



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: 30th Aug. 2022

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 just 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. But the industry is in the recovery phase now. But the placements are delayed due to this.

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 2022 the following 40 companies conducted the virtual placement drives with DAIMSR.

ITC Ltd	Whitesnow Software
Oppo Mobiles	Fullerton India
Axis Bank	Ascent Business Solutions
Hexaware	Alexis Hospital
Neeiamo	Prime assets Reality Ltd.
HDFC Bank (LAP Department)	HDFC-AMC
TCS -1	Reliance Jio Mart
SUD Life	S S & C Global Financial Service
India Shelter	eClerx
Vivo Mobiles	Accrualify
Neosoft Technologies Ltd.	AU Small Finance Bank
Emami Agro	TCS-3
TCS (Lateral Entry)-2	Allied Analytics
Intiglow Solutions (P)Ltd.(Lateral Entry)	Dalmia Cements
Dinshaw's Food Products (Lateral Entry)	Gopal Namkeens
IDFC-First	Motilal Oswal
Coolberg	Sudarshan Chemicals
Property Cloud	Excellon Software (P)Ltd.



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

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SMS Infra
Entrepreneurship

Nation Next Media
HDFC Ltd

In the year 2021, A total of 145 students were placed as of now (The Placement season is still going on) through this campus placement season. The overall placement percentage is 60 % as on today. The highest package was offered by Manickgarh Cements, ITC as 6.50, 4.00 respectively. Out of these 45 companies 8 companies offered the profiles in BFSI sector, 24 companies offered the profiles in Marketing, 4 companies offered the profiles in HRM and 4 companies offered the profile in Edtech sector. The average package offered was 2.60 LPA. The placement season is still going on and is extended due to the recent pandemic.

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	6.1
2	Knowledge About Current Affairs	5.9
3	Career Orientation	6.0
4	Problem Solving Skills	5.75
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	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 in Operations domain they suggested the certification in Project management and Six Sigma



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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. Now onwards every campus process is likely to happen through virtual mode we have decided to provide the special attention towards the personality grooming of the students for their online presence.