



## **IIMA Press Release 2011-12**



### **Conference on Placement Reporting Standards held at IIMA**

IIMA, June 18, 2011: Conference on Placement Reporting Standards was held today at IIMA. Invitations for the conference were sent to 170 B-schools, 85 recruiters, and 13 media and ranking agencies. The conference was attended by 33 B-schools, 4 recruiters, and 7 media and ranking agencies. After the inauguration and the introduction of the project, various stakeholders were asked to share their perspectives on the proposed Standard.

The afternoon session of the conference focussed on refining the draft further. Each clause of the draft was discussed by the participants and changes were made to the draft. In one major update, the participants agreed to replace the concept of CTC with that of the Maximum Earning Potential (MEP). Reporting the total guaranteed cash components and MEP separately will provide sufficient meaningful information. It was also decided that internship data would be further segregated based on whether internships were secured through the institute or otherwise. The sectoral information was further expanded to include sectors like travel & tourism. It was also agreed by participants that verification by an external auditor would be the appropriate method to lend credibility to this initiative.

At the end, it was decided that a copy of the revised draft would be sent to all stakeholders, including the participants of today's conference and a reply from them will be sought by July 31, 2011 in terms of their acceptance or rejection of the draft.

Today's conference reaffirmed our views that such a standard would go a long way in providing authentic, transparent and verifiable placement information to interested sections of the society.

IIM Ahmedabad aims to release its final placement report according to the proposed standards this year. We have received placement data from 210 students out of 314 PGP students placed. In the PGP-ABM batch all recruiters have shared the data with us. However before releasing the report, IIM Ahmedabad today held a conference on the Placement Reporting Standards to discuss the feedback received and to refine the draft further.

Placements are a key part of the B-school education in India today. Information on placements is typically disseminated by the media. However the information is not consistent and hence not comparable across campuses. To ensure fair and transparent placement reporting, IIM Ahmedabad had proposed in the Recruiter Conclave held in October 2010 to release a set of Placement Reporting Standards. The first draft of these standards were released in February this year to the major stakeholders, including recruiters, media and other B-schools, to solicit feedback.