

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

MANAGEMENT APTITUDE & SKILLS TEST

ADVERTORIAL AND PROMOTIONAL FEATURE

Key to find right talent

The objective behind MAST, designed and conceptualised by AIMA, is to evaluate a B-school pass out on critical thinking, cross functional competence, communication skills, among others

Finding the right talent continues to be an enormous challenge for companies today. In addition most colleges generally face a tough task in placing final year students and organisations spend huge amounts to attract and source the right talent for their organisations, that too within limited reach. To address these issues and streamline the process of screening the right candidates for the right jobs, All India Management Association (AIMA) launched a unique Management Aptitude & Skills Test (MAST) in 2010.

The apex body of management in India, AIMA has come out with this test as a tool to help employers shortlist students with the right skills. A computer adaptive test, it will assess the students on psychometric profile, general aptitude and domain knowledge.

VJ Rao, Country Head HR-India, Suzlon Energy Ltd, opines, "The testing pattern of MAST which is based on aptitude and attitude will help recruiters in short listing right candidates for their needs. If majority of stu-

dents from B-Schools take the test, the pool to choose from will be large and the recruiters can look forward for best talent not only from the prestigious schools which are frequented by the recruiters but also from others." Considering the fact that only 25% of the candidates are employable when it comes to campus hiring landscape in India and that recruiters are able to cover only less than 10% of B-schools each year, makes this test only too wanted.

Saugata Mitra, Chief People Officer & Group Head HR, Mother Dairy, opines, "I believe that the most important thing for an organisation is to hire good talent and develop them into a company asset. This year we used MAST to identify and hire fresh management graduates and it worked really well for us; we intend to use it for all our future hiring. This has the potential to become a national benchmark for hiring MBAs."

Apparently, recruiters spend over approximately Rs 1.5 lakh on a single campus visit. A cost ef-



fective tool, MAST will bring down the cost incurred by the corporates to visit campuses to recruit candidates.

P Dwarakanath, Director (Group Human Capital), Max India Ltd, feels that the test is a unique way of testing a prospective candidate's employability skills. He says, "The fact that the test will be valid for one year will give the employers a good enough time. It should help us spot the talent easily."

The recruiters endorsing this test will get help in knowing their employees even before hiring. They will get an opportunity to choose students with right skill sets and get talented candidates

MAST

with less financial impact on the company when compared to hiring candidates from top B-schools. Also, MAST will help recruiters avoid costly hiring mistakes and make the recruitment process cost-effective and efficient.

The first national test was successfully conducted in September 2011 and created over 600 job openings in various fields across industries. The next national test will be administered on September 23, 2012.

From this year, MAST will also be conducted within B-school campus for the candidates those who cannot take the test on September 23. This will bring B-schools located in remote and far flung areas in the ambit and also provide time flexibility and convenience to the students. This new feature introduced is called MAST-Campus and will help recruiters utilise MAST for their campus placement drives.

Mother Dairy became one of the first recruiters to utilise MAST-Campus for short listing the students studying in KIIT University, Bhubneshwar. Other companies like Hero Honda have

also conveyed that they will use MAST as an option for next year campus placement.

To unearth hidden talent beyond top 50 B-schools, a talent recognition scheme is also being introduced from this year. A total of five bright candidates from selective B-schools across the country will be given a fee waiver. Anshuk Sengupta who has joined Mother Dairy through MAST, sums up, "The AIMA MAST is remarkably comprehensive and cross-functional. It's imaginatively crafted and a real help to the students."

For more details, please contact mast@aima-ind.org

"MAST will evaluate the candidates on their competencies and functional skills. This will give employers a chance to know their candidates better and beforehand. This fact will help us ensure the longevity of people in the organisation"

RAJIV SAHDEV

Vice President (Corporate HR),
Moser Baer India Ltd

"MAST will bring down the time spent in looking at the candidates at the campus. I feel very positive about the applicability of the test. Though it is just the beginning, it would surely complement our efforts in selecting the candidates."

A SUDHAKAR

Executive Director-HR,
Dabur India Ltd

"It's a good initiative from AIMA. MAST is an independent certification of students domain knowledge and leadership/managerial capabilities, therefore eliminates element of bias. It is quite useful in selection of candidates."

DEEPAK JAIN

VP-HR,
Transport Corporation of India Ltd

"I could not have dreamt of getting an offer like this at the start of my career. It is a good platform for graduates like me coming from smaller cities."

ABHISHEK KUMAR

(Joined Transport Corporation
of India Ltd)

"MAST according to me is a wonderful tool for assessing the competitive skills of candidates. It helps the recruiters to find each other."

DEEPAK KUMAR NANDA

(Joined Mother Dairy)

Top corporates who rely on MAST results

This list is illustrative

BAJAJ ELECTRICALS

BRITANNIA INDUSTRIES LTD

CAREER LAUNCHER

CMC LTD

DARCL LOGISTICS LTD

DLF PRAMERICA LIFE INSURANCE
CO LTD

FAB INDIA OVERSEAS PVT LTD

FUTURE VALUE RETAIL LTD

HDFC STANDARD LIFE

HOMESHOP 18

INFO EDGE INDIA LTD

ITC LIFESTYLE

JK TYRE AND INDUSTRIES LTD

JK CEMENT LTD

LARSEN & TOUBRO

MOSER BAER INDIA

MRS BECTOR FOODS

NOKIA

PARLE INDIA

QUATRO BPO

RELIGARE INDIA

RP-SANJIV GOENKA GROUP

SBI LIFE

SMS GLOBAL SECURITIES

SOS CHILDREN'S VILLAGE

SRS PARIVAAR

SUPER RELIGARE LABROTRIES

SUZLON

TRANSPORT CORPORATION OF INDIA

TRIVENI ENGG