



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: 30thOct. 2021

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 second delta wave Corona Pandemic this year. The outcome of which were catastrophic. Before the pandemic there was the first wave and a recession globally this has adversely affected the placements in not only in DAIMSR but everywhere.

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 90 students in Marketing every year.

In this year for the MBA batch passed out in 2021 the following 45 companies conducted the virtual placement drives with DAIMSR.

BNY Mellon	Bharti-Airtel
Whitehat Jr.	Gati-KWE
Wheels EMI	Smartdata
Pinclick	Neeyamo Technology Solutions(P) Ltd
Nobroker Solutions (P)Ltd.	ESAF Small Finance Bank Ltd.
Learning Route	Chola MS General Insurance
Uplers	Future Supply Chain
Utkarsh Bank	Cogzinant KPO
ITC Ltd	Property Cloud
Athina Health Care (P) Ltd.	Bajaj allianz General Insurance
Bharat Financial Inclusion Ltd.	Paytm
Bajaj Allianz Life Insurance	D Mart
Panacea Biotech	XL Dynamics
Hiranker's	Goldman Sachs
Parle Agro	Decimal Point Analytics
HFFC	KPMG
Morning Star	Extramarks
IDFC-First	Sahayog Multistate Cooperative Soc.Ltd.
Bull's Assets	JVG Management Consultants (P)Ltd.



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Aspire Human Resource Consultants

SUD Life

Amrut Energy

Tata Capitals

Macleods Pharmaceuticals Ltd.

IDBI Bank

SNGC

In the year 2021, A total of 177 students were placed through this campus placement season. The overall placement percentage was 73 %. The highest package was offered by Property Cloud, ITC and XL Dynamics as 6.50, 4.00 & 3.6 respectively. Out of these 45 companies 14 companies offered the profiles in BFSI sector, 22 companies offered the profiles in Marketing, 4 companies offered the profiles in HRM and 3 companies offered the profile in Consultancy. The average package offered was 2.56 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	6.8
2	Knowledge About Current Affairs	6.6
3	Career Orientation	6.3
4	Problem Solving Skills	6.5
5	English Conversation Skills	6.08
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	10.0
2	Advanced MS Excel Certification	10.0
3	Digital Marketing	10.0
4	Six Sigma	0
5	Foreign Languages	0
6	Project Management Certification	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



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

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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.

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.