

The Cradle of Indian Management Education

THE INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT



In the early 1950s, the concept of formal business management education was entirely alien to the Indian academic fraternity. It was against this backdrop of skepticism and untapped potential that a visionary alliance was forged. Bringing together the intellectual excellence of the University of Calcutta, the strategic strength of the Government of West Bengal and the Government of India, and the foresight of the captains of industry, a historic resolution was adopted by the University Syndicate on April 25, 1953. With that single act, the Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata, was born, cementing its place in history as India's very first management institute.

The foundation of IISWBM was a masterclass in leadership, spearheaded by its Founder-President - Dr. Bidhan Chandra Roy (then Chief Minister of West Bengal), and its pioneering first Director - Prof. D.K. Sanyal. Its monumental significance to the nation's future was underscored when Pandit Jawaharlal Nehru, personally laid the institute's foundation stone.

From its inception, IISWBM was designed to be different. More than seven decades later, the foundational values imbibed on day one still pulse through the hallways of the institute. IISWBM

has never viewed business through a purely commercial lens. Instead, it operates on a profound vision of combining quality management learning experiences with deep social responsibility.

Inside a Future-Ready Campus

To meet the disruptive demands of Industry 5.0, the Indian Institute of Social Welfare and Business Management skillfully balances foundational business principles with forward-looking innovation.

Recognized under Section 12B of the UGC Act, the institute features fully air-conditioned classrooms, modern auditoriums, expansive conference halls, and a completely equipped gymnasium alongside a centralized computer hub. The entire premises enjoys high-speed, campus-wide Wi-Fi connectivity, and a sophisticated library rich in traditional journals and cutting-edge electronic resources, now boosted by integrated access to international research databases through the One Nation One Subscription (ONOS) framework. Rounding out the residential experience are well-appointed, separate hostelling facilities for male and female scholars, offering secure living quarters alongside premium dining and recreational spaces.



Dr. Krishna M. Agrawal
Director



Today, the B-school hosts a comprehensive portfolio of academic offerings. At the peak of its scholastic pursuits is a robust Research Program, offering a Doctor of Philosophy (Ph.D.) in Public Systems, Social Welfare, and Management. Complementing the Ph.D. are a suite of two-year Degree Programs. This includes its flagship Master of Business Administration (MBA) offered across both Day and Evening formats, alongside highly targeted degrees such as the MBA in Human Resource Management (MBA-HRM), the MBA in Public Systems (MBA-PS), and the Master of Social Welfare (MSW).

To ensure continuous upskilling and professional agility, the institute also delivers specialized Post Graduate Diploma Programs. These industry-focused pathways feature the unique PG Diploma in Sports Management, the PG Diploma in Supply Chain & Logistics Management, and an intensive Executive PG Programme in Management (EPGPM).

Fueling India's Green Economy

Rather than treating emerging sectors as mere electives, the institute has long pioneered dedicated, full-fledged specialization tracks. For over three decades, students have immersed themselves in distinct, domain-specific pathways including Energy Management, Environment Management, Transportation and Logistics Management, and Healthcare and Hospital Management.

A major pillar of this strategy is the institute's focus on fueling the green energy and ESG pipeline. The Energy Management curriculum is explicitly engineered around the renewable energy transition, electric vehicle ecosystems, carbon markets, and climate change economics. Validating its global standards, the program is officially approved by the Association of Energy Engineers, USA, which unlocks international certification routes for its scholars. This rigorous training translates into an exceptional 90–95% placement rate across specialized consulting firms, energy audit agencies, and renewable energy corporations.

Nurturing Thought Leadership

The academic foundation of IISWBM strives on the shoulders of a highly distinguished faculty body whose members hold advanced degrees from premier national and international institutes. These educators consistently contribute by publishing quality research papers in reputed, peer-reviewed journals. This deep intellectual capital is continually revitalized through their extensive involvement in corporate consultancy projects, executive training modules, and Management Development Programs (MDPs).

Operating as a totally inclusive hub for all, The Indian Institute of Social Welfare & Business Management houses a total student-driven ecosystem that fosters leadership and social consciousness through diverse annual initiatives. The student body takes complete charge of orchestrating hallmark events such as Managereal, a highly competitive intercollegiate forum focused on complex management games, and Entreprerna, a flagship platform dedicated to nurturing innovation and startup culture. Embedded within the entrepreneurial showcase is a unique compassionate initiative known as Raising Smile, where students collect voluntary contributions to purchase and distribute essential educational supplies, books, and stationery to underprivileged children. The campus also hosts dedicated corporate networking platforms like Paradigm alongside structured Alumni Meets. Supporting this holistic development is a state-of-the-art,



ragging-free campus that provides a secure and highly productive environment for professional growth.

Approaching 75 Years of Excellence

Progressing steadily on decades of industry integration, at IISWBM, immersive experiential learning initiatives are embedded throughout the curriculum. This real-world exposure is achieved through structured industrial immersion visits to major corporate and maritime hubs, such as Hindustan Unilever, Diamond Beverages, and the Syama Prasad Mookerjee Port, complemented by a continuous calendar of weekly corporate seminars led by seasoned market experts and executive leaders.

Crucial to this operational model are the institute's high-impact institutional alliances. From the landmark collaboration with the Damodar Valley Corporation to strategic bilateral agreements with Moscow Linguistics University and the Association of Energy Engineers (AEE), USA, these partnerships offer unparalleled corporate exposure. Furthermore, the institute's civic alignment is underscored by a dedicated pact with the Dr. Syama Prasad Mookerjee National Institute of Water and Sanitation under the Ministry of Jal Shakti, Government of India.

Management scholars at the institute routinely secure competitive summer internships at industry giants like Amul,

Mahindra Finance, Tata Steel, Britannia, and JLL. Top-tier employers include elite consulting firms like EY, PwC, Deloitte, and KPMG-GDS, alongside leading conglomerates such as ITC, Aditya Birla Group, Flipkart, and the RP-SG Group. The international market validation of its heritage is further reflected in premier compensation packages, highlighted by an elite international placement with Balmer Lawrie UAE reaching an estimated ₹70 lakhs per annum.

"Our educational framework is meticulously designed so that students effortlessly transition from academic theory to boardroom execution," notes Dr. Krishna M. Agrawal, Director of the Indian Institute of Social Welfare & Business Management.

The ultimate testament to this enduring legacy is a decorated alumni network that continues to shape global industry and public policy. Over the decades, the institute's halls have nurtured unparalleled global business leaders, including steel magnate Lakshmi Mittal, corporate industrialist Sudhir Jalan, and the late Prof. Sumantra Ghoshal of the London Business School, among countless other eminent trailblazers.

As the pioneering institution approaches its monumental 75th anniversary in 2027, it stands firmly, continually advancing with robust institutional strength to deliver value-driven, future-ready management education.

