



# CAREERS

## REPORT 2023-2024



Celebrating 10 years of Ashoka.  
Watch the film here.



# CAREERS

## REPORT 2023-2024



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## Note from the Chairman, Career Advisory Committee

**Pramod Bhasin**  
Founder, Genpact | Chairman, ICRIER |  
Co-Founder, Asha Impact



This year's Careers Report is special. Ashoka has completed a decade.

During this period, Ashoka's graduate pool has made its mark across different sectors. Look at any industry, chances are you will find an Ashoka alumnus there who is valued and respected for the skills they bring to the table. They have analytical minds, they're problem-solvers and crisp communicators.

As a result, year after year, graduating students are highly sought after. So, what makes them stand out? One, a multi- and interdisciplinary pedagogy, that nurtures well-rounded individuals who always see the larger picture and beyond. Two, the University's relentless commitment to educational excellence. Three, a tailored recruitment process that ensures the right match between recruiters and students.

Having taught several batches of students at Ashoka, I have witnessed firsthand why these students stand apart. They are leaders and team players. They are adept, agile and adaptable. They are skilled and they can multitask. As workplaces globally change and evolve, these are the skills employers find invaluable.

This year despite a very weak market environment, a vast majority of our students have been placed in organisations of their choice. This wouldn't have been possible without Ashoka's Career Development Office that went above and beyond to find the right match. As we look ahead to the next decade, we reaffirm our commitment to excellence.





## From the Career Development Office

### Priyanka Chandhok

Vice-President  
Career Development |  
Post-Graduate Studies



As we celebrate the 10th anniversary of Ashoka University, I reflect on our incredible journey with a deep sense of pride. Within a short span, we have consolidated our position as a leading Liberal Arts and Sciences University. The remarkable achievement and success of our students in top organisations is a testament of our commitment towards superior placements and unwavering support from our recruiters.

Our accomplishments are widely recognised, with Ashoka University recently climbing to the top spot among private universities in the Indian Institutional Ranking Framework (IIRF) rankings. Our graduates have secured positions in several prestigious organisations, with many quickly rising to leadership roles. It is truly encouraging to see students from diverse majors excelling in roles traditionally not associated with their field. For instance, a Psychology major found a role in Sales and Marketing at a top FMCG firm, a Philosophy student became an analyst at a leading consulting firm and a History major joined a top HR consulting firm as an analyst.

At Ashoka University, our commitment to shaping impactful careers goes beyond merely securing job placements. We believe in equipping our students with the skills, experiences and opportunities they need to thrive in the professional world.

In this report, we present the outcomes of the latest placement cycle and reflect on our 10-year journey. Last year presented significant challenges for campus placements, with layoffs, hiring freezes and a funding winter affecting many institutions, including ours. Over 350 students have been placed in 150 organisations and over 600 students have secured internship offers.

In today's rapidly changing business environment, adaptability and innovation are crucial. Ashoka's curriculum and Career Preparatory Programme ensure that students are well-versed in the latest technologies and possess essential soft skills including emotional intelligence, empathy, creativity, collaboration and communication.

Developing strong relationships continues to be our priority, and we look forward to your support and feedback in reinforcing these engagements.



# Ashoka at a Glance

Ashoka is India's first Liberal Arts and Sciences university, built on the bedrock of collective philanthropy and a commitment to ensuring equitable access to education.

In just a decade since its inception, the University has built an inclusive institution of teaching and research excellence. The corridors of Ashoka are home to a diverse set of people: scholars, researchers, scientists, artists, writers and thinkers.

The Ashoka advantage gives students the skills to see the big picture – to critically analyse, question, interpret, craft compelling arguments and find solutions.

## Global Connect

The University partners with over 52 global institutions, including the University of Cambridge, Harvard Business School, the National University of Singapore, the University of Pennsylvania, Sciences Po and Yale University – among others.

## Centres of Excellence

Ashoka fosters a deep culture of research across departments. Parallel to academic departments, there are 21 Centres of Excellence. They foster thought leadership, generate knowledge and build capacity in areas of social relevance.

## Financial Aid

Ashoka is committed to making a high-quality education accessible to students, irrespective of their socio-economic backgrounds. This is made possible through Ashoka's holistic admissions process with need-based financial aid.

Since inception...

60%

students have received financial aid

1 in 4

students have received a tuition-free education

₹510

(\$61 million) have been awarded through scholarships

## The Ashoka Impact

### Ashoka's 5,500 alumni

are studying at some of the best universities worldwide, including **Oxford, Harvard, Cambridge, MIT and Stanford**. Our alumni have received prestigious scholarships such as **Rhodes, Gates, Inlaks, Fulbright, Chevening and McCall MacBain**.

As professionals, Ashoka's alumni are making a mark at home and beyond – as entrepreneurs, in the corporate world, the social sector, in governments and in every possible field.

## Faculty

Ashoka is home to some of the best intellectual minds in the country and world. Our faculty come from **11 countries worldwide**. Between them, they have produced

800

high-quality research documents and reports.

Over

250

faculty members, 39% of whom are women

## Students

4%

International students

2,500+

students on campus from 28 Indian states, 287 towns and cities and 21 countries

88

students with documented disabilities

164

PhD scholars across 11 disciplines

47%

students on need-based aid





Placements 2023-24

Career Pathways

355  
students placed

158  
recruiters

59%  
women placed

4  
DE&I students placed

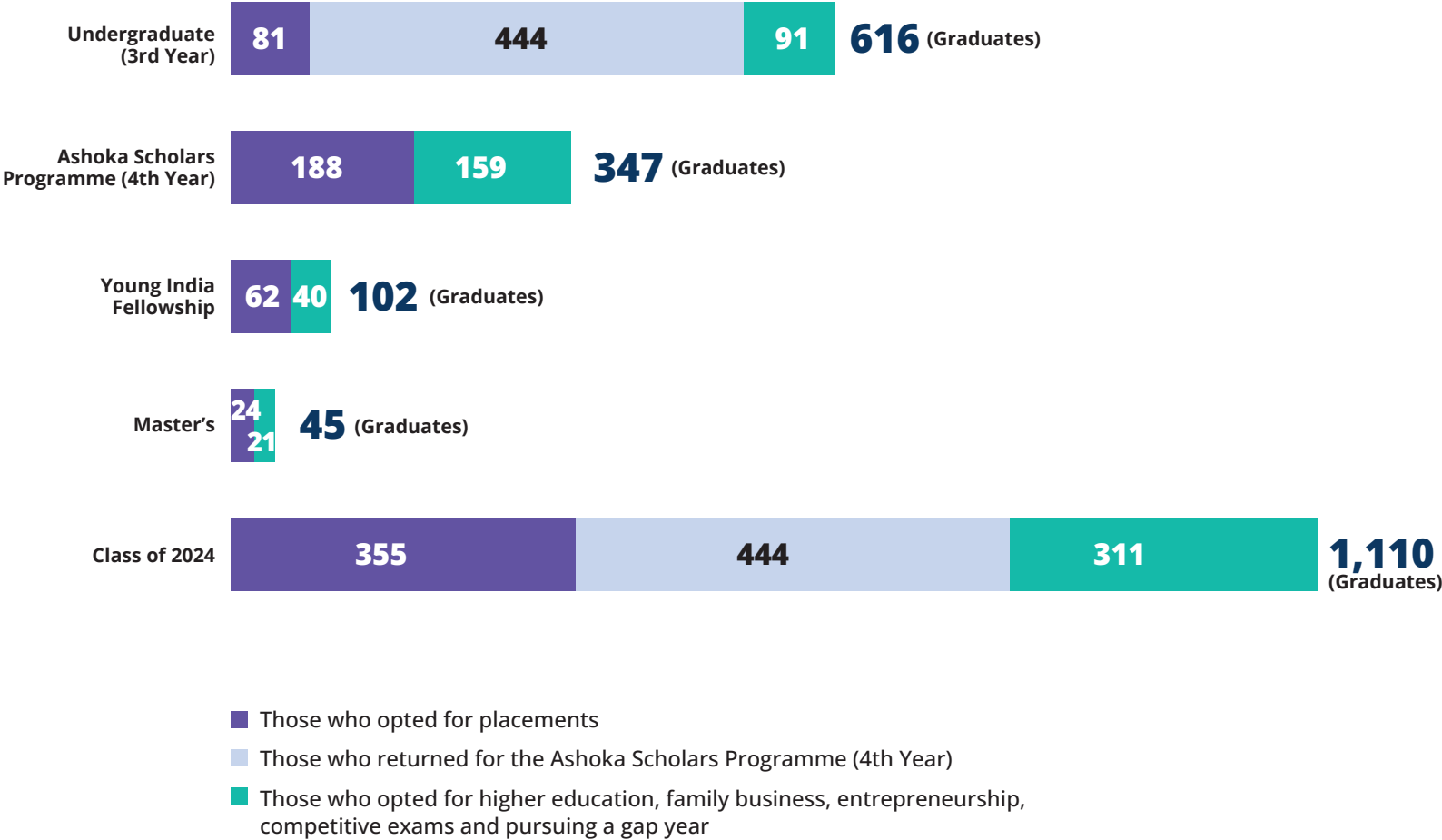
115  
offers on  
Day Zero

390  
offers  
received

43%  
students placed  
who were on  
financial aid

Rs 10.7  
lakh  
average salary  
offered

Rs 35  
lakh  
highest salary  
offered







# List of Roles

## BFSI

Business Analyst  
Business Development  
Credit Risk Analyst  
Finance Rotation Programme  
Financial Research  
Founder’s Office  
Management Trainee  
Relationship Manager

## BPO/KPO

Assistant Manager- HR  
Growth Operation  
Management Trainee  
Project Manager

## Media/Advertising/ Publishing

Account Executive  
Brand Marketing  
Content and Social Media  
Cultural Anthropologist  
Employer Branding  
Journalist  
Junior Strategic Partner

## Consulting

Associate  
Business Analyst  
Corporate Credit Risk Analyst  
Financial Research Associate  
Graduate Analyst  
Junior Data Scientist  
Management Consultant  
Risk Analyst  
Strategy and Business Design Analyst  
Strategy & Consulting Delivery Associate

## Professional Services

Analyst  
Associate  
Consultant  
Management Trainee  
Recruitment Consultant  
Software Engineer

## Consumer Goods/ FMCG

Area Sales Manager  
HR Executive  
Management Trainee  
Marketing Associate

## Ed Tech/ Education

Brand Manager  
Communications & Strategy  
Consultant  
Content Writer  
Data & Strategy  
Editorial Associate  
Educational Specialist  
Executive Assistant  
Marketing Manager

## Research Analytics

Behavioural Architect  
Copy Editor  
Data Scientist  
Delivery Associate  
Imagineer  
Research Associate  
Sector Analyst

## Development

Fundraising & Communication Executive  
Planning Support  
Programme Associate  
Project Manager  
Research Analyst  
Social Media Manager  
Strategy & Transactions

## IT/ IT Tech

AI Engineer  
Capabilities and Insights Analyst  
Client Relationship Manager  
Content Lead  
Content Writer  
Customer Outcome Manager  
Dot Net Developer - Backend  
Employee Experience Associate  
Fullstack Developer  
Market Analyst  
Onboarding Manager  
Product Communications Specialist  
Sales Manager  
Software Engineer

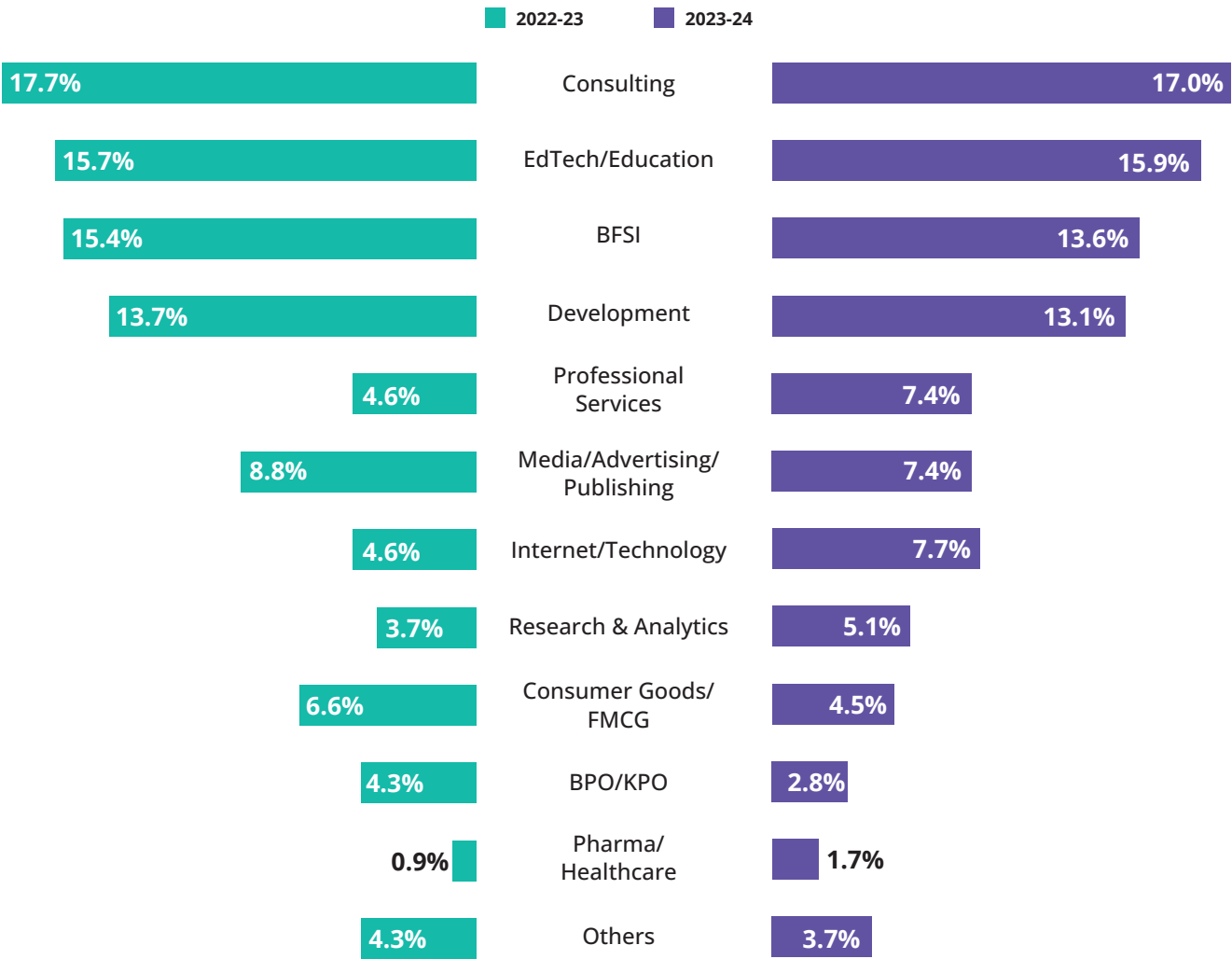
## Others

Business Development Manager  
Generalist  
Product Management  
Project Manager  
Software Engineer

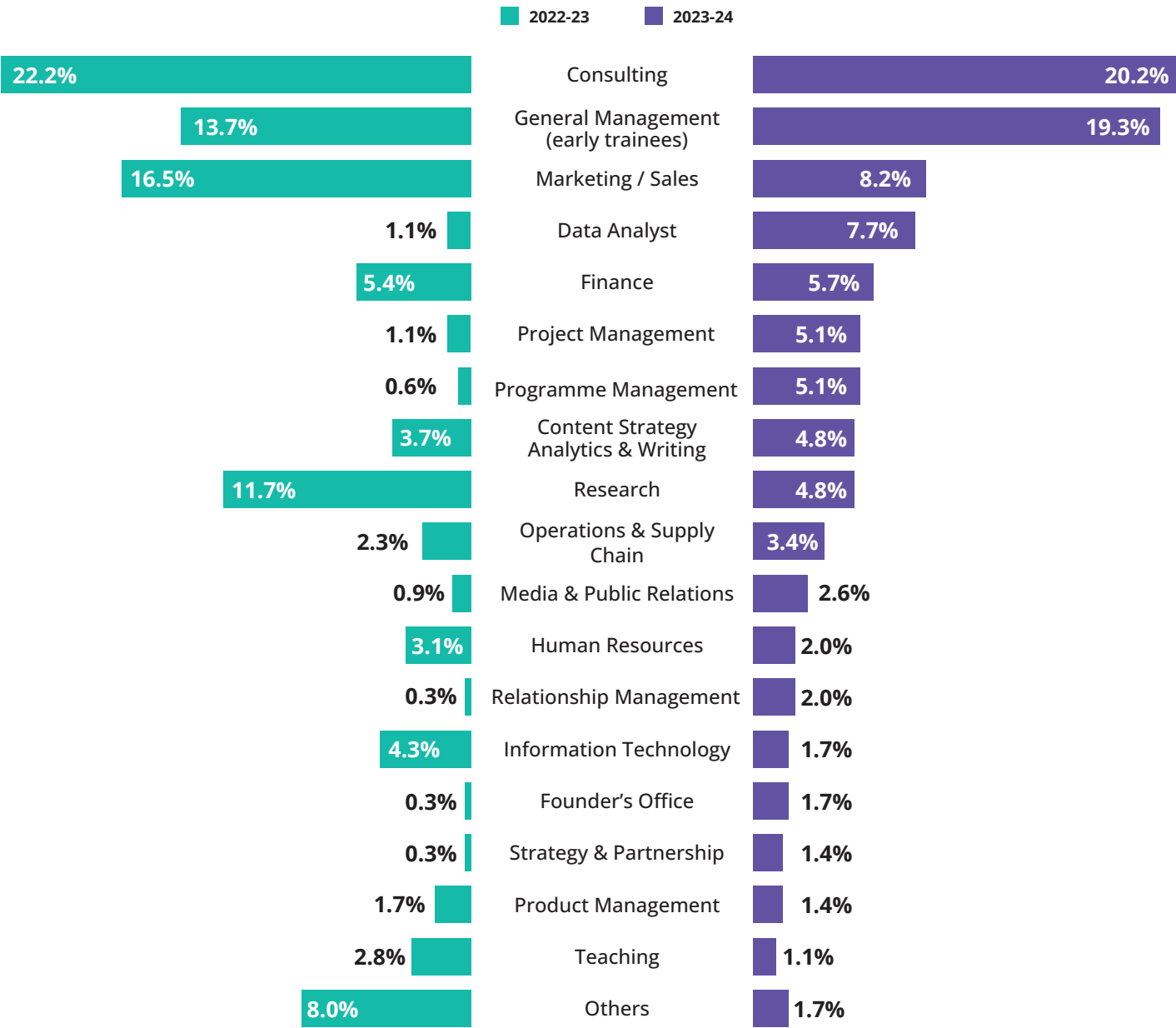


# Comparison

## Industry Specific Hires



## Function-wise Placements





# Corporate Sector

309  
students placed

20 per cent of the total students  
received an average corporate CTC of  
Rs 17 lakh per annum



Last five years: a snapshot

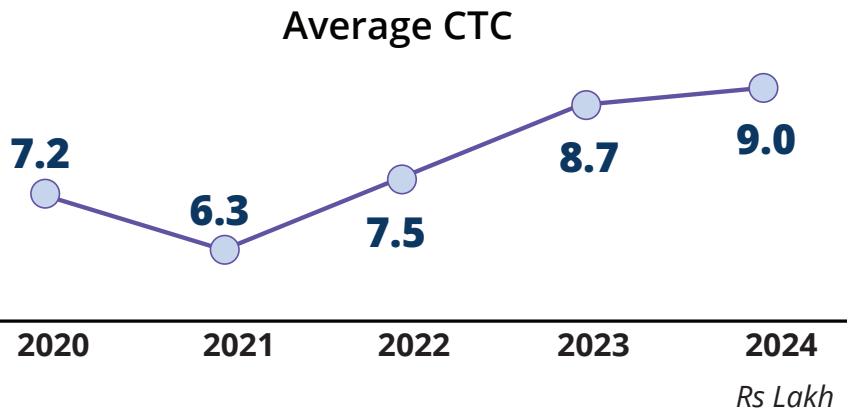
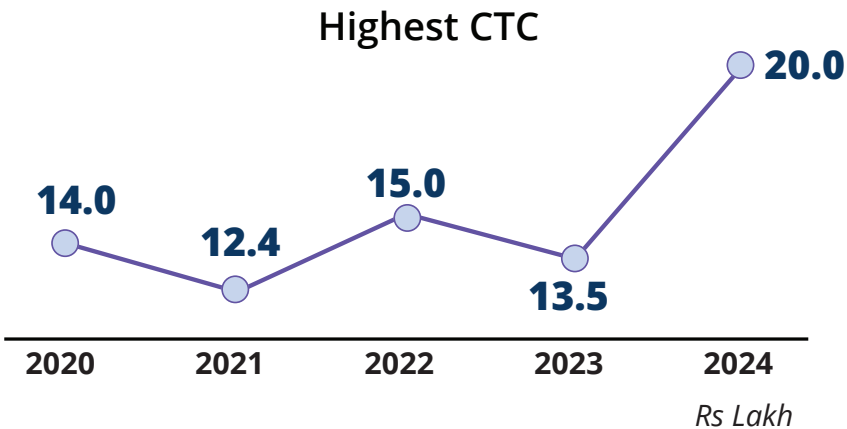


# Development Sector

46  
students placed



Last five years: a snapshot



# Student Testimonials



**Aroosh Singh**  
Young India Fellowship, 2024  
Business Analyst,  
McKinsey & Company

## Problem-solving for the future

Two things convinced me I needed to be at Ashoka. One, the pedagogy and unmatched faculty. Two, the best-in-class placement opportunities. So, when I got the chance to join the Young India Fellowship (YIF) after completing my Bachelor's degree in Commerce, I knew I couldn't let this opportunity pass.

Diverse experiences, both academic and non-academic, significantly contribute to one's overall growth and readiness for the professional world. The University's interdisciplinary approach to education exposes students to a wide range of subjects, perspectives and methodologies. This breaks down preconceived notions about specific industries or subjects, fostering adaptability and builds critical thinking skills essential for consulting roles – which is what I was looking for.

I had the opportunity to pursue courses in a traditional major and unrelated field like the Humanities or Natural Sciences. This breadth of knowledge has enabled me to approach problems from multiple angles. Additionally, various clubs led by the Career Development Office (CDO) organised multiple sessions with industry leaders from different sectors, allowing me to make an informed choice.

My time here has been indispensable in preparing me for the future. The diverse conversations with leading faculty, industry professionals and accomplished peers have provided me with valuable industry and career insights. This filled me with immense confidence for the corporate world.



**Avanti Deepak**  
Ashoka Scholars Programme  
(4th Year), 2024  
Research Analyst,  
Ola Foundation

## Empowering women, driving social change

During my time at Ashoka, I worked with professors from various disciplines. Majoring in Sociology and Anthropology provided me with a deep understanding of ethnographic methods. For my thesis, I had the opportunity to conduct fieldwork and interview people, which enriched my academic experience and prepared me for the future.


I believe the Ashoka advantage involves being able to explore diverse disciplines and gaining a foundational base in research. It has broadened my perspective across subjects and given me a unique worldview. My major helped me develop my research interests and become confident in the way I express my thoughts.

I wanted a position that would allow me to display these skills while acquiring more experience through fieldwork. My upcoming role as a research analyst in public health at the Ola Foundation will provide me with hands-on experience at the grassroots level. I also wanted to work in a role centred on social impact while gaining corporate experience. The Ola Foundation's vision of empowering women from low-income groups is a mission I deeply believe in.



# Top Recruiters

## Top recruiters (students hired)

## Top recruiters (by compensation offered)

# Recruiters by Industry\*

## BFSI

Axis Bank  
Barclays  
Client Associates  
Clix Capital  
Deutsche Bank  
FRR Forex  
Futures First  
HSBC  
Jetapult  
Kotak Mahindra Bank  
Nippon India Mutual Fund  
Oxane Partners  
RBL Bank  
The Tata Group  
The Xander Group

## BPO/KPO

Genpact  
WNS Global Services

## Consulting

Accenture  
Arthur D. Little  
Bain & Company  
Boston Consulting Group  
D.E. Shaw India  
Deloitte US (India Offices)  
EY - Parthenon  
GDI Partners  
Indus Insights  
Kearney  
KPMG India  
McKinsey & Company  
MXV Consulting  
PricewaterhouseCoopers

## Professional Services

Apriori Consultants  
Egon Zehnder KCI  
Michael Page  
Mintz Group  
Noble House Consulting India  
Positive Moves Consulting  
Right Management  
Spencer Stuart  
The Big Red Group  
Zinnov Consulting

## Development

ACCESS Development Services  
Dasra  
Dr. Reddy's Foundation  
eGovernments Foundation  
Foundation for Interoperability in Digital Economy  
Global Alliance for Mass Entrepreneurship  
Ola Foundation  
Parinaam Foundation  
Samagra | Transforming Governance  
Samhita  
Sattva Consulting  
Tata Trusts  
Teach for India  
The Antara Foundation  
The Convergence Foundation  
The Dalberg Group  
Vidhya Vidhai Foundation

## Pharma/Healthcare

Anthem Biosciences  
Mosaic Wellness  
Qurist

## Edtech/Education

24 NorthStar  
9.9 Group  
Anant National University  
Ashoka University  
Azim Premji University  
Badruka School of Management  
Educational Initiatives  
Essai Education  
I Can International School  
Jamboree Education  
Kapable  
Lumiere Education  
OnCourse Global  
TNI Career Counselling  
Yellow Train School

## Consumer Goods/FMCG

Flipkart  
Hindustan Unilever Limited  
Hindware  
ITC Limited  
Marico  
Naario  
Pidilite Industries Limited

## IT & IT Tech

Adobe  
Amuse Labs  
HealthKart  
IBM  
Innodata  
One Eighty Aamoksh Technologies  
Spectacom Global  
Swiggy  
Toddle  
Wipro  
WiTace  
XBE

## Media/Advertising/Publishing

ABP Network  
ARM Worldwide  
Cherry Peach Plum  
Growth Partners  
Condé Nast  
Dunnhumby  
Edelman India  
FCB Ulka  
Hindustan Times  
Leo Burnett  
Publicis Groupe  
The Print  
The Wire  
Tulsea

## Others

Bharti Airtel  
Bloom Hotels  
Shree Cement Limited

## Research Analytics

Centre for Monitoring Indian Economy  
Fractal Analytics  
Gartner  
Value Research

(\*Over two years)

# Recruiter Testimonials



**Sujith Nair**  
CEO and Co-founder



At the Foundation for Interoperability in Digital Economy (FIDE), we seek candidates with a broader perspective, combining Liberal Arts and STEM training to scale our business. Students at Ashoka University completely align with our needs. The articulation and the way students approach a problem is unique and refreshing. Sometimes, framing and understanding the question is 90 per cent of the struggle, but they tackle this precisely, coherently and clearly. Students have clarity of thought and ideas, commendable leadership qualities and excellent communication skills. We look forward to having a long-term engagement with the University.



**HSBC**

We have been associated with Ashoka University for our Campus Recruitment Programme and our experience has been excellent with both the students and the faculty. During the pre-engagement sessions, we found the students to be sharp, well-read and inquisitive. The courses are designed with the market's needs in mind, preparing students to be agile and ready for the corporate mainstream.



**Dimple Chopra**  
Head of Talent Acquisition



**Rahul Sinha**  
Chief Human Resource Officer



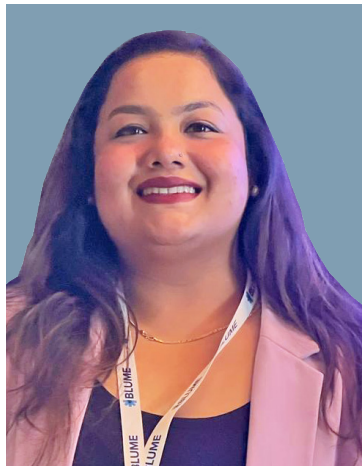
We look for inquisitiveness, drive and alignment with our company values. Our experience so far shows that the students display good learning agility and a willingness to get hands-on. I believe this is due to a well-structured industry exposure programme. The pedagogy and institutional guidance have developed a structured orientation towards learning. Our experience with students from Ashoka University has been encouraging.



**Gaurav Goel**  
Founder and CEO



For three years, we've hired from Ashoka and it has been immensely rewarding to see students contribute to our organisation. Their high emotional quotient and commitment to social work resonate with our mission. Beyond academic achievements, they excel in communication and teamwork and can seamlessly collaborate with our stakeholders. Their adaptability and willingness to learn make them valuable assets to our teams. The graduates have proven to be capable, conscientious and forward-thinking consultants. We have been consistently impressed by their performance and look forward to continued collaboration with Ashoka in the years to come.



**Ranhita Bordoloi**  
People and Culture



I have noticed that the cognitive abilities of the students from Ashoka are far above those of most colleges. Their communication skills are exemplary. They are self-starters and great problem solvers in their respective fields. Our experience with Ashoka students has been brilliant — they have made a significant impact in our organisation at a young age. We will keep coming back for such great talent.



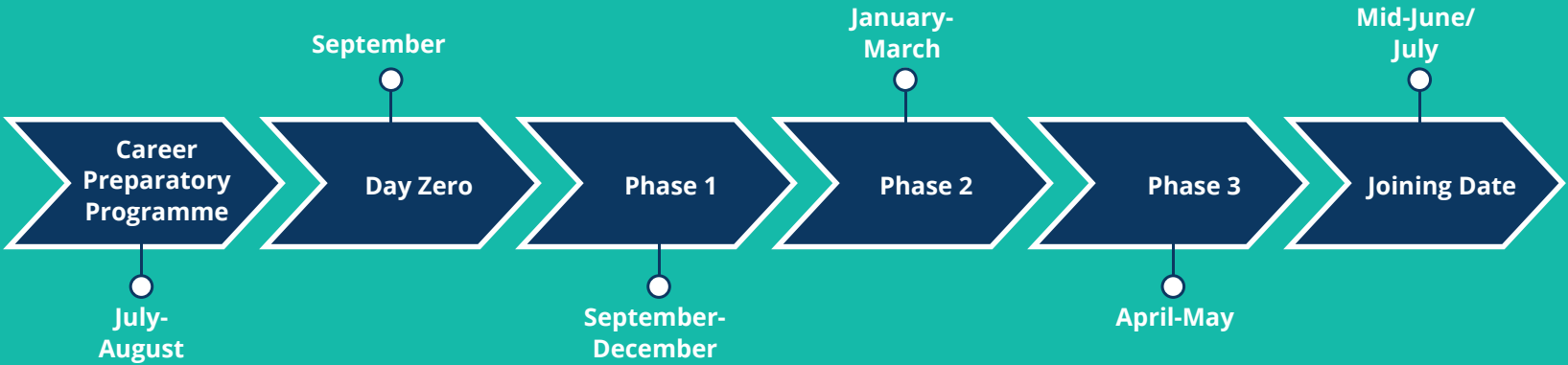
One of the key strengths of Ashoka graduates is their interdisciplinary approach to learning. With a foundation in Liberal Arts and Sciences, they possess a breadth of knowledge that enables them to think critically, solve complex problems and adapt seamlessly to diverse environments. Moreover, Ashoka graduates demonstrate excellent communication skills, both verbal and written. This is a testament that Ashoka emphasises communication and expression, which are invaluable in any professional setting. The rigorous curriculum with experiential learning opportunities prepare students with the skills, knowledge and confidence to excel in the real world.



**Prateek Roy Chowdhury**  
Campus Recruitment Lead-Strategy & Consulting | Corporate Functions



# Placement Timeline



# Career Preparatory Programme

The Career Preparatory Programme is a training initiative for freshers and graduating students entering the professional world. This comprehensive programme equips them with cutting-edge skills and knowledge highly sought after in the job market. The Internship Preparatory Programme starts in the first semester and culminates in the Placement Preparatory Programme until graduation.

In the last academic year, over **1,600 students** participated. The Career Development Office offers one-on-one mock interviews and resume review sessions for every student.

## Placement Preparatory Programme

This equips graduating students with the skills, knowledge and connections necessary for a successful transition from campus to the workplace. With over 1,000 participants last year, this programme provided valuable resources, including tailored boot camps for specific career paths such as Consulting, Product Management, Development, BFSI and FMCG among others. Industry sessions and personalised support on resumes and mock interviews (generic and sector/role-specific) were also held.

Advanced mock interviews conducted by CXOs and industry founders prepare students for interviews.

Most Fellows as part of the Young India Fellowship have work experience. For them, the Office conducts a ‘Senior Track’ programme. This includes workshops on career pivoting, salary negotiation and focused group discussions.

## Internship Preparatory Programme

The Internship Preparatory Programme equips first and second-year students with essential skills and the knowledge to start their professional journeys. Focused on practical workshops, personalised coaching and specialised skill tracks, the programme prepares students for their first internship. This year, over 600 students participated.

### Key Components:



Crafting resumes and cover letters



Behavioural interviews and interview techniques



Mastering elevator pitches



Leveraging LinkedIn and networking



Problem-solving



One-on-one mock interviews and resume review sessions

Various sessions were organised as part of the programme. Some of the speakers included Ankit Jhamb, Chief Learning Officer at Grant Thornton; Piyush Mittal, Director of Talent Acquisition at Evalueserve; Dr Avantika Tomar, Partner at EY-Parthenon and Kamesh Mullapudi, Managing Director at Deloitte Consulting.

# Student Testimonials

Since high school, I have been fascinated by Ashoka's Economics department. The curriculum, faculty and supportive community made Ashoka my primary choice for college. The 100 per cent financial aid I received significantly reduced the monetary burden on my family.

At Ashoka, I didn't just learn concepts – I understood their principles and applications through debates and discussions. This holistic education truly prepared me for my future.

**Rohan Gupta**  
**Undergraduate Programme (3rd Year)**  
**Major in Economics and Finance**  
**Financial Research Associate, D.E. Shaw India**

At Ashoka, I found myself in an inclusive and supportive environment that nurtured my potential. The Office of Learning Support, professors and teaching fellows worked closely with me and helped me understand complex topics using tactile graphs and adaptive materials. Ashoka has not only provided me with an exceptional education but has also instilled in me the confidence to chase my dreams fearlessly.

**Ayush Prakash**  
**Undergraduate Programme (3rd Year)**  
**Major in Economics and Finance**  
**Management Trainee, Clix Capital**

Having completed my Bachelor's degree in History from the Royal University of Bhutan, I never thought I would start my career in the corporate sector. However, Ashoka's holistic approach to education and the Fellowship's multidisciplinary nature prepared me for my role. The Experiential Learning Module, crossover series, the mentorship programme and the faculty broadened my perspectives and honed my skills beyond academia.

**Tashi Choden**  
**Young India Fellowship**  
**Business Analyst, Egon Zehnder KCI**

Ashoka offers numerous opportunities to hone one's skills, both academically and through various extracurricular activities. For instance, Psychology courses focus on research, applying theory, critical thinking, statistics, data analysis and effective communication. Additionally, various clubs and societies helped me build on my technical skills. On-campus consulting boot camps and interview preparation sessions helped me succeed in my interviews.

**Udayvir Singhvi**  
**Ashoka Scholars Programme (4th Year)**  
**Major in Psychology, Minor in International Relations**  
**Strategy and Consulting Delivery Associate, Accenture**

My time at Ashoka honed my analytical and qualitative skills, thanks to the guidance of the professors and the collaborative environment fostered by my peers. It equipped me with the invaluable ability to devise data-driven solutions – a skill pivotal in securing a position at CMIE.

**Yatika Arora**  
**MA Economics**  
**Analyst, Centre for Monitoring Indian Economy**

At Ashoka, I discovered a vibrant community of individuals with unique backgrounds, aspirations and stories. The University also provided various academic and non-academic opportunities, whether conducting experiments, organising events and workshops or managing large teams. These experiences taught me the value of adaptability and creativity in addressing challenges in an ever-changing world. This exposure to various avenues of learning shaped my approach to an inherently people-centric and versatile role — a great advantage I couldn't have found anywhere else. Additionally, the Career Development Office actively assisted me in understanding the job market. My involvement with the placement and internship cells allowed me to refine my skills and build confidence.

**Anoushka Kamath**  
**Undergraduate Programme (3rd Year)**  
**Major in Psychology, Minor in Entrepreneurship**  
**Employee Experience Associate, Adobe**

Despite having no prior experience in the public relations industry, I believe the firm recruited me for my interpersonal skills. The student life at Ashoka encouraged me to become more confident and outspoken, which attracts recruiters and builds competence.

**Shantanu Iyer**  
**Ashoka Scholars Programme (4th Year)**  
**Major in Biology, Minor in Chemistry**  
**Account Executive, Edelman India**

I have interacted with a diverse group of people here, who brought a rich variety of perspectives and knowledge to the table. This experience made me question existing beliefs and opened my mind to new thoughts. Ashoka's ethos promotes patience and empathy, reflected not just in a single course or programme but through the structure of our classes, the mindset of our professors and the various events and workshops organised. The clubs and societies also honed my leadership and teamwork skills.

**Dhrthi Bhat**  
**Ashoka Scholars Programme (4th Year)**  
**Major in Sociology and Anthropology**  
**HR Executive, ITC Limited**

A Master's in Economics laid the foundation for my problem-solving approach – a skill that proved instrumental in my role at Deloitte. The case-study workshops organised by industry professionals, which aligned with my career aspirations, were very insightful. Our seniors generously shared relevant materials for placement preparation. Ashoka's guidance was pivotal, equipping me thoroughly for each recruitment stage, from crafting impactful CVs to acing interviews. Their support was invaluable in shaping my professional journey.

**Pragya Gupta**  
**MA Economics**  
**Business Analyst, Deloitte US (India Offices)**

One aspect of Ashoka that I appreciate is the interdisciplinary nature of the curriculum. The Entrepreneurship courses helped me realise my interest in the development sector, specifically at the intersection of technology law and policy. Making a positive impact has always been a driving force for me. Ashoka has shown me that even with a Computer Science degree, one can make a significant difference and contribute positively to society.

**Eryn Wali**  
**Ashoka Scholars Programme (4th Year)**  
**Major in Computer Science, Minor in Entrepreneurship**  
**Strategy Analyst, Foundation for Interoperability in Digital Economy**





# Internships 2023-24

**300+**  
participating  
organisations

**650+**  
offers  
received

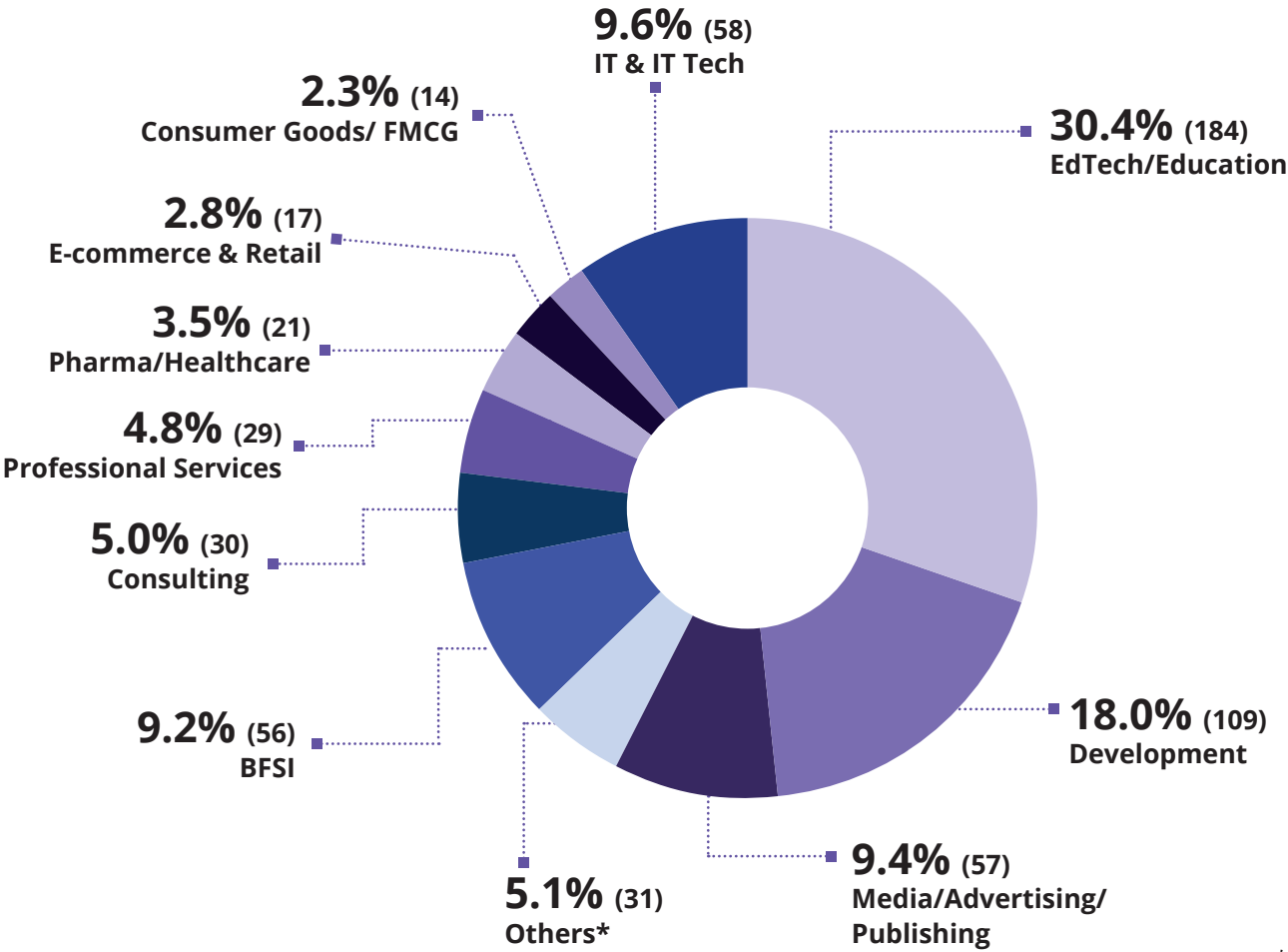
**53.4%**  
women  
placed

**270**  
companies  
hired

**Rs 2.2  
lakh**  
per month  
highest stipend

**Rs 18,000**  
per month  
average stipend

# Industry-wise Internships



*\*Includes Research & Analytics, BPO/KPO and others*

## Types of Internships

**Summer:** Three months (mid-May to mid-August)

Summer internships are highly sought-after by students. This allows them to develop their skills during the summer break, approximately for 8-12 weeks.

**Winter:** One month (mid-December to mid-January)

Winter internships provide students with an opportunity to work full-time on small projects during the month(s) of December and January.

**Part-time (virtual):** Flexible duration (September-May)

Virtual internships are also designed to ensure students have industry experience during the academic year. These require students to dedicate a stipulated number of hours per week in tandem with their academic schedule.

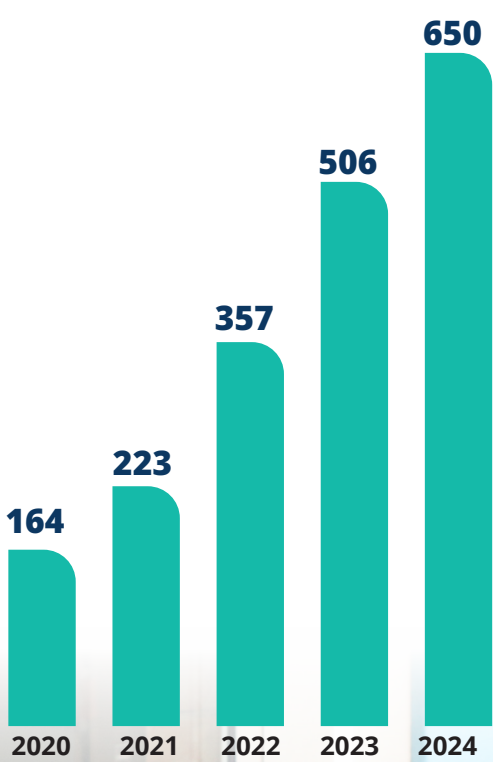


# Recruiters by Industry\*

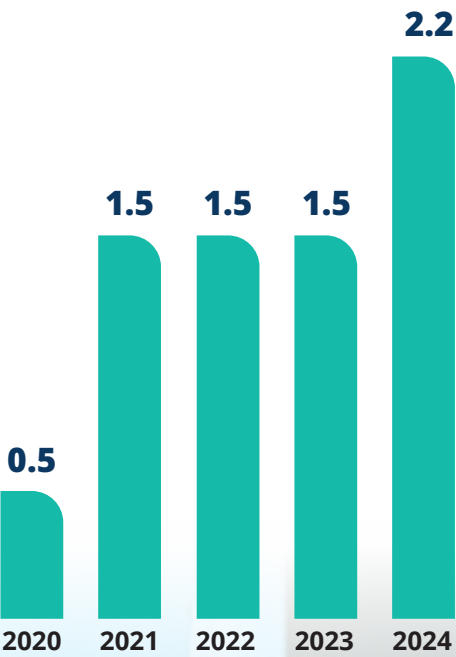
<b>BFSI</b> <div>Acumen Axis Bank Central Bank of India Givfunds HDFC Capital Homage Advisors i3G Advisory Network India Alternatives Inflection Point Ventures Invest India Kotak Mahindra Bank Lightspeed Ventures Punjab National Bank WealthUp World Bank</div>	<b>Development</b> <div>Antarang Foundation Anubhuti Samiti Asia Society for Social Improvement and Sustainable Transformation Ayang Trust Caregiver Saathi Centre for Wildlife Studies Child Rights &amp; You Clinton Health Access Initiative Commonwealth Human Rights Initiative Directorate General of Foreign Trade Edudex Educational Foundation Equal Innovation Fair Trade Forum India Global Alliance for Mass Entrepreneurship Haqdarshak Helm of Eight India Animal Fund India Welfare Trust Khushii Lotus Petal Foundation Marico Innovation Foundation Milaan Foundation Nasscom Foundation Niti Aayog People's Archive of Rural India Pollinate Group Poocho Pramiti Philanthropy Partners Pudhiyadhor Charitable Trust RoundGlass Foundation Sarmaya Arts Foundation Spread Smile Foundation Swasti Impact Consulting Tech Mahindra Foundation The Convergence Foundation The Dalberg Group The Geostrata The Practice Udayan Care WWF India</div>	<b>Ed Tech/ Education</b> <div>Ashoka University Badruka School of Management DevTown iDream Career Plaksha University SUPROS Ugrad</div>	<b>E-commerce/Retail</b> <div>Farmart Reliance Brands Limited Titan</div>
<b>BPO/KPO</b> <div>Genpact</div>		<b>Consumer Goods/FMCG</b> <div>Hector Beverages Hindustan Unilever Limited Naario Nestlé Nykaa Perfetti Van Melle</div>	<b>Media/Advertising/Publishing</b> <div>Edelman India Hindustan Times Inext Jagran Ogilvy &amp; Mather Publicis Groupe Reliance Jio Creative Labs The Hindu The Print</div>
<b>Consulting</b> <div>Boston Consulting Group D.E. Shaw India Deloitte EY Grant Thornton Indus Insights KPMG PricewaterhouseCoopers</div>		<b>Pharma/Healthcare</b> <div>Apollo Hospitals Qurist</div>	<b>Others</b> <div>Ather Energy BluSmart Forbes Marshall Havells Hyundai JSW Group Maruti Suzuki India Limited ReNew Power Tata Steel</div>
<b>Professional Services</b> <div>ABC Consultants Spencer Stuart The Big Red Group Wix Freaks</div>		<b>IT/ IT Tech</b> <div>Adobe Amuse Labs Frammer AI Fundamento Good Business Lab Hallo App Info Edge (India) Limited MakeMyTrip Mammoth Analytics Paypal Quintinno Labs Salescode.AI Swiggy Zomato</div>	

(\*Over two years)

Internship offers over the years



Highest monthly stipend over the years (Rs. Lakh)





# Recruiter Testimonials



Nestle India has had the privilege to host Ashoka students on our sustainability projects and it has been an inspiring experience for us. We found each of them to be bright, curious and passionate about contributing to the planet's well-being. They consistently come up with actionable and cogent solutions for the projects assigned to them. We look forward to hosting more students and we appreciate the University for nurturing such promising talent for India.

**Suresh Narayanan**  
Chairman and Managing Director,  
Nestle India

At IBM, we recognise that the future of IT requires a diverse set of skills that go beyond just technical expertise or Computer Sciences. Ashoka bridges the employability gap by having students learn from professors who are industry experts. This enables them to gain practical insights and learn from professionals who have hands-on experience in the field. Internships with leading corporations like IBM provide students with the opportunity to work on real-world challenges, engage with the finest professionals and develop a sense of purpose. This prepares them for a seamless transition into the industry.

**Thirukkumaran (Thiru) Nagarajan**  
Vice-President and Head of Human Resources,  
IBM, India and South Asia



# Student Testimonials

At Ashoka, I had the opportunity to explore a wide range of interests through the interdisciplinary curriculum and dynamic student clubs. The foundational courses and classes across departments such as Economics and Entrepreneurship equipped me with the necessary skills to transition into a new industry. Learning from professors who are veterans of the FMCG industry and interacting with them has boosted my confidence in tackling challenges head-on. This experience helped me during my internship at HUL, where I received a pre-placement offer upon completion.

**Chinmay Pratap Menon**  
Ashoka Scholars Programme  
(4th Year)  
Major in Economics and Computer Science  
Management Trainee (Sales & Marketing),  
Hindustan Unilever Limited

Ashoka's commitment to its students goes beyond the classroom. Through the meticulously designed workshops and confidence-building boot camps by the Career Development Office, I learned how to craft my resume. The mock interviews were crucial in honing my communication and presentation skills. Securing the Risk Analytics Internship at Axis Bank is a significant step towards my career goals.

**Idhika Minocha**  
MA Economics  
Risk Analytics Intern, Axis Bank

The courses I undertook during my undergraduate years equipped me with quality research and analytical skills, which are imperative for any role. The FMCG sector is a new area for me. The insights gained from courses such as statistical and qualitative research methods, branding and consumer behaviour have enabled me to conduct and comprehend research effectively. These skills are crucial for navigating this dynamic field.

**Ustatt Anand**  
Undergraduate Programme (3rd Year)  
Major in Psychology  
Intern, Nestle

I joined the founding team of Anitya - the social impact club. It is focused on building awareness about careers in the social sector. Various sessions and boot camps with industry leaders were organised on campus. My interactions with speakers, students and industry leaders have given me great insights into the development sector.

**Hiba Hasan**  
Undergraduate Programme (3rd Year)  
Major in Economics  
Intern, Dalberg

My work at PayPal involves finding solutions to automating processes, which requires me to think beyond simply the software tools being used. I believe the experiences and interactions I have had at Ashoka were key in making me proficient as a well-rounded thinker in terms of approaching and breaking down a problem. This has prepared me well for the internship.

**Kahaan Shah**  
Undergraduate Programme (3rd Year)  
Major in Computer Science, Minor in Mathematics  
Robotics Process Automation (RPA) Developer Intern, PayPal







## Programmes and Academic Offerings

### Undergraduate Programme

Ashoka offers a multi- and interdisciplinary undergraduate programme that introduces its students to different subjects. Students declare their major in the second year and can choose from 13 pure or 11 interdisciplinary courses. They may also select from 22 minors while pursuing the nine mandatory foundation courses and co-curriculars.

### Ashoka Scholars Programme

The Postgraduate Diploma in Advanced Studies and Research (DipASR), or ASP, is the optional fourth undergraduate year. Students can complete an advanced major, a minor or a previously taken elective into a second major. They can pursue an independent capstone project in the University's majors or minors under the guidance of a faculty advisor. This allows them to carry out a substantial thesis project.

### Master's in Economics

The programme has been developed to provide students the opportunity to be trained in modern Economics by highly qualified economists.

### Master's in English

The master's degree in English offers an intellectually rigorous immersion in the study of Literature, framed by Ashoka's distinctive Liberal Arts vision.

### Master's in Biology

The programme offers holistic training in the fundamentals of physical and chemical principles of the subject. This allows students to customise their learning based on individual interests.

### Master's in Liberal Studies

This is a one year programme available to students who graduate from the Young India Fellowship. The focus is on nurturing curiosity for intellectual challenges and building skills for research.

### PhD Programme

PhDs are offered in 11 disciplines, including Biology, Chemistry, Computer Science, Sociology and Anthropology, Economics, English, History, Mathematics, Environmental Studies, Physics and Psychology. Ashoka's first PhD scholar, Raghvi Garg from the Department of Economics, graduated in 2023. This year, Basabi Bagchi is the first Science PhD scholar to graduate from the Department of Biology.

### Young India Fellowship

The Young India Fellowship is Ashoka's flagship programme – a year-long postgraduate diploma in Liberal Studies. This brings together young individuals with exceptional intellectual ability and leadership potential.





Ashoka equips students with diverse perspectives by allowing them to study multiple subjects, enhancing their critical thinking and problem-solving skills. Learning extends beyond the classroom, fostering strong communication abilities, an entrepreneurial drive and a commitment to social impact.

# The Ashoka Edge

## Centre for Writing and Communication

The Centre is dedicated to helping students develop writing and communication skills across various disciplines. CWC organises programmes in creative writing, research practices, communication, journalism, cinema and law. It also supports new undergraduate students with the English language.

## Centre for Entrepreneurship

The Centre offers undergraduate courses in business leadership and strategy, with courses covering marketing, creativity, design thinking and social entrepreneurship. The courses are adapted from the Harvard Business School and are taught by faculty from top B-schools and industry leaders. CFE also has an incubator for mentoring startups, student competitions and networking events.

## Dynamic Student Clubs and Societies

**Ashoka Consulting Club** – Brings together students to develop a problem-solving mindset, compete in case study competitions and crack consulting interviews.

**Entrepreneurship Club** – Encourages skills that are needed to be successful, helping them turn ideas into business plans.

**Ashoka Product Management Club** – Fosters the spirit of product management via several events and provides industry experience to students through various projects.

**Fintech Club** – Demystifies the fintech industry and bridges the gap between classroom lessons and the sector.

**Ashoka Women in Business and Leadership** – Aims to strengthen an ever-growing community of women leaders across industries and academic domains.

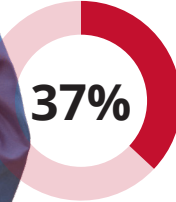
**Investments Club** – Provides students a window into the world of investing through company analysis, stock presentations, industry expert meetings and job mentoring.

**Business Club** – Aims to establish a space where Ashokans can put a multi-disciplinary and innovative spin on business, changing the way Liberal Arts and Sciences are seen by the corporate world.

**Negotiations Club** – Develops a culture of ownership in placement preparation and helps students learn the science of negotiation.

**Product Club** – Fosters creativity, strategic thinking and user-centric development for the student community. This allows them to develop the necessary skills, gain insights and network.

**Marketing Club** – Student-run initiative that aims to promote marketing and branding culture among students and help them network and find relevant opportunities.



## Nurturing women leaders at Ashoka



## A Decade in Numbers...

**2013-2014**

The **Career Development Office** is established

**180+ offers** and participation by **85** organisations

Jairaj Bhattacharya, Ashoka's first alumnus-founder hires **4 students**

**2014-2015**

**30 per cent** of recruiters are from the development sector including Central Square Foundation, Milan Foundation, PRADAN, PRS Legislative Research, Quality Council of India, Samagra Governance, Tata Trusts, Teach for India among others

**2016-2017**

**2015-2016**

Participating organisations increase by **58 per cent** to **134** from the previous year

Google comes to Ashoka; **7 Young India Fellows** are recruited

**2017-2018**

Shakul Sonkar, a Mathematics Major joins Clix Capital as the University's **first DE&I hire**

**100 per cent placements\*** for the first ASP (4th year) batch with 9.9 Group, Albright Stone Group, Bloom, Quint, Business Standard, India Infoline, Microsoft Research, Mu Sigma, NRB Bearings, RBL Bank, Star TV, The Print, Zomato and several others

**2018-2019**

Increase in placements by **22 per cent** to **334** from previous year

**100 per cent placements\*** for the first MA Economics batch with Dr. Reddy's Foundation, Euromonitor, EXL Analytics, J-PAL, Koan Advisory and many others

**2019-2020**

**55 new recruiters** participate including Accenture, American Express, Arthur D Little, Bharti Financial Services, Cipla, DMart, Essar Group, KPMG, Nielsen and Leo Burnett

**2020-2021**

**350+ organisations** participate

Highest salary per annum increases by **32 per cent** to **Rs 33 lakhs** from the previous year

**2021-2022**

Day Zero launched; **100+ offers** from organisations including AB InBev, Accenture, Airtel Payments Bank, Alvarez and Marsal, Bain, BCG, Clix Capital, Deloitte USI, Deutsche Bank, Egon Zehnder, EY - Parthenon, Fractal Analytics, Kearney, Gartner, Genpact, Google, HUL, McKinsey, JSW Steel, Positive Moves, Technoserve among others

**2022-2023**

As many as **8 companies** return for the fourth time. Between them, they have made nearly **70 offers** over the years

Soumil Agarwal, an Economics and Finance student qualifies for the World Bank Treasury summer internship in Washington DC

**100/100 placements\***, three years in a row

Highest corporate salary to date rises to **Rs 35 lakhs** per annum, offered by HUL

**2023-2024**

Highest salary in the development sector increases to **Rs 20 lakh** per annum, offered by FIDE

Monthly internship stipend increases to **Rs 2.2 lakh** per month

In ten years, the University has placed almost **3,000 graduates** in more than **500 organisations** across diverse sectors

\*Those who opted for the placement services



At Ashoka, I learned to think critically and question the status quo, skills that served me well when I joined the Lee Kuan Yew (LKY) School of Public Policy, Singapore, as the youngest participant. Through Ashoka, I learnt to value diversity of thought and a holistic worldview, skills that have helped me in my professional journey. The Career Development Office at Ashoka has expanded, providing opportunities to many. The close-knit Ashoka community supports one another in their professional journey and is connected by shared values.

**Mallika Shridhar**  
(Young India Fellowship, 2013)  
Regional Lead (South) - Corporate Affairs, Godrej Group

The Young India Fellowship helped me broaden my perspective and understand the importance of thinking beyond conventional limits. My interactions with individuals from the corporate world and venture capitalists were invaluable experiences from my time at Ashoka. When I joined Apple, my unique blend of Liberal Arts, engineering and business skills aligned with Steve Jobs' vision of interdisciplinary talent, which set me apart from others.

**Vishnu P Subramoniam**  
(Young India Fellowship, 2015)  
Manager, Reseller Operations, Apple

At Ashoka, classes by distinguished faculty, learnings from my peers and guest lectures played an important role in shaping my knowledge, thoughts and personality. During my time at Ashoka, the Career Development Office got top organisations to campus offering roles on par with the best B-Schools. Today at Citi, I work on deals and partner with various governments to provide financing solutions that change the lives of millions of people and promote development across 15 countries.

**Shantanu Nagar**  
(Young India Fellowship, 2015)  
Vice-President - Structured ECA Finance and Trade Finance for Asia Pacific, Citi

The Fellowship enabled me to view problems not merely as technical challenges but as intricately linked with socio-political factors and personal biases. This awareness guides me to approach organisations as a place that accommodates diverse perspectives and backgrounds.

**Nidhiya V Raj**  
(Young India Fellowship, 2016)  
Enterprise AI Sales Lead, NVIDIA

The Fellowship helped develop a multidimensional understanding of what success means. In my batch, I had Fellows who were national award winners in documentary filmmaking, internationally recognised yoga professionals, singers, engineers-turned-Psychology majors and renowned journalists. Spending a year with these individuals gave me the courage to carve out my career, believe in my strengths and values and take intelligent risks in my 20s.

**Ratan Guha**  
(Young India Fellowship, 2017)  
Senior Consultant, Fidelity Investments

I loved every aspect of my academic experience at Ashoka – the professors, the rigour, the emphasis on multiple disciplines. I developed so many foundational beliefs and values during my time at the University. These values continue to guide so many of my personal and professional decisions.

**Priya Rathod**  
(Ashoka Scholars Programme, 2018)  
Marine Biology and Conservation, Duke University  
Formerly at McKinsey & Co

A few months into the Fellowship while working on an avant-garde media project, I made up my mind to join the industry – but on the business side. This is where Ashoka's Career Development Office played an important role. They helped me navigate the interview and application process during my placement at Viacom18. I worked on strategic initiatives, policy and communications with the Group CEO's office. Courses like critical writing, leadership and learning were useful as I pivoted into different roles over the last six years at Viacom18.

**Chetan Sharma**  
(Young India Fellowship, 2018)  
Senior Manager, Strategy & Analytics, JioCinema (Viacom 18)

The flexibility to choose courses at Ashoka, helped me manage my internships, especially during tough semesters. Being a teaching assistant was also a significant factor. Through the Career Development Office, I got an internship at Microsoft. This led me to my first job in the organisation. Many of the courses I took in Computer Science, like software debugging and data mining, are still relevant for me today.

**Barun Parruck**  
(Undergraduate Programme, 2019)  
Software Engineer, Palantir

When I am doing my job well, I am building and selling narratives, not making presentations. With each narrative, I find myself using many of the skills and habits I acquired at Ashoka. The basis of any compelling narrative is the depth and quality of critical thinking behind it. My four years at Ashoka instilled this, which formed the foundations of my professional success so far.

**Aditya Vikram**  
(Ashoka Scholars Programme, 2020)  
Brand Strategy Director, Leo Burnett India

One core value I appreciate about Ashoka is that it builds a strong foundation. The skills I developed here are universally applicable, enabling me to switch domains with ease. I can do well in my career because I got my fundamentals right while I was at Ashoka.

**Dimpy Nandwani**  
(Ashoka Scholars Programme, 2020)  
Product Manager, Rapido

In my job, I work in different geopolitical contexts with colleagues across the world. The focus that Ashoka places on developing a flexible mindset, critical thinking and research skills, helped me gain confidence in tackling diverse challenges at work. The pedagogy at Ashoka encourages you to ask the right questions, fosters curiosity and pushes you to think outside your comfort zone.

**Akshaya Jose Devasia**  
(Undergraduate Programme, 2020)  
Regional Data Analyst, UN WFP

Ashoka instilled confidence in me to think of career opportunities that I may not have envisioned for myself at the age of 18. I'll be forever grateful to the University for encouraging me to explore, experiment, fail and grow.

**Kesar Majethia**  
(Ashoka Scholars Programme, 2022)  
Senior Analyst, KPMG

From day one, Ashoka championed interdisciplinarity, not just as a selling point but truly embodying it. The Career Development Office at Ashoka operates very effectively, enabling a Literature major to apply to an FMCG company and a Chemistry major to apply for a journalism role. This interdisciplinarity is reflected in both job applications and pedagogy. I studied Commerce in high school, Political Science and Entrepreneurship at Ashoka, and now work in sustainability and climate change.

**Abhiir Bhalla**  
(Ashoka Scholars Programme, 2023)  
Senior Analyst, Chairman's Office, PwC





# Afterword



**Venkat Eshwara**  
Pro Vice-Chancellor  
Development | Placements | Alumni  
Relations | Strategic Communications

Every year, Ashoka attracts the sharpest minds from India and over 20 countries. By the time they leave the University, they are trained, skilled and ready to walk the paths they choose.

This year, it's been no different. Our graduates have been hired by the finest organisations from more than ten industries. Many of the recruiters have been returning to Ashoka year after year because they recognise the value our students bring: a solutions-driven outlook, big-picture thinkers, high execution, strong communication skills and the ability to work in teams.

For a decade, the Ashoka academic model has ensured that. Our classrooms are places for curious, astute and hungry minds whose skills are carefully honed with the objective of making them global citizens who can work anywhere in the world. A world that they will contribute to and build upon in their chosen fields of work.

The next decade at Ashoka will be no different.

As we wish our graduates well on this new chapter in their lives, a special word for the Career Development Office, which has, as always, walked that extra mile to find the right talent for recruiters across sectors. Their unstinting support to our students through various initiatives and trainings has ensured they realise their individual talent and potential.







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