

Nirma University

Nirma University, Ahmedabad is **NAAC A+ Accredited**, and established as a statutory university in 2003 (amended in 2006) under a special act passed by the Gujarat Government. The University Grants Commission (UGC) has recognized Nirma University under Section 2(f) of the UGC Act.

Nirma University consists of Faculty of Technology, Faculty of Management, Faculty of Pharmacy, Faculty of Science, Faculty of Law, Faculty of Design, Faculty of Commerce, Faculty of Architecture & Faculty of Research, and Doctoral Studies. The graduate, postgraduate, and doctoral level programmes offered by these faculties are rated highly by accreditation agencies, industry, business magazines, and students.

Innovation, quality, and excellence are the key driving forces of the programme that have translated the vision of these institutions into a reality over a short span of time. The campus vibrates with curricular and co-curricular activities like international conferences, conclaves, short-term industry-relevant programmes, student competitions and cultural activities etc. Nirma University is also **5-Star Rated University** by the Gujarat State Institutional Ranking Framework, 2021

About Institute of Management

Founded on the vision of Padmashree Dr. Karsanbhai K. Patel, the Institute of Management, Nirma University (IMNU), earlier known as Nirma Institute of Management, came into existence in 1996. Embodying the principles of entrepreneurship, excellence, and professionalism, it imparts top-class business education and has produced new generation leaders and managers over the years.

The Institute of Management believes in critical academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas, policies through intellectually stimulating debates and discussions at all levels. The Institute has built its reputation with a dedicated goal of adding value to life and professional standards.

IMNU, a centre of learning where knowledge fuels the desire for distinction, has always pioneered in serving the changing needs of the industry. The campus infrastructure and amenities are comparable to any reputed university around the world. It hosts fully equipped classrooms where focused discussions, interactive study sessions, role plays, presentations, case studies, and strategy implementation sessions are held as part of the future managers' everyday work schedule.

Institute of Management is ranked as **Best Private B-School** and is also listed in **A1 category among the top B-Schools** in the country by **Business Standard** in

For further details, contact:

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Programme Time

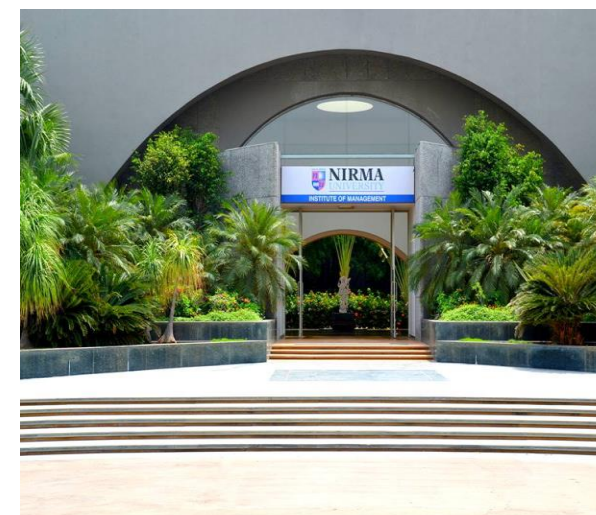
09:30AM to 05:30PM (All days)



Programme Name:
Channel Management

Date: 04 April, 2026

Programme Leaders: Dr. Sandip Trada



Address for Correspondence:

MDP Office

Institute of Management
Nirma University

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OBJECTIVE OF THE PROGRAM

- Understand the channel structure, functions, and channel design strategies.
- Understand channel conflicts and ways to resolve it and strategies for building relationships with channel partners.
- To make the sales executive more effective in selecting and governing channel partners.
- Getting detailed insights of multi-channel strategy and to learn various ways of aligning sales/marketing strategy with multi-channel approach.

WORKSHOP TAKEAWAYS

- Enhanced Capability in Channel Design & Integration
- Improved Conflict Management
- Strengthened Partner Selection & Governance Competence
- Proficiency in Multi-Channel Strategy Alignment

RESOURCE PERSONS

The Faculty of Institute of Management, Nirma University would conduct the programme.

FOR WHOM

The program is designed for sales/marketing executives and channel managers in junior and middle management level in private and public sector firms, who are involved in developing and managing channel of distribution.

HOW TO APPLY

The applicants are required to send completely filled in application form (photocopy may also be used) along with the registration fees so as to reach the coordinator on or before 01 April 2026.

COURSE REGISTRATION FEES

Fees	Types of Participants	Mode of Programme
Rs.5000/-	Executives/Managers	Offline

(Note: As per the Govt. Policy, please add CGST (9%) & SGST (9%) to the programme fee.)

Breakfast, Lunch, Tea and Kit (with course materials) will be provided to all the participants. All other expenses are to be borne by the participants.

Registration charges are non-refundable. Participants are required to make their own arrangements for stay and travel. However, on request, the arrangement for accommodation can be made in the University guest house on chargeable basis.

Fee can be paid by Demand Draft/Local Cheque. Demand Draft / Cheque should be drawn in favor of **"Institute of Management, Nirma University"** payable at Ahmedabad

**Institute of Management,
Nirma University**

APPLICATION FORM

**Programme Name:
Channel Management**

(Date: 04 April 2026)

1. Name _____
2. Age _____ years
3. Designation _____
4. Organization _____
5. Address _____

Phone _____

Mobile _____

Email _____

6. Experience (years) in relevant area
(if applicable)
Industry: _____
7. Demand Draft/Cheque No _____
Dated _____
Bank with Branch _____

Date : _____
Place : _____

Signature of Participant

Certified that the above applicant is employed in our organization and the information stated by him/her is verified and found correct. We therefore, sponsor him/her to attend the short term training organized at your institute

Signature of Sponsoring Authority