



# Shaping the Leaders of the Future

PLACEMENT BROCHURE 2021-22



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History is written by those who take the first step and challenge wrongs and refuse to accept wrongs around them. Today, you are writing the script of a new history by creating this University here, and I salute all the founders of Ashoka who had this great vision. You are going to create the best students in the world and for the world that's very special.”

Kailash Satyarthi



ASHOKA  
UNIVERSITY

# A Letter from the Pro Vice Chancellor.

Dear Prospective Recruiter,

Ashoka is India's first liberal arts and sciences university with a multi- and inter-disciplinary curriculum, and a pedagogy that fosters critical thinking and the development of 21<sup>st</sup> century skills and leadership attributes.

Our students are groomed to solve problems and think across disciplines, which ensures they are well-equipped to take on the world as they graduate. Armed with a deep understanding of the social predicaments of our society, they are adept at launching entrepreneurial initiatives that reflect a recognition of today's world, and a commitment to bringing a better tomorrow.

Ashoka has a commitment to enhancing inclusion, diversity and social impact, and contribute to nation-building by preparing the leaders of tomorrow. My team and I are committed to fostering a valuable partnership with you, and invite you to hire from our graduating cohorts.

**Venkat Eshwara**

Pro Vice Chancellor  
Ashoka University




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“Ashoka's graduates are among  
the finest intellectual minds in the  
country and will be pioneering  
leaders across every industry within  
the next decade”



# Excellence at Ashoka.

## Awarded E-Learning Excellence for Academic Digitisation by QS

The University was awarded the E-LEAD certificate by QS-IUAGE, a prestigious university rating initiative for a remarkable shift to online instruction during the COVID-19 pandemic.



## Faculty at Ashoka is at the Forefront of Research on COVID-19

Professor LS Shashidhara, Dean of Research and Professor of Biology, and Professor Gautam Menon, Professor of Physics and Biology have led initiatives in enhancing the research around coronavirus and its impacts on the population.



## Economics Department Ranked Number 1

Ashoka University's Economics Department was ranked number 1 in September 2020 according to the international database RePEc (Research Papers in Economics) which covers over 8198 institutions and 6696 authors.



## A Strong Focus on Inclusion and Diversity

In 2020-21, the student body at Ashoka was comprised of 56% women, and represented 27 countries, and 229 cities within India. This was made possible through the robust financial aid programme that awarded Rs. 63 cr in aid and covered 50% of the total student body.



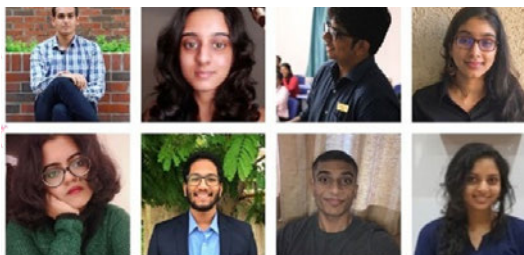
# Our Students and Alumni.



Vighnesh Hampapura, a third-year undergraduate student pursuing English Literature, is the first Ashoka Undergraduate to be **selected for the esteemed Rhodes Scholarship**.



Young India Fellow alumna Kritika Pandey was **awarded the 2020 Commonwealth Short Story Prize** for her work 'The Great Indian Tee and Snakes'.



Twelve students from Ashoka University have been **selected for the prestigious Millennium Fellowship 2020**, delivered in collaboration with the United Nations Academic Impact (UNAI) and Millennium Campus Network (MCN).



Esha Datanwala, a recent English and Media Studies graduate, **won the New York Academy of Sciences' Tracking Coronavirus Challenge** for mapping a syndromic surveillance network.



Ashoka University undergraduate student Daksh Walia **wins first prize in the Stiglitz Essay Competition** instituted by the International Economic Association (IEA).

# How Ashokans Add Value to Organisations.





# Career Preparatory Program 2021

The Career Preparatory Program is designed to groom students for an enterprising work life, and are delivered by senior industry professionals, Founders of the University, and alumni who are experts in their field.

## Module 1: Professional Development

- Resume Building
- LinkedIn for Networking
- Industry Overview with Alumni
- Role Overview with Alumni



## Module 2: Market Awareness and Application

- Understanding & Decoding JDs
- GD & Interview Prep
- Business Communication
- Industry-specific Resume Reviews



## Module 3: Interview and Shortlisting

- MS Office (Excel & PPT)
- Data & Predictive Analytics
- Finance, Stats, & Accounting
- Guesstimates & Case Studies



## Module 4: Preparation for Day One

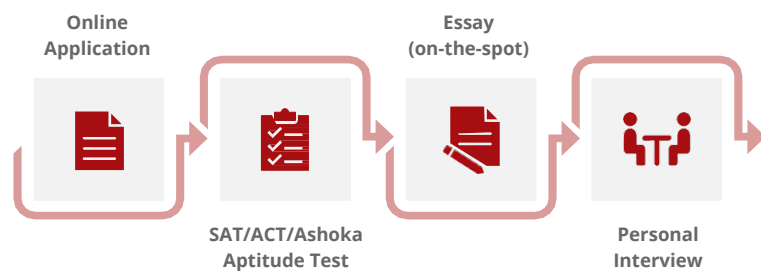
- Master Class with Senior Leaders from Industry
- Professional & Leadership-based Capacity Building



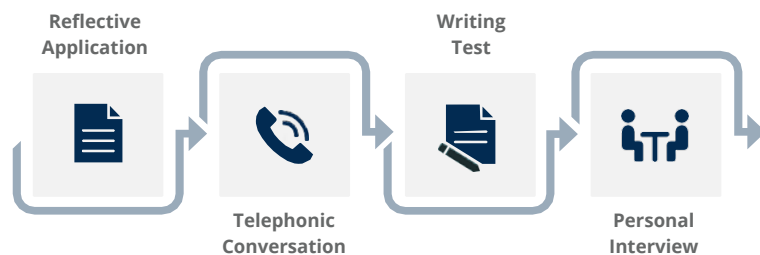
# Admissions at Ashoka.

Ashoka's holistic applications and admissions process reflects the rigour and commitment to interdisciplinary thinking that is the cornerstone of its pedagogy. All applicants undergo a battery of tests evaluating their quantitative and qualitative competencies. A panel of senior admissions officers interviews each applicant to gauge their personalities and communication skills before making an offer of admission.

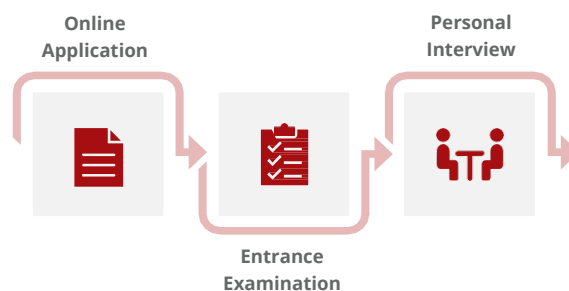
## Undergraduate Program



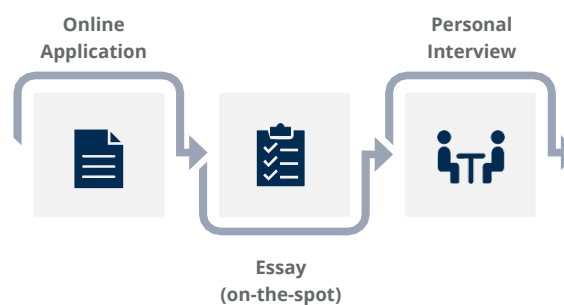
## Young India Fellowship



## Masters in Economics



## Masters in English



# Academic Programs.

Academic programs at Ashoka carry a strong emphasis on foundational knowledge, thorough academic research based on rigorous pedagogy, and hands-on experience with real-world challenges.



## Undergraduate Program

As part of the three-year UG program, students study 9 compulsory foundation courses, additionally choosing from 12 majors, 9 interdisciplinary majors, and 18 options for minor subjects. Our multidisciplinary UG programme exposes students to a perspectival approach to analysing and solving complex problems, upon which they graduate with a BSc or BA Honours.

### PROGRAM STRUCTURE

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#### Foundation Courses

- Introduction to Critical Thinking
- Great Books
- Literature and the World
- Indian Civilizations
- Environmental Studies
- Mind and Behaviour
- Economy, Politics and Society
- Mathematical Thinking
- Principles of Science

#### Pure Majors

- Biology
- Chemistry
- Computer Science
- Creative Writing
- Economics
- English
- History
- Mathematics
- Philosophy
- Physics
- Political Science
- Psychology
- Sociology/Anthropology

#### Interdisciplinary Majors

- Computer Science and Entrepreneurial Leadership
- Mathematics and Computer Science
- English and Creative Writing
- Economics and Finance
- Economics and History
- English and Media Studies
- History and International Relations
- Politics, Philosophy and Economics
- Politics and Society

#### Minors

- Creative Writing
- Entrepreneurship
- Environmental Studies
- International Relations
- Media Studies
- Performing Arts
- Visual Arts

## Ashoka Scholars Program

Students are encouraged to stay for another year after their undergraduate studies, as part of the Ashoka Scholars Programme (ASP) that provides a Postgraduate Diploma in Advanced Studies and Research. The ASP offers students a defining liberal education that blends academic rigour with a wide range of elective options across a variety of subjects.

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ASPs may:

- Complete an Advanced Major: three more courses and a Capstone Thesis in one's Major field
- Complete a Minor
- Complete a Concentration
- Convert a Minor or previously taken elective courses into a Second Major Equivalent
- Take any courses they wish, without completing any of the above options





## Young India Fellowship

The Young India Fellowship is Ashoka's flagship residential postgraduate diploma in liberal studies. Started in 2011, the Young India Fellowship (YIF) grooms socially conscious leaders and change-makers for the 21st century.

Each year, the YIF cohort is selected from among the most prestigious Indian colleges and universities, including St. Xavier's Bombay, TISS Mumbai, LSR, SRCC, IITs, NIIT, BITS Pilani, ILS Law College Pune, NLUs, and so on.

As Young India Fellows, they are taught to develop critical thinking and writing skills, understand leadership and group dynamics, and are exposed to a wide range of disciplines. The Fellowship is a transformative experience, which turns Fellows into problem-solvers and collaborators who are assets to society.

### List of Selected Courses

- Art Appreciation
- Building Habits, Careers and Institutions
- Deconstructing Select Indian Foreign Policy Challenges and Responses: A Practitioner's Perspective
- Design Thinking and Innovation
- Economics and Public Policy: An Introduction to Applied Microeconomics
- Foundations of Leadership
- Global Ecosophy
- Indian Society: Imaginations, Structures, and Identities
- India's Economy: Past, Present and Near Future
- Issues in Social Democracy and Social Justice in India
- Kabir: The Poet of Vernacular Modernity
- Leadership Lessons from the Road Less Travelled: Conversations with High-Achievement Entrepreneurs
- Philosophy and Cognitive Science
- Problem-Solving and Statistical Thinking in Modern Life
- Reason and the Making of Modern India
- Shakespeare and the World
- The New Geography of the Information Age
- Totalitarian Century?
- Trade, Trust, and Peace in South Asia
- Women, Society and Changing India

## **Masters in Liberal Studies**

The MLS is a one-year degree programme offered to students who have graduated with a Postgraduate Diploma in Liberal Studies from the Young India Fellowship, and have been accepted by an Ashoka faculty mentor to work on a specific research project as a Graduate Assistant. The programme is highly interdisciplinary & entails coursework from a variety of disciplines, including the humanities, social sciences, behavioural sciences & natural sciences.

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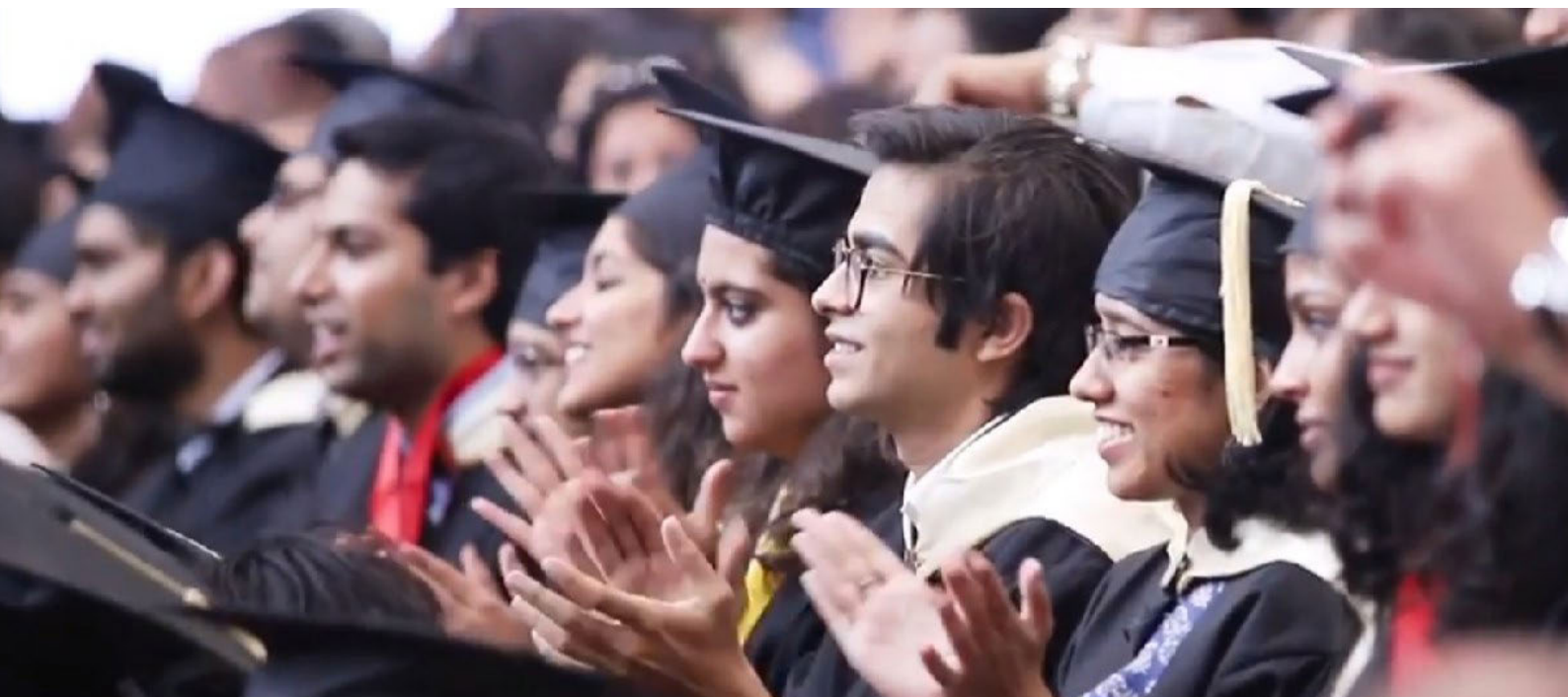
## **Masters in Economics**

The Masters in Economics programme has been developed to provide students with a unique training in modern Economics by highly qualified economists. The academic approach brings together cutting-edge economic theory and rigorous data analysis to address questions at the frontiers of research. Students may work closely with the newly established Centre for Economic Data and Analysis, and with the Ashoka Centre for Economic Policy.

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## **Masters in English**

The Masters in English programme places a premium equally on rigorous critical thinking and in-depth research. This emphasis on rigour, alongside the other avenues for intellectual, professional and personal growth offered by Ashoka University, will better prepare students for a variety of career paths, including further study leading to a PhD, teaching at the high-school level, advertising, media, and law.



# Placements at a Glance\*

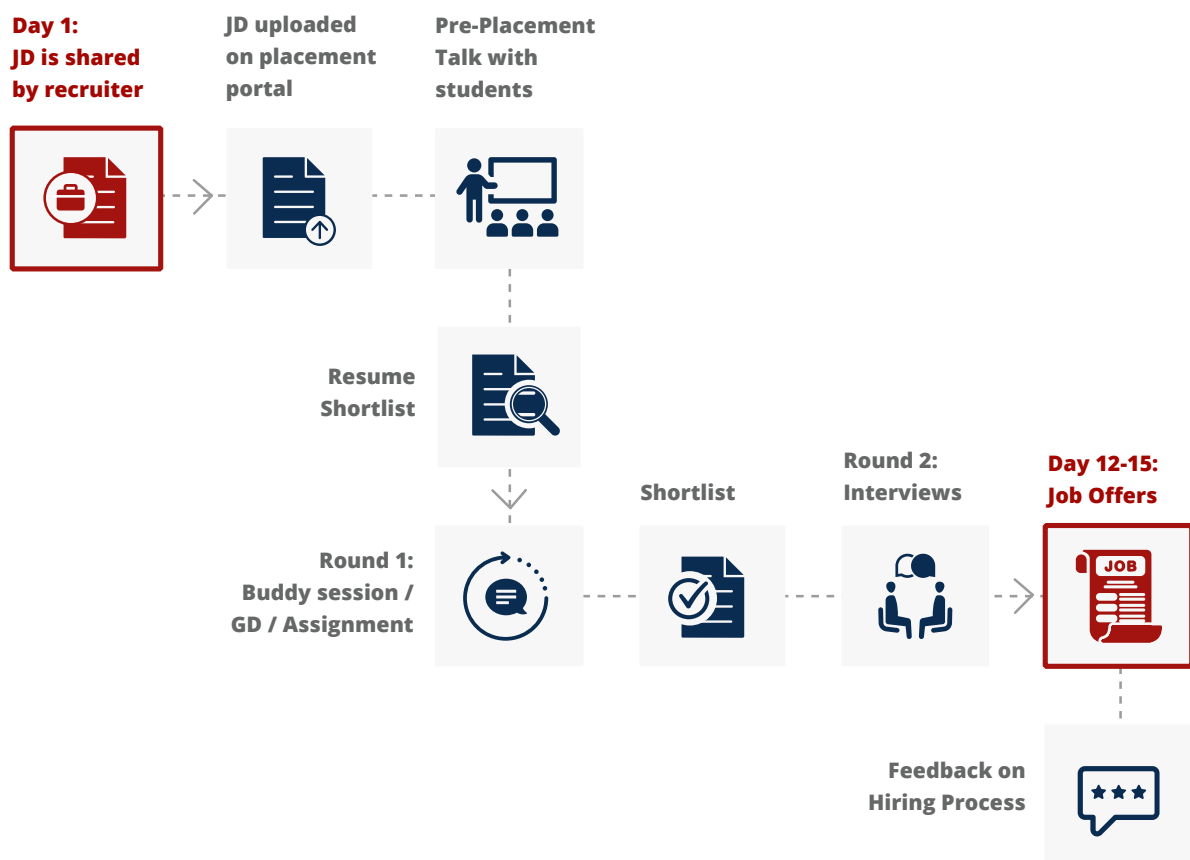
A number of organisations including AT Kearney, Accenture, Airtel Payments Bank, Arthur D. Little, BCG, Cipla, Deloitte USI, Deutsche Bank CIB, EY, Fractal Analytics, Gartner, Genpact, Google, Grant Thornton, IIFL, Infoedge, Kotak Investment Banking, KPMG, Leo Burnett, McKinsey & Co., Microsoft, Redseer Consulting, Samagra, Samhita, Sattva Consulting, WNS, Zee Network, and Zomato have hired from Ashoka.

<b>Number of Participating Companies</b>	<b>350+</b>
Median corporate salary range (YIF)	11 lpa
Median corporate salary range (MA Eco)	11 lpa
Median corporate salary range (ASP)	10.5 lpa
Median corporate salary range (UG)	8 lpa
<b>Highest Salary Offered</b>	<b>33 lpa</b>

*\*this data is indicative of salary figures from the last three years.*

# Placement Procedure.

The Career Development Office assists organisations through a seamless hiring process facilitated jointly by members of the Office and students elected into the Placement Committee.



"The hiring team was well anchored at Ashoka. Despite being virtual, the coordination was exemplary and appropriate support was provided across multiple stages of selection. "

**Ashwin Ramaswamy**, Corporate HR Lead, Big Basket

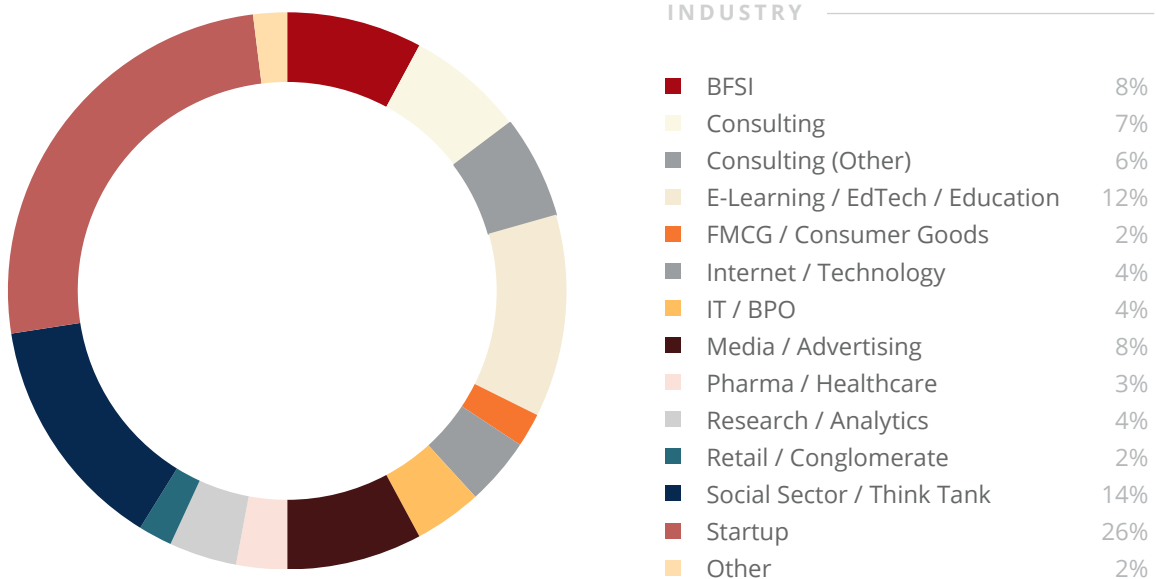


## Some Roles Offered By Organisations.

- Associate Consultant
- Brand Strategy Associate
- Business Analyst
- Business Development Senior Manager
- Business Strategist
- BPM Manager
- Consultant
- Counselor
- Data Scientist
- Executive Assistant
- Full Stack Developer
- HR Business Partner
- Investment Analyst
- Imagineer
- Management Trainee
- Marketing Associate
- Operations Functional Lead
- Project Management Analyst
- Product Manager
- Product Development Associate
- Program Coordinator
- Project Manager
- Publishing Relations Associate
- Research Analyst
- Research Associate
- Strategic Initiatives Manager

## Industry-Wise Breakup of Placements\*

*\*across cohorts.*



# Internships at Ashoka.

The Career Development Office along with the Ashoka Internship Cell strives to assure exceptional opportunities for young Ashokans to hone their skills for dynamic careers ahead.

This past year, Ashokans interned with prestigious organisations such as Adobe, BigBasket, HSBC, HUL, ITC, PARI, PATH, and TRIF. The highest stipend offered this year was 1.5 lakhs per month at Hindustan Unilever Limited.

**120+**

organisations

**240+**

internship offers

**₹1.5 lakhs per month**

highest internship stipend



# Participating Organisations\*

## Banking/Finance

- Aditya Birla Capital
- American Express
- Axis Bank
- Bharti Finance
- Citibank
- Deutsche Bank
- HSBC
- ICICI Ventures
- IDFC First Bank
- IIFL
- IndusInd Bank
- Kotak Investment Banking
- RBL Bank
- Religare
- Tata AIG
- Xander Finance

## Consulting

- Arthur D. Little
- AT Kearney
- BCG
- Deloitte USI
- D.E. Shaw India
- Ernst & Young
- EY-Parthenon
- Grant Thornton India
- Indus Insights
- KPMG
- MXV Consulting
- McKinsey & Co.
- PwC
- UC Strategy

## Consulting (Other)

- Egon Zehnder International
- GLG Consulting
- Korn Ferry
- Michael Page
- Randstad India
- Sattva
- Spencer Stuart
- ZS Associates

## IT/BPO

- Code Brew Labs
- EXL Services
- Genpact
- Jindal Intellicom
- Mindtree
- TCS
- WNS

## Research/Analytics

- Absolutdata
- Accenture Operations
- DE Shaw
- Euromonitor
- Fractal Analytics
- Gartner
- Ken Research
- Mu Sigma
- Nielsen
- Quantum Consumer Solutions

## Development

- Akanksha Foundation
- Antara Foundation
- Azim Premji Foundation
- Central Square Foundation
- Clinton Health Access Initiative
- Dasra
- Dr. Reddy's Foundation
- Kaivalya Education
- Mrida Group
- PRADAN
- Samagra
- Samhita
- Swades Foundation
- TechnoServe
- Villgro

## Education/EdTech

- BYJU's
- CENTA
- EdBrand
- Educational Initiatives
- Essai
- Expertrons
- French Institute in India
- Jamboree
- Neev Schools
- NIIT
- Shikha Academy
- Teach For India
- UpGrad

"Interacting with recruiters on various occasions, I'd often hear why they love to recruit from Ashoka. They truly admire Ashoka's liberal values and hoped to come back again next year."

**Esha Bafna**, ASP '21, Placed at McKinsey & Co.

*\*this is a non-exhaustive list of organisations that have hired in the last three years.*

# Participating Organisations.

## Internet/Technology

- Adobe
- Airtel Payments Bank
- BigBasket
- BrainSightAI
- Cleartrip
- Google
- Gramin Healthcare
- Harappa Education
- IndiaMart
- Info Edge India
- InMobi
- Justdial
- Khan Academy
- MakeMyTrip
- Microsoft
- OYO Rooms
- Policy Bazaar
- Quadrical AI
- Swiggy
- Zomato

## Media/Publishing

- 9.9 Group
- ABP News
- Bennett Coleman & Co. Ltd.
- Daily Hunt
- Hachette India
- Harvard Business Publishing
- Leo Burnett
- Miditech
- Star India
- The Print Media
- Qrious Creative Media
- Zee Network

## Pharma/Wellness

- Aknamed
- Amway India
- Cipla
- Colgate Palmolive
- Dr Reddy's Lab
- HealthKart
- Hindustan Unilever Limited
- Indegene
- ITC Limited
- Metropolis Healthcare India
- PharmaACE
- Strides

## Think Tank/Policy

- Centre for Monitoring Indian Economy
- Centre for Policy Research
- Catalysts for Social Action
- HBS India Research Center
- IDinsight
- J-PAL
- Kautilya School of Public Policy
- Quality Council of India
- Socion Advisors

## Start-Ups

- 9Stacks
- Altitudes
- Amuse Labs
- Benori Knowledge Solutions
- College Dekho

- CRED
- DeHaat
- EkAnek Networks
- GoLorry
- Greatest Common Factor
- Great Place to Work
- India Accelerator
- Indifi
- Loadshare
- Magic Bus
- Onnivation
- Plum Goodness
- Scripbox
- Slurp Farm
- Swiggy
- The Blue Beans
- TopHire
- Zoomtail

## Other

- AB InBev
- Amplus Solar
- Azure Power
- Blume Ventures
- DMart
- DS Group
- Indian Angel Network
- InterGlobe Aviation
- JSW Steel Ltd.
- Jungleworks
- Lemon Tree Hotels
- Mosaic Wellness
- NASSCOM
- NRB Bearings
- Only Much Louder
- Quicksand
- TBO Holidays
- UNIQLO
- Women in Technology



# Student Testimonials.



**Ananya Dixit**  
YIF '21

**Placed at Deloitte USI**

**"Choosing to study at Ashoka was one of the best decisions I ever made.**

I've had peers at the YIF who run their own entrepreneurial ventures, some are published authors, while others have worked with top investment banks, consulting firms, and with the government. This diversity in the classroom is also reflected in the diversity in the viewpoints that the YIF brings to the table. I believe the education I received at Ashoka will help me thrive in any role I take up in my life."



**Onish Garg**  
UG '21

**Placed at Google**

**"My education at Ashoka enhanced my communication skills and made me a better communicator.**

Since I wasn't just studying Computer Science, but also other subjects like History, Biology, Sociology, I was able to put ideas into words better. Participating in clubs, societies, and student politics really helped me and taught me a lot about professional conduct. And of course, the financial aid programme at Ashoka really enabled me to pursue my journey to the fullest. The Liberal Arts and Sciences make a huge difference in the business environment since the pedagogy helps you develop as a well rounded individual."



**Esha Bafna**  
ASP '21

**Placed at McKinsey & Co.**

**"Ashoka has truly been a space where I have grown personally and professionally.**

One of Ashoka's biggest strengths is its focus on soft skills: you are asked to present your ideas logically and justify your methodologies which enhances your communication skills. Additionally, the university has a very strong sense of community that I'm proud to be a part of. Be it the faculty, or your peers, I've found an ecosystem that encourages us to evolve together. Ashoka has been memorable for me, and I'm glad to be taking these valuable skills and experiences into the corporate world."

# Recruiter Testimonials.



**Shobhini Mukerji**

**Executive Director,  
J-PAL South Asia at IFMR**

**“Students from Ashoka are bright, self-starters, and confident.**

They worked on all aspects of our projects - from training field staff for data collection to learning firsthand data management skills, and even participated in government meetings. Their enthusiasm to learn and eagerness to make a difference distinguishes them from their peers, and we have been glad to have had the opportunity to work with this group and continue our relationship.”



**Deep Kalra**

**Founder & Group CEO,  
MakeMyTrip**

**“The Ashokan we hired has truly been one of the best hires we’ve ever made, and part of the credit should go to Ashoka University.**

He was keen to learn and also contribute and make an impact on the organisation's goals. Over the last year or so, I'm delighted to say that he has excelled at almost every new task and challenge, and has fit into our culture seamlessly.”



**Tiger Tyagarajan**

**President and CEO,  
Genpact**

**“The world of the future requires incredible adaptability and curiosity.**

After all, the skills you have today may not be worth anything tomorrow. What you require is the desire and the capability to learn and ask questions, to absorb, and to bring in diversity. Ashoka University is front and center in preparing students who will be successful in the world of the future by combining hard and soft skills, and who can learn to connect the dots.”

# Academic Collaborations.

Ashoka University has academic collaborations with leading educational institutions from across the globe, and is projected to vastly expand its reach in the coming years.

These partnerships facilitate visiting faculty for teaching, student mobility (both inbound and outbound), collaborative research projects, and short-term study opportunities.







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