

# Master in Retail Management



ESTD 1953

**IISWBM**

Indian Institute of Social Welfare and Business Management

*"The first B-School in India"*

Placement  
Brochure  
2020-2021



# 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*



*Prafulla 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 DESK OF DIRECTOR



*G*reetings from IISWBM !

Indian Institute of Social Welfare and Business Management is the first management school in India. It has played a pioneering role in introducing new age management programs in India. In the year 2006, it had taken a giant stride by introducing 2 years full time “Master in Retail Management” degree programme to induce professionalism in the retail sector.

Retail sector is undergoing transformation and in order to cope up with the challenges, the industry needs to deliver at par. The course structure and pedagogy at IISWBM is designed to address this change. RAI has even recognized our MRM programme.

I would like to assure the recruiters that your interaction with our students would be fruitful. I strongly believe that with your guidance, they will do better and add values to the organization.

We look forward for a long-lasting relationship.

***Sri Dipankar Das Gupta***  
***Director, IISWBM***





## MESSAGE FROM HEAD, MRM



With 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).

**Prof. (Dr.) Archana Sharma**  
**HOD-Retail Management Dept.**





## ABOUT IISWBM

It has been 67 long years down the path of knowledge; the Indian Institute of Social Welfare & Business Management shines bright in the scholastic world for its constant yearn for success and betterment.

The year was 1942, the first Prime Minister of India, Pandit Jawaharlal Nehru laid the foundation stone of a social welfare training to match the needs of skilled labour by the British Government for its ordnance factories. Few years later on the 25<sup>th</sup> of April, 1953, Dr. B.C. Roy, the then Chief Minister of West Bengal along with Dr. D.K. Sanyal, established the first B-School of the country.

The IISWBM has the honour of lending valuable expertise to esteemed institutes such as IIM-C (Indian Institute of Management, Calcutta) and DoMS IIT ISM Dhanbad.

The Department of Posts, Government of India released a commemorative stamp to celebrate the Golden Jubilee of the Institute in 2003.

Currently IISWBM offers courses on MBA, MBA(HRM), MBA(Energy & Env, Logistics, Healthcare), MSW, Retail, Sports Mgt., Integrated M.Phil & Ph.D., all of which are autonomous courses affiliated to the University of Calcutta.

IISWBM holds the pride of being the first institute of the country to offer an MBA degree. All these years, the highly knowledgeable faculty, dedicated staff, deemed alumni and erudite students have upheld the esteem and pride of the institute and will continue to do so in the foreseeable future.

The three pillars of IISWBM...

1. Quality of Faculty, that consistently ranks highest amongst premier B-Schools in terms of 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 award over the years
3. Successful Alumni spread across the globe. IISWBM has tested the seasons of time to raise itself as a respectable brand name that generates overwhelming response even today





## MILESTONES



<b>1953</b>	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.
<b>1954</b>	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.
<b>1958</b>	Pandit Jawaharlal Nehru lays the foundation stone of the New Academic Block.
<b>1976</b>	MBA programme affiliated to the University of Calcutta is introduced
<b>1997</b>	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.
<b>2002</b>	MHRM programme affiliated to the University Of Calcutta is introduced.
<b>2003</b>	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
<b>2006</b>	<b>Retail Management programme is Introduced.</b>
<b>2013</b>	The Institute celebrates its Diamond Jubilee by laying the foundation stone of its second state-of-art residential campus at Rajarhat, Kolkata.
<b>2014</b>	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.
<b>2015</b>	PhD programme is Introduced.



## FACULTY

**DIRECTOR**

Sri. Dipankar Das Gupta

**HEAD OF DEPARTMENT**

Prof. (Dr.) Archana Sharma, MBA, Ph.D.

**PROFESSORS**

Dr. B.K. Choudhury, B.E., Ph.D. (IIT KGP)

Dr. Chinmoy Jana, Ph.D. (IIT KGP)

Dr. Gairik Das, M.E., MBA (UK), Ph.D., Head-MDP & Business Management Projects

Dr. Jayanti De, M.A., M.Phil., Ph.D., Head-MBA-PS

Dr. Jhomoor Biswas, M.Sc., M.Tech., Ph.D.

Dr. K.M. Agrawal, Ph.D.

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

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

Dr. Sudeepa Banerjee, MBA, Ph.D., Head-Social Welfare, Computer & Media Management

Dr. Sumati Ray, M.Sc., MBA, Ph.D. Head-MBA (HRM)

Dr. S K. Mallick, B.Com. (Hons.), C.A., Ph.D. (NYU), Convenor - M.Phil./Ph.D.

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

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

Dr. Tanima Ray, M.A. (CU), RTP (Centre for Studies in Social Sciences Calcutta), PGDBM (IIM Calcutta), Ph.D (CU), Head-MBA

**ASSOCIATE PROFESSORS**

Dr. Dipa Mitra, MBA, M.Phil (Management) and Ph.D (CU)

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

Dr. Sohini Banerjee, LL.M, PhD.





## ASSISTANT PROFESSORS

Mr. Ankan Banerjee, M.A., PGDSM  
 Dr. Arindam Dutta, B.E., M.Tech, Ph.D.  
 Mr. Buddhadip Mukherjee, MPMIR (Psychology, BHU), DSW (Calcutta University), CoA (Mind Mapping) (PDC Singapore)  
 Dr. Gita Khawas, MSW (Madras University), Ph.D. (Jadavpur university)  
 Dr. Malini Nandi Majumdar, MBA, Ph.D.  
 Mr. Manjit Sarkar, MBA (BU), FDP (IIMK), UGC-NET  
 Ms. Piyali Sengupta, M.Sc., PGDEM  
 Mr. Sandip Ghosh, M.A., LL.B, MBA  
 Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA  
 Ms. Sona Banerjee, M.A. (Education) PGD Mass Communication (JU), CELTA/RSA (Cambridge University)  
 Dr. Soubarna Pal, M.Sc., Ph.D.  
 Mr. Subhasis Ray, M.Stat. (ISI), M.Tech. (ISI) (Comp. Sc.), M.Phil. (Management)  
 Dr. Soubarna Pal, M.Sc. (Cardiff University, UK), Ph.D. (Cardiff University, UK)  
 Dr. Surajit Chakraborty, M.Sc., Ph.D.

## GUEST FACULTIES

Dr. Malavika Desai, (Ph.D. Psychology, C.U, M.Sc in Psychology)  
 Mr. Anirban Banerjee, MBA, Regional Business Manager at Tanishq (East)  
 Mr. Rahul Kashyap, Regional Training Manager, Arvind Lifestyle Brands Ltd. (North and East)  
 Mr. Dhawni Ojha, Associate Trainer Future Group and Arvind Lifestyle  
 Mr. 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  
 Mrs. Shurva Dev Burman, GM (Operation) at Bazaar Style Retail Pvt. Ltd.  
 Ms. Sarmita Guha Ray, Ph.D. in International Finance.



# 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 23<sup>rd</sup> position (Public Category) by Business World in 2017, as well as 7<sup>th</sup> position and 3<sup>rd</sup> position in the Eastern region and West Bengal, respectively. The Week B-School Ranking 2020 (6<sup>th</sup> in Eastern Zone & 44<sup>th</sup> All India)

**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

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





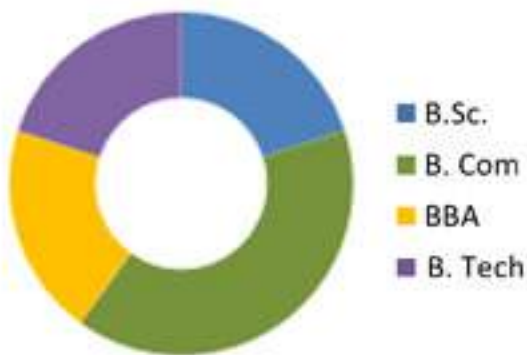
# BATCH DIVERSITY



MRM  
2019-2021



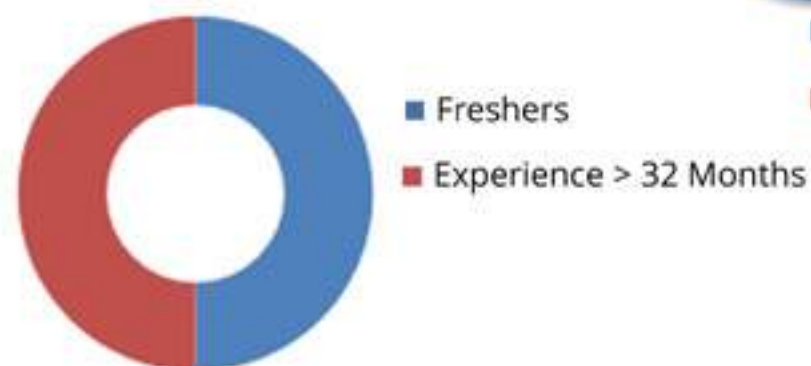
Educational Background



Gender Diversity



Work Experience





## STUDENT PROFILE

**Prithwish Dutta****Qualification:** B.B.A**University:** University of Calcutta**Work Experience:** Fresher**Internship :** Pantaloons (Aditya Birla Group)**Topic :** Comparison on kids apparel with other organized retailers**Santanu Sen****Qualification:** B.Com (H)**University:** University of Calcutta**Work Experience:** Accounts and Purchase Head at Sen & Sen Pvt. Ltd., work for 60 months.**Internship :** Decathlon Sports India (P) Limited.**Topic:** Customer Relationship Management.**Subhendu Bandyopadhyay****Qualification:** B.Tech in ECE**University:** WBUT**Work Experience:** Team Lead at Maniere Software & Technologies Pvt. Ltd., work for 54 months**Internship:** Decathlon Sports India Pvt. Ltd. (saltlake)**Topic:** Customer Relationship Management





**Shuvam Roy**

**Qualification:** B.Sc (H)

**University:** University of Calcutta

**Work Experience:** Fresher

**Internship:** Pantaloons (Aditya Birla Group)

**Topic:** Comparison of ethnic department with other organised retail store.



**Subham Banik**

**Qualification:** B.com (H)

**University:** Assam University

**Work Experience:** Fresher

**Internship:** Pantaloons

**Topic:** Comparison of Western Wear Dept with other organised retail store





# 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)
- **3<sup>rd</sup> 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
- **4<sup>th</sup> Rural Panchayat Marketing Dialogue on Growth Strategy & Innovative Disruptors** organised by CII





## ALUMNI SPEAK



**Chayan Bhattacharjee**  
(Batch 2006 – 08)

Years at IISWBM has been an epoch in my life. The institute made me ready for the corporate world but more importantly it shaped me up to convert challenges into

opportunities. The professors and lecturers at IISWBM are mentors for life. I wish all of you associated with IISWBM a premier life because like me you all are the alumni of a premier institute.

*Head HR*  
*Kutchina Kitchen Appliances (P) Ltd.*



**Amitava S. Chowdhury**  
(Batch 2013 – 15)

I very proud to be part of such esteemed institution whereby cherish all the moments spent, the learning truly helped us to develop the professional skills & surely guided us to be

the manager of tomorrow. It helped us to understand the basics of the retail world & be corporate ready, the knowledge acted as the guiding force whereby the practical experience made the way smoother and better. Knowledge plays the fundamental role and helps to define the performance whereby other aspects like internships and OJT helped to get a better exposure, overall a true learning experience.

*Zonal Manager Training & Development*  
*Godrej & Boyce*



**Anirban Kundu**  
(Batch 2009 – 11)

Myself Anirban Kunu, a 12+ Yrs experienced Marketing professional presently working for Raymond as a Zonal Marketing Head. In my tenure of work for Brand Communication, Digital,

Consumer Loyalty and Brand Experience, I was been associated with brands like – Pantaloons, Big Bazaar, Max Fashion, Mumuso and all. I completed my post-graduation in Retail Management from Kolkata IISWBM only and firmly believe -Success is not final; failure is not fatal: It is the courage to continue that counts. It is better to fail in originality than to succeed in imitation. We the students of IISWBM, believe in that and that reflects in our work too. Let's DREAM big and DO big.

*Zonal Marketing Head*  
*Raymond*





## 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 Institute's Placement Process may kindly note that delay in announcing and confirming the job offers, may result in the selected/shortlisted candidate being placed in another company.
- If the organization wishes to interview candidates for their Summer Internship, the Placement Cell will facilitate in organizing the same. Period of Internship being two months (January-February).
- An organization is free to choose its criteria and method of selection.
- Students on LWP/Sabbatical desirous of participating in campus recruitment, need to furnish 'No Objection' from current employer



## CORPORATE RELATIONS AND PLACEMENT CELL

### ARINDAM MUKHERJEE

#### Officer- CRPC

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C: +919432538974

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

### PRITAM KAR

#### Officer – CRPC

Email: pritam@iiswbm.edu

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### VISHAL FRANCIS GAITANO

#### Senior Manager – CRPC

vishalfrancis@iiswbm.edu

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+919748600403

### STUDENT PLACEMENT COORDINATORS



#### Santanu Sen

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Email – santanu001.sen@outlook.com



#### Subhendu Bandyopadhyay

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