

THE NEW YARDSTICK

MANAGEMENT APTITUDE & SKILLS TEST IS BEING USED FOR HIRING MANAGEMENT GRADUATES

A research conducted by Indian Market Research Bureau (IMRB) and AIMA showed that despite the large number of management graduates passing out annually, most of them were not placed appropriately in corporates. Today, over 3.5 lakh MBA students pass out annually from around 4,000 B-Schools in India, and there is a distinct disconnect in matching supply with demand as potential recruiters are unable to reach out to the right candidates in a cost effective manner. With an aim to create and launch a universal yardstick for screening and selecting

be an enormous challenge for companies today. In addition most colleges generally face a tough task in placing final year students and organizations spend huge amounts to attract and source the right talent for their organizations, that too with limited reach.

The objective of MAST is to bridge the gap between academic education and the Industry. MAST presents a win-win situation for recruiters as they derive huge cost savings in recruitment. Leading companies are now looking for talent from Tier II and Tier III towns and MAST provides them with a direct

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

MAST

MANAGEMENT APTITUDE & SKILLS TEST

the right candidates for the right profile, AIMA launched MAST in 2010.

Despite the fact that it is still in its nascent stage, it will take 2-3 years to stabilize. MAST already has the endorsements of close to 100 companies like ITC Lifestyle, J.K Cements, Larsen & Toubro, Moser Baer India, Mrs Bector Foods, Nokia, Parle India to name a few, and the numbers are growing. In turn this has created over 600 job opportunities for MBA graduates since its launch.

To add to its credibility, MAST is an industry-backed initiative and is one of the country's only test to have a committee of HR experts and industry leaders to guide us. As a result of this, the test stays true to the actual requirements of today's industry as it is run by the Industry and caters to their specific needs. The next MAST is scheduled to be conducted on 23rd Sep 2012.

MAST is a computer adaptive test with no offline version. We are expecting around 15000 - 20000 candidates to take MAST in September 2012.

PRIMARY OBJECTIVES OF MAST

Finding the right talent continues to

access to these students.

MAST evaluates Industry readiness of the MBA/PGDM students and further provide a level playing field for all management graduates, irrespective of location or category of their B-School; thereby allowing recruiters to deepen their search for fresh talent. MAST will measure management students' readiness for employment using Industry benchmarks. Being a national test, MAST will create a databank of the fresh management graduates and the students in their final year of B-Schools.

CHOOSE THE RIGHT PERSON FOR THE JOB

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>> Ms Rekha Sethi

Launched 2 years back, MAST is a product which will work on its own merit as it presents a value proposition both for the recruiters and the aspiring candidates.

Certain new features have also been added to MAST like 'Campus MAST'.

'Campus - MAST' is a customized version of MAST, wherein the test can be customized to suit an organisation's requirements and can be conducted exclusively for them within the B School campuses identified by the organization.

Mother Dairy and TCIL are the initial recruiters to utilize MAST- Campus for short listing the students studying in KIIT University, Bhubneshwar. Other companies like Hero have also conveyed that they will use MAST as an option for next year's campus placement. 'Campus - MAST' can also be organised within the B School premises for B-School students that have limited access to the test centres thus allowing for greater flexibility and reach.



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