



**INSTITUTE OF ADVANCE MANAGEMENT AND RESEARCH**  
(Approved By AICTE, New Delhi and Affiliated to AKTU, Lucknow)

## **Guidelines for the Placement Activities**

Efficient Placement Dept. is one of the most important departments in any prestigious institution. It is this department which plays a role of catalyst between the corporate and academia to get the students placed in the companies for which every student looks at with the hope of expectations.

### **The Responsibilities**

Broadly Placement Dept. of the institute takes the onus of the following functions.

- To create confidence in students for their placements in the reputed organizations.
- To establish strong holistic relations with corporate.
- To provide opportunities to the students to understand the industry by way of guest lectures, industry visits, summer internships and last but not the least placements.
- To maintain bond with the alumnus of the institute and to involve them in all activities.
- To provide solution to the industry in the areas where they feel problems.
- To prepare students for the placement through PDP & other value added activities.
- To conduct various diagnostics tests to test the abilities of the students for the placements and to over come the weaknesses of the students.
- To coordinate with the department heads to enlighten them with the industry requirements.

### **The Duties**

#### **Placement Incharge :-**

The Placement Incharge will undertake the following responsibilities.

- He/ She will be overall responsible of the day to day functions the placement dept..
- He/ She will make all strategies to ensure effective placements of the students of the institute.
- He/ She will take/ advise on all strategic decisions to develop required skills of the students to make them employable with the concurrence of the concern Director.
- He/ She will coordinate with HODs to have knowledge as to what effects are putting by them to develop the prodigies of the students to make them employable.
- All value added programme in the institute shall be held under the information of placement dept.



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- He/ She will have the authority to held meetings with the HODs & faculty members to discuss the issues of vital importance under information to the director.
- He/ She will liaise with the corporate in absolute terms after the consultation with the Director.
- He/ She will keep informed to the director of the institute about all activities and developments, time to time preferably on weekly basis through a well structured system.
- To conduct diagnostic tests time to time to check the student's competency.
- To sensitize students about the placement requirements and corporate expectations from the management students.
- He/ She will undertake out door responsibilities and meet corporate executives under advise to the Director.
- He/ She will report to the Director on daily basis and chalk out his/her all programme according.
- He/ She will explore new avenues of industry for placements for the students and devise strategies with the Director to maintain the corporate relationship.
- He/ She will arrange the placement drives in the institute or pool campuses maintaining the standard and reputation of the institute under consultation with the Director.
- He/ She will arrange all such events which will boost the image of the institute and instill confidence in the students under consultation with the Director.
- He/ She will coordinate with the students to satisfy their all queries and needs.
- He/ She will maintain all files and records related to placement activities in the most professional manner.
- He/ She will maintain the records of the alumnus of the institute.
- He/ She will create a system to remain connect with the alumnus so that a bond may be created with them to solicit their favor for placement assistance.

**Office Assistant( Students' Coordinators)**

Office Assistant will do the following work in the department.

- To do all typing work.
- To maintain all records related to placement dept. /Alumnus.
- To maintain the data of the present students as per the directions of the CRC Head.
- To maintain schedules of the meetings/ and to keep a track on the commitments of the field staff.



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### **Execution of Strategic Plans**

#### **September / October 2022**

- Minimum 100 number of large/ medium and small size companies be identified to establish connect with them.
- Few strong and dedicated alumnus will be identified working at the senior positions and establish special connect with them.
- Introductory letters will be sent to the maximum number of the alumnus and industry officials to bring them into the fold to generate the touch.
- Certain value-added short-term programme be organized to boost up the professional capabilities of the students.
- Minimum three to four placement drives should be organized in the campus to instill confidence in the students.
- Very focused interview skills development programme should be held in absolute circumspect manner to develop the required communication skills in the students.

#### **October/ November 2022**

- The all above activity will continue.
- The Placement Incharge will start moving out to visit the industry to create a personal touch.
- Minimum 10 industry should visit in this month under consultation with the Director.
- Minimum two to three guest lectures will be held in this month of the companies' officials interested to recruit the students from the institute.

#### **December 2022& January 2023**

- Placement Incharge will make a month wise tentative plan as how many companies will come for the campus selection in the institute.
- The placement Incharge will continue his/ her endeavor to build up relations with the industry .
- Very concentric efforts will start from this month to enhance the attitude of the students to make them ready for the placements.
- The recruitment process must start with the appointment letters/ advises to the students.

#### **February/March 2023**



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- Minimum 10 to 20 placement drive and a Job fair.
- Proper communication with all prospective and non prospective recruiters.
- Mock interview sessions in the presence of corporate persons to judge the students about their preparedness.
- Maximum placement drives to ensure high degree of placements in all streams.
- To ensure that the maximum placements are done before the commencement of the end term examinations.
- To initiate companies for the summer internships for students.
- To sensitize students from the importance of summer internship.
- To enlighten students from the rules of summer internship.

**April 2023**

- To continue efforts for the remaining placements.
- To ensure 100% summer internship opportunities for the 1<sup>st</sup> year students.