



INSTITUTE OF ADVANCED 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 overcome 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 2025-26

- 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 2025-26

- 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 & January 2025-26

- 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 2025-26



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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 2025-26

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