



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: 20thSept 2020

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 entire globe has witness the Corona Pandemic this year. Before the pandemic there was a recession globally this has adversely affected the placements in not only in DAIMSR but every where.

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 160 students specialize in Finance and 110 students in Marketing every year.

In this year for the MBA batch passed out in 2020 the following companies conducted the virtual placement drives with DAIMSR.

D Mart	Win-Medicare Ltd
eClerx	Ledo Learning
VIVO Mobiles	Axykno Capital Services
Axis Bank	Servosys Solutions
Kotak Life	ITC Ltd.
Italent	Regenta Hospitality Ltd.
HDFC-AMC	S & P Global
Just Dial	Decimal Point Analytics
Property Pistol	Aditya Birla Health Insurance
HDFC Ergo	Byju's
ESAF Small Finance Bank	Debashu Services (P)Ltd.
HDFC Bank	BNY-Mellon
AFC	Street HCL
XL Dynamics	Morning Star
Square Yards	Bharat Financial Inclusion
GSK	Future Supply Chain



In the year 2020, A total of 149 students were placed through this campus placement season. The overall placement percentage was 62 %. The highest package was offered by Property Pistol, ITC and S & P Global as 7.80, 4.25 & 3.6 respectively. Out of these 32 companies 17 companies offered the profiles in BFSI sector, 12 companies offered the profiles in Marketing, 2 companies offered the profiles in HRM and one company offered the profile in Operations. The average package offered was 2.60 LPA.

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	7.0
2	Knowledge About Current Affairs	7.0
3	Career Orientation	7.0
4	Problem Solving Skills	6.75
5	English Conversation Skills	6.33
6	Personal Grooming	6.0

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	9.0
2	Advanced MS Excel Certification	10
3	Digital Marketing	10.0
4	Six Sigma	3.0
5	Foreign Languages	3.0
6	Project Management Certification	1.0

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 but it was of very little use as the industry was paralyzed due to pandemic and the recession just preceded it.. Recruiters also suggested the students to be mobile and ready to get relocated anywhere in India.



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

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Action Taken Report :

Basis the feedback and the suggestions obtained from the recruiters, we have further restructured 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 restructured the guidance for NISM - VA, VC and Series VIII certifications as well as Advanced Excel Training looking into mind the industry requirements and changes in the circumstances. We have conducted few guest lectures on digital marketing from the experts.