



VINOD GUPTA SCHOOL OF MANAGEMENT

IIT KHARAGPUR





Table of Contents

02

Director's Message

07

MBA Program Eligibility Criteria

03

Dean's Message

08

Admission Selection Process

04

About VGSOM

14

Important Dates

06

About MBA Program

15

MBA Curricula





Director's Message

Dear Students,

Started in 1993 with a mission to create excellent future leaders, the Vinod Gupta School of Management (VGSOM) is the first School of Management to be established within the IIT system. With more than 30 years of experience, today VGSOM plays a pioneering role in nurturing leaders of tomorrow by blending management philosophy along with technological advancement to develop managers, who appreciate both critical technological issues and their business implications with the mission to train socially conscious leaders, entrepreneurs, and managers who advance the art of innovation in the global economy. The distinguished alumnus and Lifetime Fellow of IIT Kharagpur, philanthropist Dr. Vinod Gupta, led the inception of VGSOM that develops brilliant minds into outstanding industry-ready

top-notch management training. VGSOM offers an array of programmes, which include a full-time MBA, an Executive MBA for industry professionals, and a Post-Graduate Diploma in Business Analytics. MBA (Masters in Business Administration) is the flagship programme of VGSOM, IIT Kharagpur. This programme transforms students into professional administrators and entrepreneurs who have creative perspectives, cutting-edge knowledge, business ethics, and translational capabilities to contribute to the vision of the respective organization or establish themselves as successful entrepreneurs. I firmly believe that the students of VGSOM will have an incredible learning experience that will empower them to become future-ready global leaders and guide them to become the Leaders of Tomorrow.

management professionals. At VGSOM, the students are trained in multidisciplinary attributes marked by a predominance of globalization, dynamism, innovativeness, and participant-centric pedagogies.

Recognizing the importance of technical prowess in business administration, the MBA curriculum of VGSOM has been envisioned to follow the most recent industry trends, particularly in multidiscipline knowledge exposure and technology-industry-academia collaborations. It also encourages a special need-based scholarship for its students to ensure that deserving students have access to

Welcome to IIT Kharagpur, Welcome to VGSOM!

With Best Wishes.

Prof. Amit Patra

Director, IIT Kharagpur



Dean's Message

Dear Students,

Vinod Gupta School of Management (VGSOM), established in 1993 with the generous support of distinguished alumnus Dr. Vinod Gupta, stands as a beacon of excellence within Indian Institute of Technology Kharagpur. Renowned for its commitment to nurturing future global leaders through innovation and execution, VGSOM consistently ranks among the top business schools in India according to various ranking agencies.

The success and reputation of VGSOM are a testament to the unwavering efforts of its highly qualified faculty, dedicated staff, motivated students, and researchers. Drawing strength from interdisciplinary academic and research activities across different units of IIT Kharagpur, the school offers a cutting-edge

The school's eighteen student-run clubs and committees contribute significantly to the development of solid managerial foundations, marketing competence, and strategic decision-making skills. This holistic approach to education is further reflected in the outstanding and consistently improving placement record of VGSOM students and researchers.

Supported by an illustrious alumni network, VGSOM has forged strong relationships with Indian industries and multinational companies. The school's commitment to growth and evolution sets new standards of success, creating an environment where students thrive and emerge as well-rounded, globally competitive leaders.

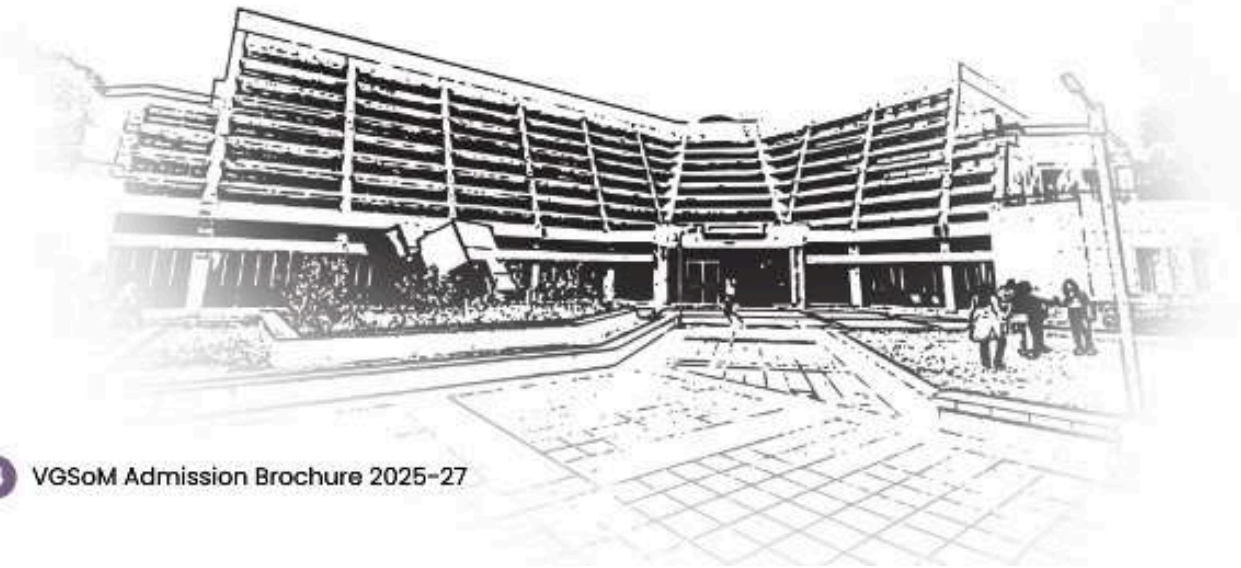
About VGSOM

The first management school within the IIT ecosystem, Vinod Gupta School of Management (VGSOM), was established in 1993 with the help of Mr. Vinod Gupta (B. Tech. 1967), a distinguished alumnus and lifetime fellow of the institute. Mr. Gupta was the former chairman and CEO of InfoGROUP, formerly known as InfoUSA, and his generous endowment of two million US dollars was matched by generous support from the Indian government.

The school has grown holistically since its founding, winning multiple accolades and setting new benchmarks for performance. The Association to Advance Collegiate Schools of Business (AACSB) recognizes the institution as a member. Over the years, VGSOM has continuously worked to improve industry connections, high-quality research, and management education. According to the Ministry of Human Resource Development's National Institutional Ranking Framework (NIRF), which is based on rankings from previous years, VGSOM's efforts have placed it among the top 20 Indian B-Schools.

General Management and Doctor of Philosophy (Ph.D.) are two of the degree programs that VGSOM offers. For working professionals, the flagship program

of the Master of Business Administration School also offers a two-year, weekend Master of Business Administration (Executives) program. Our institution offers a range of management development programs (MDPs) and training courses to businesses and public sector organizations. The Dual Degree Program in Financial Engineering is jointly offered by the Department of Humanities & Social Science, Department of Mathematics and Vinod Gupta School of Management. Additionally, The Post Graduate Diploma in Business Analytics (PGDBA) - jointly offered by IIM Calcutta, IIT Kharagpur and ISI is a two year full time residential diploma programme. The school is committed to encouraging top-notch research in a range of management-related fields. Every year, VGSOM holds a doctoral colloquium on management to give doctoral students a forum to discuss and expand upon their research ideas.



4 VGSOM Admission Brochure 2025-27



Mission

To develop technology driven, innovative business leaders, promote entrepreneurship, agility and sustainability, and adapt diversity and inclusivity for societal benefit.



Vision

To be globally recognized in management education and research and producing socially responsible business leaders.



Core Values



Trust and ethical conduct



Innovativeness



Sustainability

About MBA Program

The two-year Master of Business Administration (MBA) program at Vinod Gupta School of Management, IIT Kharagpur, meticulously transforms aspiring managers into industry-ready professionals. Designed specifically for graduate engineers and Master's degree holders in science, economics, and commerce, this comprehensive program equips students with the managerial acumen and technical expertise essential for navigating the dynamic world of business.

Recognizing the ever-evolving nature of the business environment, the MBA program continuously adapts to incorporate the latest industry trends and practices. This ensures that graduates remain at the forefront of business knowledge, equipped to tackle the challenges and seize the opportunities that lie ahead. In response to the transformative impact of the pandemic on education, the MBA program has seamlessly integrated virtual learning and continuous evaluation into its curriculum. This ensures that students gain a holistic learning experience, encompassing traditional classroom instruction, case studies, group assignments, live projects, and interactions with industry experts.

The MBA program's faculty comprises a distinguished team of subject-matter experts with extensive real-world business experience. Their insights and guidance provide students with invaluable perspectives on the practical application of business principles.

The unique "Learning Business Outside Classroom" course has become an integral part of the MBA curriculum. This mandatory course immerses students in the world of entrepreneurship and small-scale enterprises, providing them with firsthand exposure to the challenges and dynamics of operating a business.

Group Project in Entrepreneurship and Innovation (GPEI) is a transformative experience. Collaborative teams explore innovative concepts, conduct market research, and develop business plans. Guided by mentors, students gain practical skills, fostering creativity and teamwork. The GPEI prepares the next generation of entrepreneurial leaders.

To further enhance their practical business acumen, MBA students participate in a mandatory two-month summer internship project. This immersive experience allows them to apply their knowledge and skills in real-world business settings, gaining valuable insights and contributing to the success of organisations.

The Vinod Gupta School of Management MBA program is a gateway to a rewarding career in business leadership. By providing a blend of theoretical rigour, practical application, and industry exposure, the program empowers graduates to make a significant impact in the ever-evolving business landscape.



MBA Program Eligibility Criteria

Minimum Academic Eligibility Criteria for Admission to MBA

Candidates seeking admission to the MBA Programme should satisfy the following criteria:

- **A candidate must have any of the following:**

- A Bachelor's degree of minimum 4-year duration in engineering/technology/pharmacy

OR

- A Master's degree in Science/Economics/Commerce (with Mathematics or Statistics at Bachelor's level)

- **Minimum percentage of marks in the qualifying degree:**

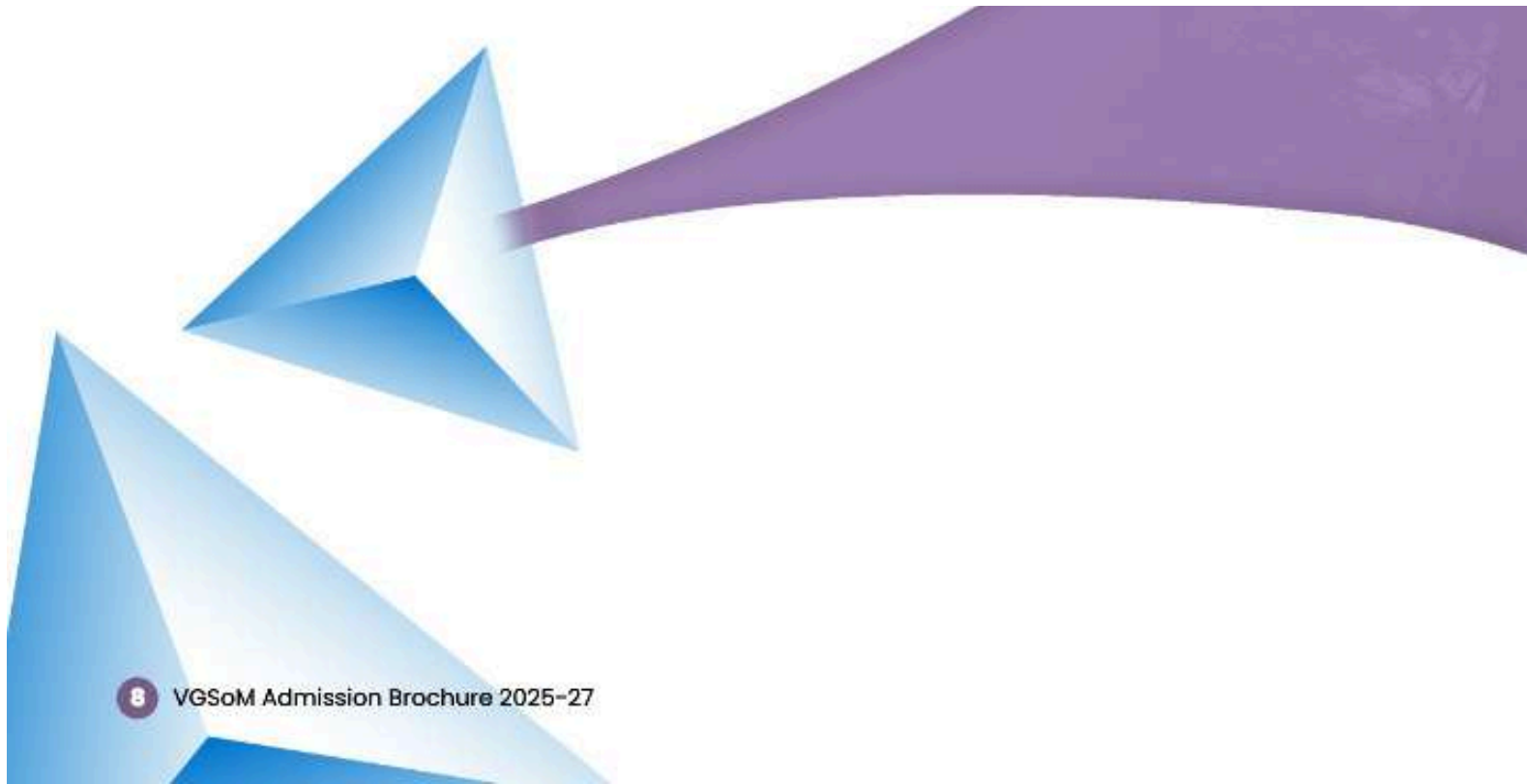
- General/EWS/OBC: Minimum of 60% marks (or CGPA of 6.5 on a 10-point scale)
- SC/ST/PWD: Minimum of 55% marks (or CGPA of 6.0 on a 10-point scale)

Please note that for both the above cases, if the CGPA is on a scale other than 10.0, the eligibility of the candidates will be calculated corresponding to the equivalence stated above.

- Candidates appearing for the final year of their qualifying degree examination and those who have completed degree requirements but are awaiting results can also apply. However, if selected, the admission of such candidates to the program will be provisional. The provisionally admitted candidates must submit a certificate by May 31, 2025, from their university/college/institute stating that they have completed all the requirements for obtaining the bachelor's degree/master's degree, as applicable. The final marksheet/certificate of passing the qualifying degree is to be submitted by October 31, 2025 for verification.
- Applicants must be in good health. In case of any discrepancy found in the certificate of medical fitness submitted during registration, the opinion of the Institute's Medical Officer will be final.

Admission Selection Process





8 VGSOM Admission Brochure 2025-27

The selection of candidates for admission to the 2025-27 batch of MBA at Vinod Gupta School of Management (VGSOM), IIT Kharagpur, is a two step process:

- a. Shortlisting for online Personal Interview (PI) based on the criteria mentioned in Section I
- b. Final selection of the candidates for admission based on a combined score comprising application rating (AR), CAT 2024 performance, and personal interview (PI) performance.

I. Stage I – Short-listing for Personal Interview (PI)

Attending the PI is a mandatory part of the admission process. The applicants are short-listed for PI based on CAT 2024 scores, past academic performance, and other criteria, as mentioned below. The applicants must have the minimum CAT 2024 percentile, as mentioned in (ref. Table 1), to be eligible to be considered for shortlisting for PI.

Table 1: Minimum CAT-2024 Percentile for shortlisting

Category	Minimum Overall Percentile for Eligibility
General/EWS	90
OBC	81
SC	60
ST	60
PwD	60

For candidates satisfying the minimum CAT 2024 percentile eligibility criterion, the overall CAT 2024 scaled score out of 20 and Application Rating (AR) will be added to get the total score for shortlisting the applicants for the PI. Four marks will be added to the total scores of all female applicants for the Gender Diversity Factor (GDF). The Application rating considers the applicant's academic performance (marks or grade points obtained) at various stages of academic

progression, such as secondary (10th/matriculation), higher secondary (12th/intermediate), undergraduate (bachelor's degree), and postgraduate (master's degree, if any) levels, and professional qualification and work experience. The guidelines for Application Rating (AR) based on the candidate's performance in percentage marks obtained in different academic degrees and for work experience and professional qualifications are provided in Tables 2.1 to 2.4.

Table 2.1: Application Rating (AR) scores for 10th and 12th Std. Exams



Table 2.2: Application Rating (AR) scores for under and postgraduate degrees





10 VGSOM Admission Brochure 2025-27

The applicants having two-year MTech/ME/MS/M.Pharma degree will get one additional mark. The applicants with professional qualifications will also get one additional mark. Further details are provided in Table 2.3.

Table 2.3: Application rating (AR) for postgraduate degree in engineering and professional exams



*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 work experience will be rated (rating score G) based on the duration of their work experience as per the guidelines given in Table 2.4. Only the work experience gained after graduation will be considered for awarding scores for the work experience. 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 experiences



$$* = 2 / (730 - 180) = 0.003636$$

Cumulative grade point average (CGPA) performance will be converted into 'marks percentage' as shown below:

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

If the University/Institution/College does not award the percentage of marks or cumulative grade point average (CGPA), the percentage of marks will be calculated based on the marks obtained in all the subjects listed in the marksheets submitted by the applicant.

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. Stage 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 2024, and the candidate's performance in online PI process. 10 marks will be given to all female applicants for GDF. The weightage given to different components for arriving at the final score is given in Table 3.

Table 3: Criteria and weights for final selection to MBA



The final offer of admission will be made on merit in each category. Barely fulfilling the minimum qualifying criteria as mentioned above would not guarantee a candidate for admission to the MBA program of VGSOM, IIT Kharagpur.

VGSOM, IIT Kharagpur reserves the right to make changes in the shortlisting and Selection Criteria, if considered necessary at any stage of the process.

 VGSOM Admission Brochure 2025-27

How to apply:

After taking the Cat 2024 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/IITKGPAApplications/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) with valid GMAT score is required to apply through International Relations, IIT Kharagpur (<https://international.iitkgp.ac.in/howtoapply/>).

Last date for submission of online application is February 5, 2025 (Wednesday), 11:59 PM.

Please note that PI for shortlisted candidates will be conducted through online as per the following schedule:

Table 4: Schedule for conducting online PI

Schedule 1	01-03 March 2025, (Sat-Mon)
Schedule 2	07-09 March 2025, (Fri-Sun)
Schedule 3	21-23 March 2025, (Fri-Sun)

Candidates shortlisted for PI will be intimated through the email/ERP portal on or before 15 February 2025.

Declaration of Results for Final Admission:

The final merit list (considering different criteria mentioned in Stage- II) will be published on the ERP of the

Important Dates

The selection of candidates for admission to the 2025-2027 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, PI for shortlisted candidates will be conducted through online as per the following schedule:

Admission Process	Tentative Dates
Beginning of online submission of application form	One day after the declaration of CAT 2024 results (24th December, 2024)
Last Date of Online Application Form	5th February, 2025

Last Date of Online Application Form	5th February, 2025
Form Correction Window	6th to 8th February, 2025
Online Personal Interview	Schedule 1: 1st March to 3rd March 2025
	Schedule 2: 7th March to 9th March 2025
	Schedule 3: 21st March to 23rd March 2025
Declaration of Admission Results	1st May to 5th May 2025

MBA Curricula

Credit Requirements for MBA

Semester	Curriculum			
	Core	Electives	Project	Total credit
First Semester	12	None	-	23
Second Semester	11	1	LBOC	22
Third Semester	3	7	SIP, GPEI	26
Fourth Semester	0	6	AMRP, Comprehensive Viva	20
Total Credits				91

*GPEI: Group Project in Innovation and Entrepreneurship, SIP – Summer Internship Project



1st Semester

[23 Credits (12 courses, All Core)]
(Subject Name - Credit)

- » Financial Accounting & Reporting - 2
- » Cost & Management Accounting - 2



2nd Semester

[22 Credits (11 Core Courses and 1 Elective)]
(Subject Name - Credit)

- » Corporate Finance - 2
- » Supply Chain Management - 2



3rd Semester

[26 Credits (3 Core, 7 Electives, 1 SIP, 1 GPEI)]
(Subject Name - Credit)

- » Summer Internship Project - 4
- » Group Project in Innovation and Entrepreneurship - 4
- » Business Government and International Economic Environment - 1
- » Business Ethics and Corporate Governance - 2
- » Organizational Design, Change and Transformation - 1
- » Choice of 7 Electives - Min. 14 credits to be taken



4th Semester

[20 Credits (2 Core and 6 Electives)]
(Subject Name - Credit)

- » AMRP - 4
- » Comprehensive Viva - 4
- » Choice of 6 Electives - Min. 12 credits to be taken

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
- » International Marketing



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

1. Centre for Education Technology:

- » Educational Data Analytics
- » Large Scale Search Engines

2. Computer Science and Engineering:

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

5. Industrial and Systems Engineering:

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

6. Rajiv Gandhi School of Intellectual Property Law

3. **Rajendra Mishra School of Engineering and Entrepreneurship (RMSOEE):**

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

4. **Subir Chowdhury School of Quality and Reliability:**

- » Quality Control and Analysis
 - » Statistical Process Control
-

(RGSOIPL):

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

7. **Humanities and Social Sciences:**

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

Micro specialization in Business Analytics:

» Component I (4 credits core)

1. Advanced Business Analytics (2nd Semester)
(Area: BAIS)
2. Time Series Econometrics (3rd Semester)
(Area: BAIS)

» Component II (2 credits in Semester 3 and 2 credits in Semester 4)x

1. Supply Chain Analytics (3rd Semester) (Area: BAIS)
2. Marketing Analytics (3rd Semester) (Area: MKT)
3. Product Analytics (4th Semester) (Area: OM)
4. HR Analytics (4th Semester) (Area: OBHR)
5. Advanced Marketing Analytics (4th Semester)
(Area: MKT)

» Component III

(Projects in Semester 3 and Semester 4)

1. Project I
2. Project II



Note:

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

2023-25 Batch Profile



143

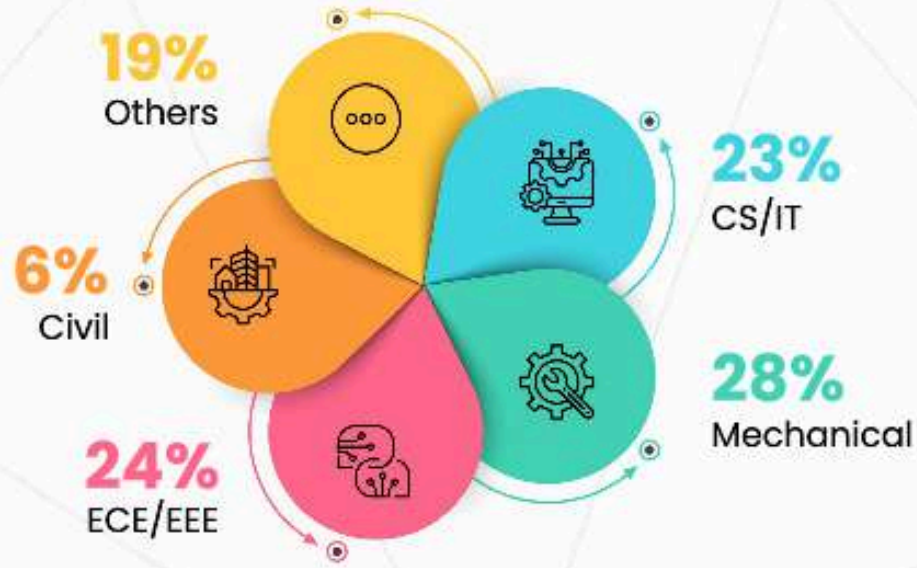
Total strength



Work Experience:



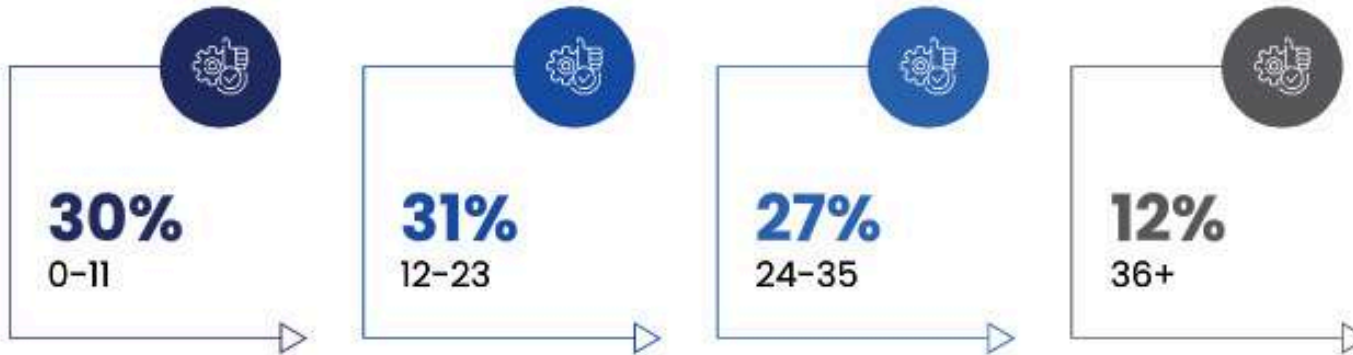
Education Background:



2024-26 Batch Profile



Work Experience:



Education Background:



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 endeavor 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.

Prof. Abhijeet Chandra

PhD (JMI, New Delhi) Finance & Accounting

Prof. Abhijeet Chandra has more than 10-yr post Ph.D. experience. He offers graduate and postgraduate-level courses in Corporate Finance, Cost & Management Accounting, Investment Management and Behavioral



Prof. Ajay Kumar Mishra

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

Prof. Ajay Kumar Mishra has over a decade of experience in teaching and research in the field of Finance. He completed his Ph.D. in Finance from IBS Hyderabad in 2014. From 2011 to 2012, he was a visiting research scholar



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. ”

at the Fogelman College of Business and Economics (FCBE), University of Memphis. Prior to his doctoral studies, he worked as a research fellow at the Space Application Centre (ISRO) in Ahmedabad, India. Prof. Mishra teaches a variety of courses at the postgraduate level, including, Corporate Finance, Financial Institutions & Markets, Security Analysis, Portfolio Management, and Market Microstructure. His research focuses on market microstructure, asset pricing, corporate finance, and portfolio rebalancing, with publications in these areas. Additionally, Prof. Mishra has successfully managed projects funded by the ICSSR under the IMPRESS scheme and by SRIC-IIT Kharagpur through the ISIRD program. ”

Prof. Anupam Ghosh



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

Prof. Anupam Ghosh has more than 17 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. ”

Prof. Arun Kumar Misra



Ph.D. (IIT Bombay) Finance & Accounting

Dr. Misra was a professional banker having experience in the areas of risk management and investment banking. He did his PhD from IIT Mumbai. ”

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. ”

Prof. Aradhna Malik



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

Dr. Aradhna Malik has served the Indian Institute of Technology as Faculty since 2008. She teaches Sustainable Entrepreneurship, Social Entrepreneurship, Corporate Social Responsibility, Organizational Communication, Business Ethics, Human Resource Management and Organizational Behavior to Undergraduate, Masters and

Prof. Biswarup Ghosh

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



Prof. Biswarup Ghosh is a faculty member at the Vinod Gupta School of Management (VGSOM), where he shares his vast expertise in Marketing Management, International Marketing, and Strategic Marketing. With over 30 years of deep experience in the healthcare industry, he has held significant leadership roles, including Head of Healthcare at Linde India Ltd (part of the Linde Group, Germany), Director for Southeast Asia at STERIS India Ltd (a wholly-owned subsidiary of STERIS Corporation USA), General Manager of Marketing at Datex-Ohmeda (part of GE Healthcare USA), and Zonal Business Head at BOC India Ltd (part of BOC Plc. UK).

Prof. Ghosh's industry expertise spans general management, establishing Indian entities for major U.S. multinational corporations, and managing P&L for large-scale healthcare businesses in India and the Indian subcontinent. His international marketing experience includes key markets in Singapore, Thailand, and Malaysia. He holds a PhD in Plasma Physics and an MBA from VGSOM, IIT Kharagpur.

Areas of Interest: International Business, Marketing Management, Retail Marketing, New Product Development, Product Life Cycle Analysis, Sales & Distribution Management, and Managing Luxury Product Businesses.”

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.”

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 and Financial & Commodity Derivatives.

Prof. Chandra Sekhar Mishra



Ph.D. (Utkal University) Finance & Accounting
 Dr. Chandra Sekhar Mishra has an M.Com and Ph.D. in Commerce from Utkal University. He pursued his doctoral work at the Institute of Public Enterprise, Hyderabad. Dr. Mishra is a faculty member at Vinod Gupta School of Management, IIT Kharagpur. Dr. Mishra has more than 25 years of teaching and research experience. Dr. Mishra's areas of interest in teaching and research are Financial Reporting & Analysis, Business Valuation, Earnings Management, Accounting Fraud Analytics, and Mergers & Acquisitions. Prior to VGSOM, IIT Kharagpur, Dr. Mishra worked at IMT Ghaziabad and ICFAI Business School, Hyderabad.”

Prof. Rajib is also a Fulbright Scholar.”

Prof. Parama Barai



FPM (XLRI) Finance & Accounting
 Prof. Parama Barai has more than twelve years of teaching and research experience in finance-related domains, specifically in the areas of investment management, financial analytics, financial risk modeling, derivatives, and corporate finance. She also actively undertakes consultancies for corporates, mostly in commodity assets. Prior to joining VGSOM, she worked in the manufacturing sector for six years as a Design Engineer.”

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.”

Jodhpur. With a specialization in Marketing, Prof. Sahney also teaches Organizational Behavior and Human Resources Management. Her research interests include studies in consumer behavior, organizational behavior and quality management in education. Prof. Sahney has been seconded by MHRD to teach at School of Management AIT, Bangkok twice, in 2009 and 2016. She has authored several papers in peer reviewed national and international journals. She has also authored a book on Consumer Behaviour published by Oxford University Press.”

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.”

Prof. Sanjib Chowdhury



B. Tech, M. Tech, PhD (all IIT Kharagpur) Production & Operations Management, and Economics and Strategy

Sanjib Chowdhury is a full-time Visiting Professor at the Vinod Gupta School of Management (VGSOM), IIT Kharagpur, specializing in Strategic Management and Operations Management. He brings with him an impressive 41 years of professional experience, including 34 years in the oil industry and 7 years in academia. His industry experience spans major oil companies in India and Kuwait, where he excelled in strategic and corporate planning, business performance improvement, operations and process optimization, project management, and HR.

Prof. Shaili Singh

PhD (IIM Rohtak) Strategic Management Corporate Social Responsibility & Business Ethics



Prof. Shaili Singh offers graduate and postgraduate-level courses in Strategic Management, Business Ethics, Corporate Governance, and Sustainable Entrepreneurship. Prof. Shaili's research work in the areas of Corporate Social Responsibility, Organisational Learning, and International Business has appeared in reputed national and international journals. She has completed her PhD from Indian Institute of Management, Rohtak. Prior to joining VGSOM, IIT Kharagpur she has worked at DOM, BITS Pilani, Pilani for more than three years as an Assistant Professor.”

Prof. Sujoy Bhattacharya

Ph.D. (IIITM, 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. 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

Prof. Surojit Mookherjee

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



Prof. Mookherjee has 18 years of Business and IT consulting experience with Global clients, working for Price Waterhouse Coopers and IBM India Ltd. Worked on multiple projects, including Implementing SAP projects for large clients, managing global IT programs for clients like Avaya, Nestle, Phillip Morris, Medtronic, Lenovo etc., Sales and Solutions of large global outsourcing deals. Prof. Surojit Mookherjee has 14 years of industrial and research experience in extractive metallurgy and Powder metallurgy and has been the Head of Operations for the production, maintenance, quality control and analysis of tungsten carbide-based metal cutting and mining tools. He holds

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. ”

four years of teaching experience at Vinod Gupta School of Management, IIT Kharagpur, as a Visiting Professor (full-time basis). He is currently teaching Business Communication, MIS, Information System Strategy, Project Management, Foundations of Digital Business, and Program managing AACSB accreditation project for VGSOM. ”

Prof. Sushil Punia

PhD, IIT (Delhi) Operations Management and Business Analytics



Prof. Sushil Punia researches and teaches Operations Management and Business Analytics at VGSOM, IIT Kharagpur. He holds a Ph.D. from IIT Delhi and an M.Tech in Industrial and Management Engineering from IIT Kanpur. His areas of expertise include operations and supply chain management, supply chain forecasting, and data-driven optimization. He designs decision models and policy frameworks for effective service delivery in healthcare and urban logistics sectors. His research has been published in highly reputed international research journals like EJOR, IJPR, DSS, CAIE, and others. He has received several awards and fellowships, such as a postdoctoral fellowship from the University of Cambridge and CUH (UK), the EURO Award 2023 for best EJOR paper in theory and methodology, IIF-SAS@USA Forecasting Applications Award 2022, the Springer Nature's Best Paper Award, the MoUD research fellowship, etc. ”

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. ”

Prof. Vinay Yadav

PhD (IIT Bombay), Operations Research



Prof. Vinay Yadav 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 a Bachelor's degree from Banaras Hindu University, Varanasi. His expertise includes optimization under uncertainty,

Prof. Susmita Mukhopadhyay

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



Alumni Speaks



Subhasis Barman
Manager, Deloitte, Batch



Soumitra Poddar
Founder Partner, Strategic Services

2012-2014

Joining VGSOM was the best decision I have taken in my career. This premier institute not only gave us the opportunity to get taught from best capable teachers who maintain the best academic standards, it also provided us with immense peer learning as there is a perfect blend of students from different backgrounds. Let's also not forget the fun-filled hostel life, the sessions, interactions with industry leaders, guidance from seniors, excellent job opportunities—really a long list!!!

Whenever I get to interact with the students or professors of VGSOM, I feel immensely grateful.

Consulting, Batch 1993-1995

I am from the first batch VGSOM, IIT Kgp and the course, teachers, faculty ecosystem and brand has given me confidence to shine in my professional career and my endeavours. It imbibes you to think and take ownership and perform which has been the foundation to the future. The experience of being an all rounder academics, sports and handling multiple stakeholders made the journey simple. Wishing the future students best wishes in their future career journey!

28

VGSOM Admission Brochure 2025-27



Ashish Khattry
Assistant Vice President,

Facilities at Campus

The Vinod Gupta School of Management (VGSOM) is located on the expansive and picturesque campus of the Indian Institute of Technology Kharagpur. Surrounded by lush greenery, the campus provides a tranquil setting ideal for academic endeavors. Its architecture beautifully combines modern and traditional styles, symbolizing the school's dedication to innovation and excellence. The classrooms are outfitted with state-of-the-art technology, while the library boasts an extensive collection of books and journals. Additionally, the campus features a variety of other amenities, including:



Accommodation:

All students enrolled in the MBA Programme are required to reside on campus. Accommodation is arranged in the well-maintained halls of residence, designed to provide students with a comfortable living experience. All the rooms are equipped with internet facilities, enabling students to seamlessly access online resources and collaborate on projects. The hostels are fully wi-fi enabled, ensuring uninterrupted connectivity in all common areas and rooms. The halls of residence offer modern amenities, regular housekeeping services and on-site maintenance ensure the facilities remain in good condition.

Computing Facilities:

The computer labs boast top-notch equipment, hosting cutting-edge software and databases. The school is seamlessly integrated with the world of technology.



integrated with the rest of the Institute through a LAN, connected to the Internet through a high-speed bandwidth line. Additionally, the lab features Bloomberg terminals, catering specifically to finance and analytics enthusiasts.



Food Facilities:

VGSOM students can fuel their academic journey with three daily meals and evening snacks served in well-equipped mess halls, ensuring a balanced and nutritious diet. For a quick bite, the hostel canteens offer convenient options. The campus also features a wide range of food joints like Wow Momo, Domino's, Nescafé, Subway, and Café Coffee Day, offering a mix of snacks, beverages, and fast food.



Central and Departmental Libraries:

VGSoM students enjoy exceptional access to the Central Library of IIT Kharagpur, India's largest technical library, and a dedicated college library. The Central Library offers an extensive collection of books, research papers, and e-resources, complemented by state-of-the-art facilities like study lounges and digital access terminals. The VGSoM library features specialized management literature, case studies, and business analytics tools. Additionally, subscriptions to the CMIE database and various national and international journals and newspapers ensure students stay informed with the latest insights and trends.

Sports and Recreation:

The Technology Students' Gymkhana offers a wide range of indoor and outdoor sports facilities, including tennis, basketball, cricket, football, and athletics etc. Students can join diverse clubs catering to various interests and skill levels. A swimming pool of international standards functions under the aegis of the Technology Aquatic Society which hosts training and competitive events.



Auditoriums and Seminar Halls:

Students at VGSoM, IIT Kharagpur, benefit from access to multiple auditoriums on campus, designed to accommodate a variety of events and gatherings. These venues cater to diverse needs, from large conferences,





A Glimpse of Life at Vinod

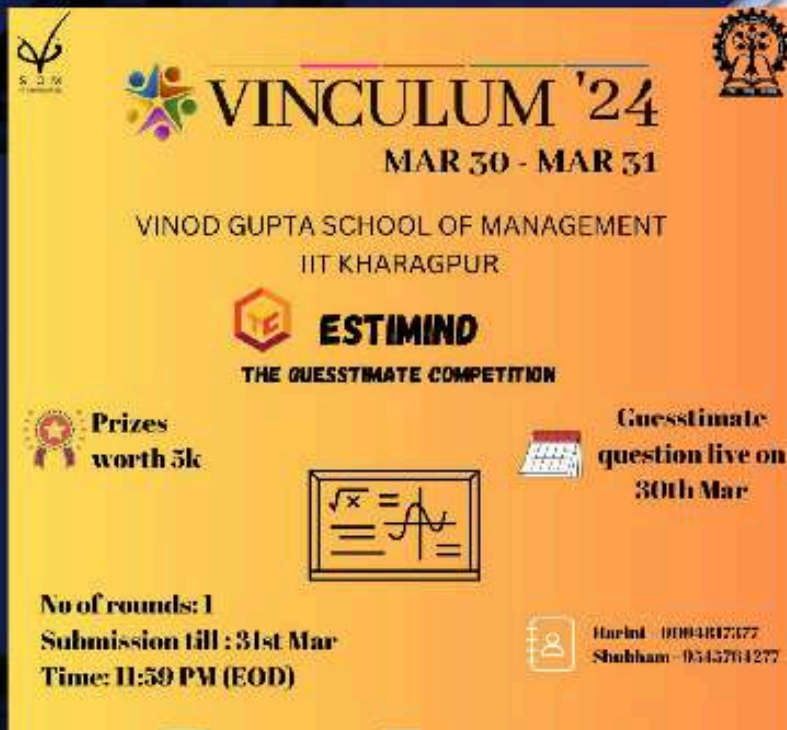
Gupta School of Management

32 VGSOM Admission Brochure 2025-27





Clubs and Committees



VINCOLUM '24
MAR 30 - MAR 31

VINOD GUPTA SCHOOL OF MANAGEMENT
IIT KHARAGPUR

ESTIMIND
THE QUESTIMATE COMPETITION

Prizes worth 5k

Guesstimate question live on 30th Mar

No of rounds: 1
Submission till : 31st Mar
Time: 11:59 PM (EOD)

Harini - 9994817377
Shubham - 9545761277



Metaverse is a solution for bridging the digital divide

00:10



ESTIMIND THE QUESTIMATE COMPETITION

QUESTIMATE

QUESTIMATE



The Consulting Club



VCC, The Consulting Club of VGSOM, IIT Kharagpur, is a dynamic student-driven initiative that enhances understanding of consulting and analytics. It offers a platform for developing critical problem-solving and strategic thinking skills through guest lectures from industry leaders, workshops, case-solving sessions, and inter-B-school competitions.

The club fosters continuous learning and collaboration by promoting regular interactions with professionals and peers. Its events are designed to strengthen analytical skills, teamwork, and leadership capabilities, equipping aspiring consultants with the tools to excel in competitive environments and contribute effectively to the industry.

ScOpe

The Supply Chain and Operations (ScOpe) Club at VGSOM, IIT Kharagpur, stands by the belief that "Scientia Potentia Est" – Knowledge is Power.

ScOpe is a student-led body that seeks to create a forum for exploring in the expansive and ever-growing field of Supply Chain and Operations Management.



ScOpe bridges the gap between theoretical frameworks learned in classrooms and the practical intricacies of real-world operations.

The club aims to cultivate interest among the students in numerous fields of operation and supply chain through Leadership talk series "ADHYAY 2.0" featuring industry professionals, "OPs CONNECT" a flagship event designed to bridge the gap between industry and academia and activities such

as "BEER DISTRIBUTION GAME" simulating real-life scenarios.

Our annual journal, 'SRRNKHALA', features articles that show insights from industry executives and aspiring managers.



E-cell

The Entrepreneurship Cell (E-Cell) at Vinod Gupta School of Management (VGSOM), IIT Kharagpur, is a dynamic student-driven initiative dedicated to fostering innovation and entrepreneurship. It provides a platform for students to explore entrepreneurial concepts, connect with industry leaders, and transform their business ideas into impactful ventures.

E-Cell organizes a range of initiatives to inspire creativity and collaboration. The Learning Business Outside Classrooms (LBOC) program, a credit course for first-year MBA students, bridges theory with practice through real-world projects. Signature events include Srijan, an annual business plan competition connecting budding entrepreneurs with investors; Vichaar, a nationwide case study challenge tackling real startup problems; V-Chaupal, an open forum for ideation and dialogue; and E-Summit, featuring expert-led workshops, panel discussions, and keynote lectures.

With its holistic approach, E-Cell continues to empower students to develop entrepreneurial mindsets, driving innovation and leadership into the new year.



Drishtee Capital

Drishtee Capital, the official investment club of VGSOM, IIT Kharagpur, is a student-led platform that bridges academic knowledge with practical finance applications. It enables

equity research, and pitching skills. Additionally, Samridhi guest lectures brought industry insights by Tanvi Sawal, Vice President of Citibank. Finalyst is a nationwide competition featuring participation from top B-schools like IIM Bangalore, Lucknow,



enthusiasts to explore stock markets, portfolio management, and equity research while gaining hands-on experience through an open-ended equity fund. The club's key activities include preparing detailed equity reports, writing insightful articles through Drishtee Diaries, and hosting engaging events like Synergy in collaboration with "StockGro" during Purvodaya, which tests stock trading,

Calcutta, Kozhikode, Ranchi, Kashipur, and IMT Ghaziabad, which concluded with eight shortlisted teams presenting their equity research to a panel of judges. Within VGSOM, Capital Clash, an intra-college event with 20 teams investing virtual money to maximize profits, fosters teamwork and competition, making Drishtee Capital a hub for nurturing financial expertise and professional growth.



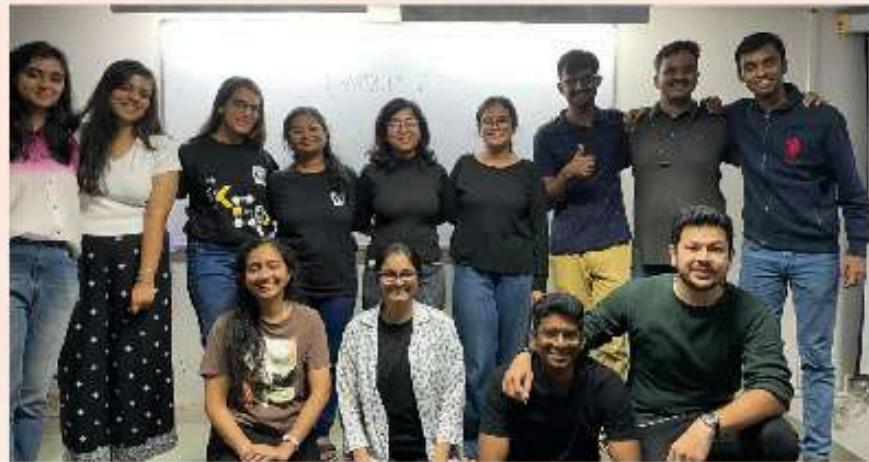
Quiz Club

Founded in 2009, the Quiz Club of VGSoM is a hub for inquisitive minds, promoting knowledge exchange and sharpening critical thinking through dynamic quizzing events. Our flagship event, Quizzard, held during the annual business fest Purvodaya is a magnet for quiz enthusiasts nationwide, featuring expert quizmasters and attracting over 1000 participants across varied domains.

Throughout the year, the club keeps the spirit of quizzing alive with events like Smarty Pants during Vinculum, the high-octane Fan-tastic Quiz, and

the innovative Ex-quiz-it, which debuted in the first semester for the 2024-26 batch. The quiz club, with its blend of thematic trivia and logic-based puzzles, offers an engaging platform for curious minds to challenge and expand their knowledge. The club also recently launched an Instagram quiz marathon challenge, Quiz-A-Thon.

Beyond competitions, the club facilitates pre-induction events for incoming students, fostering a culture of curiosity and camaraderie. With its engaging activities, the Quiz Club inspires intellectual growth and nurtures a love for lifelong learning.



Saamanjasya

Saamanjasya exemplifies its vision by fostering meaningful collaboration between academia, NGOs, and corporations, creating a cohesive platform to drive positive change and harmony within society. With a steadfast commitment to inclusivity and empowerment, we aim to bridge gaps and uplift underprivileged communities, ensuring that every effort contributes to building a brighter future.

Our ongoing initiatives include weekly engagements with the students of Disha Seema School, an institution dedicated to educating underprivileged children. We focus on improving English language proficiency, equipping the students with a vital skill for personal and professional growth.

Our annual Diwali celebration is a hallmark of our efforts, and we are dedicated to making the festival a

joyful and inclusive experience for the less fortunate. This year, we spent an entire day with the children at Disha Seema School, engaging in vibrant activities such as rangoli-making, fun-filled games, and distributing snacks. The joy and smiles on their faces reminded us of the profound impact even small acts of kindness can have in spreading light and hope.

We also organise a 5-kilometer marathon, Run for a Cause, marathon symbolises our commitment towards sustainability, health and education. Alekh- and article writing contest for change and Parishram, a live social problem based case competition.

As Mahatma Gandhi once said, "Be the change that you wish to see in the world." This principle is the cornerstone of Saamanjasya's mission. By coming together and taking proactive steps, we believe in creating opportunities, inspiring change, and building a harmonious society where everyone can thrive.







Finterest

Finterest, The Finance Club of VGSOM, IIT Kharagpur, is a dynamic, student-driven initiative designed for finance enthusiasts. Our mission is to enhance financial literacy and foster a deeper understanding of corporate finance, capital markets, investment banking, personal finance, and more. By creating a hub of knowledge and engagement, we aim to empower students with the skills to analyze, implement, and excel in the financial domain. Signature Events and Initiatives include, Mulyankan, our flagship event at Purvodaya, which tests participants' financial acumen through challenging quizzes and valuation rounds, drawing participants from premier B-schools across India. Budget





THE BTS EXPERIENCE

THE GENIUS USE OF EXPERIENTIAL MARKETING THAT REVOLUTIONALISED MUSIC INDUSTRY

BY TANNI SAH

If you've been asked about BTS (Bighae Seonbaek), a 7-member boy band or K-pop, you've seen their massive fan base. But how did they become the global sensation? It's not just their "strong" music, but the genius use of experiential marketing that revolutionized the music industry. From their debut in 2013 to their current status as one of the most successful acts in the world, BTS has consistently disrupted the music industry landscape. This article explores the key experiential marketing strategies that have led to their global success.

Since its inception, BTS has not only become a global phenomenon but also a cultural force. Their music, which blends traditional Korean sounds with modern pop, has resonated with fans worldwide. This success is largely due to their use of experiential marketing, which has allowed them to connect with their audience on a deeper level.

THE CHANGING 3 PHASES FROM BEST TO BEST

It all started with "Dynamite" and the "Dynamite" music video. The song, which became a global hit, was the result of a strategic marketing campaign. BTS used a combination of social media, live performances, and experiential marketing to create a buzz around the song. This strategy was repeated with "Butter" and "Permission to Dance," both of which also became global hits.

By using experiential marketing, BTS has not only become a global phenomenon but also a cultural force. Their music, which blends traditional Korean sounds with modern pop, has resonated with fans worldwide. This success is largely due to their use of experiential marketing, which has allowed them to connect with their audience on a deeper level.

REIMAGINING CUSTOMER INTERACTIONS

BY ANAND KUMAR CHAKRABORTY AND TANNI SAH

In a world where digital marketing is becoming the norm, it's essential for brands to find ways to connect with their customers on a deeper level. This is where experiential marketing comes in. By creating immersive experiences, brands can engage their customers in a way that goes beyond traditional advertising. This article explores the key strategies for reimagining customer interactions and how they can lead to increased brand loyalty and sales.

Experiential marketing is a marketing strategy that focuses on creating memorable experiences for customers. This can be done through a variety of means, including live events, pop-up stores, and interactive digital experiences. The goal is to create a strong emotional connection between the customer and the brand, which can lead to increased brand loyalty and sales.

By using experiential marketing, brands can create a strong emotional connection with their customers. This can be done through a variety of means, including live events, pop-up stores, and interactive digital experiences. The goal is to create a strong emotional connection between the customer and the brand, which can lead to increased brand loyalty and sales.

MAD

Ignite Your Marketing Passion with VGSOM's MAD Club

The Marketing and Advertising Club (MAD) at VGSOM, IIT Kharagpur, is a hub for aspiring leaders to master cutting-edge marketing. Through quizzes, case studies, newsletters, and competitions, MAD sharpens your skills and expands your knowledge.

Our national reach extends beyond campus borders with our flagship events, including Venalicious; a unique quizzing and



advertising competition that sets the stage for future marketing stars, Marcamelot; a challenge to spark one's eye for details, Leader's Challenge; annual fest summit, Brand Charades, and ADmania, challenge creativity and strategic thinking. With a vibrant online presence, MAD keeps you updated via Instagram, Facebook, and LinkedIn, offering workshops and events to enhance your learning journey.

Delve into industry insights through MADazine, our annual journal, packed with expert perspectives and trends. Join the MAD Club to discover, grow, and succeed in the dynamic marketing world!

AD-Mania
Light. Colorful. Fun!

BRAND CHAR-ADS

MARCAMELOT

**VINOD GUPTA SCHOOL OF MANAGEMENT,
IIT KHARAGPUR**

Marketing and Advertising Club, VGSOM
presents

LEADER'S CHALLENGE
STAY AHEAD OF THE GAME!!!

Round 1 : Ideation & Market Research
Round 2 : Strategy & Design
Round 3 : Online Final Execution Pitch

PRIZES WORTH 17K

Flash

Flash Club, the esteemed photography club of VGSOM, IIT Kharagpur, proudly continues its tradition of capturing the vibrant essence of campus life. We meticulously document and curate pivotal moments, from enlightening interactions such as guest lectures and panel discussions under Vaachna, to grand celebrations like DIYA, this year's Diwali festivity, ensuring that the heartbeat of VGSOM and the broader IIT Kharagpur community is preserved.

Our coverage spans across an array of marquee events such as the HR Conclave, Diya, Purvodaya, Saamanjasya, Racquets, and other dynamic activities that define the spirit of our institute. Beyond mere photography, we harness advanced technological tools to transform these moments into visually

compelling stories, offering our peers the joy of reminiscing, revisiting, and reliving these treasured experiences.

This year, our passion for photography has reached new heights with initiatives like Dazzle Dash, a captivating video and photo competition that invited participants to showcase the unreal Diwali vibes at IIT Kharagpur. This event provided a platform for photography enthusiasts to unleash their creativity, celebrate the festival through their unique lenses, and share their vibrant perspectives with the community.

At Flash Club, we are not just capturing images; we are crafting memories that inspire joy and timelessly preserve the vibrant journey of VGSOM. Every photograph and video we deliver speaks a thousand words, creating moments that resonate with countless smiles and cherished stories.



Admission Committee

The Admission Committee, a dynamic student-driven entity, serves as a vital link between the Admission Office and applicants, playing a pivotal role in ensuring the smooth execution of the admission process. Dedicated to fostering a strong connection with aspiring students, the committee actively engages with them, proactively addresses queries, and empowers them to make well-informed decisions. Through compelling video series such as "Prep Shots" and "The Last Lap," broadcast during CAT exams and personal interviews, as well as the captivating

"Roobaroo" series providing a glimpse into life at VGSOM, the committee contributes significantly to establishing and maintaining the VGSOM brand.

In addition to these initiatives, the committee goes beyond by actively grooming the incoming batch. Collaborating with various clubs and committees, they curate carefully chosen activities that enhance students' acumen and readiness for the exciting B-school journey that lies ahead. In essence, the Admission Committee is not just a facilitator of admissions; it is a proactive guide, ensuring a seamless transition and preparation for success at VGSOM.







Alumni Committee

The Alumni Committee of VGSoM plays a crucial role in fostering and strengthening the institute's bond with its alumni. It serves as a bridge to keep alumni connected to their alma mater and actively involved in the institute's growth. The committee believes that the alumni network is a valuable asset, offering not only a

insights, and career tips with students. These interactions bridge the gap between academic learning and real-world applications, helping students understand evolving industry trends and challenges.

3. Mentorship Program: A peer-to-peer initiative that assigns first-year students to second-year

Cultural Committee

CultComm, the official cultural committee of VGSOM, IIT Kharagpur, is committed to providing engaging entertainment to students through a diverse range of events. Focused on nurturing extracurricular talents, such as dancing and singing. CultComm motivates students to showcase their abilities outside of studies. CultComm curates a series of memorable events, Starting with Diwali, Secret Santa and Farewell.

Diwali at VGSOM transforms the campus into a luminous spectacle, adorned with lanterns and colorful lighting, where students come together in ethnic wear for a joyous celebration. CultComm culminates the academic year with the farewell, a lively send-off for second year students, complete with entertaining performances and gifting. It also provides a yearbook and memento, ensuring each event is meticulously planned for the utmost joy among batchmates.



Purvodaya Core Committee

Purvodaya is the annual B-School fest of Vinod Gupta School of Management, IIT Kharagpur. Purvodaya '24 was the culmination of over 9000 bright minds from 135+ esteemed institutes coming together for a 3-day spectacle of competitions, workshops, and panel discussions with honorable guests such as Mr. Sunil Duggal (Chairman-Strategy and Policy at

to name a few. The theme "Navigating New Horizons" allowed the panelists and participants to explore the coming-of-age technologies and strategies businesses employ through curiosity and innovation. Our clubs and committees conduct various events under the umbrella of Purvodaya, such as Leadership Summit, Reminiscence, Samvaad, Ops Connect, and thought-provoking 15+ pan India unstop competitions along with our CSR activities of Blood Donation and

Vedanta Ltd.), Ms. Ananda Shalini (CFO, Cavinkare), Mr. Debendra Mohanta (CEO, Inaho Digital Solutions), Mr. Pradeep Krishnakumar (Co-founder, Zouk), and Mr. Satyaki Mookerjee (Chief Digital Officer, CEAT Limited)

Marathon. It was made possible through partnerships with eminent organizations such as Aditya Birla Capital Sun Life Mutual Fund, IOCL, Central Bank of India, MCX, and many more.



Corporate and Media Interaction Cell

The Corporate and Media Interaction Cell (CMI) at the Vinod Gupta School of Management, IIT Kharagpur, serves as a vital bridge between the institute's academic environment and the corporate world. Its mission is to foster collaboration and facilitate impactful interactions between academia and industry. CMI connects VGSOM students, faculty, and industry leaders through initiatives such as the leadership talk series Vaakya, HR Conclave Vaachna, and the Leadership Summit.

The cell's primary objective is to enhance the integration of academic insights with the corporate domain, enabling valuable exchanges between students and industry experts. Beyond fostering academic-industry partnerships, CMI also leverages social media platforms strategically to expand the institute's outreach and engagement. By effectively managing the institute's online presence, the cell highlights VGSOM's achievements, strengthening its stature in both academic and corporate circles.

Vaachna:

Vaachna, the flagship HR Conclave, is a premier platform for fostering academia-industry collaboration. Through this platform, CMI aims to bring together distinguished leaders to engage in critical discussions on pressing challenges, emerging trends, and innovative solutions in the HR domain. By promoting forward-thinking dialogue, Vaachna acts as a catalyst for strategic alignment, advancing HR practices, and strengthening long-term professional partnerships between academia and industry.



Vaakya:

The CMI hosts Vaakya, the Leadership Talk Series, to enhance students' educational journeys. This initiative features esteemed industry leaders who provide invaluable insights into real-world challenges, offer strategic career guidance, and inspire through their

Placement Committee

The Placement Committee of VGSOM plays a crucial role in promoting the school's brand and ensuring successful job placements in leading Indian and global companies. By utilizing alumni networks and engaging with the campus community, the committee establishes strong connections with corporate recruiters and understands their preferences to

effectively prepare students. Through personalized grooming, skill development and knowledge sharing sessions, the committee has helped students thrive in recruitment processes, resulting in consistent growth in salaries and pre-placement offers. Their efforts have also led to placements with prestigious employers, making the committee a vital link between VGSOM's exceptional education and promising career prospects for students.

Sports Committee

Team Olympia, the driving force behind sports at VGSOM, IIT Kharagpur, dedicates itself to creating a vibrant and inclusive sporting environment. Through a diverse range of events, we cultivate a culture of sportsmanship, community, and well-being among students.

Our Activities:

Racquets: Indoor sports like Badminton, Table Tennis, and Squash

Futsal (Football Premier League): Fast-paced 6v6 football competition

VPL (VGSOM Cricket Premier League): Prestigious cricket tournament

Dodgeball : Fun filled - fast paced ball sporting event.

Volleymania : Exciting Volleyball tournament

Game Night: Online Gaming competition like NFS, CS-GO, Blur, FIFA etc.

More than just competition, we believe in the holistic development of the students. By providing opportunities for physical activity, mental agility, and teamwork, Olympia empowers students to become champions in every aspect of life. Our sporting events witness massive participation, drawing enthusiastic competitors and spectators from the entire VGSOM.





46 VGSOM Admission Brochure 2025-27



Spring Fest Committee

Spring Fest at IIT Kharagpur is a spectacular cultural extravaganza held during the last week of January, transforming the 2100-acre campus into a hub of artistic brilliance and youthful celebration. Drawing students from across India, the festival showcases an array of competitions and performances spanning dance, music, photography, literary arts, and social activities. Renowned artists and eminent personalities



2022-24

Final Placement Statistics



Top 10% Average CTC.....	₹31.62 L
Top 25% Average CTC.....	₹27.45 L
Top 50% Average CTC.....	₹24.48 L



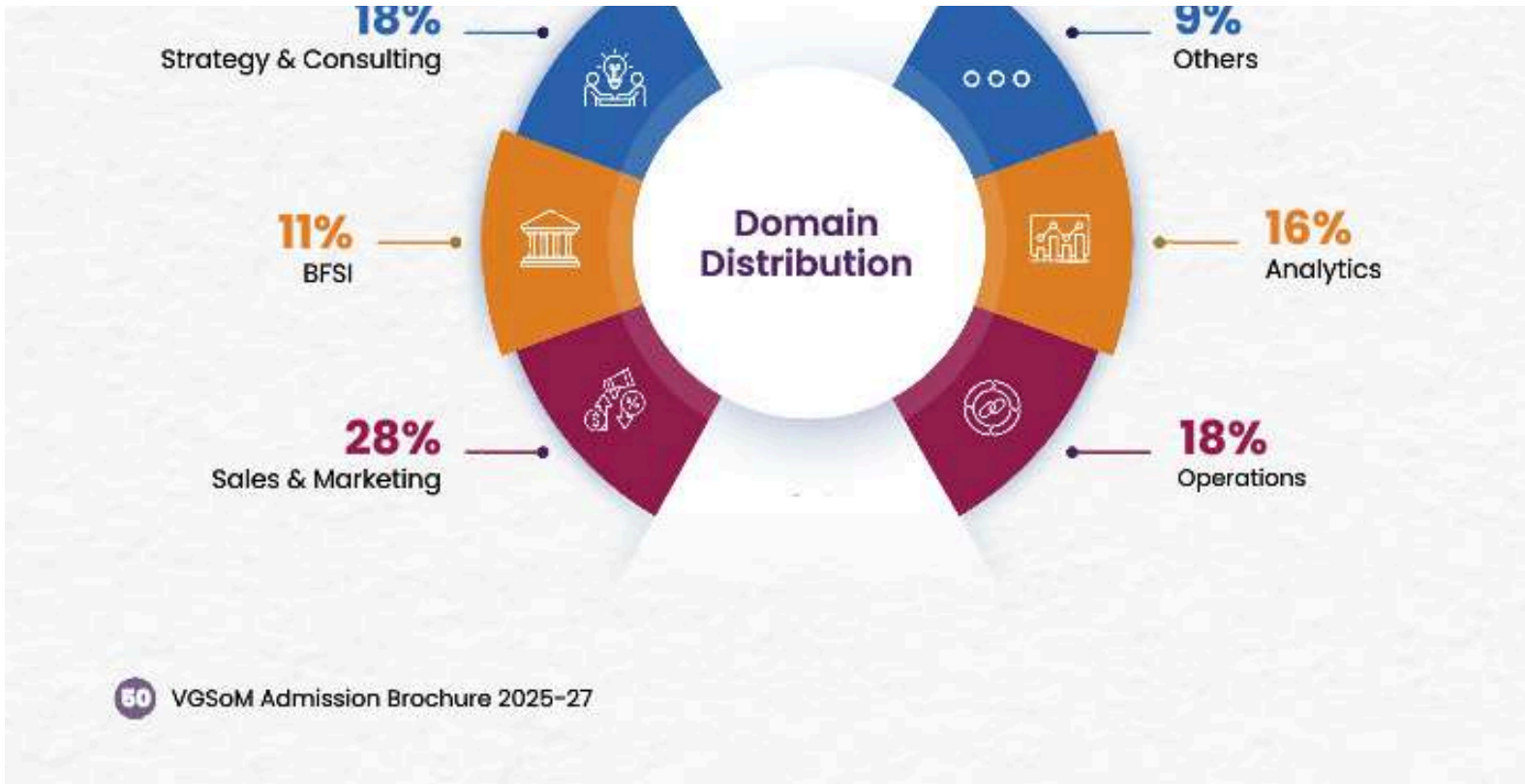
MAJOR RECRUITERS

2023-25 Summer Placement Statistics



Top 10% Average Stipend.....	₹4.61 L
Top 25% Average Stipend.....	₹3.49 L
Top 50% Average Stipend.....	₹3.32 L



MAJOR RECRUITERS



Contact Us

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



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