

2026-28 PLACEMENT BROCHURE



Challenging Limits Celebrating Success

Think Outside The **Box**

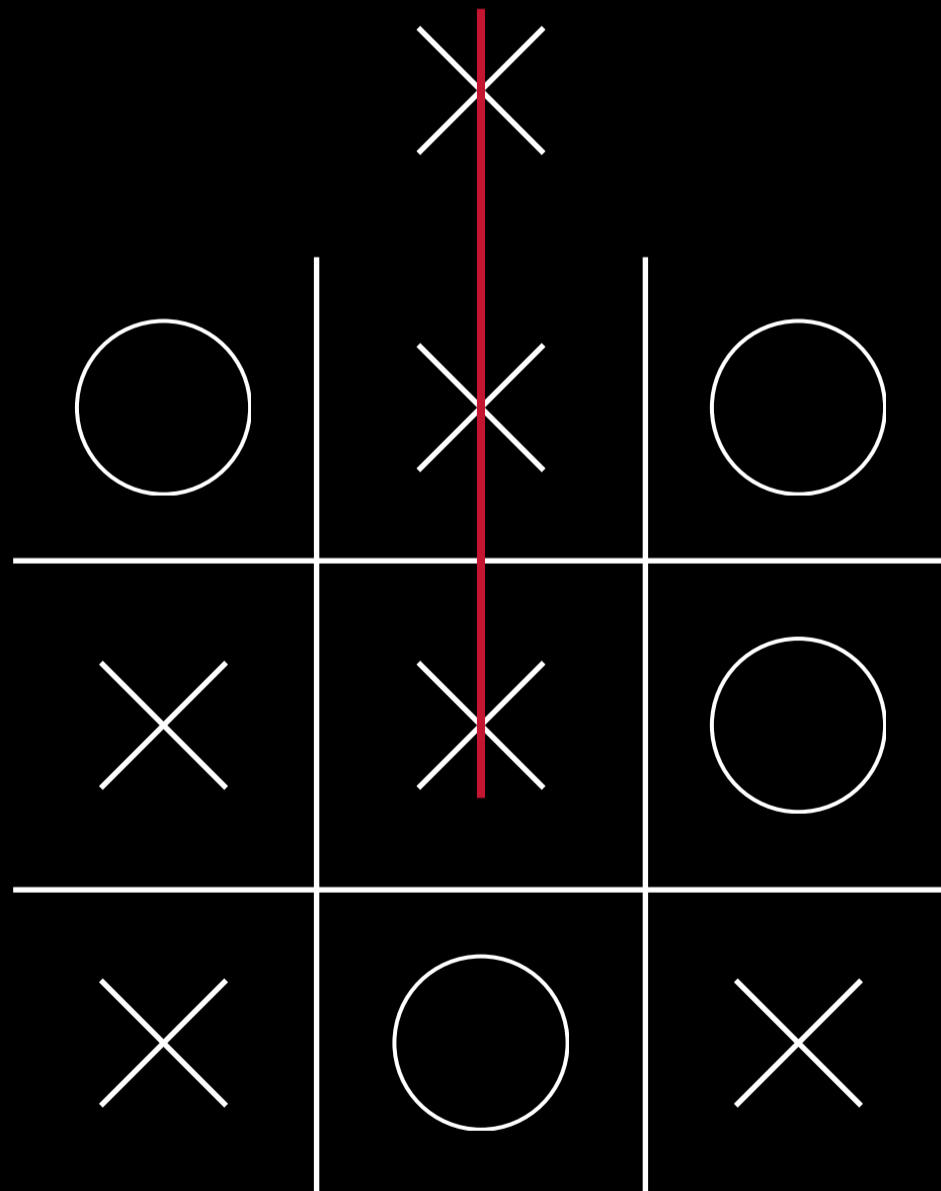


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DIRECTOR'S MESSAGE

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Dear Esteemed Recruiter,

Greetings from Praxis Business School!

As we proudly enter our 19th year of shaping future leaders, it gives me great pleasure to invite your organization to participate in the recruitment process for our Post Graduate Diploma in Management (PGDM) students.

Praxis has always stood at the intersection of business and technology, committed to preparing professionals who can thrive in a rapidly evolving world. Our PGDM program is now approved by the All India Council for Technical Education (AICTE), accredited by the National Board of Accreditation (NBA), and officially recognized as equivalent to an MBA by the Association of Indian Universities (AIU). These recognitions are a testament to our academic rigor, relevance, and quality.

We continue to evolve as a business school deeply attuned to the emerging technological landscape. Our curriculum integrates key developments in Artificial Intelligence (AI) and Generative AI (GenAI), ensuring that students are not only equipped with strong managerial foundations but also the technological fluency required in today's workplaces. This forward-looking approach distinguishes our graduates and prepares them to lead in data- and tech-driven environments.

In addition to offering the traditional specializations expected in any MBA program, we provide a distinctive specialization in Business Analytics. This specialization draws on the strength of our highly acclaimed Post Graduate Program in Data Science — a pioneering program that has long been a flagship offering at Praxis. The expertise and insights developed through this program enrich our PGDM curriculum and provide students with a unique competitive edge.

The current batch of PGDM students represents a diverse and dynamic group with solid academic grounding, practical problem-solving skills, and the ability to adapt to real-world challenges. Through a blend of classroom learning, industry exposure, and project-based application, our students develop into professionals who are ready to contribute meaningfully from day one.

We warmly invite your organization to engage with this talent pool through our recruitment process. We are confident that you will find in our students the competence, commitment, and creativity required to drive your business forward.

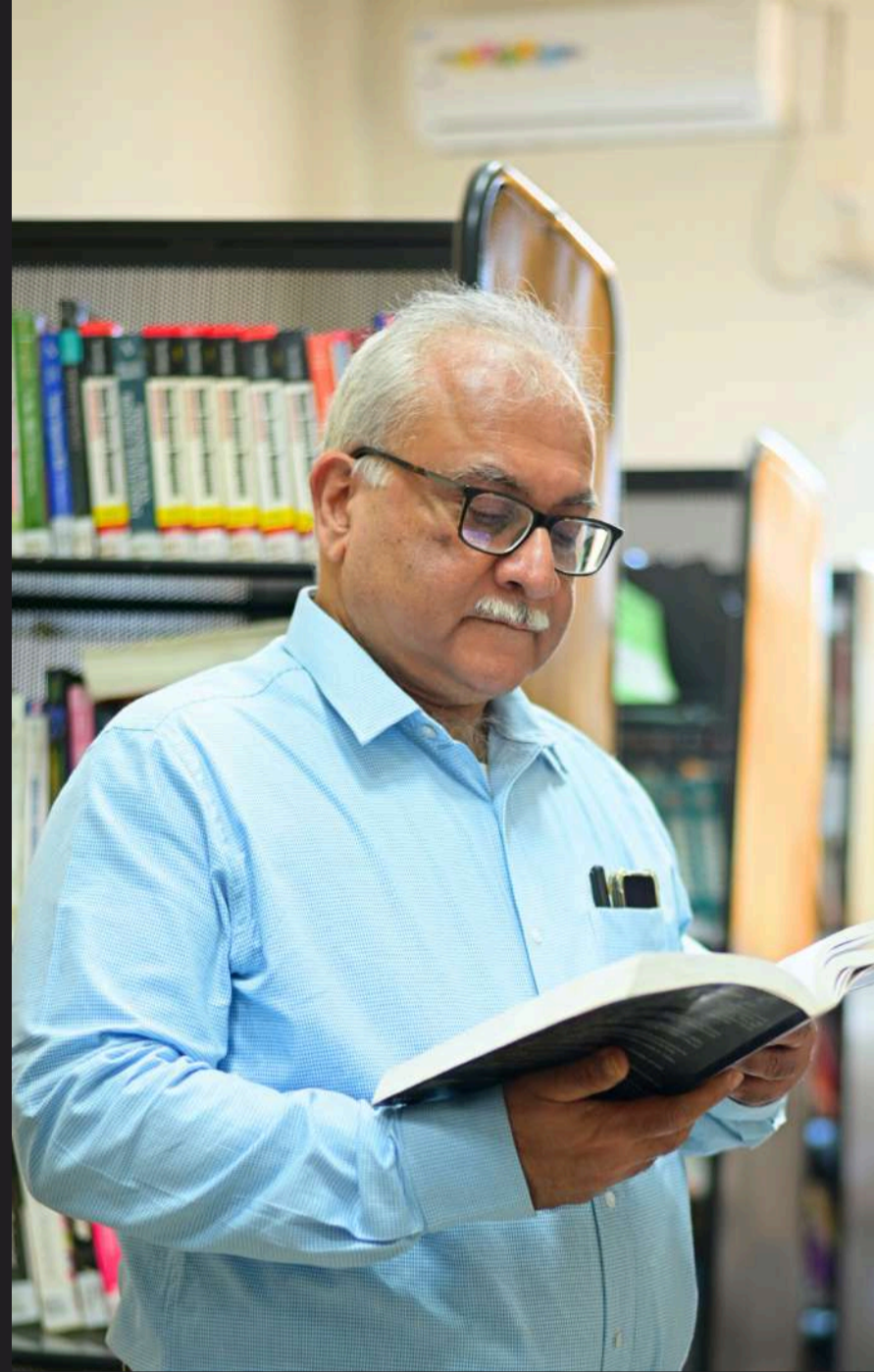
We look forward to building a meaningful and enduring partnership with your organization.

Warm regards,

Prithwis Mukerjee, PhD

Director

Praxis Business School





FOUNDER'S MESSAGE

“

Dear Recruiter,

I am pleased to invite you to participate in the Campus Placement Process at Praxis Business School for the PGDM Class of 2026.

Praxis is Greek for translating theory into practice—and that philosophy defines our learning ecosystem. We encourage questioning, discussion, debate, and collaboration, supported by faculty who blend strong academic rigor with deep industry experience.

The result is graduates who know not just what to think, but how to think and how to learn—curious, confident, resilient, and ready for a fast-changing digital world.

Praxis is an AI-first business school. Along with dedicated courses in GenAI, Business Analytics, and Data Science, we embed AI across disciplines so students can apply AI tools in every functional area.

I invite you to meet the Praxis Class of 2026 and discover talent ready to contribute to your organization's growth and transformation. I look forward to building an enduring association with you.

Cheers!

With a lot of pride and warmth.

Charanpreet Singh,
Founder, Praxis Business School

VISION, MISSION & PRAXIS TIMELINE

OUR VISION

To become a trusted and influential management education institution that is equipped to make a compelling difference to the business world and the community.

OUR MISSION

- Address the need for creating industry-ready professionals who will have an analytical and sustainability-driven approach to problem-solving.
- Offer an education experience founded on strong core values built on the twin pillars of theory and practice.
- Foster academic excellence in cutting-edge areas through learning and research.
- Contributes towards learning opportunities for the rural and weaker sections of the society to make them equal participants in the digital world.



ABOUT **PRAXIS**

Praxis Business School is a premier institution dedicated to building future-ready leaders for the digital age.

Established in 2007 in Kolkata, Praxis blends the rigor of academics with the relevance of industry to offer transformative education in management, data science, and digital technologies.

At its core, Praxis stands for purpose-driven learning—equipping students not just with knowledge, but with the ability to think critically, act ethically, and lead confidently in an ever-evolving world.

The institution offers NBA accredited, AIU certified, AICTE approved full-time Post Graduate Diploma in Management (PGDM) and Fellowship Program in Management (FPM).

With strong placement support, a collaborative campus culture, and a commitment to lifelong learning, Praxis is where ambition meets action.



EVENTS AT PRAXIS

At Praxis, learning extends beyond the classroom through a vibrant calendar of student-led events that foster leadership, collaboration, creativity, and real-world problem-solving.

FOUNDATION DAY

Foundation Day at Praxis is more than an anniversary—it's a moment to pause, celebrate the journey we've built together, and renew our commitment to shaping thoughtful, future-ready leaders. It matters because it connects every batch to a shared story of values, learning, and community.

SPARDHA

The annual inter-college management fest draws 400+ students from 60+ institutes, including IITs and IIMs. Events span business cases, quizzes, debates, cultural acts, and sports—giving participants an opportunity to showcase their talent and teamwork.

RANGMANCH

An exclusive cultural platform for first-year students to showcase creativity, build confidence, and bond through performances and event planning.

KHOJ

Khoj is Praxis Business School's annual inter-house event that promotes competition, collaboration, and creativity among three houses: Nalanda, Takshashila, and Ujjaini. It features contests that test intellect, talent, and teamwork, embodying the Praxis spirit of learning and leadership.

SAMVAAD - HR CONCLAVE

Samvaad 2024 was held around the theme "Creating AI-Ready Professionals," reflecting Praxis's dedication to fostering a future-ready, AI-empowered workforce. The event included discussions by industry leaders and academics on AI's impact on the workforce, featuring speakers from, among others, Colgate GBS, Tata Steel, and IBM.





ABOUT THE **PGDM PROGRAM**

2-year full-time program | Kolkata

Praxis is the top-ranked PGDM college in Kolkata, which offers the best PGDM course with placement support. Praxis fosters future leaders for India's digital transformation, emphasizing values, diversity, tech proficiency, effective communication, and agility. The PGDM equips students with essential skills and management perspectives for leadership in a digital, competitive world, offering a supportive environment for learning and personal growth through hands-on experience and open discourse.

Curriculum Framework

The PGDM program at Praxis Business School is designed to nurture future-ready business leaders. It blends core management principles with emerging areas like digital transformation, analytics, and technology-driven decision-making. The curriculum emphasizes values, diversity, communication, and leadership agility—ensuring holistic professional development.

Academic Calendar

The academic journey is spread over six trimesters across two years, with each term combining classroom learning, projects, and industry interactions. The calendar is thoughtfully designed to balance academic rigor, internships, and extracurricular engagement.

Program Duration

Praxis offers a two-year full-time PGDM program conducted at its Kolkata campus. The program is AICTE-approved and structured to provide rigorous academic learning alongside practical exposure, preparing students for leadership roles across industries.

Learning Approaches

Praxis fosters experiential and collaborative learning through case studies, live projects, simulations, and workshops. The emphasis is on hands-on experience, peer learning, and open discourse—helping students develop critical thinking, adaptability, and effective management perspectives.

CLUBS AT PRAXIS

Praxis Business School fosters holistic development through a vibrant ecosystem of student-led clubs and societies. These platforms offer hands-on learning, peer collaboration, and leadership opportunities across diverse interests and domains.



Marketing Club

Where creativity meets strategy! The club dives into branding, consumer behavior, and campaign building through real-world simulations and case challenges.



Entrepreneurship Club

Igniting ideas and innovation—this club nurtures aspiring entrepreneurs through workshops, startup mentoring, and pitch competitions.



Art & Culture Society

A space to express and celebrate creativity! From cultural fests to art showcases, this club brings colors, rhythm, and stories to campus life.



Finance Club

The hub for finance enthusiasts—exploring markets, investments, and analytics through sessions, stock simulations, and expert interactions.



HR Club

Building connections that matter. Be-Hive promotes learning in people management, leadership, and workplace dynamics through interactive events.



CSR & Social Impact Club

Driving change with compassion. The club leads social initiatives that create awareness, community engagement, and sustainable impact.



Public Speaking & Argumentation

Sharpen your voice and your views! This club hones confidence, logic, and articulation through debates, discussions, and storytelling events.



Sports & Fitness Activities

Encouraging a healthy mind in a healthy body—organizing tournaments, fitness drives, and sports fests that keep the campus active and united.



Quizzing & General Knowledge Club

Fuel your curiosity and competitive spirit! The club hosts quizzes, trivia nights, and knowledge marathons across diverse domains.



Admissions Committee

The face of Praxis for prospective students—AdCom coordinates outreach, interviews, and events that shape the next generation of Praxites.



Digital & Tech Club

Exploring the world of data, AI, and digital innovation. This club bridges business and technology through hackathons, webinars, and projects.

CONVOCATION

A Milestone, A Message



Convocation is a proud moment of closure and beginning—where students graduate with confidence, families celebrate sacrifice rewarded, and faculty, alumni, and recruiters reaffirm the quality of the Praxis journey.

It's a time for creating memories, pledging life-long friendships, acknowledging contributions of parents, families and professors, and cherishing the culmination of 2 years of hard work and commitment.

Praxis Business School has been fortunate to host outstanding Chief Guests over the years; their stature and ideas set the tone of the ceremony and, in many ways, define its quality by what they bring to the table.

Chief Guests Who Elevated the Occasion



Arundhati Bhattacharya

Ex - Chairperson, State Bank of India (SBI)



Dr. Rishikesh Krishna

Director, IIM Bangalore



Pramath Raj Sinha

Founder & Trustee, Ashoka University



Chandra Shekhar Ghosh

Founder, Bandhan Bank



Dr. Shailesh Ayyangar

Former Country Chair & MD, Sanofi India

SAMVAAD 2024 – PRAXIS HR CONCLAVE

Theme: Creating AI-Ready Professionals

On December 13, 2024, Praxis Business School hosted the inaugural edition of its HR Conclave, Samvaad 2024, focusing on the theme “Creating AI-Ready Professionals.” The event brought together industry leaders, academicians, and policymakers to discuss the evolving intersection of AI and the workforce.



Esteemed speakers included Devendra Pagnis (Colgate GBS), Sandeep Kumar (Tata Steel), Prof. Shabina N. Omar (Govt. of West Bengal), and leaders from Cognizant, IBM, KPMG, and more. The conclave featured keynote sessions and panel discussions on AI’s impact on employment, industry-academia collaboration, and AI-driven education.



Samvaad 2024 reinforced Praxis’s commitment to bridging education and industry—highlighting the need for collaboration in building a future-ready, AI-empowered workforce.

INDUSTRY EXPOSURE & ACHIEVEMENTS

At Praxis Business School, industry relevance is at the heart of our pedagogy. We combine rigorous academics with real-world exposure to equip students with future-ready skills and strong career outcomes.

▶ Robust Campus Recruitment

Praxis's Placement Program is rooted in rigorous preparation and deep industry engagement. In 2023, over 60 recruiters visited campus, offering roles across diverse domains—from business analytics and finance to consulting and technology.

▶ Strong Industry Connect

Praxis maintains close ties with top corporates across sectors—inviting CXOs, HR leaders, and alumni to mentor, recruit, and co-create curriculum. Students benefit from regular guest lectures, live projects, and capstone experiences designed with industry input.

▶ Top Recruiters



Key Achievements:



#2 in Kolkata and #4 in East India

Times B-School Ranking 2022



₹20.65 LPA

Highest CTC



₹9.08 LPA

Average CTC



Colgate

Knowledge Partner



CONFERENCE PAPERS PRESENTED BY STUDENTS



► **Amartya Das, Ushosree Biswas, and Snigdhatanu Ray**
PGDM 2024-26

Can Artificial Intelligence Enhance Our Understanding and Prediction of the Inverse Relationship Between Stress (via the Composite Individual Stress Index) and Happiness (via the Oxford Happiness Questionnaire) among Corporate Employees

AIM Conference 2025
Praxis Business School | May 31, 2025

► **Souvik Roy and Sunny Dutta**
PGDM 2024-26

The Role of AI in Democratizing Intelligence and Enabling Micro-Entrepreneurship and Informal Business Growth in India

AIM Conference 2025
Praxis Business School | May 31, 2025

▶ **Ananya Pal and Sunny Dutta**
PGDM 2024-26

Global NEFT dynamics : a comparative study of gender and geographic disparities pre and post Covid-19

Collaborative national labour conference

Goa Institute of Management and
Jadavpur University | March 28, 2025

▶ **Souvik Roy and Kajal shaw**
PGDM 2024-26

The evolution of land acquisition laws in India : analyzing compensation utilization by villagers

5th annual economic summit

St. Xavier's University, Kolkata
February 20,, 2025

▶ **Bodhisasattwa Malik, Sudipta Bepari**
PGDM 2024-26

An emperical study on U-shaped relationship between sustainable eeconomic growth and human capital development

International conference on management and business practices (ICMBP) 2025

Aliah university | January 29-30, 2025

▶ **Animesh Ghosh**
PGDM 2024-26

Towards Ethical AI Governance in India - The Need of Strong Digital Policy Framework

3rd INTERNATIONAL CONFERENCE on emarging socio-economic trends and strategies

ISB&M | August 29-30, 2025

▶ **Ashmita Mondal, Abhinav Dayma and Pallavi Srivastava**
PGDM 2025-27

Human-AI collaboration in smart manufacturing : A comparative analysis of operations strategy and supply chain resilience in industry 5.0

Nclave' 2025 organized by NHSM

NSHM | 20th November 2025

▶ **Tathagata Chakraborty, Dibyendu Lahiri, and Jeet Dey**
PGDM 2024-26

Decoding carbon emission : socioeconomic drivers, sectoral contributions, and sustainable business strategies

International conference on sustainable development : creating a unified foundation with reserch and practice

St. Xavier's University, Kolkata
March 21-22, 2025

▶ **Amartya Das, Ushosree Biswas, and Snigdhatanu Ray**
PGDM 2024-26

Stress in corporate world : a comprehensive framework

5th annual economic summit

St. Xavier's University, Kolkata
February 20,, 2025

▶ **Animesh Ghosh & Sagnik Mitra**
PGDM 2024-26

Invisible footprint - reforming Indian municipal CAPs to capture scope 3 emissions

3rd INTERNATIONAL CONFERENCE on emarging socio-economic trends and strategies

ISB&M | August 29-30, 2025

▶ **Souvik Sarkar**
PGDM 2025-27

Smart manufacturing, operations strategy and supply chain resilience

Nclave' 2025 organized by NHSM

NSHM | 20th November 2025

▶ **Aditya Shom Choudhury**
PGDM 2025-27

Towards Ethical AI Governance in India - The Need of Strong Digital Policy Framework

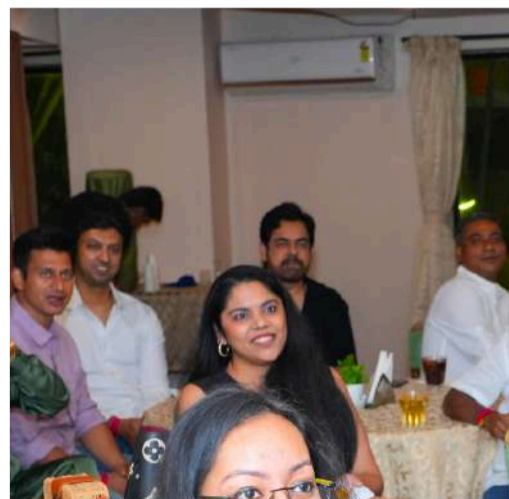
Nclave' 2025 organized by NHSM

NSHM | 20th November 2025



ALUMNI AT PRAXIS

The Praxis alumni network is a vibrant, growing community of professionals making an impact across industries and geographies. To celebrate this bond and foster continued engagement, we host Alumni Meets in key cities including Delhi, Kolkata, Mumbai, and Bangalore. These reunions offer a platform to reconnect, share experiences, and strengthen the Praxis spirit—creating lasting professional and personal connections across batches and domains.









OUR ALUMNI: MAKING THEIR MARK ACROSS INDUSTRIES

Praxis alumni are driving impact across leading organizations in India and abroad—spanning sectors like consulting, analytics, finance, technology, FMCG, and more. Their success reflects the strength of our industry-aligned education and values-driven leadership. From global giants to high-growth startups, our alumni are shaping the future—one bold decision at a time.



Abhishek Ghosh

Head DTC
Crocs, Inc

Class of 2009



Ritesh Choudhary

Vice President
JPMorgan Chase & Co.

Class of 2010



Atul Sharma

National Head - Retail Operations
- Planet Fashion
**Aditya Birla Fashion
and Retail Ltd.**

Class of 2011



Gaurav Talwar

Business Head
Swiggy

Class of 2013



Avishek Singal

Head - RCU Projects
L&T Finance

Class of 2015



Gurucharan Singh

Assistant Director
PwC India

Class of 2013



Saurav Sarkar

Vice President Wealth
State Bank of India

Class of 2014



Uma Balakrishnan

Lead - External Communications,
India
Pfizer

Class of 2010



Budhaditya Banerjee

Vice President
(Client Account Lead)
Accenture

Class of 2010



Sharath Ghosh

Advanced Analytics Manager
Abbott

Class of 2012



Jaskaran Singh

Director
LegoAI Labs Inc

Class of 2016



Jitendra Kumar Dulhani

Associate Director
Deloitte

Class of 2014



Jayesh Baldania

Global Product Lead, Audio Video
Ads 1P Measurement & Data
Science at Amazon Ads
Amazon

Class of 2011



Parikshit Ghoshal

President - Services Delivery
Quantzig

Class of 2010



Pijush Kanti Ghata

Associate Director
IQVIA

Class of 2011



Yatharth Bhuwalka

Director
KPMG

Class of 2009



Vinay Joshi

Director - Marketing : Indian Sub-
Continent & Maldives
Brown-Forman

Class of 2009



Vignesh V Pugazhendi

Head of Marketplaces
Safari Industries India Ltd.

Class of 2013



Varun Batra

Head of Consulting research,
Europe
Euromonitor International

Class of 2009



Varsha Goyal

Area Sales Manager
Mahindra & Mahindra Ltd

Class of 2016



Pradeep M. V.

Select Territory Leader, IBM Data
& AI Business Unit, India & South
Asia
IBM

Class of 2009



Richa Prasad

Area Manager - Marketing
Tata Steel Ltd

Class of 2020

BOARD OF GOVERNORS

Amitabh
Ray



Managing Director
Ericsson Global
Services India

Charanpreet
Singh



Co-Founder & Director
Praxis Business School
Foundation

Dr. Goutam
Sinha



Nominee
AICTE

Dr Nikhil Ranjan
Banerjea



First Vice Chancellor
Bengal Engineering
and Science University

Dr. Prithwis
Mukerjee



Director
Praxis Business School

Dr. Sayantani Roy
Choudhury



Professor
Praxis Business School

Dr. Sourav
Saha



Professor
Praxis Business School

K.
Dasaratharaman



Management
Consultant

Kamlesh
Sajnani



Managing Director
IMS Learning Resources
Pvt Ltd

Santosh
Desai



Managing Director &
CEO
Future Brands

Viresh
Oberoi



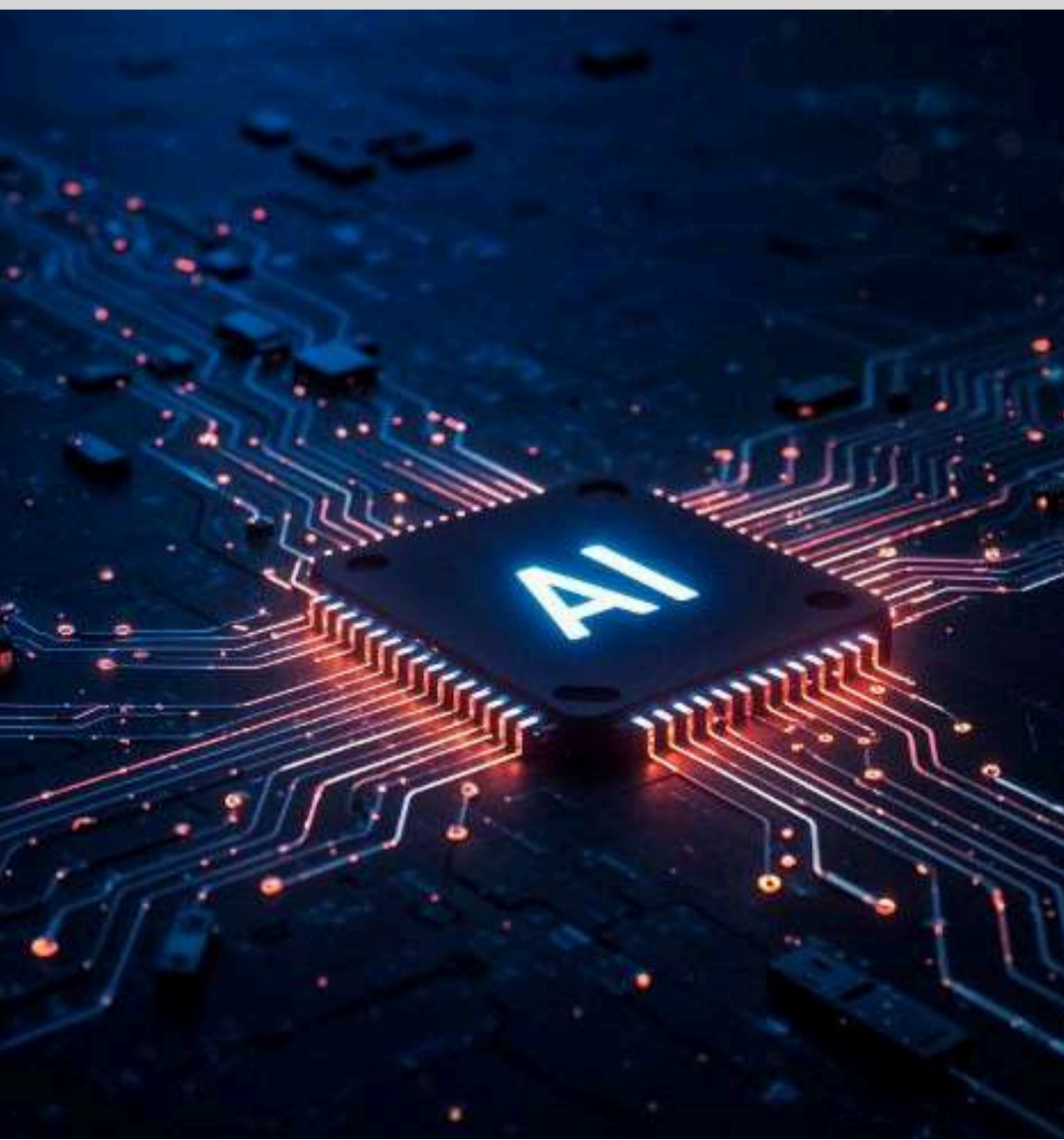
Founder Former MD &
CEO
Mjunction

WHAT MAKES PRAXIS DIFFERENT

- ▶ **AI-First by Design**
Praxis is an AI-first institute. AI is embedded in our curriculum design, classroom delivery, projects, and assessments—and in how faculty, industry mentors, alumni, and the placement team collaborate to keep learning relevant and rigorous.
- ▶ **Future-Focused Curriculum**
A digital-native PGDM that builds business fundamentals with analytical thinking, tech fluency, and communication. Choose specializations across Business Analytics, Marketing, Finance, HR, Operations, and Digital Business—refreshed to reflect evolving tools and practices.
- ▶ **Pedagogy That Builds Capability**
Experiential, discussion-led learning: cases, labs, simulations, live projects, hackathons, and a mandatory SIP. Continuous assessment—quizzes, assignments, group work, presentations, and participation—rewards application over rote learning.



- ▶ **Faculty + Industry Access**
Learn from accomplished faculty and seasoned practitioners. The Distinguished Speaker Series brings senior corporate leaders for candid interactions, industry projects help students learn to solve real world problems.
- ▶ **Nimble and Agile**
Praxis is structured to respond quickly to changing business imperatives—vital when technology and the world order are shifting fast—so curriculum and industry engagement stay current and outcome-driven.





PEDAGOGY & ACADEMIC HIGHLIGHTS

Praxis's PGDM is a **two-year, full-time program** built on a foundation of **practical, industry-led learning**:

➤ **Experiential pedagogy:**

A blend of lectures, case studies, lab sessions, guest lectures, live projects, and a mandatory **Summer Internship Program (SIP)** to apply learning in real-world settings.

➤ **Continuous assessment:**

Regular evaluation through open-book exams, group tasks, quizzes, assignments, and class participation to foster critical thinking over rote memorization.

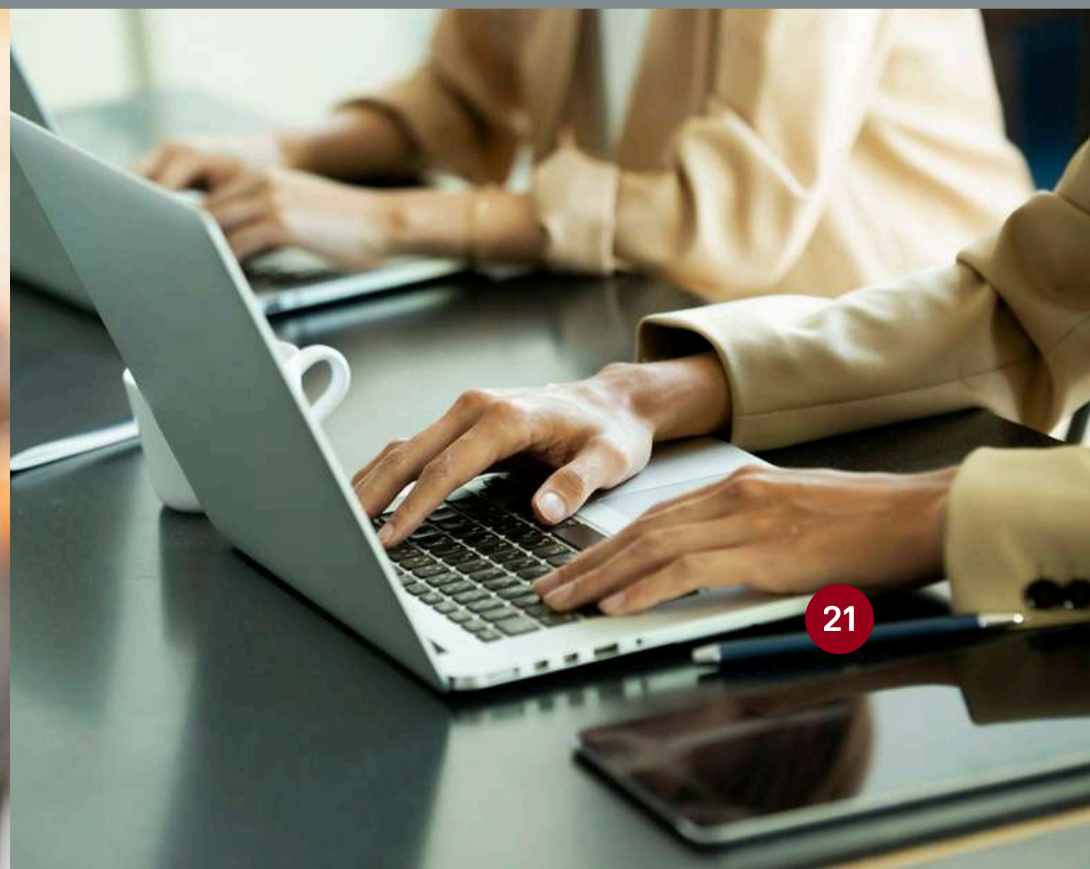
➤ **Cross-functional strength:**

Faculty teams include academics from top B-schools and seasoned industry veterans, supported by guest mentors from PwC, ICICI Bank, IBM, and more.

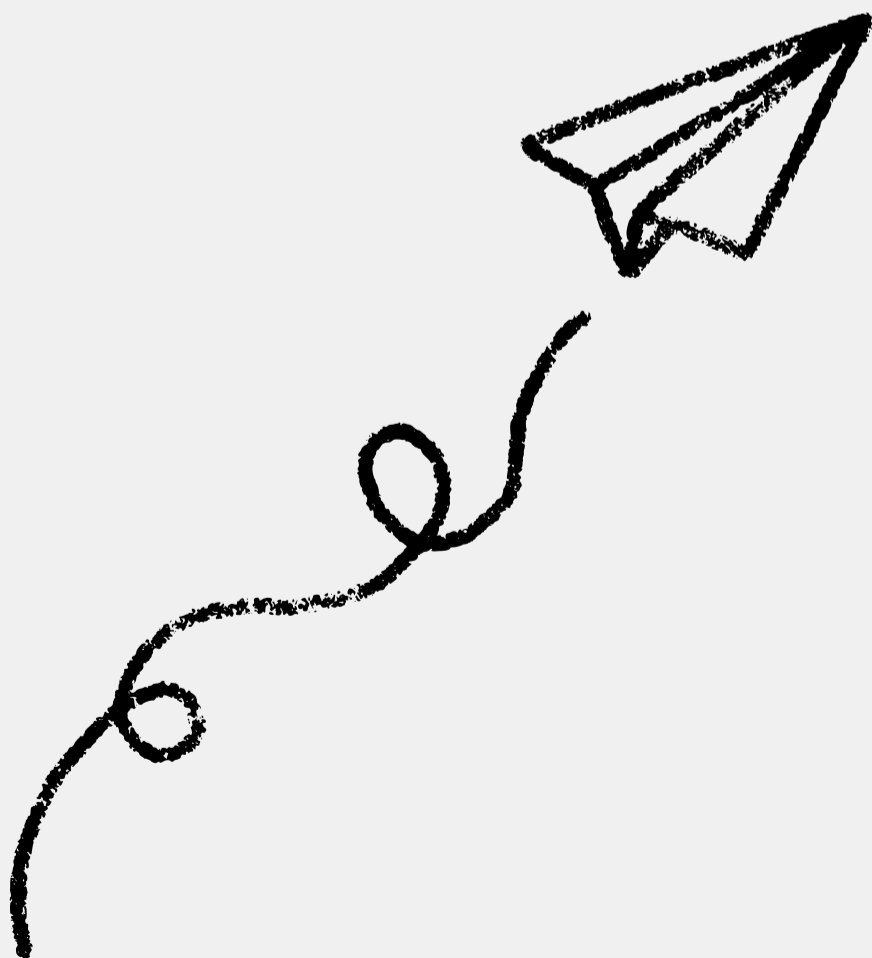
➤ **Curriculum co-created with industry:**

Course content is continuously refined to reflect real-world trends and tools, ensuring 25% annual updates in specialized tracks.

Praxis blends **rigorous academics, hands-on tech training, and industry partnership** to shape agile, analytical, and ethically grounded leaders ready for tomorrow's challenges.



“
**Chase your
Dreams with
Intensity.**



CURRICULUM - YEAR 1



First Year

The PGDM is a two-year, full-time program and includes a two-month summer internship program (SIP).

The first-year courses are compulsory for all the students and educate them on the essential functions of business enterprises. In response to the rapidly changing demands of the industry, the first-year curriculum has been redesigned to include courses that address emerging skill areas:

Core Courses

Marketing

- Marketing Management 1
- Marketing Management 2
- Marketing Research
- Sales & Salesforce Management

Data Science

- Data Visualization & Storytelling
- Foundation of Digital Business + IT
- Excel for Managers

Quantitative Techniques

- Quantitative Techniques 1
- Quantitative Techniques 2

Management Theory

- Business Ethics
- Macroeconomic theory and Policy
- Managerial Economics
- Strategic Management/ Sustainability
- Managerial Communication

Human Resource

- Human Resource Management
- Organizational Behavior

Finance

- Business Law
- Cost & Management Accounting
- Financial Management 1
- Financial Management 2
- Financial Reporting & Analysis
- Foundation of Fintech

Production Management

- Production and Operations Management 1
- Production and Operations Management 2

Curriculum Design & Delivery

The Praxis PGDM curriculum strikes a fine balance between theory, practical application, and skill-building. Designed in close collaboration with industry, it evolves continuously to stay relevant and future-focused.

Courses are delivered through a dynamic mix of lectures, case studies, lab sessions, and projects—led by faculty with strong academic and industry credentials. The classroom is an active space for debate, collaboration, and critical thinking.

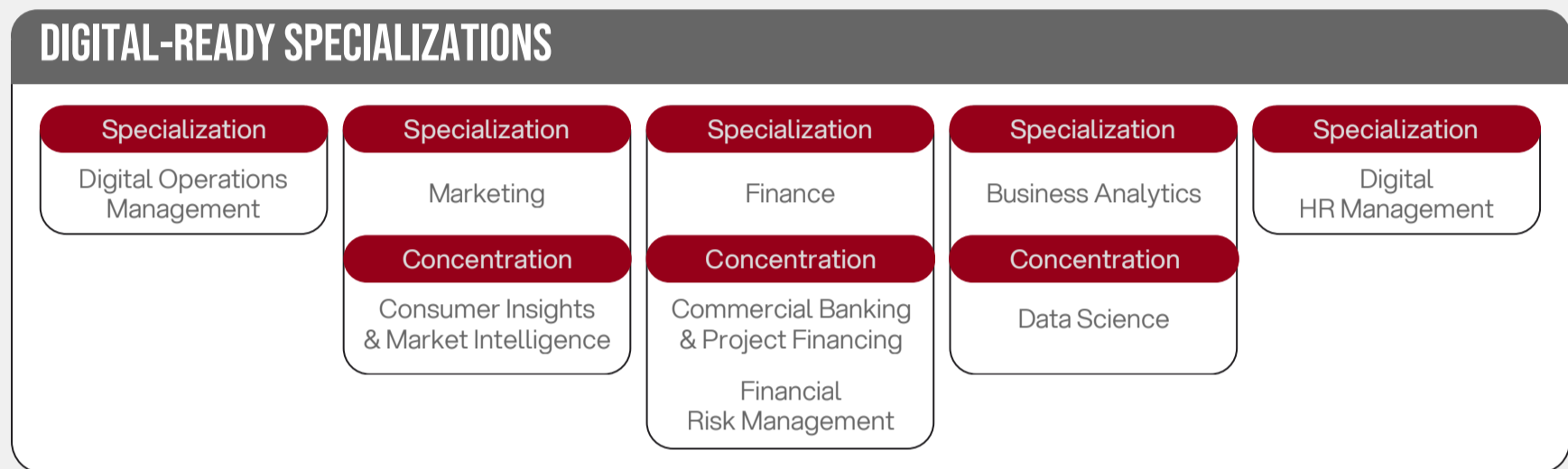
Assessment is continuous and outcome-oriented, with open-book exams, projects, quizzes, and class participation that emphasize thinking over memorization.

CURRICULUM - YEAR 2

Second Year: Specializations & Super-Specializations

In the second year of the PGDM programme, students specialize in one or more traditional business functions and/or acquire new-age, digital-ready skills aligned with industry needs. Praxis also offers **job-focused super-specializations** designed to build deep functional expertise and ensure strong industry readiness.

The objective is to help students strengthen capabilities in areas aligned with their interests and aptitude, enabling them to be **productive from Day One**. Students have the flexibility to choose electives across functional domains, allowing for a customised and career-oriented learning pathway.



FACULTY PROFILES

Praxis Business School's core faculty combines deep academic expertise with industry experience, offering practical learning insights.



Amit Parakh

B. Com (Hons),
ACA, CS, PGDM (IIM A)
Finance Area



Atanu Ghosh

BE (Jadavpur University),
PGDM (IIM B)
**Digital Business Management &
Digital Media Analytics Area**



Charanpreet Singh

B.Tech (IIT K),
MBA (University of Iowa)
**Marketing & Brand Management
Area**



Dr. Abhijit Biswas

MBA-Gold Medallist,
M.Com, UGC NET, CMA-USA,
FRM, Ph.D.
Finance Area



Dr. Arunava Dalal

B.E in Mechanical Engineering (NIT
Durgapur), PGDM (Symbiosis Pune),
Ph.D (UEM Kolkata), UGC-NET
Marketing Area



Dr. Kankana Mukhopadhyay

B.Sc (H) (Calcutta University),
MCA (IGNOU),
MBA & Ph.D (IEST, Shibpur)
Human Resources Area



Dr. Prithwis Mukerjee

B.Tech (IIT KGP),
M.S & Ph.D (University of Texas at
Dallas)
Director – Praxis Business School



Dr. Puja Singh Ghosh

MBA (Sikkim Manipal Institute of
Technology)
Human Resources Area



Dr. Ratna Sinha

MBA, Fellow XLRI
HR Area



Dr. Ridhi Agarwala

PGDM (IIM Kozhikode); Ph.D (IIM C)
**Marketing &
Brand Management Area**



Dr. Sayantani Roy Choudhury

Ph.D, MPhil, M. Sc
(Calcutta University),
PGDBA, UGC-NET
Economics & Statistics Area



Dr. Sourav Saha

B.Tech (CSE), PGDBA, Fellow (IIM C)
Business Analytics Area



Dr. Subhasis Dasgupta

B.Tech (NIT), MBA (IBS),
Ph.D (RK University)
**Machine Learning &
Deep Learning Area**



Dr. Sweta Tiwari

MBA (Bhavan's Institute), FPM (IMI)
Finance Area



Jaydip Sen

B.E. (Jadavpur University),
M.Tech (ISI Kolkata)
**Machine Learning & Artificial
Intelligence Area**



Kaushik Sarkar

MBA
Marketing Area



Prasenjit Das Purkayastha

M.Sc (Jadavpur University), PGDM
(GIM)
**Marketing Research and
Marketing Analytics Area**



Sourav Ghosh

B.Sc (Mumbai University),
PGDM (TAPMI)
Marketing Area

GUEST SESSIONS AT PRAXIS



Medhadeep Banerjee

Vice President,
Anand Rathi Wealth Ltd.



Sameer Satpathy

Divisional Chief Executive,
Personal Care,
ITC Ltd.



Mr. Debashish Ghosh

SVP &
Country HR Head,
Berkadia



Dr. Prolay Ghosh

AI & Data Practice Lead -
USA Commercial Sectors
EY GDS



Rishav Dev

Head Talent Acquisition,
Century Plyboards Limited



Rinku Vithani

General Manager: HR,
Eveready Industries Pvt. Ltd.



Rituparna Ghosh

HR Leader - India &
APAC,
Cognizant



Aparajita S Kumar

Corporate Human
Resources Manager,
Lux Industries Ltd.



Deepika Kaushal

Senior Director,
Piramal Capital & Housing Finance



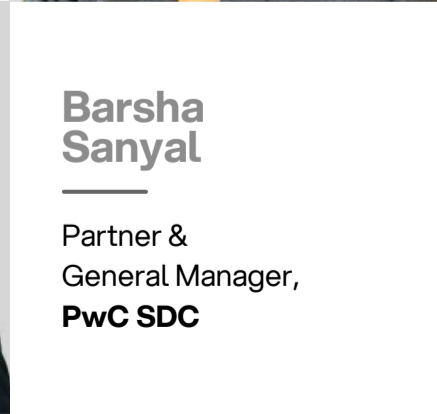
Mr. Indrajeet Chatterjee

Sr. Associate Director -
Talent Acquisition,
KPMG



Sunny Bhawnani

Zonal Business Head -
East - Sales and
Distribution,
Motilal Oswal AMC Ltd.



Barsha Sanyal

Partner &
General Manager,
PwC SDC



SUMMER INTERNSHIP PROGRAM

At the end of the first year, all the PGDM students pursue a two-month internship with a business enterprise.

The Praxis Placement Program invites companies to conduct the campus summer internship selection process and select interns. The internship provides the students first-hand experience of the business world – the application of the principles of business management they have learned over the past year.

Rs. 100000
Highest

Rs. 35000
Average

Rs. 30000
Median

Recruiting organizations for SIP

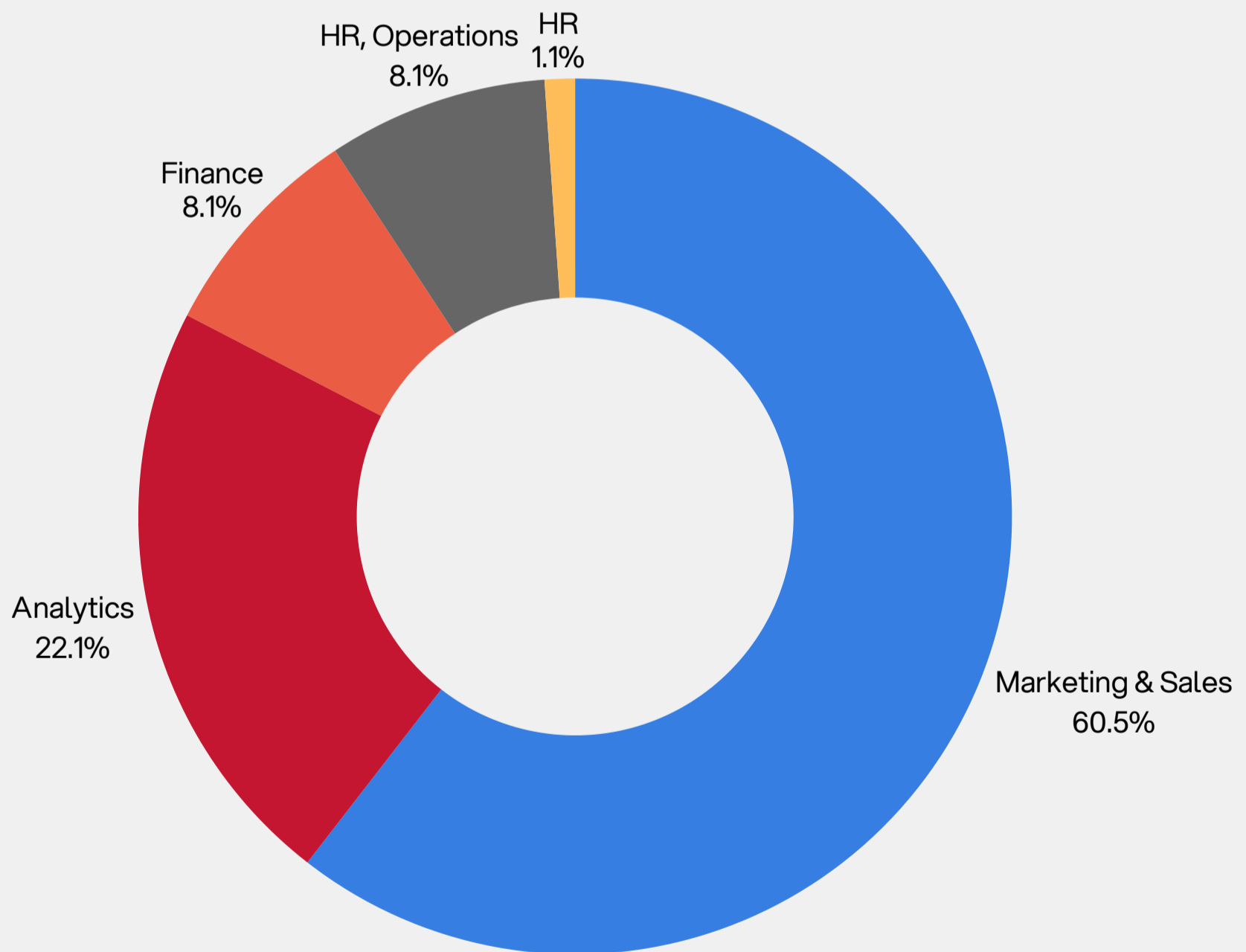
PLACEMENT STATISTICS

20.65 LPA
Highest CTC Offered

8.90 LPA
Average CTC Offered

8.50 LPA
Median CTC Offered

● Marketing & Sales ● Analytics ● Finance ● HR, Operations ● HR



PARTICIPATING ORGANIZATIONS



PLACEMENT READINESS PROGRAM



Career Direction & Profile Building

Structured role mapping and career orientation supported by resume and LinkedIn clinics, portfolio and project positioning, and training in professional etiquette and workplace readiness.

Summer Internship Program (SIP) Success

Students are paired with corporate professionals and faculty mentors for continuous guidance throughout the Summer Internship Project. This ensures alignment with business expectations, enables timely mid-course corrections, strengthens problem-solving and communication skills, and enhances the likelihood of PPOs and final placements.



Selection Process Readiness

Comprehensive preparation through aptitude training (quantitative, reasoning, and verbal), group discussion workshops, personal interview bootcamps, and mock interviews with structured feedback. Additional focus on guesstimates, case discussions, and presentation drills.

Industry Immersion & Hiring Alignment

Distinguished Speaker Series and Alumni Connect sessions with senior corporate leaders, alumni, and recruiters. Includes company-specific briefings, role expectation insights, and targeted mentoring to sharpen role fit, confidence, and on-campus performance.

WHY HIRE FROM PRAXIS



- **Day-1 Ready, Digital-First Professionals**

Praxis PGDM graduates are built for a digital, data-driven business world. The two-year AICTE-approved, NBA-accredited program blends rigor with practical exposure—so students can handle complex, cross-functional challenges from Day 1.

- **Strong Thinkers. Fast Learners. AI-Ready.**

Our students are trained to think clearly, learn quickly, and communicate effectively. They don't just execute tasks—they question assumptions, understand the business "why," and solve problems with structure and creativity. Immersed in an AI-first ecosystem, they're ready to navigate and lead with responsibility in an AI-driven world.

- **Proven Outcomes, Strong Employer Confidence**

With specializations in Business Analytics, Digital HR, Marketing Intelligence, Digital Operations, and Financial Risk Management, graduates deliver measurable impact. Our alumni have built strong careers across industries, and many recruiters come back year after year—real repeat hiring that reflects consistent quality and fit.

STUDENT PROFILES



ANANYA PAL

BBA, BUSINESS MANAGEMENT
MARKETING/BA
SIP: KINETO



YASMIN KHATUN

BBA, BUSINESS MANAGEMENT
MARKETING
SIP: HDFC LIFE



RISHANKA DAS

BSC, ECONOMICS
MARKETING
SIP: HDFC LIFE



NAZNEEN BANO

BCOM, MARKETING
FINANCE
SIP: FINACPLUS



SOHAM GHOSH

BCOM, ACCOUNTANCY
MARKETING
SIP: ICICI PRUDENTIAL AMC



SUDIPTA BEPARI

B.TECH, MECHANICAL
MARKETING
SIP: CEI DESIGN INDIA PVT
LIMITED



RITUPARNA DEY

BSC, ECONOMICS
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



ISHIKA CHANDRA

BBA, MANAGEMENT
MARKETING
SIP: B-SCHOOL INSIGHT, GUIDE
ME EDUCATION SERVICES LLP



SANCHARI MANDAL

BJMC
MARKETING
SIP: GUIDE ME EDUCATION
SERVICES



SK ZAID HOSSAIN

BCOM, ACCOUNTANCY
FINANCE
SIP: FINACPLUS



SAYONTAN CHANDRA

B.TECH, MECHANICAL
MARKETING
SIP: ADITYA BIRLA CAPITAL



NIRMAL ROY

BSC, OTHER | NURSING
MARKETING
SIP: AGILE CAPITAL
SERVICES



SRITAM PAL

BBA, MANAGEMENT
MARKETING
SIP: APEEJAY INSURANCE



DIBYENDU LAHIRI

B.TECH, ELECTRONICS AND
COMMUNICATIONS
BUSINESS ANALYTICS
SIP: COLGATE



SOURANJALI DHAR

BSC, ECONOMICS
FINANCE
SIP: OZARA FIN



DEBOPOM ROY

BBA
MARKETING
SIP: DESIGNDECK INSTITUTE OF
TECHNOLOGY



PRITY SAHA

BCOM, ACCOUNTANCY
FINANCE
SIP: INTERNZVALLEY



JEET DEY

BBA, FINANCE
MARKETING
SIP: TSDPL



SREEDEEP MANDAL

BSC, GEOGRAPHY
MARKETING
SIP: HUL



AMARTYA DAS

B.TECH, MECHANICAL
FINANCE
SIP: FINACPLUS



SUBHADIP GOSWAMI

BCOM, ACCOUNTANCY
MARKETING
SIP: HDFC LIFE



SNEHA MANDAL

BCA
MARKETING
SIP: APEEJAY INSURANCE



SOUMIK GOSWAMI

BSC, GENERAL
MARKETING
SIP: MOTILAL OSWAL



RISHAV ADHIKARY

BA, ENGLISH LITERATURE
MARKETING
SIP: KREETI
TECHNOLOGIES



SOUVIK ROY

BA.LLB
MARKETING
SIP: FEDEX



SUBHAM ROY

BBA, GENERAL
MARKETING
SIP: APEEJAY INSURANCE



SUDIPTA KARMAKAR

BSC,
PHYSICS|GEOLOGY|GEOGRAPHY
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



AMAN KUMAR SHAW

BCOM, COMMERCE
MARKETING
SIP: APEEJAY INSURANCE



ANKAN PANJA

BCOM, ACCOUNTANCY
FINANCE
SIP: FINACPLUS



PRASOMIT SHASTRI

BCOM, ACCOUNTANCY
FINANCE
SIP: FINACPLUS



SOUMYADEEP PATRA

BHM
MARKETING
SIP: ADITYA BIRLA CAPITAL



KAJAL SHAW

BSC, GEOGRAPHY
MARKETING
SIP: APEEJAY INSURANCE



SOUPTIK ROYCHOWDHURY

BBA, FINANCE
MARKETING
SIP: SEEKHO



BHASKAR BHAWESH

BCA
MARKETING
SIP: ADITYA BIRLA CAPITAL



PRIYANKA DUTTA

BA, ENGLISH LITERATURE
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



ALOK KUMAR

BCOM, COMMERCE
BUSINESS ANALYTICS
SIP: AGILE CAPITAL
SERVICES



RISHU MANDAL

BCOM, ACCOUNTANCY
MARKETING
SIP: ADITYA BIRLA CAPITAL



ADITI MUKHERJEE

BBA, MANAGEMENT
MARKETING
HUL



ANURAG SHAW

BCOM, ACCOUNTANCY
MARKETING
SIP: ADITYA BIRLA CAPITAL



MONIDEEPA DASGUPTA

BCA
MARKETING
SIP: KINETO



SRUTI DUTTA

BCOM,
FINANCE AND ACCOUNTING
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



AMAN ANURAG

BBA, GENERAL
MARKETING
SIP: FUNDSAUDIT



AYUSH KUMAR SHAW

BBA,
BUSINESS MANAGEMENT
FINANCE
SIP: FINACPLUS



SOHAM PAL

BA, ENGLISH LITERATURE
BUSINESS ANALYTICS
SIP: AGILE CAPITAL SERVICES



PRITAM SAMANTA

BSC, PHYSICS
MARKETING
SIP: MADHUJAYANTI



ANURADHA HAZRA

B.TECH, ECE
MARKETING
SIP: TATA STEEL



TITLI KAR

BBA, HUMAN RESOURCE
MARKETING
SIP: ICICI PRUDENTIAL AMC



ISHITA KAR

BSC, COMPUTER SCIENCE
OPERATIONS
SIP: ROTARY CLUB



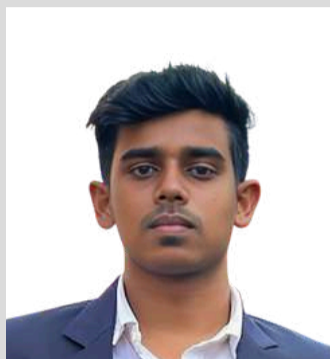
SAIKAT DAS

B.TECH, CIVIL
MARKETING
SIP: HUL



BUBAI MONDAL

BSC, AGRICULTURE
MARKETING
SIP: ADITYA BIRLA CAPITAL



NITISH BHAKTA

BCOM, ACCOUNTANCY
MARKETING
SIP: BLUEBEAKS



DIPTAM DAS

B COM, COMMERCE
MARKETING
SIP: INFINITY BPO SERVICES



ALISHA KHANDAKAR

BSC, CHEMISTRY
FINANCE
SIP: INTERNZVALLEY



ABHIROOP NATH

BBA, MANAGEMENT
MARKETING
SIP: COGNIZEN



ABHINABA PAUL

BBA, MANAGEMENT
MARKETING
SIP: MOTILAL OSWAL



AVIRUP NANDY

BCOM, ACCOUNTANCY
FINANCE
SIP: FINACPLUS



PUNIT CHOUDHARY

BBA, MARKETING
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



JANNAT KHATOON

BCOM, COMMERCE
FINANCE
SIP: FINACPLUS



EHAN KILLA

BCOM, FINANCE AND ACCOUNTING
MARKETING
SIP: INTERNZVALLEY



ANIKET FALODIA

BCOM, ACCOUNTANCY
FINANCE
SIP: SHRIRAM INSIGHT SHARE
BROKERS LTD



SWETA RAY

BSC, ECONOMICS
MARKETING
SIP: ADITYA BIRLA CAPITAL



SOUMI GHOSHAL

BA, ENGLISH LITERATURE
MARKETING
SIP: HUL



ANUSHKA DE

B.TECH, ELECTRONICS AND
COMMUNICATIONS
MARKETING
SIP: TATA STEEL



SATTAKI BHATTACHARJEE

BCA
BUSINESS ANALYTICS
SIP: AGILE CAPITAL SERVICES



SUBHAM SUR

BCOM, COMMERCE
MARKETING
SIP: HUL



SUBHADIP MUKHOPADHYAY

BSC, PHYSICS
HR
SIP: MOTOVOLT



ARNAB MANDAL

B.TECH, COMPUTER SCIENCE
MARKETING
SIP: COGNIZEN



MOHIT SHAW

BCOM, ACCOUNTANCY
MARKETING
SIP: KREETI TECHNOLOGIES



ANUSMITA NANDAN

BCOM, ACCOUNTANCY
MARKETING
SIP: ICICI PRUDENTIAL AMC



SNIGDHATANU RAY

BCOM, FINANCE AND
ACCOUNTING
FINANCE
SIP: FINACPLUS



SUVADIP MUKHERJEE

BBA, BUSINESS MANAGEMENT
HR
SIP: MOTOVOLT



KISHANLAL GOEL

BCOM, ACCOUNTANCY
MARKETING
SIP:
ADITYA BIRLA CAPITAL



JEET DAS

BCOM, FINANCE AND
ACCOUNTING
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



AISHWARYA SAHAY

BCOM, FINANCE AND
ACCOUNTING
MARKETING
SIP: ADITYA BIRLA CAPITAL



JASMINE GAYEN

BSC, PHYSICS
MARKETING
SIP: ADITYA BIRLA CAPITAL



SIDDHANT NATH

BCOM, ACCOUNTANCY
MARKETING
SIP: COGNIZEN



VISHIST JAIN

BBA, MARKETING
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



ADISH JAIN

BBA, MARKETING
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



RAVINDER KUMAR YADAV

BBA, MANAGEMENT
MARKETING
SIP: VETO SWITCHGEARS AND
CABLES LTD



SYED SAHIL

BBA, OTHER |
SECURITY MANAGEMENT
MARKETING
SIP: SHARE EXPERT



DAYEL BANERJEE

BBA, GENERAL
MARKETING
SIP: COAL INDIA LIMITED



KRISHNA KUMAR

BSC, ZOOLOGY
MARKETING
SIP: MOTILAL OSWAL



SWAPNONIL BHATTACHARJEE

BBA,
TRAVEL AND TOURISM
MANAGEMENT
MARKETING
SIP: HUL



SAHIL GUPTA

BCOM, ACCOUNTANCY
BUSINESS ANALYTICS
SIP: AGILE CAPITAL
SERVICES



AMAN PANDEY

BCOM, FINANCE AND ACCOUNTING
MARKETING
SIP: AGILE CAPITAL SERVICES



VISHAL JHA

BHM
FINANCE
SIP: FINACPLUS



SASIDHARAN G M

BA, ECONOMICS
MARKETING
SIP: ADITYA BIRLA CAPITAL



KHUSHI SONTHALIA

BCOM, ACCOUNTANCY
MARKETING
SIP: APEEJAY INSURANCE



NEHA SINGH

BCOM, ACCOUNTANCY
MARKETING
SIP: MOTILAL OSWAL



SOHAM SAMANTA

B.TECH, COMPUTER SCIENCE
MARKETING
SIP: APEEJAY INSURANCE



ISHIKA CHAKRABORTY

BA, ENGLISH LITERATURE
FINANCE
SIP: FINACPLUS



MD SAHABUDDIN

BCOM, ACCOUNTANCY
MARKETING
SIP: HUL



FARHAN AKHTAR

BCOM, ACCOUNTANCY
MARKETING
SIP: TATA STEEL



SRAYOSHEE SINHA

BCOM, FINANCE
FINANCE
SIP: INDECOMM



SAMRAGGI MAKHAL

BSC, PSYCHOLOGY
MARKETING
SIP: OPTIFUEL ENVIRO



SNEHA SARKAR

BA, ARTS
FINANCE
SIP: INTERNZVALLEY



KRISHANU ROY

B.TECH, COMPUTER SCIENCE
FINANCE
SIP: FINACPLUS



ESHITA DUGAR

BCOM, COMMERCE
MARKETING
SIP: ICICI PRUDENTIAL AMC



ARSALAN AHMED KHAN

BCOM, FINANCE AND ACCOUNTING
FINANCE
SIP: FINACPLUS



DISHA MAJUMDER

BPHARM
MARKETING
SIP: COGNIZEN



RAJDEEP ADHIKARY

BCOM, ACCOUNTANCY
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



ANURON GUHA

BCOM, ACCOUNTANCY
MARKETING
SIP: COGNIZEN



NAMAN JAISWAL

BCOM, COMMERCE
MARKETING
SIP: SUPERSONIC CARRIER PVT
LTD



MASHOOQ

B.TECH, ELECTRICAL
MARKETING
SIP: ICICI PRUDENTIAL AMC



ALAPAN CHATTERJEE

B.TECH, COMPUTER SCIENCE
MARKETING
SIP: APEEJAY INSURANCE



BODHISATTWA MALIK

B.TECH, CSE
MARKETING
SIP: APEEJAY INSURANCE



ARIVIYA SAHA

BCOM, ACCOUNTANCY
MARKETING
SIP: ICICI PRUDENTIAL AMC



SUVRANIL CHATTOPADHYAY

BCA
MARKETING
SIP: MOTILAL OSWAL



ARAFAT AKRAM

BCOM, ACCOUNTANCY
MARKETING
SIP: ITC LTD



CHAITANYA KHANNA

BCOM, FINANCE AND
ACCOUNTING
MARKETING
SIP: ASHOK ROADWAYS AND
LOGISTICS



NIKITA DAS

BCOM, ACCOUNTANCY
MARKETING
SIP: BLUEBEAKS



JASMINE SWAMY

BBA, MANAGEMENT
FINANCE
SIP: OZARA FIN



TATHAGATA CHAKRABORTY

BSC, AGRICULTURE
MARKETING
SIP: ICICI PRUDENTIAL AMC



SUBHA MALICK

B.TECH, MECHANICAL
MARKETING
SIP: FUNDSAUDIT



DIBYAJYOTI DAS

BPHARM
MARKETING
SIP: ADITYA BIRLA CAPITAL



SOUMYADIP RANJIT

BBA, MARKETING
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



DIKSHA SINGH

BSC, ZOOLOGY
MARKETING
SIP: ICICI PRUDENTIAL AMC



SUNNY DUTTA

BBA, FINANCE
MARKETING
SIP: SVRA EDUCATION



MD TALHA

BBA, BUSINESS MANAGEMENT
MARKETING
SIP: HUL



VANSHIKA AGARWAL

BCOM, ACCOUNTANCY
MARKETING
SIP: ICICI PRUDENTIAL
AMC



SAYAN FADIKAR

B.TECH, MECHANICAL
BUSINESS ANALYTICS
SIP: SMSRC



AISHI MISHRA

BA, ENGLISH LITERATURE
MARKETING
SIP: APEEJAY INSURANCE



DEBARGHA SARKAR

B.TECH, ELECTRICAL
MARKETING
SIP: TATA STEEL



BAISALI GUHA

BA, ENGLISH LITERATURE
MARKETING
SIP: COGNIZEN



SAMEER KUMAR DASH

BBA,
INTERNATIONAL BUSINESS
FINANCE
SIP: OZARA FIN



SAYEDA MAYSHA MAHJABIN

BSC, APPLIED ELECTRONICS
AND INSTRUMENTATION
FINANCE
SIP: FINACPLUS



SHIVANI KUMARI

BA, ARTS
MARKETING
SIP: ADITYA BIRLA CAPITAL



ANIKET CHOWDHARY

BCOM, ACCOUNTANCY
MARKETING
SIP: APEEJAY INSURANCE



MITALI RAJ

BBA, FINANCE
MARKETING
SIP: MOTILAL OSWAL



SHIVANGI THAKUR

BBA, BUSINESS MANAGEMENT
BUSINESS ANALYTICS
SIP: IBLIX DIGITAL



JAYANT MEHTA

BBA, FINANCE
FINANCE
SIP: FINACPLUS



PRITHA NANDY

BBA, MARKETING
MARKETING
SIP: MADHUJAYANTI



**SAYANTAN
CHOUDHURY**

Education Background
BUSINESS ANALYTICS
SIP: SMSRC



**MOHIT
KUMAR BERA**

BSC, PHYSICS
MARKETING
SIP: ACCRUAL INTELLIGENCE
MANUALS



VIVEK RAJ

BCA
MARKETING
SIP: OPTIFUEL ENVIRO



PRITI BOR

BSC, PURE SCIENCE
FINANCE
SIP: OZARA FIN



DEEPSHIKHA DAS

BSC, ZOOLOGY
MARKETING
SIP: ADITYA BIRLA CAPITAL



**AMAN
KUMAR AGARWAL**

BCOM,
FINANCE AND ACCOUNTING
FINANCE
SIP: FINACPLUS

PLACECOM



Placecom Team PGDM 2025-27

**PADMASHREE
KANGSA BANIK**

SUPRIYO KUNDU

SMRITI BOSE

ROHAN VERMA

SAKSHI MITTAL

AHANA MAJUMDER

ABHINAV DAYMA

ARIJIT BANERJEE

**SYEDA MERAJ E
ZEHR A BEGUM**

ASHMITA MONDAL

PALAK AGARWAL

KAJAL AGARWAL

AYUSH SARAF

GURLIN KAUR

KHUSHI RAY

JYOTIRMOY ROY

PLACECOM



Placecom Team PGDM 2024 - 26

SUBHADIP MUKHOPADHYAY

KHUSHI SONTHALIA

DIKSHA SINGH

AMAN AGARWAL

ESHITA DUGGAR

SAGNIK MITRA



PHOTO GALLERY






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GET IN TOUCH WITH US



 **Website**
www.praxis.ac.in

 **Phone**
+91-33-24980554

 **Praxis Business School**
Bakrahat Road, Rasapunja, 24 Parganas South,
Kolkata, West Bengal 700104

 **E-mail**
placements@praxis.ac.in