks. Various experiential learning tools as case-lets based discussions, in-class group activities, and simulations exercises are used for augmenting the learning experience during MDP.

Who Should Attend?

1. Executives working in the field of social sector
2. Corporate Professionals in the field of CSR and Sustainability
3. Policy makers and practitioners

Venue & Duration

The programme is scheduled during **November 22-24, 2023** on a residential basis at MDI Campus, Mehrauli Road, Sukhraili, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **November 21, 2023** to the forenoon of **November 25, 2023**.

Discount Policy

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Faculty

The faculty will comprise MDI core faculty and professionals from industry with varied experience in AI and M/C learning in applications in Marketing Decisions, Marketing Analytics and CRM

Registration & Fees

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Website : <http://www.mdi.ac.in>

Faculty Profile

Prof. Rupamanjari Sinha Ray
Assistant Professor
Lead - Management Development Programmes
Phone No+91-124-4560801
Email id: rupamanjari@mdi.ac.in

Dr. Rupamanjari Sinha Ray, an Assistant Professor in the Economics and Public Policy Area, joined MDI Gurgaon in 2008. She has been awarded Ph.D. in Economics from Jadavpur University. She was a UGC-NET-JRF Fellow. She has more than sixteen years of PG management teaching experience including executive management teaching and training. She has worked on research projects on CSR and sustainability and is involved in training and teaching sustainability. She has published research papers in the field of International Trade and environment, CSR, and Environmental responsibilities of firms, and ESG in reputed and refereed journals. She has co-authored a book on CSR practices in India and recently co-edited a book on "Responsible Leadership in uncertain times" published by Springer. She is also engaged in consultancy activities in the evaluation of social schemes of Government and Organizations. She is also a National Council Member of Sustainable Business Council (SBC), Women Indian Chambers of Commerce and Industry (WICCI). She is also a member of Transdisciplinary Research Cluster on Frugality Studies (TRCFS), in JNU Delhi.

Prof. Neetu Yadav
Assistant Professor
Faculty In-charge EQUIS & AIU
Phone No+91-124-4560191
Email id neetu.yadav@mdi.ac.in

Neetu Yadav is an Assistant Professor of Strategy and General Management area at MDI Gurgaon. She has served Birla Institute of Technology and Science, Pilani, and also worked with University of Delhi as Assistant Professor at Shaheed Sukhdev College of Business Studies before joining MDI. She holds a Ph.D. from the Department of Management Studies, Indian Institute of Technology Delhi.

She has been awarded with the most prestigious Paul R. Lawrence Fellowship to participate in NACRA 2018 annual meeting and also a recipient of Emerald Literati Awards 2019. She has participated in 41st Faculty Development Program at IIM Ahmedabad and is now an alumnus of IIM Ahmedabad. She has also earned a Certificate of "Foundations in Design Thinking" from IDEO-U, San Francisco. She advocates participant-centered learning and extensively uses case method of teaching, simulation, and experiential learning pedagogical tools in her classrooms. She is a trained case teacher and writer from Case Center, UK, and IIM Ahmedabad. She has taught courses in the area of Strategic Management and Business Policy, CSR and Business Sustainability, and her teaching area of interests are Corporate Strategy, Corporate Social Responsibility, Business Models innovation, and Critical and Design Thinking. She publishes extensively in the areas of Sustainability and Strategy, and their inevitable interaction.



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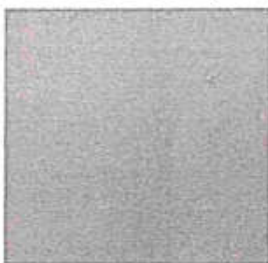
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MDI
GURGAON

Management
Development
Institute



Transforming Organizations Through Proactive People Management Strategies

November 20-22, 2023 (Mon- Wed)

MDI Campus Gurgaon

Context

Globalization, technological changes, and the resultant chaotic business environment have led to large-scale changes in organizations. The new business dynamics has generated pressures on all—the top leadership, middle management, and supervisory personnel—to build a facilitative culture that is oriented to customer demands; employee needs; and sustainable business growth.

Great organizations are able to develop the capability to align themselves quickly with the internal and external changes that are brought in by the new compulsions. They keep evolving and redesigning themselves for an appropriate response to the changing business scenario. Towards this goal, they focus themselves on building a dynamic structure, engaging culture, organizational leadership brand and the requisite people capabilities. Research reveals that managing change becomes more efficacious if employees' concerns are addressed along with business issues. The redesigned agendas of some leading organizations even envisage "people first and customer second" focus. These perspectives necessitate organization-building through interventions such as leadership competencies development, responsive organization design, learning organization, employee involvement, attitudinal change programme, and people-centric culture. In terms of developing and internalizing specific skills to move to the next level of organizational growth, this involves, among others, focusing on personal leadership development, ability to nurture psychological contract, developing a caring and fun culture as a way of organizational life, entrepreneurially innovative mindset, ability to bounce back under crisis, emotionally intelligent citizenship, and aligning people issues with business needs.

Contents

- Understanding business complexities in the VUCA World and role of distributed leadership
- Understanding Organizations: Strategic, Political, Cultural, Spiritual Perspectives
- Leading and Designing organizations for sustainable development
- Leading cultural change for organizational turnaround
- Models of Change Management
- Developing transformational leadership competencies
- Promoting leadership at various levels to develop employee engagement culture
- Managing Emotional Processes during the change management
- Emotional Intelligence for effective change management

Teaching Pedagogy

The sessions will be largely participatory and experiential in nature through the following ways:

- Power point presentations
- Films and videos
- Business cases
- Reading material
- Simulation exercises
- Reflecting on one's style of thinking, feeling and motivation
- Context sensitivity
- Project work

For Whom

The programme is designed for senior and middle-level line managers, functional executives, HR managers, and department and section heads from Private, Public and Multi-National Companies (MNCs) that are concerned about developing and implementing effective people policies

Faculty

The faculty will comprise of MDI core faculty and professionals from industry with varied experience in project conceptualization, planning, implementation and control

Venue & Duration

The programme is scheduled during **November 20-22, 2023** on a residential basis at **MDI Campus**, Mehrauli Road, Sukhrail, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **November 19, 2023**, to the forenoon of **November 23, 2023**.

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Campus

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Fax Nos. : +91-124-4560005
E-mail : ajay.singh@mdi.ac.in
Website : <http://www.mdi.ac.in>

Faculty Profile

Prof. Ajay K. Jain, PhD IIT Kanpur
Professor of Leadership and Organizational Design
Lead - Center of Excellence for Indian Thought and Management
Post Doc Fellowships, Aarhus University Denmark & Indian School of Business Hyderabad
Former Director, Institute of Management Studies Ghaziabad
E-mail: akjain@mdi.ac.in
Mobile 99873018480, 9717098480

Dr. Ajay K. Jain (PhD, Indian Institute of Technology, Kanpur) is a Professor of Leadership and Organization Design and leading a center of excellence for Indian Thought and Management at Management Development Institute, Gurugram. Prof. Jain is a **visiting professor** to several international universities including Aarhus University, Denmark (since 2010), IULM University, Milan, Italy; University of Free State, South Africa; and Indian Institute of Management Lucknow, Ranchi, Bodh Gaya, and Kozikode Prof. Jain also holds **post-doctoral fellowships** from Aarhus University, Denmark (2012-2014) and Indian School of Business Hyderabad (2003). He is teaching courses on leading and designing organizations and leadership and emotional intelligence for Indian and International students. Prof. Jain has received an award for extraordinary performance from Aarhus University for his research and publications and from National Academy of Psychology India. Prof. Jain has also worked as the **Director of Institute of Management Studies Ghaziabad (2018-2019)** and received a prestigious award of most charismatic leader in management education from Education Post and ASSOCHAM in Jan 2019.

He has published **65 research articles in high impact journals** including, Journal of Managerial Psychology, International Journal of Hospitality Management, Psychology and Marketing, Personnel Review, Journal of Management and Organization, Leadership and Organization Development Journal, and Leadership journal, Journal of Managerial Issues, Organization Development Journal are among others and published book chapters and an **edited book** in the field of psychology for developing countries. He has research interests in the field of leadership, emotional intelligence, employee voice and silence, psychological well-being. He has completed 12 research and consulting projects for ministries, public and private sector companies.

Prof. Jain has designed and delivered training programs for several private sector companies including ABB, Nestle, Teijin, Microsoft, Sanofi, Pharma, Vestas, Denso, Maruti-Suzuki, HP, Apollo, Mitsubishi, BSES, Reliance Power, HDFC Bank, Hero Future Energies, and public sector organizations like ONGC, Indian Oil, CPWD, Power Grid, NBCC, NPCC, NPCIL, MES, NLC, DVC, ICAI and government organizations and institutions e.g., BSF, CRPF, NIA, Indian Army etc; Prof. Jain has trained more than 15000 senior and top managers and CEOs from these companies on topics related to leadership, emotional intelligence, transformation etc. He has taken training groups to Europe and Australia, and address participants from various nationalities including Americans, Russians, Japanese, Europeans and Asians. Prof. Jain has been a member of selection committees for various institutions and organizations and on board of several organizations e.g., Member, Senate of IIT Indore, Corporate Advisor, PwC India (Japanese HR consulting firm) and also invited as a key note speaker by various institutions e.g., IIPA New Delhi, HIPA Gurugram, IIFM Gurugram, ONGC Academy Dehradun, LNG Academy Dahej, GAIL Academy Noida, CPWD Academy Ghaziabad, CRPF Academy Kadarpur & Mount Abu, BSF Academy Tezpur, NIA Delhi, INGAF Delhi etc.

Prof. Jain has traveled to 30 plus countries and practices forgiveness and gratitude in his personal and professional life. He has deep interest in Indian management thought and **running a center of excellence for Indian thought and management in MDI Gurugram**. Other than his father, Mr. M.R. Jain (father-Dy. SP, UP Police), Dastar Manjhi is his role model to live a meaningful life.



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The Institute has earned accreditation from AACSB International, the world's largest business education alliance. Considered the gold standard for B-schools around the world, the AACSB accreditation will ensure continuous improvement and provide focus for MDI Gurgaon to deliver on its mission, innovate, and drive impact. The Institute already has the distinction of being the first internationally accredited Indian B-school having received accreditation from the Association of MBAs (AMBA), London, in 2005. The following year, the South Asian Quality Assurance Systems (SAQS) too gave accreditation to MDI Gurgaon.

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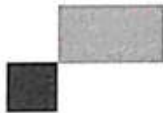
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MDI
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Machine Learning for Managers

November 22-24, 2023 (Wed- Fri)

MDI Campus Gurgaon

Background

Data is the new oil, and the Internet is the new tap. As the power of the Internet and its ubiquity grows, companies have no choice, but to become competent in understanding and interpreting data. Moreover, with the fourth industrial revolution and disruptive technologies taking center stage, it is imperative for businesses to learn how and what data could help managers in smarter decision making. Advances in Data Science and Machine Learning (ML) are transforming how we live, work, and play. ML models are empowering business to draw insights from data, optimize their operations, and drive greater business efficiency. Be it aiding new technologies, like self-driving cars and robotics, or improving old ones, like medical diagnostics and search engines, ML is being extensively used across industries. This has led to a concomitant increase in demand for managers who possess skills and expertise in the domain of ML. With the objective of catering to the demand for ML experts, this program will enable you to take the first step toward solving important real-world problems and future-proofing your career. The program provides comprehensive knowledge, skills, and training in ML to solve significant business problems such as advanced trend analysis, generating business intelligence, digital automation, and intelligent manufacturing. The program would probe managers to ask the right questions for data analysis, identify patterns in data, and extract value from data. Thus, the program broadly caters to human resource management, marketing, operations, information technology, strategy, healthcare, finance and other allied functions.

Objective

1. Gain a foundational perspective of supervised and unsupervised ML.
2. Become familiar with basic techniques of ML that assist in problem solving, inference, perception, knowledge representation, and learning.
3. Develop systems that process structured and unstructured data using ML techniques.
4. Explore the current scope, potential, limitations, and implications of ML systems.

Outline and Topics

- What, why, and How of Machine Learning?
- Data and its types
- Supervised and Unsupervised Learning
- Data Exploration and Pre-Processing
- Feature Selection and Dimension Reduction
- Regression – Types and Variants (Simple, Multiple, Logistic, Probit)
- Classification Techniques (K-NN; Naïve Bayes; Decision Trees; Support Vector Machines; Random Forest)
- Clustering (Non-Hierarchical; Hierarchical; Hybrid)
- Case studies of successful use of ML in business situations

Pedagogy

This program makes use of a number of highly effective and interactive teaching and training methods, including feedback sessions, case studies, classroom discussions, lectures, presentations and practical exercises. Participants are divided into small groups designed to foster a high level of interaction among participants and faculty, thereby creating a powerful and enriching learning environment. The program also offers hands-on experience of building models using powerful ML tools, such as Orange, and interpret ML models developed and scripted in Python. The program offers insights on how businesses can adopt and adapt to constant and consistent flow of data and translate them into research and development.

Who Should Attend?

- Middle level executives from any organizational function, industry, or sector involved in decision making
- High-potential and motivated individuals eager to understand the nuances of ML techniques applicable to diverse business functions
- Entrepreneurs seeking to develop customer base to advance their business
- Engineers and technologists wishing to understand business applications of data science

Venue & Duration

The programme is scheduled during **November 22-24, 2023** on a residential basis at **MDI Campus**, Mehrauli Road, Sukhrail, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **November 21, 2023**, to the forenoon of **November 25, 2023**.

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Website : <http://www.mdi.ac.in>

Faculty Profile

Dr. Divya Sharma
Assistant Professor, Information Management
Email: divya.sharma@mdi.ac.in
Phone: +91 8981069448

Divya Sharma is a faculty in the area of Information Management at MDI Gurgaon. She has completed the Fellow Program in Management from Indian Institute of Management Calcutta. She is the recipient of the Satish K Sehgal Doctoral Student Award (2018) for excellence in scholarship and organizational citizenship at IIM Calcutta. After completing her doctoral studies, she started her academic journey at the Indian Institute of Management Rohtak, and was thereafter employed with the OP Jindal Global University. She has also offered courses in a visiting capacity at IIM, New Delhi. Prior to her doctoral studies, she has also worked for four years with public, as well as, private organizations. She served in the capacity of Scientific Officer at the National Informatics Centre (Govt. of India) where she was responsible for various technology and policy aspects of her project. She also worked as Computer Scientist in Beitzabar Software Design India Pvt. Ltd. She teaches courses at graduate, post-graduate, executive, and doctoral levels. Her teaching expertise lies in the areas of Digital Transformation, Data Analytics, Machine Learning, Data Visualization, Digital Business Models, Social Network Analysis, Platform Ecosystems, Business Dynamics, Social Media, and E-commerce. Her research has been published in several international peer-reviewed conferences and journals, and two of her research papers have been highly commended by the 2019 Emerald Literati Awards. She has also been involved in the organization of academic conferences and conclaves and has rendered academic service as a reviewer for various international journals and conferences. She has delivered talks and training sessions for various public sector undertakings, including Power Grid Corporation and Ordnance Factory Board. She can develop training programs in the areas of Digital Transformation and Data Analytics.

Dr. Abhishek Behl
Assistant Professor, Information Management
Email: abhishek.behl@mdi.ac.in
Phone: +91 7083577798

Dr. Abhishek Behl is a researcher in the area of information technology and analytics. He has earned his second Ph.D. from the Indian Institute of Technology, Bombay where his research is in the area of crowd funding and gamification. Dr. Behl is a winner of the prestigious "Naik and Rastogi award for excellence in Ph.D." from IIT Bombay. He holds rich experience in teaching, research and consultancy. He has taught subjects like Business Analytics, Marketing Analytics, Digital Marketing, Marketing Research. He has also served as a Senior Manager - Research at Centre for Innovation Incubation and Entrepreneurship, IIM Ahmedabad. His research is in the area of business analytics and decision sciences with a focus on gamification, stakeholder engagement, sustainability, and e-commerce start-ups. He is an Associate Editor of the Journal of Global Information Management (ABDC: A); South Asian Journal of Business Studies (ABDC: C); Journal of Cases on Information Technology (ABDC: C) and in an area editor (South Asia) of the International Journal of Emergency Services (ABDC: C). He features on the editorial board of many journals like the Journal of Global Marketing (ABDC: B); Journal of Electronic Commerce in Organization (ABDC: B); Young Consumers (ABDC: B); Society and Business Review (ABDC: B); Journal of Promotion Management (ABDC: B). He has also won research grants from AIM Sheth Foundation (2021), NASMEI (2019), and Emerald Publishers (2018) for research proposals in the area of information technology and its application in stakeholder engagement. He has also been awarded as "Young Management Researcher" by AIMS International in 2021.

He has a rich experience of teaching courses related to gamification, business analytics, market analytics, disruptive technologies in business and e-commerce start-ups. He has also taught courses related to specialized courses in research at a Ph.D. level. He offers specialized electives in the areas of information management, digital engagement, and analytics through interactive gamified tools and simulations. He has been a resource person to various Management Development Programs for companies like Wipro, Godrej, Tata Motors, CEAT Tyres etc. He is a certified trainer for Google Analytics and has offered training to more than 10 international organizations like LinkedIn, Air Liquide, Conde Nast, Bio-Rad. He is an expert in offering training in the area of gamification, google analytics, visual analytics, and decision analytics to firms.



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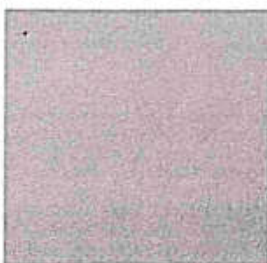
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MDI
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Management
Development
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Customer Engagement and Digital Marketing Communications

November 22-24, 2023 (Wed -Fri)

MDI Campus Gurgaon

Background

"Technology has irreversibly changed the way that firms identify who is more likely to buy, what they are more likely to buy, when they are more likely to buy, why they are likely to buy, and how they are likely to buy, repurchase, and recommend." (Kumar & Gupta, Journal of Advertising, 2016)

In today's digital space customers are more connected, more informed, and more empowered to engage on their terms than ever before. Organizations need to reinvent their role in customer's digital world, create memorable engaging experiences and use modern digital marketing platforms to scale and respond quickly to lead the marketplace. The businesses that win customers in the digital space will be the businesses of tomorrow.

Introduction of Digital Marketing with correct communication skills, set to be known as future of Marketing, will help your organization rapidly grow in the current marketing playing field. A better understanding of your existing as well as potential customers in this digitally connected space will also assist organization to be better informed, prepared and leverage the knowledge to face the future competition.

Objectives

- Overview to the Future of Marketing and Customer Engagement
- Foundation of Social Media Marketing
- Understanding four zones of Social Media
- Increasing the ROI of Social Media Marketing
- To make one self-market ready to influence selling
- Usage of effective communication skills to augment marketability
- Understanding communication strategies for extracting more human productivity

Course Outline

- What would be the Future of Marketing and Customer Engagement
- Factors affecting the marketing strategy and its ROI
- What is Social Media Marketing strategy and Social Consumers
- What are the four zones of Social Media to design an effective marketing strategy
- Understanding Return on Investment of social media marketing
- Effective content writing for high Search engine optimization
- Understanding 7 Cs of Communication
- Principles of effective writing for blogs
- Develop and manage real world digital marketing plans
- Optimizing communication skills for efficient digital employee engagement
- Understanding how to increase visibility
- Enhancing Customer Retention and Effective Engagement

Target Audience

This program is for executives, heading units and departments in various functional areas of private sector, public sector and government organizations. It is for middle and senior level Management, freelancers.

Pedagogy

The Programme has been designed for organizational teams of executives from the corporate sector (PSEs, Private Sectors, MNCs, Financial Institutions, Banks and Armed Forces).

Venue & Duration

The programme is scheduled during **November 22-24, 2023** on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **November 21, 2023**, to the forenoon of **November 25, 2023**.

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Faculty Profile

Prof. Ritu Srivastava
Associate Professor,
Email: ritu.srivastava@mdi.ac.in
Phone: +91-124-4560181

The core of Dr. Srivastava's work centers around the industry with the firm belief that management education at all levels has to be absorbed by the industry. Her research ideas have been appreciated at national and international marketing conferences. Her paper titled, "Employee Actions that lead to Customer Satisfaction: services revisited in India, 2014", was adjudged the Best Paper at the International Marketing Conference at Fost School of Management, New Delhi and has been documented in the Academic Reference Series -Reinventing Marketing for Emerging Markets, Bloomsbury India, 2014. Her latest research work revolves around the Indian Consumer in a changed shopping context which has been adapted as a Text book on Retailing Management by Pearson, 2017, which is a bestseller. An avid case writer publishing with leading publishers such as Richard Ivey School of Business and Emerald Emerging Market Case Studies, she is presently working on the low income customers in India. The low-income customers in India represent a big segment for marketers to serve. As a trainer her programmes on marketing, services marketing and marketing communications have been appreciated by the clients and participants. She has been involved with training various organizations such as BEL, DST, DGET, DGR, LIC, NADP, Canon India and Vodafone. She also has developed a simulation, "Customer Black Box" which is being used by B schools for Marketing Management.

Dr. Vidhu Gaur
Assistant Professor, Business Communication
Email: vidhu.gaur@mdi.ac.in
Phone : +91-124-4560182

Dr. Vidhu Gaur is an MBA and holds Doctorate Degree in English Literature from University of Kota, Rajasthan. She also holds a Post Graduate Diploma in Communication Management from ISC Pune. She is a certified Soft Skill Trainer and a Life Member of Indian Society of Training & Development, Bangalore Chapter. She has more than ten years of experience in teaching Communication and Soft Skills. She has both critical and creative writings to her credit published in reputed journals and leading newspapers. She has published one book with ISBN and has more than two dozens of Research Papers to her credit. She has presented Papers in National and International Conferences in India including prestigious institutes like IIM Bangalore, IIT Delhi & Curtin University, Australia. She is on the editorial board of many international journals and reviews case studies, research papers and chapters of books published by renowned houses.

Her main areas of interest and specialization include: Communication, Business and Managerial Communication, Corporate and Reputation Management, Digital Communication, Soft Skills, and Personal Effectiveness, Management and Spirituality. As a professional speaker and corporate trainer she has motivated and educated hundreds of students of both academic and management fields and people of industry in various states of India.

She has industrial experience in corporate communication where she worked as a Senior Editor of a bilingual magazine of pan India presence. She was a part of planning of many promotional tools in digital promotions including website content enrichment. She has worked in advertising agencies like Mudra Communications, Ahmedabad, Mak Media Creations, Pune, Asymmetric Advertising, Bangalore, Hammer and Partners, Ahmedabad and possesses a cross dimensional exposure in strategizing above the line and internet advertising also with reference to content and copywriting. She has handled FMCG like Wagh Bakri Tea group, Nitos Pickles, Adani Retail Chain, Livon and Recova (Paras Group), Wipro's Marketing Sales Kit etc. She has delivered corporate presentations and conducted workshops on 'Evolved Communication' in MNCs like Caterpillar Logistics, Bangalore.

Working as an Assistant Professor at Management Development Institute, Gurugram for last three years in the area of Business Communication, she also works as Programme Director in conducting four open programs at MDI campus titled Developing Communication Competencies, Communication Strategies for Effective Employee Engagement, The Art of Successful Leadership and Management, and The Art of Successful Management: A communication Perspective. She is actively involved in institute's other activities also like Warden of Girl's Hostel, Admission & Induction processes, guiding PhD scholars, reviewing case studies & research papers. She is on the Board of Examiners at MNIT Jaipur and examined a PhD thesis of the institute. The case study on MDH by her & Prof. Neera Jain of MDI was awarded the best case paper. Recently, she presented a research paper at the University of South Australia at Adelaide conducted by Australian Centre of Asian Business & MDI.



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Management
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Institute



Project Management

November 27- December 01, 2023

(Mon- Fri)

MDI Campus Gurgaon

Background

Recent Developments in Business and Industry have shown that Project Management has emerged as the new competence in short supply across all industry sectors / verticals. Project Management as a management discipline provides the foundation for most of the varied economic activity in industries as diverse as pharmaceuticals, software and aerospace, where projects drive business. And in the public sector, it is effective project management that translates politicians' promises of new roads, schools and hospitals into meaningful new constructions that improve everyday public life. The world (most parts of it) today is witnessing tremendous acceleration in the pace of change in business and technology and this has had a direct impact on the occurrence and frequency of projects, including the projects targeted to develop and implement new ways of meeting the ever increasing demand for energy, improved communication, housing, recreation, transportation and food. Other projects could be undertaken to solve the problem of hunger, high population growth, illiteracy, disease and pollution. All these projects have one thing in common— proper planning, implementation / execution, monitoring and control so as to deliver the desired level of performance, on completion, within the stipulated cost and time.

Objective

This programme on project management has been designed with the following objectives.

- To introduce the concept of project management and project life cycle.
- To provide an understanding of a project through all its stages starting from the feasibility study stage to the final stages of execution and commissioning.
- To provide familiarity of using the tools and techniques
- To provide exposure to computer software used in project management.
- To provide the skills and know-how for combating time and cost overruns.

Contents

The interactive sessions will cover the following themes;

- Project management and project life cycle
- Risk Analysis of projects
- Project Cost Estimation
- Project management information systems
- Use of project management softwares(s) like Microsoft Project
- Project monitoring: time and cost overrun evaluation
- Contracting for projects
- Project cost control
- Outsourcing/JVs in projects

Pedagogy

The programme will be a balanced mix of lectures, experience sharing, real life case studies, extensive computer exercises (hands-on) and project work.

Who Should Attend?

The Programme is designed for all practitioners (Executives, Consultants, Managers, Trainers, etc.) involved in

- The management of projects in the construction, entertainment, energy, telecom, housing, recreation, transportation, etc.
- The alleviation of hunger, high population growth, illiteracy, disease and pollution
- New product / process development
- Research and development.

Venue & Duration

The programme is scheduled during **November 27- December 01, 2023** on a residential basis at MDI Campus, Mehrauli Road, Sukhrasi, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **November 26, 2023**, to the forenoon of **December 02, 2023**.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be given in the following basis: (discount is applicable to all SAARC Countries also)

- 10% Discount for 3-5 nominations
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Faculty

The faculty will comprise of MDI core faculty and professionals invited from industry with varied experience in project conceptualization, planning, implementation and control

Registration & Fees

Participants should be nominated by their organizations and they can self-sponsored themselves also. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 65,000/- (Rupees Sixty Five Thousand only) per participant which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Important Dates

The last date for receipt of nominations is **November 16, 2023**. The last date for withdrawal of nominations is **November 17, 2023**. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Further information/enquiry, please write to:

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Website : <http://www.mdi.ac.in>

Faculty Profile

Dr. Ashok Panjwani

Email: apanjwani@mdi.ac.in

Phone: 91-124-4560187

Prof. Panjwani holds a B.Tech. degree in Civil Engineering from IIT Delhi and is also a Fellow (Ph.D.) from IIM Ahmedabad. He has a singular blend of industry exposure and academic insights. Before joining the MDI, he has worked as a structural engineer with primarily Civil Engineering consulting companies. His teaching, research and consulting interests are focused on design of production systems, quantitative modeling for resource optimization and application of network models to project planning and monitoring. He was the head of MDI's Post Graduate Programme in Management (MBA equivalent) started in 1994.



Environmental Social and Governance (ESG)

29 November –01 December, 2023

(Wed- Fri)

MDI Campus Gurgaon

Why ESG?

In recent years, ESG has gained unprecedented priority by businesses, society, and governments across the world for creating sustainable business solutions. In the last few decades, issues of human rights and development rights have reset business strategies. ESG provides a holistic opportunity to address complex problems of governance, sustainability, and Corporate Social Responsibility. While the SEBI guidelines mandate all listed companies to adhere ESG framework, investors have adopted ESG as an instrument to adjudicate investment options. In response 250 listed companies in India have adopted the ESG framework, many lacks operation clarity.

The proposed MDP is to empower professionals with skills to reset business targets and strategies. The program aims to translate ESG principles into organizational practices.

What do Participants Gain?

It is expected that at the end of five days of the program, participants will gain:

1. Knowledge to draw convergence with the global trend and national policies,
2. Skills to assess risk and co-create value to the company, and
3. Design and develop a tailor-made operational ESG framework

Who can Participate?

- Professionals working in the areas of CSR, Sustainability and Corporate Governance, and
- Professionals who possess the passion to drive business

Pedagogy

- Lecture
- Field Visit
- Exercise

Venue & Duration

The programme is scheduled during **29 November – 01 December, 2023** on a residential basis at **MDI Campus**, Mehrauli Road, Sukhraili, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **28 November, 2023**, to the forenoon of **02 December, 2023**.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also).

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Faculty

The faculty will comprise of MDI core faculty and professionals from industry with varied experience in project conceptualization, planning, implementation and control

Registration & Fees

Participants must be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 40,000/- (Rupees Forty Thousand only)** per participant which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Important Dates

The last date for receipt of nominations is **November 15, 2023**. The last date for withdrawal of nominations is **November 17, 2023**. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

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Faculty Profile

Prof. Avanish Kumar

Professor, Economics & Public Policy
Dean - School of Public Policy and Governance &
Coordinator - Strategic Plan Implementation Committee
Email : avanish@mdi.ac.in
Phone : +91-124-4560380

Prof. Avanish Kumar explores questions at the intersection of policies and practices that promote sustainability, inclusion, and participation in organizations and society. In his over two decades of experience, he brings the experience of working with NGOs, government, corporate houses, and academic institutions. Before joining Management Development Institute, Gurgaon in 2006, he served in TERI University and Development Alternatives (DA). As a core team member, Prof. Kumar was resource person to Administrative Reform Commission, Gol on "Good Governance in Public Sector"; He was responsible for planning and designing of Mid Career Training (Phase III) of Indian Administrative Services Officers for DoPT with Duke University; he designed Poorest Areas Civil Society Programme (DFID, Phase II). Dr. Kumar is the jury of 2good4good Corporate Social Responsibility award for Economic Times and KPMG; Resource Person to National Rural Livelihoods Mission, Gol since 2014. He was a member board at large of Society for Human Ecology, Washington (2010-11 and 2011-12) and life member of Indian Science Congress and Indian Anthropological Association. He is invited by the Indian Science Congress to deliver a platinum jubilee lecture in 2020 (now to be held in 2022).

Prof. Rupamanjari Sinha Ray

Assistant Professor, Economics and Public Policy
Lead - Management Development Programs & Consulting
Phone No+91-124-4560801
Email Id: rupamanjari@mdi.ac.in

Dr. Rupamanjari Sinha Ray, an Assistant Professor in the Economics and Public Policy Area, joined MDI Gurgaon in 2008. She has been awarded Ph.D. in Economics from Jadavpur University. She was a UGC-NET-JRF Fellow. She has more than seventeen years of PG management teaching experience including executive management teaching and training. She has worked on research projects on CSR and sustainability and is involved in training and teaching sustainability. She has published research papers in the field of International Trade and environment, CSR, and Environmental responsibilities of firms, and ESG in reputed and refereed journals. She has co-authored a book on CSR practices in India and recently co-edited a book on "Responsible Leadership in uncertain times" published by Springer. She is also engaged in consultancy activities in the evaluation of social schemes of Government and Organizations. She is also a National Council Member of Sustainable Business Council (SBC), Women Indian Chambers of Commerce and Industry (WICCI). She is also a member of Transdisciplinary Research Cluster on Frugality Studies (TRCFS), in JNU Delhi.



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