1. The Governance

2. Programs Offered

3. Applicant Profile

4. Marketing

5. Process

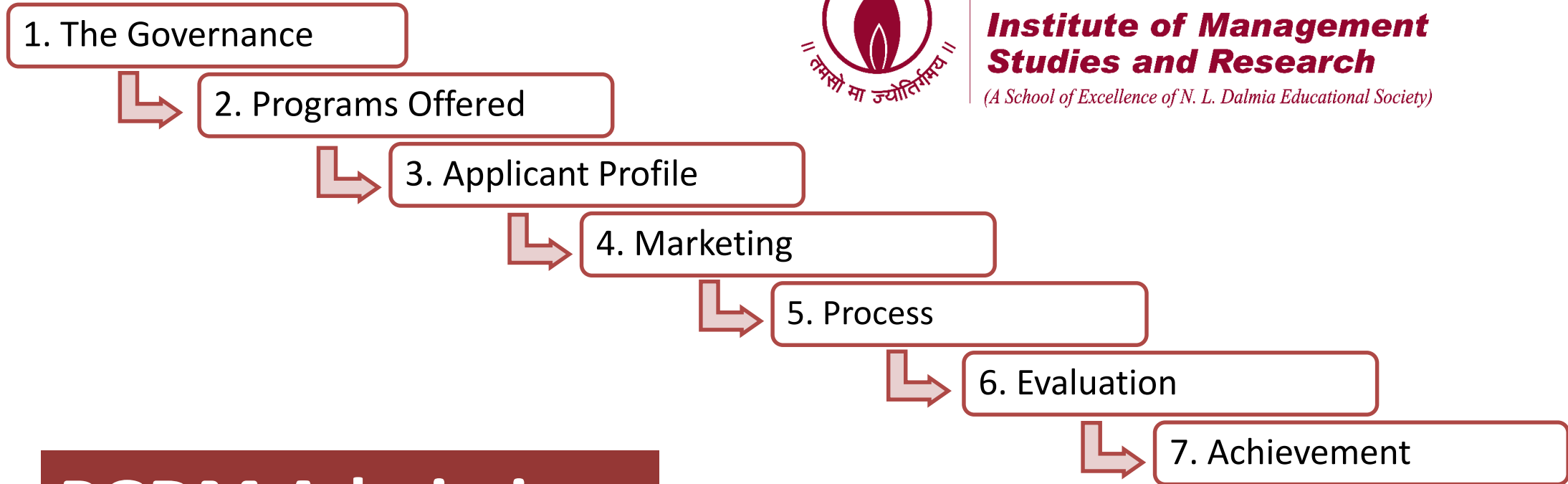6. Evaluation

7. Achievement

N. L. Dalmia®
Institute of Management Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)

PGDM Admissions

Admission Policy

Key Policy Tenets

- Ensures that the Admission is conducted purely on Merit Basis
- Transparency
- Formulates a well defined Admission Process
- Sets the Eligibility criteria
- Sets the Selection criteria
- Review the Composition of GD- PI Panel
- Review in Normalization table/ Academic record marking/Work experience

N.L. Dalmia Admission Committee:

The Admission Committee comprises of:

1. Director, NLDIMSR

2. Chairman, Admissions

3. Dean Academics (Chairperson, Admission Advisory Committee)

4. HODs of respective Departments

5. 2 Faculty members

6. Placement Manager, NLDIMSR

Key Deliverables

The Admission Committee is responsible for ensuring **transparency, fairness, robustness, rigour and ensuring quality** admissions

The committee also gives **timely strategic inputs to Marketing Department** regarding promoting the program to the right audience

Programs Offered

| Sr. No.	Program	Sanctioned Seats	Year of Commencement	Recognition
1	PGDM (with specializations in Finance, Marketing & HR)	180 * (100 Finance, 60 Marketing, 20 HR)	1997	AICTE Approved NBA Accredited MBA Equivalence (by AIU)
2	PGDM (Finance)	120 *	2020	AICTE Approved
3	PGDM (Business Analytics)	60 *	2022	AICTE Approved

* Over and above 360, additional 54 seats allotted for the PGDM Program by AICTE in 2022 for Foreign Nationals/ OCI/ Children of Indian workers in Gulf countries as a Supernumerary Quota

PGDM Program (with specializations in Finance, Marketing & HR)

Academic Year	Seats Allotted by AICTE	Seats filled up by the Institute	Vacancy
2018-2019	120	120	0
2019-2020	120	120	0
2020-2021	120	120	0
2021-2022	180	180	0
2022-2023	180	180	0

PGDM Finance Program

Academic Year	Seats Allotted by AICTE	Seats filled up by the Institute	Vacancy
2020-2021	120	120	0
2021-2022	120	120	0
2022-2023	120	120	0
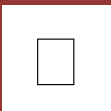
☐ Business Analytics –   Permission granted by AICTE in Jul'22 …
The Institute filled up 32 of 60 seats on a high merit basis
…highly scrupulous scrutinization was done
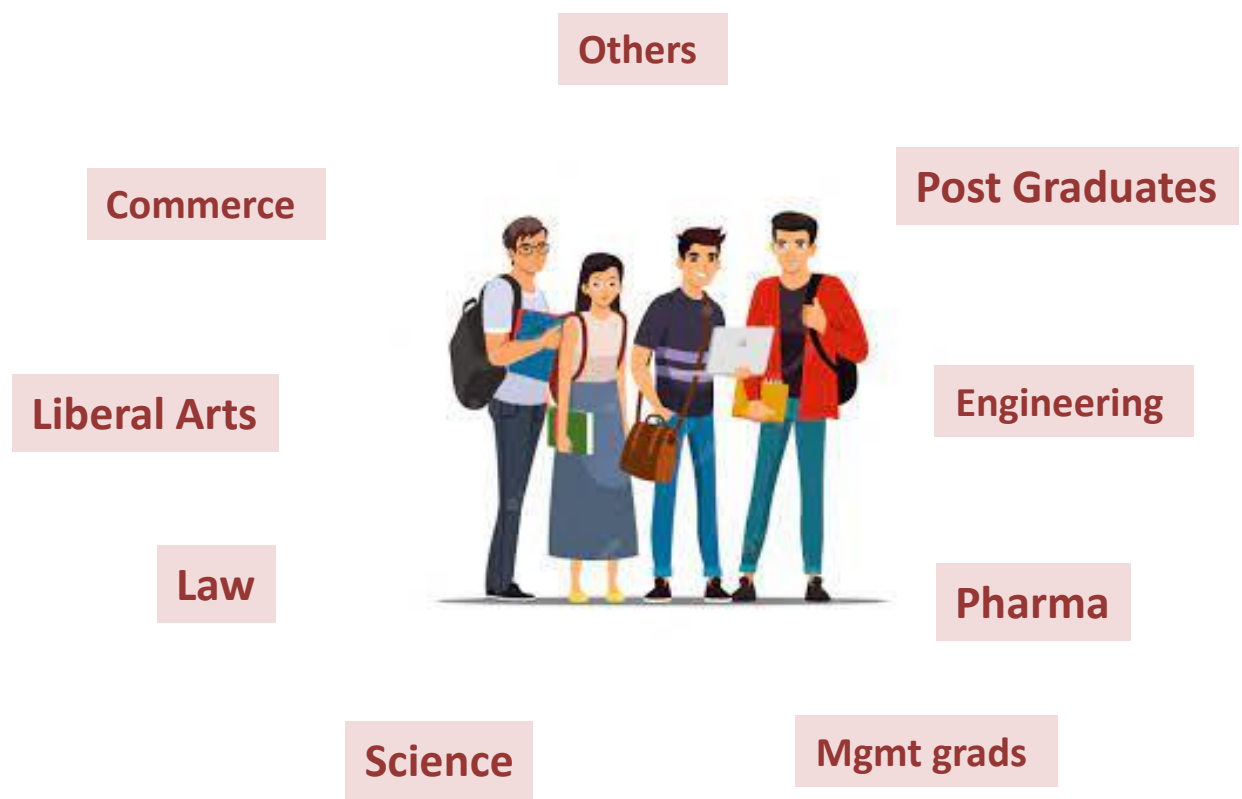
Applicants Profile

Graduates with 1 or 3 years of work experience

Pursuing Final Year of Graduation

25% are with some Work experience

Majority of 75% are fresh Graduates

All streams of Graduation

Others

Commerce

Post Graduates

Liberal Arts

Engineering

Law

Pharma

Science

Mgmt grads

Type of Applicants applying at N.L. Dalmia

Educational Background of Applicants

- 6%
- 33%
- 61%

Legend:
- % Commerce & Mgmt Background
- % Engineering Background
- % Other Background (B.Sc, B.A, LLB)
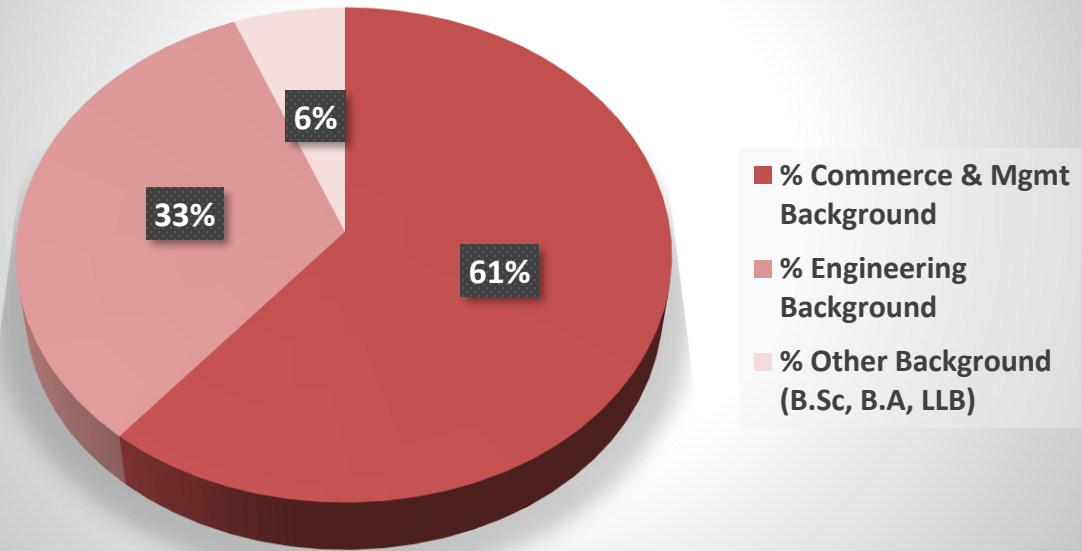
Work Experience Vs Freshers

- Work Experience 25%
- Freshers 75%
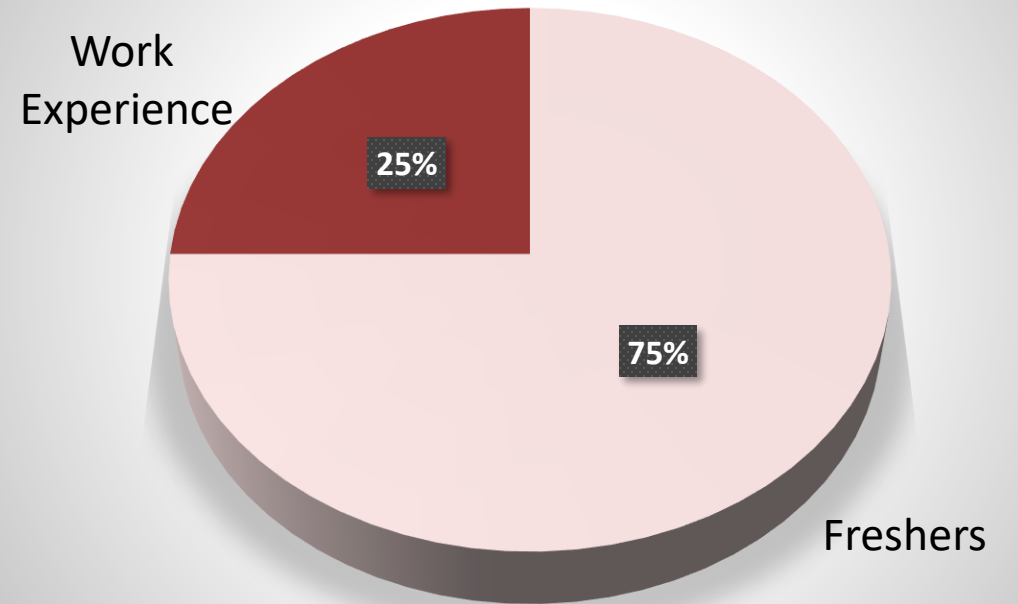
Type of Applicants applying at N.L. Dalmia

Maharashtra Vs OMH Applicants

- % Maharashtra State
- % Other than Maharashtra

68%

32%
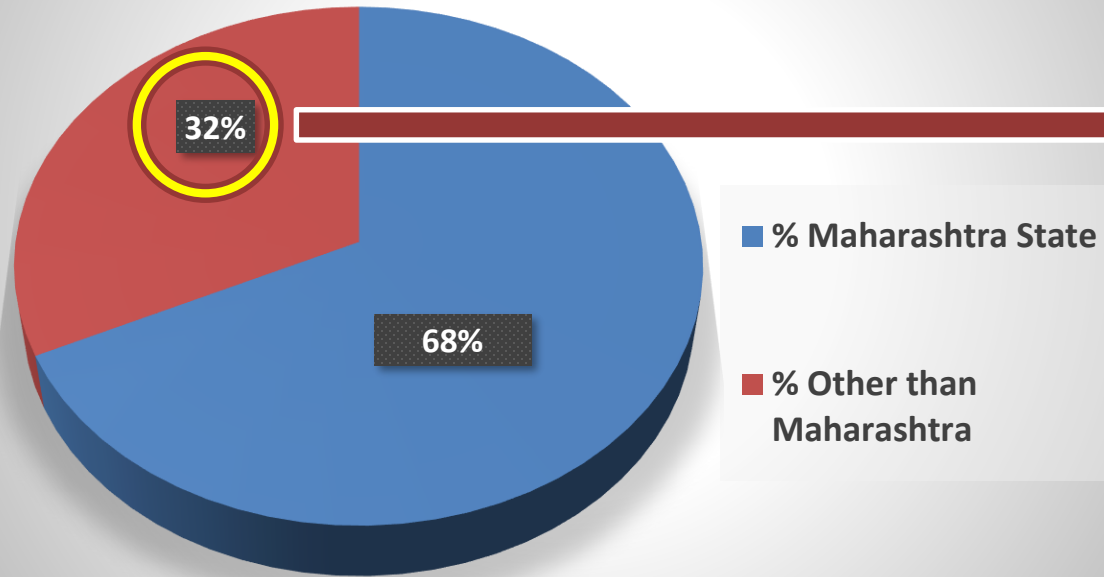
Distribution of other states of Applicants

- Madhya Pradesh
- Rajasthan
- Gujarat
- Delhi & NCR
- UttarPradesh
- Others

35%

22%

18%

10%

10%

5%
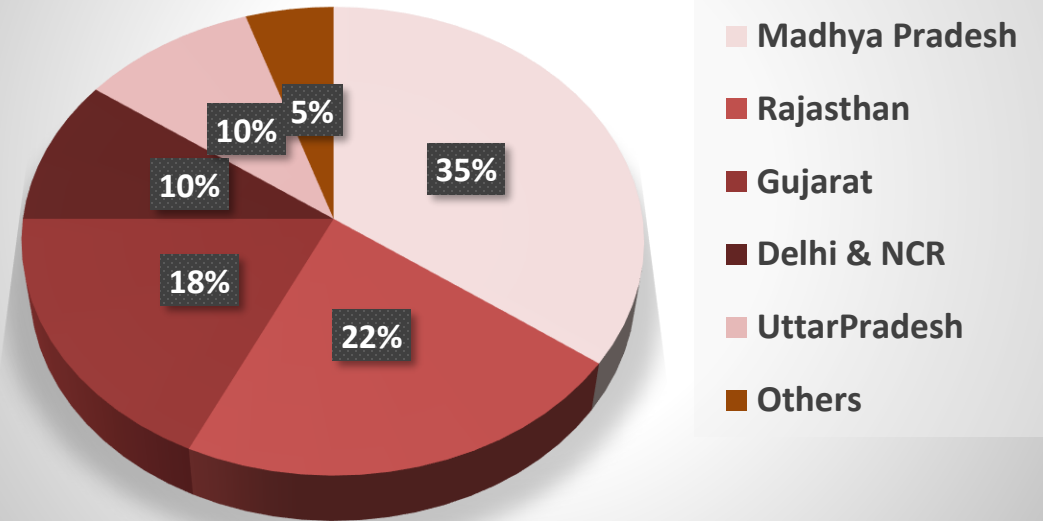
Demographic profile of Students Admitted

Gender Analysis (2018-2022)

Year	Male	Female
2018-19	44	56
2019-20	49	51
2020-21	51	49
2021-22	48	52
2022-23	47	53

Admission Analysis : State-wise Distribution

Make a pie
MPK

Maharashtra Vs Other States (2018-22)
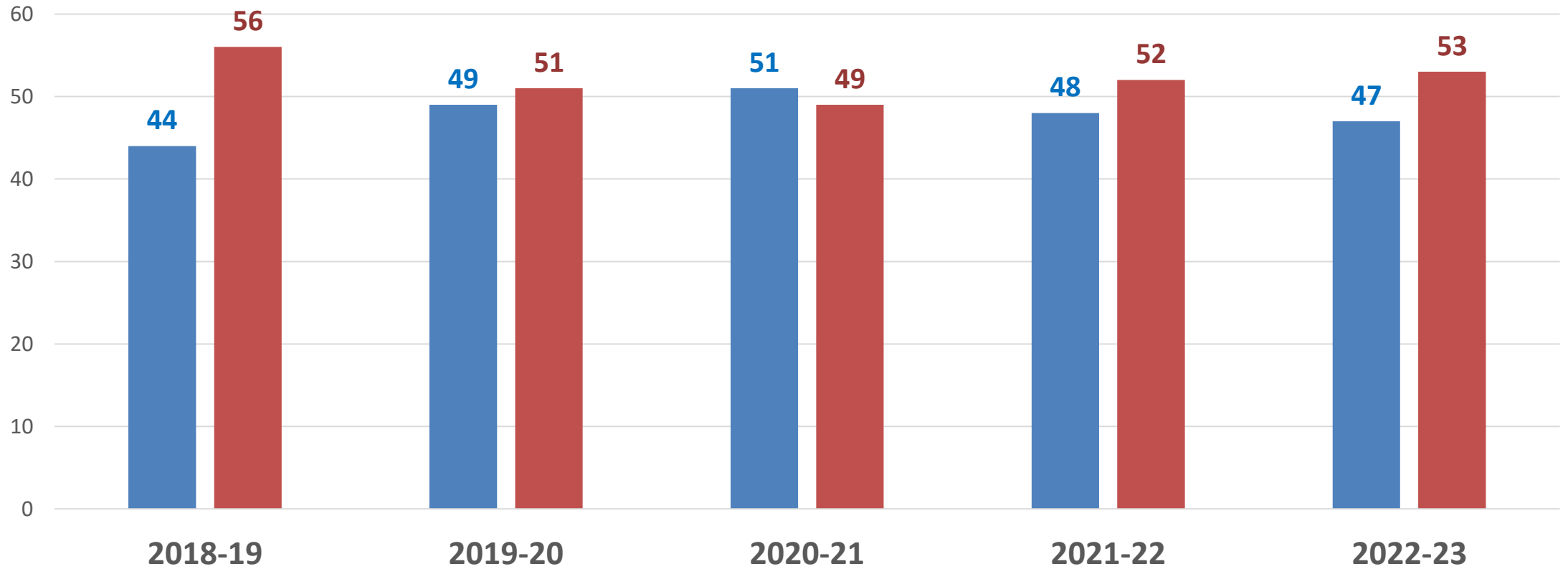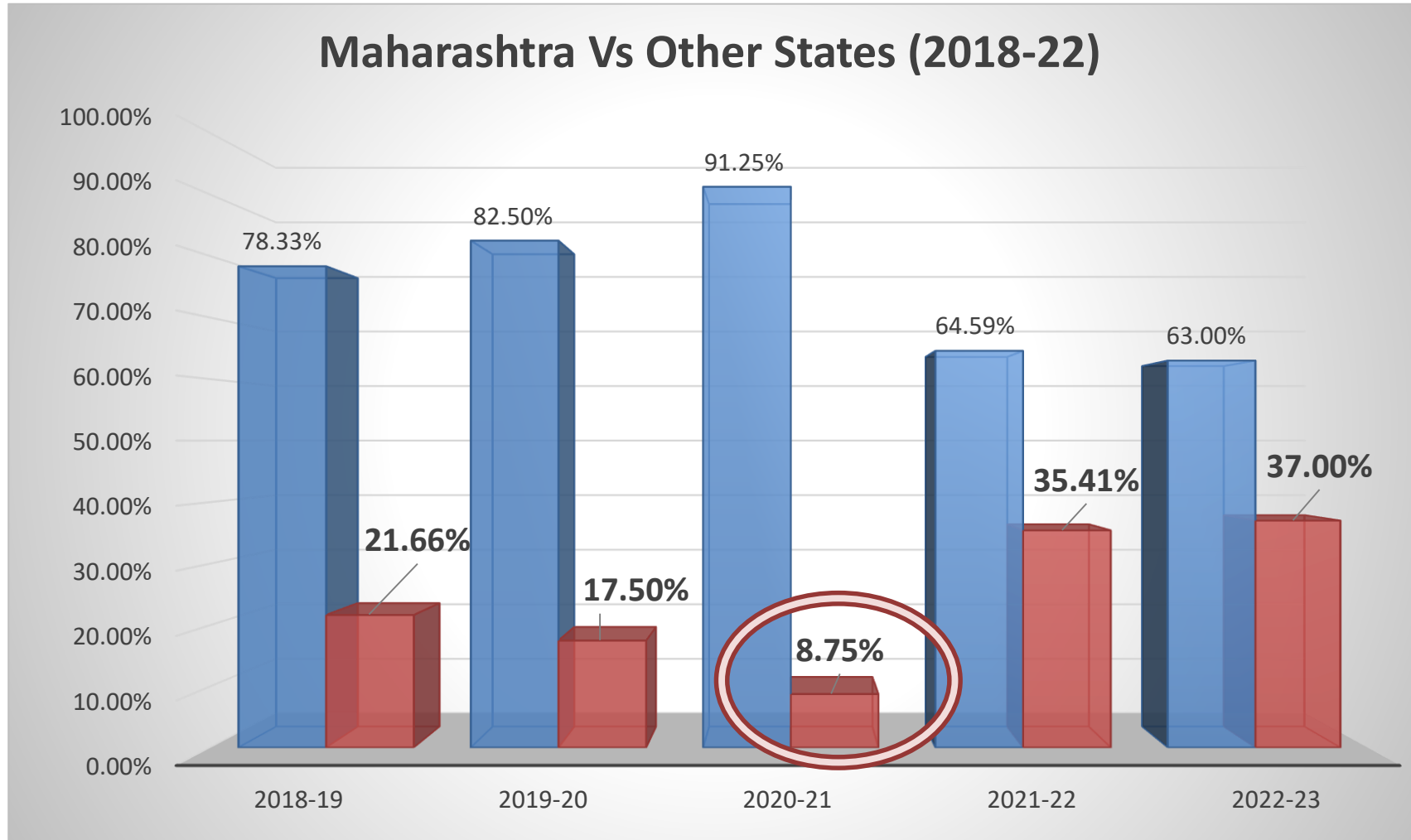
Impact on Admissions process due to Pandemic

Engineers Vs Non Engineers

Year	Engineers	Non Engineers
2018-19	33.33%	66.66%
2019-20	33.33%	66.66%
2020-21	36.25%	63.75%
2021-22	35%	65%
2022-23	33%	63%
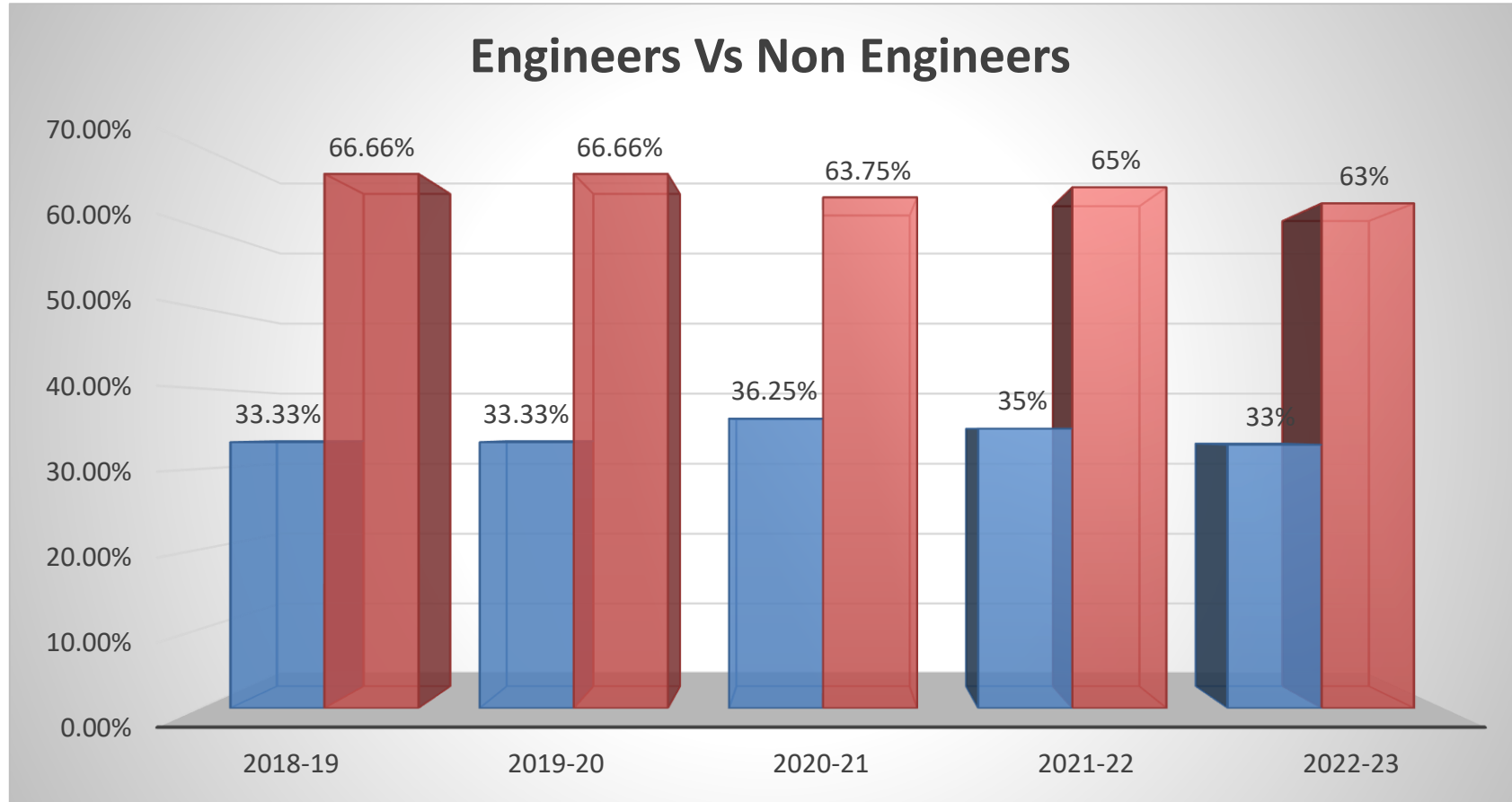
How do we Market our programs?

Digital Marketing Campaigns	Google Ad words, SEOs, Social Media – Instagram, Facebook, LinkedIn, Blogs Target specific marketing – Geographical, Demographical
Print Advertisements	Announcement of National level Aptitude Test results
We promote	Admissions, Latest happenings & events at N.L. Dalmia, Life at N.L. Dalmia, Significant Achievements – Students, Faculties & Alumni, Infrastructure Seminars/Webinars
Where do we promote	Maharashtra, Gujarat, Madhya Pradesh, Rajasthan, Delhi NCR

How is the PGDM Admission Process?

1. Applicant goes to www.nldlamia.in

2. On the Homepage – FAQs & Instructions for Admission

3. Clicks on APPLY NOW

4. Registers his name, mobile no., email ID and specialization

5. Gets a OTP verification and 2 emails for validations

6. Clicks the link and goes to the Application form Dashboard.

7. The applicant fills up his basic information and proceeds to payment of form fee

8. Fills up the entire application form, uploads all documents as well as his latest passport size photograph.

Please note the application form is editable, for him to upload any future entrance exam score. The applicant has an option to appear for Online or F2F GD-PI

The PGDM Admission Process

9. Gets the opportunity to choose the Online/F2F GD-PI date and timeslot.

10. Atleast 12 hrs before the date of GD-PI the applicant gets the exact timing of GD & PI

11. The PI team submits the marks of PI and Work experience (if any) and GD panel submits the GD marks.

12. Parallelly, the applicant's academic track record is evaluated

13. Results are bifurcated into 4 categories: i. Selected, ii. Wait Listed, iii. On Hold, iv. Rejected

14. The results are communicated within 10 days to the applicants from the last date of GD-PI.

15. The Selected applicants are given sufficient time to pay the 1st year fees.

Eligibility criteria to apply for the program

A 3-year/ 4-year duration Bachelor's Degree awarded by any of the Universities recognized by University Grants Commission or Association of Indian Universities in any discipline with at least 50% marks in aggregate or equivalent.

Applicants in their Final Year of Graduation, appearing for their final semester/year exams, graduating in 2023, can also apply.

The candidate has to appear for any one of the seven entrance examinations: CAT/XAT/CMAT/MH-CET/MAT/ATMA/GMAT

How is an Applicant evaluated ?

The evaluation process is holistic – and not based on test scores alone.

The applicant is evaluated based on the following criteria:

Sr. No.	Evaluation Parameter	Weightage Percentage
1	Entrance Exam score (Any one of 7 aptitude tests)	40
2	Personal Interview	20
3	General Discussion	15
4	Past Academic Record (10th, 12th and Graduation)	15
5	Work Experience (if any)	5
6	Extra-Curricular (Sports/Art) (if any)	5
	TOTAL	100

Parameters in Personal Interviews?

Sr. No.	Communication Skills	Overall Personality	Domain Knowledge	Leadership trait
1	Clarity of Idea	Confidence & Etiquette	Subject knowledge which he has graduated in	Any significant leadership roles in the past
2	Para Language & Verbology	Ethics and Social conscience	Depth of subject	Opportunities to grab leadership roles
3	Body Language	Ability to handle stress	Updated on Current affairs	Group behavior in school or college

Overall Guidelines:

Outstanding = 19-20 marks;   Excellent = 17-18 marks;   Very Good= 15-16 marks;   Good= 13-14 marks

Parameters in General Discussion?

Sr. No.	Communication Skills	Content Knowledge	Reasoning & Analytical ability
1	Clarity of Idea	Grasp on the subject	Ability to comprehend the topic
2	Para Language & Verbology	Depth of related topics in the area of discussion	The way Justification is given by the applicant
3	Body Language	Reading habits	New perspective

Overall Guidelines:

Candidate who is Outstanding = 14-15 marks; Excellent = 12-13 marks; Good= 10-11 marks; Average= 8-9 marks

How marks are given to applicants based on their Academic past record?

Annexure 'D'

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Academic Record Marking Criteria
PGDM Admission 2023

Percentage	CGPA/SGPA 10 point	CGPA/SGPA 7 point	CGPA/SGPA 4 point	Xth	XIIth	Graduation
90 & above	9.00 & above	6.50 & above	3.50 & above	5	5	5
85-89.99	8.50-8.99	6.00-6.49	3.00-3.49	4	4	5
80-84.99	8.00-8.49	5.50-5.99	2.50-2.99	3	3	4
70-79.99	7.50-7.99	5.00-5.49	2.00-2.49	2	2	3
60-69.99	7.00-7.49	4.50-4.99	1.50-1.99	1	1	2
<60	less than 7.00	less than 4.50	less than 1.50	0	0	0

Evaluation of Applicant based on Aptitude test score is done through the Normalization Table

Composition of the Panelists

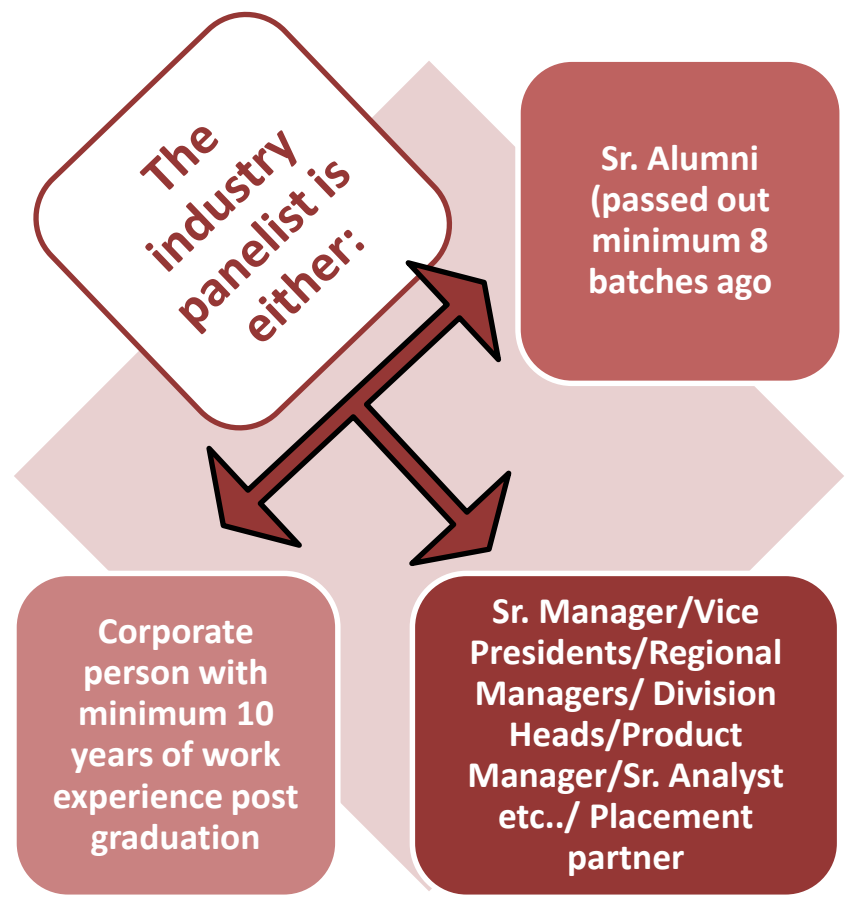In the GD-PI process, The GD and the PI panel is always separate

Personal Interview panels are specialization based
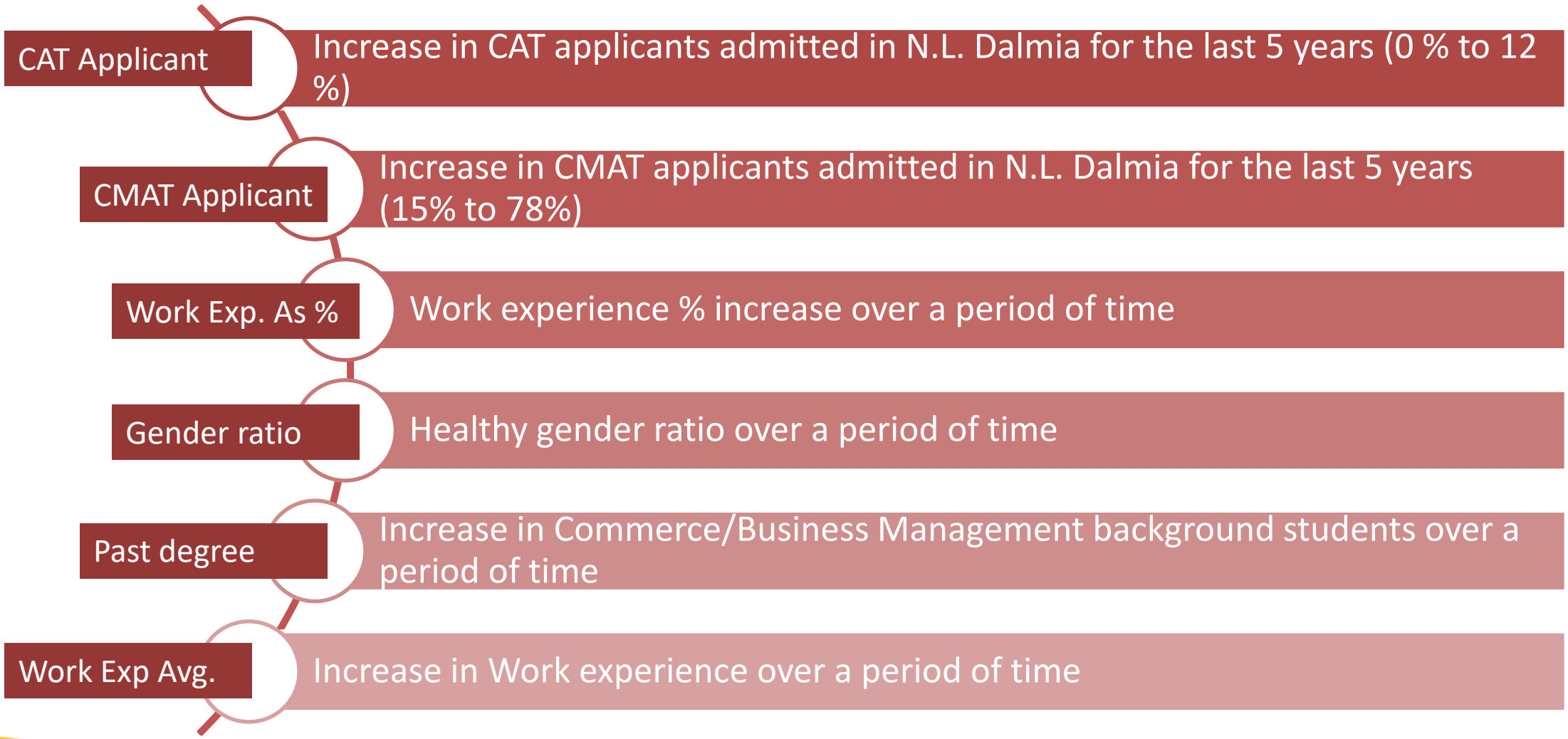
Each panel of GD & PI has 2 panelists each

Each PI panel, there is one Industry expert (Sr. Alumni) and one Faculty member

Each GD panel, there can be 2 Faculty panelists or one Industry, one faculty panelist

The PI panellist should also be a subject expert as the Personal Interview is specialization based.

The industry panelist is either:

Sr. Alumni (passed out minimum 8 batches ago

Corporate person with minimum 10 years of work experience post graduation

Sr. Manager/Vice Presidents/Regional Managers/ Division Heads/Product Manager/Sr. Analyst etc../ Placement partner

Efforts taken to increase Quality intake

CAT Applicant — Increase in CAT applicants admitted in N.L. Dalmia for the last 5 years (0 % to 12 %)

CMAT Applicant — Increase in CMAT applicants admitted in N.L. Dalmia for the last 5 years (15% to 78%)

Work Exp. As % — Work experience % increase over a period of time

Gender ratio — Healthy gender ratio over a period of time

Past degree — Increase in Commerce/Business Management background students over a period of time

Work Exp Avg. — Increase in Work experience over a period of time

Below 60% rejected — Applicants with less than 60% graduation = Zero marks in Academic Track record

Normalisation norms — Changes in the Normalization table over a period of time

Below 60% rejected — Applicants with less than 60 percentile in any National level aptitude test = Zero marks in their Entrance scores

First Class preferred — Ensuring throughout first class – X, XII, Graduation – Selected applicants forms of 2023

Extra Curriculars. — Extra curricular (National/State/District level and not just rank holders in Extra Cur) = 5 marks

Work experience — Work experience– change in the rubric – based on the profile of work done = marks allotted

Work-Ex. exclusion — No marks given to work experience during Graduation/ Internship