



Indian Institute of Social Welfare and Business Management

2019-2020

PLACEMENT BROCHURE

MASTER IN RETAIL MANAGEMENT
(Two Years Course Affiliated Under Calcutta University)



ESTD 1953

IISWBM

The Foundation



*Pandit Jawaharlal Nehru
laying the Foundation Stone of
the Academic Block-1958*



*Inauguration of the first Business Management course in India (PGDBM) on 5th July, 1954
(Dr. B. C. Roy addressing the gathering : Dr. J. C. Ghosh, Vice-chancellor of University of Calcutta, sitting)*



*Dr. B. C. Roy, Visionary Chief
Minister of West Bengal &
the Founder President BOG-IISWBM*



*Professor D. K. Sanyal
the Founder Director*



*Profulla Chandra Sen, the then Chief Minister
of West Bengal & President BOG-IISWBM
From 1963-64 to till his death
(i.e. 25th September 1990)*

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FROM THE DIRECTOR'S DESK

*G*reetings from IISWBM !



It is a great pleasure for me to welcome you to placement activities of our Institute. Through the pages of this brochure you will get a broad overview of our programmes, activities and the placement process. We have designed our programmes very carefully to develop our students into global organizational leaders who can create wealth for their organizations. At the same time we ensure that our students have an understanding and appreciation of Indian economic and societal realities. Students of IISWBM are ready to take the baton from our glorious legacy of alumni viz. Prof. Sumantra Ghoshal, Sudhir Jalan, Dr. Partha Chatterjee -to name a few-for marching ahead with the saga of excellence and thought leadership to keep the institute at the cutting edge of management education, research and advisory work.

Our students take part in extra-curricular activities and win laurels for the department. Organizing events in the department has led to enhancement of organizing skills. We are particular about instilling a sense of ethics in our students and developing soft skill as an on going process. • I take pride in my colleagues, the faculty members, who take all the pains to impart knowledge as well as skill to the students. They are involved not only in teaching but also in research and consultancy work. You are invited to browse through our departmental website to have a glimpse of the kind of work that is being carried out. Our faculties have both national and international exposure via attending conferences/seminars, attending workshops/orientation/refresher programs, as invited faculty to other institutions, as external examiners, by availing international fellowships etc. Very few management departments/institutions in the country have this unique strength of having a large group of core faculty with PhD qualification, and most having industry experience. This is supplemented by guest lectures from industry as well as academia. We also conduct corporate trainings on as well as off campus. Our learning and experience in such activities gets transferred to our students. Our students are amiable and have the right attitude. • I would like to assure you that your interaction with our students will be a fruitful one. We have equipped them with the theoretical concepts as well as practical exposure and with your guidance they will do justice in your workplace. We look forward to a long sustaining and meaningful relationship with your organization.

Professor (Dr.) Rajagopal Dhar Chakraborti
Director, IISWBM.





FROM THE HOD'S DESK



*W*ith the tremendous growth of the Indian economy, retail management has emerged as one of the fastest growing career globally. The enormous expansion in the retail sector during the past few years has thrown a big demand for trained professionals in the field. In this view the Department of Retail Management was incepted in the year 2006 to develop the skills and knowledge of students and introduce a new standard of retail professionalism to the industry through leading edge resources, expert faculty and dynamic and flexible learning methods. So the primary objective of the course is to develop socially responsive management students capable of contributing meaningfully to the country's efforts to reach new heights in the competitive retail industry globally. Since its inception in the year 2006, as a two (2) year fulltime programme, the programme aims to prepare professional graduates for the field of retailing, marketing, & supply chain at the managerial level. The academic content is designed in consultation with Industry leaders to impart multiple specializations in Retail Operations, Marketing, Supply Chain and Human Resource Management. The Department of Retail Management since its inception has a good placements records.

Students after successfully completion of the course have prominently made their mark in companies like Shoppers Stop, ABFRL Pantaloons, Big Bazar, Future Group, Reliance, Wal-Mart, Wills Lifestyle, Hindustan Unilever Ltd., Aditya Birla, Asian paints, Apple, Airtel, IMRB, SBI, HSBC, HFL (Smollan Holdings), Times of India Group, Titan, Tanishq, Style Bazar Salt and Soap, High Media Infotainment India Limited, Landmark Group, ITC, Cadbury, Federal Bank, Madura Coats, Berger Paints, and so on. Some students have also been placed in some international companies in Dubai and U.K. IISWBM also is an academic member of Retailers Associations of India (RAI).

Dr. Gairik Das

ABOUT IISWBM

IISWBM was constituted on 25 April 1953 by a resolution passed by the Senate of the University of Calcutta. This was the culmination of the joint initiative taken by the University of Calcutta, Government of West Bengal, Government of India and the captains of industry in India to set up for the first time a management education institute in India, a concept alien to many in the educational fraternity at that time. The Institute has successfully crossed its Diamond Jubilee Year, signifying over 66 years of an eventful journey in management education in India. IISWBM, the first management institute of India was thus established by Dr. B. C. Roy, the then Chief Minister of West Bengal as its Founder-President and Prof. D. K. Sanyal as the founder Director. Government of India, Department of Posts in recognition of 50 years of glorious existence of the first B-school in the country, released a Commemorative postage Stamp on IISWBM, on 25 April 2004 in New Delhi.

The Institute offers an unrivalled array of professional courses, covering our flagship MBA and MHRM programme to a diverse range of PG/Doctoral Degrees in Management, Public Systems, Social Welfare, Retail and Media Management.

The Institute stands firm on its three pillars : 1. Quality of Faculty, that consistently ranks highest amongst premier B-Schools in terms of their Intellectual Capital 2. Learning environment - the faculty members are dedicated to the development of its students and the Institute and regularly engage themselves in research and project work. Several faculty members have won prestigious awards over the years 3. Infrastructure Facility.

The Institute takes pride in its alumni spread across the globe.



MILESTONES



1953	IISWBM – India’s first management institute is constituted on 25th April by a resolution passed by the senate of the University Of Calcutta, with the then Chief Minister Dr. Bidhan Chandra Roy as the President and Prof. D.K. Sanyal as Founder Director.
1954	The Institute – for the first time in the country – introduces a PG Diploma in Business Management with affiliation to the University Of Calcutta. This very year , the institute is selected by AICTE as a centre for course in business management.
1958	Pandit Jawaharlal Nehru lays the foundation stone of the New Academic Block.
1976	MBA programme affiliated to the University of Calcutta is introduced
1997	Centre for Research In Material Management (CIRMM), is set up in collaboration with the Indian Institute of Material Management, Mumbai. CRIMM is the first organisation of its kind in Asia-Pacific.
2002	MHRM programme affiliated to the University Of Calcutta is introduced.
2003	The Institute celebrated its Golden Jubilee and the Government of India releases a commemorative stamp on IISWBM To mark 50 years of management education in India. The National Board of Accreditation (NBA) accredits MBA and PGDBM programmes
2006	Retail Management programme is Introduced.
2013	The Institute celebrates its Diamond Jubilee by laying the foundation stone of its second state-of-art residential campus at Rajarhat, Kolkata.
2014	MSW and M. Phil Courses are Introduced. IISWBM becomes recipient of the prestigious National Education Leadership Award for Outstanding contribution to Management Education from the ABP Group. The Institute is also ranked among the top 6 B-Schools in the Eastern Region by the Times B-School Survey.
2015	PhD programme is Introduced.

FACULTY

**DIRECTOR**

Prof. (Dr.) Rajagopal Dhar Chakraborti, MA, M.Sc, Ph.D

DEAN

Prof. (Dr.) Soma Roychowdhury, M.Sc. (Stat), Ph.D

HEAD OF DEPARTMENT

Prof. (Dr.) Gairik Das, ME, MBA (UK), Ph.D

PROFESSORS

Dr. B.K. Chaudhary, B.E., Ph.D

Dr. Chinmoy Jana, M.Sc., M. Tech., Ph.D. Head- MBA

Dr. K.M. Agarwal, Ph.D

Dr. Sudeepa Banerjee, MBA, Ph.D., Head- MSW Department

Dr. Madhumita Mohanty, M.A., M.Phil, Ph.D (IIT KGP), Head- MHRM

Dr. P.K. Sikdar, M.Sc. (Cal), ICZM Dip. (UK), Ph.D (Cal), F.G.M.S. F.G.S. (Ind), MMGI

Dr. Sumati Ray, M.Sc, MBA, Ph.D

Dr. S.K Mallick, B. Com, (Hans), C.A, Ph.D. (NYU) Head- M.Phil. & Ph.D. Programme

Dr. Tanima Ray, M.A. (C.U.), RTP (CSSSC), Ph.D (CU), PDGBM (IIM Calcutta)

ASSOCIATE PROFESSORS

Dr. Madhab Milan Ghosh, M.com, Ph.D

Dr. Archana Sharma, MBA, Ph.D

Dr. Dipa Mitra, Ph.D. (University of Calcutta)

Dr. Jayanti De, M.A., M.Phil., Ph.D

Dr. Jhumur Biswas, M .Sc. M. Tech, Ph.D. Head-MBA (PS)

Dr. Sarbani Mitra, B.Ed., PGDEnvM, PGDSA, MBA, Ph.D, Head- Fire Management



ASSISTANT PROFESSORS

Mr. Ankan Banerjee, M.A., PGDSM

Dr. Arindam Dutta, B. E., M. Tech, Ph.D (Engineering)

Mr. Buddhadip Mukherjee, MPMIR (Psychology, BHU), DSW (Calcutta), CoA (Mind Mapping), (PDC, Singapore)

Dr. Malini Nandi Majumdar, MBA , PhD

Mr. Manjit Sarkar, MBA (BU), FDPM (1/MK), UGC-NET

Ms. Piyali Sengupta, M.Sc, PGDEM

Mr. Sandip Ghosh, M.A., LL.B, MBA

Dr. Sanghamitra Sen, MBBS,DLO, PGDHM, MBA

Dr. Sohini Banerjee, LL.B (Hans), LL.M (University of Cambridge, UK), Ph.D

Ms.Sona Banerjee, MA (Education), PGD Mass Communication (CU), CELTAIRSA (Cambridge University)

Mr. Subhasis Ray, M.Sat, M. Tech (Camp. Sc)

Dr. Surajit Chakraborty, M.Sc, Ph.D.

Dr. Soubarna Pal, M.Sc (Cardiff University, UK), Ph.D (Cardiff University, UK)

GUEST FACULTIES

Dr. Malavika Desai, Ph.D. Psychology, C.U, M.Sc in Psychology

Mr. Anirban Banerjee, MBA, Regional Business Manager at Tanishq (East)

Mrs. Dhawni Ojha, Associate Trainer Future Group and Arvind Lifestyle

Mrs. Haimanti Upadhyaya, Ex RP-&G Spencer's Retail Ltd Kolkata as Chief Manager, Visual Merchandise

Prof. D.N.Chakraborty, BE, FCE, FWMM

Mr. Samir Goswami, Retd. Chief Public Officer, Eastern Railway

Mr. Suranjan Dasgupta, M.A., L.L.B.C.ADR(LASWEB), Advocate High Court at Calcutta

Ms. Shurva Dev Burman, B.A. , G.M. Operations, Baazar Style, Kolkata

Ms. Shompa Mukherjee, B.A, Retail Business Consultant and Trainer

Ms. Sarmita Guha Ray, M.Sc (Mathematics, Economics), PhD

Mr. Dipankar Mukherjee, B.Com, PGDBM

Infrastructure

- Central library with facilities of E- Library.
- Web assisted Language Laboratory.
- Computer Laboratory with most up-to-date softwares, along with ISDN connectivity, VSAT and TCP-IP connectivity.
- Wi-Fi enabled campus
- Seminar and conference rooms
- Hostel accommodation for both boys and girls
- Student Gymnasium recognizing the physical and mental fitness of health and mind.
- Student Activity Centre.



Intellectual Capital

The faculty at IISWBM has been ranked at par with FMS, IIMs, MDI, XLRI and SP Jain Institute of Management and Research as per the Business Standard Best B-School Survey.

Students

Students are chosen after a rigorous admission process – having to first appear for the Common Admission Test (CAT), and subsequently at the GD-PI, following which the candidates found eligible are offered admission, for a course curriculum comprising 32 papers spread over four dynamic semesters and supplemented by 8 weeks of summer internship for industry exposure – all to ensure that recruiters get only the best talent in conformity with their organisational values.

Ranking

IISWBM has consistently maintained its position as one of the premier B-schools in India, always appearing among the top 40 institutions in various B-school rankings such as the Economic Times B-school ranking 2018 (Rank 37), Business Today B-school Ranking 2016 (Rank 40) and Business Today B-school Ranking 2014 (Rank 34). In addition to these, it has also been awarded the 23rd position (Public Category) by Business World in 2017, as well as 7th position and 3rd position in the Eastern region and West Bengal, respectively.

Seminars

Weekly seminars are conducted by the institute for the benefit of the students, where the speakers are distinguished industry professionals from reputed companies such as Google, Tata Consultancy Services and Kotak Finance, as well as from eminent leaders from the world of social welfare to give the students a wholesome and enriching experience.

Rich Alumni Base

A network built over 65 years that continues to expand and enrich even today. As the students walk out of IISWBM, they input their learning into the best practices and as the journey continues, they look back upon their alma mater as the reason for their success while the institute looks up to them as the reason for its pride and glory.

Curriculum

Theoretical education takes a backseat as the students are treated to a curriculum designed to inculcate the best industry practices in them. Anyone can know facts, but it is important to have opinions. Since, it is the job of managers to decide, the curriculum is designed mostly around activities and case studies which encourage the students to think like business leaders.

Soft Skills and GD Sessions

The institute has a dedicated soft skills lab which enables the students to develop their personality and upgrade their communication and presentation skills, which are further honed by weekly group discussion sessions that allow students to identify their individual problem areas and carry out consequent improvement.



Overview of the Retail Management Programme at IISWBM

Indian Institute of Social Welfare & Business Management (IISWBM) is the first management Institute in the country. It has played a pioneering role in introducing new management programmes in India. Once again in the year 2006 it had taken a giant stride by going for a need based employment-oriented program for the first time in Eastern India in Retail Management.

The fast changing retail environment demands that professionals learn new skills, improve their efficiency, learn to compete and think out of the box. Since retailers work directly with customers there is a need for good managerial talent to interpret and satisfy the demands and desires of customers. All these require an education that is intensive, comprehensive and closely linked to the retail business world. The need is to have a Programme which has all the inherent features of a Business Management Programme and includes experiential learning throughout the Programme.

To meet the growing need of the retail sector, IISWBM presents a unique two-year full time Business Management Programme in Retail Management. This is a Business Management Programme with a difference. It provides rigorous business management education as well as functional specialisation- in Retail Management, Supply Chain and Marketing both through theory and practical work-experience.

We aim to develop the skills and knowledge of students and introduce a new standard of retail professionalism to the industry through leading edge resources, expert faculty and dynamic and flexible learning methods. Officials from top retail companies are invited as visiting faculties to provide a better understanding of the retail working environment. The course is customized for students who would like to advance to retail store operation, store management, procurement, warehousing, human resource and marketing and be qualified to move forward in corporate leadership. The programme aims to create a new class of multi skilled professionals.

- **IISWBM is an academic member of Retailers Association of India (RAI)**





About MRM

The Programme leads to Two Year Master Degree in Retail Management, affiliated to University of Calcutta. This course aims to provide the students with the skills and knowledge as well as an understanding of retailing as a management discipline. The academic content is designed to impart multiple specializations in Retail Operations, Marketing, Supply Chain and Human Resource Management.

During the two years programme, the first year comprises two semesters and the first project for two months. In the second year there are two semesters and the final project. The Programme is supported by practical course assignments and case studies. Teaching methods include lectures, workshops, industry visits and assignments. On successful completion, the Programme provides a career in the retail sector as well as a solid foundation for employment in any industry which interfaces with retailers. Experts have long been foreseeing a tidal wave approaching the retail sector- a prophecy that has come true ahead of time. Retailing in India is on a cusp of transformation. Organised retailing as a professional service-oriented set up is a recent phenomenon here, but is growing at a tremendous pace with a potential of creating over 2 million new (direct) jobs within the next six years, assuming an 8 to 10 per cent share of organised retailing in the total retail business.



A COMPREHENSIVE CURRICULUM

MRM is a two-year full time programme comprising of four semesters and two projects. First project is conducted after Semester I and the final project is after Semester III.

SEMESTER I

- Principles of Management
- Business Statistics and Quantitative Methods in Decision Analysis
- Managerial Economics
- Financial Accounting and Cost Accounting
- Marketing Management
- Organisational Behaviour
- Management Skills and Ethos
- Introduction to Retail and Retail Environment and Concepts
- Business Communication

SEMESTER II

- Buying, Merchandising and Vendor Management
- Retail Selling Skills and Sales Management
- Operations Management
- Retail Information System and Information Technology
- Consumer Buying Behaviour
- Advertising and Brand Management
- Market Research and Research Methodology
- Legal Issues in Retail
- Project I

SEMESTER III

- Retail Marketing and Retail Strategy
- Supply Chain Management and Warehousing
- Retail Decision Making & Information Technology
- Store Design & Visual Merchandising
- Management Accounting
- Retail Store Operations
- HR in Retail
- E-tailing

SEMESTER IV

- Mall Management
- Category Management & Private Label Development
- Trends in Global Retail
- Store Events & Promotions
- Design Management
- Retail Audit & Finance
- Retail Verticals
- Project II

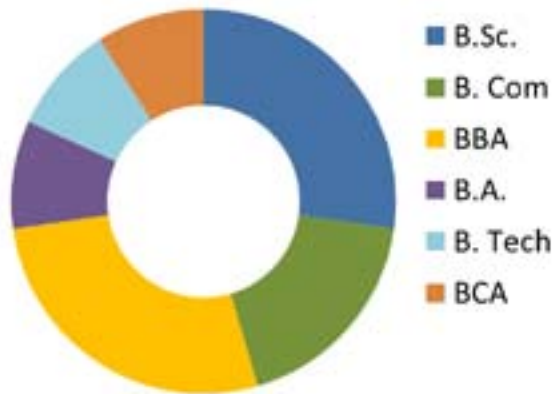
BATCH DIVERSITY



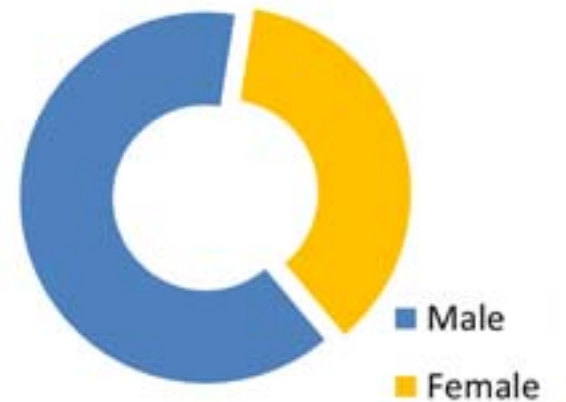
MRM
2018-2020



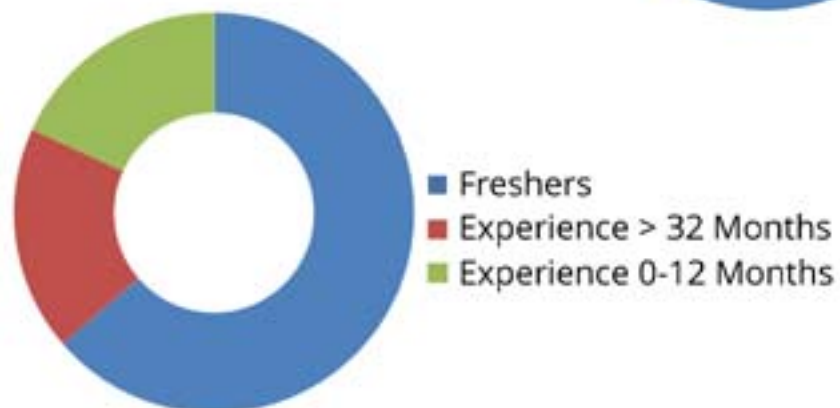
Educational Background



Gender Diversity



Work Experience



STUDENT PROFILE

WITH WORK EXPERIENCE

**Anuvab Mitra**

05.01.1986

Qualification: B.Tech (Mechanical)**University:** Maulana Abul Kalam Azad University Of Technology**Work Experience:** Senior Officer (Design) at New Allen Berry Works for 41 Months.**Internship Organization :** Wills Lifestyle (ITC Limited)**Topic:** Competition Analysis Between Wills Lifestyle And Other Brands**Arnab Dey**

14.01.1996

Qualification: B.Com Finance And Accountancy (Hons.)**University:** University Of Calcutta**Internship:** Pantaloons, Abfrrl**Work Experience:** Royal Research**Topic:** Evaluating Effectiveness Of Store Display System (Visual Merchandising) On Sales Of Pantaloons At Kankurgachi: Both On And After End Of Season Sale**Subha Biswas**

26.10.1994

Qualification: Bachelor In Business Administration , Bba(H)**University:** Maulana Abul Kalam Azad University Of Technology**Work Experience:** Tata Consultancy Services (6 Months)**Internship:** Pantaloons (Aditya Birla Group)**Topic:** Comparative Study On National Label Vs Private Label Brands In Pantaloons, Salt Lake.**Subhankar Das**

16.03.1992

Qualification: B.Sc In Hotel And Hospitality Administration**Work Experience:** Associate Manager In Dominos Pizza For 33 Months**University:** IGNOU, IHM Gangtok**Internship:** Big Bazaar, Future Group**Topic:** Innovative Retail Marketing Practices

**Esha Nag**

21.11.1996

Qualification: B.A. (English Hons.)**University:** University of Calcutta, Lady Brabourne College**Internship:** Aditya Birla Group (Pantaloons Abfrrl)**Topic:** Effectiveness Of Customer Service And Customer Loyalty Programme**Mayukh Saha**

23.05.1994

Qualification: B.Sc. In Hotel & Hospitality Administration**University:** IGNOU, IHM Kolkata**Internship:** Britannia Industries Limited**Topic:** CRDA Enhancement And Opportunities In Kolkata Market**Rishav Biswas**

10.12.1996

Qualification: B.Com (Hons.) In Marketing.**University:** University Of Calcutta, Jaipuria College.**Internship:** Reliance Trends**Topic:** Qualitative And Quantitative Analysis Of The "Floor Of The House" At Reliance Trends, Diamond Plaza**Rupa Kumari**

22.11.1996

Qualification: BBA (Hons.)**University:** Maulana Abul Kalam Azad University Of Technology (Formerly Known As Wbut)**Internship:** ITC Ltd.-Wills Lifestyle**Topic:** Consumer Buying Behavior And Loyalty Programme

**Sangita Roy**

31.05.1997

Qualification: Graduated In Bachelor Of Computer Application**University:** Heritage Institute Of Technology**Internship:** Aditya Birla Fashion And Retail Limited (Pantaloon)
At South City**Topic:** Brand Strategy And Its Promotion**Satish Kumar Mishra**

17.11.1995

Qualification: Bba (Hr)**University:** Amity University**Internship:** Decathlon Sports India**Topic:** Digital Turnover & Store Assisted Orders.**Sohini Dutta**

14.06.1995

Qualification: B.Sc (Hons.) In Economics.**University:** University Of Calcutta**Internship:** Aditya Birla Fashion And Retail Limited (Pantaloon)**Topic:** Impact Of Visual Merchandising On Customer's Buying
Behavior In Pantaloon, Saltlake.

Beyond the Classroom

RETAIL EMPLOYEES DAY

Retail Employees day celebrated on 12 December every year, is an initiative by TRRAIN to celebrate and thank all the retail employees across the world, for their customer service. In India, Retail Employees Day is celebrated in partnership with the Retailers Association of India (RAI), where RAI encourages its member retailers to appreciate their employees through various initiatives on 12 December. The Contribution of shop floor employees among retail employees is undeniable as they are essentially the 'face' of the business – they hold the relationship with the customer, and the effective engagement of these employees is a fundamental part of successful workforce management. It is in this spirit that Retail Employees' Day (RED) was started; a day to thank the retail employees for their untiring efforts all year around .RED has found widespread acceptance across retailers and brands of all sizes and across geographies. Planning for the event starts over 1.5 months in advance leading to buzz being created one week before the day. Most companies have a separate budget crafted to carry out activities on this day. Top management blocks their calendars every year for Retail Employees' Day and visits stores. It has become an occasion for employees from HOs and stores of different brands to celebrate together. On 12th December 2018, the retail students of IISWBM , visited the MUMUSO store (Park Street outlet) to celebrate Retail Employees Day (RED).

E-CELL

The Entrepreneurship Cell of IISWBM was set-up as an incubator for budding entrepreneurs , those indefatigable souls who work out of garages and harbour ambitions of building their guidance and experience of those who have walked this path before them. It is an interdepartmental club. Throughout the year E-Cell conducts two events: Umeed & Entreprerna.

The Students Have Attended Various Conferences And Seminars:

- **Manning Modern Retail (Employee Experience) ,** organised by Retail Association of India (Mumbai)
- **3rd Edition of Rural Marketing Dialogue,** organised by CII (Kolkata)
- **Seminar on SHAPING YOUNG MINDS** organised by CMA and IIM JOKA
- **Seminar on Dynamics of Commodity Derivative Market** organised by CMA and MCX
- **Paradigm Shift in the market forces in the Indian context - Impact on Marketing , Accounting & Finance, Strategic HRM, Operations and Supply Chain Management** organised by The Bhawanipur Education Society College in collaboration with IISWBM
- **4th Rural Panchayat Marketing Dialogue on Growth Strategy & Innovative Disruptors** organised by CII



IISWBM MRM Team visited the MUMUSO store Park Street and wished the everyday heroes who with their hard work and dedication play an instrumental role in enhancing the business.

RETAIL EMPLOYEE'S DAY

12TH DECEMBER
@ MUMUSO





TEACHERS' DAY

CII RURAL MARKETING DIALOGUES, KOLKATA



SEMINAR ON SHAPING YOUNG MINDS ORGANISED BY CMA AND IIM JOKA



Seminar on Paradigm Shift in the market forces in the Indian context-Impact on Marketing , Accounting & Finance, Strategic HRM, Operationd and Supply Chain Management organised by the Bhawanipur Educational Society College in collaboration with IISWBM



E-CELL

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LIFE @ IISWBM

Placement Brochure



PARTIAL LIST OF
ALUMNI**Anirban Kundu**

National Marketing
Head
Mumuso Retail Pvt Ltd
2007-2009

Rahul Dayma

Area Manager
Bestseller India
2007-2009

Pritha Das Gupta

B2B Manager
IKEA
2010-2012

Shubhankar Roy

Area Operations
Manager
Turtle Limited
2013-2015

Tanuka Mitra

SA8000 Auditor &
Senior Executive
Operations
Bureau Veritas India
Pvt Ltd
2013-2015

Subhanan Dey

Regional Marketing
Manager
Spencer's Retail
2006-2008

Mainak Dey

Key Account Manager
Pidilite Industries Limited
2006-2008

Dyootiman Pal

General Manager eGolf
Megastore, Dubai 2006-
2008

Amitava S Chowdhury

Regional Training Manager
(East)
FirstCry.Com
2013-2015

Mainak Ghosh

Manager
Reliance Jio Info Ltd
2014-2016

Sumanta Saha

Deputy General Manager
VM
Pantaloons ABFRL
2006-2008

Prashant Upadhyay

Key Account Manager
GIL
2007-2009

Moumita Ghosh

Store Manager
BIBA Apparels Pvt Ltd
2013-2015

Vasundhara Bose

Store Manager
TCNS Clothing Ltd
2013-2015

Sangyukta Chatterjee

Advertising Account
Executive
Gulf News
2006-2008



Partial List Of Recruiters

The projected rate of growth in the retail sector is extremely encouraging and there is an increasing need for trained professionals in the future. Along with the Institute's Placement Cell, the department has an extensive network with retail chains and other organizations to facilitate the Placement process. The MRM Department since its inception in 2006 has placed students successfully and making their mark in the Companies like :



PLACEMENT PROCESS & GUIDELINES



- IISWBM follows One Company-One Student placement policy.
- Upon receipt of confirmation to participate, we encourage prospective recruiters to deliver Pre Placement Talk (PPT) on a mutual convenient date or share the details via mail.
- CTC disclosure prior to selection process is a pre-requisite.
- Profiles of interested and eligible candidates are shared with the company.
- During placement season, there could be a possibility of two or more companies conducting placement drive simultaneously. In such case, whichever company rolls out the job offer first shall get the candidate.
- In order to facilitate the recruitment process, Institute will provide the necessary infrastructure.
- Companies participating in the Institutes Placement Process may kindly note that delay in announcing/confirming the job offers, may result in the selected/shortlisted candidate being placed in another company.
- If an organization wishes to interview candidates for their Winter Internship, the Placement Cell will facilitate in organizing the same. Period of internship being 45 days (Jan-Feb).
- An organization is free to choose its criteria and method of selection.

Availability of Students for Joining : July 2020

DATES AT A GLANCE

- PPT/Special Guest Lecture: August' 2019 onward
- Internship: January-February
- Campus Placement Drive: Sept- Dec' 2019 (Phase 1), Jan- March' 2020(Phase II)
- 3rd Semester Exam (Tentative): December 3rd week
- 4th Semester Exam & Viva (Tentative): May 3rd week- June 2nd week 2020
- Date of joining for Selected Candidate: 1st July, 2020



CORPORATE RELATIONS AND PLACEMENT CELL

ARINDAM MUKHERJEE

Officer- CRPC

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iiswbmmswplacements@gmail.com

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033 2241 3079 (Direct) , 033 2241 3756 (Ext : 406)

PRITAM KAR

Officer - CRPC

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C : +91 9871175189 / 33 22413756

VISHAL FRANCIS GAITANO

Officer - CRPC

vishalfrancis@iiswbm.edu

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STUDENT PLACEMENT COORDINATORS



ESHA NAG

Contact: 9749226007

MAYUKH SAHA

Contact: 7890924444

Email: iiswbmmswplacements@gmail.com

Website: www.iiswbm.edu

“Our graduates nurture and build companies”



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