



**National Institute of Food
Technology, Entrepreneurship and
Management, Kundli**



2026

**2nd
MANAGEMENT
DEVELOPMENT PROGRAM**

**BUSINESS
ANALYTICS**



Business Analytics – The Science of Data Driven Decision Making

NIFTEM (National Institute of Food Technology Entrepreneurship and Management) welcomes aspiring professionals from Food, Agri-business, Co-operative and Rural development sector to join Management Development Program (MDP) on Business Analytics.

The primary aim of this program is to broaden the understanding and application of business analytics among a wide range of users, including both traditional decision-makers and emerging business professionals. The course will introduce participants to the latest business intelligence (BI) and analytics tools, particularly in the context of managing and deriving insights from big data.

Participants will gain hands-on exposure to techniques for extracting valuable insights from large datasets, helping them make more informed and strategic decisions. The program is designed to build a strong foundation in analytical thinking and enhance participants' ability to interpret and use data meaningfully. Through practical learning, they will develop the skills to view data as a strategic resource, identify new opportunities, anticipate challenges, and respond to competitive dynamics. By the end of the program, participants will be equipped to integrate analytics effectively into their organizational decision-making processes and align them with broader business goals.



The National Institute of Food Technology Entrepreneurship and Management (NIFTEM), an Institute of National Importance under the Ministry of Food Processing Industries (MoFPI), Government of India, was envisaged to cater to the various stakeholders such as entrepreneurs, food processing industry, exporters, policy makers, government and existing institution. It's an Institution dedicated to education, research, and innovation in food processing and technology. NIFTEM also offers academic programs including B.Tech, M.Tech, and MBA with a focus on Food Technology and Agri-Business Management, aimed at nurturing skilled professionals for the sector. NIFTEM works actively for assisting in setting up food standards, businesses incubation and knowledge sharing.

NIFTEM Technology Innovation and Business Incubation Foundation (NTIBIF), the incubation arm of NIFTEM, supports startups and innovators in the food and allied sectors by providing infrastructural facilities along with technical and business mentoring for product development, refinement, validation, extensive networking opportunities with industry and academia and other need-based interventions. These resources uniquely position NTIBIF to support not only startups in the food and agri sectors but also MSMEs, student entrepreneurs, research-based ventures, and Farmer Producer Organizations (FPOs).

Objectives of the program

- Enable participants to see data as a strategic asset for decision making.
- Enable participants to extract useful information and knowledge from data to gain actionable insight to improve decision making.
- Familiarize the participants with the use of Business Analytics tools and techniques to handle large data.

Learning Outcomes

- Data-driven decision making, analytical thinking, improved efficiency.

Participants

- Mid to Senior level Managers from Private, Public and Co-operative sector.
- Functional heads in Marketing and Sales, Product Managers, Sales and Marketing Managers.

Program Dates – 14th to 16th May 2026.

Location – NIFTEM, Kundli (Sonipat), Delhi NCR, Haryana.

Course Content:

- Role and importance of analytics in management
- Data science for transforming information into insight
- Data-driven decision making
- Data Management and visualization
- Business Intelligence and analytics
- Analytics for Business functions
- Predictive Analytics
- Competitor pricing and activity tracking
- Digital Marketing Analytics

Program Fee

- ₹ 20,000 per participant (Residential) (includes 18% GST; covers boarding and lodging at NIFTEM campus).
- ₹ 17,000 per participant (Non-Residential) (includes 18% GST).

Discounts

- Group Discount - Group Discount of 5% can be availed for a group of 3 or more participants when nominations received from the same organization.

Application process

- Nomination by Organization or Self-nomination by individuals.
- Application to be submitted online. Link: : <https://forms.gle/FzwbBQUjLPiwTWKx7>
- Last date of application and Group discount – 5th May 2026.

Note

- Joining Instructions will be sent to the candidates 10 days prior to the start of the program. Participants should not make travel arrangement unless they receive the confirmation email from NIFTEM.
- The programme fee should be paid during registration through the QR Code provided in the Google Form.
- A certificate of participation will be awarded to the participants by NIFTEM & NTIBIF.

Cancellation

- If the participant is not able to join the program, their organization can send substitute participant to attend the program. They need to inform the institute atleast 2 days in advance. Fee will not be refunded.
- If the program is cancelled by the institute, participants will get a refund. NIFTEM will not be liable for any other expenses incurred by the organization or the participant.



National Institute of Food Technology, Entrepreneurship and Management, Kundli



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