



**PLACEMENT GUIDELINES**  
POST GRADUATE DIPLOMA IN MANAGEMENT



**NATIONAL  
INSURANCE  
ACADEMY**

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## **PLACEMENT GUIDELINES 2017-18**

National Insurance Academy's PGDM programme attempts to nurture talent to meet the needs of growing insurance sector. The Academy imparts insurance knowledge, and develops managerial and soft skills essential to develop leadership capabilities. It constantly engages with the industry which has been appreciative of NIA's initiatives and activities. The Academy aims at becoming a Centre of Excellence in research, education and training in Insurance and allied areas.

### **1 OBJECTIVES**

- a. For the recruiters, the Academy provides opportunity to recruit young talent as per their requirements. It tries to assure good quality talent to meet the current requirements of the industry.
- b. For the students, it is a platform where they can exhibit their skills, knowledge, and aptitude for a successful career within the insurance industry and allied services. It tries to assure reasonable placements for the students as per their preferences.

### **2 PLACEMENT SETUP**

#### **2.1 Placement Office**

The entire placement activity is coordinated by the Placement Office, which is the main interface between the corporate world and the Academy. The Placement Office is headed by the Placement Chairperson (Chair Professor nominated by the Director) who is assisted by the Placement Officer and one additional staff member for coordinating various activities. All placement related activities of NIA are coordinated by the Placement Office. Placement Office will discharge its responsibilities under the guidance and supervision of Faculty Placement Committee and with the assistance of Student Placement Committee.

### 2.1.1 Functions of Placement Office

Role of the placement office is to provide placement assistance to graduating students. It brings together the students and the potential employers and facilitates their interactions.

1. Maintenance of a student database for placement purpose that captures the educational details and career graph of both current students and alumni, Summer Project Company, Title of the topic etc.
2. Preparation of the Placement Activity Calendar in which dates are set out for the entire Final Placement of 2<sup>nd</sup> year students as well as for the Summer Internship Programme for 1<sup>st</sup> year students.
3. Preparation of the plan of action for the proposed activities and of budgetary provisions required. Necessary approval from the competent authority has to be obtained for these proposals. Competent Authority's approval is also required for each specific event/transaction within the overall limits of budgetary provisions.
4. Placement activities require interaction with a distinct category of executives, private transport may be necessary. However, it is needless to mention that this should be used prudently and optimally.
5. Mapping student aspirations for functional areas, recruiters, locations, package etc.
6. Conduct of pre-placement activities like career guidance and counselling, alumni visits, resume writing, mock interviews, communication skill workshops, group discussions etc.
7. Inviting recruiters, negotiating packages and profiles
8. Publishing the placement brochures for Final Placement and Summer Internship.

## 3 PLACEMENT COMMITTEES

There are two committees: -

- 1) Faculty Placement Committee
- 2) Students Placement Committee.

### 3.1 Faculty Placement Committee (FPC)

#### 3.1.1 Constitution:

The Faculty Placement Committee comprises of

- i. Chair Professor (General Insurance)
- ii. Chair professor (Life Insurance)
- iii. Principal/PGP Coordinator
- iv. Placement Officer



One of the Chair Professors will be nominated as Chairperson by the Director.

### **3.1.2 Functions:**

Faculty Placement Committee is primarily the policy making body on placement activities of the Academy. It supervises drafting and reviewing the placement guidelines. It also considers the annual plans, and reviews the annual report of placement activities prepared by the Placement Office. Placement related Grievance Redressal is one of the primary responsibilities of this committee. Faculty Placement committee will also examine the cases of placement related misconduct of the students.

### **3.2 Student Placement Committee:**

A committee of students assisting the placement office in executing the placement activities.

#### **3.2.1 Constitution:**

Membership of the committee consists of -

- i. Elected Student members
- ii. Nominated Student members
- iii. Placement Officer is the secretary/convener/co-ordinator of the committee

Student members will be from both the years/batches. The number of the student members will approximately be 10% of the batch size. And these members are elected by the students.

The election will be conducted at the beginning of the Academic Year, simultaneously with the election of members of other student committees. To ensure that a member gives adequate time to the placement activities, normally a student is not allowed to be member of more than two student committees. As a matter of good governance, after the completion of the first year an opportunity is given to the students to replace not more than 1/3 of the members. This process helps in replacing members found to be ineffective (if any). This will be done by a process of re-election in which 2/3 of existing members and 1/3 either from the existing members or other students are re-elected/elected. Apart from the elected student members, not more than two members can be nominated by the Principal/ PGP Co-ordinator with the approval of Chairperson of Faculty Placement Committee. Nomination is not mandatory. Nominated members will hold the membership at the pleasure of Principal / PGP Co-ordinator.

### **3.2.2 Role of student placement committee**

Acts as a bridge between the students, Faculty Placement Committee, and Placement Office.

To assist the Placement Office in maintaining student database, preparation of the Placement Activity Calendar and budget, Conduct of pre-placement activities, mapping student aspirations for functional areas, recruiters, locations, packages etc. Inviting recruiters and pitching for the same, bringing out Placement Brochures etc.

For this purpose, the Student placement committee interacts with the recruiting organizations, visit the organizations and executives, arranges pre-placement talks, and arranges interviews carries out other co-ordination activities including compiling data for bringing out the placement brochures. (Summer Placements Brochure and Final Placement Brochure) Student Placement Committee keeps in constant touch with the Industry and Alumni. It also co-ordinates the arrangements of mock interviews, screening and counseling associated with the placement. Student Placement committee prepares and circulates a placement brochure with profiles (validated by PGP Office) of students. It is the responsibility of the placement committee to see that the above activities are carried out in fair and equitable manner and in the best interest of all the stakeholders.

Students have right to make a complaint on placement related grievances to the Placement Officer. Placement Officer should place all such grievances before the Faculty Placement Committee and take steps to resolve the grievances. FPC also examines the cases of placement related misconduct of the students

## **4 ANNUAL PLACEMENT ACTIVITIES – ZERO DAY**

### **4.1 Prior to Zero Day**

#### **4.1.1 Plan and organizescreening of students**

As part of the placement process the recruiters normally undertake a screening exercise (GD/Aptitude Test online/offline, CV based short-listing, etc.). All students may not participate in the screening exercise as they may have preferences or may not be interested in certain companies. Initially the recruiters are provided with the CV of all the interested students. All such screening exercises should be completed before the Zero Day. Recruiters are expected to submit three days before “Zero Day”, the list of candidates shortlisted by them for final interview to the Placement Officer.

Normally the official of the recruiter short lists the candidates based on tests and/or group discussions. Sometimes the short listing is done based on the student details sent to them by the Academy. These lists are communicated to the placement committee. Sometimes the recruiters may request the placement committee to short list the students. In such cases the placement committee will short list the students based on the students' data available with the Placement Office in a manner most appropriate and fair to the relevant case.

#### **4.1.2 Capping on screening of students**

For avoiding possible cornering of placement opportunities by few students, it is proposed to have a cap on number of opportunities to be given to each student for the purpose of short listing. For this purpose, once he/she is shortlisted by seven (Further bifurcated into 5 GD based shortlist and 2 profile based shortlist) recruiters, he / she will not be permitted to further participate in GD based short listing exercises. Any deficiency in GD based shortlist can be compensated by additional profile based shortlist, but not vice-versa.

#### **4.1.3 Prepare list of students eligible for placement**

Student Placement committee should finalize the list of students participating in placement process for being circulated amongst the students and recruiters.

Students who have accepted pre-placement offers stand excluded from the placement process.

#### **4.1.4 Prepare list of Students Eligible for Placement with foreign recruiters**

Students are also recruited by overseas recruiter by interviewing the students either in person or through video conference. Such recruitments are limited in number. NIA may permit such recruiters to conduct interview before the Day Zero. Shortlisting of students for such specific purpose will be driven by the requirements of the foreign recruiters.

#### **4.1.5 Obtain the job profile and package from recruiters in writing**

It is mandatory for all recruiters to furnish in writing the job profile and the compensation well in advance preferably at the time of pre-placement talks. This will help in the categorization /evaluation

of the recruiters for Zero day scheduling. In case of non-receipt of these details in writing, 3 days prior to Zero day from any recruiter, it will not be possible to include them in the evaluation, but they may be permitted to participate in Zero day (but not as a preferred recruiter) provided they furnish the details before the Zero day. Those recruiters who do not provide these details before the Zero day will not be permitted to participate on Zero day, but they may be considered for participation on a later date.

Similarly, the recruiters whose offer is not as per the expectations of the Academy will not be considered for Zero day participation. However, they may be permitted on a subsequent date.

Any recruiter who participated in pre-placement talks but not eligible for participation on Zero day, has to be communicated about the same.

#### **4.1.6 Categorization of recruiters for placement**

Recruiters are normally categorised in to the following categories:

- Foreign Recruiters
- General Insurance Companies
- Life Insurance Companies
- Reinsurance Companies
- IT companies
- Brokers
- Others

Further categorisation /differentiation of these recruiters may be done on the following criteria

- ✓ Compensation Offered (For the purpose of comparison, compensation package involving variable component will be modified by taking only 50% of the variable component.) (50% weightage)
- ✓ Job Profile (10% Weightage)
- ✓ International exposure/presence (Weightage 20%)
- ✓ Number of Students recruited from NIA in the past five years. (20% Weightage)

For this categorisation/evaluation, Students will be asked to rate the recruiters on the first three of above criteria.



The evaluation conditions for last criterion will be as follows:

- 5 Marks for recruitment of 1 student per year.
- 10 Marks for recruiting 2-3 students per year.
- 15 Marks for recruiting 4-5 students per year.
- 20 Marks for recruiting more than 5 students per year

For evaluation purpose recruitment done in the last five years will be considered. In case a particular recruiter's participation is less than five years, actual number of years of participation will form the basis. Similarly, if any recruiter has participated intermittently during the said five years, only the years of actual participation will form the basis.

For the purpose of Zero day top1/2 recruiter/s in each primary category may be given preferential treatment in scheduling the interviews either on minus day one or on the zero day in a slot earlier than the one allotted to other recruiters

#### **4.1.7 Share the short listing with students and collect their preferences**

Student Placement Committee will share these lists with all the students. All students short listed by the recruiters will be informed about the short-listing and they will be asked to provide their preferences in two categories viz. HIGHER and LOWER, further arranged, in order of priority, in each category. Number of preferences in higher category will be restricted to two and in the lower category it will be restricted to three. No change in preferences will be permitted under any circumstances. These preferences should be submitted to the Designated (for this purpose of scheduling) Official, two days prior to "Day Zero".

Preferences will be compiled and a statistical summary of the preferences will be circulated amongst the students.

#### **4.1.8 Plan for organizing zero day activities**

Placement committee should carefully plan and organize the visit of recruiters for Zero Day activities. They should also co-ordinate the arrangement of infrastructure for Zero Day activities.

The committee should also prepare and keep ready the CV/Bio data of all the students to be placed before the interview committees.

It has been observed in the past that some IT recruiters divide the final selection process in two stages (Technical/ HR). This two-stage final selection process is disturbing the Zero Day activities.

Hence, such recruiters who would like to interview in stages may be permitted to conduct technical interview on the previous day so that only HR interview is done on zero day.

Designated Officials will prepare the interview schedule, and the schedule will be circulated amongst the students. By and large the schedule will be followed, with some modifications as warranted by the proceedings of the Zero Day.

Scheduling depends upon number of recruiters, number of shortlisted students of each recruiter. It is proposed to put a limit on the number of interviews of each student, the recruiters are requested to create and maintain certain buffer in short listing of the candidates.

Following are some general guidelines (Not exhaustive) for interview scheduling.

- As far as practicable a student will normally be interviewed first for his higher preferences and subsequently for his lower preferences.
- Student who has been shortlisted by higher number of recruiters will also get preference in the ordering of interviews.
- The scheduling of the interview need not be in the order of shortlisting done by the recruiters.

## **4.2 Zero Day**

NIA decides a benchmark compensation package for each placement exercise. Only the recruiters who comply with this benchmark are allowed to participate on zero day(Except what is stated above for technical interviews of IT companies and preferential treatment as mentioned in 4.1.8).

When following the “Zero Day” pattern, no recruiter would be allowed to interview the students before Zero Day.

On Day Zero, the final interviews of candidates will be organized for all eligible recruiters. Practical considerations may not permit any particular ordering of these candidates for interview. Multiple interview panels of the same recruiter may be permitted, wherever the number of short listed candidates is large.

On Zero day recruiters are permitted to communicate their offer of selection in any of the following manner:

- After each candidate is interviewed

- After interviewing every specified number of candidates as decided by the recruiter.
- After interviewing all candidates, short listed by them.

To facilitate the smooth conduct of interviews, recruiters immediately after interviewing each candidate may examine the possibility of communicating any of the following:

- Confirm the selection of the candidate.
- Confirm the rejection of the candidate
- Reserve the candidate for consideration at later point of time.

As soon as the offer is received by Designated (for this purpose) Official, he should locate the student immediately and communicate the offer and subject to what is stated in the next paragraph below, also ensure closure of placement process for the said student by appropriate communication to the student as well as to all the recruiters.

If selection offer is received by the Designated Official from only one recruiter, the process of placement gets closed for that student. However, where more than one selection offers (from same category of preferences) are received by the Designated Official before it is communicated to the concerned student, it is mandatory for the student to accept the selection offer received first in point of time. The student who is selected for his lower preference, will not attend any other lower preference interview, but will be allowed to attend his higher preference interviews. If selection offers are from different category of preferences student will be permitted to choose the higher category preference irrespective of the time of receipt of the selection by the designated official.

As a norm, it is proposed to close the placement process of each candidate on the basis of offer received first in point of time. (As it is possible that a student may receive two offers at a given point of time and also the possibility of restricted choice given to the students as mentioned in para under the title "Student's Option to Choose").

Therefore, it may be necessary for the recruiters to prepare a small list of wait listed/contingency list of candidates.

Immediate communication of the selection will enable the Academy to stop further interviews of the candidate with other recruiters. However, if a student is selected by more than one recruiter, as an exception it is proposed that a restricted option be given to the student as mentioned in 4.2.1.

Recruiters have to communicate (from a specified phone number/e-mail) their offer of selection (through SMS (email) to any one of the phone number of two Designated Officials of NIA or email address pre-determined in this regard. Other written communication may also be entertained.

All such communications of the recruiters will be compiled in a controlling office and also the acceptances by the students will be received and compiled in the same office. The results of this compilation will be disclosed within one hour of closure of the interviews. Recruiters are expected to give the letter of intent and the students acceptance will be by way of signature on such letter of intent

#### **4.2.1 Student's option to choose**

In cases of multiple offers received for a student at same point of time, the student should be given an offer to choose.

Similarly, choice be given to the students in cases of offers received after a pre-decided time, as they may be taken as simultaneous communications.

To be fair and just to the student, limited option of choice may be given to the students in exceptional cases where the Academy considers/deems it fit. Based on the recommendations of the Placement Committee, Director can consider permitting such option

### **4.3 Post Zero Day**

#### **4.3.1 Procuring offer letters:**

The recruiter is required to send formal offer letter to the Placement Officer within two weeks of the interview date. The letters if addressed to the student will be passed on to the student otherwise a formal communication about the same will be sent to the student within one week from the date of receipt from the recruiter.

Recruiter should permit the student to join the organization only after production of provisional passing certificate from the Academy.

Sometimes recruiters require the students to attend induction training with students recruited from other institutes. Student can be permitted to attend such training provided it is of a short period (not exceeding one week) and does not interfere with the academic requirement of our course.

Feedback from the students as well as recruiters is required to be collected and reviewed. Summary of the feedback needs to be placed before the placement committee. Feedback received orally maybe recorded by the recipient and such record will be part of the review summary prepared by the Placement Office.

Placement Office should also follow up each placement till the student joins the organization.

Any conduct of the recruiter inconsistent with the policies and practices described in the above guidelines and/or adversely affecting the interest of the students, (like inordinate delay in allowing joining, placing in a profile different from the one promised, unwarranted discriminatory treatment of our students vis-a-vis students of other institutes) will be brought to the notice of the Faculty Placement Committee for necessary action. Such conduct should be brought to the notice of Placement Officer, who in turn will place them before the Faculty Placement Committee for its consideration.

Faculty Placement committee having satisfied itself about the recruiter's conduct violating the spirit of these guidelines may make recommendations to the Director NIA either to,

- a) Avoid inviting the concerned recruiter in future placement processes for a specific period  
or
- b) Avoid inviting such recruiters to all other academic initiatives of NIA like seminars, summits etc. for a specified period  
or
- c) Avoid inviting for placement process as well as other academic activities for a specified period.

Director's decision in this regard including reconsideration/ review of the decision will be binding on all stakeholders.

Academy recognizes the Stake holders' (Students, Recruiters, and NIA) right to make suggestions to improve the placement process.

Right to amend the policy in the best interest of all the stakeholders preferably that of students is reserved by the Academy.



## 5 STUDENT RESPONSIBILITIES

- 1) All students are deemed to be signatories to these guidelines and any failure in compliance with these guidelines will constitute misconduct. Any behaviour/ conduct of a student inconsistent with the placement guidelines / policy warrants disciplinary action against the concerned student.
- 2) As soon as on the receipt of communication on short listing from the placement committee, student should immediately respond by communicating his/her preferences. No change in preferences will be permitted under any circumstances. Therefore, student should carefully exercise discretion in choosing the preferences. Delayed communication will be regarded as no communication. Placement committee will decide the preferences of such student/s.
- 3) At the time of interview student should not negotiate with potential employer about the package unless the recruiter has earlier declared it to be negotiable.
- 4) Students are prohibited from approaching the visiting executives, Alumni, either formally or informally or in any way communicate with them regarding the placement and related matters.
- 5) Absence from Placement Guest Lectures (without withdrawal from participation) and absence during mock interview will be construed as misconduct warranting exclusion from Placement process.
- 6) It is mandatory for the student to accept the selection offer received first in point of time in the category chosen by her/him.
- 7) Once the offer is made and accepted, it is mandatory on the part of the students to join the organisation.
- 8) Date of Joining will not be before 30th of April or such other date as may declared by the Academy during each placement process
- 9) NIA reserves the right to cancel the campus placement of the student at any point of time in case of shortage of attendance and other disciplinary issues.
- 10) A student on sabbatical has to declare this fact, if he wishes to be a part of NIA placement process. This fact will be disclosed to all the recruiters. Concealment of the fact of being on sabbatical will automatically disqualify the student for the placement process and the placement of the student will be null and void.

## 6 PRE PLACEMENT OFFERS (PPOs)

Pre placement offers shall be received before the commencement of the placement process for the year. The placement process be deemed to have commenced on the day of **Insurance Summit**. Any offer received after the commencement process will not be considered for acceptance

Pre-placement offers received by the Academy will be communicated to the student. If the pre placement offer is received by the student directly, the same should be communicated to the placement committee immediately.

Academy's approval for pre-placement offer is mandatory and such approval apart from other factors will also depend on the appropriateness of the job profile and reasonableness of the compensation offered by the recruiters in such pre-placement offers.

On receipt of communication from the placement committee regarding pre-placement offer, student should either accept / reject the offer in writing within a period of 5 days. If no communication is received from the students within 5 days, he/she would be deemed to have rejected the offer.

Student accepting pre-placement offers will stand withdrawn from the placement process. In addition, if he/she is part of the placement committee, such student ceases to be the member of such committee with immediate effect.

Normally the PPOs with compensation less than the expected compensation will not be considered by the Academy. The expected compensation is higher of the two.

- a. Average compensation received in the immediately preceding NIA campus placement process
- b. The compensation offered by the concerned recruiter in the immediately preceding NIA campus placement process

## 7 SUMMER INTERNSHIP PROGRAMME (SIP)– GUIDELINES

As a part of the PGDM program, students are required to undergo summer training in the corporate sector. The significance of the summer training can be appreciated from the fact that it is an opportunity for the students to put into practice the knowledge gained during the entire first year and also to observe how the principles and concepts are practiced in the workplace.

1. Placement Office and Student Placement Committee will initiate the activities required for Summer Placements, by liaising with the potential recruiters. Students can also suggest names (acceptable to NIA) of organizations where he/she would like to do his/her SIP.
2. The recruiters are required to detail the project areas, locations and the stipend offered. This information is passed on to the students.
3. Based on the students' response, the applications are forwarded to the recruiters within a specified time frame.
4. The Placement Office fixes dates for the selection process.
5. Once an offer is made, the student is out of process.
6. The recruiter is required to send a formal offer letter to the office / student within two weeks of the interview date. In case where interviews are not conducted the letter should be received within 10 days of application mentioned in point 3.
7. During the internship period, a weekly feedback is collected online via e-mail from both the student and the recruiter and this feedback is considered in final evaluation of SIP.
8. In case of a student not performing well during the internship, timely and strict disciplinary action is taken, even to the extent of scrapping of the project.
9. In case the recruiter is not providing adequate support, then advises and requests can be made within time, failing which an alternative project can be identified for the student in another company and the recruiter is downgraded.
10. The students are required to submit a project report at the end of the internship to both the recruiter and the Academy. The Academy copy would be displayed in the library provided the company deems it not to be confidential.
11. The recruiter is evaluated based on the quality of projects, guidance, mentorship, and support provided. This rating is used for inviting recruiters for subsequent placement activities.
12. Recruiters violating the spirit of NIA placement guidelines would be dealt under with the relevant provisions contained in 4.3.1 of placement guidelines

**Director, in the interest of students, may authorize warranted deviations from these guidelines.**

Further guidelines on Summer Internship Project are furnished in the annexure "A"

## **8 SUMMER INTERNSHIP GUIDELINES – ANNEXURE “A”**

### **8.1 General:**

- 1) It is mandatory for a student to successfully complete the SIP to be eligible for the Diploma.
- 2) SIP is for a period of 8 weeks. (in case, more time is required the internship should begin early so that it does not extend beyond 30<sup>th</sup> June).
- 3) SIP will carry a weightage of six credits.
- 4) The SIP will be assessed not only by the company mentor but also by faculty mentor. Any adverse remarks from the company may lead to rejection of the report and will disqualify the student from continuing the course.
- 5) The topic for the project report is required to be approved by the company as well as the Academy.
- 6) The student must procure visiting card (of Company Mentor, officers in HR) etc. of the corporate to enable NIA to pursue final placement in the very same organization in which the student is undergoing summer training.
- 7) At the end of the training, the students must obtain a "Feedback Form" from his CompanyMentor in the prescribed format (format provided herein below in point number 27 under title evaluation)

### **8.2 Faculty Guide**

- 8) Each student will be allotted a Faculty Guide by the Academy to monitor the progress duringSIP.
- 9) The student must keep NIA informed about his/her progress on weekly basis by sending an email to Faculty Guide on his/her email address. And copy of the same should be endorsed to Company Guide. The format of this Activity cum Progress Report is as follows.

### Summer Internship Programme Weekly Report

**Weekly Activity cum Progress Report (should reach the faculty mentor within two days of the beginning of the succeeding week- Any delay /failure in submission warrants negative evaluation in assessment. Copy should be sent to the company mentor)**

Name of the Student and Roll Number	
Name of the Company	
Period of the Report Week 1st / 2nd / 3rd / 4th / 5th / 6th / 7th / 8th / 9th / 10th	
Activities undertaken during the week (Student should briefly narrate the activities as bullet points)	
Details of field trips under taken (if any) and summary of results of such trips	
Learning Points acquired from above activities	
Plan for the next week	
Any leave taken during the week	
Any other point	

- 10) The student is required to furnish the following information within **Seven days** of the joining, if it is not finalized before joining the company for internship.
- Name of the Company Mentor
  - Email address & cell phone number,
  - Date of commencement and completion of the training,
  - Title of the project,
  - Name of the company with complete postal address, landline, and website.
- 11) In most of the cases the topic for the SIP project is given by the Company Mentor but in some cases, he/she may ask for the topic from the student, in that case he/she should be mentally prepared and ready with some topics after consulting NIA Faculty Guide/Mentor.
- 12) The NIA Faculty Guides will visit the company (if required) and the students are required to facilitate the meeting of Faculty Guide with the Company Mentor.



- 13) The student must ensure that their Company Mentor is fully satisfied with the quality of his/her efforts

### 8.3 Report

- 14) The report format is furnished below. The report must be hard bound in black leather and with golden ink words.

#### **FORMAT FOR SUMMER PROJECT REPORT**

1. Title Page –
    - a. Name of the Project
    - b. Name of the Organization & Office
    - c. Name of the Student
    - d. Name of the Faculty guide and Company Mentor
    - e. Date of the completion of the project
  2. Declaration by the student with students' signature and date
  3. Certificate of the Company's Mentor with date and signature
  4. The signature of NIA Faculty Guide
  5. Acknowledgements
  6. Table of contents

Table of contents should provide Chapter Scheme as below:

    - i. Introduction
      - a. Background
      - b. Need of the study
      - c. Organizational Profile
    - ii. Literature Review
    - iii. Project/Research Methodology
      - a. Purpose/Objectives of the project
      - b. Sample size
      - c. Geographical coverage (Pune region, Mumbai region etc)/ Locational coverage (Head Office &/or/selected offices etc
      - d. Number of companies/customers
      - e. Number of Interviewees
    - iv. Data Analysis
    - v. Summary - Findings, conclusions, suggestions, and future leads.
    - vi. Implications of the study
- Reference & Bibliography  
Appendix/Annexures  
Appendix/Annexures should include Survey Questionnaire and other related reference Documents, wherever applicable

- 15) In case the host company has requested that the Summer Project Report to be treated as confidential, then the student must indicate the same on the cover page of the report and a letter from the company indicating this must be submitted to the PGP Office. The reports marked 'Confidential' will be kept in PGP office and will not be sent to the Academy library.
- 16) The final summer project report has to be submitted to the Faculty Guide within **21 days from the date of joining IV trimester**. The Faculty Guide will review the report and recommend its acceptance to the PGP Office. In the absence of recommendation, PGP office will not accept the report.
- 17) The student is required to prepare 3 hard copies (one each for the PGP office, for the Academy's Library, and for company) and 2 soft copies of summer training project report on CD for the Academy's Library & Placement Office. Mention details of your project in four lines on CD with black permanent pen marker as given below:

**PGDM – Batch 2017-19 SIP**  
**Name of the Student**  
**Title of the Project**  
**Name of the Company**

#### **8.4 Student Behavior/Conduct:**

- 18) The student must remember that he / she is the ambassador of NIA and therefore must be punctual and professional in his / her work and behaviour.
- 19) Student once placed in a company must abide by all rules and regulations of the company and all the instructions of the Company Mentor.
- 20) If the company needs letter from the Academy regarding keeping the report confidential such letter can be obtained from the Principal / PGP Co-ordinator.
- 21) In case of student's performance not being up to the expectations, the report will not be accepted. In such cases, the student may have to repeat the SIP exercise. This is in addition to any disciplinary action which may be warranted by the conduct of the student during the period of internship.

## 8.5 Evaluation

22) The student will be required to make presentation of summer project before internal panel of faculty members on a given date.

23) The Summer Project will carry six credits(200 marks). For this purpose, the basis for assessment will be

- A. Evaluation by panel of faculty members,
- B. Evaluation by Company Mentor (Feed Back Form),
- C. Observations of faculty guide and
- D. Activity cum progress report.

In most of the cases company mentor decides the topic of SIP and being a guide on the spot, continuously monitoring the student, due weightage needs to be given to the assessment of such company mentor.

24) Summer Project Evaluation is done by awarding the grades directly.

25) The student must submit the original documents like filled up questionnaire and interview details separately with the project report. While evaluating the project the internal panel will go through the project report and original documents.

26) The internal panel will evaluate SIP project based on project report and presentation as per the based on following factors:

Sr. No.	Particulars
1	<ul style="list-style-type: none"> <li>▪ Organizational Profile</li> <li>▪ Developing a Concept Paper</li> <li>▪ Project Outline</li> <li>▪ Literature Review</li> <li>▪ Research Design / Methodology</li> <li>▪ Survey Instruments (questionnaire)</li> <li>▪ Data Collection</li> <li>▪ Statistical Analysis</li> <li>▪ Other Contents of Final Report</li> </ul>
2	<b>Presentation</b>

27) Each student shall also be evaluated by the Company Mentor assigned to him / her by the company in which he / she is carrying out the SIP. Company Mentors Feed Back form should provide the following details and this will form the basis of evaluation/assessment.

<b>Summer Internship Feed Back Form</b>	
<b>Name of the student:</b>	
<b>Roll No:</b>	
<ul style="list-style-type: none"> <li>▪ Was the student punctual in his work?</li> </ul> <p>Comments if any</p> <p>_____</p> <p>_____</p> <p>_____</p>	(Yes/No)
<ul style="list-style-type: none"> <li>▪ Did he / she remain absent during the period of internship/project work? If so furnish details. If Yes: No. of Days absent ____</li> </ul>	(Yes/No)
<ul style="list-style-type: none"> <li>▪ Was his general conduct good?</li> </ul>	----- (Rate on 5-point scale) 1/2/3/4/5
<ul style="list-style-type: none"> <li>▪ What was the degree of initiative shown by the student and motivation reflected in his work. (High, Average, Low). .....</li> </ul>	----- (High/ Average /Low)
<ul style="list-style-type: none"> <li>▪ Do you consider his communication skills and abilities to work with people?</li> </ul>	----- (Good/ Average /Poor)
<ul style="list-style-type: none"> <li>▪ What was his ability to plan, organize and implement the project work in proper manner?</li> </ul>	
<ul style="list-style-type: none"> <li>▪ How satisfied are you about the quality of the work / report?</li> </ul>	
<ul style="list-style-type: none"> <li>▪ What is the overall rating of the student and his working? Rate him/her on 10-point scale.</li> </ul>	(Final grade out of 10)
Name of Company Mentor  Signature	Name of Company

28) Where the evaluation from company mentor is not received the evaluation by internal faculty will constitute final evaluation

## **9 Placement Contact Details**

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