

## Post Graduate Diploma in Management – Business Management (PGDM-BM) 2022



Information Brochure

18-Month Full-Time Executive Programme



## Director's Message

Management education is at the cusp of a major shift. Technology, geopolitics and rapid innovation conspire to craft the futures of today's students very differently from that of generations before them. Standard curricular approaches, models and structures struggle to arm students with the skills they need at the workplace. What can be "taught" in a classroom is already available online, usually free. Recruiters increasingly look for a combo of minds that can deal with unfamiliar landscapes, strategise in a VUCA world, and passion that can galvanise teams and execute in the face of surprises and disappointments. As the pandemic has shown us, public service today demands novel approaches to solve unprecedented challenges and relentless innovations. It sure ain't the 2010s anymore!

Young at 50, MDI is uniquely poised to take on these challenges. Consistently ranked among the nation's best, it creates the best peer learning environments – powered by the intellect, energy and excitement of one of India's brightest student bodies – across programmes in traditionally corporate-focused business as well as in the art of governing. Guided by a world-class faculty – seasoned and research-active – it enables learning with best-in-class infrastructure in (or virtually

linked to) a verdant campus at the heart of one of the country's most buzzing corporate and entrepreneurial hubs. MDI alumni run corporate behemoths and launch unicorns. It provides the perfect setting to reflect on the questions that matter – in business and public policy – with the connects to help the answers make a difference.

At MDI, we realise that life after 50 will be different. It will be inevitably global, digital and experiential. Paradigms can no longer be taught; they need to be shaped. Businesses will range from global to hyperlocal. Cultural ethos shall continue to define societies and yet borders will be more porous than ever. The agility demanded of a public official and political leader will rival that of tech entrepreneurs. We cannot wait to be part of that action!

Whether as an aspiring B-Schooler, or a motivated public official, a corporate executive, a passionate entrepreneur, a seasoned recruiter, a global scholar or an aspiring academic, it is more likely than not that you will find what you want at MDI. Come, talk to us. Drop a line; or better still drop in, when things permit. Who knows what we can create together?

Prof. (Dr.) Rajesh Chakrabarti  
Director, MDI Gurgaon  
PGDM (IIM Ahmedabad)  
Ph.D (University of California, Los Angeles)

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Representative of Regulatory Body  
Chairman and Editor-In-Chief,  
Business World,  
C-136, 1st Floor, Defence Colony,  
New Delhi - 110024

## Secretary

- Dr. Antony Jose  
Secretary to Board of Governors & MDI Society,  
Management Development Institute

# About Us

MDI Gurgaon is accredited by the following international bodies:

- Association of MBAs (AMBA), London
- South Asian Quality Assurance Systems (SAQS)
- Association to Advance Collegiate Schools of Business (AACSB), USA

Its programmes are approved by the All India Council for Technical Education (AICTE).

MDI has been consistently ranked among the top B-schools in various ranking surveys conducted by agencies and publications like:

- National Institutional Ranking Framework (NIRF)
- Business World
- Business Today
- The Week
- Business Standard

Located in the business hub of Gurugram, MDI provides a unique corporate connect to the student community.

The residential nature of MDI programmes provide opportunities for teamwork and continuous learning on campus with round the clock access to state-of-the-art infrastructure. Over 700 new members join the MDI alumni network every year.

Research by MDI faculty is published in reputed national and international journals.



## Core Values

MDI inculcates core values that direct its vision and mission to attain excellence and sustain innovation.

**ACCOUNTABILITY:** MDI shall ensure accountability to all its stakeholders rooted in internal management and external adherence to law and society norms.

**TRANSPARENCY:** MDI shall operationalise transparency as the ability of individuals in the organisation to be responsive, productive, and innovative.

**TRUST:** MDI shall seek to earn inter-personal trust by adopting governance practices reinforced with policy and on process-based decision making.

**INCLUSION:** MDI shall promote non-discrimination practices for all sections of society that advance cohesion and diversity as affirmative action.

**EMPATHY:** MDI shall foster a culture of care and co-create skills for everyone to move towards their professional goals.

## VISION

“MDI aims to be a globally recognised management school through academic excellence and continuous innovation to nurture responsible leaders for creating sustainable alternatives.”

## MISSION

- Become a globally recognized management school with international and national recognition through knowledge development.
- Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
- Encourage continuous innovation.
- Create and nurture socially responsible leaders.
- Promote sustainable alternatives in decision making.

## PGDM-BM Highlights

18-month residential programme

AICTE approved and AMBA accredited

The oldest full-time programme of MDI Gurgaon

For professionals with a minimum work experience of 5 years

Participants can opt for dual specialisations

Integrative capstone simulation for comprehensive understanding of business

Global exposure through International Immersion

Leading companies participate in the placement process

Strong and vibrant alumni network



# Choose from a Wide Range of Courses

There are two types of courses – Core and Electives. Core courses lay the foundation and cover all aspects of Management. They are mandatory. Amongst Elective courses, the participants have a wide choice. Dual specialisation is allowed. So, a participant would choose the Electives based on his/her specialisations. For specialising in one area, s/he will need to do 28 courses from that area. Of these, 17 are Core courses and 11 are Elective courses. An indicative list of Core and Elective Courses is given below:

## Core Subjects

- Business Communication
- Legal Aspects of Business
- Marketing Planning
- Micro Economics
- Organisational Design & Change
- Organisational Behaviour
- Quantitative Techniques in Management
- Accounting for Business Decision Making
- Corporate Finance for Enhancing Value
- Decision Sciences
- Human Resource Management
- Macroeconomics Environment Policy
- Management Accounting
- Management Information Systems
- Marketing Practices and Implementation
- Research Methods
- Operations Management
- Strategy Formulation and Implementation

## Electives

### Economics

- Applied Game Theory to Business
- Behavioural Economics
- Modelling & Forecasting Energy & Financial Markets
- Foreign Direct Investment
- Environment Economics and Green Accounting
- International Macro and Foreign Exchange Markets

- International Oil & Gas Markets and Geopolitics Elective

### Finance

- Investment Management
- Fintech
- Corporate Restructuring & Business Valuation
- Financial Risk Management
- Financial Modelling
- Management Control Systems

### Information Management

- Emerging Technologies & Their Applications
- Creating Digital Startup
- Fintech
- Business Development in 'IT'
- Management of IT Projects
- Customer Relationship Management
- Data Analytics
- Information Security & Privacy Management for Individuals & Organisations
- Data Visualisation
- Business Process Management
- Artificial Intelligence Applications in Management

### Marketing

- Business to Business Marketing
- Strategic Brand Management
- International Marketing Management
- Marketing Insights
- Sales & Distribution Management
- Customer Relationship Management
- Marketing Communications: An Integrated Approach
- Strategic Marketing Management

- Marketing of Services
- Consumer Behaviour

### Operations

- Systems Approach To Materials Management
- Project Management
- Management of Quality
- Supply Chain Management
- Service Operations Management
- Operations Strategy

### Organisational Behaviour & Human Resource Management

- Negotiation Skills
- Leadership and Emotional Intelligence
- Team Building for High Performance
- Managing Across Cultures
- Management of Creativity and Innovation
- Organisational Transformation
- HR Analytics
- Talent Management

### Strategy & General Management

- Corporate Governance
- Strategic Alliances & Joint Ventures
- Negotiation Skills
- Mergers & Acquisitions
- Innovation
- Managing Image & Corporate Reputation
- Effective Communication Through Theatre Technique



## Taught by Management Thought Leaders

Faculty at MDI are deeply involved in research. They are thought leaders and experts in their respective fields. Participants will get the latest knowledge and practical guidance. The participants who join the programme come with a minimum of five years of work experience and from diverse backgrounds. They too bring in a wealth of knowledge and experience. The class discussions are thus animated and vibrant. Visiting and adjunct faculty also add to the richness.

65 + Faculty...



# Placements

The Students Placement Committee manages the placement process. Given that the participants come with significant prior work experience, the roles which the companies post in campus are for senior talent. Some are able to change their career tracks. They are supported by the faculty and alumni in their preparations. Initially, participants would explore and build a set of companies and industries that they would like to work in. They interact with experts from industry and with alumni and build their knowledge and skills. A mentee programme guides them. Their focused efforts yield positive results. While conventional areas like Consulting, Marketing, Finance and Operations are in demand, new age industries and startups are showing a strong presence.

An indicative list of recruiters is given below:


and many more...

## Enhancing Leadership Qualities

An integrative capstone simulation in term V to have comprehensive understanding of business.

A half-credit course on Universal Human Values which enable participants to improve the ESG score of the organisations where they join.

A three-month in-company dissertation on a topic relevant to industry and academia to apply the academic learning in a real business situation.

Impact forum talks by the people who have made significant positive impact in the corporate, social, government or any other sector or walk of life.

Two-week rural immersion programme where, through experiential learning, participants get to feel the rural economy.

Two-week optional international immersion programme in term V with our international partner institutions. Here they are exposed to the working of MNCs and understand the context of international markets.

Awards

PRIME  
MINISTER'S  
MEDAL

awarded for the best overall performance in the programme

FINANCE  
MINISTER'S  
MEDAL

awarded for the best performance in the Finance elective courses

THE  
DEPARTMENT  
OF PERSONNEL,  
GOVERNMENT  
OF INDIA  
MEDAL

awarded for the best performance in the Human Resource Management elective courses.

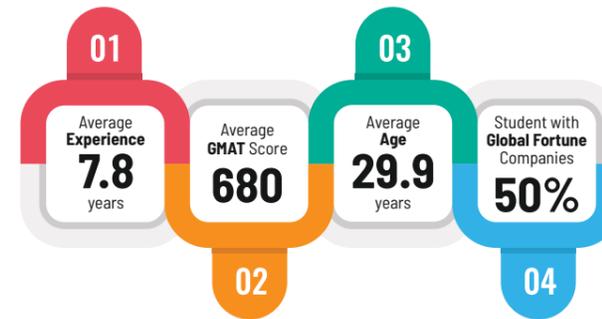
ITC  
MEDAL

awarded for the best performance in the Marketing elective courses.



# Class of 2021

## Class Profile of 2021



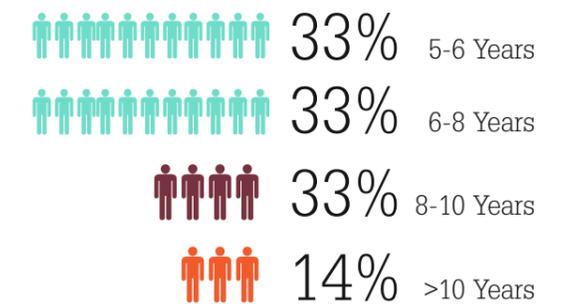
## Gender Diversity



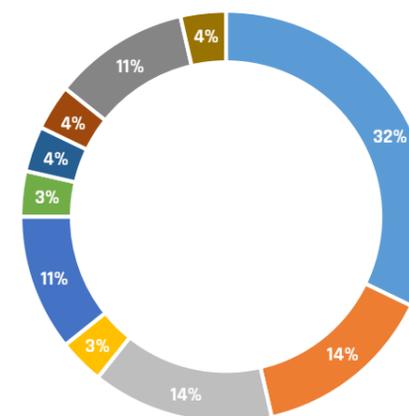
## Cumulative International Experience: 122 Months



## Work Experience

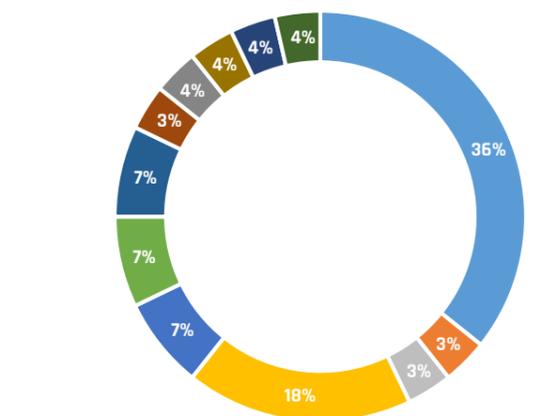


## Functional Diversity



- IT
- Sales & Marketing
- Operations/SCM
- Analytics
- Infrastructure Consulting
- HR / Admin
- Business Operations / Consulting
- Legal and Business Development
- Finance / AC
- Design and Business Development

## Industry Background



- IT/IT Services/IT Consulting
- Fashion and Lifestyle
- Analytics Consulting
- BFSI
- Infrastructure
- Energy (Oil, Gas & Power)
- Transportation and Logistics
- EdTech, Career Enhancement Services
- Legal, Consulting & Consumer Goods
- HealthTech
- Tourism & Hospitality
- FMCG / Retail

# Alumni

MDI Gurgaon has a very strong legacy, being one of the early management institutions in the country. The alumni network across all the programmes offered is one of the largest.

There are nearly 9,000 alumni working across 45 countries.



The 1 year at MDI Gurgaon was the most transformative journey of my career yet. The academic rigour, varied extra curriculars, insightful discussions, and extremely supportive peer and alumni network provided me the opportunity to unlearn, learn, and grow. It helped me acquire new skills, develop the ability to see situations from new perspectives, and embrace agility, in a tightly wrapped, fast-paced, and exciting year. I convey deep-felt gratitude to the amazing people powering this learning curve – professors, guest faculty, students, and colleagues. Thank you NMP and MDI Gurgaon!

## Sanya Duggal

Batch NMP 32 | Customer Program Manager, Microsoft



Twelve months at MDI Gurgaon was a power-packed learning experience that was perfected with case studies, peer learning, and guidance from experienced teachers and industry stalwarts. NMP helped me to understand how different subsystems of the businesses run together effectively with cadence and synchronisation to achieve business agility in these ever-changing scenarios. NMP excels in creating thought leaders and a culture focussed on growth to tackle challenges that lie ahead.

## Aakash Chauhan

Batch NMP 32 | Project Manager, HSBC



I became distinguished when I got adept in applying various concepts to solve problems and improvise my decision making as a leader in my role at Amazon. Thanks to my Professors @MDI for not just imparting knowledge and wisdom but also exposing students to real world challenges, it made all the difference.

## Raunak Khanna

Batch NMP 30 | Channel Relationship Manager, Amazon



MDI's NMP programme enabled me to take a full view of what business leadership is all about and helped me transition to a leadership role. The biggest strength of MDI Gurgaon is its fabulous faculty who not only guide you during the program but also coach, mentor you for a long-term sustainable career in the industry.

Post the programme, I got the opportunity to join Deloitte as Associate Director and then take up a role with EY as Director in Consulting practice. Today I lead my own entrepreneurship venture, India Future Foundation, which is a leading tech and public policy think tank in India.

## Kanishk Gaur

Batch NMP 27 | Founder, India Future Foundation



“The classroom discussions on a plethora of business cases and special courses on Policy & Environment have been the hallmark of NMP. NMP has successfully groomed and always taught me to bring solutions rather than problems to the table. Besides generating novel ideas, it has instilled a mindset of ‘Nation First’ while taking any decision or action. NMP has helped me in creating a culture that unleashes originality in others and independent thinking.”

## B. Ashok

Batch NMP 4 | Chief Executive Officer, Ratnagiri Refinery & Petrochemicals and former Chairman, Indian Oil Corporation



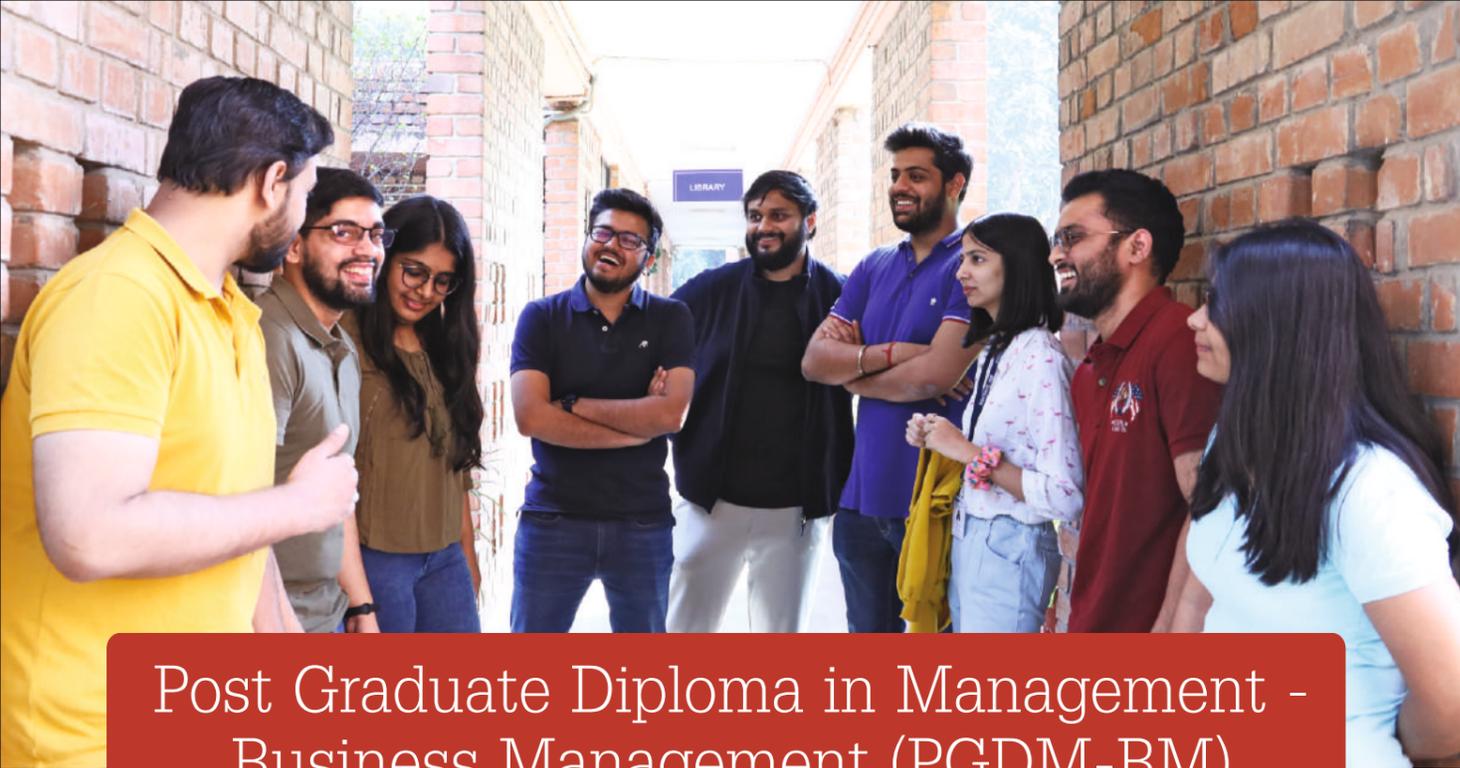
## Life at MDI

The participants are in a 35-acre oasis in the middle of one of the most bustling metropolises. Gurugram is the hub of business. Most of the leading multinationals and Indian companies have their presence in Gurugram. Corporate leaders are willing to give time for interactions with talented youngsters. So, each participant gets a lot of “quality time”.

The participants may also get busy by getting involved in business competitions.

There are extracurricular activities planned throughout the academic year. The organising committee comprising students and the EGP Office plan a detailed calendar.

Excellent sports facilities will keep the participants physically and mentally fit. The Institute has a golf course, basketball, floodlit badminton and tennis courts and facilities for indoor games like table tennis. Cricket and football are some of the other popular games. There are a number of in-house competitions, which finally culminate in the annual sports meet involving the students, faculty and staff of MDI.



## Post Graduate Diploma in Management - Business Management (PGDM-BM) (Erstwhile NMP)

The programme is accredited by AMBA, the Association of MBAs (UK). It focuses on developing leaders who will excel in the rapidly changing business environment, become agents of change and be charged with a customer centric orientation.

- MDI pioneered the full-time Executive Graduate Programme in Management in 1987 named Post Graduate Diploma in Management (National Management Programme) - PGDM (NMP).
- The duration and nomenclature of the programme was changed to 18-month Post Graduate Diploma in Management – Business Management from the Academic year 2021-22.
- The PGDM-BM focuses on developing visionary leaders for the rapidly changing business environment. The focus of the programme is to build skills and competencies necessary to lead change. The programme attracts talent from diverse industries, cultures and geographies.
- Unique aspects of the programme include a two-week international/domestic immersion module and an experiential learning module on leadership competency development.

### Objectives

The programme is aimed at developing:

- A recognition of current business realities
- A holistic business perspective
- An ability to recognise and seize opportunities in a competitive environment
- Global sensitivity and mindset
- Skills of communication, leadership and teamwork

### Programme Learning Goals

- Responsible citizen consciousness
- Global perspective
- Critical and innovative thinking
- Strategic leadership orientation
- Functional competency

### Programme Structure/ Term Schedule

- The programme has five terms of course work followed by a dissertation project.
- An academic term is of 12 weeks' duration which includes mid-term and end-term examinations.
- A participant has to earn a minimum 84 credits from 28 courses in which 17 are core courses and 11 are elective courses (3 credits from each course) plus 9 credits from dissertation.
- Besides the core and elective courses, the participants will undertake an international/domestic immersion module besides a mandatory experiential learning module on leadership competency development. The programme also includes practice-oriented courses in workshop mode, besides a capstone dissertation at the end.
- The compulsory dissertation/project may be taken up at the workplace and a presentation has to be submitted before a panel of experts.

### Pedagogy

- The participants get to interact with the industry leaders by way of guest lectures.
- Teaching based on recent research studies and international experience, includes lectures, case studies, seminars, group discussions, business games, role plays, simulation exercises, structured and unstructured group work and field visits.
- Emphasis on motivating the participants to integrate the concepts, learned across the core curriculum, and apply them to their own work experience and contemporary business situations.

### Evaluation

- Participants are evaluated on a continuous basis which includes a capstone dissertation project.
- Course evaluation is in terms of letter grades. Participants are required to achieve a certain minimum cumulative grade point average in each term, as well as a minimum letter grade in each course.



### Alumni Meet & Association

- An Annual Alumni Meet is organised every year where alumni members gather in large numbers and share their experiences.
- The Alumni Association of the Institute act as a platform through which the alumni can keep in touch with various activities of their alma mater.
- Also acts as a forum to obtain feedback regarding the educational programmes.
- Every person receiving a degree/diploma of the Institute automatically becomes a life member of the Association; members have the benefit of the use of the Institute library at nominal charges.

### Clubs & Committees

Activity clubs and committees are an important part of student life which facilitate to integrate learning from the class with the application at the workplace.

The following clubs, committees and groups are in place from which participants are encouraged to derive maximum value:

- **Impact Forum**

Impact Forum is a platform for deliberations and discussions among business leaders, government officials, spiritual gurus or individuals who have made a distinguishable positive impact to the businesses, lives of people, society or nature at large. Under the aegis of Impact Forum, executive programme students organise talks, symposiums, panel discussions and workshops.

- **Mentee Programme**

Includes a group of students along with alumni and a faculty from MDI Gurgaon for guidance with respect to deriving maximum benefit from the EGP experience along with career counseling, and seeking advice related to work-life balance.

- **Extra-curricular Activities**

The Organising committee comprising students and EGP office plans extracurricular activities throughout the academic year. These are in line with academic activities and shared with all respective stakeholders to plan their academic and official engagements accordingly to ensure maximum benefits of their overall engagement with MDI Gurgaon.

- **Sports**

The Institute has a golf course, basketball, floodlit badminton and tennis courts and facilities for indoor games like table tennis. Cricket and football are some of the other popular games. There are a number of in-house competitions, which finally culminate in the annual sports meet involving the students, faculty and staff of MDI.



# Admission Process for PGDM-BM 2022

(18-MONTH FULL-TIME RESIDENTIAL EXECUTIVE PROGRAMME)

## IMPORTANT DATES

Event	Round-1	Round-2
Application window opens	November 16, 2021 to January 17, 2022	November 16, 2021 to March 21, 2022.
Application deadline	January 17, 2022 (1700 hrs)	March 21, 2022 (1700 hrs)
Interview Venue (tentative)	Either online or offline at Gurgaon Bangalore & Mumbai (Bangalore and Mumbai centers are tentative)	Either online or offline at Gurgaon Bangalore & Mumbai (Bangalore and Mumbai centers are tentative)
Interview Date (tentative)	January 30, 2022 (Sunday)	April 3, 2022 (Sunday)
Commencement of the Programme	July 2022*	

\*Subject to AICTE extension of approval.

## ELIGIBILITY

- The applicants must have 50% marks or equivalent CGPA in both class X and XII
- The applicants must have minimum 3-year Bachelor's Degree, with at least 50% marks or equivalent CGPA in any discipline from any university recognised by the Ministry of HRD, Government of India.
- A minimum of five years of post-qualification executive work experience as on March 31, 2022.

## Self-Sponsored /Sponsored Candidates through CAT 2021 /GMAT / XAT 2022

The applicants must have Common Admission Test (CAT-2021) / a valid GMAT / XAT 2022 score to be eligible for the admission to PGDM-BM.

## Foreign/NRI/PIO Applicants

Foreign/NRI/PIO applicants can be considered for admission on the basis of their valid GMAT scores. Government of India (GoI) rules will be followed related to admission of these categories of candidates. GoI guidelines will be applicable in determining the status of applicants.

## ONLINE APPLICATION PROCESS

- The online application form for PGDM-BM programme of MDI Gurgaon shall be available on the MDI website <https://www.mdi.ac.in> with necessary instructions.
- Online registration will be open till Monday, March 21, 2022, 1700 hrs.
- Applicants have to make an online payment of ₹3000 (rupees three thousand only) inclusive of 18% GST.
- NRI Applicants for MDI Gurgaon will have to make an online payment of ₹5,000 (rupees five thousand only) inclusive of 18% GST.

## SELECTION PROCESS

Shortlisting of applicants for the selection process will be done on the basis of the details provided in the application form and their CAT or GMAT or XAT scores. The selection process for PGDM-BM 2022 batch will be conducted in two rounds. The applicants would be shortlisted on the basis of their GMAT/CAT/XAT scores in Round 1 for which the Personal Interviews will be conducted on Sunday, January 30, 2022 (tentatively). All the candidates applying before Monday, January 17, 2022, on the basis of their valid GMAT/CAT/XAT scores will be called for personal interview on Sunday, January 30, 2022 (tentatively).

Applicants applying after January 17, 2022, on the basis of GMAT/CAT/XAT scores will be shortlisted only in Round 2 of the admission process for which the personal

interview will be conducted on Sunday, April 3, 2022 (tentatively). Shortlisted applicants will be called at a center in one of the following cities: Gurugram, Bangalore and Mumbai (Bangalore and Mumbai centres are tentative).

The selection process may also be conducted online through Zoom for which the intimation will be given to the short-listed applicants in advance.

## ADMISSION OFFER

Successful applicants for the admission process of Round 1 will be made a provisional offer for admission in the end of January 2022. Similarly successful applicants for the admission process of Round 2 will be made a provisional offer for admission in the first week of April 2022. The selected applicants will have to pay the first instalment of fee by the given deadline, failing which their offer of admission would be withdrawn, without any further intimation.

## Part B – INTERNATIONAL/DOMESTIC IMMERSION COMPONENT

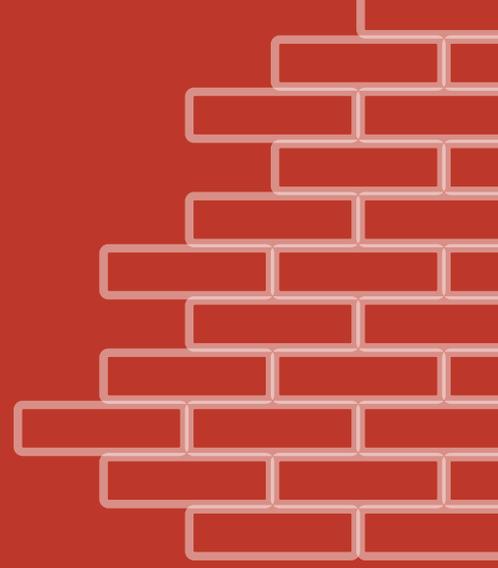
The curriculum requires all participants to mandatorily undertake two weeks of either a Domestic or an International Immersion Module to be conducted after the class room coursework. Tuition fees, boarding, lodging and incidental expenses of the component will be borne by the participants. Airfare, Visa fees and Insurance charges will be paid on actuals.

## SCHEDULE OF PAYMENT FOR PGDM-BM 2022 (SUBJECT TO REVISION)

Instalment month	General participants (Amount in INR)	NRI (Amount in US\$)
At the time of admissions (April/May 2022)	₹4,00,000	\$20,000
September-2022	₹6,00,000	\$20,000
January-2023	₹5,35,000	\$15,000
Total	₹15,35,000	\$55,000

You may contact Executive Admissions at [executiveadmissions@mdi.ac.in](mailto:executiveadmissions@mdi.ac.in) or +91 124 4560553 for details.





**MDI**  
GURGAON

Management  
Development  
Institute

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