JAIPURIA INSTITUTE OF MANAGEMENT

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

DEVELOPMENT PLAN

2019-2022

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Development Plan 2019-2022

The Development plan for 2019-2022 identifies the following goals and a number of supporting initiatives formulated to strengthen JIM's reputation as a recognized leader in business education:

1. Enhance JIM's reputation as an Institution which equip students with the skill sets to solve complex business problems.
2. Addressing the most challenging issues by conducting quality research and achieving distinction within and across JIM's boundaries.
3. Increase our engagement as a member of business communities at the local, regional, national and global levels.

Our strategic development plan for 2019-2022 is based upon the following mission and vision statements.

Vision Statement

"To become a Fully Integrated, Socially Responsible, contextually relevant, and Value-Based Management Institute of National Reckoning by meeting the growing and emerging needs of Industry and business through contemporary innovative management Teaching, Training, Research and Consulting".

Mission Statement

- To provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment.
- To provide training and development services, foster research and disseminate knowledge through publication of books, journals and magazines for the development of society at large.

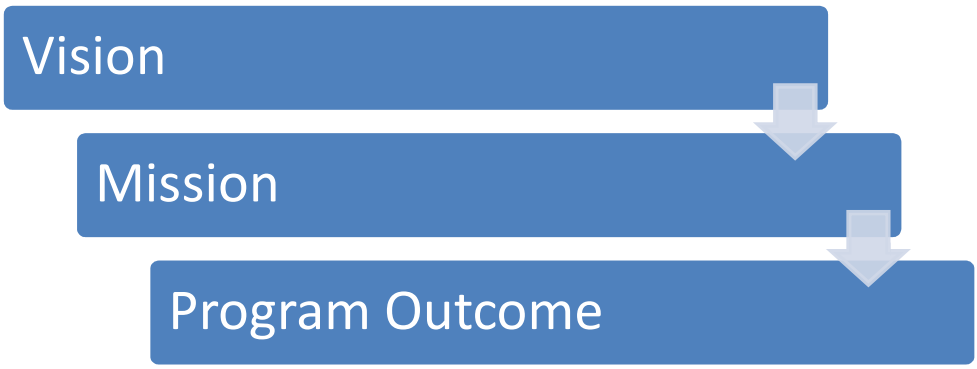
JIM USP

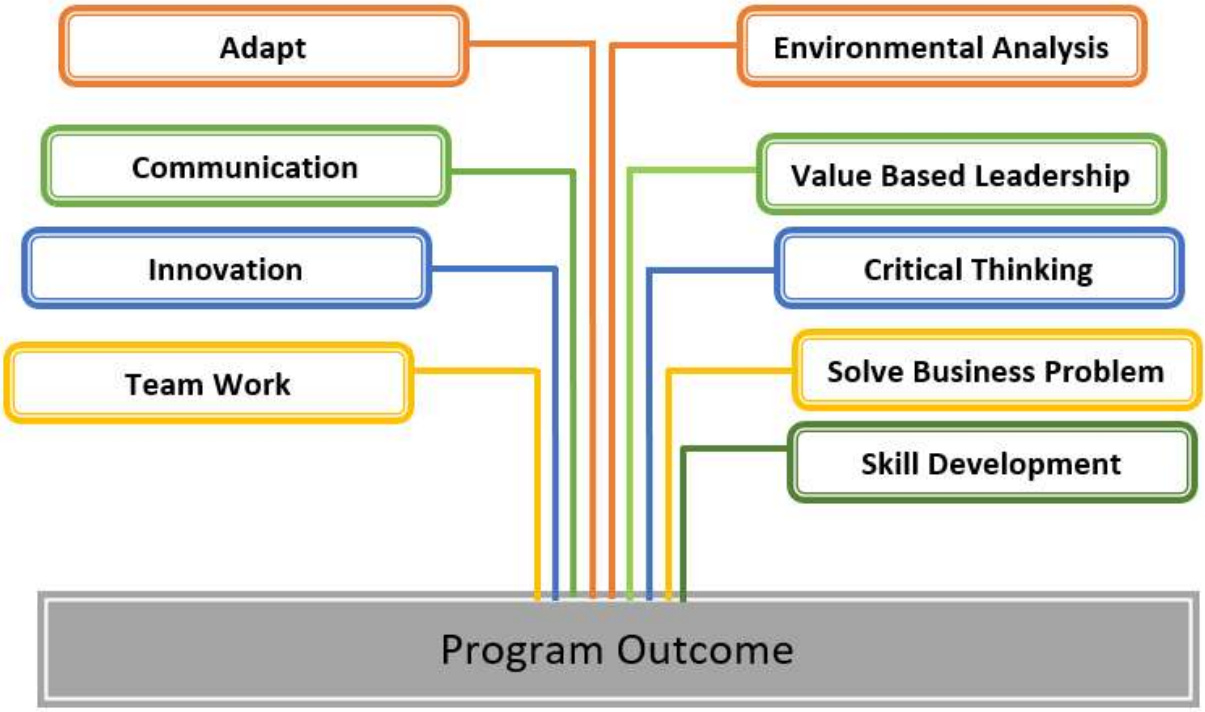
"USP of our MBA program is case-study oriented teaching pedagogy

with strong industry interface"

"USP of our program is Up-skilling and Re-skilling with strong industry interface"

Institution Framework





Introduction

The development plan for JIM(2019-22) is based on the ranking criteria by Business Today, Business World and GHRDC-CSR.

The following parameters are considered for rating the B-Schools as per the recent surveys:

NBA Criterion	**NIRF Criterion**	**Business Today Ranking Criteria**	**Business World Ranking Criteria**	**GHRDC-CSR B-School Survey Ranking Criteria**	**Ranking Criteria for JIM Development Plan 2019-22**
Physical Infrastructure	Teaching, Learning & Resources	Living Experience	Infrastructure	Infrastructure	Infrastructure
Academic Assessment Process	Research and Professional Practice	Learning Experience	Curriculum & Pedagogy	Academic Program and Process	Academic Development
Students (Admissions)	Graduation Outcomes	Selection Process	Admission Process	Admissions	Admissions
Placement Process	Outreach and Inclusivity	Placement Performance	Placement ROI	Placement	Placement
Research and Development Process	Perception		Research		Research
Global Input			Global Interface		Global Linkage
MDPs Consultancy Process and Industry Interaction			Industry Linkages	Management Development Program Consultancy	MDP / Consultancy
Faculty and Staff Appraisal and Promotion Policy		Future Orientation-Students and Faculty Exchange Program.	Faculty Enhancement Program	Faculty Data	Faculty Development
					Alumni Engagement

Leadership			Leadership	Awards and Recognition	Leadership
				Academic Financial Structure	Awards and Recognition
Stakeholders' Satisfaction					Stakeholders' Satisfaction
Contribution to Society					Contribution to Society
Value and Ethic-Centric Outcomes					Value and Ethic-Centric Outcomes
IT Infrastructure					IT Infrastructure
Quality Assurance Policy					Quality Assurance Policy
Entrepreneurship and Job Creation					Entrepreneurship and Job Creation
Library					Library
Finance					Finance

Based on the above criteria the development plan for 2019-22 is formulated.

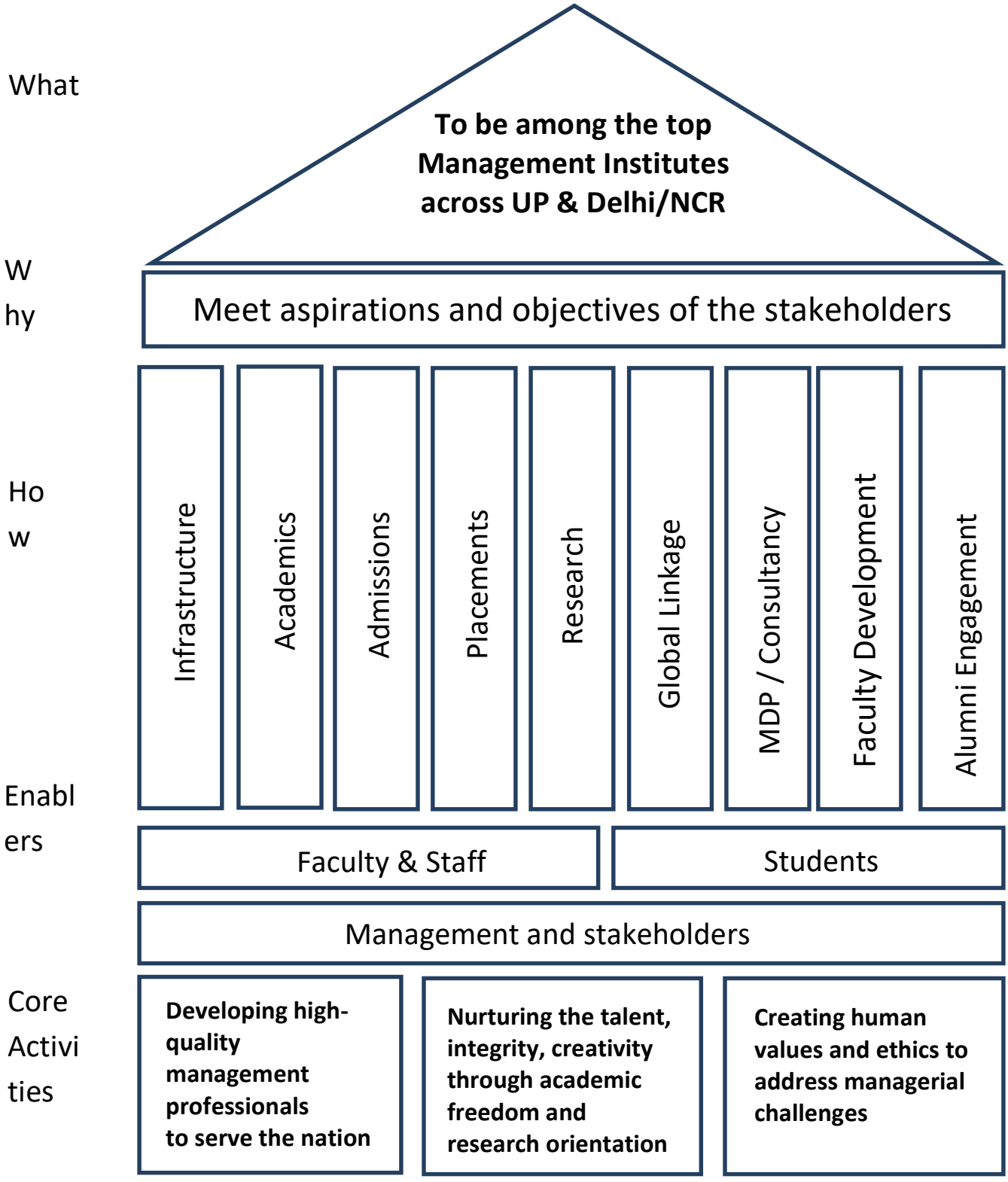
SWOT Analysis

The purpose of the SWOT analysis is to minimize our weaknesses, emphasize on our strengths, exploit opportunities, and neutralize threats. This is significant because our strengths are likely to be competitors' weaknesses and our opportunities their threats.

Strengths	Weaknesses
Teaching and Learning Resources • Effective Academic delivery through case study • Availability of Best Learning Resources and Database like- Book Bank Facility, Assignments, ProQuest, DELNET, J-Gate • Student Skill Development Activity • Professional Communication Proficiency Lab **University Affiliation** • Affiliated to Dr APJ Abdul Kalam Technical University, Lucknow • Awarded 3rd rank in Affiliated University **Elite Events legacy** **Admissions** • Meeting the target of 100% admissions from last 3 years **Value Add on Courses along with University MBA Program** **Employability Enhancement Program** **Swayam – NPTELProgram** • Jaipuria Institute of Management is a Local chapter for all NPTEL courses **Social and Ethical Value System** **Institute organizes various CSR activities like-**Tree Plantation, Swachh Bharat Abhiyan, Go Green, Anti- Plastic Campaign, Blood Donation, Traffic Management Projects, visit to orphanage, offering classes to slum children **Placements** • **100% Placements**	**High fee structure** • The Fee of MBA program is higher than other comparable Institutes that are offering same program of the university **Placements** • The package offered to MBA students is less than PGDM institute **Infrastructure** • Limited Infrastructure to start a new program/course **Corporate Interaction** • Corporate rates us in Tier III institutes **MDP** • The number of MDPs conduction in the Institute is less. **Support from Affiliating University** • Failure of UPSEE Counseling **Research** • Quality research publication is comparatively less. **Academic Rigour** • Enhancement of Academic Rigour through Classroom Contents and Delivery • Project based and active learning • Enhancement of skill development of students.

Opportunities	Threats
New Programs • With digitization and looking into current scenario, a new value addition certificate program like Business Analytics can be started. **Society/Community Engagement** • JIM can engage members of business communities at the local, regional, national and global levels. **Short term value & Skill base Programme** • The Institute is regularly organizing FDP's in areas such as Research Methods and Human Values and Professional Ethics. • Other areas for this purpose can be explored **Research Publication** • Publication of quality research paper. **Industry Interaction** • Industry interactions can be strengthened by enhancing relationships with Industry through Guest lectures, Industrial trips, live Projects, Partnership programs with corporate for Employability training, Corporate Summit, Panel Discussions by industry experts, Alumni engagement at regular level • Conduction of MDPs	**Student Quality** • Students have more options now with the opening of new Private autonomous Universities where is no limitation of seats. • Low-quality of students are obstacle in placement package. **Changing competitive landscape** • Introduction of new players in online education

JIM Development Model



I. Academics

A. Curriculum and Pedagogy Enrichment

Classroom Delivery, Academic rigour and communication need to be assessed, reviewed & strengthened through the recommendations of Academic councils/Industry Expert/Management.

Academic Development Plan

2019-20	2020-2021	2021-22	Remarks
Three domain-specific i.e. Finance, Marketing, HR Curriculum enrichment sessions by inviting external experts	Three domain-specific i.e. Finance, Marketing, HR Curriculum enrichment sessions by inviting external experts	Three domain-specific i.e. Finance, Marketing, HR Curriculum enrichment sessions by inviting external experts	Mid-term interventions for reframing the content
Two IIMs/ICFAI Case study in Every subject	Two IIMs/ICFAI Case study in Every subject	Two IIMs/ICFAI Case study in Every subject	
Two Quizzes in every subject	Two Quizzes in every subject	Two Quizzes in every subject	Make up quiz
Two Tutorials in Every subject	Two Tutorials in Every subject	Two Tutorials in Every subject	
Two Industry based assignments in every subject during the semester	Two Industry based assignments in every subject during the semester	Two Industry based assignments in every subject during the semester	Regular monitoring
Two Ted Talk in a semester	Three Ted Talk in a semester	Four Ted Talk in a semester	
News analysis - weekly Activity	News analysis - weekly Activity	News analysis - weekly Activity	
Group Discussions - Regular sessions in Time table	Group Discussions - Regular sessions in Time table	Group Discussions - Regular sessions in Time table	Rigorous Group Discussions
Value Addition Courses	Value Addition Courses	Value Addition Courses	Inclusion of Industry oriented module as per the need
Online Self Learning Courses	Online Self Learning Courses	Online Self Learning Courses	Regular monitoring
One session on Ethics in lesson plan of every subject	One session on Ethics in lesson plan of every subject	One session on Ethics in lesson plan of every subject	Regular monitoring
Students Assessment Based on External committee Recommendation	Students Assessment Based on External committee Recommendation	Students Assessment Based on External committee Recommendation	Re-assessment
Academic Advisory Council Meeting	Academic Advisory Council Meeting	Academic Advisory Council Meeting	
Summer Internship Project Competition	Two Research papers from Summer Internship Project	Two Research papers from Summer Internship Project	Presentations
Research Project Report	Research Project Report	Research Project Report	Presentations

One NPTEL course	Two NPTEL Course	Two NPTEL Course	
Professional Development of Faculty	Professional Development of Faculty	Professional Development of Faculty	Regular Monitoring
Mid Semester Review	Mid Semester Review	Mid Semester Review	
End Semester Review	End Semester Review	End Semester Review	
Classroom Observation by External Expert, Director and Dean	Classroom Observation by External Expert, Director and Dean	Classroom Observation by External Expert, Director and Dean	
Workshop on Human Values and Professional Ethics	Workshop on Human Values and Ethics	Workshop on Human Values and Ethics	
	Two Domain Specific Panel Discussion	Two Domain Specific Panel Discussion	
	Unannounced quizzes in every subject	Unannounced quizzes in every subject	
	Mock Interviews at the end of the semester	Mock Interviews at the end of the semester	
		Online Self-Assessment Tests	
		Question Bank in every Subject	
		You tube Channel on Teaching	

Academic Development Action Plan 2019-2020

Academic Initiative	Learning Outcomes/Skills Generated	Measurable/ Assessment	Timeline / Execution	Person Responsible
Three domain specific Curriculum enrichment sessions by inviting external experts	• Project Management Skills • Analytical Skills • Business Acumen and analysis	• Students Feedback survey • Number of students progressing to advanced Certifications • Project based Assignment	• II and IIISemester	Dean Academics and Dean Student welfare
Two IIMs Case study in Every subject	• Planning • Problem Solving • Supervisory abilities • Organizational Skills • Analytical Skills • Business Decision Making • Teamwork	• Pre and Post Case Study Assessment.	• Enhancement of Case Study methodology through inclusion of Case Study from IIM/ICFAI Case Bank. • Every Semester	Course Faculty
Two Quizzes and two Tutorials in every subject	• Problem Solving • Analytical Skills • Conceptual Skills • Decision making	Quiz – Students Performance Score Sheet Tutorials – Unannounced Students Tests	Every Semester	Course Faculty
Two Industry based assignments in every subject during the semester	• Integrative and Applied Learning • Analytical Skills • Industry Insight • Business Decision making	• Grading of assignments	Every Semester	Course Faculty
Two Ted Talk in a semester	• Self-Motivation Skills • Listening Skills • Communication Skills	• Ted Talk – Students' Feedback of key learning	Ted Talk workshops in every semester	• Faculty In charge

News Analysis	• Business Decision Making • Communication Skills • Content	• Verbal Summarization	• Classes in Time Table in Every Semester • PDP Module	• Faculty In charge
Group Discussion	• Development of Students Critical Thinking • Communication skills • Leadership Skills	• Students Score sheet Based on different assessment parameters	• Classes in Time Table in Every Semester • PDP Module	• Faculty In charge
Value Addition courses	• Conceptual Knowledge • Integrative and Applied Learning • Analytical Skills • Industry insights	Ecommerce and Digital marketing HR Analytics Financial modeling Course Design Thinking	• Certification after Assessment	Dean Academics and Dean Student Welfare Course Coordinator
Online Self Learning Courses	• Knowledge • Integrative and Applied Learning • Analytical Skills • Industry insights	NCFM Certification Excel Certifications in Mkt/Finance/HR from Udemy/Coursera	• Certification after Assessment	• Faculty Mentors • Course Coordinator • SIP Faculty Guide
Inclusion of contents on Values and Professional Ethics will be done aggressively for students	• Ethical reasoning Foundations and skills for lifelong learning	• Observations of students performing a task • Analysis of student work products (e.g., Assignments, essays, oral presentations)	• Two Lectures in every course based on Ethical Contents in the respective domain areas	• Every faculty Member
Students Assessment Based on External committee Recommendation	• Students Assessment	5 Point Components for Internal Evaluation	• Every Semester • Periodical assessment	• Every faculty Member

Recommendations/ Suggestions/Advises of Academic Advisory Council Meeting	• Faculty Student Enrichment • Regular Up-gradation of Curriculum Design • Enhancement of Academic rigour • Intellectual capital of the institute	A number of discussions across various management domains along with strictly aligned learning outcomes	• Every Year in September	• All Stakeholders
Summer Internship Project Competition	• Business Decision Making • Communication Skills • Content • Integrative and Applied Learning • Analytical Skills • Industry insights	SIP Presentation Expert review Project Report Assessment	• At the end of IISemester	• SIP faculty Guide • SIP coordinator
Research Project Report	• Research Skills • Industry insights • Project and time management	Involvement of students in research paper writing Project Report Assessment External evaluation by University Experts	• In IV semester	• Faculty Guide
One NPTEL course	• Conceptual Knowledge • Integrative and Applied Learning	Domain Specific knowledge	• Periodical assessment • Certification	• Faculty In-charge Course
Professional Development of Faculty	• Intellectual Development • Professional Development	• Conceptual Research papers • Workshops and FDPs • Conferences • Training Programmes	• Yearly targets and Assessments	• Research Committee
Mid Semester	• Improvisation in	Structured Mid	• Mid semester	• Dean

Course Review	teaching pedagogy and course content • Identification of week students	semester review		Academics and Dean Student Welfare
End Semester course Review	• Improvisation in teaching pedagogy and course content • Identification of week students	Structured End semester review	• End semester	• Director, Dean Academics and Dean Student Welfare
Classroom Observation by External Expert, Director and Dean	• Development of Teaching Pedagogy • Developing course contents appropriate to university and general academic standards	Implementation of structured Classroom Observation system	• Every Semester	• Director, Dean Academics and External Expert
Human Value and Professional ethics	• Development of core and Ethical Values of faculty and students	Workshops and FDPs Guest Talk	• Certifications	• Human Values Course Coordinator

Academic Development Action Plan 2020-2021

Academic Initiative	Learning Outcomes/Skills Generated	Measurable/Assessment	Timeline / Execution	Person Responsible
Four domain specific Curriculum enrichment sessions by inviting external experts	• Project Management Skills • Analytical Skills • Business Acumen and analysis	• Students Feedback survey • Number of students progressing to advanced Certifications • Project based Assignment	• II and III Semester	Dean Academics and Dean Student welfare
Three IIMs Case study in Every subject	• Planning • Problem Solving • Supervisory abilities • Organizational Skills • Analytical Skills • Business Decision Making • Teamwork	• Pre and Post Case Study Assessment.	• Enhancement of Case Study methodology through inclusion of Case Study from IIM/ICFAI Case Bank. • Every Semester	Course Faculty
Two Quizzes and two Tutorials in every subject	• Problem Solving • Analytical Skills • Conceptual Skills • Decision making	Quiz – Students Performance Score Sheet Tutorials – Unannounced Students Tests	Every Semester	Course Faculty
Two Industry based assignments in every subject during the semester	• Integrative and Applied Learning • Analytical Skills • Industry Insight • Business Decision making	• Grading of assignments	Every Semester	Course Faculty
Three Ted Talk in a semester	• Self Motivation Skills • Listening Skills • Communication Skills	• Ted Talk – Students Feedback of key learning	Ted Talk workshops in every semester	• Faculty In charge

News Analysis	• Business Decision Making • Communication Skills • Content	• Verbal Summarization	• Classes in Time Table in Every Semester • PDP Module	• Faculty In charge
Group Discussion	• Development of Students Critical Thinking • Communication skills • Leadership Skills	• Students Score sheet Based on different assessment parameters	• Classes in Time Table in Every Semester • PDP Module	• Faculty In charge
Value Addition courses	• Conceptual Knowledge • Integrative and Applied Learning • Analytical Skills • Industry insights	Ecommerce and Digital marketing HR Analytics Financial modeling Course Design Thinking	• Certification after Assessment	Dean Academics and Dean Student Welfare Course Coordinator
Online Self Learning Courses	• Knowledge • Integrative and Applied Learning • Analytical Skills • Industry insights	NCFM Certification Excel Certifications in MKT/Finance/HR From Udemy/Coursera	• Certification after Assessment	• Faculty Mentors • Course Coordinator • SIP Faculty Guide
One session on Ethics in lesson plan of every subject	• Ethical reasoning Foundations and skills for lifelong learning	• Observations of students performing a task • Analysis of student work products (e.g., Assignments, essays, oral presentations)	Lectures in every course based on Ethical Contents in the respective domain areas	• Every faculty Member
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Research Project Report	• Research Skills • Industry insights • Project and time management	Involvement of Students in research paper writing Project Report Assessment External evaluation by University Experts	• In IV semester	• Faculty Guide
Two NPTEL course	• Conceptual Knowledge • Integrative and Applied Learning	Domain Specific knowledge	• Periodical assessment • Certification	• Faculty In charge Course
Professional Development of Faculty	• Intellectual Development • Professional Development	• Conceptual Research papers • Workshops and FDPs • Conferences • Training Programmes	• Yearly targets and Assessments	• Research Committee

Mid Semester Course Review	• Improvisation in teaching pedagogy and course content • Identification of week students	Structured Mid semester review	• Mid semester	• Dean Academics and Dean Student Welfare
End Semester course Review	• Improvisation in teaching pedagogy and course content • Identification of week students	Structured End semester review	• End semester	• Director, Dean Academics and Dean Student Welfare
Classroom Observation by External Expert, Director and Dean	• Development of Teaching Pedagogy • Developing course contents appropriate to university and general academic standards	Implementation of structured Classroom Observation system	• Every Semester	• Director, Dean Academics and External Expert
Human Value and Professional ethics	• Development of core and Ethical Values of faculty and students	Workshops and FDPs Guest Talk	• Certifications	• Human Values Course Coordinator
Two Domain Specific Panel Discussion	• Enhancement of Domain Knowledge • Integrative and Applied Learning • Intellectual Development	Students feedback based on learning Outcomes	• One in a semester	• Finance Faculty Members and Marketing Faculty Members
Unannounced quizzes in every subject	• Problem Solving • Analytical Skills • Conceptual Skills • Decision making	Quiz – Students Performance Score Sheet	Every Semester	Course Faculty
Mock Interviews at the end of the semester	• Domain Knowledge • Integrative and Applied Learning	Mock Interview – Students Performance Score Sheet	At the end of the semester	Faculty panel

Academic Development Action Plan 2021-2022

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Students Assessment Based on External committee Recommendation	• Students Assessment	5 Point Components for Internal Evaluation	• Every Semester • Periodical assessment	• Every faculty Member
Recommendations/	• Faculty Student	A number of	• Every Year in	• All

Suggestions/Advises of Academic Advisory Council Meeting	Enrichment • Regular Up-gradation of Curriculum Design • Enhancement of Academic rigour • Intellectual capital of the institute	discussions across various management domains along with strictly aligned learning outcomes	September	Stakeholders
Two Research papers from Summer Internship Project	• Business Decision Making • Communication Skills • Content • Integrative and Applied Learning • Analytical Skills • Industry insights	SIP Presentation Expert review Project Report Assessment	• At the end of IISemester	• SIP faculty Guide • SIP coordinator
Research Project Report	• Research Skills • Industry insights • Project and time management	Involvement of Students in research paper writing Project Report Assessment External evaluation by University Experts	• In IV semester	• Faculty Guide
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Mock Interviews at the end of the semester	• Domain Knowledge • Integrative and Applied Learning	Mock Interview – Students Performance Score Sheet	At the end of the semester	Faculty panel
Online Self-	• Conceptual	Online	First Internal	Course faculty

Assessment Tests	knowledge • Intellectual Development	Assessment	Exams	
Question Bank in every Subject	• Development of Students Critical Thinking • Enhancement of Domain Knowledge	Online Question Bank	In the mid of the semester after First Internal Exams	Course faculty
You tube Channel on Teaching	• Intellectual Development • Branding of the Institute	Short Videos on Domain Specific areas	During the semester	Course faculty

B. Student Development Activity

DETAILS OF ACTIVITY	2019-20	2020-21	2021-22
ENRICHMENT OF BODY AND SOUL			
	02 Recreational Activities Per Year, ongoing throughout the semester	02 Recreational Activities Per Year, ongoing throughout the semester	02 Recreational Activities Per Year, ongoing throughout the semester
CLUB EVENTS IN THE CAMPUS			
	08 Student Club Events in the Campus	08 Club Events in the Campus	08 Club Events in the Campus
EVENTS AT THE INSTITUTE			
	01 Intercollege Event Per Year	01 Intercollege Event Per Year	01 Intercollege Event Per year
	04 CSR Events to be organized Per Year	04 CSR Events to be organized Per Year	04 CSR Events to be organized Per Year
	04 Flagship Events	04 Flagship Events	04 Flagship Events
	04 Teams -Participation in Inter College Events	05 Teams-Participation in Inter College Events	06 Teams-Participation in Inter College Events
STUDENT GROOMING ACTIVITIES			
	Ongoing Modules- PDP, PCP and Wordsworth Module	Inclusion of Industry oriented modules together with PDP and Wordsworth Module.	Inclusion of Industry oriented modules together with PDP and Wordsworth Module.
MENTOR MENTEE PROGRAM			
	02 Correspondence with the Parents regarding attendance and Performance(Per Semester)	02 Correspondence with the Parents regarding attendance and Performance.	02 Correspondence with the Parents regarding attendance and Performance.
	10 Industry Mentors	10 Industry Mentors	10 Industry Mentors
ENTREPRENEURIAL DEVELOPMENT (Per Year)			
	01 EDP Camp Per Year	01 EDP Camp Per Year	01 EDP Camp Per Year
	02 Lecture by Young Entrepreneurs Per Year	03 Lecture by Young Entrepreneurs Per Year	04 Lecture by Young Entrepreneurs Per Year

Student Development Plan 2019-20					
Name of the Activity	**Action Plan**	**Outcome**	**Measurable**	**Activities /Timeline**	**Accountability**
Enrichment of Body and Soul	Recruitment of a Professional Trainer. Regular Sessions for Yoga for the students. Initiative of other recreational activities like Zumba will be taken in order to increase participation level. Regular Sports Activities. Implementation of Satya Sai Module.	Enrichment of Soul ensuring mental stability of students to deal with the stress. Ensuring the maintenance of health.	Participation of the students. Certification of the students in Satya Sai.	Activities to be undertaken: 1. Yoga-August-November, Feb-April- Twice a week. 2. Zumba-August-November, Feb-April- Twice a week. 3. Satya Sai Certification Module-3 Sessions Aug-Nov. 3 Sessions Feb-April.	Yoga - Hostel Warden Zumba -Hostel Warden Satya Sai Certification Module - Dr Anubha
Student Clubs and Committees	Student Activities for the following specialization club: Marketing Club. Finance and Economics Club. HR Club. IT,QT and Operations Club. Organizing Club Events on Regular Intervals.	Development of Communication and Managerial Skills through event Planning. Awareness of the Global, Economic and Financial Environment. Development of Interpersonal and Team Building Skills. Domain Specific Expertise. Enhancement ofAwareness about the Economy-National and International.	Organizing Quality events at Institutional Level. Participation of Students in Intercollege Competitions Organizing Intercollege events at our campus.	Events to be undertaken: **Odd Semester**: 1.Brand Challenge-Aug, 2019. 2.iWISH -The Eco Mirror-Sep,2019. 3. AbhinayManch-Oct, 2019. 4. Excellencia-Nov, 2019. **Even Semester**: 1. Wall of Fame/Shame - Feb, 2020. 2. Panel Discussion on Budget- March 2020. 3. War of Words- April, 2020. 4. Case Mania - Logistics and Supply Chain	**Odd Semester**: 1. Brand Challenge –Dr Lalit 2.iWISH -The Eco Mirror – Dr Nidhi Mathur 3. AbhinayManch - Ms. Prerna Garg 4. Excellencia- Dr Ajay Tripathi **Even Semester**: 1. Wall of Fame/Shame – Dr Lalit Sharma 2. Panel Discussion on Budget- Dr Nidhi Mathur 4. Case Mania - Logistics and Supply Chain

				Industry- April, 2020.	Industry - DrAnubha
Events at the Institute	**Organization of Flagship Events:** International Conference Corporate Summit Mercato Faculty Development Program **Organization of Intercollege Event:** Spardha **Regular Institutional Events:** Teachers' Day & Freshers' Party. Adios Amigos **CSR Events** Let's Educate Blood Donation Tree Plantation/Anti Plastic Campaign Visit to Orphanage **Participation in Intercollege Events outside the Institute:** 04 Teams in Elite B-Schools	Enhancement of Domain Specific Knowledge through interaction with the experts, Project Based Learning, Coordination Skills, Stage Management and Public Speaking Skills. Empathy towards the underprivileged in the Society and creating socially responsible professionals.	Number and Quality of events organized. Participation of Students as Event Coordinators. Involvement and Contribution of Students in the CSR Activities.	Events to be undertaken: **Flagship Events:** International Conference: December Corporate Summit: February FDP-July **Organization of Intercollege Event:** Spardha-April **Regular Institutional Events:** Teachers' Day & Freshers' Party- 5th Sep Adios Amigos- May **CSR Events:** Blood Donation Camp: March Tree Plantation/Anti Plastic Campaign: February Visit to Orphanage: January **Participation in Intercollege Events outside the Institute:** As per the opportunity available with	**Flagship Events:** International Conference: Dr Ashwani Varshney Corporate Summit: Dr Ashwani Varshney FDP -Dr Ashwani Varshney **Organization of Intercollege Event:** Spardha- Ms. Prerna Garg **Regular Institutional Events:** Teachers' Day & Freshers' Party- Ms. Prerna Garg Adios Amigos- Ms. Prerna Garg **CSR Events:** Blood Donation Camp: Dr Anubha Tree Plantation/Anti Plastic Campaign: Dr Ashwani varshney Visit to Orphanage: Dr Anubha **Participation in**

				Elite B-Schools.	**Intercollege Events outside the Institute:** As per the opportunity available with Elite B-Schools.
Student Grooming Activities	Ongoing Modules-PDP, PCP and Wordsworth Module. Inclusion of Industry specific modules as per the need of the industry. Individual student training as per the ongoing placement trends.	Enhanced communication and self-management skills.	Number of Placements. Quality of Placements.	Following Modules will be followed: Sem 1: PD Module-Basic Sem2: Campus to Corporate (PDP & Grooming) Sem 3: Campus to Corporate 2 (PDP & Grooming) Following levels of Wordsworth will be followed: Sem 1:Basic Sem 2: Intermediate Sem 3: Advanced	MsSanandi Sachdeva MsPriti Shroff Ms Shilpa Wadhwa
Mentor Mentee Program	Regular interaction with students by the Faculty Mentor. Regular interaction of Faculty Mentors with the parents. Identification of Industry Mentors and engagement of Students with them.	Constant monitoring of the students' performance. Constant monitoring of students' attendance. Industry Exposure through Experiential learning under the guidance of Industry Mentors.	Improvement in the attendance of the students. Improvement in the performance of the students. Industry Exposure in the guidance of Industry Mentor	Following steps will be undertaken: 02 Correspondence with the Parents regarding attendance and Performance- September & November (Odd Sem) 02 Correspondence with the Parents regarding	Correspondence with the Parents –Dr AnubhaAnd Dr Nidhi Mathur

				attendance and Performance- Feb &April (Even Sem) 10 Mentors from the Industry and JIM Alumni to be identified to mentor the group of students- During Sem 1, Sem 2 and Sem 3.	
Entrepreneurial Development	Initiating Active ED Cells. Conduction of EDP Camps. Guest Lectures of Young Entrepreneurs.	Development of Entrepreneurial Skills. Awareness of Government schemes for the entrepreneurs. Motivation for the budding Entrepreneurs.	Number of Entrepreneurial Activities. Number of Entrepreneurs.	01 EDP Camp Per Year- November 01 Lecture by Young Entrepreneur- September. 01 Lecture by Young Entrepreneur- March.	Dr. Nidhi Mathur

Student Development Plan 2020-21					
Name of the Activity	Action Plan	Outcome	Measurable	Activities /Timeline	Accountability
Enrichment of Body and Soul	Recruitment of a Professional Trainer. Regular Sessions for Yoga for the students. Initiative of other recreational activities like Zumba will be taken in order to increase participation level. Regular Sports Activities. Implementation of Satya Sai Module.	Enrichment of Soul ensuring mental stability of students to deal with the stress. Ensuring the maintenance of health.	Participation of the students. Certification of the students in Satya Sai.	Activities to be undertaken: 1. Yoga-August-November, Feb-April- Twice a week. 2. Zumba-August-November, Feb-April- Twice a week. 3. Satya Sai Certification Module-3 Sessions Aug-Nov. 3 Sessions Feb-April.	Yoga - Hostel Warden Zumba -Hostel Warden Satya Sai Certification Module - Dr Anubha
Student Clubs and Committees	Student Activities for the following specialization club: Marketing Club. Finance and Economics Club. HR Club. IT,QT and Operations Club. Organizing Club Events on Regular Intervals.	Development of Communication and Managerial Skills through event Planning. Awareness of the Global, Economic and Financial Environment. Development of Interpersonal and Team Building Skills. Domain Specific Expertise. Enhancement of Awareness about the	Organizing Quality events at Institutional Level. Participation of Students in Intercollege Competitions Organizing Intercollege events at our campus.	Events to be undertaken: **Odd Semester**: 1.Brand Challenge-Aug, 2020. 2.iWISH -The Eco Mirror-Sep,2020. 3. AbhinayManch-Oct, 2020. 4. Excellencia-Nov, 2020. **Even Semester**: 1. Let's Market - Feb, 2021. 2. Panel Discussion on	**Odd Semester**: 1. Brand Challenge – Dr Lalit Sharma 2.iWISH -The Eco Mirror – Dr Nidhi Mathur 3. AbhinayManch-MsPrerna Garg 4. Excellencia-Dr Ajay Tripathi **Even Semester**: 1. Let's market – Dr Lalit Sharma 2. Panel Discussion on Budget- Dr Ashwani Varshney 3. War of Words-Ms.Sanandi 4. Let's Solve-DrAnubha

		Economy- National and International.		Budget- March 2021. 3. War of Words- April, 2021. 4. Let's Solve- April, 2021.	
Events at the Institute	**Organization of Flagship Events:** International Conference Corporate Summit Mercato Faculty Development Program **Organization of Intercollege Event:** Spardha **Regular Institutional Events:** Teachers' Day & Freshers' Party. Adios Amigos **CSR Events** Let's Educate Blood Donation Tree Plantation/Anti Plastic Campaign Visit to Orphanage **Participation in Intercollege Events outside the Institute:** 05 Teams in Elite B-Schools	Enhancement of Domain Specific Knowledge through interaction with the experts, Project Based Learning, Coordination Skills, Stage Management and Public Speaking Skills. Empathy towards the underprivileged in the Society and creating socially responsible professionals.	Number and Quality of events organized. Participation of Students as Event Coordinators. Involvement and Contribution of Students in the CSR Activities.	Events to be undertaken: **Flagship Events:** International Conference: December Corporate Summit: February Mercato: October FDP-July **Organization of Intercollege Event:** Spardha-April **Regular Institutional Events:** Teachers' Day & Freshers' Party- 5th Sep Adios Amigos-May **CSR Events:** Blood Donation Camp: March Tree Plantation/Anti Plastic Campaign: February Visit to Orphanage: January **Participation in**	**Flagship Events:** International Conference: Dr Ashwani Varshney Corporate Summit: Dr Ashwani Varshney Mercato: Dr Lalit Sharma FDP -Dr Ashwani Varshney **Organization of Intercollege Event:** Spardha- Dr Nidhi Mathur **Regular Institutional Events:** Teachers' Day & Freshers' Party- Ms. Sanandi Adios Amigos- Ms. Sanandi **CSR Events:** Blood Donation Camp: Dr Anubha Tree Plantation/Anti Plastic Campaign: Dr Nidhi Mathur

				Intercollege Events outside the Institute: As per the opportunity available with Elite B-Schools.	Visit to Orphanage: Dr Anubha **Participation in Intercollege Events outside the Institute:** As per the opportunity available with Elite B-Schools.
Student Grooming Activities	Ongoing Modules-PDP, PCP and Wordsworth Module. Inclusion of Industry specific modules as per the need of the industry. Individual student training as per the ongoing placement trends.	Enhanced communication and self-management skills.	Number of Placements. Quality of Placements.	Following Modules will be followed: Sem 1: PD Module-Basic Sem2: Campus to Corporate (PDP & Grooming) Sem 3: Campus to Corporate 2 (PDP & Grooming) Following levels of Wordsworth will be followed: Sem 1: Basic Sem 2: Intermediate Sem 3: Advanced INCLUSION OF IOM AS PER THE NEED	MsSanandi Sachdeva MsPriti Shroff Ms Shilpa Wadhwa
Mentor Mentee Program	Regular interaction with students by the Faculty Mentor. Regular interaction of Faculty Mentors with the parents. Identification of Industry Mentors and engagement of Students with them.	Constant monitoring of the students' performance. Constant monitoring of students' attendance. Industry Exposure	Improvement in the attendance of the students. Improvement in the performance of the students. Industry Exposure in the guidance of Industry Mentor	Following steps will be undertaken: 02 Correspondence with the Parents regarding attendance and Performance- September &November (Odd Sem)	Correspondence with the Parents - Ms. Sanandi And Dr Nidhi Mathur

		through Experiential learning under the guidance of Industry Mentors.		02 Correspondence with the Parents regarding attendance and Performance-Feb &April (Even Sem) 10 Mentors from the Industry and JIM Alumni to be identified to mentor the group of students- During Sem 1, Sem 2 and Sem 3.	
Entrepreneurial Development	Initiating Active ED Cells. Conduction of EDP Camps. Guest Lectures of Young Entrepreneurs.	Development of Entrepreneurial Skills. Awareness of Government schemes for the entrepreneurs. Motivation for the budding Entrepreneurs.	Number of Entrepreneurial Activities. Number of Entrepreneurs.	01 EDP Camp Per Year-November 01 Lecture by Young Entrepreneur- September. 01 Lecture by Young Entrepreneur- March.	Dr. Nidhi Mathur

Student Development Plan 2021-22					
Name of the Activity	Action Plan	Outcome	Measurable	Activities /Timeline	Accountability
Enrichment of Body and Soul	Recruitment of a Professional Trainer. Regular Sessions for Yoga for the students. Initiative of other recreational activities like Zumba will be taken in order to increase participation level. Regular Sports Activities. Implementation of Satya Sai Module.	Enrichment of Soul ensuring mental stability of students to deal with the stress. Ensuring the maintenance of health.	Participation of the students. Certification of the students in Satya Sai.	Activities to be undertaken: 1. Yoga-August-November, Feb-April- Twice a week. 2. Zumba-August-November, Feb-April- Twice a week. 3. Satya Sai Certification Module-3 Sessions Aug-Nov. 3 Sessions Feb-April.	Yoga - Hostel Warden Zumba -Hostel Warden Satya Sai Certification Module - Dr Anubha
Student Clubs and Committees	Student Activities for the following specialization club: Marketing Club. Finance and Economics Club. HR Club. IT, QT and Operations Club. Organizing Club Events on Regular Intervals.	Development of Communication and Managerial Skills through event Planning. Awareness of the Global, Economic and Financial Environment. Development of Interpersonal and Team Building Skills. Domain Specific Expertise. Enhancement of Awareness about the Economy-National and International.	Organizing Quality events at Institutional Level. Participation of Students in Intercollege Competitions Organizing Intercollege events at our campus.	Events to be undertaken: **Odd Semester**: 1. Brand Challenge-Aug, 2021. 2.iWISH -The Eco Mirror-Sep,2021. 3. Role Play Competition-Oct, 2021. 4. Excellencia-Nov, 2021. **Even Semester**: 1. Let's Market - Feb, 2022. 2. Panel Discussion on Budget- March 2022. 3. Declamation-April, 2022. 4. Case Study	**Odd Semester**: 1. Brand Challenge –Dr Lalit Sharma 2.iWISH -The Eco Mirror – Dr Nidhi Mathur 3. Role Play Competition-Ms. Sanandi 4. Excellencia-Dr Ajay Tripathi **Even Semester**: 1. Let's market –Dr Lalit sharma 2. Panel Discussion on Budget- Dr Ashwani Varshney 3. Declamation-

				Competition-April, 2022.	Ms.Sanandi 4. Case Study Competition-Dr.Anubha
Events at the Institute	**Organization of Flagship Events:** International Conference Corporate Summit Mercato Faculty Development Program **Organization of Intercollege Event:** Spardha **Regular Institutional Events:** Teachers' Day & Freshers' Party. Adios Amigos **CSR Events** Let's Educate Blood Donation Tree Plantation/Anti Plastic Campaign Visit to Orphanage **Participation in Intercollege Events outside the Institute:** 06 Teams in Elite B-Schools	Enhancement of Domain Specific Knowledge through interaction with the experts, Project Based Learning, Coordination Skills, Stage Management and Public Speaking Skills. Empathy towards the underprivileged in the Society and creating socially responsible professionals.	Number and Quality of events organized. Participation of Students as Event Coordinators. Involvement and Contribution of Students in the CSR Activities.	Events to be undertaken: **Flagship Events:** International Conference: December Corporate Summit: February Mercato: October FDP-July **Organization of Intercollege Event:** Spardha-April **Regular Institutional Events:** Teachers' Day & Freshers' Party-5th Sep Adios Amigos-May **CSR Events:** Blood Donation Camp: March Tree Plantation/Anti Plastic Campaign: February Visit to Orphanage: January **Participation in Intercollege Events outside**	**Flagship Events:** International Conference: Dr Ashwani Varshney Corporate Summit: Dr Ashwani Varshney Mercato: Dr. Lalit Sharma Chowdhury FDP -Dr Ashwani Varshney **Organization of Intercollege Event:** Spardha- Dr Nidhi Mathur **Regular Institutional Events:** Teachers' Day & Freshers' Party-Ms. Sanandi Adios Amigos-Ms. Sanandi **CSR Events:** Blood Donation Camp: Dr Anubha Tree Plantation/Anti Plastic Campaign: Dr

				the Institute: As per the opportunity available with Elite B-Schools.	Nidhi Mathur Visit to Orphanage: Dr Anubha **Participation in Intercollege Events outside the Institute:** As per the opportunity available with Elite B-Schools.
Student Grooming Activities	Ongoing Modules-PDP, PCP and Wordsworth Module. Inclusion of Industry specific modules as per the need of the industry. Individual student training as per the ongoing placement trends.	Enhanced communication and self-management skills.	Number of Placements. Quality of Placements.	Following Modules will be followed: Sem 1: PD Module-Basic Sem2: Campus to Corporate (PDP & Grooming) Sem 3: Campus to Corporate 2 (PDP & Grooming) Following levels of Wordsworth will be followed: Sem 1: Basic Sem 2: Intermediate Sem 3: Advanced INCLUSION OF IOM AS PER THE NEED	MsSanandi Sachdeva MsPriti Shroff Ms Shilpa Wadhwa

Mentor Mentee Program	Regular interaction with students by the Faculty Mentor. Regular interaction of Faculty Mentors with the parents. Identification of Industry Mentors and engagement of Students with them.	Constant monitoring of the students' performance. Constant monitoring of students' attendance. Industry Exposure through Experiential learning under the guidance of Industry Mentors.	Improvement in the attendance of the students. Improvement in the performance of the students. Industry Exposure in the guidance of Industry Mentor	Following steps will be undertaken: 02 Correspondence with the Parents regarding attendance and Performance- September & November (Odd Sem) 02 Correspondence with the Parents regarding attendance and Performance- Feb &April (Even Sem) 10 Mentors from the Industry and JIM Alumni to be identified to mentor the group of students- During Sem 1, Sem 2 and Sem 3.	Correspondence with the Parents - Ms. Sanandi And Dr Nidhi Mathur
Entrepreneurial Development	Initiating Active ED Cells. Conduction of EDP Camps. Guest Lectures of Young Entrepreneurs. Mentoring by Young Entrepreneurs	Development of Entrepreneurial Skills. Awareness of Government schemes for the entrepreneurs. Motivation for the budding Entrepreneurs.	Number of Entrepreneurial Activities. Number of Entrepreneurs.	01 EDP Camp Per Year- November 01 Lecture by Young Entrepreneur- September. 01 Lecture by Young Entrepreneur- March.	Dr. Nidhi Mathur

II. Admissions

Analysis of Admissions	
Strengths	**Challenges**
• Brand name & legacy of Jaipuria • Well defined entrance standards provide clear pathways for admissions • Strategic Location of Institute in Delhi/NCR • Only ONE program in the Institute • 18 years of teaching experience of MBA program • Excellent service to Students • Applications are processed in a timely manner • Knowledgeable admission staff	• Declining enrollment of students in UPSEE Examination • No separate Admission Professionals / Marketing Team for MBA program • Confusion with similar name Institutes e.g. Jaipuria Institute of Management, Noida • Competition with other PGDM Institutes • Very low fee to Admission Consultants in comparison to other MBA/PGDM Institutes • Lack of Infrastructure for starting new courses • Highest Fee among all MBA Institutes across UP in AKTU, Lucknow

A. Quality of admissions to improve

- To increase the number and to improve the quality of student can be looked through the strategic positioning and refinements in our MBA programme.

- JIM will aggressively implement media plan/online campaigning that highlights JIM's MBA points of differentiation/USP'si.e.Value-addedCertifications in various domains,Communication Classes, Employment Enhancement programme (EEP), Club activities, Innovative Teaching pedagogy, Brand image(legacy) and various Events.Hoardings/Flexes will be used for wider communication. The institute will participate in the Education Fairs in the different regions of the U.P./Bihar to increase the presence of JIM among MBA aspirants.

- Social media like Facebook, Twitter, and YouTube will be used as a major tool to interact with the students for admission. Exhaustive and engaging Online campaigning will be started through these tools for MBA aspirants.

- The Institute will identify and make relationship with the consultants in different regions of U.P/Bihar/West Bengal. Comprehensive relationship Plan will be implemented.Existing batch of students in MBA will be encouraged to counsel the students for the admissions.

- The catchment area should also be increased in other states. Institute should have larger pool of prospective students for admissions. The pool of the students should be from good institutions of Delhi/NCR.

- Perception of the institute is to be enhanced among the parents as well as students.

B. Admissions Summary

Admissions Plan Summary			
Year	Year: 2019-20	Year: 2020-21	Year: 2021-22
Batch	Batch: 2020-22	Batch: 2021-23	Batch: 2022-23
Target	Target Admissions: 180	Target Admissions: 240	Target Admissions: 240
Sources	Admissions through Website Enquiry-20	Admissions through Website Enquiry-25	Admissions through Website Enquiry-25
	Admissions through Google Enquiry-10	Admissions through Google Enquiry-15	Admissions through Google Enquiry-15
	Admissions through Consultant-35	Admissions through Consultant-40	Admissions through Consultant-40
	Admissions through MAT/CAT/CMAT-45	Admissions through MAT/CAT/CMAT-60	Admissions through MAT/CAT/CMAT-60
	Admissions through References-15	Admissions through References-20	Admissions through References-20

	Admissions through TQ- 25	Admissions through TQ- 40	Admissions through TQ- 40
	Admissions through UPSEE-10	Admissions through UPSEE-10	Admissions through UPSEE-10
	Admission through Walkin-15	Admission through Walkin-20	Admission through Walkin-20
	Admissions through other sources-5	Admissions through other sources-10	Admissions through other sources-10
Initiatives	Emailers on Placement, USP, Event	Emailers on Placement, USP, Event	Emailers on Placement, USP, Event
	Facebook Post on Placement, Events, Faculty, Alumni	Facebook Post on Placement, Events, Faculty, Alumni	Facebook Post on Placement, Events, Faculty, Alumni
	Local and outstation GD/PI	Local and outstation GD/PI	Local and outstation GD/PI
	Consultants Association-40	Consultants Association-45	Consultants Association-50
	Students Video on placement, communication skill-5	Students Video on placement, communication skill-5	Students Video on placement, communication skill-5
	Faculty Video-2	Faculty Video-4	Faculty Video-5
	Hoarding in month of May-July at 3 locations	Hoarding in month of May-July at 3 locations	Hoarding in month of May-July at 4 locations
	10 Seminars/Workshops on PD/Communication	15 Seminars/Workshops on PD/Communication	20 Seminars/Workshops on PD/Communication
	Interaction with Principals/Directors -10	Interaction with Principals/Directors -15	Interaction with Principals/Directors -20
	Quarterly Newsletter	Quarterly Newsletter	Quarterly Newsletter

C. Action Plan 2019-20

1. Month wise local & Outstation GD/PI

Month	Places	Action to be taken	Ownership
December	**Local & Outstation GDPI**	• Printing of Brochures/flyers. • Calling on September data. • Appointment of Admission counselor/Tele caller/Admission Manager. • Identification of Graduate colleges/Professional Institutes having graduate courses in U.P. • Promotion of Institute activities in different under graduate colleges through Emailer • Association with the consultants in different cities. • Arrangement of Local Data. • Outstation Visits. • Social Media Campaign • Emailers on Admission data about Institute activities • Calling on other available data	Dr. Ashwani & Dr. Ajay Tele Callers Director Sir Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi Mathur & Dr. Ajay Dr. Anil Gupta Dr. Anil Gupta Admissions Team Dr. Ajay Dr. Ajay Tele Callers
January	**Local & Outstation GDPI**	• Arrangement of December MAT data. (Purchase from AIMA) • Calling on all available data. • Notifications in local newspapers for Local GDPIs. • Social Media Campaign • Regular visits/Contacts with the consultants. • Contact with Undergraduate colleges for counseling sessions • Sending bulk mails on the school parents' data regarding the institution activities. • Hoardings at different Jaipuria Institutions • Listing of the admission banner in different institute/ college Facebook page, website • Outstation Visits/Career Counseling sessions. • Channelizing Alumni database for Admissions	Dr. Anil Gupta Tele Callers Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Ajay Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Admissions Team Dr. Nidhi, Dr. Anubha, Ms.

			Sanandi
February	**Local & Outstation GDPI**	• Social Media Campaign • Notifications in local newspapers for Local GDPIs. • Regular visits/Contacts with the consultants. • Calling • Community Center Projects at different places of Delhi NCR • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions	Dr Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Anil Gupta Tele Callers Dr. Ashwani Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi
March	**Local & Outstation GDPI**	• Interview of the Director in the local newspaper regarding the institute activities. • Social Media Campaign • Regular visits/Contacts with the consultants. • Contact with University Professors • Calling • Inter College Students Events for Engagement • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions	Ms. Khushboo Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Tele Callers Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi
April	**Local & Outstation GDPI**	• Social Media Campaign • Arrangement of local data • Regular visits/Contacts with the consultants • Distribution of Flyers on UPSEE and BBA • Hoardings in NCR region • Placement Branding at Local Level through social media • Inter College Students Events for Engagement • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions	Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi

May	**Local & Outstation GDPI**	• Social Media Campaign • Regular visits/Contacts with the consultants. • Contact with University Professors • Calling • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions • Hoardings in NCR region	Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Tele Callers Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi Dr. Anil Gupta
June	**Local & Outstation GDPI**	• Arrangement of May MAT data (Purchase from AIMA). • Social Media Campaign • Advertisement in local newspapers for outstation GDPIs. • Regular visits/Contacts with the consultants. • Contact with University Professors • Calling • Channelizing Alumni database for Admissions • Hoardings in NCR region • Flyer Distribution in newspapers/CCS University Examination	Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Ms. Khushboo Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi Dr. Anil Gupta Dr. Ashwani & Dr. Ajay
July	**Local & Outstation GDPI**	• Regular visits/Contacts with the consultants. • Contact with University Professors • Calling on local data • Channelizing Alumni database for Admissions • Flyer Distribution in newspapers/CCS University Examination	Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Tele Callers Dr. Nidhi, Dr. Anubha, Ms. Sanandi Dr. Ashwani & Dr. Ajay

2. Admissions Actionable

Admissions Actionable

	Activity	Ownership	Deadline
1	Alumni details for admission purpose i.e. alumni details city wise (city to which they belong), college wise (from where they have pass out graduation)	Ms. Abhilasha /Dr Ajay Tripathi	Before 25th December
2	Emailers	Dr Ashwani Varshney &Dr. Ajay Tripathi	Before 10th December
3	E-mailers to be sent to the available data	Dr. Ajay Tripathi	Regular as per social media plan
4	City wise Placement emailers to be sent on CMAT/MAT data after doing city wise classification	Dr. Ajay Tripathi	Regular as per social media plan
5	Faculty videos (2-3 minutes) to be uploaded on you tube and other platforms	Dr. Ashwani Varshney/Dr. Ajay Tripathi	Before 25th May
6	USP Emailers on all available data	Dr. Ajay Tripathi	Regular as per social media plan
7	Faculty Emailers to be sent on the Admission data (MAT, CAT, CMAT etc.)	Dr. Ashwani Varshney/Dr. Ajay Tripathi	Regular as per social media plan
8	Banners to be sent on alumni data on their birthdays	MsAbhilasha	Regular
9	Consultant Database	Dr. Anil Gupta	Before 31st December
10	Flexes and standees	Dr Ashwani Varshney and Dr Anil Gupta	20-Dec
11	Banners and Flexes at Jaipuria's different ventures	Dr Ashwani varshney and Dr Anil Gupta	20-Dec
12	Hoardings	Dr Ashwani varshney and Dr Anil Gupta	In the month of April, May and June

3. Outstation GD/PI Marketing Plan

Outstation GD/PI Marketing Plan		
Target Cities	Agra, Campus, Lucknow, Kanpur, Patna, Gorakhpur, Dehradun, Varanasi, Allahabad, Kolkata	
Target Months	Jan 2020-Jun 2020	Ownership
Target Activities	Letters by Post	Dr Ashwani & Dr Ajay
	SMS	Dr Ajay
	Calling	Tele Callers
	Emails	Dr Ajay
	Social Media Campaign	Dr Ashwani & Dr Ajay
	Alumni Interactions	Dr. Nidhi, Dr. Anubha, Ms. Sanandi

4. Local Institutions Marketing Plan

Local Institutions Marketing Plan		
Target Cities	Delhi / NCR	
Target Months	Dec 2019-Jun 2020	Ownership
Target Activities	Emails	Dr. Ajay & Dr. Ashwani
	Calling	Tele Callers
	Seminar/Workshop on PD/Communication	Dr. Saurabh & Dr. Nidhi
	Interaction with Principals/Directors	Dr. Saurabh & Dr. Nidhi
	Sending Brochures	Dr. Ajay & Dr. Ashwani

5. MAT and Other Data Marketing Plan

MAT and Other Data Marketing Plan		
Target Cities	Agra, Campus, Lucknow, Kanpur, Patna, Gorakhpur, Dehradun, Varanasi, Allahabad, Kolkata	
Target Months	Jan 2020-Jun 2020	Ownership
Target Activities	Arrangement of Data	Dr Anil, Dr Ashwani, Dr Ajay
	Letters by Post	Dr Ashwani & Dr Ajay
	SMS	Dr Ajay
	Calling	Tele Callers
	Emails	Dr Ajay
	Social Media Campaign	Dr Ashwani & Dr Ajay

6. Hoarding Marketing Plan

Hoarding Marketing Plan		
Target Cities	Ghaziabad	
Target Months	April 2020-Jun 2020	Ownership
Target Activities	Selection of Vendor	Dr Anil, Dr Ashwani, Dr Ajay
	Selection of Locations/Sites	Dr Anil, Dr Ashwani, Dr Ajay
	Design / Creative	Dr Anil, Dr Ashwani, Dr Ajay

7. Social Media Plan

Month	Week 1			Week 2		Week 3		Week 4	
	Days	Platform	Activity	Platform	Activity	Platform	Activity	Platform	Activity
Dec	Monday							Facebook	Monday Motivation
	Tuesday							Emailer/ Whatsapp	Placement City Wise
	Wednesday							Facebook	Newsletter
	Thursday							Emailer/ Whatsapp	Events Emailer
	Friday							Facebook	Friday Faculty
	Saturday							Facebook	Distinguished Speakers
Jan	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ WhatsApp	USP	Emailer/ WhatsApp	Placement City Wise	Emailer/ WhatsApp	USP	Emailer/ WhatsApp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ WhatsApp	Events Emailer	Emailer/ WhatsApp	Events Emailer	Emailer/ WhatsApp	Events Emailer	Emailer/ WhatsApp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Feb	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ WhatsApp	USP	Emailer/ WhatsApp	Placement City Wise	Emailer/ WhatsApp	USP	Emailer/ WhatsApp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ WhatsApp	Events Emailer	Emailer/ WhatsApp	Events Emailer	Emailer/ WhatsApp	Events Emailer	Emailer/ WhatsApp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers

Mar	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ WhatsApp	USP	Emailer/ WhatsApp	Placement City Wise	Emailer/ WhatsApp	USP	Emailer/ WhatsApp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ WhatsApp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Apr	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
May	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Jun	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise

	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Jul	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers

D. Action Plan 2020-21

1. Month wise local & Outstation GD/PI

Month	Places	Action to be taken	Ownership
December	**Local & Outstation GDPI**	• Printing of Brochures/flyers. • Calling on September data. • Appointment of Admission counselor/Tele caller/Admission Manager. • Identification of Graduate colleges/Professional Institutes having graduate courses in U.P. • Promotion of Institute activities in different under graduate colleges through Emailer • Association with the consultants in different cities. • Arrangement of Local Data. • Outstation Visits. • Social Media Campaign • Emailers on Admission data about Institute activities • Calling on other available data	Dr. Ashwani & Dr. Ajay Tele Callers Director Sir Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi Mathur & Dr. Ajay Dr. Anil Gupta Dr. Anil Gupta Admissions Team Dr. Ajay Dr. Ajay Tele Callers
January	**Local & Outstation GDPI**	• Arrangement of December MAT data. (Purchase from AIMA) • Calling on all available data. • Notifications in local newspapers for Local GDPIs. • Social Media Campaign • Regular visits/Contacts with the consultants. • Contact with Undergraduate colleges for counseling sessions • Sending bulk mails on the school parents' data regarding the institution activities. • Hoardings at different Jaipuria Institutions • Listing of the admission banner in different institute/ college Facebook page, website • Outstation Visits/Career Counseling sessions.	Dr. Anil Gupta Tele Callers Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Ajay Dr. Anil Gupta Dr. Ashwani & Dr. Ajay

		• Channelizing Alumni database for Admissions	Admissions Team Dr. Nidhi, Dr. Anubha, Ms. Sanandi
February	**Local & Outstation GDPI**	• Social Media Campaign • Notifications in local newspapers for Local GDPIs. • Regular visits/Contacts with the consultants. • Calling • Community Center Projects at different places of Delhi NCR • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions	Dr Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Anil Gupta Tele Callers Dr. Ashwani Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi
March	**Local & Outstation GDPI**	• Interview of the Director in the local newspaper regarding the institute activities. • Social Media Campaign • Regular visits/Contacts with the consultants. • Contact with University Professors • Calling • Inter College Students Events for Engagement • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions	Ms. Khushboo Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Tele Callers Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi
April	**Local & Outstation GDPI**	• Social Media Campaign • Arrangement of local data • Regular visits/Contacts with the consultants • Distribution of Flyers on UPSEE and BBA • Hoardings in NCR region • Placement Branding at Local Level through social media • Inter College Students Events for Engagement • Contact with Undergraduate colleges for counseling sessions	Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta

		• Channelizing Alumni database for Admissions	Dr. Nidhi, Dr. Anubha, Ms. Sanandi
May	**Local & Outstation GDPI**	• Social Media Campaign • Regular visits/Contacts with the consultants. • Contact with University Professors • Calling • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions • Hoardings in NCR region	Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Tele Callers Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi Dr. Anil Gupta
June	**Local & Outstation GDPI**	• Arrangement of May MAT data (Purchase from AIMA). • Social Media Campaign • Advertisement in local newspapers for outstation GDPIs. • Regular visits/Contacts with the consultants. • Contact with University Professors • Calling • Channelizing Alumni database for Admissions • Hoardings in NCR region • Flyer Distribution in newspapers/CCS University Examination	Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Ms. Khushboo Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi Dr. Anil Gupta Dr. Ashwani & Dr. Ajay
July	**Local & Outstation GDPI**	• Regular visits/Contacts with the consultants. • Contact with University Professors • Calling on local data • Channelizing Alumni database for Admissions • Flyer Distribution in newspapers/CCS University Examination	Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Tele Callers Dr. Nidhi, Dr. Anubha, Ms. Sanandi Dr. Ashwani & Dr. Ajay

2. Admissions Actionable

Admissions Actionable

	Activity	Ownership	Deadline
1	Alumni details for admission purpose i.e. alumni details city wise (city to which they belong), college wise (from where they have pass out graduation)	Ms. Abhilasha /Dr Ajay Tripathi	Before 25th December
2	Emailers	Dr Ashwani Varshney &Dr. Ajay Tripathi	Before 10th December
3	E-mailers to be sent to the available data	Dr. Ajay Tripathi	Regular as per social media plan
4	City wise Placement emailers to be sent on CMAT/MAT data after doing city wise classification	Dr. Ajay Tripathi	Regular as per social media plan
5	Faculty videos (2-3 minutes) to be uploaded on you tube and other platforms	Dr. Ashwani Varshney/Dr. Ajay Tripathi	Before 25th May
6	USP Emailers on all available data	Dr. Ajay Tripathi	Regular as per social media plan
7	Faculty Emailers to be sent on the Admission data (MAT, CAT, CMAT etc.)	Dr. Ashwani Varshney/Dr. Ajay Tripathi	Regular as per social media plan
8	Banners to be sent on alumni data on their birthdays	MsAbhilasha	Regular
9	Consultant Database	Dr. Anil Gupta	Before 31st December
10	Flexes and standees	Dr Ashwani Varshney and Dr Anil Gupta	20-Dec
11	Banners and Flexes at Jaipuria's different ventures	Dr Ashwani varshney and Dr Anil Gupta	20-Dec
12	Hoardings	Dr Ashwani varshney and Dr Anil Gupta	In the month of April, May and June

3. Outstation GD/PI Marketing Plan

Outstation GD/PI Marketing Plan		
Target Cities	Agra, Campus, Lucknow, Kanpur, Patna, Gorakhpur, Dehradun, Varanasi, Allahabad, Kolkata	
Target Months	Jan 2020-Jun 2020	Ownership
Target Activities	Letters by Post	Dr Ashwani & Dr Ajay
	SMS	Dr Ajay
	Calling	Tele Callers
	Emails	Dr Ajay
	Social Media Campaign	Dr Ashwani & Dr Ajay
	Alumni Interactions	Dr. Nidhi, Dr. Anubha, Ms. Sanandi

4. Local Institutions Marketing Plan

Local Institutions Marketing Plan		
Target Cities	Delhi / NCR	
Target Months	Dec 2019-Jun 2020	Ownership
Target Activities	Emails	Dr. Ajay & Dr. Ashwani
	Calling	Tele Callers
	Seminar/Workshop on PD/Communication	Dr. Saurabh & Dr. Nidhi
	Interaction with Principals/Directors	Dr. Saurabh & Dr. Nidhi
	Sending Brochures	Dr. Ajay & Dr. Ashwani

5. MAT and Other Data Marketing Plan

MAT and Other Data Marketing Plan		
Target Cities	Agra, Campus, Lucknow, Kanpur, Patna, Gorakhpur, Dehradun, Varanasi, Allahabad, Kolkata	
Target Months	Jan 2020-Jun 2020	Ownership
Target Activities	Arrangement of Data	Dr Anil, Dr Ashwani, Dr Ajay
	Letters by Post	Dr Ashwani & Dr Ajay
	SMS	Dr Ajay
	Calling	Tele Callers
	Emails	Dr Ajay
	Social Media Campaign	Dr Ashwani & Dr Ajay

6. Hoarding Marketing Plan

Hoarding Marketing Plan		
Target Cities	Ghaziabad	
Target Months	April 2020-Jun 2020	Ownership
Target Activities	Selection of Vendor	Dr Anil, Dr Ashwani, Dr Ajay
	Selection of Locations/Sites	Dr Anil, Dr Ashwani, Dr Ajay
	Design / Creative	Dr Anil, Dr Ashwani, Dr Ajay

7. Social Media Plan

Month	Week 1			Week 2		Week 3		Week 4	
	Days	Platform	Activity	Platform	Activity	Platform	Activity	Platform	Activity
Dec	Monday							Facebook	Monday Motivation
	Tuesday							Emailer/ Whatsapp	Placement City Wise
	Wednesday							Facebook	Newsletter
	Thursday							Emailer/ Whatsapp	Events Emailer
	Friday							Facebook	Friday Faculty
	Saturday							Facebook	Distinguished Speakers
Jan	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Feb	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers

Mar	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Apr	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
May	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Jun	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise

	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Jul	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers

E. Action Plan 2021-22

1. Month wise local & Outstation GD/PI

Month	Places	Action to be taken	Ownership
December	**Local & Outstation GDPI**	• Printing of Brochures/flyers. • Calling on September data. • Appointment of Admission counselor/Tele caller/Admission Manager. • Identification of Graduate colleges/Professional Institutes having graduate courses in U.P. • Promotion of Institute activities in different under graduate colleges through Emailer • Association with the consultants in different cities. • Arrangement of Local Data. • Outstation Visits. • Social Media Campaign • Emailers on Admission data about Institute activities • Calling on other available data	Dr. Ashwani & Dr. Ajay Tele Callers Director Sir Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi Mathur & Dr. Ajay Dr. Anil Gupta Dr. Anil Gupta Admissions Team Dr. Ajay Dr. Ajay Tele Callers
January	**Local & Outstation GDPI**	• Arrangement of December MAT data. (Purchase from AIMA) • Calling on all available data. • Notifications in local newspapers for Local GDPIs. • Social Media Campaign • Regular visits/Contacts with the consultants. • Contact with Undergraduate colleges for counseling sessions • Sending bulk mails on the school parents' data regarding the institution activities. • Hoardings at different Jaipuria Institutions • Listing of the admission banner in different institute/ college Facebook page, website • Outstation Visits/Career Counseling sessions. • Channelizing Alumni database for	Dr. Anil Gupta Tele Callers Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Ajay Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Admissions Team

		Admissions	Dr. Nidhi, Dr. Anubha, Ms. Sanandi
February	**Local & Outstation GDPI**	• Social Media Campaign • Notifications in local newspapers for Local GDPIs. • Regular visits/Contacts with the consultants. • Calling • Community Center Projects at different places of Delhi NCR • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions	Dr Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Anil Gupta Tele Callers Dr. Ashwani Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi
March	**Local & Outstation GDPI**	• Interview of the Director in the local newspaper regarding the institute activities. • Social Media Campaign • Regular visits/Contacts with the consultants. • Contact with University Professors • Calling • Inter College Students Events for Engagement • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions	Ms. Khushboo Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Tele Callers Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi
April	**Local & Outstation GDPI**	• Social Media Campaign • Arrangement of local data • Regular visits/Contacts with the consultants • Distribution of Flyers on UPSEE and BBA • Hoardings in NCR region • Placement Branding at Local Level through social media • Inter College Students Events for Engagement • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions	Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi

May	**Local & Outstation GDPI**	• Social Media Campaign • Regular visits/Contacts with the consultants. • Contact with University Professors • Calling • Contact with Undergraduate colleges for counseling sessions • Channelizing Alumni database for Admissions • Hoardings in NCR region	Dr. Ashwani & Dr. Ajay Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Tele Callers Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi Dr. Anil Gupta
June	**Local & Outstation GDPI**	• Arrangement of May MAT data (Purchase from AIMA). • Social Media Campaign • Advertisement in local newspapers for outstation GDPIs. • Regular visits/Contacts with the consultants. • Contact with University Professors • Calling • Channelizing Alumni database for Admissions • Hoardings in NCR region • Flyer Distribution in newspapers/CCS University Examination	Dr. Anil Gupta Dr. Ashwani & Dr. Ajay Ms. Khushboo Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Dr. Nidhi, Dr. Anubha, Ms. Sanandi Dr. Anil Gupta Dr. Ashwani & Dr. Ajay
July	**Local & Outstation GDPI**	• Regular visits/Contacts with the consultants. • Contact with University Professors • Calling on local data • Channelizing Alumni database for Admissions • Flyer Distribution in newspapers/CCS University Examination	Dr. Anil Gupta Dr. Nidhi Mathur &Dr. Saurabh Gupta Tele Callers Dr. Nidhi, Dr. Anubha, Ms. Sanandi Dr. Ashwani & Dr. Ajay

2. Admissions Actionable

Admissions Actionable

	Activity	Ownership	Deadline
1	Alumni details for admission purpose i.e. alumni details city wise (city to which they belong), college wise (from where they have pass out graduation)	Ms. Abhilasha /Dr Ajay Tripathi	Before 25th December
2	Emailers	Dr Ashwani Varshney &Dr. Ajay Tripathi	Before 10th December
3	E-mailers to be sent to the available data	Dr. Ajay Tripathi	Regular as per social media plan
4	City wise Placement emailers to be sent on CMAT/MAT data after doing city wise classification	Dr. Ajay Tripathi	Regular as per social media plan
5	Faculty videos (2-3 minutes) to be uploaded on you tube and other platforms	Dr. Ashwani Varshney/Dr. Ajay Tripathi	Before 25th May
6	USP Emailers on all available data	Dr. Ajay Tripathi	Regular as per social media plan
7	Faculty Emailers to be sent on the Admission data (MAT, CAT, CMAT etc.)	Dr. Ashwani Varshney/Dr. Ajay Tripathi	Regular as per social media plan
8	Banners to be sent on alumni data on their birthdays	MsAbhilasha	Regular
9	Consultant Database	Dr. Anil Gupta	Before 31st December
10	Flexes and standees	Dr Ashwani Varshney and Dr Anil Gupta	20-Dec
11	Banners and Flexes at Jaipuria's different ventures	Dr Ashwani varshney and Dr Anil Gupta	20-Dec
12	Hoardings	Dr Ashwani varshney and Dr Anil Gupta	In the month of April, May and June

3. Outstation GD/PI Marketing Plan

Outstation GD/PI Marketing Plan		
Target Cities	Agra, Campus, Lucknow, Kanpur, Patna, Gorakhpur, Dehradun, Varanasi, Allahabad, Kolkata	
Target Months	Jan 2020-Jun 2020	Ownership
Target Activities	Letters by Post	Dr Ashwani & Dr Ajay
	SMS	Dr Ajay
	Calling	Tele Callers
	Emails	Dr Ajay
	Social Media Campaign	Dr Ashwani & Dr Ajay
	Alumni Interactions	Dr. Nidhi, Dr. Anubha, Ms. Sanandi

4. Local Institutions Marketing Plan

Local Institutions Marketing Plan		
Target Cities	Delhi / NCR	
Target Months	Dec 2019-Jun 2020	Ownership
Target Activities	Emails	Dr. Ajay & Dr. Ashwani
	Calling	Tele Callers
	Seminar/Workshop on PD/Communication	Dr. Saurabh & Dr. Nidhi
	Interaction with Principals/Directors	Dr. Saurabh & Dr. Nidhi
	Sending Brochures	Dr. Ajay & Dr. Ashwani

5. MAT and Other Data Marketing Plan

MAT and Other Data Marketing Plan		
Target Cities	Agra, Campus, Lucknow, Kanpur, Patna, Gorakhpur, Dehradun, Varanasi, Allahabad, Kolkata	
Target Months	Jan 2020-Jun 2020	Ownership
Target Activities	Arrangement of Data	Dr Anil, Dr Ashwani, Dr Ajay
	Letters by Post	Dr Ashwani & Dr Ajay
	SMS	Dr Ajay
	Calling	Tele Callers
	Emails	Dr Ajay
	Social Media Campaign	Dr Ashwani & Dr Ajay

6. Hoarding Marketing Plan

Hoarding Marketing Plan		
Target Cities	Ghaziabad	
Target Months	April 2020-Jun 2020	Ownership
Target Activities	Selection of Vendor	Dr Anil, Dr Ashwani, Dr Ajay
	Selection of Locations/Sites	Dr Anil, Dr Ashwani, Dr Ajay
	Design / Creative	Dr Anil, Dr Ashwani, Dr Ajay

7. Social Media Plan

Month	Week 1			Week 2		Week 3		Week 4	
	Days	Platform	Activity	Platform	Activity	Platform	Activity	Platform	Activity
Dec	Monday							Facebook	Monday Motivation
	Tuesday							Emailer/ Whatsapp	Placement City Wise
	Wednesday							Facebook	Newsletter
	Thursday							Emailer/ Whatsapp	Events Emailer
	Friday							Facebook	Friday Faculty
	Saturday							Facebook	Distinguished Speakers
Jan	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Feb	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter

	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Mar	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Apr	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
May	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City

									Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Jun	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers
Jul	Monday	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation	Facebook	Monday Motivation
	Tuesday	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise	Emailer/ Whatsapp	USP	Emailer/ Whatsapp	Placement City Wise
	Wednesday	Facebook	Placement City Wise	Facebook	Newsletter	Facebook	Placement City Wise	Facebook	Newsletter
	Thursday	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer	Emailer/ Whatsapp	Events Emailer
	Friday	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty	Facebook	Friday Faculty
	Saturday	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers	Facebook	ALUMNI Banner	Facebook	Distinguished Speakers

III. Placements Development Plan

The Institute will be actively working towards strengthening of placement portfolio for improved placements. For this purpose, we will be adopting a two- fold strategy wherein at one end we will be working on our students to make them industry- ready as per the current industry requirements. At the other end, we will be working on establishing strong industry connect.

Placement Strategy

Action Points	Action Plan	Outcome	Measurable	Accountability
Identification of Prospective Employers	Reaching out to the potential employers by establishing contacts with the HR Heads or Senior Officials through continuous follow up on telephone / online engagement and through the Corporate Summit. Initiating Empanelment Procedure with the companies that require the same.	Enriched database to connect for various activities leading to good placements. Enhanced quality of SIP and Placements.	Number and Quality of Placements.	Ms Gunjan and Mr Manish
Continuous Involvement of the Recruiters	Inviting the HR Heads / Senior officials for Guest lecture. Continuous follow up with the Corporate for Summer Internships / student involvement in their events / live projects. Involvement of Industry Experts in Mock Interview.	Enhanced interest of the recruiters while they consider to hire for SIP and Placements. Increased brand credibility.	Number and Quality of Placements.	Ms Gunjan and Mr Manish
Special Efforts for Grade A Recruiters	Other than the regular efforts, some special efforts like wishing the recruiters on major festivals, continuous follow up about them and gifting tradition on Diwali can be undertaken.	Steady entry into the A Grade companies by relationship building.	Number of Placements in A Grade companies.	Ms Gunjan and Mr Manish
Taking feedback on the customized requirement for the organization	Understanding the customized requirement of the company and integrating the courses as per the demand of the company.	Making the student ready according to such requirements will boost the rate of placement in the companies.	Number of placements in the companies contacted for customized requirements.	Ms Gunjan and Mr Manish (Company Contact) Dr Ashwani Varshney (Course Integration)

Contacting Alumni placed in A Grade Companies	Continuous involvement of the alumni placed in Grade A Companies. Follow up with them regarding the requirements in the companies.	Increased Placement in the Grade A companies where JIM Alumni are working	Number and Quality of Placements.	Ms Gunjan, Mr Manish and MsAbhilasha.
Continuous follow up with the companies in which students have undertaken SIP	Continuous monitoring of the performance of the students during their SIP. Continuous follow up with the companies regarding PPO.	Conversion of SIP to PPO	Increased number of PPO	Faculty mentor (Regarding students' performance) Ms Gunjan and Mr Manish (Regarding PPO)
Feedback from the recruiters.	Designing feedback forms in order to obtain feedback of GD and PI rounds in the company.	Attaining feedback from the companies recruiting the students and working on the weak areas of the students through relevant module integration.	Constant monitoring of students' performance in GD and PI.	MsSanandi Sachdeva
Identifying the number of placements in each sector and Sector wise preparation including certification courses as per the domain of the student	Studying the trend of the Industry each year giving a precise view of number of placements in each sector. Inclusion of certifications like, HR Analytics, E-Commerce and Digital Marketing, Financial Derivatives and Risk Analysis, Supply Chain Management, Import/Export. Inclusion of workshops on Artificial Intelligence, Design Thinking, Big Data.	Giving a more specific outlook about the industry trend leading to a better sector wise preparation of students. Enhanced knowledge from the certification courses and workshops	Number and Quality of Placements.	Ms Gunjan and MrManish(Trend analysis) All Faculty (Sector wise preparation)

Student Preparation on Basic Communication Skills.	Following Modules will be followed: Sem 1: PD Module-Basic Sem2: Campus to Corporate (PDP & Grooming) Sem 3: Campus to Corporate 2 (PDP & Grooming) Following levels of Wordsworth will be followed: Sem 1:Basic Sem 2: Intermediate Sem 3: Advanced INCLUSION OF IOM AS PER THE NEED	Enhanced communication skills, improved confidence, better phonetics and improved pronunciation.	Number and Quality of Placements.	MsSanandi Sachdeva
Company wise preparation of the students.	Detailed discussion of the JD Received Detailed discussion on the KRA's Detailed discussion on Company Details Detailed discussion about the industry.	Enhanced knowledge of the students and increased chances of placement.	Increased number of placements	Concerned Faculty
Continuous motivation for overall improved performance.	Sharing the Student profiling with the students in order to explain them the weaknesses further motivating them for improved performance.	Enhanced Confidence and Motivation.	Confident students attaining better placements.	All Faculty

Placement Measurable

A. Placement Target

Batch	Placement Target	Average Package (in Rs.)	No. of Companies Processed
2015-17	100%	3.8 LPA	74
2016-18	100%	3.92 LPA	80
2017-19	100%	4.5 LPA	82
2018-20*	100%	5.0 LPA	110
2019-21*	100%	5.5 LPA	115
2020-22*	100%	6.0 LPA	130

Projected

B. Package Projection

Placement Target			
Batch	Placement Target	Average Package (in Rs.)	No. of Companies Processed
2015-17	100%	3.8 LPA	74
2016-18	100%	3.92 LPA	84
2017-19	100%	4.5 LPA	82
2018-20*	100%	5.0 LPA	110
2019-21*	100%	5.5 LPA	115
2020-22*	100%	6.0 LPA	130

C. Sector Wise Placement Projection

Sector Wise Placement Projection				
SN	Sectors	No of Selections 2019-20	No of Selections 2020-2021	No of Selections 2021-2022
1	Ecommerce	6	5	5
2	Education	11	11	11
3	Consultancy	10	12	10
4	BFSI	48	48	48
5	IT	6	7	8
6	Telecom	1	1	1
7	Retail	2	4	4
8	Real Estate	17	10	8
9	Media & Entertainment	2	2	3
10	Travel & Tourism	1	4	4
11	Manufacturing	10	8	9
12	FMCG	4	3	3
13	Pharma	1	2	3
14	Logistics	13	14	14
15	Medical Health	4	3	2
16	Facilities Management	9	10	9
17	Entrepreneur	3	4	5
18	Shipping	2	2	3
	Total	150	150	150

Eligible students for Placements

D. Placement Action Point 2019-20

Placement Action Points 2019-20		Target Months	Person responsible
No. of Companies for Company Visits	80	July-Dec	Manish/Gunjan
Resource persons for Guest Lectures	6	Sep-March	Manish/Gunjan
Panel Discussion on Mkt theme	1	April	Manish/Gunjan
External Mock Interview sessions	4	Aug- Nov	Manish/Gunjan
No. of companies for Summer Internships	55	Mid Feb-April	Manish/Gunjan
Corporate Summit	1	Feb	Manish/Gunjan
Industrial Visits	6	Sep-April	Manish/Gunjan
Connecting with regular recruiters	On Going		Manish/Gunjan
Preparation of Placement Brochure		June-July	Manish/Gunjan
Live Projects	1	Oct-Nov	Manish/Gunjan
Targeting A grade companies with package of more than 8 Lacs	15	Aug-Jan	Manish/Gunjan
Workshop on Resume writing	2	Feb/Aug	MsSanandi and Dr. Lalit Sharma
Company specific briefing sessions	On Going		Domain specific Faculty
SIP Workshop	1	May	All Faculty
Student counselling related to specializations	1	Dec-Jan	MsSanandi
Placement mentoring sessions	2	Sep-Nov	MsSanandi,Dr. Lalit and Ms Nidhi.

No. of Companies in 2019-20	
Final Placements	110
Summer Internships	55

E. Placement Action Point 2020-21

Placement Action Points 2020-21		Target Months	Person responsible
No. of Companies for Company Visits	85	July-Dec	Manish/Gunjan
Resource persons for Guest Lectures	8	Sep-March	Manish/Gunjan
Panel Discussion on HR/BFSI theme	2	April/Oct	Manish/Gunjan
External Mock Interview sessions	6	Aug- Nov	Manish/Gunjan
No. of companies for Summer Internships	60	Mid Feb-April	Manish/Gunjan
Corporate Summit	1	Feb	Manish/Gunjan
Industrial Visits	6	Sep-April	Manish/Gunjan
Connecting with regular recruiters	On Going		Manish/Gunjan
Preparation of Placement Brochure		June-July	Manish/Gunjan
Live Projects	1	Oct-Nov	Manish/Gunjan
Targeting A grade companies with package of more than 8 Lacs	18	Aug-Jan	Manish/Gunjan
Live Projects	1	Oct-Nov	Manish/Gunjan
Winter Internships	1	Nov-Dec	Manish/Gunjan
Workshop on Resume writing	2	Feb/Aug	MsSanandi and Dr. Lalit Sharma
Company specific briefing sessions	On Going		Domain specific Faculty
SIP Workshop	1	May	All Faculty
Student counselling related to specializations	1	Dec-Jan	MsSanandi
Preparation of students on Artificial intelligence		Oct	Concerned Faculty
Placement mentoring sessions	2	Sep-Nov	MsSanandi,Dr. Lalit and Ms Nidhi.

No. of Companies in 2020-21	
Final Placements	115
Summer Internships	60

F. Placement Action Point 2021-22

Placement Action Points 2021-22		**Target Months**	**Person responsible**
No. of Companies for Company Visits	90	July-Dec	Manish/Gunjan
Resource persons for Guest Lectures	8	Sep-March	Manish/Gunjan
Panel Discussion on Ecommerce/Retail theme	2	April/Oct	Manish/Gunjan
External Mock Interview sessions	6	Aug- Nov	Manish/Gunjan
No. of companies for Summer Internships	70	Mid Feb-April	Manish/Gunjan
Corporate Summit	1	Feb	Manish/Gunjan
Industrial Visits	6	Sep-April	Manish/Gunjan
Connecting with regular recruiters	On Going		Manish/Gunjan
Preparation of Placement Brochure		June-July	Manish/Gunjan
Live Projects	1	Oct-Nov	Manish/Gunjan
Targeting A grade companies with package of more than 8 Lacs	20	Aug-Jan	Manish/Gunjan
Live Projects	2	Oct-Nov	Manish/Gunjan
Winter Internships	2	Nov-Dec	Manish/Gunjan
Workshop on Resume writing	2	Feb/Aug	MsSanandi and Dr. Lalit
Company specific briefing sessions	On Going		Domain specific Faculty
SIP Workshop	1	May	All Faculty
Student counselling related to specializations	1	Dec-Jan	MsSanandi
Preparation of students on Big data		Oct	Concerned Faculty
Placement mentoring sessions	2	Sep-Nov	MsSanandi, Dr. Lalit and Ms Nidhi.

No. of Companies in 2021-22	
Final Placements	130
Summer Internships	70

G. List of companies with skill sets

SN	Company Name	Sector	Profile offered	Package	Skill Sets required
1	Amazon India	E-commerce	Associate	CTC Rs. 15-16 LPA	Knowledge of Six sigma/Project Management and Lean Processes. Strong Interpersonal and Communication skills. Ability to handle complex and ambiguous scenarios and take administrative and procedural decisions
2	Flipkart		Customer Service	CTC Rs. 5-6.5 LPA	Good academic records, Excellent verbal and written communication.
3	Paytm		HR Executive	3-4.5 LPA	Strong interpersonal skills, Good in Excel /office to maintain dashboards or reports
4	Indiamart Intermesh		Executive-Client acquisition	3 Lakh + Incentives	Quick thinker and problem solver, positive and enthusiastic attitude, Customer focus and result oriented approach
5	99acres.com		Sr. Executive-Corporate Sales	CTC Rs. 5.50 LPA	Excellent communication skills and enterprising. Knowledge of principles and methods of showing, promoting and selling products. Communicate effectively, foster innovation, drive execution and demonstrate high integrity
6	Just dial		Certified Internet Consultants	CTC Rs. 3.08 LPA	Fluency in English, Hindi and one regional language. Ability to comprehend, follow instructions and directions. Ability to handle work pressure
7	Book My show		Executive-Digital marketing	CTC Rs. 4.5-5.5 LPA	Exceptionally Fluent Communication Skills, Proficiency in Word, Excel, Power Point and Outlook, Reading and interpreting Google Analytics Data, Hands-on experience of handling, executing, optimizing and analyzing Digital Campaigns
8	Ebay.in		Associate	CTC Rs. 4.5-5.5 LPA	Excellent Communication, Be creative and logical in thinking, Team player, knowledge of market mapping
9	Byju's	Education	Business Development Associate	CTC Rs. 10 LPA	75% above in 10th. A knack for sales and positioning an idea. Excellent communication skills

10	Jaro Education		Corporate Relations Executive	CTC Rs. 7.86 LPA	Good Communication, exhibit confidence and objection handling skills. Comfortable working with targets.
11	Merit nation		Business Development Executive	CTC Rs. 3-3.5 LPA	Good Communication and convincing skills. Must have his won two-wheeler and an android phone
12	Educomp Solutions		Business Development Executive	CTC Rs. 4 LPA	Decision-making, planning, delegation, communication and time management
13	Extramarks Education		School Relations officer	CTC Rs. 5 LPA	Communication, Personality, Convincing ability. Ready to prepare presentations and giving demonstrations
14	Toppr Learning		Management Trainee	CTC Rs. 5 LPA	Adaptability, Creativity, Interpersonal skills, Flair for sales
15	Dexler Education		Business Development Executive	CTC Rs. 4.5-5 LPA	Good in technical and conceptual skills, Decision making, planning and interpersonal skills, Flexible
16	NIIT Technologies		Client Executive	CTC Rs. 3.25 LPA	Excellent written and verbal communication skills, outgoing personality, ability to detail. Must be Proactive, take initiative and able to trouble shoot and handle pressure
17	Pearson Education		Management Trainee	CTC Rs. 4.5-5 LPA	Communication, Time management, Organizational awareness, competitor mapping
18	Careers360		Management Trainee	CTC Rs. 4.5-5 LPA	Positive thinking, Team Management, Communication, resilience
19	Federal bank	BFSI	Personal banker	CTC Rs. 9-9.5 LPA	Institute's Accreditation is must. 60% throughout. Strong concepts and excellent communication and aptitude skills
20	Capital First		Management Trainee	CTC Rs. 5.5-6 LPA	Good academic background, Excellent verbal and written communication, Interpersonal skills, Multitasker, Adaptable
21	HDFC Bank		Personal banker	CTC Rs. 4.23 LPA	Communication, Sales and influencing skills. Knowledge of current trends in financial industry.
22	ICICI Bank		Management Trainee	CTC Rs. 5-5.5 LPA	Excellent Communication, Strong analytical skills. Strong knowledge of financial products and banking industry
23	Kotak Mahindra bank		Relationship Officer	CTC Rs. 4.80 LPA	Communication, Sales and influencing skills. Knowledge of current trends in financial industry.
24	Aditya birla AMC		Management Trainee	CTC Rs. 5.5 LPA	Knowledge of financial products like investments, MF etc. Strong communication skills. Open for relocation

25	Citi Bank		Management Trainee	CTC Rs. 5-6.5 LPA	65% marks throughout academics, Excellent communication, Pleasing personality, No MTI influence, Knowledge of banking industry and its related products, Flair for sales
26	Bajaj Allianz		Executive Trainee	CTC Rs. 5.5 LPA	Efficient in Excel and Power point presentation. Building and developing customer partnerships. Impactful presentation and listening
27	Mahindra Finance		Management Trainee	CTC Rs. 5-5.5 LPA	Institute's ranking, Excellent communication, Ready to relocate, knowledge of financial industry, strong concepts
28	Home First Finance		Management Trainee	CTC Rs. 6.15 LPA	Excellent communication and analytical skills. 60% marks in 10th & 12th. Sales driving ability. ATL/BTL campaigning activities
29	Tata Capital		Management Trainee	CTC Rs. 5-6 LPA	Financial reporting, analytical ability, strong concepts, excellent interpersonal skills
30	SpandanaSpoorthy		Executive Trainee	CTC Rs. 5.5 LPA	Action and execution orientation, effective communication, initiative and ownership
31	Ujjivan Financial		Management Trainee	CTC Rs. 5.5-6.5 LPA	60% throughout academics, financial accounting knowledge, awareness about recent trends in BFSI sector, strong communication, Time management
32	Indiabulls Finance		Management Trainee	CTC Rs. 3.5-4.5 LPA	Open for doing field sales, Convincing skills, good communication, clarity of concepts, stability
33	Khimji Ramdas	Retail	Management Trainee	CTC Rs. 15-17 LPA	Excellent communication, customer service, ready to sign a bond of 2 years, business awareness
34	Aditya Birla Retail		Management Trainee	CTC Rs. 4.5-5.5 LPA	Maximizing profitability and setting/meeting sales targets, excellent interpersonal skills, customer dealing, multi-tasking
35	Future Group		Management Trainee	CTC Rs. 2.5-3 LPA	Good communication and presentation skills, Team player, Multi tasker
36	Decathlon		Sports Leader	CTC Rs. 4.5 LPA	Versatile, responsive, sports user centric and business oriented
37	Tommy HilFiger		Customer Relationship Officer	CTC Rs. 2.4 LPA	Result oriented, excellent communication, pleasing personality, Go Getter attitude, Multi tasker
38	Titan Industries		Retail sales Officer	CTC Rs. 4-5 LPA	Good Communication, Product forecast and indenting, ensuring timely deliveries, Good present ability, Managing multiple work

39	Godrej Consumer Products Pvt Ltd		Graduate Trainees	CTC Rs. 4.5-5 LPA	Excellent communication, Ability to lead cross functional and cross business change initiatives, Ability to manage multiple, complex tasks and prioritize accordingly, Strong project management capabilities
40	Shoppers Stop		Management Trainee	CTC Rs. 4-4.5 LPA	Exceptional communication and interpersonal abilities, Ability to analyze data to establish trends, Ability to lead and engage people without formal authority
41	Uniqlo		Visual Merchandising Associate	CTC Rs. 10-12 LPA	Ability to create compelling visual presentations according to company guidelines and brand standards, Ability to drive sales through effective merchandise placement and display, Excellent eye for detail, strong interpersonal skills
42	Bose corporation		Demonstration Specialist	CTC Rs. 4.20 LPA	Excellent communication skills in English language, adaptability, contributes to team success, customer orientation
43	Abu Dawood Alsafar		Management Trainee	CTC Rs. 10-12 LPA	Ability to identify potential visual merchandising opportunities and provide creative solutions, Ability to effectively communicate with customers and store personnel, demonstrated ability to prioritize multiple tasks and work with a sense of urgency
44	Jumbo Group		Management Trainee	CTC Rs. 10-12 LPA	High degree of emotional and social awareness, Ability to drive results in a fast-paced environment, Presentation, power point, and excel skills are essential requisites, Ability to stand for long periods of time
45	Landmark Group		Sales Assocaite	CTC Rs. 10-12 LPA	Selling and influencing skills, Communication skills, Pro-activeness, determine customer needs & assist customer in purchase decision, Consistent supervision of each categories / being alert / not leaving unattended
46	Square Yards Consulting	Real Estate	Sales Associate	CTC Rs. 10-12 LPA	Develop Square Yards as a brand by ensuring service standards in line with company policies, Real Estate/ Insurance/ Wealth Management background, Candidate must hold authorization to work, provide pre-sales and post sales services to clients
47	Sobha Group		Management Trainee	CTC Rs. 10-12 LPA	Confident and dynamic personality with excellent communication, Strong creative outlook, Go Getter

48	DLF limited		Management Trainee	CTC Rs. 4.5-5.5 LPA	Strong interpersonal, written, phone and verbal skills, Knowledge or experience of CRM and/or sales automation tools preferred, Ability to develop customers from prospecting to closures
49	CBRE		Management Trainee	CTC Rs. 5-6 LPA	Excellent communication, Good in academics, Strong analytical skills, Strong organizational and time management skills with ability to handle various tasks; attention to detail
50	Delsk India Pvt Ltd		Assistant Manager- BD	CTC Rs. 4.5-5.5 LPA	Should be having good academics score. Should be having excellent communication & presentation skills. Must be having go getter attitude and ready for frequent business tours.
51	JLL Anarock Property Consultants		Management Trainee	CTC Rs. 4.5-5.5 LPA	Sales and marketing skills, confident, basic knowledge of market, interest in legal matters strong communication and intercultural skills
52	Stanza Living		Sales Associate	CTC Rs. 5 LPA	Should be able to communicate in an articulate manner with clients, should be a quick learner and should be able to identify process / pitch gaps so as to drive overall improvement in sales eco system
53	DTF Ventures		Management Trainee	CTC Rs. 4.5-5.5 LPA	60% throughout academics, strong communication skills, Deep Knowledge of Major Domain Functions of Management
54	Ansal API		Business Develeopment Manager	CTC Rs. 4-4.5 LPA	Strong communication and intercultural skills, well organized and structured working ability, result orientated
55	Thomas Cook	Travel & Tourism	Management Trainee	CTC Rs. 5.5-6.5 LPA	Sound Communication, Presentation and Writing Skills, Research, Strategic Planning and Market Mapping Capabilities
56	Make My Trip		Customer Relation Officer	CTC Rs. 4.5-5.5 LPA	Passionate, integrated, Dedicated and Disciplined, Knowledge of Business Plan, Financial Model, Supply Chain, Strategy Frameworks
57	Club Mahindra Holidays		Business Development Executive	CTC Rs. 2.5-3.5 LPA	Ability to communicate effectively, ability to drive sales, Ability to lead and engage people without formal authority
58	Ease my Trip		Executive/Sr. Executive-Holidays	CTC Rs. 4-5.5 LPA	Good Communication written and verbal, International Destinations Knowledge would be an advantage. Handling Bookings & Documentation

59	Cox and kings		Management Trainee	CTC Rs. 4-5.5 LPA	Attending to customer queries through emails and phones calls, IATA qualified/any other relevant Travel and Tourism qualification would also be an advantage, Processing Bookings by Coordinating with operations Team
60	Clear trip		Executive-Travel facilitator	CTC Rs. 4-5.5 LPA	Candidate should be from travel domain only. Open to extend the work hours as and when necessary, Proficiency in communication skills, Knowledge of international and domestic ticketing, hotel & car booking, visa, passport, forex etc.
61	Expedia		BDE	CTC Rs. 4-5.5 LPA	Customer service skills, Excellent communication, cultural awareness
62	Yatra.com		Sr. Executive-Sales	CTC Rs. 4-5.5 LPA	Communication, Team work and collaboration, commercial awareness, prior Travel experience is an added advantage
63	Buoy Group	Shipping	Executive Shipping	CTC Rs. 4.5-5 LPA	Good writing and verbal ability, good academic background, willingness to sign bond, knowledge of shipping industry
64	Interocean Shipping Company			CTC Rs. 4.5-5 LPA	Excellent communication skills, analytical bend, knowledge of shipping industry and its trends
65	Deloitte	Consultancy	US Taxation	CTC Rs. 5 LPA	70 % no backlog, Domain knowledge of Finance, Communication skill in English, writing skills
66	KPMG		FDD	CTC Rs. 6.5 LPA	75% no backlog, Domain knowledge of Finance, Communication skill in English, writing skills
67	EY		Analyst	CTC Rs. 3.5 LPA	75% no backlog, Domain knowledge of Finance, Communication skill in English, writing skills
68	PWC		Analyst	CTC Rs. 4.5 LPA	70 % no backlog, Domain knowledge of Finance, Communication skill in English, writing skills
69	WNS Global Services		Research	CTC Rs. 2.9 LPA	Masters/ Bachelor's degree and strong academic record required, Outgoing personality with the ability to speak with people at all professional levels, Intellectual curiosity and desire to learn Excellent written and verbal communication skills, Effective time management and organizational skills, Demonstrated ability to work both individually and as part of a team, Ability to work in a fast-paced entrepreneurial environment, Proficiency in LinkedIn, ZoomInfo, Company webpages, referrals, PIPL, Rocket Reach, web

70	PKC		Analyst	CTC Rs. 4.5 LPA	Analytical Skill, Domain knowledge of Finance, Communication skill in English, writing skills
71	Indusvalley Partner		Analyst	CTC Rs. 5.8 LPA	Strong analytic and problem-solving skills, financial applications, Technical aptitude, Basic Knowledge of Test Case Creation and Execution
72	Moodys		Reseach	CTC Rs. 4 LPA	Good Comm in English, Basic Knowledge of Finance, Analytical skill
73	Protivity		Research	CTC Rs. 4.25 LPA	Basic Knowledge of Finance, Analytical skill, Learning skills
74	Mazars		Research	CTC Rs. 4 LPA	Basic Knowledge of Finance, Analytical skill, Learning skills
75	F1F9		Research	CTC Rs. 5.5 LPA	Basic Knowledge of Finance, Analytical skill, Learning skills
76	HCL		Sales	CTC Rs. 4 LPA	Communication skill in English, Go Getter, Confidence
77	Nucleus Software	IT	Research	CTC Rs. 5.25 LPA	60 % through out, Awareness of banking concepts, regulatory requirements and compliances applicable in Banks, NBFCs, Awareness about Retail & Corporate lending domain, Working knowledge of Loans Management Life-Cycle, Loan servicing workflows, Delinquency management Working knowledge of Accounting principles and Practices, Ability to participate in business process discussions and solution creation, Ability to create project and domain documentation Strong analytical and problem solving capabilities, Good communications skills (reading & writing) Eager to learn in a challenging environment, Ready to travel as per project needs
78	Newgen Software		Analyst	CTC Rs. 5 LPA	Analytical Skill, B. Tech Background preferred, Finance domain knowledge
79	Lenovo		Analyst/Sales	CTC Rs. 4.5 LPA	Basic Knowledge of Finance, Analytical skill, learning skills, Go getter, Confidence
80	TCS		Product Specialist/Analyst	CTC Rs. 5.79 LPA	60% throughout Academics and cleared in first attempt, no pending Backlogs at the time of appearing for the test / interview, Candidate's undergraduate degree should be in "Bachelor of Engineering / Technology". Students from Integrated 5-year MBA programs shall also be eligible to apply.

81	Pine Labs		Analyst	CTC Rs. 4.25 LPA	Analytical Skill, B. Tech. Background preferred, Finance domain knowledge
82	Zycus Infotech		BD MT	CTC Rs. 7 LPA	60% no back log, Soft skills, Cross functional Campaigns, Competitor Analysis, Account mapping, social Selling
83	Adobe		MT	CTC Rs. 5 LPA	Analytical skills, Excellent comm skill in English language
84	Blue Dart Express	Logistics	MT Sales	CTC Rs. 3.25-3.5 LPA	Knowledge of competitors, Reporting, Email writing
85	DHL Express India Pvt Ltd		MT Sales	CTC Rs. 3.25-3.5 LPA	Knowledge of competitors, Reporting, Email writing
86	Apollo Fiege Integrated Logistics Pvt Ltd		HR	CTC Rs. 3 LPA	Communication skill in English, MIS, Attendance
87	Cogoport Freight		BDE	CTC Rs. 5.0 LPA	Communication skill English, Go-getter, interest in new technologies, local business logistic sector
88	Safexpress		Sales MT	CTC Rs. 3 LPA	Competitor Analysis, Communication skills in English
89	TCI		BDE	CTC Rs. 3.15 LPA	Customer prospecting, generating MIS, Current Market Trends, Competitors
90	Gati		BDE Trainee	CTC Rs. 3 LPA	Communication skill English regional language, Hard core sales
91	Orient Electric	Manufacturing	MT	CTC Rs. 5 LPA	Ranking of the Institute, Proficient in English language with expert written and spoken skills, Reporting, Target achievement, Go getter, learning attitude
92	Jaguar		Modern Trade	CTC Rs. 5 LPA	Communication skill English, Customer Dealing, Knowledge of Competitor mapping
93	Luminous		ASM Trainee	CTC Rs. 6.5 LPA	Communication skill English, Assertive, influencing, networking, Analytical
94	Bajaj Electricals		MT	CTC Rs. 5 LPA	Open to relocate, Trainable, Excellent comm skill in English, Problem solving, knowledge of channel sales
95	Asian Paints Pvt Ltd		MT	CTC Rs. 5 LPA	Good comm Skills, Problem solving, leadership skills, Learning attitude
96	Berger Paints India Ltd		Sales Trainee	CTC Rs. 5 LPA	Communication skill English, Regional language, Analytical, two-wheeler must
97	JK Tyre		Sales Officer Trainee	CTC Rs. 4.5 LPA	Communication skill English, Knowledge of Sales, Go-getter, learning attitude
98	JK Paper		Sales Officer Trainee	CTC Rs. 4.5 LPA	Communication skill English, Knowledge of Sales, Go-getter, learning attitude

99	Ultratech Cement		Marketing	CTC Rs. 5.5-6.5 LPA	Excellent comm skill English, convincing skill, willingness to work under pressure
100	GSK		Marketing	CTC Rs. 5.5 LPA	60 % throughout, Background of Pharma preferred, Communication in English, Trainable
101	MRF Limited		Marketing	CTC Rs. 6 LPA	Proficient in MS-Excel (Macros, Pivot Tables etc.) and MS-PowerPoint, Excellent communication skills, Analytical skills
102	TVS Motors		Marketing	CTC Rs. 5.5-6 LPA	Consumer Understanding, Brand Position Evaluations, Feature Studies, Pricing Studies, Sales Data Analysis, Market Analysis.
103	Godrej Industries		Marketing	CTC Rs. 5.5 LPA	Carry out field visits, i.e. visiting dealers, distributors in one's own territory for product penetration, expand new markets by appointing new distributors, manage current distributors, take sales orders from them and ensure timely delivery of products by Liaoning with the backend.
104	ITC Limited	FMCG	Sales Trainee	CTC Rs. 5.5 LPA	Integrity, out of the box thinker, travelling, open to relocate, leadership
105	Coffee day Beverages		Sales Trainee	CTC Rs. 6.4 LPA	Open to relocate, Go getter, Communication in English
106	Mother Dairy		Marketing	CTC Rs. 5 LPA	Go getter, Open to relocate, willingness to work under pressure
107	Amul		Officer Sales	CTC Rs. 4.5 LPA	Communication skill in English/Hindi, Go Getter, Confidence
108	Parle		Officer Trainee	CTC Rs. 4 LPA	Open to travel and relocate, Communication skill in English, Go Getter, Confidence
109	Marico		Sales	CTC Rs. 4.5 LPA	Communication skill in English, Go Getter, Confidence
110	Nestle India Ltd		Sales Trainee	CTC Rs. 3.5 LPA	Communication skill in English, Go Getter, Confidence
11	Colgate Palmolive		Marketing	CTC Rs. 3.5 LPA	Communication skill in English, Go Getter, Confidence
112	Cavin care Pvt Ltd		Marketing	CTC Rs. 3.5 LPA	Open to relocate, Regional language, Selling skills
113	Mondelez International		Sales	CTC Rs. 5 LPA	Communication skill in English, Confidence, go getter, Open to relocate

114	Abbott Pharmaceuticals	Pharma	MT	CTC Rs. 5.5- 6.5 LPA	Open to relocate, Pharma background preferred, Knowledge of channel sales, Excellent planning and operational skills, Good communication skills. Should be fluent in the local language of the area / territory where the incumbent would be placed. Ability to communicate fluently in English is desirable, Good Computer knowledge. Knowledge of MS Office applications such as Word, Excel, PowerPoint, Email writing, Problem Solving Skills
115	Eli Lilly		Marketing	CTC Rs. 5.5 LPA	Pharma background preferred, Excellent comm skill in English written, Analytical skills, Target driven, open to relocation
116	Hindustan Wellness	Healthcare	Finance/HR	CTC Rs. 4.5 LPA	Motivated and self-directed, Preparation of Financials, GST Registrations, GST returns, income tax return, Company Registrations, Statutory Audit, ROC Compliances, Book keeping, Pleasing personality with excellent communication skills.
117	Healthcare Global		MT	CTC Rs. 4.25 LPA	Science Background preferable, Excellent communication skill in English, Problem solving, open to relocation and extensive travel
118	Airtel	Telecom	Sales	CTC Rs. 4 LPA	Good comm skills, knowledge of retail, problem solving
119	Jio		HR	CTC Rs. 3.5 LPA	60% no back log, Analytica, Digital literacy, Clarity of thought
120	Matrix Cellular		Sales	CTC Rs. 3 LPA	Pleasant Personality, Excellent Communication Skills, Willingness to travel within the city for client appointments, Networking skills
121	Lava International		MT Sales	CTC Rs. 4 LPA	Learning attitude, Analytical skills, comm skills, love for travelling, open to relocate
122	G4	Hospitality & Security	Trainee	CTC Rs. 4 LPA	Effective communication skills, including presentations and proposals, the ability to work in a fast-moving environment, the ability to work both independently and as part of a team, experienced at working under pressure using own initiative, Excellent client relationship skills, Excellent oral and written communication skills in English, IT literate, particularly Microsoft Office excel
123	Securitas		Trainee	CTC Rs. 4 LPA	Team Oriented, Enthusiastic & Disciplined, Committed to Responsibility, Excellent verbal and written communication skills, result oriented, should be comfortable to work in a target-oriented role

124	McCann	Advertising	Marketing	CTC Rs. 4 LPA	Presentation skills, Writing skills, Comm skill in English
125	Exponential Advertising		Marketing	CTC Rs. 4.5 LPA	65% throughout, Excellent Comm skills in English, Analytical skill, Advertising domain
126	JC decaux		MT	CTC Rs. 4.5 LPA	Excellent Comm skill in English, Trainable
127	GroupM		MT	CTC Rs. 4.5 LPA	Learning attitude, Analytical skill, Excellent comm skills
128	Seepco	Oil & Gas	MT	CTC Rs. 10 LPA	Petroleum background, 65% throughout, Analytical Skill, Excellent Comm In English
129	IGL		MT	CTC Rs. 7 LPA	60 % throughout, Technical Background preferable, problem solving, Analytical
130	Indicaa Group	Trading	Management Trainee	CTC Rs. 17-20 LPA	Excellent communication and academic records, knowledge of the metal trading industry, self-learner and ambitious
131	Metssa Group		Management Trainee	CTC Rs. 11-14 LPA	Strong interpersonal skills, experienced at working under pressures and meeting deadlines, market analysis

H. Microplanning for Placements 2019-20

SN	Name of the Company	Sector	Grade	Package Offered	Company Visit	Guest Lecture	Panel Discussion	Mock Interviews	Industrial Visits	Live Projects	Corporate Summit	Summer Internship	Final Placement	Person Responsible
1	McCann	Advertising	B									Y		Gunjan
2	Exponential Advertising Intelligence	Advertising	B	4.5-5	Y								Y	Gunjan
3	JC decaux	Advertising	A		Y	Y	Y	Y					Y	Manish Mishra
4	GroupM	Advertising	A	4	Y	Y	Y	Y		Y			Y	Manish Mishra
5	Honda Cars & Motorcycles	Automobile	A						Y					Gunjan
6	Varun Beverages	Beverages	B	3.5	Y	Y	Y			Y			Y	Manish Mishra
7	Indospirit	Beverages	B	4	Y								Y	Manish Mishra
8	IDFC Bank	BFSI	A	4.5									Y	Manish Mishra
9	Fincare Small Finance Bank	BFSI	A	4.5						Y		Y	Y	Manish Mishra
10	Kotak Bank	BFSI	A	4.8									Y	Manish Mishra
11	Paytm	BFSI	B	4	Y								Y	Manish Mishra
12	ICICI Bank	BFSI	A	4.8									Y	Manish Mishra
13	HSBC	BFSI	A	4.8									Y	Manish Mishra
14	Citi	BFSI	A	4.8		Y							Y	Manish Mishra
15	Federal Bank	BFSI	A										Y	Manish Mishra
16	Fino Payment Bank	BFSI	B		Y								Y	Manish Mishra
17	RBL	BFSI	B										Y	Manish Mishra
18	Oak North	BFSI	B		Y			Y					Y	Manish Mishra
19	TATA Capital	BFSI	A	5.0-5.5	Y								Y	Gunjan
20	Bandhan Bank	BFSI	B	5.0-5.5									Y	Gunjan
21	Federal Bank	BFSI	A	9.5-10.5									Y	Gunjan
22	Motilal Oswal Financial Services	BFSI	B								Y			Gunjan
23	Fidelity International	BFSI	B	4.25 - 4.75									Y	Gunjan
24	Mahindra Finance	BFSI	B	4.5-5.0	Y								Y	Gunjan
25	Capital First	BFSI	A	6.0-6.5	Y	Y					Y	Y	Y	Gunjan
26	BlacrockServi	BFSI	B	4.5-	Y								Y	Gunjan

	ces			5.5										
27	HDFC Bank	BFSI	B	4.25 - 4.50								Y	Y	Gunjan
28	Axis Bank	BFSI	B	4.25 - 4.50		Y	Y	Y			Y	Y	Y	Gunjan
29	Home First Finance	BFSI	A	6.15 - 6.75				Y				Y	Y	Gunjan
30	HDFC AMC Ltd	BFSI	B	4.5-5.0	Y								Y	Gunjan
31	Aditya Birla Sunlife AMC	BFSI	A	5.5-6.0				Y				Y	Y	Gunjan
32	Ameriprise Financial	BFSI	A	4.5-4.75									Y	Gunjan
33	American Express	BFSI	B	4.25 - 4.50									Y	Gunjan
34	SpandanaSpoorthy	BFSI	A	5.0-5.5									Y	Gunjan
35	Blackstone	BFSI	B	5.0-5.5	Y								Y	Gunjan
36	Mazars India	BFSI	B	4.0-4.5	Y								Y	Gunjan
37	F1F9 India Pvt Ltd	BFSI	B	5.0-5.5	Y								Y	Gunjan
38	Ujjivan Financial Services	BFSI	B	5.5-6.0									Y	Gunjan
39	Finedge Advisory	BFSI	B	5.0-5.5	Y								Y	Gunjan
40	Basan Financial Services	BFSI	B	4.0-5.0		Y		Y				Y	Y	Gunjan
41	Yes Bank	BFSI	B	3.25 -3.5		Y							Y	Gunjan
42	SPA Capital	BFSI	B									Y		Gunjan
43	SMC investments	BFSI	B	3.5-4.25				Y				Y	Y	Gunjan
44	Zuari Investments	BFSI	B									Y		Gunjan
45	Indusind bank	BFSI	B	3.0-3.5									Y	Gunjan
46	Investeurs Consulting	BFSI	B	4.5-5.0	Y								Y	Gunjan
47	Alankit Limited	BFSI	B									Y		Gunjan
48	Mansukh Securities	BFSI	B	2.5-3.5									Y	Gunjan
49	ICICI Securities	BFSI	B	5.0-5.5	Y								Y	Gunjan
50	IHS Markit Ltd	BFSI	B	4.5-5									Y	Gunjan
51	India Infoline Ltd	BFSI	B	3.25 -3.5								Y	Y	Gunjan
52	Home Credit	BFSI	B	5.0-5.5	Y							Y		Gunjan
53	Indiabulls	BFSI	B	3.5-4.0									Y	Gunjan
54	Cholamandalam Investment and Finance Company	BFSI	A	5.0-6.0									Y	Gunjan
55	Citibank	BFSI	A	5.0-6.5	Y								Y	Gunjan

56	GE Capital	BFSI	A	5.5-6.5	Y								Y	Gunjan
57	Ocwen Financial Solutions	BFSI	A	5.5-6.5									Y	Gunjan
58	Satin Creditcare Networks	BFSI	B	4.5-5.5	Y								Y	Gunjan
59	Capital Via	BFSI	B	4								Y	Y	Manish Mishra
60	NJ Group	BFSI	B	3								Y	Y	Manish Mishra
61	Myforexeye	BFSI	B	3.5								Y	Y	Manish Mishra
62	Darashaw	BFSI	A		Y			Y					Y	Manish Mishra
63	ICICI Securities	BFSI	B										Y	Manish Mishra
64	ASC	BFSI	A										Y	Manish Mishra
65	Smartcube	BFSI	B		Y								Y	Manish Mishra
66	Edelweiss	BFSI	B		Y								Y	Manish Mishra
67	ZS Associates	BFSI	A		Y	Y							Y	Manish Mishra
68	Bajaj Allianz	BFSI	A	5.4	Y								Y	Manish Mishra
69	Kotak Life	BFSI	A	3.5		Y		Y				Y	Y	Manish Mishra
70	DHFL General Insurance	BFSI	A	4	Y	Y	Y	Y		Y		Y	Y	Manish Mishra
71	SecureNow Insurance	BFSI	A	4.6	Y								Y	Manish Mishra
72	Tata AIA	BFSI	A			Y		Y					Y	Manish Mishra
73	Birla Sunlife	BFSI	A										Y	Manish Mishra
74	Prospects	Career Counsellor	B										Y	Manish Mishra
75	Flour Daniel India Pvt Ltd	Construction	B	5.0-5.5	Y									Gunjan
76	Prism Jhonson	Construction	A	5.1									Y	Manish Mishra
77	Deloitte	Consultancy	A	6	Y	Y							Y	Manish Mishra
78	PKC	Consultancy	A	5	Y							Y	Y	Manish Mishra
79	PWC	Consultancy	A	5	Y	Y						Y	Y	Manish Mishra
80	WNS Global Services	Consultancy	A	2.8									Y	Manish Mishra
81	Kantar Public	Consultancy	A	5	Y	Y	Y						Y	Manish Mishra
82	Successpact Consulting	Consultancy	B	3.5									Y	Manish Mishra
83	Cogent Info	Consultancy	B	3.5									Y	Manish Mishra
84	Ramy Infotech	Consultancy	B	3.5									Y	Manish Mishra
85	Aasaan Jobs	Consultancy	B	4									Y	Manish Mishra
86	Indusvalley Partner	Consultancy	A	5.7	Y	Y	Y	Y					Y	Manish Mishra
87	SourcekeyMe	Consulta	B	4.2						Y		Y	Y	Manish

	dia	ncy												Mishra
88	My Operator	Consultancy	B	4									Y	Manish Mishra
89	Credforce Asia	Consultancy	B	4	Y			Y		Y			Y	Manish Mishra
90	Ampress Energy	Consultancy	B	3								Y	Y	Manish Mishra
91	KPMG	Consultancy	A	6.5	Y	Y		Y					Y	Manish Mishra
92	Mckinsey	Consultancy	A		Y								Y	Manish Mishra
93	Ernst & Young	Consultancy	A		Y	Y		Y				Y	Y	Manish Mishra
94	IndihireConsulatnts	Consultancy	B	3.25-3.5									Y	Gunjan
95	Mancer Consulting	Consultancy	B	3.25-3.5									Y	Gunjan
96	Mirus Solutions	Consultancy	B	3.25-3.5									Y	Gunjan
97	Kelly Services	Consultancy	B			Y		Y			Y			Gunjan
98	Bain & Company	Consultancy	A			Y		Y						Gunjan
99	Hinduja Global	Consultancy	B									Y		Gunjan
100	RGF Executive Search	Consultancy	B	3.25-3.5	Y								Y	Gunjan
101	Randstad India Pvt Ltd	Consultancy	B	3.25-3.5	Y								Y	Gunjan
102	ABC Consultants	Consultancy	A			Y	Y				Y			Gunjan
103	Athena Executive Search	Consultancy	B	3.5-4.0	Y								Y	Gunjan
104	Panasonic India	Consumer Durable	A			Y	Y		Y		Y			Gunjan
105	LG Electronics	Consumer Durable	A			Y	Y				Y	Y		Gunjan
106	Jumbo Group	Consumer Electronic	A										Y	Manish Mishra
107	Amul India	Dairy	A	5	Y	Y						Y	Y	Manish Mishra
108	Compare Infobase Ltd	Digital Marketing	B	4.0-4.5									Y	Gunjan
109	Big Basket	E Commerce	B									Y		Gunjan
110	Amazon India	Ecommerce	A	15-17	Y								Y	Gunjan
111	Naukri.com	Ecommerce	B	5.5-6		Y		Y					Y	Gunjan
112	Flipkart	Ecommerce	A	4.5-6.0	Y								Y	Gunjan
113	Zomato.com	Ecommerce	A	4.5-5.5	Y								Y	Gunjan
114	Indiamart Intermesh	Ecommerce	B	3.25-3.5									Y	Gunjan
115	Bharat matrimony	Ecommerce	B									Y		Gunjan
116	Expedia	Ecommerce	B	5.0-6.0	Y								Y	Gunjan

117	Urbanclap Technologies	Ecommerce	B	5.0-6.0									Y	Gunjan
118	Itech Ecommerce	Ecommerce	B	4						Y		Y	Y	Manish Mishra
119	Extramarks Education	Education	B	5.0-5.5		Y	Y	Y					Y	Gunjan
120	The ICE Institute	Education	B	4.0-4.5				Y					Y	Gunjan
121	Byjus	Education	A	10									Y	Manish Mishra
122	Jaro Education	Education	A	7								Y	Y	Manish Mishra
123	Gyaneefy	Education	B							Y		Y	Y	Manish Mishra
124	Jamboree	Education	B							Y			Y	Manish Mishra
125	Learn with flip	Education	B										Y	Manish Mishra
126	Vedanta Group	Energy/ Oil	A	5	Y	Y	Y	Y				Y	Y	Manish Mishra
127	L&T	Engineering	A	5	Y	Y	Y	Y					Y	Manish Mishra
128	Kazo Fashion	Fashion Industry	B	3.5						Y		Y	Y	Manish Mishra
129	Nestle India Ltd	FMCG	A	3.50 -4.0	Y		Y				Y		Y	Gunjan
130	Colgate Palmolive	FMCG	A	3.50 -4.0	Y								Y	Gunjan
131	Perfetti van Melle India Pvt Ltd	FMCG	A			Y	Y				Y			Gunjan
132	Marico Limited	FMCG	A	5.5-6.0	Y						Y		Y	Gunjan
133	Cavin care Pvt Ltd	FMCG	B	4.25 - 4.50									Y	Gunjan
134	Dabur India Ltd	FMCG	A		Y	Y	Y				Y	Y		Gunjan
135	ITC Limited	FMCG	A	5.0-5.5				Y		Y		Y	Y	Gunjan
136	Mondelez International	FMCG	A	5.0-5.5	Y								Y	Gunjan
137	Coffee day Beverages	FMCG	A	6.5-7.0		Y	Y	Y			Y		Y	Gunjan
138	Coca Cola Plant	FMCG	A						Y			Y		Gunjan
139	Amul Manesar Plant	FMCG	A						Y					Gunjan
140	Yakult Danone	FMCG	B						Y					Gunjan
141	Britannia Industries	FMCG	A			Y		Y		Y		Y		Gunjan
142	Bikanerwala Foods Pvt Ltd	FMCG	B					Y		Y		Y		Gunjan
143	Patanjali	FMCG	A									Y		Gunjan
144	DharampalPremchand Ltd	FMCG	B									Y		Gunjan
145	Motherdairy	FMCG	A	5.0-5.5			Y				Y	Y	Y	Gunjan
146	DS Group	FMCG	B				Y				Y			Gunjan
147	HUL	FMCG	A			Y		Y					Y	Manish Mishra
148	Jubilant Food	FMCG	A		Y	Y		Y		Y		Y	Y	Manish Mishra
149	Hindustan	Healthca	B	4.5						Y		Y	Y	Manish

	Wellness	re												Mishra
150	Apollo Munich	Healthcare	A	4	Y								Y	Manish Mishra
151	Havells	Hospitality	A	5.0-6.0		Y	Y		Y		Y		Y	Gunjan
152	The Leela ambience, Gurgaon	Hospitality	A			Y	Y				Y			Gunjan
153	Columbia Asia Hospital	Hospitality	B									Y		Gunjan
154	Fortis Hospital	Hospitality	B					Y				Y		Gunjan
155	Lemon Tree Hotels	Hospitality	B								Y	Y		Gunjan
156	Barbeque Nation Hospitality Ltd	Hospitality	B	3.25 - 3.50									Y	Gunjan
157	Fab Hotels	Hospitality	B	4						Y		Y	Y	Manish Mishra
158	Jaypee Hotels	Hospitality	A	3	Y					Y		Y	Y	Manish Mishra
159	Lemon Tree	Hospitality	A	3				Y		Y		Y	Y	Manish Mishra
160	Hyatt	Hospitality	A	3						Y		Y	Y	Manish Mishra
161	Treebo Hotels	Hospitality	B	4-5	Y					Y			Y	Manish Mishra
162	Orion Security	Hospitality &Securtiy	B	4	Y					Y			Y	Manish Mishra
163	Metssa Group	Import/Export	A	9.5-12.5	Y								Y	Gunjan
164	RECL	Infrastructure	A										Y	Manish Mishra
165	Lixil	Infrastructure	B										Y	Manish Mishra
166	HCL Infosystem Ltd	IT	A	4.5-5.0	Y		Y				Y		Y	Gunjan
167	Redington India	IT	B	4.5-5.0									Y	Gunjan
168	Adobe Noida	IT	B	5.0-5.5	Y								Y	Gunjan
169	Team Computers Pvt Ltd	IT	B	4.25 -4.5		Y		Y					Y	Gunjan
170	Zycus Infotech	IT	A	7.5-8.0									Y	Gunjan
171	To The New Digital	IT	B	3.25 -3.5									Y	Gunjan
172	UAS International	IT	B									Y		Gunjan
173	eTeamInfoservices Pvt Ltd	IT	B	3.25 -3.5									Y	Gunjan
174	Eastern Software Systems	IT	B	4.5-5									Y	Gunjan
175	Ingram Micro	IT	A	6.0-7.5									Y	Gunjan
176	Nucleus	IT	A	5.3									Y	Manish Mishra
177	Dell	IT	A	5	Y	Y		Y					Y	Manish Mishra
178	Pine labs	IT	A	4		Y		Y					Y	Manish Mishra

179	Radiant Info	IT	B	3.5								Y	Y	Manish Mishra
180	Genpect	IT	A										Y	Manish Mishra
181	eClerx	IT	B										Y	Manish Mishra
182	Capgemini	IT	A										Y	Manish Mishra
183	HCL	IT	A		Y								Y	Manish Mishra
184	Infosys	IT	A										Y	Manish Mishra
185	Hexaware	IT	A		Y								Y	Manish Mishra
186	Wipro	IT	A		Y								Y	Manish Mishra
187	Cognizant	IT	A										Y	Manish Mishra
188	Odessa	IT	B										Y	Manish Mishra
189	Newgen	IT	A		Y	Y						Y	Y	Manish Mishra
190	Salesforce	IT	B										Y	Manish Mishra
191	TCS	IT	A	5									Y	Manish Mishra
192	Collabera Technologies	IT	B		Y								Y	Manish Mishra
193	POSist	IT	B		Y								Y	Manish Mishra
194	Wingify	IT	B										Y	Manish Mishra
195	Pi Data	IT	B										Y	Manish Mishra
196	Swiggy	ITES	A	5.5						Y			Y	Manish Mishra
197	Zomato	ITES	A	4	Y								Y	Manish Mishra
198	Blue Dart Express	Logistics	B	3.25 -3.5									Y	Gunjan
199	DHL Express India Pvt Ltd	Logistics	B	3.25 -3.5	Y								Y	Gunjan
200	Apollo Fiege Integrated Logistics Pvt Ltd	Logistics	A								Y	Y		Gunjan
201	Kuehne & Nagel	Logistics	B	4.50 -5.0	Y								Y	Gunjan
202	Cogoport Freight	Logistics	B	5.0-5.5		Y						Y	Y	Gunjan
203	Safexpress	Logistics	B	3.25 -3.5									Y	Gunjan
204	TCI	Logistics	B	3.0-3.5									Y	Gunjan
205	Gati	Logistics	B	3.0-3.5									Y	Gunjan
206	Asian Paints Pvt Ltd	Manufac turing	A	5.0-6.0	Y	Y							Y	Gunjan
207	Berger Paints India Ltd	Manufac turing	A	5.0-6.0									Y	Gunjan
208	Philips Electronics India	Manufac turing	A	5.0-6.0	Y								Y	Gunjan
209	Copal Partners	Manufac turing	A	5.0-6.0	Y								Y	Gunjan
210	Lloyd Electric &Engineering	Manufac turing	B								Y	Y		Gunjan

211	Escorts Ltd	Manufacturing	B								Y			Gunjan
212	SRF Limited	Manufacturing	B	4.5-5.0	Y								Y	Gunjan
213	Bausch & Lomb	Manufacturing	B				Y				Y			Gunjan
214	Bajaj Electricals	Manufacturing	A	6.0-7.0	Y								Y	Gunjan
215	JK Tyres	Manufacturing	B	4.25 - 4.50	Y						Y		Y	Gunjan
216	Godrej Industries	Manufacturing	A	5.5-6.5	Y								Y	Gunjan
217	Kurl-ON Enterprise Ltd	Manufacturing	B	4.0-4.5									Y	Gunjan
218	Lenskart.com	Manufacturing	B	5.5-6.0	Y								Y	Gunjan
219	Hero Electric	Manufacturing	B	2.75 - 3.25				Y					Y	Gunjan
220	Luminous Power Technologies	Manufacturing	A	6.15 - 6.75	Y	Y					Y		Y	Gunjan
221	CERA India	Manufacturing	B	5.0-5.5	Y								Y	Gunjan
222	Jaquar Group	Manufacturing	A	5.0-5.5		Y	Y	Y				Y	Y	Gunjan
223	Orient Electric	Manufacturing	B	5.0-5.5	Y	Y					Y		Y	Gunjan
224	KENT RO	Manufacturing	B	4.25 -4.5		Y	Y	Y			Y		Y	Gunjan
225	Ceasefire Industries	Manufacturing	B	4.0-4.25		Y		Y					Y	Gunjan
226	Relaxo Footwear Plant	Manufacturing	B			Y			Y					Gunjan
227	Liberty Shoes	Manufacturing	B						Y					Gunjan
228	Uflex Ltd	Manufacturing	A			Y			Y		Y			Gunjan
229	Gold Plus Glass	Manufacturing	B	3.25 -3.5					Y		Y		Y	Gunjan
230	Eveready Industries	Manufacturing	B						Y					Gunjan
231	Hero Motocorp	Manufacturing	A						Y					Gunjan
232	Yamaha India	Manufacturing	A						Y					Gunjan
233	Kajaria Ceramics	Manufacturing	A			Y	Y	Y			Y	Y		Gunjan
234	Everest Industries	Manufacturing	B			Y		Y			Y	Y		Gunjan
235	DCM Shriram	Manufacturing	B									Y		Gunjan
236	Saint Gobain	Manufacturing	A			Y		Y				Y		Gunjan
237	C&S Electric	Manufacturing	B									Y		Gunjan
238	Kribhco	Manufacturing	B									Y		Gunjan
239	Hindware	Manufacturing	B									Y		Gunjan
240	VIP Industries	Manufacturing	A	4.0-5.5	Y								Y	Gunjan
241	Cargill India Pvt Ltd	Manufacturing	A		Y		Y				Y	Y		Gunjan

242	Microtek International Pvt Ltd	Manufacturing	B	3.5-4.0									Y	Gunjan
243	Sonalika Tractors	Manufacturing	B									Y		Gunjan
244	GreenLam Industries	Manufacturing	B	5.0-6.0	Y								Y	Gunjan
245	Asahi India Glass Ltd	Manufacturing	B	3.0-3.25									Y	Gunjan
246	Ultratech Cement	Manufacturing	A	5.5-6.5	Y								Y	Gunjan
247	GSK	Manufacturing	A	5.5-6.5	Y								Y	Gunjan
248	MRF Limited	Manufacturing	A	5.5-7.5									Y	Gunjan
249	Honeywell	Manufacturing	A	5.0-7.0									Y	Gunjan
250	TVS Motors	Manufacturing	A	6-7.5									Y	Gunjan
251	JK Paper	Manufacturing	A	4.5	Y	Y		Y	Y	Y		Y	Y	Manish Mishra
252	Bajaj Electrical	Manufacturing	A	4	Y		Y			Y			Y	Manish Mishra
253	Sheela Foam	Manufacturing	A	4			Y		Y	Y		Y	Y	Manish Mishra
254	Philips	Manufacturing	A		Y		Y	Y					Y	Manish Mishra
255	JK Tyre	Manufacturing	A	4 - 4.5	Y	Y			Y	Y		Y	Y	Manish Mishra
256	Total	Manufacturing	A										Y	Manish Mishra
257	Mahindra	Manufacturing	A		Y	Y		Y					Y	Manish Mishra
258	Tata Motors	Manufacturing	A					Y					Y	Manish Mishra
259	Vivo	Manufacturing	A					Y					Y	Manish Mishra
260	Hilti	Manufacturing	B										Y	Manish Mishra
261	Novartis	Manufacturing	A			Y							Y	Manish Mishra
262	JubiliantLifescience	Manufacturing	A		Y	Y		Y	Y			Y	Y	Manish Mishra
263	AGC Group	Manufacturing	B										Y	Manish Mishra
264	Schneider	Manufacturing	A										Y	Manish Mishra
265	Voltas	Manufacturing	A			Y	Y						Y	Manish Mishra
266	TVS Motors	Manufacturing	A		Y	Y							Y	Manish Mishra
267	Hyundai Motors	Manufacturing	A										Y	Manish Mishra
268	HITACHI	Manufacturing	A										Y	Manish Mishra
269	Maruti Suzuki	Manufacturing	A		Y	Y			Y				Y	Manish Mishra
270	JBM	Manufacturing Automobiles	A	3.5	Y				Y			Y	Y	Manish Mishra
271	IDPL	Manufacturing Drug	B										Y	Manish Mishra
272	Times of India	Media	A									Y		Gunjan
273	Business Standard	Media	B									Y		Gunjan

274	Big FM	Media	B	3.5									Y	Manish Mishra
275	Digit	Media	B										Y	Manish Mishra
276	Abu Dawood Al Saffer Co	Multiple Retail Outlet	A										Y	Manish Mishra
277	Toyota Financial Services	NBFC	A	5	Y			Y					Y	Manish Mishra
278	Bajaj Finance	NBFC	A	4									Y	Manish Mishra
279	Shubham Housing Finance	NBFC	B	3.5	Y	Y		Y		Y		Y	Y	Manish Mishra
280	SvatantraMicro Finance	NBFC	B	3.6									Y	Manish Mishra
281	Electronica Finance	NBFC	B	4.5						Y			Y	Manish Mishra
282	AYE Finance	NBFC	B										Y	Manish Mishra
283	IGL	Oil & Gas	A	7	Y							Y	Y	Manish Mishra
284	SEEPCO	Oil and Energy	A		Y			Y					Y	Manish Mishra
285	Abbott Pharmaceuticals	Pharma	A	5.5-6.5									Y	Gunjan
286	Lilly	Pharma	A	6.0-7.0	Y								Y	Gunjan
287	Thomson Press	Publication	B										Y	Gunjan
288	Smera Rating	Rating Agency	B	3	Y					Y			Y	Manish Mishra
289	CARE Ratings	Rating Agency	A										Y	Manish Mishra
290	CB Richard Ellis South Asia Pvt. Ltd.	Real Estate	A	5.0-6.0	Y								Y	Gunjan
291	DTF Ventures	Real Estate	B	5.0-5.5	Y								Y	Gunjan
292	DLF Limited	Real Estate	A	5.5-6	Y								Y	Gunjan
293	Delsk India Pvt Ltd	Real Estate	B	4.5-5	Y								Y	Gunjan
294	Squareyards	Real Estate	B	4	Y			Y					Y	Manish Mishra
295	JLL Anarock Property Consultant	Real Estate	A	4				Y					Y	Manish Mishra
296	Stanza Living	Real Estate	B	5				Y		Y		Y	Y	Manish Mishra
297	Invest Mango	Real Estate	B	4.2									Y	Manish Mishra
298	Oxfordcaps	Real Estate	B	5	Y					Y		Y	Y	Manish Mishra
299	Housewise	Real Estate	B							Y		Y	Y	Manish Mishra
300	Ipsos	Research	B										Y	Manish Mishra
301	Blue Star	Research	B	4.5-5.0	Y								Y	Gunjan
302	Evaluserve.com	Research	B	4.5-5.0	Y	Y					Y		Y	Gunjan
303	Cvent India Pvt Ltd	Research	B	4.25 - 4.50	Y								Y	Gunjan

304	S&Pcapital IQ	Research	A	4.5-5.0	Y								Y	Gunjan
305	Protiviti Consulting	Research	A	4.5-5.0	Y		Y				Y		Y	
306	Cianz Analytics	Research	B	4.5-5.0	Y								Y	Gunjan
307	MDRA	Research	B	3.5						Y		Y	Y	Manish Mishra
308	Crisil	Research	B										Y	Manish Mishra
309	Euromonitor International	Research	A		Y								Y	Manish Mishra
310	Smart Cube	Research	A		Y	Y							Y	Manish Mishra
311	Gartner	Research	A										Y	Manish Mishra
312	Grail Research	Research	A		Y	Y	Y						Y	Manish Mishra
313	Neilsen	Research	A							Y			Y	Manish Mishra
314	Eli Research	Research	A	5								Y	Y	Manish Mishra
315	BATA India Ltd	Retail	B	3.0-3.5								Y	Y	Gunjan
316	Khimji Ramdas LLC	Retail	A	17-19	Y								Y	Gunjan
317	Aditya Birla Retail	Retail	A			Y		Y				Y		Gunjan
318	Future Group	Retail	B	2.5-3.0		Y	Y	Y		Y		Y	Y	Gunjan
319	SSIPL Retail	Retail	B									Y		Gunjan
320	Delhi Duty Free Services	Retail	B									Y		Gunjan
321	Marks &Spencers Retail	Retail	B									Y		Gunjan
322	Vijay Sales	Retail	B	4.0-4.5	Y							Y	Y	Gunjan
323	Vishal Megamart	Retail	B	3.25-3.5									Y	Gunjan
324	Tommy Hilfiger	Retail	B	2.5-3.0	Y								Y	Gunjan
325	Bose Corporation	Retail	A	4.2						Y			Y	Manish Mishra
326	PVR Ltd	Retail	B	3	Y					Y		Y	Y	Manish Mishra
327	Shipra Mall	Retail	B	3						Y		Y	Y	Manish Mishra
328	Decathlon	Retail	A	4.8								Y	Y	Manish Mishra
329	Chai Point	Retail	B	4						Y			Y	Manish Mishra
330	Lenskart	Retail	B										Y	Manish Mishra
331	Walmart	Retail	A										Y	Manish Mishra
332	Holostik Group	Security Hologram	A	3.6 Stipend				Y		Y			Y	Manish Mishra
333	Smollan India Pvt Ltd	Services	B	5.5-6.5	Y								Y	Gunjan
334	Indicaa Group Limited	Services	A	17-19	Y								Y	Gunjan
335	Oyo Rooms	Services	A	9.5-11.5	Y								Y	Gunjan

336	Sodexo India	Services	B					Y				Y		Gunjan
337	Franchise India Ltd	Services	B	4.25 -4.5									Y	Gunjan
338	Quickr India Pvt Ltd	Services	B										Y	Gunjan
339	Hi Care	Services	B	3.0-3.5									Y	Gunjan
340	Buoy Group	Shipping	A	5.50 -6.0	Y								Y	Gunjan
341	Interocean shipping Company	Shipping	B	4.25 -4.5		Y		Y					Y	Gunjan
342	Airtel	Telecom	A	5.0-6.0	Y									Gunjan
343	Ericsson India	Telecom	A			Y					Y			Gunjan
344	Matrix Cellular	Telecom	B									Y		Gunjan
345	Lava International	Telecom	B	4.5-5.0							Y		Y	Gunjan
346	Thomas Cook	Travel	A	5.5-6.5									Y	Gunjan
347	Easemy trip	Travel	B	3						Y		Y	Y	Manish Mishra

List of Companies for International Placements		
SN	**Company Name**	**Sector**
1	Khimjiramdas, Muscat	Retail
2	Indicaa Group Limited	Trading
3	Landmark Group	Retail
4	Shobha Group	Real Estate
5	Square Yards	Real Estate
6	Uniqlo	Retail
7	Metssa Group	Trading
8	Seepco	Oil and Gas

9	JC Decaux	Advertisement
10	Abu Dawood AlSaffer	Retail
11	Redington Gulf	Supply Chain Management
12	Avon Center	Retail
13	Jumbo Group	Retail/Distribution

IV. Global Interface

The Institute should have an arrangement to hire external agency/ consultants to make utmost efforts to collaborate with renowned international universities like DE Montfort University, Leicester, U.K., Cardiff Metropolitan University, Schulich School of Business, York University, Toronto, Canada, University of Massachusetts, Antwerp Management School, Belgium, University of Nantes (France), Stony Brook University (USA), University of Missouri (USA), Carleton University (Canada) and Florida International University (USA), to name a few with whom the faculty and student exchange and research programs will take place.

V. Management Development Program and Consultancy

The institute will focus on conducting MDP's for the Industry Executives in the areas of, Managerial Effectiveness, Human Resource Development, Cyber Security and Artificial Intelligence.

Timeline for MDP Conduction:

Year	No of MDPs	Domain Area	Accountability
2019	3	Information Security HR and Effective Communication Data Analytics / Marketing	Dr Ajay Tripathi Dr Rashmi and MsSanandi Sachdeva Dr Lalit Sharma
2020	4	As per the trend	
2021	4	As per the trend	
2022	4	As per the trend	

VI. Faculty Development Plan

The faculty development plan is to empower and enable faculty to craft a professional development plan and enhance teaching and research skills to accomplish individual career goals.

1.1 Objective

The objective of the faculty development Plan is to encourage the faculty member to think reflectively and then make explicit her/his vision and goals for an effective contribution to the institution. It aims to enhance the academic and intellectual environment in the Institutions by providing faculty members with enough opportunities to pursue research and also to participate in seminars / conferences / workshops. Participation in such programmes would enable faculty members to update their research and pedagogical skills.

1.2 Scope

- The faculty member's self-assessment of his or her strengths, skills, competencies, interests, opportunities, and areas in which the faculty member wishes to develop.
- Professional activities to accomplish short term and long-term professional goals of the faculty.
- Achieving teaching excellence through pedagogical initiatives and technology adoption.
- Individual faculty career planning, through faculty training and workshops in domain specific area.
- Faculty development support in the form of research incentives and reimbursements.

2.0 Faculty Development Activities/Initiatives

2.1 Individual career development plan and career planning

All the faculty members will submit their respective development plan for 3 years consistent with the evaluation policy of the institute to the head of the institution.

2.2 Periodic review of instructional skills

There will be regular periodic evaluation of the pedagogical skills through class monitoring and review by domain experts. The suggestive measures by the reviewer will help in improving the instructional skills and course enrichment.

2.3. Participation in Faculty Development Programme

Regular participation of the faculty in faculty development programmes to foster faculty's knowledge, skills and professional competence.

2.4. Domain specific Workshops/ Certifications

Attending workshops on domain area provide more concrete teaching methods as well as enable teachers to become more directly involved in their own learning and professional growth. Due credit will be given to certification courses completed by the faculty.

2.5. Organizing and Participation in Conferences

The faculty will take initiative in organizing academic events like workshop, FDP and conference in the institute which will enable them to hone their leadership and organizing skills. The faculty participation and paper presentation in international conference of repute will be encouraged by the institute through research incentive policy.

2.6. Management development programme

The faculty should take initiative in developing and organising Management development programme in their respective domain on and off campus. The MDPs help the faculty to gain perspective for integrating functional and general management approaches in strategy formulation and decision making.

2.7 Academic Collaboration

Institutional collaborations are beneficial to the faculty in learning new teaching tools, and to the students in increasing the breadth of their knowledge and learning.It can impact and improve the quality, resources and capabilities of both researchers and institutions involved.

2.8 MOOCs/ NPTEL Certification

The faculty should complete certification programme from MOOCs, NPTEL, Course era, Edx etc to enhance domain specific knowledge and enrich their subject content. The certification courses facilitate professional development of the faculty leading to career advancement.

3.0 Action plan with outcome

Faculty Development initiative	**Measurable**	**Outcome**	**Accountability**
Periodic review of instructional skills	Class Monitoring/Student Feedback/Expert Evaluation	Improvement in pedagogical skills	Dean/Head of the institution
Faculty development programme Participation	Certification	Professional development of Faculty	Faculty
MDP conduction/Resource person	MDP (on and off Campus)	Dissemination of conceptual knowledge with corporates for decision making.	Faculty

		Corporate Interaction	
Participation in conference	Paper Presentation/session chair	Academic interaction (Knowledge /research work) Enhancement of research skills	Faculty
Organizing Academic events in the institute	Convener /organiser	Organising skills Personal Development	Faculty
Certification (NPTEL/MOOCs)	Certification	Expertise in specific subject	Faculty
Domain specific Training	Certification	Enhancement in Domain Knowledge	Faculty
Short term training on teaching methodology	Certification	Improvement in pedagogical and instructional skills	Faculty
Behavioural Training	Participation	Conflict resolution and stress management, Personal effectiveness	Faculty/Institute

Future Timelines

Measurable	**2019-20**	**2020-21**	**2021-22**
Class Monitoring	Each course per semester	Each course per semester	Each course per semester
Certification	01 per faculty /year	01 per faculty /year	01 per faculty /year
Paper Presentation/session chair	02 per faculty /year	02 per faculty /year	02 per faculty /year
Convener /organiser	01 per faculty /year	01 per faculty /year	01 per faculty /year
Domain specific training	01 per faculty /year	01 per faculty /year	01 per faculty /year
Short term training on teaching methodology	Once in two year	Once in two year	Once in two year
Behavioural Training	01 per faculty /year	01 per faculty /year	01 per faculty /year

Individual Faculty Development Plan

Dr Ashwani Varshney (Dean, Student Welfare)

Academic Activity	2019-20	2020-21	2021-22
Certification MOOCs/NPTEL	01	02	02
Training on teaching Pedagogy(ARPIT/NITTR)	01		01
FDP/ Training from IIMs/premier institutions (Domain Specific)	01		01
FDP on research methodology (7Days)	01	01	01
Leadership/Corporate Summits and Conferences	2	2	2
Participation in academic events (Conferences/Seminar)	01	02	02
Convenor in academic events	3	3	3
Behavioural Training	01	01	01

Dr Ajay Tripathi

Academic Activity	2019-20	2020-21	2021-22
Certification MOOCs/NPTEL	01	02	02
Training on teaching Pedagogy(ARPIT/NITTR)	01		01
FDP/ Training from IIMs/premier institutions (Domain Specific)	01		01
FDP on research methodology (7Days)	01	01	01
Paper Presentation in conference	02	02	02

Organising Academic event	03	03	03
Workshop on Artificial Intelligence	01	-	
Behavioural Training	01	01	01

Dr Neelu Tiwari

Academic Activity	**2019-20**	**2020-21**	**2021-22**
Certification MOOCs/NPTEL	01	02	02
Training on teaching Pedagogy (ARPIT/NITTR)	01		01
FDP/ Training from IIMs /premier institutions On Quantitative technique		01	
FDP on research methodology (7Days)	01	01	01
Paper Presentation in conference	02	02	02
Organising Academic event	02	02	02
Behavioural Training	01	01	01

Dr Nidhi Mathur

Academic Activity	**2019-20**	**2020-21**	**2021-22**
Certification MOOCs/ NPTEL	01	02	02
Training on teaching Pedagogy(ARPIT/NITTR)	01		01
FDP/ Training from IIMs /premier institutions On Quantitative technique	01		01
FDP on research methodology (7Days)	01	01	01
Participation in	02	02	02

Conference			
Organizing academic Event	01	01	01
Behavioural Training	01	0	01

Dr Anubha

Academic Activity	**2019-20**	**2020-21**	**2021-22**
Certification MOOCs/NPTEL	01	02	02
Training on teaching Pedagogy(NITTR/ARPIT)		01	
FDP/ Training from IIMs /premier institutions On Quantitative technique		01	01
FDP on research methodology (7Days)	01	01	01
Paper presentation in conference	02	02	02
Organizing academic event	01	01	01
Behavioural Training	01	01	01

Dr Rashmi Maini

Academic Activity	**2019-20**	**2020-21**	**2021-22**
Certification MOOCs/NPTEL	01	02	02
Domain specific training conducted by ISTD and Kaizen	01		01
Training on teaching Pedagogy(NITTR/ARPIT)		01	01
FDP on research methodology (7Days)	02	02	02
Paper presentation in conference	02	02	02
Organizing academic event	01	01	01
Behavioural Training	01	01	01

Dr. Lalit Sharma

Academic Activity	2019-20	2020-21	2021-22
Certification MOOCS/NPTEL	01	02	02
Training on teaching Pedagogy (NITTR/ARPIT)	01		01
FDP/ Training from IIMs /premier institutions	01		01
FDP on research methodology (7Days)	01	01	01
Paper presentation in conference	02	02	02
Organizing academic event	01	01	01
Behavioural Training	01	01	01

Ms Prerna Garg

Academic Activity	2019-20	2020-21	2021-22
Certification MOOCs/NPTEL	01	02	02
Training on teaching Pedagogy (ARPIT/NITTR)	01		01
FDP/ Training from IIMs /premier institutions On Quantitative technique		01	01
FDP on research methodology (7Days)	01	01	01
Paper presentation in conference	02	02	02
Organizing academic event	01	01	01

Ms. Sanandi Sachdeva

Academic Activity	2019-20	2020-21	2021-22
Certification MOOCs/ NPTEL	01	02	02
Training on teaching Pedagogy (NITTR/ARPIT)		01	01
Workshop on communication by British council/ Centre for institute of foreign language		01	01
FDP/ Training from IIMs /Premier institutions On Quantitative technique	01		01
PhD course work	01	01	
FDP on research methodology (7Days)	01	01	01
Paper presentation in conference	02	02	02
Organizing academic event	01	01	01
Behavioural training	01	01	01

MsGuneet Kaur

Academic Activity	2019-20	2020-21	2021-22
Certification MOOCs/NPTEL	02	02	02
Training on teaching Pedagogy (ARPIT/NITTR)	01		01
FDP/ Training from IIMs /Premier institutions On Quantitative technique	01		01
FDP on research methodology (7Days)	01	01	01
Paper presentation in conference	02	02	02
Organizing academic event	01	01	01
Behavioural training	01	01	01

Dr. Saurabh Gupta

Academic Activity	2019-20	2020-21	2021-22
Certification MOOCs/NPTEL	02	02	02
Training on teaching Pedagogy (ARPIT/NITTR)	01		01
FDP/ Training from IIMs /Premier institutions On Quantitative technique	01		01
FDP on research methodology (7Days)	01	01	01
Paper presentation in conference	02	02	02
Organizing academic event	01	01	01
Behavioural training	01	01	01

Faculty Research Plan

The primary objective of the plan is to motivate the faculty members of the Institute to undertake quality research and publish research papers in reputed journals. The publication plan for individual faculty is a part of credit system. All the faculty members are motivated to publish papers in Scopus indexed or ABDC listed Journals.

Individual Faculty Research Plan

Research Publication Per year in Scopus indexed /ABDC Listed Journal			
Name of Faculty	**2019-20**	**2020-21**	**2021-22**
Dr Ashwani Varshney	01	01	01
Dr Ajay Tripathi	01	01	01
Dr Neelu Tiwari	01	02	02
Dr Nidhi Mathur	01	02	02
Dr Anubha	01	02	02
Dr Rashmi Maini	02	02	02
Dr. Lalit Sharma	02	02	02
Ms. Guneet Kaur	01	01	02
Ms. Prerna Garg	01	01	02
Ms Sanandi	01	01	02
Dr. Saurabh Gupta	02	02	02

Credit based Faculty Appraisal System

The credit-based faculty appraisal system is based on the four important components of the academic process. The faculty members have to earn minimum required credits from the following heads-

- Teaching and skill development
- Institutional Events
- Institution Development activities
- Research and Publication

Each faculty member has to earn minimum 32 credits in a year. Out of which faculty has to earn minimum 4 credits from Institutional Events and 2 credits from Research and Publication which is mandatory.

Teaching and skill development

Valuation criteria	No. of Hrs.	Credits	Remarks
Courses taught	10	01	
Certification	8weeks/20 Hrs	0.5 per course	
FDP/ MDP	01 Day	01	As resource person

Institution Development Activities

Valuation criteria	Role	Credits	Remarks
Placement	Lead Co-lead Team	05 03 1.5	The credits will be awarded only to active team members.
Admission	Lead Co-lead Team	05 03 1	The credits will be awarded only to active team members.

Research and Publication

Minimum Required Credit: 02

Publications	No. of Hrs.	Credits	Remarks
ABDC	60	06 per publication	
Scopus	20	02 per Publication	

UGC listed Journal	5	.25 per Publication	
Book	20	2 Per Publication	The credits will be granted in the year of publication

Institutional Events

Minimum Required Credit: 04

Activity	Role	Credit	Remarks
Sports day	Lead Team	01 0.5	
Intercollege Fest	Lead Team	01 0.5	
Conference	Lead Team	02 01	
FDP	Lead Team	02 0.5	
MDP	Lead Team	01 0.5	
Corporate Summit	Lead Team	02 01	
Panel Discussion	Lead Team	01 0.5	
Mercato	Lead Team	02 01	
Alumni meet	Lead Team	02 01	
Cultural Event	Lead Team	01 0.5	

VII. Enhancement of Alumni Relationships

Alumni Development Plan		
2019-2020	**2020-2021**	**2021-2022**
Increment in Alumni Database by constant follow-up with the current Alumni in touch and motivating them to connect more of their Batchmates. **Annexure For Alumni Database	Increment in Alumni Database by constant follow-up with the current Alumni in touch and motivating them to connect more of their Batchmates.	Increment in Alumni Database by constant follow-up with the current Alumni in touch and motivating them to connect more of their Batchmates.
Organizing small get-togethers in 03 cities with faculties and Alumni and trying to introduce some of current students also to provide them a better platform to interact with students and bridge-in the distance to provide better opportunities and brand our Institute in stronger ways	Organizing small get-togethers in 03 cities with faculties and Alumni and trying to introduce some of current students also to provide them a better platform to interact with students and bridge-in the distance to provide better opportunities and brand our Institute in stronger ways	Organizing small get-togethers in 03 cities with faculties and Alumni and trying to introduce some of current students also to provide them a better platform to interact with students and bridge-in the distance to provide better opportunities and brand our Institute in stronger ways
02 Alumni on Panel as Judges/ Guests in the various extra-curricular and co-curricular activities	03 Alumni on Panel as Judges/ Guests in the various extra-curricular and co-curricular activities	05 Alumni on Panel as Judges/ Guests in the various extra-curricular and co-curricular activities
05 Mentors to be allocated with students to guide them constantly through their career progression so as to prepare them in a better manner to face corporate	07 Mentors to be allocated with students to guide them constantly through their career progression so as to prepare them in a better manner to face corporate	07 Mentors to be allocated with students to guide them constantly through their career progression so as to prepare them in a better manner to face corporate
Institution Level Alumni Gala Dinner	Institution Level Alumni Gala Dinner	Institution Level Alumni Gala Dinner
Launch of Alumni News Letter (Bi-annually)	Continuing with Alumni News Letter (Bi-annually), and trying to rope in more Alumni through Networking	Continuing with Alumni News Letter (Bi-annually), and trying to rope in more Alumni through Networking

Launch of Alumni Achievers Award to provide them with a feeling of pride to be rewarded by their Alma-mater. We are proposing to open this for First Five Batches that have passed out from JIM in coming Alumni meet planned in month of September 2019.	Continuing with Alumni Achievers Award to provide them with a feeling of pride to be rewarded by their Alma-mater, trying to promote it further for subsequent Batches.	Continuing with Alumni Achievers Award to provide them with a feeling of pride to be rewarded by their Alma-mater, trying to promote it further for subsequent Batches.
Summer Internship Opportunities with at least 03 Alumni Companies or their associates so that the students are connected to their seniors and they can take advantage to be shaped as better professionals with the intervention of their seniors already working in those companies.	Summer Internship Opportunities with at least 05 Alumni Companies or their associates so that the students are connected to their seniors and they can take advantage to be shaped as better professionals with the intervention of their seniors already working in those companies.	Summer Internship Opportunities with at least 07 Alumni Companies or their associates so that the students are connected to their seniors and they can take advantage to be shaped as better professionals with the intervention of their seniors already working in those companies.
Final Placement Opportunities with at least 03 Alumni Companies or their associates so that the students are connected to their seniors and they can take advantage to be shaped as better professionals with the intervention of their seniors already working in/running those companies.	Final Placement Opportunities with at least 05 Alumni Companies or their associates so that the students are connected to their seniors and they can take advantage to be shaped as better professionals with the intervention of their seniors already working in/running those companies.	Final Placement Opportunities with at least 07 Alumni Companies or their associates so that the students are connected to their seniors and they can take advantage to be shaped as better professionals with the intervention of their seniors already working in/running those companies.

Annexure - One	
Total Number of Batches Passed out	16
Total Alumni which have passed out	2000
Total Alumni contacts on portal	1132
Total Active Alumni	556

Alumni Development Action Plan 2019-2020

Alumni Initiative	Description	Outcome	Timeline / Execution	Person Responsible
Alumni Database	Increment in Alumni Database by constant follow-up with the current Alumni in touch and motivating them to connect more of their Batch mates. Target is to add at least 150 Active Alumni every year.	• Database increment	Yearly	Alumni Team Dr. Ajay Dr. Nidhi Dr. Anubha Ms. Sanadi
Alumni Get-togethers in different cities	Organizing small get-togethers in 03 cities with faculties and Alumni	• Increased Interaction with Alumni	In accordance with GD/PI Schedule Three Cities in a year	Alumni Team
Guest Lecture	Organizing formal Guest Lectures/ Talk sessions with Alumni for students and faculties	• Industry exposure • Enhanced Domain Knowledge	02 (One per Semester) April 2019 October 2019	Alumni Team
Panel as Judges/ Guests	Alumni to be invited to campus as Guests in Panel Discussions and as jury in various extra-curricular and co-curricular activities	• Increased Interaction with Industry • Practical Exposure to real corporate culture • Increased integrative learning	02 (One per Semester) April 2019 (Spardha) July 2019 (Orientation) November 2019 (Mercato)	Alumni Team
Alumni Mentor	Alumni to be allocated as mentors with students to guide them constantly through their career progression	• Increased corporate understanding • Familiarity with corporate culture	03	Alumni Team
Alumni Meet	Organizing the Annual Alumni meet in the	• Social Networking	01	Alumni Team

	Institute for the get-together of Alumni and their families.	• Employment Opportunity • Increased interaction	September 2019	
Alumni News Letter (Bi-annually)	Publication of Alumni e-News Letter Twice in a year, which comprises of Alumni Success story, Alumni articles and writings, information about Alumni.	• Increased integrative learning	To be Launched in Alumni Meet	Alumni Team All Faculties
Alumni Achievers Award	Alumni Achievers Award to provide them with a feeling of pride to be rewarded by their Alma-mater.	• Increased Corporate interaction	To be launched in Alumni Meet	Alumni Team
Summer Internship Opportunities	Efforts to place current students for their Summer Internship in the companies / associates of Alumni so that the Alumni can help to shape the career of the current students by mentoring them and helping them in their current assignment.	• Industry exposure Enhanced • Domain Knowledge	03 July 2019 – August 2019	Alumni Team
Final Placement Opportunities	Efforts to place current students in the companies / associates of Alumni so that the Alumni can help to shape the career of the current students by mentoring them and helping them in their current assignment.	• Industry exposure Enhanced • Career Progression	03 September 2019-March 2020	Alumni Team

Alumni Development Action Plan 2020-2021

Alumni Initiative	Description	Outcome	Timeline / Execution	Person Responsible
Alumni Database	Increment in Alumni Database by constant follow-up with the current Alumni in touch and motivating them to connect more of their Batch mates. Target is to add at least 150 Active Alumni every year.	• Database increment	Yearly	Alumni Team Dr. Ajay Dr. Nidhi Dr. Anubha Ms. Sanadi
Alumni Get-togethers in different cities	Organizing small get-togethers in 03 cities with faculties and Alumni	• Increased Interaction with Alumni	In accordance with GD/PI Schedule Three Cities in a year	Alumni Team
Guest Lecture	Organizing formal Guest Lectures/ Talk sessions with Alumni for students and faculties	• Industry exposure • Enhanced Domain Knowledge	03 April 2020 September 2020 December 2020	Alumni Team
Panel as Judges/ Guests	Alumni to be invited to campus as Guests in Panel Discussions and as jury in various extra-curricular and co-curricular activities	• Increased Interaction with Industry • Practical Exposure to real corporate culture • Increased integrative learning	03 April 2020 (Spardha) July 2020 (Orientation) November 2020 (Mercato)	Alumni Team
Alumni Mentor	Alumni to be allocated as mentors with students to guide them constantly through their career progression	• Increased corporate understanding • Familiarity with corporate culture	05	Alumni Team

Alumni Meet	Organizing the Annual Alumni meet in the Institute for the get-together of Alumni and their families.	• Social Networking • Employment Opportunity • Increased interaction	01 September/October 2020	Alumni Team
Alumni News Letter (Bi-annually)	Publication of Alumni e-News Letter Twice in a year, which comprises of Alumni Success story, Alumni articles and writings, information about Alumni.	• Increased integrative learning	Continued to be Bi-annually	Alumni Team All Faculties
Alumni Achievers Award	Alumni Achievers Award to provide them with a feeling of pride to be rewarded by their Alma-mater.	• Increased Corporate interaction	Continued to be yearly Award	Alumni Team
Summer Internship Opportunities	Efforts to place current students for their Summer Internship in the companies / associates of Alumni so that the Alumni can help to shape the career of the current students by mentoring them and helping them in their current assignment.	• Industry exposure Enhanced • Domain Knowledge	05 July 2020 – August 2020	Alumni Team
Final Placement Opportunities	Efforts to place current students in the companies / associates of Alumni so that the Alumni can help to shape the career of the current students by mentoring them and helping them in their current assignment.	• Industry exposure Enhanced • Career Progression	05 September 2020-March 2021	Alumni Team

Alumni Development Action Plan 2021-2022

Alumni Initiative	Description	Outcome	Timeline / Execution	Person Responsible
Alumni Database	Increment in Alumni Database by constant follow-up with the current Alumni in touch and motivating them to connect more of their Batch mates. Target is to add at least 150 Active Alumni every year.	• Database increment	Yearly	Alumni Team Abhilasha Upadhyaya Dr. Neelu Dr. Anubha
Alumni Get-togethers in different cities	Organizing small get-togethers in 03 cities with faculties and Alumni	• Increased Interaction with Alumni	In accordance with GD/PI Schedule Three Cities in a year	Alumni Team
Guest Lecture	Organizing formal Guest Lectures/ Talk sessions with Alumni for students and faculties	• Industry exposure • Enhanced Domain Knowledge	05 January 2021 April 2021 July 2021 September 2021 November 2021	Alumni Team
Panel as Judges/ Guests	Alumni to be invited to campus as Guests in Panel Discussions and as jury in various extra-curricular and co-curricular activities	• Increased Interaction with Industry • Practical Exposure to real corporate culture • Increased integrative learning	05 April 2021 (Spardha) July 2021 (Orientation) November 2021 (Mercato) International Conference 2021	Alumni Team

Alumni Mentor	Alumni to be allocated as mentors with students to guide them constantly through their career progression	• Increased corporate understanding • Familiarity with corporate culture	07	Alumni Team
Alumni Meet	Organizing the Annual Alumni meet in the Institute for the get-together of Alumni and their families.	• Social Networking • Employment Opportunity • Increased interaction	01 September 2021	Alumni Team
Alumni News Letter (Bi-annually)	Publication of Alumni e-News Letter Twice in a year, which comprises of Alumni Success story, Alumni articles and writings, information about Alumni.	• Increased integrative learning	Continued to be Bi-annually	Alumni Team All Faculties
Alumni Achievers Award	Alumni Achievers Award to provide them with a feeling of pride to be rewarded by their Alma-mater.	• Increased Corporate interaction	Continued to be yearly Award	Alumni Team
Summer Internship Opportunities	Efforts to place current students for their Summer Internship in the companies / associates of Alumni so that the Alumni can help to shape the career of the current students by mentoring them and helping them in their current assignment.	• Industry exposure Enhanced • Domain Knowledge	07 July 2021 – August 2021	Alumni Team
Final Placement Opportunities	Efforts to place current students in the companies / associates of Alumni so that the Alumni can help to shape the career of the current	• Industry exposure Enhanced • Career Progression	07 September 2021-March 2022	Alumni Team

	students by mentoring them and helping them in their current assignment.			

VIII. Infrastructure

The followings are the key features to improve infrastructural facilities at the Institute in the year 2019-2022:

Particulars		2019-20 (Approximate Expenditure)	2020-21 (Approximate Expenditure)	2021-22 (Approximate Expenditure)
Library	Books/Journals/E-Resources for Library	Rs. 8 Lakh	Rs. 10 Lakh	Rs. 12.5 Lakh
	Book Shelf& Rack	Rs. 2 Lakh	Rs. 2 Lakh	Rs. 2 Lakh
	CMIE Prowess Database	Rs. 2 Lakh		
IT	Software (MS Office 60 Licence)	Rs. 2.5 Lakh		
	Hardware (Server)	Rs. 1.5 Lakh	Nil	Nil
	LCD/ LED Projectors	Rs. 90,000/-	Rs. 90,000/-	Rs. 90,000/-
	2 Smart White Boards for Classrooms and Workshops	Rs. 3.5 Lakh	Rs. 3.5 Lakh	Rs. 3.5 Lakh
	Software SPSS (10Users, Base + 2 Module)	Rs. 3 Lakh		
	Software Turnitin to check plagiarism		Rs. 5 Lakh	
Furniture & Fixture	Hostel Furniture & Partition	Rs. 12 Lakh		
	Chairs for Class Rooms		Rs. 3.5 Lakh	
	Chairs for Canteen	Rs. 40,000		
	Chairs for Common Rooms (Girls Hostel)	Rs. 10,000		
Vehicle (Official Car)				Rs. 10 Lakh
AC	Class Rooms and Faculty Rooms- 8 Nos.		Rs. 4 Lakh	

Performance Indicators

Academic development	Admissions	Placements	Research	Faculty Development	Alumni	Ranking / Accreditation
Curriculum enrichment	Achievement of full capacity of students i.e. 180	Achievement of 100% Placements	Publication in SCOPOUS/ ABDC Journals	Individual Career Development Plan implementation	Increment of Alumni Database	NAAC / NBA Accreditation
Involvement of external experts		Average package of Rs. 5.5 LPA	Participation in FICCI/PHD Chamber Events	Training Programs for Faculty	Extensive engagement of Alumni in Institute activity	Improvement in Business Today Ranking
Academic rigour		Addition of 'A' grade companies for placements	Implementation of Research Policy	MOOCS/NPTEL Certification	Engagement of Alumni for final Placements and SIP	Improvement in Business World Ranking
Development of teaching & learning resources		Improved Industry Interaction in course curriculum	Development of Intellectual Capital of Institute	Paper Presentation in conferences		Improvement in GHRDC / CSR B-School Survey Ranking
Industry based assignments						Listing in NIRF Ranking
Value addition courses						
Outcome based learning						
Rigorous students' assessment						
Improvements in student's university results						
Skill based development of students						