



Dr. Ambedkar Institute of Management Studies & Research

Deeksha Bhoomi, Nagpur - 440010 (Maharashtra State) INDIA

An Institute recognised under section 2(f) and 12B

MBA Programme Accredited by NBA from 2019-20 to 2021-22

Accredited by NAAC with Grade 'A'

Date: 30thSept 2018

Objective of Placement :

DAIMSR's basic objective towards placement is to assist every eligible and interested student finding the opportunities and Placement as far as possible in his/her domain of choice.

The placement season generally begins in the first week of September in Nagpur. The students selected through the campus drive are allowed to join the organization after their semester IV sessions are over i.e. by May with an understanding that the recruiters would provide about a month study leave for their semester IV examinations in May-June. The exact dates of the sem. IV exams are shared with the recruiters by the Placement Office once the dates are declared. Every year Finance & Marketing happens to be the choice specializations of our students. About 150 students specialize in Finance and 120 students in Marketing every year.

In this year for the MBA batch passed out in 2018 the following companies visited us.

| | | | |
|----|-------------------------|----|------------------------|
| 1 | Alexis Hospital | 15 | ICICI Securities |
| 2 | Apollo Munich | 16 | India Mart |
| 3 | Apple Chemie | 17 | ITC Ltd. |
| 4 | Astute Advisory | 18 | Just Dial |
| 5 | Axis Bank | 19 | Karvy |
| 6 | Axykno Capital Services | 20 | Metro GBS |
| 7 | Byju's | 21 | Oppo Mobiles |
| 8 | Capital Spaces | 22 | Puro Wellness |
| 9 | Concentrix | 23 | Raj Equipments (I)Ltd. |
| 10 | D-Mart | 24 | Shriram City Union |
| 11 | E-Clerx | 25 | Solar Explosives Ltd. |
| 12 | HDFC Bank | 26 | Tanuj Dairy Products |
| 13 | HDFC-AMC | 27 | Tata Class Edge |
| 14 | I Am First | 28 | Universal Education |

A total of 159 students were placed through this campus placement season. The overall placement percentage was 66 %. The highest package was offered by ITC and HDFC Bank as 4.25 & 3.6 respectively. Out of these 28 companies 10 companies offered the profiles in Finance, 14 companies offered the profiles in Marketing, 3 companies offered the profiles in HRM and one company offered the profile in Operations.

When we conducted the feedback from some of the recruiters on certain variables on a scale of 1 .. 9 where 1 being extremely poor and 9 being extra-ordinary. The data so obtained is averaged

and is summarized below. The industry average for these variables for Tier II cities like Nagpur is 7.0

| Serial No. | Variable | Rating Obtained (1...9) Scale |
|------------|---------------------------------|-------------------------------|
| 1 | Domain/Subject Knowledge | 6.25 |
| 2 | Knowledge About Current Affairs | 6.0 |
| 3 | Career Orientation | 6.0 |
| 4 | Problem Solving Skills | 5.91 |
| 5 | English Conversation Skills | 5.91 |
| 6 | Personal Grooming | 5.0 |

When we asked the recruiter's views on utility of some professional certifications the following data was obtained on the variables on a rating scale from 1 to 9.

| Serial No. | Variable | Utility Scale (1...9) |
|------------|----------------------------------|-----------------------|
| 1 | NISM Certifications | 8.0 |
| 2 | Advanced MS Excel Certification | 9.5 |
| 3 | Digital Marketing | 7.0 |
| 4 | Six Sigma | 5.0 |
| 5 | Foreign Languages | 7.0 |
| 6 | Project Management Certification | 5.0 |

The recruiters also suggested the students who would like to make their career in Finance to undertake the NISM VA, VC, XA, XB and Series VIII certifications since they are most valued by the recruiters in financial sector. Those who wish to make their career in Marketing were suggested to undertake the certification in Digital Marketing and for those who wish to go ahead in Operations domain they suggested the certification in Project management and Six Sigma certification. Recruiters also suggested the students to be mobile and ready to get relocated anywhere in India.

Action Taken Report :

Basis the feedback and the suggestions obtained from the recruiters, we have redesigned our activities such as Intercept and seminar presentations so as to augment the grooming of the students to match or exceed the industry requirements. We also have started the guidance for NISM - VA certifications as well as Advanced Excel Training. We have conducted few guest lectures on digital marketing from the experts.