



भारतीय प्रबंध संस्थान कोषिकोड  
**Indian Institute of Management Kozhikode**

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**CONCEPT NOTE – Transitioning Placement Cell to CARE**

The idea behind CARE

The concept of placement cells worked well during the last five decades across the universities in India. While none of the government institutions including the prestigious IIMs or IITs had promised placements, placement cells in the institution took the responsibilities of connecting the graduating students to the recruiter in India and abroad. Over a period of time, these placement cells were manned by elected student bodies at the premier institutions with an oversight from the placement cell in-charge (a chairperson) supported by staff from the university or institute. This worked very well during the period of significant growth in requirement of engineers between 2000 and 2020 in a country such as India. Institutions across India took pride in highlighting the closure of placement activities with salary figures. Media houses highlighted these stories further fuelling the thought of 100% placements. While there was competition amongst global economies as well as within industries, there were no significant structural changes within each of the industries.

However, with the advent and boom of internet and associated technologies, there were significant changes in the product development process, business models, the way competing models took away industry's business, nature of work and workers employed, etc. This led to changes in the time duration of innovation (R&D) cycles of firms as well as innovation adoption cycles by customers. Hence, as per the future of jobs report by World Economic Forum, it is expected that there would be 25% of structural churn in labour markets over the next five years.

Given the above, Prof. Debashis Chatterjee (Director – IIM Kozhikode) has highlighted the need to transform the landscape of Indian educational system into a vehicle of continuous learning and development. As management institutions, it is imperative to enhance the employability of students than restricting the scope of management education to short-term job opportunities. Indian education system has historically aimed at nurturance over cognitive sharpness and has always embraced long-term learning and enhancement of skills through curiosity, practice and pertinence. In alignment to the Institute's vision towards Globalizing Indian Thought by Inculcating Authenticity (Satyam), Sustainability (Nityam) and Fulfillment (Purnam), IIMK built the CARE office to expand the long-standing ethos of life-long learning for corporate preparedness and sustainable careers. The CARE office embarks upon the path of providing the students a platform for a long-term career development through three functions – Corporate Access, Corporate Readiness and Corporate Engagements.

Prof. Chatterjee highlighted, *"IIM Kozhikode believes in the ongoing process of nurturance and long-term learning which helps students build themselves future-ready for their*

*careers. Students should be adept at skills and competencies for the changing nature of work and workforce. CARE provides students with a platform to explore opportunities to grow their professional realm by building fruitful networks, holistic perspectives and informed readiness."*

### **Corporate Access Cell**

Through the Corporate Access cell, the Institute helps the students in an enhanced understanding of sectors and roles. This is done through sectoral and role-based preparatory workshops. We plan to conduct sector based workshops such as consulting, banking and financial services, IT and e-commerce that provide candidates with a holistic view of the sector and the growth opportunities in the sector going forward. These workshops have eminent speakers who have spent more than 20 years in the industry and their inputs provide valuable insights to our students regarding long-term career opportunities in the sector. The role-workshops are aimed at shaping our students thinking towards specific role-based competencies suited for the growing market and industry requirements. These workshops are conducted by stalwarts who have spent around 7-15 years in these roles across different industries and provide an industry-wide role-specific insight to our students. Fundamentally these workshops look at bridging the Industry – Knowledge gap that exists between the students and the industry requirements. It is essential that the students are made aware of and updated about the various industries and the roles the industries offer. The trends, best practices, regulatory updates of each sector are provided to the students.

### **Corporate Readiness Cell**

The Corporate Readiness Cell would be responsible for the candidate's profile development and preparation. This cell would enable each candidate to build profiles based on their aspirations. It would also help the students in building their candidature for future job prospects and opportunities through one-on-one executive coaching sessions (either professional or alumni) to enable one realise their full potential. The Corporate Readiness Cell (along with other student clubs) also engages with firms for engagement towards participation in leadership series. The Readiness cell helps students participate in competitions organized by corporates. One to One coaching is provided to maximise the student's individual potential. They act as a sounding board for the students and help them evolve during their stay at campus. This would be done through alumni connect/ professional coaching sessions. Apart from the above, there would be personal branding workshops to enhance student's candidature in the job-market.

### **Corporate Engagement Cell**

The Corporate Engagements Cell would be responsible to build sustainable relationships with the recruiters. Placements process is an activity mostly driven by the student placements committee. The student's placements committee is elected every year from the batch who in turn connect with the organisations for running the placements process. Due to the change of guard every year with the formation of new committees, it is difficult to nurture long term relationships with organisations and alumni. A designated professional point of contact will help us in fostering long term relationship and improved connectivity in processes. It would look at developing deep and multiple level engagement with organisations. Of course, we would take a step wise approach by moving this activity in our one year programme to start with.

### **Response from corporate stakeholders**

The response has been very welcoming from various stake holders. We have received positive response from the alumni, recruiters and current students about the CARE initiative.

### What makes this initiative unique among B-Schools

This initiative intends to develop a professionally managed relationship between the corporates and the institute. This initiative facilitates students with numerous opportunities to prepare themselves for their career aspirations. The workshops conducted under the Corporate Access cell and Corporate Readiness cell would expand the notion of employability by providing avenues in the job markets for the B-school students to explore and the Corporate Engagement cell will provide a platform for students to appear for career opportunities in various organizations.

Prof. Prantika Ray, Chairperson, CARE (PGP-Business Leadership) stated, *"This is an institutional decision to transform the nature of job-seeking and employment. CARE envisions and co-creates along with corporates and alumni, a comprehensive journey for students to be future-ready for career opportunities both in the short and long-term. Our recruiters and alumni are positive about this initiative and are wholeheartedly supporting us in this attempt towards transforming placements into a long-term employability initiative."*

Prof. Roopak Gupta, Chairperson, CARE (PGP, PGP-LSM, PGP-Fin) , stated, *"We endeavour to support students with comprehensive professional guidance, valuable resources, and learning opportunities to achieve career aspirations."*

### Role of students

Students' interest groups and the Student Council helps the CARE office to identify and explore opportunities for the corporate access and the readiness initiatives. The CARE office would also receive operational assistance from students during the workshops and engagement activities.