



Dear Alumnus,

Greetings from IIMA!

We are happy to inform you that the proposal that I had shared with you earlier about IIMA signing a MoU with LinkedIn, for creating two **official** IIMA groups on LinkedIn, is now operational.

- IIMA Alumni Group:** This would include all PGP, PGPX, PGP-ABM, PGP-PMP and FPM alumni. While there are unofficial IIMA groups on LinkedIn, the official group would provide a verified database, with every person in the group being cross-checked with IIMA's Alumni database. Each alumnus will be a member of two groups – the main IIMA group and simultaneously the specific program sub-group (PGP, PGPX etc.). In addition, a separate sub-group would be created for Recruiters. IIMA's Placement Office will invite our valued recruiters to be part of the Recruiter sub-group. While alumni groups are popular on LinkedIn, we are given to understand that this is the first time any B-School is providing its recruiters access to its alumni through LinkedIn.
- IIMA Executive Education Alumni Group:** This would include all eligible MDP, FDP, MEP, 3TP and AFP alumni. Each alumnus will be a member of two groups – the main IIMA Executive Education Alumni group and simultaneously the specific program sub-group (MDP, FDP etc.). Recruiter access to this group will not be provided, in accordance with the Institute's policy of providing placement services only to those alumni who pass through the Convocation. However, we expect that career progression opportunities would emanate from peer to peer hiring opportunities. The discussion forums inside the main group and the sub-groups could be used for job posting by the alumni. The benefits of this group include interaction among batch-mates and among programme-mates; for example, FDP participants can interact with participants who have attended in other years. This networking is likely to help participants not only in their careers but also in forming expert groups to pursue topics of mutual interest. It would also help the Institute understand the career progression of executive education alumni, and periodically reach out to them regarding Institute initiatives and events.

This initiative is the brainchild of Prof. Saral Mukherjee, who was the Chairperson of Placement Committee for four years until very recently. The origin of the idea of providing career support to alumni goes back to September 2008 when he was Placement Chairperson and received emails from fresh graduates who lost their jobs in the financial turmoil at that time; our alumni did not have a 'safety net' and the Placement Office did not have any mandate to place alumni. Since then, he has been working on the idea, progressing from designing a social-networking website in-house to the idea of partnering with LinkedIn. We hope that in future we would be able to provide a better career support to our alumni through this official IIMA group. Prof. Mukherjee is currently a member of the Alumni and External Relations Committee headed by Dean (AER) and a member of the Placement Committee currently headed by Prof. Kirti Sharda.

The objective behind this initiative is to facilitate alumni to network with peers and to create an infrastructure which would allow recruiters to interact with alumni, who permit them to do so. For recruiters, the benefits include lower information search costs for middle to senior level hiring. For alumni, the benefits include not just keeping in touch with their *alma mater* and batch-mates, but also connecting with potential recruiters for mid-career shifts. For current students, the benefits include the ability to reach out to seniors and participate in career-specific discussion boards. For IIMA, the benefits include an ability to continuously track the career progression of the alumni and serve the dual purpose of having alumni-connect as well as migration to life-long career support from providing one time campus placement service.

One of the main deficiencies in our Placement system is the lack of career counseling. The career specific discussion boards within the main IIMA group could be created by members, enabling a first-year student to tap into the wealth of knowledge and understanding of the alumni. It is up to you to create these discussion boards and separate Special Interest Groups (SIG), but do note that LinkedIn has a limit of maximum 25 sub-groups within the main group.

The access to this group would be free for alumni. However, IIMA reserves the right to charge recruiters and/or alumni for any services related to recruitment at a later date. The LinkedIn group would not replace existing alumni databases maintained by the institute or any existing alumni service. An alumnus can choose not to participate in the LinkedIn group and can choose to exit the membership of the official IIMA LinkedIn group at any point of time, without any impact on the alumni status and services offered by IIMA Alumni Office.

The details of the benefits, privacy setting, and joining procedure are given in a separate page. [Click here to view the procedure.](#)

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