

APPROVED MINUTES

MINUTES OF THE 106<sup>th</sup> BOARD OF GOVERNORS MEETING OF INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE HELD ON 12 APRIL 2024 AT 17:00 HRS IN KOZHIKODE

**BGM 106.15 ANY OTHER POINT WITH THE PERMISSION OF THE CHAIR**

**3. Creation of Office of CARE (Corporate Access, Readiness and Engagement)**

Considering the extensive scope of student activities within the institution, it is considered prudent to separate the placement role for PGP-BL. The placement activity will now be referred to as CARE (Corporate Access, Readiness and Engagement). Recognizing the shift towards CARE, it is essential to acknowledge the significant challenge of overseeing this process with just one Chair without ample support. Therefore, until additional resources are acquired to strengthen the CARE team, it is essential to have two faculty members dedicate their time during this transitional phase. Consequently, two separate committees are constituted; one for PGP-BL and the other for all two-year Post Graduate Programmes. These committees will serve a one-year tenure, following which CARE will be amalgamated into a unified committee.

*Submitted to the Board for kind information and approval.*

**The Board approved the above proposal**

*Mr. Ronald Board member, had a point for discussion –*

*Currently placements for 1000-odd students is managed by a group of students (placements committee) who change every year, leading to very poor relationship management with leading companies and often lack of transparency about the placement process.*

*This has led to us losing many valued corporate relationships with multiple top companies including top firms like McKinsey.*

*IIM Kozhikode urgently needs to set up a professional corporate relations office that manages not just student placements but also deepens those relationships to MDPs, research, scholarships and more.*

*It will help us to have a professional team, led by a Head of Corporate Relations (we have had two before but unfortunately they left) supported by a team of 4-6 Relationship Managers (profile similar to bank relationship managers) who manage relationships with companies. Students can continue to \*support\* with all the processes and admin, but we need full time experienced professionals to engage with and build deep relationships with companies, with multiple types of engagement throughout the year.*



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Lt. Col. M. Julius George (Retd)  
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*This recommendation comes from seeing 21 years of campus placements at IIMK and other IIMs, and being a recruiter at top business schools abroad and in India and also hearing feedback from two dozen alumni recruiters at IIMK who are very frustrated with the current set up.*

*As a leading business school, we cannot afford anymore to have corporate relations managed by a bunch of amateur students in the current transactional manner.*

*I am happy to volunteer to participate in a task force to take action on this topic, if the Director and Board so wish.*

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During the 104<sup>th</sup> meeting of the Board of Governors held on 14.10.2023, the Board discussed the Agenda Item 'rebranding of Students' Placements as 'Corporate Relations and Engagement' (BGM 104.13.3).

*The Board accorded an in principle approval for the proposal for rebranding the Students' Placements as Corporate Relations and Engagement and for hiring a competent individual to handle the activities as the Head of the Corporate Relations & Engagement.*

*Mr. Ronald's Suggestion on Relationship Managers would also be looked into by the Institute.*

ले कर्नल एम. जुलियस जॉर्ज (सेवानिवृत्त)

Lt. Col. M. Julius George (Retd)

सचिव, शासक मंडल

Secretary, Board of Governors

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