



MDI
GURGAON

Management
Development
Institute

Prof. Kirti Sharma
Prof. Ritu Srivastava
Programme Directors

October 9, 2013

**Management Development Programme on
Advance Techno - Management Programme for Women Scientists**
December 23, 2013- January 25, 2014
MDI Campus, Gurgaon

PU/Regr/No.8861
Dt/13/11/2013
VO
Director (Research)

Dear Sir/Madam,

Management Development Institute (MDI) is organizing a five weeks residential programme (December 23, 2013 - January 25, 2014) in MDI Campus, Gurgaon on Advance Techno - Management Programme for Women Scientists. This programme is designed under the "Disha Programme for Women in Science" Scheme 2013-14 sponsored by Department of Science and Technology (DST), Government of India. The participants may include different levels of Women Scientists and Technologist, upto 55 years of age, with experience of 9 years and above (Scientist C to G) working in the R&D establishments, Scientific Ministries/Departments of Government of India and State Governments, Research Laboratories of Central/State Governments, Science Departments of Central/State Universities (with Ph.D) and Science and Technology Councils.

In view of the contemporary relevance of the contents of this short-term programme, you may like to nominate suitable participants from your organization to this programme. The programme fee, lodging and boarding expenses are totally sponsored by Department of Science and Technology, Government of India. The participants have to make their own travel arrangements to reach MDI Gurgaon.

The Programme Brochure and nomination form are being attached herewith. Nominations may be sent before December 10, 2013.

With regards,

Sincerely yours,

(Kirti Sharma)
Email: kirti.sharma@mdi.ac.in
Tel. No.: +91-124-4560313
Mobile No: +91-9818802277

(Ritu Srivastava)
Email: ritu.srivastava@mdi.ac.in
Tel. No.: +91-0124-4560181
Mobile No: +91-

PU/Dir(Res)/ 1125
Dt: 22-11-2013



पी. एन. प्रसाद
निदेशक
P.N. PRASAD, I.F.S.
DIRECTOR

भारत सरकार
विज्ञान और प्रौद्योगिकी मंत्रालय
विज्ञान और प्रौद्योगिकी विभाग
टेकनोलॉजी भवन, नया महरौली मार्ग, नई दिल्ली-110 016
GOVERNMENT OF INDIA
MINISTRY OF SCIENCE & TECHNOLOGY
DEPARTMENT OF SCIENCE & TECHNOLOGY
Technology Bhavan, New Mehrauli Road, New Delhi-110 016

No A-23011/25/2013 - Trg.

Dated 26th September, 2013

Dear Sir / Madam,

SUB: Invitation for Advance Techno - Management Programme for Women Scientists under the "Disha Programme for Women in Science" Scheme 2013-14.

Department of Science and Technology (DST), Government of India in collaboration with Management Development Institute, (MDI) Gurgaon is organizing the Advance Techno - Management Programme for Women Scientists under the "Disha Programme for Women in Science" Scheme 2013-14.

2. The five week training programme is to be conducted on a residential basis at MDI Campus, Gurgaon from December 23rd 2013 - January 25th 2014. The programme focusses on the specific learning needs of mid-career women scientists and technologists working in government sector. The aim of this programme is to aid women scientists and technologists to realign their intellectual strengths with managerial knowledge and competencies that would facilitate in their career advancement and mobility, apart from contributing to institution building. The successful participants of the programme will be given opportunity of one week exposure visit in an advanced country during 2014-15.

3. Please find enclosed a copy of the information brochure and nomination form for your kind perusal. We invite and request you to nominate women scientists from your department / organization for the programme.

4. An early response would facilitate successful programme implementation.

With Kind Regards

P. N. Prasad
26/9/13
(P N Prasad)

Director (Training)



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NOMINATION FORM
MANAGEMENT DEVELOPMENT PROGRAMME

Name of the Programme _____

Duration _____

Particulars of Nominee

Name of the Participant(s) _____
Designation _____
Mailing Address _____

Tel Office (with STD Code) _____ (Res) _____
Fax _____
E-mail _____

SPONSOR

Sponsoring Organization _____

Tel. (with STD Code) _____
Fax No. _____
E-Mail _____

Signature: _____
Sponsor: _____

Advance Techno - Management Programme for Women Scientists

Mail this to : The Administrative Officer (Programme)
Management Development Institute
Mehrauli Road, Sukhrali, Gurgaon 122007, Haryana (India)
Direct Tel. : (+91-124) 4560004, 4560534, 4560537
Tel No. : (+91-124-4560000, 2340173, Ext. 5534, 5537, 5004
Fax Nos. : +91-124-4560005
E-mail: caomdp@mdi.ac.in website: www.mdi.ac.in

Management
Development
Programme

Advance Techno - Management Programme for Women Scientists

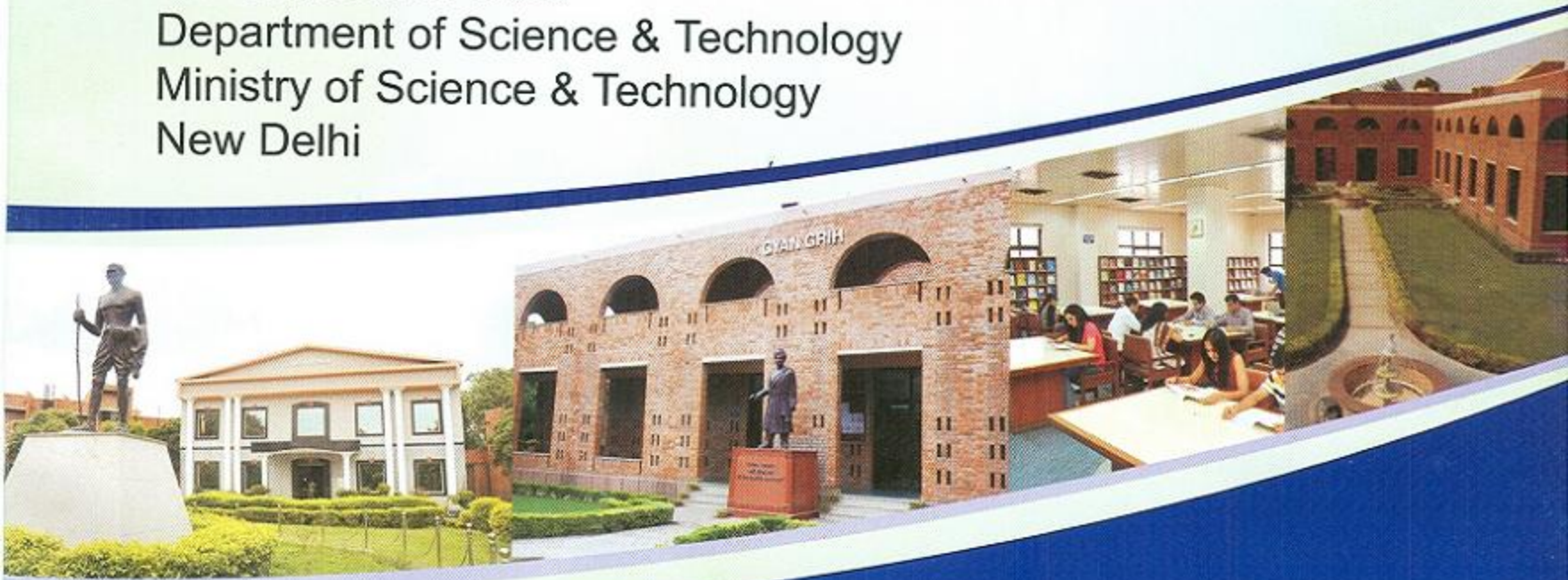
23rd December, 2013 – 25th January, 2014

MDI Campus, Gurgaon

Sponsored by



Government of India
Department of Science & Technology
Ministry of Science & Technology
New Delhi



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Who Should Attend?

This programme is designed under the "Disha Programme for Women in Science" Scheme 2013-14 sponsored by Department of Science and Technology(DST), Government of India. The participants may include different levels of Women Scientists and Technologist, upto 55 years of age, with experience of 9 years and above (Scientist C to G) working in the R&D establishments, Scientific Ministries/Departments of Government of India and State Governments, Research Laboratories of Central/State Governments, Science Departments of Central/State Universities (with Ph.D) and Science and Technology Councils.

Contents

This five week management development programme for women scientist and technologists focuses on the specific learning needs of mid-career scientists and technologists working in government sector. Being public organizations the scientific, R&D establishments and state university departments are driven by policy pronouncements of the government from time to time, which in turn require the scientific community to prioritize their R&D efforts. The need for managing change and innovation in the working of scientific establishments was never so urgent. Therefore, it is a timely incentive for mid-career women scientists and technologists to realign their intellectual strengths with managerial knowledge and competencies that should facilitate in their career advancement and mobility.

With increasing commercialization of knowledge, and entry of private sector as main buyer of scientific and technological know-how, it is all the more important for scientists and technologists to develop a managerial mind-set and related competencies. Further, the social objectives of public investments in scientific research call for a professional code of ethics and concern for human values. This programme integrates the human/social dimension of science in the core themes and aims at imparting the related competencies to prospective participants.

The key themes to be covered during the programme include:

- Understanding Global Economic Environment and Government Financial Systems
- Comparative analysis of sector specific Science & Technology policies
- Understanding, implementing and managing projects
- Leadership skills for women scientists for promoting scientific organizations
- Understanding finance, marketing, and general management for promoting science in India
- Developing mindset to manage R&D activities
- Understanding the fundamentals of IT and its application for e-business
- Challenges in Science & Technology

Programme Objectives

The specific programme objectives are;

- To sensitize the participants about the relevant issues in the Science, Technology and Innovation Policy 2013
- To familiarize the participants with the drivers of result oriented Scientific Research and Development
- To create an understanding in Management of R&D Institutions
- To create awareness and build capacity in project management and mobilization of resources for the scientific community
- To enhance the scope for women participation in Science and Technology

Methodology

The pedagogy would include lectures, case discussions, and structured exercises besides experience sharing with eminent leaders and public officials from the government, industry and civil society. The learning methodology would also include outbound activities and industry visits involving small group simulation games.

Foreign Module

Successful participants of this programme will be given one week exposure in advanced countries. The details of the foreign module will be communicated in due course.

Venue & Duration

The programme is scheduled during 23rd December, 2013 – 25th January, 2014 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Separate accommodation for each participants would be available at MDI Campus from the noon of 22nd December, 2013 to the noon of 26th January, 2014.

Registration and Fee

Participants should be nominated by their organizations. **The programme fee, lodging and boarding expenses are totally sponsored by Department of Science and Technology, Government of India.** The participants have to make their own travel arrangements to reach MDI Gurgaon.

The enclosed nomination form should be completed and returned to MDI with all the details as per the mailing address provided.

Last Date for Receipt of Nomination

The last date for receipt of nominations is 10th December, 2013. The last date for withdrawal of nominations is 13th December, 2013. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. The enclosed form should be completed and returned with all the details.

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

Enquiry

For any Additional information/enquiry, please write to:
Chief Administrative Officer (Programmes)
Management Development Institute MDI Campus,
Mehrauli Road, Sukhrali Gurgaon-122 007, Haryana,
E-mail: caomdp@mdi.ac.in Tel No.: +91-124-4560004

Campus

Direct Tel: +91 -124-4560004,4560534,4560537
Tel Nos.: +91 -124-4560000,2340173, Ext. 5534,5537,5004
Fax Nos.: +91-124-4560005
E-mail: caomdp@mdi.ac.in, Website: <http://www.mdi.ac.in>

Programme Director

Prof. Kirti Sharma

Assistant Professor, Marketing

Email: kirti.sharma@mdi.ac.in

Phone : +91-124-4560313

Mobile: 9818802277

Dr. Kirti Sharma holds a Ph.D in Marketing Management, Masters in Marketing Technology (with distinction) and Bachelors' in Science from Kurukshetra University, Kurukshetra, India.

She has an experience of around 13 years. Before joining academics she has worked in companies like Cipla limited, Thompson Consumer Electronics and SQL Star Intl. Ltd. for close to 4 years. She has been in academics for around 9 years now. Before joining MDI she has taught at Lal Bahadur Shastri Institute of Management, Jagan Institute of Management Studies and Bharati Vidyapeeth University and has held various teaching and administrative responsibilities. She has been the Joint Editor of LBS-Journal of Management and Research.

She has been teaching courses viz. consumer behavior, marketing management (I and II), marketing research, marketing of services and advertising management.

She has published eight research papers in National refereed Journals and a case study in European Case Clearing House. She has also presented papers in various National and International Conferences organized by IIMA, IIML, PHDCCI, Aarhus University etc. She has completed two seed research projects in the areas of: 'Antecedents and consequences of satisfaction and behavioral intentions in life insurance services' and 'Customer Gratitude, Commitment and Trust in Relationship Marketing in Indian context'. Her current research interests include consumer perception, customer value, loyalty and retention, switching behavior of consumer and service strategies, healthcare marketing.

She has conducted training programmes for companies like BPCL, PNB, Engineers India Limited, Jindal Stainless, BSES, Indian Forest Services, HPCL, Greenply Industries, Mother Dairy, etc.

Prof. Ritu Srivastava

Assistant Professor, Marketing

Email : ritu.srivastava@mdi.ac.in

Phone : +91-124-4560181

Prof. Ritu Srivastava is a Ph.D. in Marketing Management. The topic of her thesis is Evaluation of Relationship Marketing in Financial Services in India. An academican by heart, Prof. Srivastava firmly believes that management education goes beyond classroom and includes various components on industry interaction, social outreach and research and development. She has nine years of experience across education and industry cutting across teaching, research and consulting activities.

Teaching – 5 years (Marketing Management, Services Marketing, Retail Marketing, International Marketing, E Business, Communication)

Research – 1.5 years

Industry / Consulting – 3 years

Areas of Interest: Services Marketing, Strategic Management, Educational Planning and Administration



About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW, West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP-HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 35 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private). Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of experience having

worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI's International Partners

MDI has active linkages with McGill University, Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University, USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University, Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University, Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University, Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unversua Carlo Cattaneo, (LIUC), Italy, Bocconi University, Milano, Warsaw School of Economics, Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University, London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology, Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University, Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (HUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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