



DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE
INTEGRAL UNIVERSITY

Notice

Ref. No: IU/COMM/FC/Notice/25-26/09

Dated: 03/02/2026

NOTICE

The Faculty of Commerce, Integral University under the aegis of Integral Start-up Foundation (ISF-CIED) and in collaboration with Construction Industry Development Council (CIDC) ,New Delhi is pleased to announce a **Management Development Programme (MDP)** as scheduled below:

Date: 7th -12th February,2026

Time: 10:30 AM onwards

Venue: Seminar Hall, 3rd Floor, BNLT (E-Block)

Prof Adeel Maqbool
Vice-Dean, FoC

Consolidated Report of the Management Development Programme (MDP)

Introduction

The Management Development Programme (MDP) was organized from 7-12th February, 2026 at the Department of Commerce, Integral University, Lucknow (Phase-1) under the Ministry of MSME, Government of India. The programme was implemented by the Construction Industry Development Council (CIDC), New Delhi. The programme aimed to enhance the knowledge and skills of participants in marketing, digital marketing, entrepreneurial marketing, and communication skills through expert lectures, practical sessions, and interactive discussions conducted by distinguished guest faculties. The programme was conducted over five days with four sessions each day.

Day 1

Session	Guest Faculty	Topic Covered
Session 1	Dr. Noor Alam Khan	Introduction to Marketing
Session 2	Prof. Adeel Maqbool	Introduction to Marketing
Session 3	Dr. Noor Alam Khan	Introduction to Marketing
Session 4	Dr. Mansoor Ilahi	Digital Marketing

Day 2

Session	Guest Faculty	Topic Covered
Session 1	Prof. Adeel Maqbool	SEO (Search Engine Optimization)
Session 2	Prof. Ehtesham Ahmad	SEM (Search Engine Marketing)
Session 3	Dr. Mansoor Ilahi	Marketing Channels

Session 4	Dr. Noor Alam Khan	Digital Marketing Tools
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Day 3

Session	Guest Faculty	Topic Covered
Session 1	Dr. Sultan Ahmad	Traditional Marketing Tools
Session 2	Dr. Shujauddin Khan	Modern Marketing Tools
Session 3	Dr. Aftab Alam	Case Study Analysis
Session 4	Dr. Jamal Abdul Nasir	Entrepreneurial Marketing

Day 4

Session	Guest Faculty	Topic Covered
Session 1	Dr. Shujauddin Khan	Hands-on Activity using Marketing Tools
Session 2	Dr. Neda Tasneem	Social Media Marketing
Session 3	Dr. Jamal Abdul Nasir	Creating Social Media Campaigns
Session 4	Mr. Mohd Huzaiifa Anas	Content Creation

Day 5

Session	Guest Faculty	Topic Covered
Session 1	Prof. H. M. Arif	Marketing Communication Skills
Session 2	Dr. Aareena Nazneen	Marketing Communication Skills
Session 3	Prof. H. M. Arif	Group Discussion
Session 4	Dr. Aareena Nazneen	Group Discussion

Conclusion

The Management Development Programme successfully provided exposure to both theoretical and practical aspects of marketing and digital marketing. Through lectures, case studies, practical activities and discussions, participants gained insights into modern marketing tools, social media strategies, entrepreneurial marketing and communication

skills. The programme contributed to capacity building and skill enhancement among participants.

Photographs of the Sessions:



Participants along with organizing committee members



Prof Adeel Maqbool conducting the session



Prof H.M Arif conducting the session



Dr Aareena Nazneen conducting the session



Dr Mansoor Ilahi conducting the session



Dr Jamal Abdul Nasir Ansari conducting the session



REGISTRATION FORM

Name of Training: MDP- Target Group: General Sanction Cat. :MDP-104/2/2024-DCMSME-MDP-(D-09)-Part(1)-4853		Venue/Location of Training:							Start Date: End Date: Duration:			
S. NO.	AADHAR NO.	NAME OF TRAINEES (As per AADHAR)	FATHER NAME	Qualification	Address (As per AADHAR)	District	Village/City Name	Pincodes	DateOfBirth	Email	Mobile No.	Gender
1	20509412854	ABHINAV PRATAP SINGH	BHAJENDRA KUMAR SINGH	BCOM (HONS)	SEMRA PO SEMRA DIST SITAPUR	SITAPUR	SEMRA	261205	24.4.2007	ap Singh@studnet.iiit.ac.in	798586328	MALE
2	401005159243	Raj	Mr. Awadhesh Madheshiya	b.com(HONS)	Dadarwar, Po Rajnauji, DIST	Sant Kabir	Dadarwar	222165	14.8.2007	rajnauji@studnet.iiit.ac.in	7985017420	male
3	905944009150	Ajeet Singh	Mr. Jugal Singh	b.com(hons)	harnaha maigalgan keri	khari	harnaha maigalgan	261505	23.11.2006	ajeet Singh@studnet.iiit.ac.in	9302015142	male
4	690178045620	Kush suryavanshi	Rajeev Kumar	b.tech F.T	Dasauli, lucknow	lucknow	lucknow	226026	29.8.2006	kushsuravanshi08@gmail.com	9241186924	male
5	229417897663	Shivam kumar	Mannohan Singh	BMRIS	Dashuli, lucknow	lucknow	lucknow	226026	26.7.2006	ss236322@gmail.com	8809844937	male
6	737976629808	Nooreen Fatima	Mr. Abdul Mateen Siddiqui	btech CSE(CCAI)	327/81, CHOBDARI mohalla	lucknow	lucknow	226003	20.5.2007	nooreen@gmail.com	9236718581	female
7	35339619555	Ujjwal Singh	Mr. Shraw Nath Singh	b.com(HONS)	kalyanpur, lucknow	lucknow	lucknow	226010	29.8.2006	ujjwal Singh@studnet.iiit.ac.in	9621108350	male
8	798864765892	Priyanshi Singh	Shriprakash Singh	b.com(HONS)	647b/44 sec-1 jankipuram garden	mirzapur	lucknow	226021	1.10.2006	ksuram Singh@studnet.iiit.ac.in	9369811210	female
9	222297896900	Himanshu Kumar	Raj Kumar	BMRIS	Dashuli, lucknow	lucknow	lucknow	226026	5.2.2005	himanshu2005@gmail.com	6203071076	male
10	675327258549	Aditi Bist	Delieep Bist	b.com(HONS)	Sports college, kursi road	lucknow	lucknow	226026	2.10.2005	bistaditi20@gmail.com	8953070404	female
11	880581542216	Taufik Ali Ansari	Mhekar Ali Ansari	b.com(HONS)	kakarkund,gopalganj(bihar)	gopalganj	gopalganj	841428	4.3.2007	taufikali0077@gmail.com	9717873762	male
12	23014559634	Sauma Pandey	Abgay Shankar	b.com(HONS)	jankipuram garden, Lucknow	lucknow	lucknow	226021	28.3.2006	saumapandey@studnet.iiit.ac.in	8540094090	female
13	914899661820	Rifat Jahan	Vakeel Ahmad	b.com(HONS)	Dashuli, lucknow	lucknow	lucknow	226026	23.4.2007	rifatjahan@studnet.iiit.ac.in	880805117	female
14	882316275203	Mohammad Yasir	Mohammad Siddiqui	b.com(HONS)	Amava,PO:Ailanpur Grant	Gonda	Amava	271305	11.11.2006	yasirsidd@studnet.iiit.ac.in	7905800078	male
15	630137428401	Shamrozia	Mohd Azhar	b.com(HONS)	Mumtat gunj	faizabad	Tanda	224190	18.4.2005	shamroziag@gmail.com	9236765035	female
16	862894747821	Garima	Mr. Daya Ram Rawat	b.com(HONS)	paharpur, lucknow	lucknow	lucknow	226022	25.9.2006	goparima@studnet.iiit.ac.in	8299393795	female
17	974531878669	Shaizya Bano	Mohd Nadeem	b.com(HONS)	Dashuli, lucknow	lucknow	Ruebarell	229001	7.5.2005	shaizyabano@studnet.iiit.ac.in	8318582280	female
18	911926152594	Zoyeba Hashmi	Nafees Ahmed	b.com(HONS)	paharpur, Lucknow	lucknow	lucknow	226022	15.9.2004	hashimzoyeb@studnet.iiit.ac.in	639441198	female
19	287783379308	Raksha Imran	Imran Ahmad	b.com(HONS)	khalispur,sagri, Azamgarh	Azamgarh	Sagri	276138	10.7.2007	akshar@studnet.iiit.ac.in	733086282	female
20	423624524709	Sarika Singh	Sunil Kumar Singh	b.com(HONS)	shahanshah, varanasi	varanasi	Varanasi	226021	1.1.2007	sarikasingh993@gmail.com	9519727031	female
21	734983331116	Shazmeen Khan	Shamim	b.com(HONS)	kanauji purvi,	hardoi	gopgamau	241404	11.5.2004	shazmeenk@studnet.iiit.ac.in	7007400251	female
22	396904121044	Rudreshyam Yadav	Ramnivias Yadav	b.com(HONS)	Teknours Piprouli, Belthra Road	Ballia	Belthra	221715	5.2.2007	rudreshyam.yadav2002@gmail.com	9118742067	male
23	694368404894	Ganesh Kumar	Panna Lal	b.com(HONS)	Awaya belthra road	Ballia	Belthra	221715	7.5.2007	gkumar3722@gmail.com	9648130225	MALE
24	394163419404	Ananya Madeshiya	Mr. Arvind Kumar	b.com(HONS)	paharpur, lucknow	lucknow	lucknow	226025	2.1.2005	ananyam@studnet.iiit.ac.in	9336882649	female
25	447833847177	Syed Zaid Hasan	Dr. Adeel Maqbool	btech cse	402,Aroma apartment faizabad road	lucknow	lucknow	226016	11.3.2006	syedzaidhasan@gmail.com	8604952112	MALE
26	221373761355	Urooj Fatima	Mr. Ajmal Mushtaq	btech cse	43, hewett road, sanku compound	lucknow	lucknow	226018	21.3.2007	uroojfatima21w@ic@gmail.com	7985403733	female
27	593601210256	Noor Fatima Kalam	Mr. Kalam Khan	btech cse(CCAI)	1/97, Vijay khand-1, gomti nagar	lucknow	lucknow	226010	2.5.2007	noorfatimakalam@gmail.com	8005452350	female
28	298893066858	Shaikh Sami	Mateen Ahmad	b.com(HONS)	Kharewan saraimere	Azamgarh	Azamgarh	276305	21.10.2007	shaikhsami1953@gmail.com	9839861626	MALE
29	315124095378	Rishabh Singh	Mr. Surendra kumar singh	b.com(HONS)	Savayn, suitkhalan,jaunpur	Jaunpur	Savayn	223105	4.4.2006	rishab@studnet.iiit.ac.in	9044632696	MALE
30	832555786081	Anjali Dwivedi	Mr. Jai Shankar	b.com(HONS)	Kalyanpur, lucknow	lucknow	lucknow	226022	24.8.2006	anjali.dwivedi246@gmail.com	9260990806	female