



MEASI Institute of Management

Placement Cell

1. Description of the Cell:

The Placement Cell at MEASI Institute of Management is dedicated to bridging the gap between academia and industry, ensuring our students are well-prepared for the professional world. Our primary mission is to facilitate meaningful and rewarding employment opportunities for our students by fostering strong relationships with leading organizations and companies across various sectors.

2. Purpose of the committee:

We provide comprehensive support and guidance to our students, helping them enhance their employability skills through a range of services, including career counselling, resume building, interview preparation, and soft skills development. Our team works tirelessly to organize on-campus recruitment drives, job fairs, and internship programs, offering students a platform to connect with potential employers and gain practical experience.

We believe in nurturing a culture of continuous learning and professional growth, encouraging our students to pursue excellence in their chosen fields. The Placement Cell is committed to supporting our students every step of the way, from their academic journey to their professional careers, ensuring they are equipped to thrive in a competitive global environment.

Placement



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placement encompasses a wide range of activities and services aimed at enhancing the employability of students and facilitating their transition from academic life to professional careers. Here is a detailed outline of the student placement scope:

1. Career Counseling and Guidance

- Individual Counseling: One-on-one sessions to help students identify their career interests, strengths, and goals.
- Workshops and Seminars: Regular sessions on career planning, industry trends, and job search strategies.

2. Skill Development Programs

- Soft Skills Training: Programs focusing on communication, teamwork, leadership, and interpersonal skills.
- Technical Skills Training: Specialized training in industry-relevant technical skills and tools.

3. Resume and Interview Preparation

- Resume Building Workshops: Guidance on creating effective resumes and cover letters.
- Mock Interviews: Practice sessions with feedback to improve interview performance.
- Portfolio Development: Assistance in creating professional portfolios showcasing students' work and achievements.

3. Objectives:



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The objectives of the placement cell in MEASI Institute of Management is designed to enhance the employability of students and facilitate their smooth transition into the professional world. Here are some key objectives of a placement cell.

1. Enhancing Employability Skills

To develop and enhance the employability skills of students through training and development programs, Conducting workshops, seminars, and training sessions on resume writing, interview skills, communication skills, and other soft skills.

2. Facilitate Career Counseling and Guidance

To provide career counseling and guidance to help students make informed career choices. Offering one-on-one counseling sessions, career assessment tests, and guidance on career paths and opportunities.

3. Establish Industry Connections

To establish and maintain strong relationships with industry partners to facilitate student placements. Engaging with companies, organizing industry visits, inviting industry professionals for guest lectures, and establishing MoUs with organizations.

4. Provide Internship Opportunities

To facilitate internships that provide practical experience and exposure to the industry. Coordinate with companies to offer internships, assist students in securing internship positions, and provide support during the internship period.

5. Promote Entrepreneurship



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To encourage and support students interested in entrepreneurship. Provide resources, mentorship, and training for aspiring entrepreneurs, and facilitate connections with startup incubators and funding sources.

4. Placement cell membership details

S.No	Designation	Role	Email id
1	Director	Chairperson	director@measiim.edu.in
2	Senior Faculty member- KSR	Convenor	ks.raghupathi@measiim.edu.in
3	Associate professor Dr,Manickam	Members	manickamg@measiim.edu.in
4	Assistant professor- Dr.Siranjeevi MS	Member	Siranjeevi.ms@meaiim.edu.in

5. Roles and Responsibilities of the Members of the Placement Cell

1. Director (Chairperson)

- Oversee the overall functioning and strategic direction of the Placement Cell.
- Liaise with industry leaders and establish key partnerships.
- Ensure that the cell meets its objectives in enhancing student employability.

2. Convenor



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- Coordinate and manage all activities of the Placement Cell.
- Organize workshops, seminars, and training sessions.
- Facilitate communication between students, faculty, and employers.

3. Member

- Assist in planning and execution of placement activities.
- Support in conducting resume building workshops and mock interviews.
- Provide guidance and mentorship to students.
- Help in organizing and managing on-campus recruitment drives and job fairs.
- Assist in providing career counseling and skill development programs.
- Support students in portfolio development and internship placements.

6. Frequency of Meeting: 2 per Semester

7. Placement Process:



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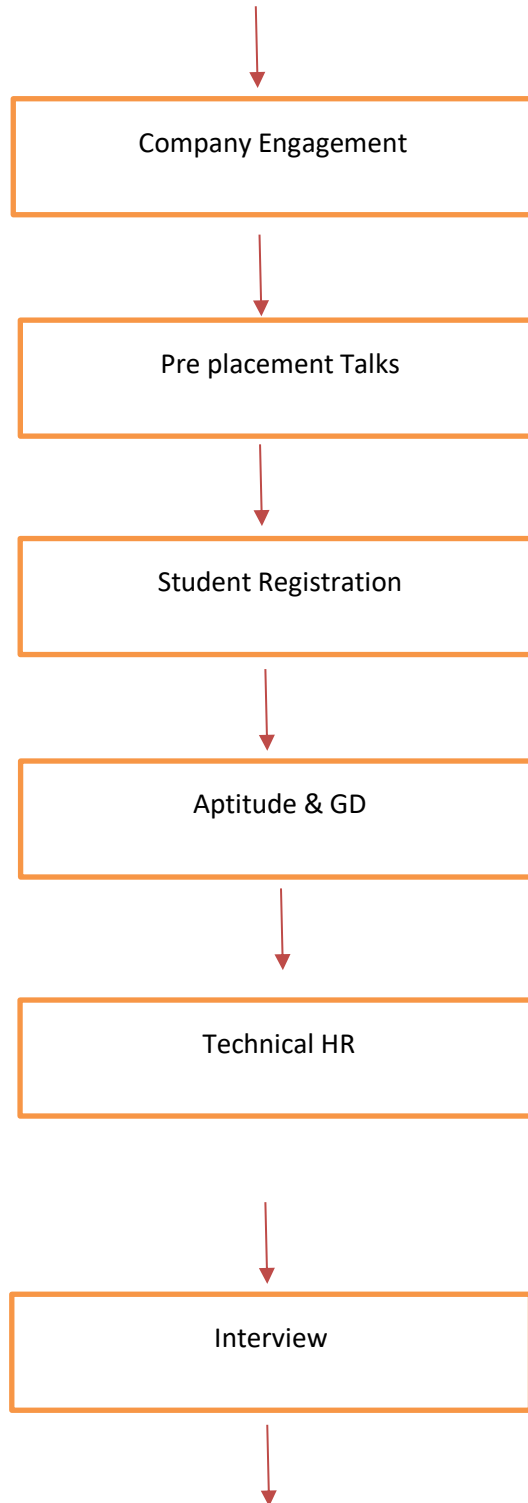
The placement process begins with pre-placement preparation, where students receive career counseling, skill development workshops, resume building assistance, and mock interviews. Following this, the placement cell engages with potential employers, organizing pre-placement talks where companies present themselves to students. Students then register for specific companies, submitting necessary documents. The selection process involves multiple stages, including aptitude tests, group discussions, technical interviews, and HR interviews. Successful candidates receive offer letters, and post-placement activities include students accepting offers and participating in any pre-joining training. Continuous improvement is achieved through the analysis of placement data and feedback from both students and employers to enhance the process for future cycles.

Flow chart

Pre placement preparation



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