

Alchemist announces Rendezvous, the first ever pooled MBA placement program for Tier II business schools

Online PR News “ 10-December-2012 ” As Top B-Schools gear up for the placement season, buzzwords like Day 0, CTC, PPTs and GDPIs are commonly floating among their students. The scene vastly differs when it comes to the next level institutes. Anticipation often gives way to anxiety here. These schools find it a daunting task to get the attention of companies to visit their campus and suffer qualitatively or quantitatively on placements. Despite good faculty & pedagogy, top-notch facilities and brilliant talent, these schools often face a block when it comes to corporate interface. This is a real challenge since students join with aspirations of getting a big break post an expensive MBA education.

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On the other hand, even potential employers realize that there are bright sparks even in Tier 2 B-schools, who are hungrier, affordable and often more loyal. However, searching for the needle in the haystack, across venues and cities, is taxing and a pressure on resources. Given lack of time and standardization of evaluation, corporates stick to the known names and favour the incumbent.

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To cover this need-gap, Alchemist talent solutions is bringing together cherry-picked MBAs from several next level B-schools under one roof, for corporate hiring. Tata Docomo will be the title sponsor of this pooled placement program. The inaugural chapter of Tata Docomo Rendezvous would be held on 18th and 19th December 2012, in the campus of Alliance Business School, Bangalore and would be a first of its kind. It is a Rendezvous of the Best MBAs with potential recruiters, with minimal logistical issues and maximum standardization

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Tata Docomo Rendezvous promises to bring around 400 hand-picked MBAs from 20+ Business schools face to face with corporate India. It is likely to be the best showcasing of human talent for corporate India both in quality and quantity. We already have confirmations from 20+ corporates and the number is growing each day. Rendezvous is an idea whose time has come says Manish Porwal, Managing Director of Alchemist,

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The students will become a part of the common campus only after taking and qualifying through a rigorous and standardized online employability and aptitude test and common GDs, administered by experts. The online test is being developed as a proprietary Alchemist tool, which is later likely to be used by various corporates as a preliminary test for through the level recruitments.

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Unlike job fairs, each student in Tata Docomo Rendezvous is selected through a standard process, making it unique and top quality, acting as the first and an important filter in the recruitment process, for busy HR executives announces Anujita Jain, COO and Director, Alchemist. ..The test serves as a common benchmark on logical, numerical and verbal ability and business awareness. These are then layered with their grades,

prior work experience if any, and faculty feedback. To maintain quality, only limited top students from any one institute are being selected for participation adds Anujita. These students would visit the Rendezvous campus, for a final 2-day event.

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Rajkumar Remalli, Director, Alchemist, further explains the process, Day 1 is when each selected student would attend various Group Discussions led by an expert panel each. A ranking of students across institutes, based on the test results, their long term performance and their scores in the GDs, will then be used by the prospective employers on Day 2, to interview and offer placements. When recruiters visit the Rendezvous campus, they get a dossier of compiled scores of each student, basis which on a day on a single venue, they are able to shortlist and meet the cream of 10-20 institutes as per their weights.

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Tata DOCOMO is the brand of choice of the Doers of tomorrow the youth of our nation. As a brand that strives to be the voice of inspiration for Doers to do more / achieve more in their lives, this association with Alchemist makes perfect sense. With this association, Tata DOCOMO will become the brand facilitating one of the most important opportunities of the candidates life i.e. getting his first job, said Mr Ritesh Ghosal, Head Brand Marketing

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While Bangalore is the city of choice for Rendezvous inaugural chapter, next year it would be taken to 2 more metros, and the roll-out plan sees 7 cities representing India by 2014.

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Alchemist is looking at the last leg of inviting chosen corporates and b schools offering full time 2 year MBA courses for the event and is in active dialogue with many of them.

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About Alchemist

Alchemist Talent solutions is a young private limited company in executive search and training. A thought leader offering turnkey solutions in Human Resources, it has over 75 clients pan-Asia using its services. In less than 5 years of existence, Alchemist has done over 250 lateral placements in companies like Wipro, Kraft Foods, Heinz, Philips Electrolux, Network18, Viacom18, Star TV, Reliance BIG, Times Group, Parle Agro, ING Vysya, Tata Sky, Neo Sports, ESPN, BBC, DNA, Sahara, Deccan Herald, Modi Revlon, HDIL, Aditya Birla Group, The Economist, Hindustan Times, WL Gore, Tata Housing, Radio City, FCB Ulka, Max Life, Jabong among many others and has found place on the training calendar of more than 10 companies. It boasts of being the most practical executive search company in marketing and media with ex-practitioners and ex heads of companies and stalwarts from the marketing & media world, bringing a strong network & real world understanding. Tata Docomo Rendezvous is the charter non-lateral search from Alchemist Talent Solutions.

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