



# **MBA**

## **Admission**

Brochure for Session  
2022-2024

**Vinod Gupta School of Management**

# Indian Institute of Technology Kharagpur

“ Dedicated to  
the Service of  
the Nation ”







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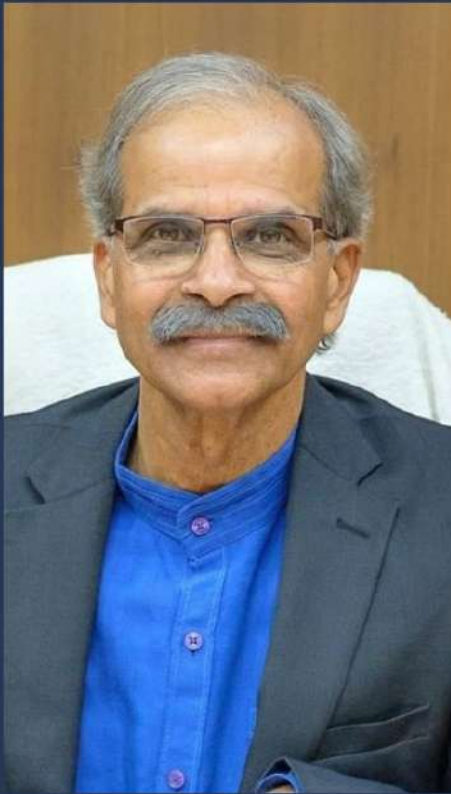
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**Prof. Virendra Kumar Tewari**  
Director, IIT Kharagpur

## Director's Message

Since its inception as the first School of Management within the IIT system, Vinod Gupta School of Management (VGSOM) aims to mentor social cognizant leaders, entrepreneurs and managers who contribute to upscale the skill of creation in world ergonomics. By the generous support of distinguished alumnus, an entrepreneur and philanthropist, a PhD Honoris Causa and life time fellow of IIT Kharagpur Mr. Vinod Gupta whose words are 'Learn, Earn & Return', this management school incubates brilliant minds as outstanding industry-ready management professionals, seeding the backbone of national economy. The students here are exposed not only to management-prone contemporary participant-centric pedagogies but also trained in multidisciplinary attributes that are characterized by prominence of globalisation, dynamism, complexity and innovativeness. For a heritage that dates back to 1993, the curriculum of VGSOM are modernized and designed to accord with the latest industry trends especially in technology-driven and knowledge based industries encouraging a unique need-based scholarship to its students with the sole aim to ensure access or deserving students to world class management training. Well-designed education and training programmes with full-time MBA, Executive MBA for industry professionals along with training programmes and a unique educational programme in collaboration with ISI Kolkata and IIM Calcutta, called the Post-Graduate Diploma in Business Analytics (PGDBA) with veteran faculties adhering industry experience from various fields of management, technology, sciences, artificial intelligence, data analytics, law and social sciences. I am certain that the latest industry convergence will boost the transparency of industry operations for the students of VGSOM who will imbibe this holistic experience to establish themselves as global leaders. Welcome friends, welcome to VGSOM!







**Prof. V. N. Achutha Naikan**  
Dean, VGSoM

## Dean's Message

Indian Institute of Kharagpur was established in 1950; it is the first, largest, fully residential and the most diversified IIT. The first management school in the IIT system "Vinod Gupta School of Management (VGSoM)" was established in the 1990s with the generous support by an illustrious alumnus, Mr. Vinod Gupta. The School has grown to its present level of maturity on its continuous path of improvement while imparting education in the field of management. With untiring effort, unceasing support, knowledge and leadership of its highly-qualified and devoted faculty members and motivated students and researchers, the School stands today as one of first five best-ranked management institutes in the country as per the NIRF (Government of India) ranking.

If we look around, we see that many well designed public and private systems do not perform as per the expectation of various stakeholders and the most important basic cause for this can be attributed to poor management of these systems. Good management can effectively change the scenario with a global systems approach in management. Generation of well educated, socially responsible, broad minded and analytically skilled manpower in management is essential for this. In broad sense, there exists four important rationale behind any management education: ability to use the contingency approach for solving business problems, combining the best parts of several solutions of a decision problem into a unique and better solution, introduce a global and universal approach of managerial problem-solving, and working with and learning from other people to make a holistic view of man management philosophy with inclusion of appropriate quantitative techniques. Creating a very effective teaching-learning process to make the students, researchers and other stakeholders competent in applying the tools, techniques and approaches required to address the issues and the problems in management has been the main objective of the educational programmes of the School.



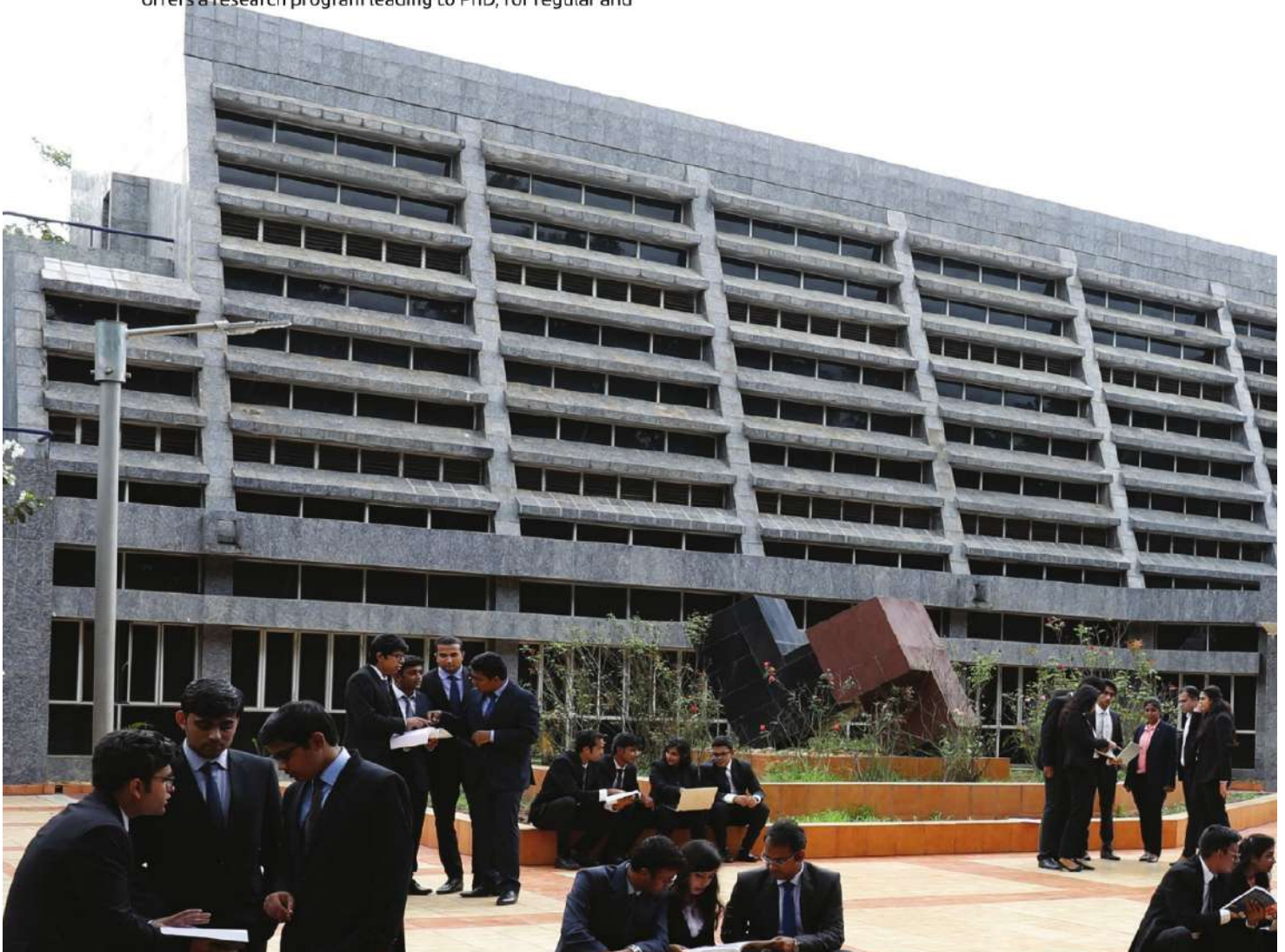


The management education has spread across the countries by amalgamation of contributions from diverse academic disciplines, such as science, engineering, sociology, psychology, economics, accounting, mathematics and law. The management system has evolved from a mere quantitative scientific system to a comprehensive resource management system using mostly qualitative techniques. The School, in its mission of empowering faculty, students and researchers, focuses on fostering entrepreneurial ventures, societal development and development of IT-driven tools and techniques, IoT and data science-based approaches to address managerial problems.

The School has been offering a number of well-designed and regularly revised education and training programmes, such as full-time MBA, Executive MBA (EMBA) for industry professionals and numerous Management Development Programmes (MDP). The School also offers a unique educational programme known as Post-Graduate Diploma in Business Analytics (PGDBA), jointly with Indian Statistical Institute, Kolkata and Indian Institute of Management Calcutta, Kolkata. The School offers a research program leading to PhD, for regular and

for working professionals. The School has a long standing collaboration with a number of leading internationally-acclaimed management and business schools for promoting joint research and exchange programmes for the students and the faculty members. The School possesses adequate and good-quality infrastructure including latest computers and software in different domains, and library facilities catering to the needs of students and faculty members. The School facilitates the introduction of new educational programmes and research/case development cells for meeting constantly-changing societal needs. The School also subscribes to case studies prepared by Harvard Business School and others in various management areas for the benefit of students and getting them exposure to global scenarios.

Over the years, the placement record of the students and the researchers of the School remain excellent. With growing illustrious alumni, a strong relationship exists among several industries, multinational companies and the School. The strong foundation thus created would help the School grow and reach greater heights of success in coming years.







# About VGSoM

Vinod Gupta School of Management (VGSoM) was set up as the first school of management within the IIT system in 1993, with the support of a distinguished alumnus & a life time Fellow of the Institute, Mr. Vinod Gupta (B. Tech. 1967), the former CEO and Chairman of InfoGROUP (previously known as InfoUSA) whose generous endowment of 2 Million US Dollars was matched by liberal support from the Government of India.

Since its inception, the VGSoM has achieved various milestones. The school is a member of the Association to Advance Collegiate Schools of Business (AACSB) since September 2020. VGSoM is consistently working towards upgrading the quality in management education, high quality research and better industry connect over the years. The efforts are reflected with its improvement in National Institutional Ranking Framework (NIRF, Ministry of Human Resource Development, Govt of India) ranking

over the years. Our school has been consistently ranked as one of the Top 10 Indian B-Schools as per the NIRF Rankings.

VGSoM offers various degree programs that include the Flagship program - Master of Business Administration (General Management) and Doctor of Philosophy (Ph.D.). School also offers the Master of Business Administration (Executives)-three years (weekend) for working professionals. Our school also conducts various training programs and Management Development Programs (MDP) for public sector units and corporations. The school believes in promoting high quality research in various domains of management. VGSoM conducts management doctoral colloquium every year to provide a research platform to doctoral students to enrich and discuss their research ideas.







## Vision

Vision of the school is to develop as a centre of excellence in management education and research catering to the needs of organizations in different sectors of the economy with special emphasis on technology-driven and knowledge-based industries that are characterized by high degrees of globalization, dynamism, complexity and innovation.



## Mission

To develop outstanding management professionals and future CEOs, who will lead organizations especially in technology-driven and knowledge-based industries, in the service of the nation and community.

## Vivacity of VGSoM

With 28 glorious years of excellence in management teaching and practice, the Vinod Gupta School of Management has a reputation of having one of the best cultures of pedagogy in the country. VGSoM seamlessly combines managerial competency with technical know-how to produce a holistic management education infused with engaging corporate interactions and in line with the dynamic industry paradigm. A testament to this is the fact that VGSoM has been consistently ranked as one of the best Business Schools in India.

Despite the onset of the pandemic and the resultant lockdowns, VGSoM with its technological capabilities swiftly switched to a virtual mode of education. With tech-enabled interactive classrooms, online leadership talks, case studies, group assignments and projects, VGSoM

ensured no compromise on peer-to-peer learning and the overall MBA experience.

This school offers its student fraternity a plethora of opportunities to showcase their talents to the world. Students of our school have proven their academic and managerial skills by winning various industry competitions such as Flipkart WIRED, HUL Lime, L'Oréal Sustainability Challenge to name a few. Students have continued to exhibit their mettle amongst the nation's brightest minds in inter-collegiate competitions of national and international significance such as Stocktrak- Singapore Management University, FINITIATOR by ISB Hyderabad, SAMAHVA by IIFT Delhi & PARIVARTAN by IIM Lucknow and others.







# About MBA Program

The two-year Master of Business Administration programme at Vinod Gupta School of Management, IIT Kharagpur aims to enable students to inculcate managerial capacity synergized with modern and industry-oriented technical skill sets. The programme is designed to cater to the graduate engineers and Master's degree holders in science, economics and commerce. The programme evolves in accordance with the pace of change in the business environment, to keep the learning relevant to the industry and larger society. As the landscape of education has changed in an unimaginable way after the pandemic, the programme evolved itself to incorporate virtual learning and continuous evaluation, while retaining all the key aspects of the offline course – case studies, group assignments, live projects and interactions with industry experts. The faculty team for the MBA programme consists of subject-matter experts with substantial and hands-on real-world business experience. The addition of "Learning Business Outside Classroom " as a mandatory course saw students work in close collaborations with entrepreneurs and small-scale enterprises, and helped them gain deep insights into the challenges and dynamics of operating a business.

The programme's learning is augmented by a mandatory two-month summer internship project, wherein students get the opportunity to work and contribute in real-life business scenarios that occur in the corporate world. The core subjects under this programme include Human Resource Management, Production and Operations, Marketing, Finance, Information System Management, Organizational Behavior, Economics, Strategic Management, Legal Aspects of Business, Business Ethics, Quantitative Techniques and Business Communication. Students also have the option to choose various electives apart from the core courses. The electives include AI & Business Law, Intellectual Property Management, Change Management, Algorithm Design and Machine Learning, Conflict Resolution and Management and International Commercial Arbitration and many more. These electives are available to the students through various departments of IIT and they encourage students to pursue his/her individual interests in greater depth. To build leadership and administrative skills, all peripheral administrative functions in the programme are delegated to appropriate student teams.











# MBA Program Eligibility Criteria

## VGSOM's MBA Program

Master of Business Administration (MBA) is the flagship postgraduate program of Vinod Gupta School of Management (VGSOM), Indian Institute of Technology (IIT) Kharagpur. It is a 2-year (spanning over four semesters) full-time residential program offered by Indian Institute of Technology Kharagpur at VGSOM. More details of the program can be seen at: <https://som.iitkgp.ac.in/MBA/>

## Minimum Academic Eligibility Criteria for Admission to MBA

Candidates seeking admission to the MBA Programme of the Institute should have Bachelor's degree in Engineering/Technology or Master's degree in Science, Economics or Commerce (with Mathematics or Statistics at Bachelor's level)\* with the following criteria:

1. A candidate must have any of the following:
  1. A Bachelor's degree of minimum 4-year duration in engineering, technology, pharmacy, medicine, or similar disciplines;

OR

  2. Master's degree in Science/Economics/Commerce (with Mathematics or Statistics at Bachelor's level); with:
    - ♦ **GE/NC-OBC:** Minimum of 60% marks (or CGPA of 6.5 on a 10-point scale)
    - ♦ **SC/ST/PwD:** Minimum of 55% marks (or CGPA of 6.0 on a 10-point scale)
    - ♦ For both the above cases, if the CGPA is on a different scale than 10.0, the eligibility of the candidates will be calculated corresponding to the equivalence stated above

2. Candidates appearing for the final year of bachelor's degree/equivalent qualification examination and those who have completed degree requirements and are awaiting results can also apply. However, if selected, the admission of such candidates to the program will be provisional, only if (s)he submits a certificate latest by May 31, 2022 from the competent authorities of his/her university/college/institute (issued on or before May 31, 2022) stating that the candidate has completed all the requirements for obtaining the bachelor's degree/equivalent qualification on the date of the issue of the certificate.
3. Admission to reserved category candidates will be as per Government of India rules.
4. Applicants must be in good health. In case of any discrepancy found in the certificate of medical fitness to be submitted during registration, the opinion of the Institute Medical Officer will be final.
5. Candidates belonging to PwD category seeking admission to MBA are required to appear before a medical board on or before October 31, 2022 at IIT Kharagpur. The decision of the Medical Board is final and becomes binding to the candidate.
6. Selection of applicants whose results in the qualifying degree examination are yet to be declared will be provisional, subject to the condition that all parts of the examination must be completed in all respects before the date of joining the Institute and the marksheets/certificate as evidence of passing the qualifying examination are to be submitted latest by October 31, 2022.

\*Please Note: A 5-year integrated Bachelor's and Master's degree would be considered as equivalent to a 4-year Bachelor's degree for the Admission process and the candidate would not get separate points in their Application Rating (AR) score for the above-mentioned integrated Master's degree

## MBA Program Admission Selection Process

The selection of candidates for admission to the 2022-24 batch of MBA at VGSOM, IIT Kharagpur is a two step process. The applicants are shortlisted based on criteria to be called for online Personal Interview (PI). Final admission to the MBA program is offered on the basis of a cumulative score of the application rating (AR), performance score in CAT 2021, and the candidate's performance in online PI process.





## I. Short-listing for Online Personal Interview (PI)

The applicants are short-listed for online PI on the basis of CAT 2021 score, past academic performance, and other criteria, if applicable, as mentioned below. The applicants must have the minimum CAT 2021 percentile as follows for being considered:

### Minimum CAT-2021 Percentile for Short-listing



Overall CAT 2021 scaled score out of 20, application rating (AR) out of 20 and Gender Diversity Factor (GDF) will be added to get the score for short-listing of the applicants to be called for PI. Two marks will be given to all female applicants for GDF. The application rating looks at the applicants' academic performances (marks obtained) at various stages of academic progression, such as secondary (10<sup>th</sup>/matriculation), higher secondary (12<sup>th</sup>/intermediate), undergraduate (bachelor's degree), and postgraduate (master's degree, if any), along with professional work experiences. Although in the online application, the portal captures sectional scores and percentile as part of CAT 2021 performance, the same is

not used for application rating. The details regarding the scores for application rating for various qualifications/degrees/work experience are provided below (ref. Tables 2.1– 2.4):

The performance in academic programs such as B.Tech./B.E./B.Pharm./Dual degree B.Tech.-M.Tech./Dualdegree B.Tech.-M.Sc. will have the following rating score (rating score C) for calculation of application rating. Alternatively, an applicant with BA/BSc/B.Com, followed by MA(Eco)/MSc/MCA/M.Com (with Mathematics/Statistics as a subject at bachelor's level) will be getting the following score (rating score D and E) in application rating.

Table 2.1: Application Rating (AR) Scores for 10<sup>th</sup> and 12<sup>th</sup> Std. Exams

Percentage Score in 10 <sup>th</sup> Std. Exam	Rating Score A	Percentage Score in 12 <sup>th</sup> Std. Exam	Rating Score B
85% to 100%	3	85% to 100%	4
70% to <85%	2	70% to <85%	3
60% to <70%	1	60% to <70%	2
		41% to <60%	1

Table 2.2: Application Rating (AR) Scores for Undergraduate and Postgraduate Degrees

Percentage score in B.Tech/BE./B. Pharma/Dual degree BTech-MTech/ Dual-degree BTech-MSc Exam	Rating Score C	Percentage score in BSc/ B.Com/BA Exam	Rating Score D	Percentage score in MA(Eco)/M.Sc./ M.Com/MCA Exam	Rating Score E
85% to 100%	7	80% to 100%	4	70% to 100%	3
70% to <85%	5	70% to <80%	2	60% to <70%	1
60% to <70%	3	60% to <70%	1		

Following score (rating score F) will be applicable for (i) applicants having M.Tech or M.E degree, and (ii) applicants with professional qualifications such as Chartered Accountancy (CA), Company Secretary (CS), Cost & Management Accountants (CMA), Chartered Financial Analyst (CFA), and Financial Risk Management (FRM):





**Table 2.3: Application Rating (AR) for Postgraduate Degree in Engineering and Professional Exams**

Qualifications	Rating Score F
M.Tech./ME	1
Professional Qualifications*	1

\*Only selected professional qualifications, namely CA (awarded by the Institute of Chartered Accountants of India), CS (awarded by the Institute of Company Secretaries of India), CMA (awarded by the Institute of Cost Accountants of India), CFA (awarded by the CFA Institute, USA) and FRM (awarded by the Global Association of Risk Professionals, USA) are considered.

Applicants with professional work experience will receive the following score (rating score G) in application rating on the basis of the duration of their work experience. Please note that only graduate-level work experience will be positively considered; any work experience gained through training/projects/internship as part of curriculum requirements will not be considered.

**Table 2.4: Application Rating (AR) for Work Experience**

Experience in Months	Rating Score G
06 to <12	3
12 to <24	5
24 to <36	4
36 to <48	2
48 to <60	1

For applicants who are continuing in service, the experience will be counted latest up to January 31, 2022, irrespective of the date on which (s)he filled the application form.

**Note:** For the qualifying/bachelor's degree of the applicant, the percentage of marks awarded by University/Institution/College, as applicable, will be treated as final. If the University/Institution/College does not award the percentage of marks, it will be calculated on the basis of the marks obtained in all subjects listed in the marks-sheet submitted by the applicant.

**Cumulative Grade Point Average (CGPA) performance will be converted into 'marks percentage' as shown below:**

$$\text{Marks Percentage} = 60 + (40/3.5) \times [(CGPA \text{ obtained} / \text{Total CGPA}) \times 10 - 6.5]$$

**Note:** The above conversion is only for computing the academic rating (AR). While submitting the application online, applicants should fill in the actual marks percentage/CGPA as provided by her/his University/Institution/College, as applicable. We will NOT accept any equivalence of conversion from CGPA to percentage marks provided by any individual universities/institution/college; in this case, the final and binding method of conversion will be as provided above.

## II. Final Selection and Offer of Admission to MBA

In the second stage of the admission process, final selection will be based on the cumulative score of the application rating (AR), performance in CAT 2021, and the candidate's performance in online PI process. Five marks will be given to all female applicants for GDF.



Table 3: Criteria and Weights for Final Selection to MBA

Criterion	Weight	
Application Rating*	20	
CAT 2021	VARC	20
	DILR	10
	QA	10
PI	40	
Total		100
*Total of rating scores (A+B+C+F+G) or (A+B+D+E+F+G)		

## How to apply:

After taking the CAT 2021 examination, domestic candidates seeking admission to the MBA programme must complete the following procedure:

### Step 1:

Complete the online application form available at the ERP portal of IIT Kharagpur, accessible through: <https://erp.iitkgp.ac.in/IITKGPApplcations/index>. The application form must be completed in all respects. Any incomplete form will automatically be rejected from further consideration.

### Step 2:

While submitting the online application form, make a payment for application fee (Rs. 1600 for General & NC-OBC candidates and Rs. 800 for SC/ST/PWD). Female candidates will be charged the same level of application fee as paid by male candidates of respective category. An applicant belonging to the overseas category (non-domestic candidate) is required to apply through International Relations, IIT Kharagpur (<https://international.iitkgp.ac.in/howtoapply/>).

**Last date for submission of online application is 31<sup>st</sup> January, 2022 (Monday), 11:59 PM.**

**Please note that, due to COVID-19, PI for shortlisted candidates will be conducted through online mode as per the following schedule**





## Schedule for conducting online PI

**Schedule 1**  
04-06  
March, 2022

**Schedule 2**  
12-14  
March, 2022

**Schedule 3**  
25-27  
March, 2022

Candidates who would apply to the MBA program of VGSOM, IIT Kharagpur and would be shortlisted for PI process shall be intimated via email in due course of time.

### Declaration of Results for Final Admission

The tentative date of declaration of results for Final admission is: 29<sup>th</sup> April – 4<sup>th</sup> May, 2022. Candidates would be required to log in to the application portal mentioned in Step 1 to find out the status of their application.

Any dispute concerning Admission to the MBA batch 2022-24 would be subject to jurisdiction of the competent courts within the territorial jurisdiction of the city of Kolkata only.

### Important Dates

The selection of candidates for admission to the 2022-2024 batch of MBA at VGSOM, IIT Kharagpur is a two-step process. First, the candidates who have applied successfully to the program are shortlisted for Personal Interview (Online-PI). Secondly, the candidates who have been selected through the Online-PI process are offered final admission to MBA on the basis of a cumulative performance score based on application rating and performance in Online-PI.

**Please note that, due to COVID-19, PI for shortlisted candidates will be conducted through online as per the following schedule:**

<b>Beginning of Online Submission of Application Form</b>	4 <sup>th</sup> January, 2022
<b>Last Date of Online Application Form</b>	31 <sup>st</sup> January 2022, 11:59pm (Monday)
<b>Online Personal Interview</b>	<ul style="list-style-type: none"> <li>♦ <b>Schedule 1:</b> 04<sup>th</sup> March to 06<sup>th</sup> March 2022</li> <li>♦ <b>Schedule 2:</b> 12<sup>th</sup> March to 14<sup>th</sup> March 2022</li> <li>♦ <b>Schedule 3:</b> 25<sup>th</sup> March to 27<sup>th</sup> March 2022</li> </ul>
<b>Declaration of Admission Results</b>	29 <sup>th</sup> April to 04 <sup>th</sup> May 2022

Any dispute concerning Admission to the MBA batch 2022-24 would be subject to jurisdiction of the competent courts within the territorial jurisdiction of the city of Kolkata only.





# Pedagogy of MBA

02

## 2<sup>nd</sup> Semester [22 Credits (9 Core Courses and 2 Electives)]

- ◆ Corporate Finance
- ◆ AMRP (Project)
- ◆ Supply Chain Management
- ◆ Business Econometrics
- ◆ Marketing Management II
- ◆ Marketing Research
- ◆ Human Resource Management
- ◆ Macro Economics for Managers
- ◆ Managerial Communication
- ◆ Choice of 2 Electives

01

## 1<sup>st</sup> Semester [22 Credits (12 courses, All Core)]

- ◆ Financial Accounting & Reporting
- ◆ Cost & Management Accounting
- ◆ Statistical Methods for Management
- ◆ Management Information Systems
- ◆ Production & Operations Management
- ◆ Quantitative Techniques I
- ◆ Marketing Management I
- ◆ Business Analytics
- ◆ Organizational Behaviour
- ◆ Spreadsheet Modelling and Programming for Business
- ◆ Microeconomics for Managers
- ◆ Learning Business Outside Classroom



# MBA Curriculum

## Credit Requirements for MBA

Semester	Curriculum			
	No. of Core Courses	No. of Elective Courses	Project	Total Credit
First Semester	11	None	LBOC	22
Second Semester	8	1	AMRP	22
Third Semester	3	8-9	SIP	24
Fourth Semester	3	8-9	Comprehensive Viva	23
<b>Total Credits</b>				<b>91</b>

04

### 4<sup>th</sup> Semester

**[23 to 25 Credits (4 Core and 8 to 9 Electives)]**

- ◆ Business Law for Managers
- ◆ Business Simulation Game
- ◆ Business Ethics and Corporate Governance
- ◆ Comprehensive Viva
- ◆ Choice of 9 Electives

### 3<sup>rd</sup> Semester

**[24 to 26 Credits (4 Core and 8 to 9 Electives)]**

- ◆ Strategic Management
- ◆ Summer Internship Project
- ◆ Business Government and International Economic Environment
- ◆ Organizational Design, Change and Transformation
- ◆ Choice of 9 Electives

03





# Electives



## General Management

- ◆ Entrepreneurship & New Ventures
- ◆ Management of Non-Profit Organizations
- ◆ Strategic Corporate Social Responsibility in Multinational Contexts
- ◆ Inter-cultural Communication Competence
- ◆ Women Leaders in Management
- ◆ Management Lessons from Movies



## Finance

- ◆ Financial Markets and Institutions
- ◆ Mergers, Acquisitions, and Corporate Restructuring
- ◆ Commodity Derivatives and Risk Management
- ◆ Insurance/Actuarial Modeling
- ◆ Derivatives and Risk Management
- ◆ International Financial Management
- ◆ Corporate Taxation



## Economics and Strategy

- ◆ International Management
- ◆ International Economics
- ◆ Game Theory for Managers
- ◆ Digital Technologies & Future of Public Policy
- ◆ Business Simulation



## Business Analytics and Information Science

- ◆ Quantitative Techniques 2
- ◆ Software Project Management
- ◆ Information System Strategy
- ◆ Enterprise Resource Planning
- ◆ E-commerce Technology and Applications
- ◆ Advanced Business Analytics
- ◆ Time Series Econometrics



## Marketing

- ◆ Marketing Research
- ◆ Digital Marketing
- ◆ Sales & Distribution Management
- ◆ Integrated Marketing Communication
- ◆ Consumer Behavior
- ◆ Business to Business Marketing
- ◆ Marketing of Industrial and High-Tech Products



## Organizational Behaviour

- ◆ Competency Management
- ◆ Human Resource Measurement and Decisions
- ◆ Industrial Relations and Labour Laws
- ◆ Compensation Management
- ◆ People Analytics





## Operations

- Supply Chain Analytics
- Purchasing & Outsourcing
- TQM and Six-Sigma
- Logistics Management
- Project Management
- Risk Management

### Following Electives are offered from other departments

#### Centre for Education Technology

- Educational Data Analytics
- Large Scale Search Engines

#### Computer Science and Engineering

- Foundations of Algorithm Design & Machine Learning
- Soft Computing Applications

#### Rajendra Mishra School of Engineering and Entrepreneurship (RMSOEE)

- Foundations of Entrepreneurship
- Manufacturing Management
- Growing and Managing an Entrepreneurial Firm

#### Subir Chowdhury School of Quality and Reliability

- Quality Control and Analysis
- Statistical Process Control

#### Industrial and Systems Engineering

- Project Engineering and Management
- Total Quality Management
- Production Planning and Inventory Control
- Recommender System In E-Business

#### Rajiv Gandhi School of Intellectual Property Law (RGSO IPL)

- Artificial Intelligence and Law
- Direct Taxation Structure
- Corporate Taxation

#### Humanities and Social Sciences

- Conflict Resolution & Negotiation
- Manpower Economics
- Industrial Relations
- Management of Change
- Knowledge Management

### Micro specialization in Business Analytics

Sl. No.	Course	Semester	Area
<b>Component I (2-4 credits core)</b>			
1.	Advanced Business Analytics	2	BAIS
2.	Time Series Econometrics	3	BAIS
<b>Component II (2 credits in Semester 3 and 2 credits in Semester 4)</b>			
3.	Supply Chain Analytics	3	BAIS
4.	Marketing Analytics	3	MKT
5.	Product Analytics	4	OM
6.	HR Analytics	4	OBHR
7.	Advanced Marketing Analytics	4	MKT
<b>Component III (Projects in Semester 3 and Semester 4)</b>			
8.	Project I	3	
9.	Project II	4	

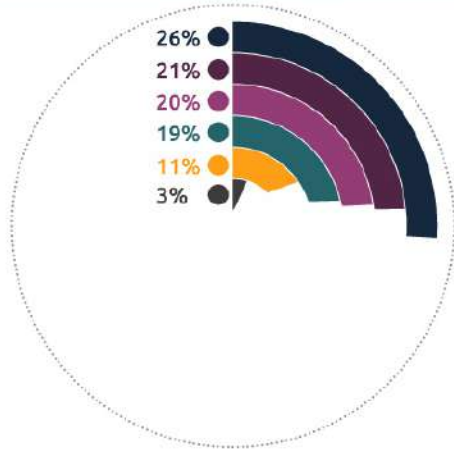
#### Note:

- Number of subjects needed to earn the Micro specialization: 4 (2 Core + 2 Electives)
- Minimum credits needed to earn the Micro specialization: 12



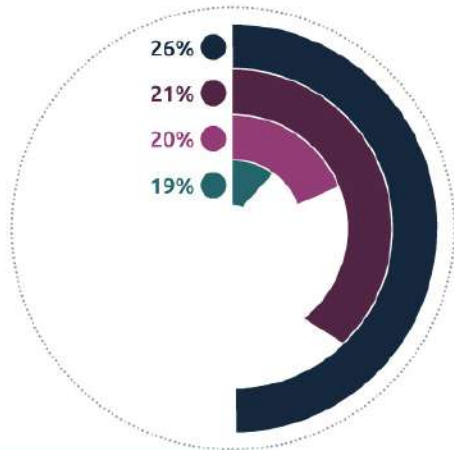


# Batch Profile 2020-22



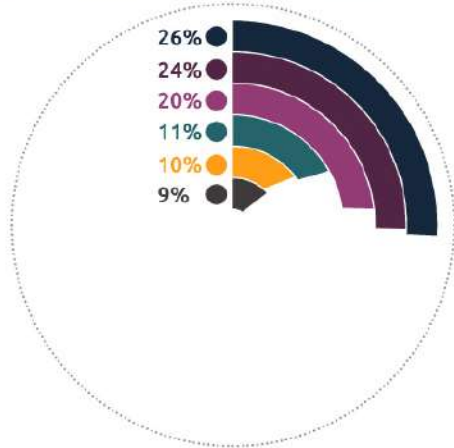
## Engineering Background

- Chemical/Civil
- CS/IT
- ECE
- Electrical/Instrumentation
- Mechanical /Manufacturing Production
- Mineral / Petroleum / Power



## Work Experience Distribution

- Freshers (0-11 Months)
- <2 Years (12-23 Months)
- <3 Years (24-35 Months)
- <4 Years (36-47 Months)

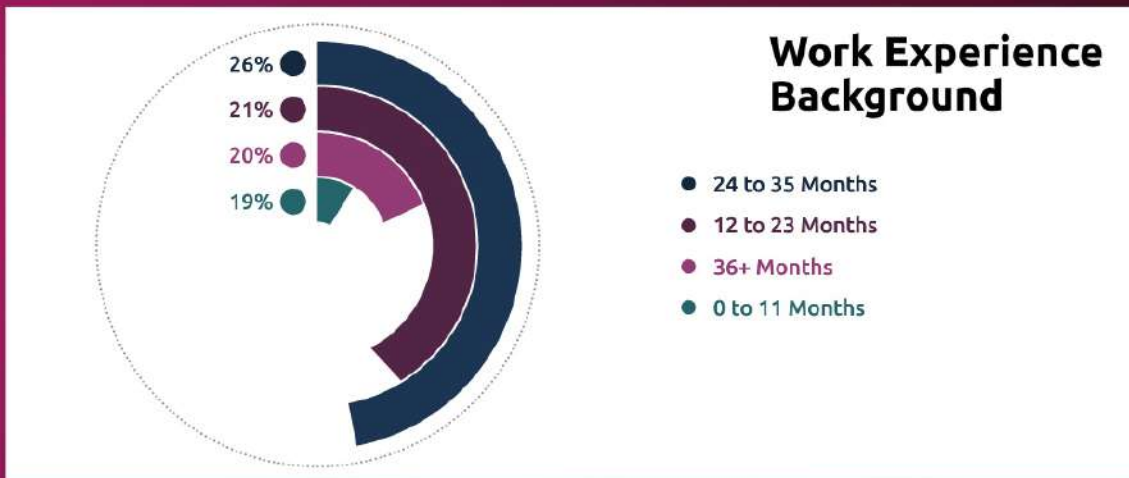
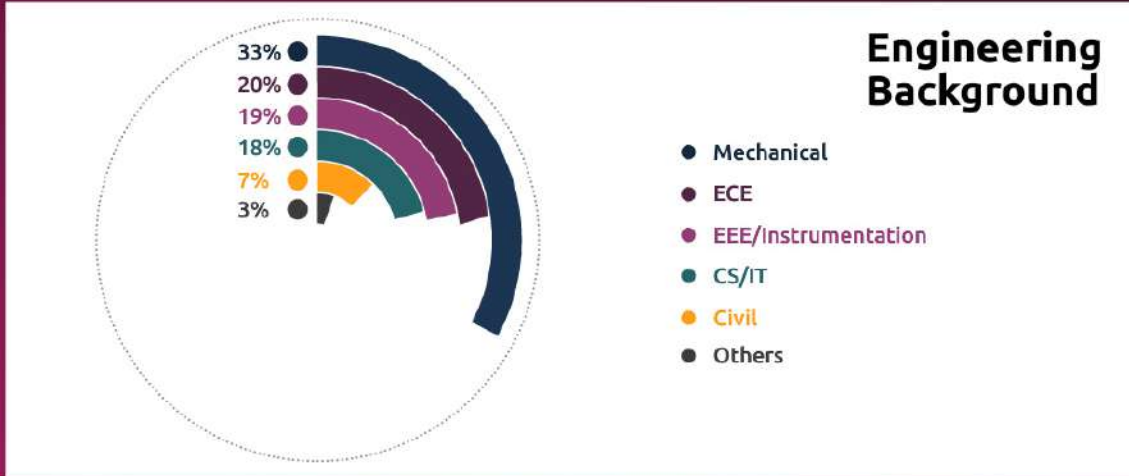


## Summer Internship Role Distribution

- Marketing
- Operations
- Consulting
- Analytics
- BFSI
- IT/ITeS



# Batch of 2021-23







# Faculty Profile

The faculty at Vinod Gupta School of Management, IIT Kharagpur bring with them a diverse range of experience and expertise from the academics and industry, both in India and abroad. The courses they offer reflect an ingenious mix of theory and application to practical life. The teaching pedagogy ranges from lectures, to discussions, to case analyses, to field experience. Faculty constantly endeavour to bridge the gap between what students want from them, what the industry might need them to teach the students, and what they decide can help their students the most. In addition to regular teaching, VGSoM faculty also routinely contribute to the industry through various consulting assignments and specially designed training programs for different organizations, both on campus and in house. Faculty also routinely dedicate themselves to contributing to the knowledge base in their own areas of interest and expertise through their research.

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**Prof. Abhijeet Chandra**

*PhD (JMI, New Delhi),  
Post Doc (IIT Madras)  
Finance & Accounting*

Prof. Abhijeet Chandra has more than 9-yr postPh.D. experience. He offers graduate and postgraduate-level courses in Corporate Finance, Cost & Management Accounting, Investment Management and Behavioral Finance. Prof. Chandra's research work in the areas of Behavioral Corporate Finance, Asset Pricing, Risk Management, and Individual Decision Making under Risk and Uncertainty has appeared in reputed national and international journals. He has completed sponsored research projects commissioned by National Stock Exchange, ICSSR, and SRIC, IIT Kharagpur.

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**Prof. Ajay Kumar Mishra**

*Ph.D. (IBS, IFHE  
Hyderabad) Finance &  
Accounting*

Dr. Ajay Kumar Mishra has more than four years of teaching and research experience in the Finance area. He received his Ph.D. in finance from IBS Hyderabad in 2014. He was a visiting research scholar in the Fogelman College of Business and Economics (FCBE) at the University of Memphis during 2011-2012. Prior to joining Ph.D. program, he was a research fellow at Space Application Centre (ISRO), Ahmedabad India. He teaches Financial Management, Corporate Finance, Financial Markets, Security Analysis and Portfolio Management courses at PG level and Market microstructure course at the doctoral level.

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**Prof. Anupam Ghosh**

*Ph.D. (ICFAI University) Supply Chain Analytics Production  
and Operations Management*

Prof. Anupam Ghosh has more than 15 years of teaching experience in the areas of Supply Chain Management and Marketing. He has offered courses at the post-graduate and doctoral level in Supply Chain Analytics, Supply Chain Management, Warehousing and Materials Management, and International Marketing. He was a Visiting Scholar at Bentley University, Waltham, MA, USA. He has worked on research projects on information visibility in supply chains, fare fixation for public transportation system etc.

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**Prof. Aradhna Malik**

*Ph.D. (University of Denver, USA) General Management  
Organizational Behavior &  
Human Resources*

Dr. Aradhna Malik has been serving the Indian Institute of Technology as Faculty since 2008. She teaches Organizational Communication, Business Ethics, Human Resource Management and Organizational Behavior to Undergraduate, Masters and Doctoral level students. She has served in a diversity of roles both in India and abroad. Dr. Malik has also developed a number of courses for the National Programme on Technology Enhanced Learning (NPTEL) on some of the areas mentioned above. Dr. Malik has been serving as the Associate Copy Editor of Asian English as a Foreign Language Journal (AEFL Journal) since 2009, and has recently been nominated as the National Representative (India) of the International Study Association of Teachers & Teaching (ISATT).

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**Prof. Barnali Nag**

*Ph.D. (IGIDR, Mumbai)  
Economics and  
Strategy General  
Management*

Prof. Barnali Nag did her post-doctoral research from Wharton Business School, University of Pennsylvania. Prior to that, she was a Business Research Fellow at the Indian School of Business, Hyderabad. Prof. Nag has also worked in RIS, New Delhi, Ministry of External Affairs, GoI, an advanced Institute for actionable research. Before joining VGSOM, IIT Kharagpur, she was a faculty in Indian Institute of Management Kashipur. Her research interests pertain to Public Policy, Competition Policy and Competitiveness, Economics of Climate Change, Policy and planning in the infrastructure sector and Energy security issues of India.

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**Prof. Arun Kumar Misra**

*Ph.D. (IIT Bombay)  
Finance & Accounting*

After completing Ph.D., Prof. Arun Kumar Misra has worked in Banking Sector for about 7 years and then joined VGSOM, IIT Kharagpur. Prof. Misra's areas of research include Banking, Capital market, Corporate Finance and Market Microstructure. Prof. Misra derives his competencies from the work experience in banks where he supervised risk management, ALM and Basel guidelines implementations.

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**Prof. Biplab Datta**

*Ph.D. (IIT Delhi)  
Marketing Economics  
and Strategy*

Prof. Biplab Datta's research interests include Organisational Leadership, Marketing Management, Service Quality Management and Customer Relationship Management. Prof. Datta earned ISO 9000 Lead Auditor Certificate from NBA, U. K. Prof. Datta has published papers in national and international journals.

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**Prof. Biswarup Ghosh**  
(MBA - IIT Kharagpur,  
Ph.D.) Marketing  
Economics and Strategy

Prof. Biswarup Ghosh teaches Marketing Management, International Marketing & Strategic Marketing courses at VGSoM. He has more than 30+ years Healthcare Industry experience & worked as Head of Healthcare at Linde India Ltd. (Part of Linde Group, Germany), Director South East Asia at STERIS India Ltd. (a wholly-owned subsidiary of STERIS Corporation USA), General Manager-Marketing at Datex-Ohmeda (Part of GE Healthcare USA), Zonal Business Head at BOC India Ltd. (Part of BOC Plc. UK). He has extensive industry experience in General Management, Establishing Indian entity of large US MNC, Managing P & L of large Healthcare Business of India & Indian Subcontinent, International Marketing exposure in Singapore, Thailand & Malaysia markets. He did his Ph.D. in Plasma Physics & MBA from VGSoM, IIT Kharagpur.



**Prof. Chandra  
Sekhar Mishra**  
Ph.D. (Utkal  
University) Finance &  
Accounting

Prof. CS Mishra has more than twenty years of experience in teaching. His areas of interest are Financial Reporting & Analysis, Accounting Analytics, Business Valuation and Mergers & Acquisitions.



**Prof. Prabina Rajib**  
Ph.D. (IIT Kharagpur),  
Fellow (Institute of  
Engineers) Finance &  
Accounting

Prof. Prabina Rajib has more than one decade of academic experience. Prof. Rajib has authored two books i.e., 1) Commodity Derivatives & Risk Management, 2) Stock Exchanges, Investments & Derivatives: Straight Answer to 250 Nagging Questions. Prof. Rajib's teaching & research interests include Financial Accounting, Corporate Finance, Financial Markets, Risk Management using Financial & Commodity Derivatives. Prof. Rajib is also a Fulbright Scholar.



**Prof. M. Vimala Rani**  
Ph.D. (IISc, Bangalore)  
Production &  
Operations  
Management

Prof. M. Vimala Rani obtained her Ph.D. degree in Operations Management from Indian Institute of Science (IISc), Bangalore. She has received a Gold medal and the Best Ph.D. thesis award by the council of IISc. After her Ph.D., she has worked as IISc Research Associate for one year at the Department of Management Studies, IISc. She also worked as an Assistant Professor at Amrita School of Business, Bangalore. Her research interest is on developing the mathematical and heuristic algorithms for the problems related to Industrial Engineering and Management.





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**Prof. Parama Barai**  
FPM (XLRI) Finance & Accounting

Prof. Parama Barai has seven years' teaching experience in finance-related subjects, specifically in the areas of investment management, financial analytics, financial risk modelling, derivatives, capital budgeting, and corporate finance. Prof. Barai also conducts research in these areas. Prior to joining VGSoM, she worked in the manufacturing sector for six years as a Design Engineer.

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**Prof. S. Srinivasan**  
Ph.D. (IIT Madras) DAAD Fellowship (2016)  
Organizational Behavior & Human Resource Management

Dr. S. Srinivasan is a passionate researcher and academician. He teaches Organizational Behavior, HRM, HR Analytics, Compensation Management & Industrial Relations. His research interest is on CSR, employee engagement, Human & Technology interaction. He has received his Ph.D. in OB & HR from IIT Madras and he was a visiting scholar at the University of Duisburg and Essen, Germany (DAAD Fellow). He is also a certified Labor and ESH compliance auditor. He has audited several factories in India, UAE and Vietnam for established European and American Brands. Prior to joining Ph.D., he was a research associate in a collaborative research project between IIT Madras and the University of Guelph, Canada.

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**Prof. Sangeeta Sahney**  
(Ph.D. (IIT Delhi) Marketing, Organizational Behavior & Human Resources

Prof. Sangeeta Sahney has served as a faculty member at U.P. Technical University and IIT Roorkee, before joining IIT Kharagpur. With a specialization in Marketing, Prof. Sahney also teaches Organizational Behavior and Human Resources Management. Prof. Sahney's research interests include studies in Consumer Behavior, Organizational Behavior and Quality Management in education. Prof. Sahney has been seconded by MHRD to teach at AIT, Bangkok twice, in 2009 and 2016. Prof. Sahney has authored a book on Consumer Behavior published by Oxford University Press. Prof. Sahney has authored several papers in peer-reviewed national and international journals.

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**Prof. Rudra Prakash Pradhan**  
Ph.D. (IIT Kharagpur), Fellow (Institute of Engineers)  
Economics and Strategy Production & Operations Management

Prof. Rudra P Pradhan has more than a decade of teaching and research experience. His research interests include Infrastructure Finance, Foreign Direct Investments and Econometric Modeling. Prof. Pradhan has published several research papers in various national and international refereed journals.

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**Prof. Saini Das**

*FPM (IIM Lucknow)  
Business Analytics &  
Information System*

Prof. Saini Das has served as a faculty member at IIM Indore for three years before joining IIT Kharagpur. She also worked as a software engineer at Infosys Technologies Ltd. prior to her Ph.D. Her major teaching interests and competencies are in the areas of Business Analytics, Information Security Risk Management in networks, Management Information Systems (MIS), e-commerce technology & applications, data privacy and digital piracy. Prof. Das has taught in many management development programs across industries. She has authored papers in many national and international journals of repute.

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**Prof. Swagato Chatterjee**

*FPM (IIM Bangalore)  
Marketing, Business  
Analytics & Information  
System*

Dr. Swagato Chatterjee is a researcher, consultant, teacher and academician. He has over 9 years of experience in marketing, operations and analytics. He has worked with companies like Coca Cola, Times of India, Technosoft, Mitsubishi, Nomura, Yes Bank, CSC, Ernst and Young, Genpact in various consultancy and training assignments related to analytics. He has also taught in institutes like IIT Kharagpur, Narsee Monjee Institute of Management etc. He has published in reputed international journals such as Decision Support Systems, International Journal of Hospitality Management, Tourism Management, Journal of Business and Industrial Marketing, Journal of Consumer Marketing, Journal of Strategic Marketing, Journal of Social Entrepreneurship, Journal of Indian Business Research, Global Business Review among others and presented in various national and international conferences. He is a B.Tech from IIT Kharagpur and a Ph.D. in marketing from IIM Bangalore. Currently he is an Assistant Professor in Vinod Gupta School of Management, IIT Kharagpur in the area of Marketing and Analytics.

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**Prof. Sanjib Chowdhury**

*Ph.D. (IIT Kharagpur)  
Production & Operations  
Management Economics  
and Strategy*

After working for 34 years in two major oil companies in India and Kuwait, Prof. Sanjib Chowdhury joined Indian Institute of Technology, Kharagpur at Vinod Gupta School of Management as Visiting Faculty in Feb 2018 in the areas of: 1. Strategic Management 2. Production and Operations Management, and 3. Project Management. He held responsible positions and is the recipient of “Kuwait Gulf Oil Company Ideal Employee Award”, “ONGC Chairman’s Award” to mention a few. Based on his extensive work experience, he has sole-authored a book titled “Optimization and Business Improvement studies in Upstream Oil and Gas Industry”, published by John Wiley & Sons Inc., New Jersey, USA. He holds B. Tech (Hons.), M. Tech., and Ph.D. degrees in Industrial Engineering and Management all from IIT Kharagpur and has published several technical papers in journals of repute.

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**Prof. Surojit Mookherjee**

*Ph.D. (IIT Kharagpur),  
Fellow (Institute of  
Engineers) Business  
Analytics & Information  
System General  
Management*

Prof. Mookherjee’s experience includes 15 yrs. of Industrial Research, Manufacturing, Operations, Joint Venture set up in the field of metal cutting tool and Powder Metallurgy. Post his industrial stint, he migrated to SAP project Implementation and Management, Business Consulting, IT Outsourcing, Program management and IT Service sales for global clients. During this period of 18 years, he worked with PricewaterhouseCoopers and IBM India.

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**Prof. Tutan Ahmed**

*FPM (IIM Calcutta), B.E.  
(Jadavpur University) Public  
Policy & Management*

Prof. Tutan Ahmed pursued his doctoral degree in Public Policy and Management from IIM Calcutta. His interest in Public Policy led him to work with the World Bank, United Nations Development Programme and with the Ministry of Skill Development in various capacities. At present, he has collaborations with Indian Space Research Organization (ISRO) and with different universities in the United States with the support of different research grants/fellowships. His research interest lies in Labor Market, Skill, Education, Gender, Poverty and Quantitative Techniques.

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**Prof. Srabanti Mukherjee**

*Ph.D. (IEST, Shibpur)  
Marketing*

Dr. Srabanti Mukherjee has special interest in Consumer Behaviour, Marketing Research, Brand Management, Management of Services, Managing customer's expectations and marketing to the bottom of the pyramid. Prior to VGSOM, Prof. Mukherjee has worked in premier management Institutes including IIM Indore and IEST Shibpur. Prof. Mukherjee has conducted and taught in several management development programmes across industries. Prof. Mukherjee has authored a book on Consumer Behaviour from Cengage Learning and published cases in Ivey Publishing. Prof. Mukherjee has authored papers in many peer-reviewed journals and presented papers in topmost conferences in Marketing domain.

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**Prof. Vinay Yadav**

*PhD (IIT Bombay),  
Operations Research*

Prof. Vinay Yadav has worked as an Assistant Professor at IIM Jammu, Visakhapatnam and Marie Curie Postdoctoral fellow at Technical University of Denmark prior to joining IIT Kharagpur. He earned his masters and a doctoral degree from IIT Bombay, Mumbai; and Bachelors degree from Banaras Hindu University, Varanasi. His expertise includes optimization under uncertainty, interval analysis based operations research techniques, and environmental management. His areas of Interest include Plastics pollution and environmental sustainability; Mathematical models for solid waste management; and Environmental management.

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**Prof. Susmita Mukhopadhyay**

*Ph.D. (Calcutta University,  
fellow ISI Kolkata)  
Organizational Behavior &  
Human Resources*

Prof. Susmita Mukhopadhyay has interest in Organizational Behaviour, Leadership, Competition and Cooperation, Relationship Management, Retirement Management, Team Building, Competency Management, HR analytics, Professional Excellence, HRM, Business Ethics, CSR, Self-development and effective habits. Prof. Mukhopadhyay has conducted short term courses, MDPs and in company programmes for several Institutes and companies across industries. Prof. Mukhopadhyay has published many papers in peer reviewed International Journals.

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**Prof. Hemant Kumar Suman**

*PhD (IIT Delhi), Operation Research*

Prior to joining VGSOM IIT Khargapur, Prof Hemant Suman was working as an Assistant Professor at IIM Bodh Gaya. Prof Suman has also worked in the Department of Transport Engineering and Logistics (DITL) at Pontificia Universidad Catolica de Chile, which is the host of BRT+ Centre of Excellence. He did Ph.D in applications of Operations Research & Analytics to Transportation Systems from IIT Delhi. He is a Gold-Medal recipient for being the best graduating B.Tech student in the Department of Industrial Engineering and Management at NIT Kurukshetra. He has also received several research awards for applying his research to the real-life problems of pressing concerns and high impact. His areas of interest include Operations Research, Analytics, Transportation Systems, E-Mobility, Smart Cities, Logistics Management, Humanitarian Logistics



**Prof. Sujoy Bhattacharya**

*Ph.D. (IITM, Gwalior)  
Business Analytics &  
Information System  
Finance & Accounting*

Prof. Sujoy Bhattacharya's area of interest is Business Analytics. Prof. Bhattacharya is proficient in R and Python software. Prof. Bhattacharya can handle complex business analytics problems with varied applications.



**Prof. Sushil Punia**

*PhD (IIT Delhi), Operations and Supply Chain Management Business Analytics*

Prof. Sushil Punia is an Assistant Professor of Operations Management and Business Analytics at VGSOM, IIT Khargapur. He holds a Ph.D. degree from IIT Delhi and an M.Tech degree in Industrial Engineering and Management from IIT Kanpur. Sushil has been a research member at Forecasting Laboratory (ForLab), (UK). He received the Ministry of Urban Development - TRIPP, IIT Delhi research fellowship, and a postdoctoral research fellowship from the University of Cambridge, UK. He is a recipient of Springer Nature's Best Paper Award (XXIII Annual International SOM 2019) and Emerald Literati Award 2018. He has published in reputed high-impact research journals like EJOR, IJPR, DSS, CAIE. His research article on Covid19 pandemic, supply chain disruptions, and governmental policy decisions is one of the most downloaded articles in the European Journal of Operational Research. Also, it was highly cited in the literature and covered by media, including Daily Mail (UK), during the 2020-21 pandemic. Sushil has specific research interests in building predictive and prescriptive analytics decision models based on data-driven optimization and machine (and deep) learning. His present focus is on operations and supply chain management, public healthcare delivery, smart manufacturing (Industry 4.0), and sustainable energy transition. His areas of interest include Operations and Supply Chain Management; Data and Decision Sciences; Public Healthcare; Smart Manufacturing; Sustainable Energy; Public Policy.





# Distinguished Visiting Professor of IIT Kharagpur

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**Mr. Ravi Kant**

*B. Tech, IIT Kharagpur  
MS, D.Sc. (Hons.), Aston University*

**Brief Bio:** Mr. Ravi Kant is a distinguished alumnus of IIT Kharagpur and is soon to join his alma mater as a distinguished professor. Post the completion of his B. Tech, he went on to pursue his Masters and Honorary DSc, from Aston University. He had an illustrious career graph at Tata where he acted as the chairman and director for several group companies. Mr. Kant is credited with the successful and unexpected turnaround of the once struggling luxury units, Jaguar Land Rover. He also played an instrumental role in the development and subsequent launch of the world's cheapest car Nano. After giving up active participation in running the day-to-day affairs of Tata in 2009, he gradually slipped into the role of a mentor and also a consultant. He now serves as Chairman of Indian Institute of Management Rohtak; Tata Advanced Materials Ltd and TAL Manufacturing Solutions Ltd. He has been a Non-Executive Independent Director of Vedanta Limited since January 29, 2015. His areas of interests are global and Indian market, corporate governance and Strategy.

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**Mr. R. Gopalakrishnan**

*B. Tech, IIT Kharagpur  
MBA/Advanced Business Program, Harvard Business School*

**Brief Bio:** Mr. R. Gopalakrishnan studied engineering at IIT Kharagpur and attended the Advanced Management Program at Harvard Business School. He has been a professional manager from 1967 and has served as Chairman of Unilever Arabia, as MD of Brooke Bond Lipton and Vice Chairman of Hindustan Lever, as ED of Tata Sons and several Tata companies. Mr. Gopalakrishnan has been a corporate leader for 50 years: 31 years in Unilever and 19 years in Tata. He was also elected as President by the “All India Management Association” in 2004. He has been a newspaper columnist and has authored five books since 2007. He is an international speaker and is actively engaged in both instructional and inspirational speaking. Now, Mr. Gopalakrishnan mentors a startup called Map My Genome Private Limited, the board of which he chairs. He also serves as an independent director of listed companies, Akzo Nobel India, Castrol India, and Hemas Holdings PLC, Sri Lanka. His areas of interests are Business in India, Markets and Customers, Governance and Strategy, Organisation and People, and Innovation.

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# Facilities at Campus



VGSOM, IIT Kharagpur offers a plethora of facilities and cutting-edge infrastructure to its students and faculty.

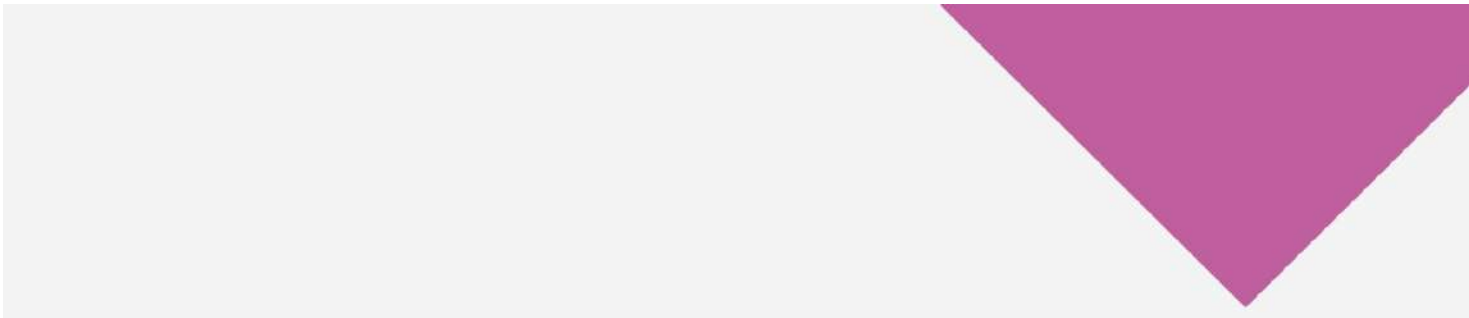
## Some of them are:

- ◆ A Central Library which also provides a huge database of books and research papers.
- ◆ A Computer Laboratory with the most innovative hardware and software that is open 24X7.
- ◆ A high-speed Wi-Fi enabled campus.
- ◆ Real time financial data through Bloomberg Terminals and Prowess CMIE.
- ◆ Pleasant residential accommodations with high-speed Wi-Fi and LAN.
- ◆ An in-hostel library and recreational centres for students.
- ◆ Students Gymkhana – A centre for sports, cultural and social wellness.
- ◆ Relaxing modern food joints like Nescafe centres, Subway and Café Coffee Day.













# Clubs and Committees



## Consulting Club

The Consulting Club of VGSoM, IIT Kharagpur, is an organization led by students that seeks to create a platform for cultivating interest and facilitating learning in the vast and fascinating world of consulting and analytics. The club provides a forum for consulting enthusiasts to further improve their skills via competitive events and knowledge sharing sessions. It instills exposure to current trends in the domain through interactions with consulting & analytics aficionados and acquaints enthusiasts with the essential industry skills by organising various events throughout the year. The club aims to continue in its efforts of providing a conducive peer-peer learning environment for students to continually develop their skills, analytical thinking and consulting knowledge.

**Vinod Gupta School of Management  
IIT Kharagpur**

**THE CONSULTING CLUB  
PRESENTS**

# EXCELSIOR

Part 1: Online Quiz  
Part 2: Estimation  
Excel-lence

Win cash prizes worth ₹2000

21st October  
07:30 pm

For any queries:  
Hanan Mustafa (506569184)  
Madhulika Datta (9998641429)

@theconsultingclubvgso  
@VGSoMConsultingClub



**Purvodaya '21**  
Vinod Gupta School of Management, IIT Kharagpur

**The Consulting Club**  
In Association with  
**Ins@analytics**  
presents

# Guesstimates

Part 1 - Online Quiz  
Part 2 - Case Study  
Part 3 - Presentation Round

15 Jan, 2021  
18 Jan, 2021  
08-07 Feb, 2021

Prizes worth more than ₹ 3.45 Lakhs

Event Details  
Online Quiz: 15th Jan, 2021  
Case Study: 18th Jan, 2021  
Presentation: 08-07 Feb, 2021

Contact Details  
Ajay: 960943308  
Sathwik: 960943308

**Purvodaya '21**  
Vinod Gupta School of Management, IIT Kharagpur

**The Consulting Club**  
In Association with  
**Ins@analytics**  
presents

# SUMANTRAN

HUNT FOR THE STAR CONSULTANT

Deadline For Registration: 15 Jan, 2021 08:00 pm

Prizes worth ₹ 4.74 Lakhs

Event Details  
Part 1 - Online Quiz: 15 Jan, 2021  
Part 2 - Case Study: 18 Jan, 2021  
Part 3 - Presentation Round: 08-07 Feb, 2021

Contact Details:  
Sathwik: 820943308  
Ajay: 960943308

Official Online Practice Partner

www.facebook.com/VGSoMConsultingClub  
www.instagram.com/theconsultingclubvgso

**The Consulting Club**  
Presents.

# CHANAKYA NITI 2.0

Let the Face off Begin...

Unleash the Strategic Boost in you...

Debate runs on  
March 26  
2021  
8-10PM

Cash Prizes 2000/-

Contact Details:  
Sathwik: 7610726696  
Ajay Kumar: 9603646338



## Event Summary:

- Excelsior:** The event Excelsior gave participants the chance to leverage their analytical and Excel-skills to solve problems and emerge on top.
- Chanakya Niti 2.0:** Despite the challenges of being conducted online, Chanakya Niti 2.0 invigorated participants to battle each other in thought-provoking debates on topics around strategic consulting.
- Sumantran:** As part of Purvodaya'21, the club conducted its flagship event Sumantran, which saw over 500 students navigating their way through challenging quizzes and case presentations, in their quest to become the star consultant.
- Guesstimates:** The highly-participated Purvodaya event, Guesstimates, had students from India's top business schools competing to solve stimulating estimation problems.
- Hunt Ablaze:** Another highly successful event, Hunt-Ablaze, was an online treasure hunt centered around statistics, analytics, consulting, and general knowledge.
- Knowledge Sharing Sessions:** Previous Year, TCC conducted knowledge-sharing sessions with prominent guests from the industry such as, Mr. Vikas Patel - manager at a leading management consulting firm, who shared his insights on approaching case studies and the prerequisites for a consulting role, and Mr. Kuladeep Tummala - a marketing analytics professional with a leading firm, who shared his experiences on pursuing a career in analytics.

## Drishtee Capital

Drishtee Capital, founded and run by trading and finance enthusiasts, the club has been in place since 2012, and the fund went live on October 31, 2013. A group of finance enthusiasts founded Drishtee with the sole motive of establishing our institute as a center of excellence in finance.

As an investment club, Drishtee provides its club students with valuable insights into the real-time challenges faced by investors. At Drishtee, we focus mainly on generating long-term value rather than short-term profits. We follow a top-down approach while making investment decisions. We start with macroeconomic and sector analysis to find profitable investment areas in the economy. We perform fundamental and technical analyses of various companies in an industry to invest in. Furthermore, the club is not limited to its members as Drishtee makes conscious efforts to share knowledge of investments, trading, portfolio management, fundamental and technical analysis through knowledge sharing sessions, TradeShastra, for the trading enthusiasts of both batches.

Drishtee Capital successfully conducted "Synergy 2021- A Competition for Stock Market Enthusiasts" in association with StockGro during Purvodaya, the B-School fest of VGSoM, IIT Kharagpur. This included an amalgamation of trading and investment quiz and case studies for the finance enthusiasts that saw good participation from the elite B-Schools in India. Drishtee Capital also conducted "Stock Mania" and "Lock Stock & Trade" - the stock market simulation challenge," where the participants from VGSoM competed to maximize their portfolios' profits. Additionally, we also curate and share reports of lucrative IPOs for the benefit of our batch.









## E-Cell

The Entrepreneurship Cell (E-Cell) of VGSOM, IIT Kharagpur, is a student-run body that strives to create a platform for the student community to foster their entrepreneurial spirit through exposure to the start-up ecosystem. E-Cell acts as a catalyst for students to be inspired by mentoring and incubation support to help them turn their ideas into successful enterprises. Another vital function of E-Cell is to provide students with winter internship opportunities and Live Projects with start-ups. Learning Business Outside Classrooms (LBOC) is a one-of-a-kind program offered by the E-Cell to first-year students, providing them a real-time learning experience to students while working in close consultation with CXOs of leading start-ups. E-Cell conducts activities to bring out the entrepreneurial flair in students:

- ♦ **Srijan:** National Level B-Plan flagship competition
- ♦ **Vichar:** Online case-study event
- ♦ **Ideas Insanis:** Idea Presentation event
- ♦ **E-Summit:** Leadership talk series
- ♦ **Pink Cabs:** Enable local female cab drivers to provide commercial car services



## Finterest

Finterest, the finance club of VGSOM, is a student-run club aimed at nurturing and enhancing students' financial literacy by keeping them updated on the latest trends in corporate finance, capital markets, investment banking, personal finance, and other related fields. Our mission is to build a knowledge hub that will help people improve their financial skills by sharing, analyzing, and implementing concepts. Our flagship events include Mulyankan, a National Level Financial Analysis competition conducted during the annual B-School fest Purvodaya, Budget Briefcase, one of the most anticipated events where eminent panelists discuss and share their thoughts on the Annual Budget, Stockmind, an annual virtual trading competition in association with ICICI Direct. Money Wars is the most recent addition to the host of events conducted by our club. In the two-round event, students get to experience mock investment and auction simulation.







## Flash

Flash, the Photography Club at VGSoM, provides a welcoming atmosphere for students interested in photography to share their creativity, expertise, and enthusiasm. Flash provides an opportunity for every student to uncover their inner artist while also providing a platform for them to paint and develop their aspirations into reality. We learn and use state of the art software to edit and deliver brilliant photographs and videos. We teach and encourage students to understand the many aspects of photography and actively use them as a means of communication and documentation. Students get to put their abilities to the test by capturing significant events held at VGSoM like Purvodaya, Spring Fest, HR Conclave, Illumination, Futsal, and Rackets, to name a few. Flash acts as the Eyes of VGSoM.









# MAD Club

The Marketing and Advertising Club (MAD) of VGSOM is focused on keeping our students updated about the latest trends in marketing and management. We thrive to upgrade the marketing sentiment that exists in students by enriching them with current and upcoming trends through newsletters, quizzes, case studies, and competitions like Leader's challenge, Thinkvent, AdMantra, SnapAsap, Venalicium, newsletters, and various case study competitions that help them to acquire knowledge on core industrial techniques. Venalicium - a pan IIT business quiz event, SnapAsap- an online snap event to promote creativity towards brand, Kotlergiri- a fun-filled event are few among the multiple events organized by MAD club. We conduct multiple workshops such as Personal Branding on LinkedIn and Forevision workshops.

MAD Club produces 'Madazine' an annual journal that collects the thoughts of executives from the world's most successful marketing and sales organizations. It also includes excerpts from interviews with industry heavyweights, as well as pieces on marketing and management methods.







## Quiz Club

Started in 2009 with an intention to provide a platform for knowledge-sharing and connecting quizzing enthusiasts, the Quiz Club conducts four annual major events. WhatsApp Quizzing League is conducted to promote general knowledge awareness among the students. Quizzzy Fizzy, an exciting quiz themed on popular pop-culture topics and a pre-induction event for incoming students are also conducted. Quizzical, an online national level event with nearly 1500 registrations in 2020, saw an overwhelming response from the best quizzing minds of the country. Quizzard is the flagship event of the Quiz Club, comprising an online preliminary round followed by an on-stage finale, which is held during the annual festival Purvodaya. Past versions saw participation figures of over 1000 with premier schools like IIM-C, XLRI, FMS and MDI making it to the finals. Quiz Club also publishes The Whizz Facts, a social media post series describing current events and simplifying complex issues.

**Purvodaya '21**  
Excellence through Resilience 5<sup>th</sup> Feb - 7<sup>th</sup> Feb

Vinod Gupta School of Management  
IIT KHARAGPUR

Official Online Hosting Partner

Last Date to Register 6 PM 13<sup>th</sup> January, 2021

Event Date 9:30 PM 13<sup>th</sup> January, 2021

**QUIZZARD**

Round 1 - Online Quiz in D2C  
Round 2 - Online Quiz in Zoom

register now

Prizes Worth Rs 12000

we know, we grow

Soumyadip - 9910785486  
Mayur Date - 9730599203

quiz.vgsom@gmail.com

quiz.vgsom

QUIZ CLUB, VGSoM  
IIT KHARAGPUR PRESENTS

**QUIZZICAL**

THE BIZ-TECH QUIZ

Event on 03:00 PM 14<sup>th</sup> March, 2021  
Last Date to Register 4:00 14<sup>th</sup> March, 2021

Cash Prizes Worth Rs 5000

QUIZ-CLUB-VGSoM

SOUMYADIP - 9910785486

**QUIZZY FIZZY 2.0**

WHEN 17<sup>th</sup> OCT 9:30 PM

THEME: SUPERVILLAINS, MYSTERIOUS PLACES, IPL

Prizes: ₹500/-

WHERE Kahoot!

Quizzer: Soumyadip - 9910785486  
Mayur Date - 9730599203

QUIZ CLUB VGSoM we know, we grow

QUIZ CLUB VGSoM  
Presents  
**WHATSAAPP QUIZZING LEAGUE**

FROM 29<sup>th</sup> MAR 2021 ONWARDS  
9:00 PM SHARP

**Purvodaya '21**

After completing his PhD in Physics from the Cambridge University in 1951, he joined IIT. A special assignment brought him to India and he had to record several pieces of Indian music - both of classical and folk genre. Few years later, responding to a newspaper ad, he set up a scientific instrumentation laboratory for Col.

Who was this genius?

6

Quiz Master: Soumyadip Choudhary

**Purvodaya '21**

There are two contradicting beliefs on this issue, and the root of this discussion was based on a certain classification of human emotion mentioned in Bharavi's 'Nalysashtra'. One group believes in siva (or at all), while the other group, supported by multiple tales, advocates the occurrence of a 10th century wanderer with a name meaning 'Timen sack'.

Who/what was the point of conflict?

7

Quiz Master: Soumyadip Choudhary



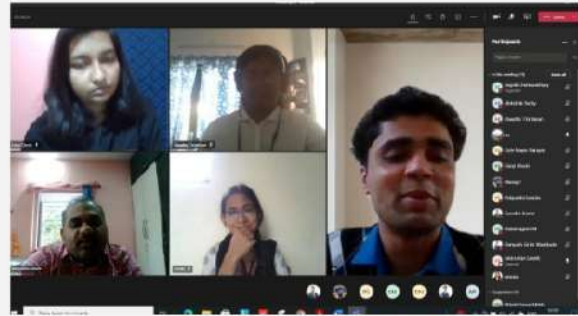


# ScOpe:

Supply Chain and Operations Club of VGSOM, IIT Kharagpur believes in "Scientia Potentia Est" or "Knowledge is power" and it only grows by sharing. ScOpe is a student-led body that seeks to create a forum for learning about and exploring in the expansive and ever growing field of Supply Chain



and Operations Management. The club provides a platform for supply chain & operations enthusiasts to further hone their skills through interactions with supply chain industry leaders and acquaint them with the essential industry skills by organising various competitive events and certification programs







# Admission Committee

The Admission Committee is the face of the Vinod Gupta School of Management, IIT Kharagpur in the aspirant community. It acts as the first point of contact for the aspirants, engages with them, and ensures the resolution of their queries. It also builds, maintains, and strengthens brand VGSoM among its prospective aspirants.

This student body coordinates with the Admissions Office and ensures the seamless execution of the admission process for the prospective candidates to VGSoM. The Committee strives to ensure that each candidate qualifying for PI is adequately equipped to ace the selection process through a dedicated mentorship program and WAT-PI kit.

All the queries of the candidates are addressed swiftly and effectively by the Admission Committee. This student body acts as a guide to all the aspirants, guiding them throughout the process, addressing their admission-related issues, and helping them make an informed decision. Its annual Admissions Video and the Brochure give a first-hand virtual tour of the entire campus as well as a glimpse of life at VGSoM for the next two years. The Admission Committee launched a series of helpful videos, "Prep Shots" and "The Last Lap", to help the aspirants in their preparation journey for acing CAT and personal interviews. "Roobaroo", another exciting video series from the Admission Committee, gives the aspirants a sneak peak into life at VGSoM.

Once selected, the Admission Committee grooms the incoming batch through tasks handpicked in collaboration with the various clubs and committees, which helps them hone their business acumen and prepares them for the B-school journey ahead.







# Alumni Committee

The Alumni committee works in close liaison with its diverse Alumni base whilst going an extra mile to nurture an enriching and mutually beneficial relationship with the institute. The various events and publications organized by committee facilitate interactions between the current batch and the Alumni, hereby fostering the association. The initiatives include:

### City Connects

The annual city meet furnishes a platform for the alumni to reconnect and revitalize their relationship.

### Alumni Interaction/Guest Lecture

The Alumni Committee conducts multiple alumni interactions with current batches every year. These interactions provide opportunities to students to get practical knowledge from corporate world and engage alumni.



VINOD GUPTA SCHOOL OF MANAGEMENT, IIT KHARAGPUR

Presents **DHWANI**

**ALUMNI TALK ON**

### In-Sync

To keep our alumni in sync with all the recent activities happening in their alma mater, the committee publishes "In-Sync", the annual magazine of VGSoM.

### VD-KD

It features a series of videos about VGSoM that showcases various events, milestones achieved, and

life at Campus. It also captures an essence about the VGSoM diaries which is the monthly magazine

### Reminiscence

This is an excursion into the world of fond memories to think back on those brilliant past times of the Alumni

### Mentorship Programme

Each 1<sup>st</sup>-year student is assigned with two Alumni mentors or visa-versa by the committee, aiding the

VINOD GUPTA SCHOOL OF MANAGEMENT, IIT KHARAGPUR

Presents **DHWANI**

**ALUMNI TALK ON**

Abhinav Singh    Ayaskanta Das    Ayush Gupta    Bhavuk Saxena

A. Anu    Aditi Chandra    Charank Patel    Chetan Chandra

inquisitive minds to usher from the illustrious of Alumni

### Endowment Fund

VGSoM has set up its first ever endowment that would be collection of donations by the alumni with the aim to be self-reliant and improve the visibility and impact we have as a business school in IIT Fraternity.





# Alumni Speak

“ VGSOM not only provided me with a great academic foundation but introduced me to a world of fun, camaraderie, and group dynamics. The unique curriculum design coupled with world class faculty, infrastructure, and access to the resources of the oldest and one of the largest IITs, allows for unparalleled academic rigor, an opportunity to explore new areas and skill development. Add to this a laid back yet competitive environment, opportunities to lead multiple initiatives and focused development of soft skills, you have the perfect ingredients for a successful future. For me, it was not only the two years I spent there, but a lifetime of memories and shared experiences that has helped me navigate difficult situations in my career.

A student who joins VGSOM is signing up for one of the best academic institutions and can look forward to a strong all-round experience that continues to shape industry leaders and next-generation innovators. Get ready to launch your dreams here.

**Somraj Choudhary**

Leader – Product and Industry Practice, Altimetrik, Batch 2003-2005

”

“ My journey with VGSOM

When I entered VGSOM, I was an Electronics Engineer with an aspiration to pursue a career in the Marketing function. I left VGSOM with so much more! A foundation and stepping stone for a banking career (15+ years in Retail Banking across 4 leading banks and going strong), unforgettable memories and most importantly, friends for life!

VGSOM has given me the playground with all the amenities, all I needed to do was optimise the resources to maximise my potential as per my aspirations. I am grateful to my alma mater and will always remain a proud VGSOMite!

**Aparnasri Sastry**

Vice President at HDFC Bank, Batch 2004-2006

”

“ VGSOM accelerated my growth, both professionally and intellectually. I realised that I could expand my span of knowledge and expertise. I studied Supply Chain, which I really felt was my calling. That was very liberating as now I did not feel constrained to IT, owing to my software background. The case studies & discussions with brilliant professors as well as multi-disciplinary classmates and the dissertation program opened my mind to how things could be done and not be limited by textbooks or set procedures. I learnt how to initiate and manage change. This has helped me tremendously in my consulting days and in my current role.

Cycling through the lush green campus helped me connect with myself and explore various facets of my personality. So many times, mind boggling problems got solved walking or cycling with friends and classmates under the tree canopy. Case study assignments in Teams helped develop Leadership qualities critical to navigate the business world successfully. Passionate discussions with people from diverse backgrounds during class and group activities made learning interesting, intensive, and well rounded.

**Pallavi Chaudhuri**

Procurement Services Director, Perfetti Van Melle, Batch 2006-2008

”





# Corporate and Media Interaction Cell

The Corporate and Media Interaction Cell acts as a bridge between the students of the Vinod Gupta School of Management, IIT Kharagpur, and the corporate world. The primary goal of CMI is to enhance the world-class management education offered at the institute with the practical insights garnered by veteran corporate leaders from diverse backgrounds. During the pandemic, the student fraternity was provided with an immersive industry experience through online adaptations of flagship events

such as "Vaakya", "Vaachna", & the Leadership Summit. These initiatives equip the students of VGSOM with crucial real-time insights into how the industry functions and the essential skills that are in demand. CMI also manages the social media presence of the institute over multiple platforms and is responsible for the publication of the institute's national rankings and accomplishments.

## Summits

### Vaachna

The fifth edition of the HR Conclave of VGSOM – Vaachna 2021 was a much-awaited event in VGSOM's academic calendar, where thought leaders from various industries came together to ponder and reflect upon the subtle intricacies and nuances of human resource management. This year's discussions were centred around the diverse elements of the theme – "Employee Wellbeing – an imperative for Organisational Excellence". Students were exposed to how industry practitioners grappled with complex problems and the innovative solutions which arose from their cogitation and experience.

**The eminent personalities who took part in Vaachna 2021 include:**

- ♦ **Dr. Ankita Singh** - Senior Vice President and Global Head of HR at CIGNEX
- ♦ **Mr. Atulaya Goswami**, HR Head - India Region at UPL
- ♦ **Mr. Satish Rajarathnam**, Senior Vice President - Human Resource at Mphasis
- ♦ **Mr. Sudipto Mandal**, Chief Human Resource Officer & Vice President at Star Cement Ltd
- ♦ **Mr. Milind Mutalik**, CPO - Head People Experience at Accolite Digital
- ♦ **Mr. Sandeep Kumar**, Head HR Operations - India at Sodexo
- ♦ **Moderator: Ms. Konika Chadha**, Head of Professional Search - India at Korn Ferry

### Leadership Summit

Born out of the desire to meet the institute's ambition of crafting extraordinary management professionals, the online edition of the Leadership Summit in 2021 witnessed the deliberations of industry stalwarts on diverse subjects in the areas of Leadership and Management. The valuable insights derived from the collective experience of the eminent assemblage gave students the perfect opportunity to supplement their academic knowledge and enrich their business acumen.

**The esteemed panel included:**

- ♦ **Mr. Nikhil Chandarana**, CFO at Tata Starbucks
- ♦ **Mr. Stefano Pelle**, Former Managing Director, Ferrero India & Piaggio India
- ♦ **Mr. Milind Thatte**, MD & Vice-President - India Sub Continent, Procter & Gamble Health Limited
- ♦ **Ms. Bhuvana Subramanyan**, CMO at Randstad India
- ♦ **Ms. Kavita Kurup**, Global Head of Talent and Organizational Transformation at UST
- ♦ **Moderator: Mr. Sathish Rajendren**, COO & Head - Facilities & Asset Services India at Knight Frank



## Vaakya - Guest Lecture series

Under its flagship online leadership talk series Vaakya, the Corporate and Media Interaction Cell regularly organises interactive sessions with corporate leaders and innovators. These discussions aim to provide rich industry exposure to the student community and complement their academic learning with industry know-how. Even during the online mode of learning necessitated by the pandemic, Vaakya ensured that the transfer of practical knowledge endured.

Some of the prominent guests for Vaakya include:

- ◆ **Mr. Soumen Ray**, Chief Financial Officer at Bajaj Auto
- ◆ **Ms. Vasuta Agarwal**, Managing Director, Asia Pacific at InMobi
- ◆ **Mr. Sriram Krishnan**, MD and Head of Securities Services, India, at Deutsche Bank
- ◆ **Ms. Anita Varshney**, Global Vice President, Strategy SAP S/4HANA Sustainability at SAP
- ◆ **Mr. Rahul Awasthi**, Executive Vice President at Dabur India Limited
- ◆ **Mr. Nitin Seth**, Chief Executive Officer at Incedo Inc.

## Cultural Committee

The cultural committee of VGSoM is responsible for organizing and managing all the cultural activities conducted throughout the year. The committee facilitates a joyful transition of an individual amid the pool of students from diverse backgrounds. The committee conducts several celebrations like: Freshers', Farewell, Diwali etc.







## Placement Committee

The Placement Committee engages with various corporate organizations in order to effectively market the VGSOM brand and achieve better year-on-year placements in terms of CTC, roles, and diversity of industry domains. They also develop a knowledge base for current industry expectations and help students meet those expectations by organizing knowledge-sharing sessions.

## Purvodaya Core Committee

Purvodaya meaning "Rising of the East" is counted amongst the top business fests in India, due to the level of competition brought about by the country's best minds from premier schools across IIMs, IIT's etc. This year, Purvodaya took up the challenge of conducting the first ever online event and successfully achieved the feat.

"Excellence through Resilience" was the theme of Purvodaya '21, which aims to rejuvenate pragmatism and integrity and put an end to the dark era. The three-day long festival started on 5<sup>th</sup> Feb 2021 which witnessed a footfall of 7000. Purvodaya '21 also saw industry participation through sponsorships, guest interaction, Leadership Summits and had top organizations like SBI Youth for India, Business Standard and ISCEA as corporate partners. It hosted distinct guests from the industry, including Dr. Ramesh Pokhriyal, Hon'ble Minister of Education Government of India, Mr. Ronojoy Dutta, Chief Executive Officer,

Indigo, Mr. Ramesh Ramadurai, Managing Director, 3M India Limited and a Padma Vibhushan Awardee Dr. Raghunath Anant Mashelkar, Board member RIL & Ex-Director General CSIR. In the previous years, it also hosted notable dignitaries like Ms. Arundhati Bhattacharya, former Chairperson of the State Bank of India and the Nobel laureate Mr. Mohammed Yunus.









## Saamanjasya

"It is not enough to be compassionate. You must act"

Team Saamanjasya's vision is to bring together Corporates, NGOs, and academicians on a common platform and create harmony between all stakeholders of the society.

Continuing with the ritual of celebrating Diwali with children, a virtual event in association with a green start-up, Foliage Society, was conducted for the students of Sanskar Kendra School, Noida. During the Covid pandemic, Team Saamanjasya had come forward and in association with One Rupee Foundation India, distributed 100+ food packets in Vadodara and Delhi.

As part of Purvodaya'21, Saamanjasya in association with SBI Youth for India conducted 'Parishram: Social Empowerment Case Study Challenge', providing students a unique opportunity to solve real-life CSR problems along with an article writing competition 'Aalekh'. To raise awareness about Covid-19 pandemic, the club members had executed mask and sanitizer distribution campaigns for the underprivileged people of Delhi and Durgapur.









## Sports Committee

Olympia, the sports committee of IIT Kharagpur's VGSoM, is a student-run body devoted to instilling a passion for sports through enhancing students' mental and physical wellness. We feel that providing students with multiple opportunities to participate in athletic activities would help them grow holistically. Our outdoor activities assist students in developing physical agility and teamwork skills, whilst our indoor events help students hone their acumen and intelligence, emphasizing overall growth. Our flagship sporting events include Racquets, Futsal, VPL (VGSoM Cricket Premier League) and Vinculum. Also, our unique range of online events includes Gamathon, IPL Fantasy League, World Cup Fantasy League, Enduro and Vanquish. These activities provide a welcome reprieve from the fast-paced B-School atmosphere, enabling students to socialize in varied groups and compete with



integrity. They promote well-being, mindfulness, and healthy competition and develop sportsmanship, team spirit, and camaraderie.

## Spring Fest Committee

The year 2021-22 brought a lot of challenges along with the second wave of COVID & easing the lockdown norms in various sectors of the country. Our college also went to complete the online mode of functioning. In such a scenario, the Spring Fest committee of VGSoM, IIT Kharagpur had the challenge to deliver the promise that it had always lived up to, to provide fun and entertainment to the students and provide respite from the academic stress and deadlines. And we are proud to say that we were able to pull it off in a grand style.

Under the banner of Spring Fest, one of the largest fests of Asia conducted by IIT Kharagpur we conducted pan India events such as Jumble

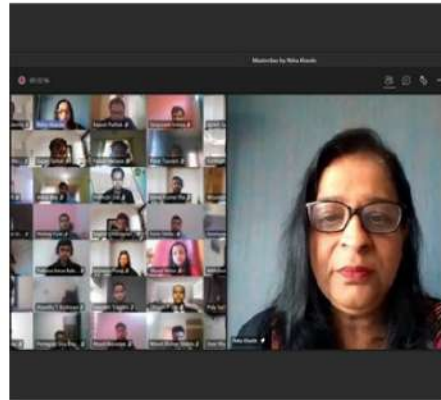
the Good word which tested the students on their wit and memory, Impromptu which was the extempore competition where we had the best speakers of India competing against one another and Dumb charades which turned out to be one of the most exciting events ever as participants acted out given movie titles while their team mates had to guess the name. Finally to cap of the year, we conducted the event Connections under the banner of the 10<sup>th</sup> edition of Vinculum, which is the annual day of VGSoM, where the students had to put their quizzing ability on the test on a variety of subjects such as movies, idioms and more.





## VGSoM Development Society, VGSoM, IIT Kharagpur

VGSoM Development Society (DevSoc), VGSoM, IIT Kharagpur, is a student-run initiative guided by Prof. Rudra Pradhan. Our aim is to improve VGSoM student community by creating partnerships with industry leaders, collaborating with other b-school students and internally create content on several business, social and educational topics.



## Our key activities:

### ◆ Personal Mentorship Program

In this program, we connect with the students of VGSoM and seek the professional areas of interest of students like operations, consulting, marketing etc. According to their interests, we reach out to industry leaders from eminent organizations and partner with them to provide mentorship to students about careers in these sectors.

### ◆ Transcend

VGSoM Transcend is an initiative intended to promote industry trends and academic breakthroughs in the form of articles. We research about the latest trends and innovations on several topics in journals, magazines etc. and produce curated articles circulated via emails and social media.

### ◆ VGSoM ABC

VGSoM ABC (Articles for Better Changes) is an initiative of student-faculty collaboration. In ABC, we collaborate with our VGSoM faculty to ponder upon solutions to societal problems like food distribution issues etc. from a managerial perspective and produce scholarly articles.

### ◆ Prakalpa

Prakalpa is the masterclass series organized by collaborating with industry experts on industry relevant topics.





# Final Placements Batch of 2019-21

## Key Statistics



**120** Batch Size



**116**  
Registered for Placement



**116**  
Total Students Placed

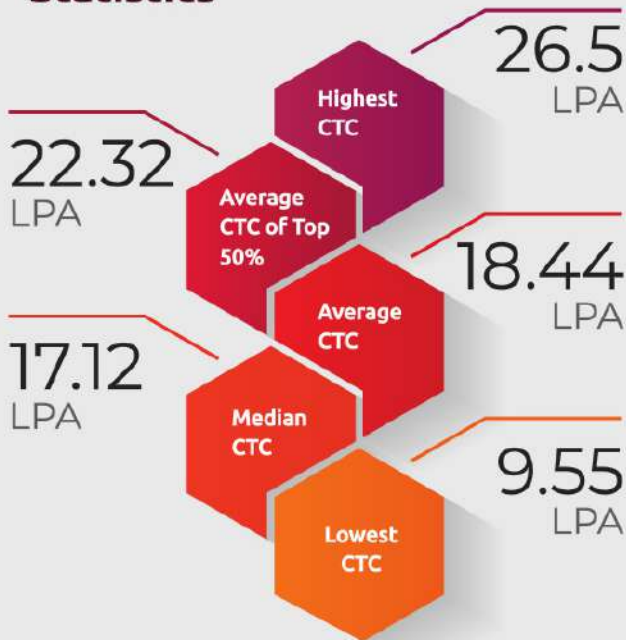


**30**  
Pre-Placement opportunities



**72**  
Total Companies Participated

## Placement Statistics



## Domain Distribution





# Summer Placements Batch of 2020-22

## Key Statistics



**98** Batch  
Size



**96**  
Registered  
for  
Placement



**96**  
Total  
Students  
Placed



**72**  
Total  
Companies  
Participated

## Stipend Details



## Domain Distribution



**26%**  
Sales &  
Marketing



**24%**  
Operations



**20%**  
Consulting



**11%**  
Analytics



**10%**  
BFSI



**9%**  
IT/ITES





# Our Major Recruiters





# Contact us

The following students may be contacted regarding the admission process at VGSOM:



## Ayush Gupta

• ayushgupta811@kgpian.iitkgp.ac.in  
• +91-89892-73756



## Bharathgopal V

• bharathgopal100@kgpian.iitkgp.ac.in  
• +91-94007-29716



## Joel Lalucherian

• joellalucherian@kgpian.iitkgp.ac.in  
• +91-94096-21569



## Soumyaneel Banik

• bsoumyaneel@kgpian.iitkgp.ac.in  
• +91-98744-71984



## Vaibhav Ganipi

• ganipivaibhav@kgpian.iitkgp.ac.in  
• +91-90000-46947

## In case of any further query, please contact:



## Dr. S. Srinivasan

The Chairperson of MBA  
Admission 2022  
Phone: +91-3222-283872 /  
+91-9841159821 (Mobile)



## Dr. Saini Das

Co-chairperson of MBA  
Admission 2022  
Phone: +91-3222-281996 /  
+91-9609757534 (Mobile)



## Dr. M. Vimala Rani

Advisor to MBA Admission 2022  
Phone: +91-3222-281788 /  
+91-9739057100 (Mobile)

Email: [admissions@vgsom.iitkgp.ac.in](mailto:admissions@vgsom.iitkgp.ac.in)  
VGSOM Office Phone: +91-3222-282295/  
282297







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