

PLACEMENT

@JDBI
2020



EDUCATIONAL
EXCELLENCE

19
Years



J.D. BIRLA INSTITUTE

Unit of Vidya Mandir Society
(Affiliated with Jadavpur University)

DEPARTMENT OF MANAGEMENT

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About **JDBI (BBA)**

J.D. Birla Institute, Department of Management was established in 2002 in response to the needs and demands of changing times. In a short period, the Department of Management has gained recognition and its BBA course has been ranked as the top 10th college in India by India Today, July 2020 edition and top 8th college by Outlook, September 2020 edition, Best Upcoming College and Best BBA College by Gurukul Awards. The Economic Times recognizes JDBI for outstanding contribution to education and has been awarded “Best Education Brands 2020”.

J.D. Birla Institute affiliated to Jadavpur University is a world class Institute offering degree courses in Applied Science, Commerce and Management. In acknowledgement of its continuous quest for excellence and the exemplary standards it has set and maintained through the decade, in 2010 the Institute was awarded the highest possible grading of “A” by National Assessment and Accreditation Council (NAAC). The Institute has stood for its vision to establish itself as a leading college providing education of a higher standard with integrity, consistency and due diligence and for its mission to equip the future generations with academic excellence and practical skill-set needed to face global challenges and enable them to lead the country into a progressive future.



PRINCIPAL'S MESSAGE

J.D. Birla Institute is an Institute of educational distinction that combines excellence with innovation. The Institute with all its departments is affiliated to the highly acclaimed Jadavpur University, a world-renowned Centre of Excellence.

Our commitment towards excellence in the field of education is easily achieved through our impressive infrastructure, student-focus initiatives and facilities that edge on overall and holistic growth of our students. Every year several curricular and co-curricular events are



organized to aptly broaden the learning experience of our students. However, despite the corona lockdown for colleges, we could manage to bring a balance between theoretical and real-life situations through integrated approach in teaching and learning that includes term paper, conducting several webinars, interaction with members from the industry and participation in virtual college fests.

The placement activities are managed by a dedicated Placement Officer under an active Placement Cell, who put in efforts to facilitate the process of providing meaningful and challenging jobs to students in the field of their chosen careers.

As a result of this effort, many of our students are well placed and excelled in their careers. Such is the repute of student's excellence that various companies approach the Institute from time to time for employment and students are also recruited while interning at several organizations. Our alumni are setting great standards and leading by example.

Prof. Deepali Singhee, Ph.D

Principal, J.D. Birla Institute (Departments of Science, Commerce & Management)

Ph.D - Jadavpur University; M.Sc - Bombay University; B.Sc - Jadavpur University

Message from HOD

It is a matter of great pleasure that the Department of Management is coming out with a Placement Brochure for the Session 2019-20. Over the years, students from our department have proved themselves as invaluable resources for their prospective employers. The holistic curriculum and our all-round skill development increase the employability of our students for businesses in India, and globally. I hope this Placement Brochure will showcase the talent and the skills of our students and will provide businesses a wide range of Human Resource options.

Mr. Tapobrata Ray

HOD, Departments of Management
J.D. Birla Institute



Message from Placement Officer



The Placement Cell of J.D. Birla Institute, Department of Management is aptly set up, not only to provide the right job, but to guide each of its students to get into the right career. The process of personal attention and mentoring each and every student is followed regularly in JDBI to help our students showcase their talents to different companies who seek to hire and utilize their talents.

During their course, the students get hands-on experience in the corporate world through internship and live projects with reputed companies, to supplement theoretical knowledge with practical experience. In their curriculum, the term paper presentation is compulsory thus enabling them to understand the relevance of working in group and also helps them to realize the finer aspects and importance of teamwork.

We are encouraged to see many companies coming back to our department, which reinforces our belief in the effectiveness of our curriculum suitability to the dynamic corporate world.

From holding webinars on changes in career options in times of social distancing to requesting companies to take online tests and interviews, the Department of Management is not leaving any stone unturned to help students get employment and provide meaningful career opportunities. Our students are already making significant contributions in the industry today.

Mangala Tamang Chakrabarti

Placement Officer
JDBI, Department of Management
Satellite Campus

INITIATIVES TAKEN FOR PERSONALITY ENHANCEMENT

Career Counseling

During Covid-19 pandemic when students were under compelled isolation, the Institute organized several webinars on career counseling with the objective to counsel and help student choose lucrative and appropriate career pathways that suited to their personalities and interest. Eminent speakers from the corporate sector were invited to guide the students about the career options available to them after completing their graduation. These sessions helped the students to analyze their interest areas and take impactful decisions.

Internship/Projects

Every year, the students undertake mandatory internship projects in their 6th semester. This gives a very valuable learning experience to students to have hand on experience of the industry and meet their potential employers. Due to the lockdown situation the number of internships secured by students through the college placement cell got limited to certain extent. However, this challenge was turned into another opportunity, when the placement cell helped secure online internship opportunities for many students.



Summer Programme Abroad

The Department encourages and endeavors to send student to leading foreign institutions. This helps them in making global connections. It improves the students' decision making and independent thinking skills and enhances their understanding and acceptance of different cultures and perspectives.

Career Counseling

A career counseling session was conducted for **3rd Year BBA students (Batch 2017-2020)** on 6th June 2020. The speakers were **Mr Ranjan Banerjee**, Sr. Vice President (Human Resource)-Aditya Birla Group, **Mr Ramesh Pandey**, Sr. General Manager (Marketing & Events), Ambuja Neotia and **Ms Pragnya Mohapatra**, Location Head, Ernst & Young Services Pvt Ltd. Total 62 students attended the session which was conducted over zoom platform.



Mr Ranjan Banerjee
Sr. Vice President
(Human Resource),
Aditya Birla Group,



Mr Ramesh Pandey
Sr. General Manager
(Marketing & Events),
Ambuja Neotia



Ms Pragnya Mohapatra
Location Head,
Ernst & Young Services
Pvt Ltd.



Mr Anubrata Chatterjee
Asst. General Manager
(Human Resource),
Anmol Industries Ltd



Mr Sumit Bhattacharya
Strategy Head Human Capital-
Propello Innovations Pvt Ltd

A career counseling session was conducted for **2nd Year BBA students (Batch 2019-2022)** on 5th December 2020. The speakers were **Mr Anubrata Chatterjee**, Asst. General Manager (Human Resource)- Anmol Industries Ltd who covered the topic Classroom to Boardroom – Developing a Strategy for Execution and **Mr Sumit Bhattacharya**, Strategy Head Human Capital- Propello Innovations Pvt Ltd and his topic was Sustainability in a Fast-Paced Outdoor Environment . Total 74 students attended the session which was conducted over zoom platform.

A career counseling session was conducted for **3rd Year BBA students (Batch 2018-2021)** on 19th December 2020. The speakers were **Mr Ritesh Agarwal**, Associate Director-British Telecom who spoke on Education VS Skills and **Mr Piyush Mittal**, Asst. General Manager-Tata Consultancy Services who covered the topic Taking Impactful Decisions. Total 58 students attended the session which was conducted over zoom platform.



Mr Ritesh Agarwal
Associate Director,
British Telecom



Mr Piyush Mittal
Asst. General Manager,
Tata Consultancy Services

Our Corporate Connect

- **Mr. R.P. Yadav**, *Chairman & MD, Genius Consultants Ltd*
- **Mr. B.L. Mittal**, *Founder, SastaSundar.com*
- **Ms. Rajeshwari Srinivasan**, *Associate Vice President, Titan Company*
- **Mr. R. Gopalakrishnan**, *Former Director, Tata Sons*
- **Dr. R. Sridhar**, *Head of Corporate (HR), ITC Ltd*
- **Mr. Hemant Kanoria**, *Chairman & MD, SREI*
- **Mr. Sunil Kanoria**, *Vice Chairman, SREI*
- **Mr. Sanjay Jhunjunwala**, *Founder, Turtle Ltd*
- **Dr. Dev Narayan Sarkar**, *Associate Director, Pepsico*
- **Mr. S. Roy Choudhury**, *General Manager, Berger Paints*
- **Mr. Ramesh Pandey**, *Senior GM (Marketing & Events), Ambuja Neotia*
- **Ms. Pragnya Mohapatra**, *Location Head, Ernst & Young Services Pvt. Ltd*
- **Mr. Arnab Basu**, *Joint Owner & Director, Swiots Foods Pvt Ltd (Mio Amore)*
- **Mohammed Asif Iqbal**, *Manager (HR), Consulting, PWC*
- **Mr. Somesh Dasgupta**, *President (Corporate Affairs & Administration), India Power*
- **Mr. Sudhir Chand**, *Non-Executive Independent Director, Exide Industries*
- **Ms. Sushmita Ghatak**, *MD, ICRA Online Ltd*
- **Mr. Ranjan Banerjee**, *Senior VP (HR), Aditya Birla Group*
- **Mr. B. Hari**, *Founder, Ontrack Systems Ltd*
- **Ms Ekta Jaju**, *Founder, Onganic Foods Pvt Ltd*
- **Mr. Brijesh Ranjan Das**, *Head (People Strategy & Excellence), Vikram Solar*
- **Mr. Miftaur Rahman**, *Co-Founder & CFO, WoW Momo*
- **Ms. Pooja Baid**, *Founder, Piccadilly Square*
- **Mr. Siddhartha Chatterjee**, *Founder, Bhojohori Manna*
- **Mr. Amit Mukherjee**, *Founder, Inigrow Solutions*
- **Mr. Sunil Jha**, *MD, Shristi Infrastructure Development*
- **Mr. Anil Vaswani**, *Director, Wesman Engineering Co.Pvt Ltd*
- **Mr. Nadeem Kazim**, *CHRO, TIL*
- **Mr. Achal Jaiswal**, *Chief Manager, NSE of India Ltd*
- **Mr. Abhijit Sengupta**, *GM, Eveready Industries Ltd*
- **Mr. Sanjay Agarwal**, *Group Executive VP, Yes Bank*
- **Mr. Sabyasachi Mitra**, *Director (Finance), Solyvent Flakt India*

Alumni Speak



Ayesha Usmani

(Batch 2016-2019)

Assistant Manager
(Sales & Marketing)

ITC Limited
(Hotel Division)

“Success isn't always about greatness. It's about consistency. Consistent hard work leads to success. Greatness will come.”

This is what J.D Birla Institute, Department of Management (B.B.A) has taught me, to be consistent and work hard. It has helped me to grow and reach where I am today.

I joined ITC Limited (Hotel Division) as Management Trainee through college campus recruitment drive. Out of 3000 applicants, only 49 people cleared the pan India level interview. I am thankful to my college for providing me with this opportunity and today I have working as Assistant Manager- Sale & Marketing. The course that the college has offered helped me prepare for my career growth. I thank JDBI, Department of Management for helping me acquire the necessary skills that made me stand out in the corporate world”.



Namrata Parasramka

(Batch 2015-2018)

Financial Analyst
Wipro Limited

“I graduated from J. D. Birla Institute, Dept. of Management in the year 2018, with specialization in Finance. Throughout the three years, I was constantly involved in numerous activities due to the opportunities provided by our college through academic learning, management and cultural events, which helped gain the right exposure.

With the help of our placement cell, I got recruited for the Financial Analyst programme at Wipro Limited. I am ever so grateful to our college for giving me this opportunity to work at a renowned multinational company right after my graduation”.



Asad Saigal

(Batch 2015-2018)

Senior Manager (Sales)
Swiggy

“I graduated from JDBI (BBA) in the year 2018 with specialization in Marketing. JDBI as a college provided a plethora of opportunities when it came to learning and experience.

With the help of the Placement Cell, I first secured an Internship at ITC Ltd (FMCG) and then got a full-time job at Swiggy as a Sales Manager. I thank JDBI for helping me acquire the necessary skills to start my career”.

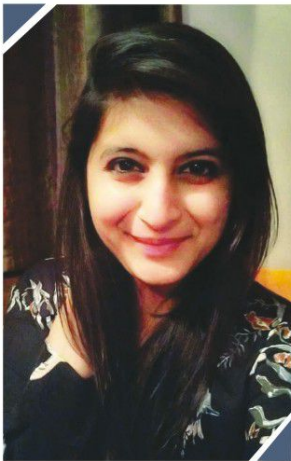


Vanshila Arya

(Batch 2016-2019)

People Ambassador
Wipro Limited

“My 3 years in JDBI, Department of Management are completely unforgettable. All the teachers were always helpful and the quality of education was wonderful. I'm glad to have been a part of this college. It was that knowledge that helped me get placed at Wipro in Talent Acquisition through the assistance of college Placement Cell. The learning's from JDBI are very useful to me in the corporate world. I thank the Institute for providing such opportunities”.



Jyoti Banka

(Batch 2012-2015)

Store Manager

**Godrej & Boyce
Mfg. Co. Ltd.**

"Take risks, take the first step and you will never have to look back. Beyond procrastination there is reality and it's beautiful.

Doing BBA from an esteemed institution like J D Birla Institute has been my stepping stone of a reality check. The faculty very beautifully infuses theoretical and practical knowledge and puts across necessary topics. Thanks to the placement committee that got me my first internship in Bank of India followed by campus placement in Godrej & Boyce Mfg Co Ltd which has laid the foundation of my professional growth.

Along with my career at Godrej, I am also pursuing Businesses Management from IIM-Calcutta to fulfill my future endeavors".



Gaurika Singh

(Batch 2015-2018)

Senior Manager (Sales)

Swiggy

"I am very grateful to my teachers in college for developing an all-round perspective for my academics which has helped me a lot in my job in Swiggy where I am currently working as a Senior Sales Manager and kudos to the Placement Cell for being very proactive and cooperative in their approach and for making these job opportunities available to us".



Saswata Pal

(Batch 2014-2017)

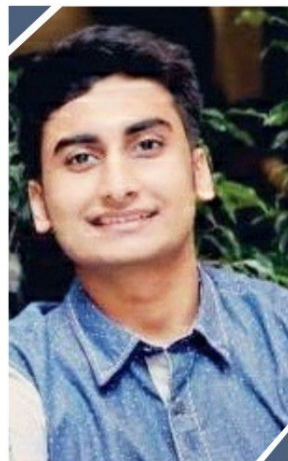
Founder

Tea Inntech

"Having completed my graduation from JDBI, Department of Management it was a marvelous and fulfilling experience carrying forward life-long friends and supportive professors.

The curriculum provides a holistic approach to management covering 36 subjects in 6 semesters that prepares you to be one step ahead in the corporate world. Apart from academics, JDBI gives you sufficient exposure to extra-curricular activities, seminars, corporate fests and contributes to your overall personality development.

I owe my sincere gratitude to the placement cell for providing me job opportunity in J.Thomas and Company, the oldest and the largest tea auctioneers in the world. Having worked as a tea taster and an Assistant Manager in marketing for about 3 years, I have now started my own venture, Tea Inntech – an E trade platform for B2B tea sales and procurement. All due credit goes to the college because it helps us in bridging the gap between the requirements of the industry and formal education".



Kishen Jhunjunwala

(Batch 2015-2018)

Financial Analyst

Wipro Limited

"I Graduated from J.D. Birla Institute, Department of Management in the year 2018. My specialisation was Finance and I had been placed in Wipro Limited in the third year of my BBA course. Getting into Wipro has been the first step of my corporate career providing my appropriate exposure to different opportunities and selecting the best out of them. With the placement cell in place in Department of Management, getting direct placement became very convenient.

JDBI BBA has the best and the most approachable faculty one can ask for in college, with a lot of focus on academics. The curriculum made sure that I could also maintain balance with things that I am passionate about. Opportunities are always around the corner during the three-year course, one just has to look around.

Thanking you always."



Pragya Bothra

(Batch 2016-2019)
People Ambassador
Wipro Limited

"J. D. Birla Institute has provided me with a platform and helped me prepare for my professional career. The amalgamation of practical and theoretical knowledge taught in BBA has helped me for a better tomorrow. It has been a great combination of learning received from college and applying them in my day-to-day activity.

It's been a year, I have been working with Wipro and this great experience has been possible only because of the faculty and knowledge received from J. D. Birla Institute, Department of Management. I thank the Placement Cell for providing me this job opportunity through Campus Placement".



Simran Sabherwal

(Batch 2015-2018)
Talent Acquisition
Tata Consultancy Services

"As a student of J.D. Birla, Department of Management, I am grateful to have been given several opportunities, which enabled me to gain confidence and enough expertise to prove myself in professional environment. With excellent professors and innovative learning methods, I was able to pace myself with what was expected out of me after graduation.

I would like to thank the placement team, which provided me with the gateway to enter the professional industry. Their various sessions and mentoring guided me to get placed in an esteemed company like Tata Consultancy Services (TCS)".



Natasha Poddar

(Batch 2012-2015)
Store Manager
Godrej & Boyce Mfg. Co. Ltd.

"J.D. Birla Institute (Dept of Management Section) has given me an extensive platform of both theoretical and practical knowledge which has helped me shape my career and most importantly given me a great opportunity of campus recruitment through which I got placed in Godrej & Boyce Mfg Co. Ltd. which is one of the most renowned corporation and I'm working here successfully for the last 5 years.

Also, currently I'm pursuing a Long-Distance Program in Business Management from IIM-C which will help me enhance my career growth and work experience in the coming future".



Sahiba Khushalani

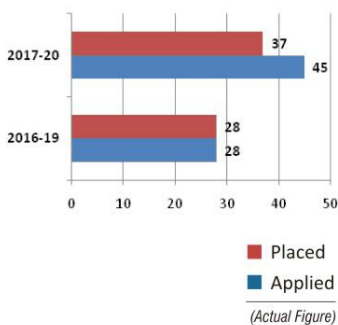
(Batch 2012-2015)
Senior Analyst
J. P. Morgan & Chase Co.

"I did Bachelor of Business Administration (B.B.A) in Finance from J.D. Birla Institute (Department of Management).

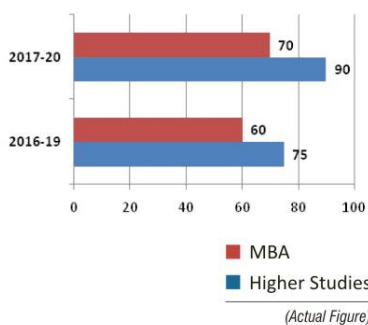
The Institute gave me a wonderful job opportunity to work with KPMG in the Internal Auditing and Advisory team. The Institute helped me shape my career by helping me apply all the theoretical and practical knowledge into my work life. I am currently working at J.P Morgan Chase & Co. (Bangalore) as a Senior Analyst in the Controls Evaluation team.

I feel proud to graduate from this Institute and to work with one of the Big 4 Accounting Firms and currently with the largest Investment Banks of the world".

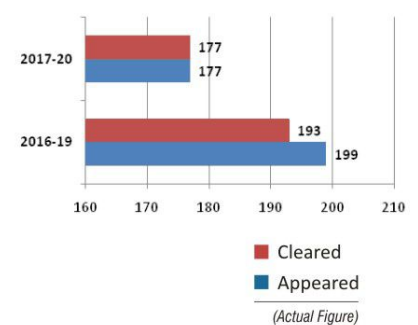
Placement Details



Career Progression



University Results



Placement 2019-2020

The Placement Cell of Department of Management provides assistance to the students for placement opportunities. The Department also provides counseling to students about placement opportunities.



Twinkle Daga
Sales Manager
CTC: 9 Lacs + Incentive
**WhiteHat Education
Technology Pvt. Ltd.**



Mansi Periwal
Marketing Executive
CTC: 6.33 Lacs
ITC Limited



Yashita Kedia
Marketing Executive
CTC: 6.33 Lacs
ITC Limited



Varun Khaitan
Business Development
Associate
CTC: 5 Lacs + Incentive
**WhiteHat Education
Technology Pvt. Ltd.**



Sejal Mittal
Strategic Alliance-Lead
CTC: 3.84 Lacs
**SkillEnable Fintech
Pvt. LTD.**



Simran Golchha
Asst. Manager
CTC: 3.6 Lacs
**Sunstone Eduversity
Technology**



Mahamaya Sinha
Associate Data Analyst
CTC: 3.6 Lacs
Financial Fabric



Muskan Nayyar
Graduate Software Tester
CTC: 3.5 Lacs
NIIT



Rohan Sarda
Graduate Trainee
CTC: 3.00 Lacs
**Godrej & Boyce Mfg.
Co. Ltd**



Aayushi Mittal
Graduate Trainee
CTC: 3.00 Lacs
**Godrej & Boyce Mfg.
Co. Ltd**



Gunjan Agarwal
Graduate Trainee
CTC: 3.00 Lacs
**Godrej & Boyce Mfg.
Co. Ltd**



Puja Gupta
Business Development
Trainee-Sales
CTC: 3.00 Lacs + Incentives
**Think & Learn
Private Limited ***



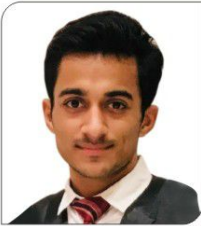
Simran Goyal
Field Sales Associates
CTC: 2.64 Lacs
Pagarbook



Trisha Gupta
Field Sales Associates
CTC: 2.64 Lacs
Pagarbook



Neha Kumari
Financial Analyst
CTC: 2.50 Lacs + EPGDBM
(Executive PG-Diploma
in Business Management)
Wipro Limited



Aadarsh Vishal
Financial Analyst
CTC: 2.50 Lacs + EPGDDBM
(Executive PG-Diploma
in Business Management)
Wipro Limited



Aditi Agarwal
Financial Analyst
CTC: 2.50 Lacs + EPGDDBM
(Executive PG-Diploma
in Business Management)
Wipro Limited



Ayushi Bhuwalka
Financial Analyst
CTC: 2.50 Lacs + EPGDDBM
(Executive PG-Diploma
in Business Management)
Wipro Limited



Ayush Agarwalla
Financial Analyst
CTC: 2.50 Lacs + EPGDDBM
(Executive PG-Diploma
in Business Management)
Wipro Limited



Megha Poddar
Trainee Assistant
CTC: 2.40 Lacs
**J.Thomas & Company
Private Limited**



Sakshi Shukla
Trainee Assistant
CTC: 2.40 Lacs
**J.Thomas & Company
Private Limited**



Radhika Lohia
Relationship Manager
CTC: 1.92 Lacs
eWards



Aakanksha Mohata
Designer
CTC: 1.8 Lacs
Bandhani Label



Vriti Khanna
Customer Support Executive
CTC: 1.69 Lacs
Amazon



Muskan Jain
Relationship Manager
CTC: 1.56 Lacs
Social Neeti



Ritu Chajjer
Relationship Manager
CTC: 1.56 Lacs
Social Neeti



Varnika Dugar
Trainee-Business
Process Services
CTC: 1.23 Lacs
**Tata Consultancy
Services**



Sanya Jindal
Trainee-Business
Process Services
CTC: 1.23 Lacs
**Tata Consultancy
Services**



Piyush Agarwal
Trainee-Business
Process Services
CTC: 1.23 Lacs
**Tata Consultancy
Services**



Muskan Lohia
Human Resource Intern
CTC: 6 Thousand+ Stipend
(per month)
eWards



Kavya Kapoor
Marketing Intern
CTC: 3.5 Thousand
(per month)
**Chase Lifestyle
Pvt. Ltd.**



Manisha Bachhawat
Marketing Intern
CTC: 3.5 Thousand
(per month)
**Chase Lifestyle
Pvt. Ltd.**



Ishita Saraf
Marketing Intern
CTC: 3.5 Thousand
(per month)
**Chase Lifestyle
Pvt. Ltd.**



Samridhi Agarwal
Marketing Intern
CTC: 3.5 Thousand
(per month)
**Chase Lifestyle
Pvt. Ltd.**



Satavisha Chakraborty
Marketing Intern
CTC: 3.5 Thousand
(per month)
**Chase Lifestyle
Pvt. Ltd.**



J.D. BIRLA INSTITUTE

Unit of Vidya Mandir Society
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DEPARTMENT OF MANAGEMENT

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