Nirma University

Nirma University, Ahmedabad **is NAAC A+ Accredited**, and established as a statutory university in 2003 (ammended 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 industryrelevant 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.

For further details, contact:

Dr. Ashwini Awasthi, Dr. Jayesh Aagja, Dr. Sapna Parashar

Institute of Management, Nirma University
Sarkhej-Gandhinagar Highway,
Ahmadabad - 382481

Contact No: 079-71652623/71652630/71652645/71652608

Mobile: 9825047922/9898057821

Email:ashwiniak@nirmauni.ac.in; jayeshaagja@nirmauni.ac.in; sapna@nirmauni.ac.in

chair.mdp@nirmauni.ac.in

Web site: managememnt.nirmauni.ac.in

Programme Time

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

NIRMA UNIVERSITY
INSTITUTE OF MANAGEMENT
NAAC ACCREDITED 'A+' GRADE

Delivering Service Excellence and Creating Value

Date: 26-27 November, 2026

Programme Leaders:
Dr. Ashwini Awasthi, Dr. Jayesh Aagja
Dr. Sapna Parashar



Address for Correspondence:
MDP Office
Institute of Management
Nirma University
Sarkhej-Gandhinagar Highway
Near Chharodi,
Ahmedabad 382 481, Gujarat
Phone: *079-71652609,* 079-71652000,
Fax : 02717 241917

OBJECTIVE OF THE PROGRAM

In today's competitive business environment, service excellence is essential for building customer trust, loyalty and sustainable competitive advantage. Frontline employees play a vital role in shaping the organisation's brand image through effective communication, customer engagement and seamless service delivery.

This two-day MDP aims to strengthen participants' customer-centric mindset, communication skills and understanding of services marketing and customer experience management, enabling them to deliver exceptional service experiences and create lasting customer value.

WORKSHOP TAKEAWAYS

At the end of the workshop, the participants will be able to:

1. Develop a customer-centric mindset and understanding of customer expectations.
2. Enhance effective communication and customer engagement skills.
3. Strengthen knowledge of services marketing, service quality and customer experience management.
4. Develop capabilities in handling customer concerns and service recovery.
5. Foster customer loyalty and create value through service excellence and effective teamwork.

RESOURCE PERSONS

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

FOR WHOM

Executive/Managers/ Entrepreneurs

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 23th November 2026.

COURSE REGISTRATION FEES

Rs. 10000/- +Tax

(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:
Delivering Service Excellence
And Creating Value
(Date: 26-27 November, 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 _____

_____
Signature of Participant

Date :
Place :

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 shor term training organized at your institute

Signature of Sponsoring Authority