



L J INSTITUTE OF MANAGEMENT STUDIES

LJMBA - 2013



PLACEMENT REPORT 2013



In business, words are words; explanations are explanations,
promises are promises, *but only performance is reality.*

Harold S. Geneen

And at LJ, we believe in it.....



We heartily thanks our recruiters for their kind support





Kind Acknowledgements:

LJMBA Placement team wholeheartedly thanks.....

- All the participating companies and their executives who made the placement drive so successful.
- Dr. P.K. Mehta, Director, LJMBA for his guidance and support.
- Dr. Manish Shah, Vice President, L. J. Group of Institutes for providing us with constant motivation, resources and insights.
- Prof. Manish Gaharwar (Head – LJIIPC), Prof. Amita Acharya (TPO- LJIIPC) and all the student coordinators of LJIIPC for their constant support.
- All the faculty member of LJMBA.

Date: 28/6/2013



Placement Highlights:

- TCS comes to campus and recruits 50 students for their KPO operations.
- TV18 comes to campus and recruits students for Mumbai at a package of 3.5 lac/annum.
- XL Dynamics, Mumbai comes to campus and recruits students for Mumbai location at a package of 4.5 lac/annum.
- Leading consumer durable major Sharp Electronics offers placement to 15 students at a package of 3 lac/annum.
- Leading data service provider, SNL offers placement to 15 students at a package of 2.5 - 3 lac/annum
- ICICI Securities offers placement to 20 students at a package of 3.75 lac/annum. Certain candidates were offered 4.75 - 5 lac/annum package.
- SBI recruits 65 students for summer internship at a stipend of Rs. 16000 for 8 weeks.
- Top companies like Coke, Pepsi, Sharp, IFB, Adani recruits students for summers with a commitment to absorb them for final placements.
- The placement drive supported many startups like Niftymillionaire which made offers to 20 students for final placement.
- Companies like Azure knowledge, Mphasis, Affluence trade, Mansukh Securities offers placement to students in large numbers at average packages of 2.25 lac/annum.
- **The Institute has achieved 85 % placement till date and the placement process shall not stop till all students are placed.**



Placement Vignette:

TV18 on campus:



(Right to Left: Dr. Siddarth Singh Bist (Dean- LJMB), Mr. Manish Desai (Bureau Chief, CNBC Awaz, Ahmedabad), Mr. Pradeep Pandya (Sr. Editor, CNBC Awaaz, Mumbai), Mr. Arnab (Sr. Editor, CNBC Awaaz), Ms. Jessica Charles (Executive -HR, Mumbai), Prof. Nidhi Srivastava (Faculty and Placement Incharge, LJMB))

TCS on campus:



(Right to Left: Prof. Ramzan Sama (LJMB placement Team), Prof. Dhruva Trivedi (LJMB Placement Team), Ms. Azmin, HR – TCS, Prof. Nidhi Srivastava (LJMB Placement Team))



Introduction:

LJMBA is proud to announce its final placement report for the year 2013 in which it witnessed a very positive response from industry. Despite majority institutes not finding the right kind of profiles, the institute enjoyed a wide array of profiles for its final year graduates. The placement process kickstarted around the start of February 2013 though some of the companies preferred to come in December 2012.

Initiatives for placement:

LJMBA has the highest intake of student in the Gujarat Technological University setup of around 420 students. Out of this number, 178 students selected Finance, 170 students selected Marketing and 72 students opted for Human Resources. A total of 382 students opted for final placement. In order to prepare the students for placement, many unique initiatives were taken for it.

Company Profile Mapping:

Companies that had shown interest in placement were approached and the job description was critically evaluated. The objective of the evaluation was to understand future growth of the student and the skills and capabilities required by the candidate to take up the opportunity. In many cases the placement team had indepth discussion with the HR persons of the company to understand the job description and the entrance process of the company. Based on this research, the students were groomed accordingly and send for interviews.

Executive Personality Development Program (EPDP): It is a semester long program where the student is prepared in the following disciplines.

- a. Personality Analysis
- b. Resume preparation
- c. Interview facing skills
- d. Group Discussion skills
- e. Skills needed for a career in Marketing/Finance/HR
- f. Interpersonal and group based communication
- g. Stress Management



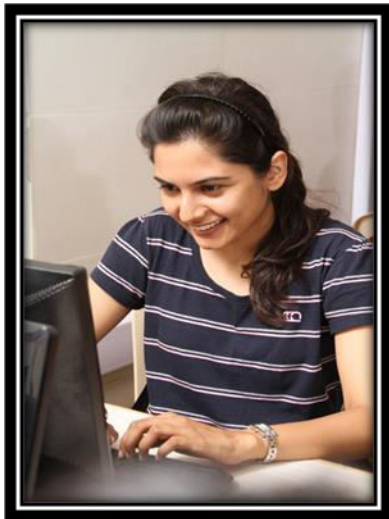
h. Proper dressing and etiquettes for the corporate world.

Personality Analysis:

As a part of the EPDP, all students are subjected to personality questionnaires to understand their personality traits and their mindset for the career they aspire to make. The personality questionnaires used were:

- a. Left Brain and Right Brain type.
- b. MBTI – Myer Briggs type personality indicators.
- c. Type of ego states – Transactional analysis.
- d. Locus of control.

Once the student undertakes the questionnaire, he/she is oriented regarding his/her personality types and what is the type of career he/she should aspire to make for himself/herself. In case of any issue, the student is counseled in order to get over any shortfalls which may affect his/her professional life adversely.



Resume writing workshop:

Special workshops were conducted with the students to teach them effective resume writing. They were taught how to design their resume as per the job description of the company and how to highlight their positive points in order to create a positive impression through the resume.



Mock Interviews:

A general mock interview round was conducted for all the students where the students was assessed on the following parameters.

1. Dressing and etiquette
2. Resume
3. Interpersonal communication
4. Subject knowledge
5. Confidence and level of assertiveness
6. General knowledge

Once the interview was over the student was given instant feedback on the resume and was suggested to make changes where required. The student was also given feedback on the interview faced and was given tips for better performance.

Simulation Rounds:

It was observed that almost all companies had a standard entrance process which consisted of

1. Written examination that consisted of basic maths, English, Data analysis and Interpretation and General Knowledge.
2. Three rounds of interviews: HR round, Technical Round and Management Round.

In order to acclimatize the student to the company's process, all the students were compulsory made to go through a mock process of the same kind. Many companies like TCS, SNL, XL Dynamics, Sharp Electronics had a similar process and so all the candidates who showed interest in a company's profile had to compulsory go through the simulation rounds. These simulation rounds were generated on the basis of information generated through company profile mapping.



All student had compulsorily undergone the simulation round of entrance before facing the real entrance process and it reaped rich dividends since many students got selected and benefited from the simulation process.



Companies in campus:

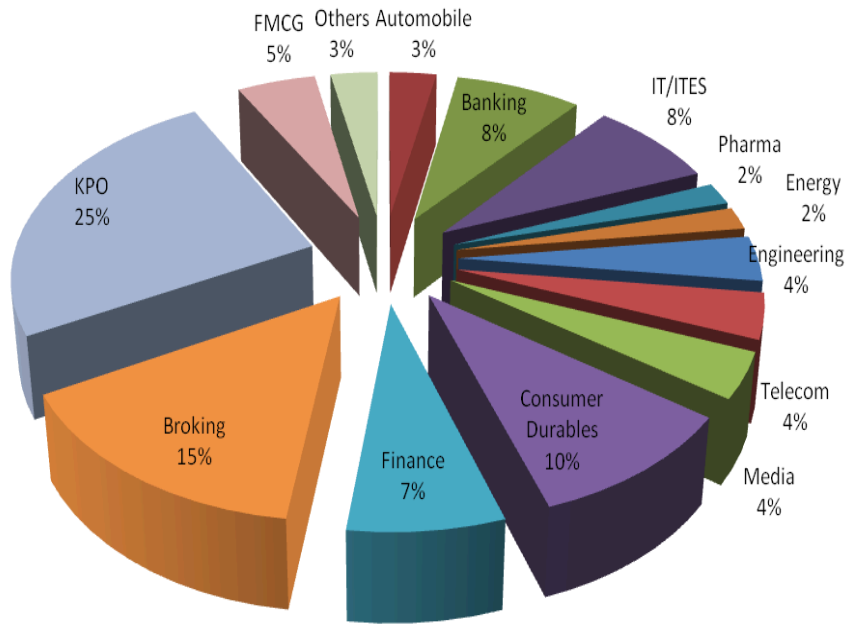
The final placement process saw 125 companies visit campus offering profiles beyond the domain of marketing, finance and HR. The companies represented different sectors like energy, consumer durables, stock markets, banking and finance, business process outsourcing, knowledge process outsourcing, media, engineering products

Placement Brief:

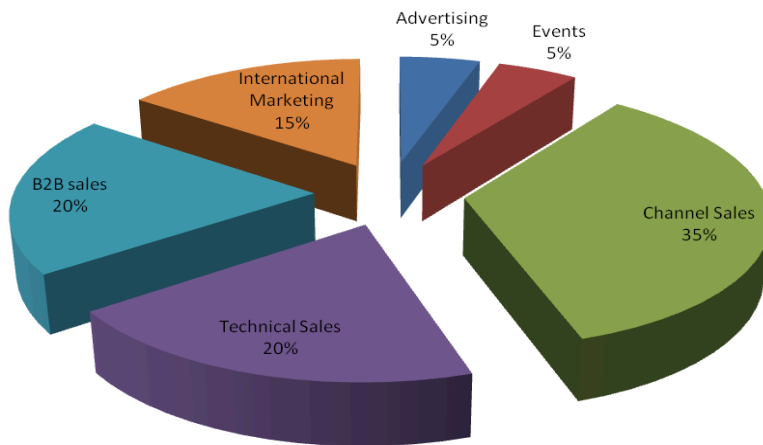
Number of companies participated in the placement process	125
Number of students wanting placements	382
% of placement achieved	85%
Highest salary	5.5 lac/annum
Lowest salary	1.72 lac/annum
Average salary	2.4 lac/annum



Sector wise analysis

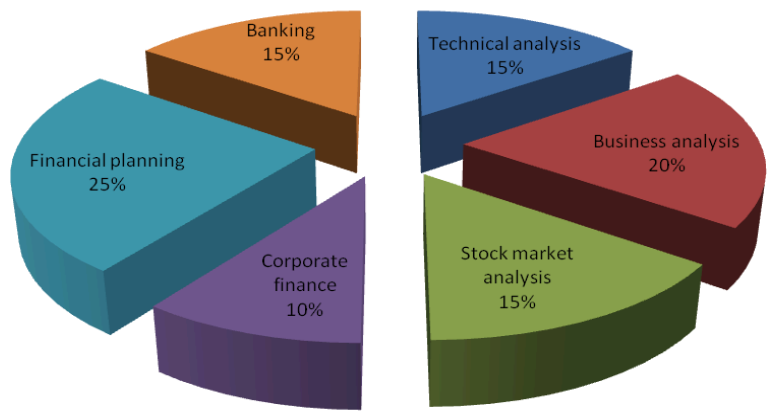


Jobs offered in Marketing

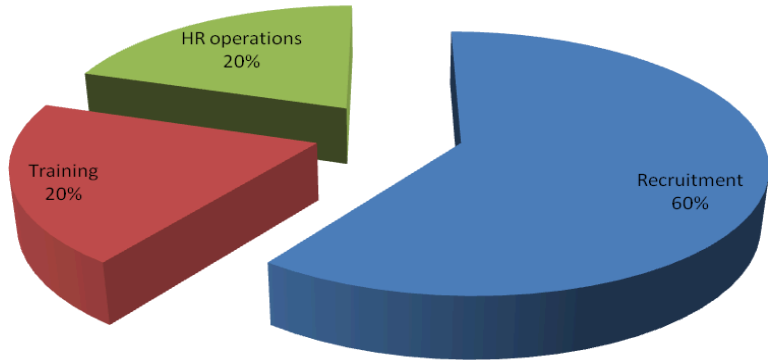




Jobs offered in Finance



Jobs offered in HR





List of companies who offered final placement:

1	Adani Power	43	HDFC Pvt Ltd	85	Planet Health
2	Aas Technologies	44	HDFC Sales	86	Parle Agro
3	Airtel	45	Havoc consultancy	87	Pulse Events
4	Adioblos Ltd	46	Hidden Brains	88	Pepsico
5	Angel Broking	47	ICICI Direct	89	Popular Wheels
6	Bisleri International	48	ICICI Bank	90	Proptiger Realty Pvt. Ltd.
7	Bajaj Finance Ltd.	49	ICICI Securities	91	Parshva Enterprises
8	Big Ideas HR consulting	50	ICICI Prudential	92	Panasonic Group
9	Bajaj Finserve Ltd.	51	ICRA	93	Radical Communication
10	Bizex Advisors	52	IDBI Bank	94	Rain Creatives Pvt Ltd
11	Bajaj Alliance	53	INDIA INFOLINE	95	Reliance Securities
12	Brand Factory	54	Infinium Toyota	96	Reliance Fresh
13	Claris Life sciences	55	I Naya Inc web services	97	Religare Securities
14	Coca Cola	56	Infoconic Ltd	98	Reliance Life
15	Concept Advertising	57	Imagine Inc	99	Rajasthan Credit Coop Society
16	Control Plus (Corretch group)	58	ITC	100	Space O HR
17	Cosmos Homes Ltd.	59	Infocom Network Ltd.	101	Smart Consultancy
18	Crisil	60	Infoanalytica	102	Shraddha Advertising
19	Cryo serve	61	Jagbros	103	Sahajanand Lazer
20	CXO HR Excellence	62	Jaydeep Group	104	Share Khan
21	Evans Call Centre	63	KGMS	105	IFB
22	DDB Mudra	64	KSD India Pvt. Ltd.	106	Siddhi Engineers
23	DLF Pramerica	65	Kataria Automobiles	107	Starz Club
24	Decathlon sports	66	Kotak Life Insurance	108	SME-Chamber of Commerce
25	Divyabhaskar	67	MBR Ltd	109	SNL Financial
26	Dream Gains Financial Ltd	68	Mansukh Securities	110	Supreme Group
27	Dynamic Rubbers	69	Magnamious Infrastructure	111	Tata-Cargo Motors
28	Dr. Reddys Lab	70	Minotti	112	Tatvic
29	E-procurement	71	MCO Hospitals	113	TCS
30	E-Recruit Staffing Solutions	72	N J Investment	114	Tops Technologies
31	Ethos HR Management and Projects Pvt. Ltd.	73	Narhari Exports	115	Trade India
32	Einstech Business Solutions Ltd.	74	Neesa Group	116	Travel Designer
33	Ernst & Young	75	Neesa Venture Holdings Ltd	117	TV 18
34	Evoke HR Pvt Ltd	76	Niksum Adworld	118	Unique Tags Pvt. Ltd.
35	Floor to roof pvt. Ltd - Roofit	77	Nisarg Ayurveda Hospital	119	Universal Hunt
36	Frenko Indian Pharma	78	Nisus Microtech	120	Upman Consultancy
37	Global Star Holidays	79	Navin Hemchandra Pvt. Ltd.	121	Vaibhav Parivar India Projects
38	Gateway Technologies	80	Nifty Millionaire	122	Ventura KPO
39	Greenaxallied Ltd	81	One Advertising	123	Vodafone
40	HDFC Bank	82	Optimize Solution	124	XL Dynamics
41	HDFC Insurance	83	Omega Telecom	125	Zealous Web
42	HDFC Securities	84	Oras-Nimbus beverages		



Summer Internship Program (SIP) -2013

The Institute got tremendous response from 155 companies including public and private companies offering a wide range of profiles for the internships. Public sector banking giant SBI recruited a whopping 65 students for internships (at a stipend of Rs. 16000/-) followed by Coca Cola, IMRB, IFB, Sharp etc who took students in large numbers.

In order to make the summer internship program (SIP) effective and rigorous, different initiatives were taken which are mentioned below.

SIP 2013 – Orientation:

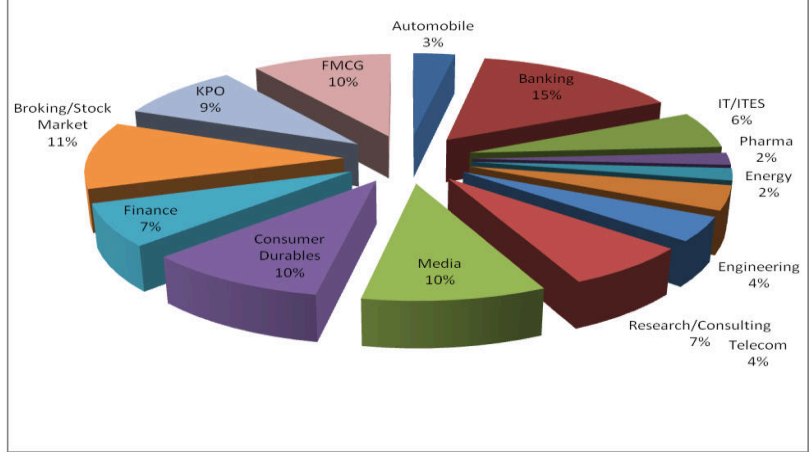
All the students have to compulsory undertake an orientation before they go for their summer internship program. In the orientation, they are educated regarding the rationale of the internships and what are the key deliverables in terms of experience and learning. They are given workshops on resume writing and interpersonal communication. They are made to go through mock interviews to hone their interview facing skills.

SIP 2013 – Audit:

This time the Institute has incorporated an audit mechanism wherein the institute faculty shall be visiting/auditing every company where the student is undertaking internship. This audit is conducted twice - at the start and at the end of the internship. This mechanism is designed to increase the rigour of the internship and ensure that the student delivers value to the project and the company where the internship is being undertaken. The initiative is getting fantastic response from the industry and is widely appreciated since not many B-schools do it.



Sector wise break up companies offering SIP





List of selected companies who offered summer internships:

1	Abc procurement	55	IFB	109	Roopen Shah & Co
2	Adani Wilmar	56	IFFCO	110	Rushil Décor Pvt Ltd
3	Aditya Birla Nuvo Ltd	57	IMRB	111	Sashi Manufacturing Pvt. Ltd.
4	Adliablos Infotech	58	India Bulls	112	SBI
5	Aeronics Web Solution	59	Indian Express	113	SEWA Bank
6	Airtel	60	Indusind Bank	114	Shaikh & Co.
7	Alankit Assignments	61	IOCL	115	Sarvattom Dairy
8	Allwin Rotoplast	62	ITC	116	ShareKhan
9	Alpha Hotel	63	ITes Pro	117	Sharp
10	Aloft Hotel	64	Innova System Pvt. Ltd.	118	Shatayu
11	AMUL	65	J P Group	119	Shital Pvt Ltd
12	Anagram Securities	66	Jay Bricks	120	Shivalik Vyapar Pvt Ltd
13	Angel Broking	67	Jindal Steel	121	Shreeji Art Ltd.
14	ARVIND	68	Jyoti & CNC	122	Shri Rama Multitech
15	Asian Tiles	69	K. P. Shah & Co.	123	Siddhi Beverages
16	AUSFIN Eng	70	Kalptaru Power	124	Shri Digvijay Cement Company
17	Assign wealth Pvt. Ltd	71	Kotak bank	125	Siddhi Group
18	Ashapura Ltd.	72	Karvil Ltd.	126	Sintex
19	Aventis Pharma	73	Kem Cho	127	SME Chambers
20	Axis Bank	74	Krishna Foods	128	SMIT Digi Marketing
21	Azure	75	Kores Pvt Ltd	129	Sri Gujarat Industries
22	B Safal	76	Kotak Mahendra	130	Saurashtra Gramin Bank
23	Bajaj Alliance	77	Kunal Pneumatics	131	SSJ Finance
24	BANCO	78	Lakshy Ply Ltd.	132	Standard Flex Pvt Ltd
25	Bank of India	79	Marwadi Shares Finance Pvt	133	Suzlon
26	Bhuj Commercial Co-op	80	Meadheal Pharma	134	TBC Co.op Bank
27	BTC	81	Meghmani Organics	135	The Junagadh Co.op Bank
28	Brand Factory	82	Mint	136	The Kukervada Nagrik Bank
29	Central	83	Mott Macdonald	137	The Porbander Co.op Bank
30	Chola Finance	84	Muktajivan Corporation	138	The Varachha Co.op Bank
31	Club 07	85	Navanagar Co. op Bank	139	Talwalkar Better Fitness
32	Coca Cola	86	NJ Investment	140	TATA Mutual Fund
33	Cryo Bank	87	ONE Advertising	141	Times Of India
34	CXO HR Excellence	88	ONGC	142	TOKYO Plast International
35	Darshanam Life Space	89	P. G. Tramsoa	143	Torrent Pharma
36	Dexter	90	Padmavati Ltd.	144	Transformer & rectifier (india)Ltd.
37	Dhareja Mercentile Co-	91	Panchmahal Dairy	145	Triton
38	Durga Processors	92	PAG India	146	Tata AIG
39	E Recruit Staffing	93	Pegasus Consultancy	147	Unifrex
40	Excel RPO Service	94	Piramal Pharma	148	Usha Fans
41	Essar Oil	95	Pro Designs	149	Vadilal
42	Fresh Trop Fruit Ltd.	96	Prudent	150	Varachha Co Op Bank
43	Goldmine Machinery Ltd	97	Radio Mirchi	151	Vishesh Capital Ltd.
44	GSFC	98	Rajasthan Road Carriers	152	Vishal Enterprise
45	Gujarat Tin Mfg	99	Ramdev Masala	153	Vitale Beverages
46	Gujarat Handicraft Ent.	100	Rameshwar Plastics	154	Waghbakri
47	Harshad Products Ltd.	101	Ratnamani Industries	155	Wealthpulse
48	Harmony Developers	102	Red Rock		
49	Havmor	103	Reliance Capital Asset		
50	HCG hospital	104	Reliance Fresh Pvt Ltd		
51	HDFC Bank	105	Reliance Mutual fund		
52	HDFC Life	106	Reliance Super		
53	ICICI Prudential	107	Religare		
54	IDBI	108	Reshma fabrics ltd		



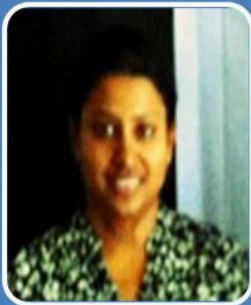
RECRUITER SPEAK:



B.N.Pandey

Regional Manager | Sharp Business Systems

"I found the students of L.J. MBA to be very intelligent and hardworking. The best part is that they are extremely hardworking and highly disciplined"



Jessica Charles

HR | TV 18 group

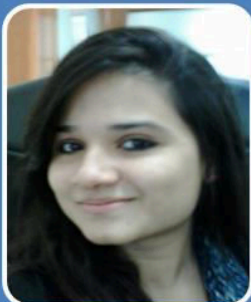
"It was a great experience to be at LJMB as the professors were very courteous and students very good. We were also happy with the quality of students and look forward to make more of LJMB students part of TV18 in future"



Azmin Baldiwala

Talent Acquisition | TCS

"We were amazed to see a large number of LJMB students clear our process which is tough. We have recruited LJMB students in good numbers and shall want to recruit LJMB students in the future"



Mansi Karandikar

Talent Acquisition | SNL India

"So far our association with LJMB has been truly impressive due to its enthusiastic management & potential of student. Also, the placement cell is highly supportive that encourages SNL's team in strengthening the professional affiliation with LJMB. Wishing the entire team growth & success for future."



STUDENT SPEAK:



Jigar Senjalia | Sharp Business System

"I wholeheartedly thank LJMBA faculty and the placement team for their constant support and motivation due to which I am with Sharp"



Devanshi Akshar | TV18

"Had it not been the effort of the placement team I would have not been with TV18. Thanks to their motivation and mentoring"



Pankaj Paidia | TCS

"The training program conducted by the placement team and faculty members was highly very helpful in the TCS recruitment process"



Ankit Narsinghani | SNL India

I would be especially thankful to our Vice President (trustee) Mr Manish Shah, our director Dr. P.K.Mehta, our dean Mr. Siddharth Bist, Prof. Nidhi Srivastav, Prof. Ramzan Sama, Prof. Dhruva Trivedi as well as the teaching and non-teaching staff of my institute, who has immensely contributed to my development and placement in my dream company SNL India.



LJMBA placement team:

Final Placement team:



Prof. Nidhi Srivastava, Assistant Professor
srivastava.nidhi86@gmail.com



Prof. Ramzan Sama, Assistant Professor
sama_ramzan@yahoo.co.in



Prof. Dhruva Trivedi, Assistant Professor
trivedidhruva@gmail.com



Summer Placement Team:



Prof. Neha Mehta, Assistant Professor
npmehta_9@yahoo.co.in



Prof. Disha Mehta, Assistant Professor
disha_mehta01@yahoo.co.in



Prof. Indra Meghrajani, Assistant Professor
indrameghrajani@gmail.com

Coordination:



Dr. Siddarth Singh Bist, Dean, LJ MBA (Email: siddarth_bist@yahoo.com)



Student Coordinators:



Final Placement Coordinators:

- | | | | |
|-------------------|-----------------------|-----------------------|--------------------|
| 1. Anjali Agarwal | 7. Jay Pandya | 14. Shivani Shah | 20. Sahad Mansuri |
| 2. Birju Patel | 8. Jigar Senjaliya | 15. Shreyas Trivedi | 21. Zankhana Vagni |
| 3. Dipti Sangtani | 9. Karishma Gawai | 16. Surabhi Ghildiyal | |
| 4. Freny Dhankani | 10. Khyati Kasundra | 17. Tejas Sancheda | |
| 5. Harsh Bhavsar | 11. Radhika Majithiya | 18. Vishal Dabhi | |
| 6. Ishan Jayswal | 12. Rima Shah | 19. Yesha Goyal | |

Summer Placement Coordinators:

- | | | |
|---------------------|--------------------|-----------------------|
| 1. Achira Jagirdhar | 6. Praharsh Parmar | 11. Shailendra Chavda |
| 2. Chirag Vyas | 7. Ravi Soni | 12. Ravindra Thakker |
| 3. Gaurav Chauhan | 8. Raj Patel | 13. Pooja Sabani |
| 4. Hinal Pandya | 9. Sooraj Nair | 14. Nikhil Jakhotia |
| 5. Keval Panchotia | 10. Smit Joshi | |