



## IIMA ARCHIVES – PLACEMENTS

The word 'placement' figures right from the first PGP batch that started in 1964 and the Placement Committee of IIMA, set up in September 1964, was one of the first of its kind in India. In the initial years, it was tough to convince prospective employers to recruit students as the value-addition of management education was unknown. From the Godrej Archives, we learnt of a particular internal memo in the mid-1960s which described the value-addition of summer interns from IIMA, in doing market surveys (then a novel concept), as follows:

"..put two of IIMA boys to conduct the survey and guided them. They took three-four days. Then I asked them to look at it from this angle and that angle. And it was such a nice report, when Mr. N.P. Godrej read it, he said to send them 2,000 rupees each." For the first graduating batch, the salary range of the final placements lay between Rs. 575 and Rs. 1,200 per month. The first international summer internship was offered to a student from the PGP 1969 batch, based in London.

As a sector, Marketing, dominated recruitment for the first two decades, giving way to Finance in the 1990s and 2000s (with substantial placements outside India), giving way more recently to Consulting.

**Following is an excerpt from Wadhva and Garg (Ed.) (1976) - Placement of Management Graduates: Expectations and Experiences, IIM Ahmedabad.**

### **‘PLACEMENT TRENDS DURING 1967-74 AND SOME ISSUES FOR CONSIDERATION’ BY CHARAN D WADHVA**

**TABLE 1**

**Number of PGP and PMA Graduating Students Seeking Placement Assistance**

Year	No. of Students	
	PGP	PMA
1967	76	—
1968	83	—
1969	101	—
1970	106	—
1971	110	33
1972	121	32
1973	110	35
1974	116	36
1975	112	26*

\*These students belong to the first year of PGP-SPA.

**TABLE 2****Areawise Job Announcements for PGP Students**

Area	No. of Jobs Announced in the Placement Office							
	1967	1968	1969	1970	1971	1972	1973	1974
Marketing	51	85	80	101	104	101	98	94
Finance & Accounting	22	26	28	33	24	33	41	45
Production Management	26	37	67	65	38	30	36	24
Operations Research	3	6	15	18	11	7	6	11
Organizational Behaviour, Industrial Relations, & Personnel Management	9	16	18	15	17	9	16	14
General Management	—	—	—	20	22	46	60	53
Management Trainee (Unclassified)	24	36	42	37	42	16	20	47
Research/Others	—	—	—	6	8	5	—	9
Total	135	206	250	295	266	247	277	297

**TABLE 3****PGP Students' Areas of Preference**

Area	1972	1973	1974	1975
Finance & Accounting	30	60	59	72
General Management	67	85	62	74
Marketing	114	96	88	91
Operations Research	11	13	13	6
Production Management	60	86	33	36
Planning & Control*	—	—	32	39
Personnel Management	23	15	17	10
No. of Students Indicating Their Preferences	121	110	115	117

Note : Each graduating student indicates not more than three areas of preference.

\* Figures for the Planning and Control area are included in the figures for the Finance and Accounting area for 1972 and 1973.

**ACTUAL PLACEMENT****TABLE 4****Areawise Classification of PGP Placement**

(In percentage)

Area	1967	1968	1969	1970	1971	1972	1973	1974
Marketing	49	42	39	42	42	51	38	40
Production Management	13	18	17	20	11	4	10	9
Finance & Accounting	16	20	8	13	14	14	12	15
Personnel Management	1	4	6	3	6	2	4	4
Operations Research	3	2	—	7	5	4	5	2
Management Trainee (Unclassified)	10	10	26	5	10	6	7	4
General Management	—	—	—	—	1	14	14	15
Research/Others	8	4	4	10	11	5	10	11
Total Number of Students	76	83	101	106	110	121	110	116

**TABLE 5****Industrywise Classification of PGP Placement**  
(In percentage)

Industry	1967	1968	1969	1970	1971	1972	1973	1974
Heavy Engineering	5	7	4	13	14	14	11	22
Light Engineering	24	25	37	25	21	24	22	21
Electrical	4	1	5	4	10	7	11	8
Chemicals & Pharmaceuticals	16	6	14	16	14	24	21	14
Financial & Banking Institutions	5	17	4	11	12	6	6	13
Textiles	23	16	21	11	14	6	7	5
Food & Agriculture	9	16	5	8	2	1	5	3
Teaching/Research/Consulting	5	6	2	6	4	7	8	3
Hotel	—	—	—	—	1	4	—	—
Others/Not Known	9	6	8	6	8	7	9	11
Total Number of Students	76	83	101	106	110	121	110	116

**TABLE 6****Jobs Announced and Accepted in the Public Sector by PGP Students**

	1971	1972	1973	1974
Total Number of Jobs Announced	266	247	277	297
No. of Jobs Announced by Public Sector Organizations	39 (14.7)	37 (15)	48 (17.3)	39 (13.1)
Total Number of Students Graduated	110	121	110	116
No. of Students Accepting Public Sector Jobs	26 (23.6)	13 (10.7)	16 (14.5)	20 (17.2)

Note : Figures in parentheses are percentages.

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