

APRIL 2021

INDIA

Forbes

Dare²
Compete

AWARDS
2021



FORBES INDIA



A special marketing presentation complimentary with Forbes India. Not for Sale.



Dare² Compete AWARDS 2021



Ankit Aggarwal

Founder & CEO, Dare2Compete

The latest trends of the 21st century in the recruitment space are mainly dependent on companies' interaction with the student community to better understand each other. For this reason, most companies today choose to proactively engage with B-School and E-School students well before the hiring season to grab the mindshare of the best talent.

While recruiters get a chance to lay hands on the candidates that are likely to fit the role on offer & the organization, students can better comprehend the values, policies of the companies, and culture to see whether or not it aligns with their expectations.

Even though the year 2020 was scarred as the year of the pandemic, affecting industries on a global scale, campus recruitments did not come to a halt. More and more companies are leveraging the conceptualization of creative engagements. A dilemma, however, prevailed in the hearts of students across the country and the globe. Skepticism about the hiring process this season, the impact of the pandemic on salaries and the availability of jobs were primary concerns that came to light.

Last year, the D2C Campus Employer Branding Report was launched as a part of Dare2Compete Awards 2020 to give voice to the country's students, which garnered companies' attention across the globe. Dare2Compete Awards aims to cherish the memories, recognize the future leaders, and appreciate top recruiters who work tirelessly to make, recognize and appreciate talent (students).

With 24,000 student nominations (2x YoY), 51,000+ votes (2.5x YoY), and 7,200+ survey responses (2.5x YoY), Dare2Compete Awards 2021 is the biggest and the most authentic celebration to cherish the hard work of all our stakeholders - Recruiters, Students, and Colleges - across B-Schools and Engineering Colleges.

Alongside multiple award categories and overwhelming responses in terms of sheer number of nominations, votes, and survey responses have given us unparalleled insight into the students' mindset, and we want to share them with you. We intend to communicate the critical aspects that govern students' decisions while accepting a job offer. We have considered their beliefs around their career, job profile, and future employer.

With this, we uncover the second edition of the D2C Campus Employer Branding Report. We hope you find this report insightful as you prepare for the next recruitment season.

For more information, you can write to us at awards@dare2compete.com

Contact us:

Dare2Compete
Flive Consulting Private Limited

📍 Registered Office:
6317, B-9, Vasant Kunj,
Delhi - 110070

📍 Corporate Office:
Supreme Work, Bhikaji Cama Place,
Delhi - 110029

✉️ sales@dare2compete.com

☎️ +91 9311777388

72%

of B-School students are concerned about having **lesser companies on campus** due to the COVID-19 pandemic, whereas another issue that emerged as a major concern amongst students was reduced salaries.



B-School students' decision of choosing a company depends on their **growth within the company** and the **salary & benefits** offered by them. E-Schoolers look mainly at **salary & benefits** and roles offered above all else.

69%

of B-School students said that the company's culture is of the essence that impacts the brand reputation in their minds.

81%

of B-Schoolers & **74%** of Engineering students would like to have only **one to two interactions with the company** to understand it better before deciding to build a career in that company.



Hands-down, students across all domains want to interact with **an employee who started at entry level and built a career in that company** while interacting with **Senior Leadership comes at the bottom of this list.**



In-hand Salary (Amount hitting their account) is what both E-School and B-School students **value the most** when accepting company offers.

56%

of B-School students expect and are happy with at least **INR 100,001 - INR 150,000** minimum monthly in-hand salary after graduation. Only about **8%** expected an in-hand monthly salary above INR 250,000. In E-Schools, expectations are rather spread out with a minimum starting at INR 50,000.

67%

of students are willing to give 6 months to 2 years to a company to understand it better before switching to a different organization.

Executive Summary

D2C Campus Employer Branding Report, launched in 2020, was the first of its kind report that amalgamated students' responses across the country & gave them a channel to voice their ideas and thoughts. Earlier all surveys mainly covered recruiters' voices.

This year the response was overwhelming where 7,272 B-School & E-School students took part in the survey. Several surprising discoveries came to light regarding the important attributes of a job profile for students, the sector they'd like to work in along with their concerns in terms of career opportunities in the COVID era.

This report addresses the dilemma faced by recruiters and students, unwrapping both stakeholders' major pain points during the campus recruitment life cycle.

Dream Companies and Desirable Employers to work for 2021:

- In the premier 10 B-Schools, **HUL** remains the dream employer, leading it from the front with **Amazon & McKinsey**. While across all B-Schools, **Google** grabs the dream employer's position, followed by **Hindustan Unilever Limited (HUL)** and **Amazon**.
- In the Engineering space, **Google** wins first place & **Microsoft** takes a close second with **Amazon** as third.
- **BCG** pips **McKinsey** to grab first place as the desirable consulting company followed by **Bain** in premier 10 B-Schools. However, the famous MBB trio - **McKinsey & Company**, **Boston Consulting Group**, and **Bain & Company** grab the first three places as usual across premier 30 B-Schools.
- In the Banking and Finance sector, **Goldman Sachs** and **JPMorgan Chase & Co.** shine this year as well, as No.1 & No.2 respectively, across B-Schools.
- **ITC** gains 2nd spot while **HUL** shines at No.1 in the desirable FMCG/Beverage companies space, followed by **P&G**, **Nestle**, and **Coca-Cola** in that order across B-Schools.
- **Tata Sons** wins the first place under the General Management domain, followed by **Aditya Birla Group (ABG)**, **Mahindra**, and **Reliance** across Premier 10 B-Schools. Interestingly, in premier 30 B-Schools, the order changes as **TATA**, **Reliance**, **ABG**, and then **Mahindra**.
- In line with last year's report, **Amazon**, **Flipkart**, and **Google** shine as the top 3 desirable New-Age Recruiters/ Tech-companies/Startups where students would like to work across segments. **Microsoft** and **Udaan** took the 4th and 5th position respectively in the premier 10 B-School segment.

DISCLAIMER: The views and opinions expressed in this supplement are not endorsed by Network 18 Media and Investments Limited. This is a marketing initiative and Forbes India journalists were not involved in producing this supplement.

D2C DREAM COMPANIES TO WORK FOR 2021
(PREMIER 10 B-SCHOOLS)



View all rankings on Dare2Compete.com

HUL shines as the Dream Company to Work for 2021 in a survey by Dare2Compete

Over the years, Hindustan Unilever Limited has not only won over consumers' hearts with its purposeful brands but also built a strong employer brand presence across business schools

Hindustan Unilever Limited is India's largest FMCG company. The company is a powerhouse of 63 iconic brands with a rich heritage that spans over 85 years.

A world-leader that the company is, it did not come as a surprise when Hindustan Unilever Limited emerged as a D2C Dream Company To Work For 2021; across India's premier 10 B-School rankings in D2C Campus Employer Branding Report 2021. To add to this, HUL earned a glorious place for itself in not one but three categories, thus holding the badge of being the best employer across all segments. Along with the FMCG companies sector where it emerged No.1, HUL also dominated the D2C Prestigious Competitions 2021 category where HUL L.I.M.E Season 12 was ranked as 1st across all B-Schools.

HUL brands are used by more than 9 out of 10 households. Likewise, HUL has made its mark as a top employer of choice across the best B-Schools in the country. HUL is known for its flagship and most coveted early careers programmes Unilever Leadership Internship Programme (ULIP) and Unilever Future Leaders Programme (UFLP),

competitions like L.I.M.E, FinAce and Nutcracker.

Unilever Future Leaders Programme(UFLP) continues to be stellar as one of the most recognized management training programmes across the

country. HUL is often known as the school of CEOs for having groomed some of the best industry leaders. UFLP builds a strong foundation to grow into leadership roles in the company with diverse responsibilities and early big jobs. The programme recently saw the addition of a 'Future-Fit stint'- a window for externships, international exposure and immersions customized for each trainee which is a unique, one-of its kind initiatives.



Sanjiv Mehta
Chairman and Managing Director,
Hindustan Unilever Limited
President, Unilever South Asia
Member, Unilever Leadership Executive

"It is always an honour to be the top employer of choice for students. Our resolve has always been to build future leaders with values that have stood the test of times - compassion, purposeful leadership, integrity, responsibility and pioneering mindset."

HUL has cast its net far and wide and has upheld a popular position in the hearts and minds of B-School students in India and beyond. The house of brands holds a prominent position in the Dare2Compete Employer Branding Report 2021 across categories.

HUL has marked a place for itself at the top as it continues to attract the top talent in the country.

Domain Preferences

The glamorous life of a Marketer has enamored B-School students and the rigor of Software Development has engineering students dancing to a new tune

Marketing turned out to be a favorite amongst B-School students in regard to the domain they would like to work in. **General Management** was a close second, followed by **Finance** and **Analytics**. Choices vary from B-School to B-School as students from premier 10 B-Schools opt for **General Management** ahead of **Marketing**, and then **Finance** followed by **Operations**. Interestingly, the last four choices interchanged places for Males and Females. Males give the least preference to **HR**, while females are averse to **Sales**.

All B-Schools	Premier 10 B-Schools	Males	Females
Marketing	1 General Management	Marketing	1 Marketing
General Management	2 Marketing	General Management	2 General Management
Finance	3 Finance	Finance	3 Finance
Analytics	4 Operations & Supply Chain	Analytics	4 Analytics
Operations & Supply Chain	5 Analytics	Operations & Supply Chain	5 HR
ITeS	6 ITeS	ITeS	6 Operations & Supply Chain
Sales	7 Sales	Sales	7 ITeS
HR	8 HR	HR	8 Sales

Top choice of domains for E-School students

- 1 Software Engineer & Developer
- 2 Product Manager
- 3 Data Scientist & Analyst
- 4 Domain-Specific Roles
- 5 Program Manager

The options for the engineering students were different, but a pattern seems to emerge here as well. **Software Engineering & Development** turned out to be a preferred choice for E-School students, followed by a **Product Manager** and **Data Scientist & Analyst** roles.

New age roles like that of a **Program Manager** are a distant 5th amongst engineers. This is true for all engineering students irrespective of their stream since profiles like “**Product Managers**” are generic and can be taken up by non-CS/IT students as well.

Here is a list of all questions D2C Campus Employer Branding Report covers, apart from Domain & Role Preferences

Student considerations before applying for a job

- Essential Attributes: Profile, Salary, Company Attributes, Learning, Growth, etc.
- What information do students seek in an interaction with the company?
- Whom do they want to interact with to seek the required information?
- How many interactions with the company are enough?
- What is the preferred mode of Engagement?

All attributes of a company that students consider

- Parameters that impact a company's brand reputation in their minds
- Company intrinsic and external parameters (including industry-specific parameters)
- Company size-related reservations
- Feedback on Company: Whose feedback do students value?

Salary & Benefits

- What salary component do they value: Total, Fixed, Variable or In-hand?
- How much salary is enough?

And many other things including the student's gestation period in a company, COVID concerns, dilemmas, etc.

The complete report will be available at <https://Dare2Compete.com/Awards/2021>

Sector Preferences

New age jobs push aside the banking sector craze prevalent in the 2000s, FMCG remains the top preference across the board with Consulting at it's hlem

Consulting and **FMCG** stay on top of B-School students' preference list in terms of the sectors they would like to work for. **E-Commerce** and **Banking & Financial Services** are next in line. Another trend reflects that freshers prefer the **FMCG** sector the most, pushing the **Consulting** sector down to second place. It's interesting to note that the preference witnesses considerable variations for female students. **FMCG** and **Consulting** take first and second place, followed by **E-Commerce** and **Media & Entertainment**.

	B-School Students	Females	Freshers
1	Consulting	FMCG/FMCD	FMCG/FMCD
2	FMCG/FMCD	Consulting	Consulting
3	E-Commerce	E-Commerce	E-Commerce
4	BFSI	Media & Entertainment	BFSI
5	Conglomerate	Conglomerate	Media & Entertainment
6	Media & Entertainment	BFSI	Conglomerate
7	ITeS	ITeS	Automobile
8	Automobile	Healthcare & Pharma	ITeS
9	Healthcare & Pharma	Education	Healthcare & Pharma
10	Education	Automobile	Education
11	Core Manufacturing & Engineering	Core Manufacturing & Engineering	Core Manufacturing & Engineering

For E-School students, however, the preferred sector was **ITeS**, with **Core Engineering** taking second place. This trend suggests that most engineers choose to work in their core field and would rather not switch domains.

E-School Students	
1 ITeS	4 Consulting
2 Core Engineering	5 BFSI
3 Analytics	6 E-Commerce

Competitions of all kinds - Case-Study, Quizzes, Simulations, etc. were ranked by B-Schoolers and E-Schoolers as their all-time favorite engagement activity to connect with recruiters followed by **placement talks**. Other preferences change as we go deeper into various segments.




















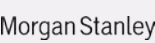


"The vibe on campus changes with every new batch that comes in. With the changing of the guards, the song must change too. It is essential that we remain our agile best and tuned into our audience."

Dream Companies to work for

With ever-changing times graduates are redefining who they want to work with.
















Here are the top companies that the young B-School and E-School graduates dream to work for.

Top 20 Dream Companies to work for according to Premier 30 B-School Students					
1		Google	11		Bain & Company
2		Hindustan Unilever Limited (HUL)	12		Flipkart
3		Amazon	13		Deloitte Consulting LLP
4		McKinsey & Company	14		Nestlé
5		Boston Consulting Group (BCG)	15		Accenture
6		Microsoft	16		JPMorgan Chase & Co.
7		ITC	17		Reliance Industries Limited (RIL)
8		Tata Sons	18		L'Oréal
9		Goldman Sachs	19		Apple Inc.
10		Procter & Gamble (P&G)	20		Morgan Stanley

Premier 10 & 30 B-Schools have been defined in Methodology on page 15

Google took home the crown of **D2C Dream Companies to Work for (Category: Premier 30 B-Schools)**. HUL and Amazon stood next, leading all other companies!

Google also bagged the first position in **D2C Dream Companies to Work for (Category: E-Schools)**, following it, Microsoft and Amazon held an unwavering stance in the second and third positions respectively, facing tough competition amongst each other.

Top 15 Dream Companies to work for according to E-School students					
1		Google	9		Wipro Technologies
2		Microsoft	10		Tesla
3		Amazon	11		Flipkart
4		Tata Consultancy Services (TCS)	12		IBM
5		Infosys	13		JPMorgan Chase & Co.
6		Apple	14		Indian Space Research Organisation (ISRO)
7		Facebook	15		Cognizant
8		Goldman Sachs			

D2C Top 10 Most Desirable Strategy Consulting Companies

D2C Top 10 Most Desirable Companies that Offer General Management Profiles

Premier 10 B-Schools		Premier 30 B-Schools
	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	

D2C Top 10 Most Desirable Companies in BFSI Sector

Premier 10 B-Schools		Premier 30 B-Schools
	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	

Premier 10 B-Schools		Premier 30 B-Schools
	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	

Premier 10 & 30 B-Schools have been defined in Methodology on page 15

Premier 10 B-Schools		Premier 30 B-Schools
amazon	1	amazon
Flipkart	2	Flipkart
Google	3	Google
Microsoft	4	paytm
udaan	5	M
paytm	6	zomato
Uber	7	Microsoft
M	8	udaan
zomato	9	SWIGGY
SWIGGY	10	Uber
OLA	11	OYO
BYJU'S The Learning App	12	OLA
OYO	13	NYKAA
PhonePe	14	BYJU'S The Learning App
sprinklr	15	unacademy

D2C Top 15 Most Desirable FMCG/Beverage Companies

In a time of cut-throat competition in the FMCG Sector, these top-15 companies have successfully carved a niche for themselves in the hearts & minds of B-School students as an ideal place to work.

Among the FMCG/Beverage space, **HUL** came out with flying colors as the ideal place to work. **ITC Limited** and **P&G** stood next, leading all other companies!

D2C Top 15 Most Desirable New-Age Recruiters/ Tech-Companies/Startups

With hundreds of young technology companies booming, aspiring minds from the premier B-Schools have narrowed down to these few as their ideal workplace where they would like to see themselves grow.

Amazon played at the forefront as the most desirable future employer in the burgeoning trend of Start-Ups/ Online-Services/E-Commerce/Technology Companies followed by **Flipkart** & **Google**, in the respective order.

Premier 10 B-Schools		Premier 30 B-Schools
Hindustan Unilever Limited	1	Hindustan Unilever Limited
ITC Limited	2	ITC Limited
P&G	3	P&G
Nestle	4	Nestle
THE Coca-Cola COMPANY	5	THE Coca-Cola COMPANY
reckitt	6	PEPSICO
PEPSICO	7	marico
ABInBev	8	Godrej
marico	9	reckitt
Mondelēz International	10	ABInBev
COLGATE-PALMOLIVE	11	Dabur
L'ORÉAL	12	BRITANNIA
Godrej	13	Mondelēz International
Dabur	14	COLGATE-PALMOLIVE
BRITANNIA	15	TATA CONSUMER PRODUCTS

Premier 10 & 30 B-Schools have been defined in Methodology on page 15

D2C Prestigious Competitions 2021

HUL, the house of brands maintained its winning streak as the company continued to grab the first place under **D2C Prestigious B-School Competitions 2021 (Category: All B-Schools)** for the third year consecutively. **Amazon**, for the first time, leads **D2C Prestigious B-School Competitions (Category: Premier 10 B-Schools)**.

D2C Prestigious Competitions 2021 (Category: E-Schools) saw **Google** win the students' hearts and minds with **Google Code Jam 2020** and **Google Hash Code 2020** this year. Complete rankings on the next page.

All B-Schools		Premier 10 B-Schools	
HUL L.I.M.E. Season 12		1	 Amazon Customer Excellence (ACE) Challenge 2020
Flipkart WIRED 4.0		2	 HUL L.I.M.E. Season 12
Amazon Customer Excellence (ACE) Challenge 2020		3	 Asian Paints CANVAS 2020
Google Case Challenge 2020		4	 Flipkart WIRED 4.0
Reliance The Ultimate Pitch 6.0		5	 Interrogang?! Season 10: ITC on Campus
Asian Paints CANVAS 2020		6	 Tata Imagination Challenge 2020
Titan Elevate 7.0		7	 Accenture B-School Challenge Season 4
Tata Imagination Challenge 2020		8	 Microsoft PM Challenge 2020
L'Oréal Brandstorm 2021		9	 RB Global Challenge 2020
Interrogang?! Season 10: ITC on Campus		10	 Google Case Challenge 2020
Accenture B-School Challenge Season 4		TOP 10	 Airtel iCreate 2020
Airtel iCreate 2020			 Bajaj Finserv ATOM Season 3
Bond With Pidilite 2020			 Godrej LOUD 2020
Colgate Transcend 2.0			 GSK E³ 2020
Godrej LOUD 2020			 HUL FinAce Season 4
Hero Campus Challenge Season 6			 L'Oréal Brandstorm 2021
Infosys Ingenious 2020			 L'Oréal Sustainability Challenge 2020
KPMG Ideation Challenge (KIC) 2021			 Marico Over The Wall Season 8
L'Oréal Sustainability Challenge 2020			 Mi Summit 2.0
Mi Summit 2.0			 Myntra Stylbiz 2020
Microsoft PM Challenge 2020		 Nestlé - The Agri Challenge 2020	
RB Global Challenge 2020		 P&G CEO Challenge 2021	
			 Reliance The Ultimate Pitch 6.0

*Arranged alphabetically

Premier 10 & 30 B-Schools have been defined in Methodology on page 15

L'Oréal On Campus goes beyond, marking a place for itself amongst the best engagement programs.

For a company that is 110 years old, globally, L'Oréal's ability to evolve, stay agile & innovate is forged into its DNA. They have built iconic brands, delivering trust & quality to 1.5 billion consumers, worldwide.

And its India subsidiary, L'Oréal India has only harnessed all those qualities & layered it with a deep understanding of the local market, driving the beauty industry, staying ahead of consumer needs and transforming into a BeautyTech organisation, all in a span of 26 years.

It is with this same insight that they approach their campus engagements & programs. Their array of programs, L'Oréal On Campus, Sustainability Challenge, or the flagship initiative L'Oréal Brandstorm all aim to provide students with an understanding of the organisation, dive into its commitment to innovation & sustainability, as well as engage with leadership directly.

The commitment made by the organisation and its leadership, to spend time with students, showing them what really makes L'Oréal unique and introduce them to the culture and entrepreneurial spirit of L'Oréal was

truly reflected in its program L'Oréal On Campus 2020.

When the pandemic turned the world virtual, L'Oréal turned the virtual world into a digital campus and hosted a day-long program interacting with over 4000 students on a single platform. From experience booths to career talks, to candid tête-à-tête with leaders, L'Oréal On Campus was conceptualized to form meaningful connections with students, and it did, with over 50 representatives of L'Oréal taking the time to share their vision of L'Oréal and its culture.

As sustainability is a key pillar for L'Oréal, they have created an annual property, the L'Oréal Sustainability Challenge that provides a case study & urges B-School & Engineering students to come up with cleaner, greener solutions for a better tomorrow.

And if national programs are not enough, they have a flagship program L'Oréal Brandstorm that not only challenges students to collaborate, ideate and innovate, but also dissolves borders and provides an opportunity to compete on a global platform with an Intrapreneurship Award which gives the

winning team the chance to bring their idea to life, by joining a three-month immersion programme at Station F, the world's biggest startup campus and a partner of L'Oréal.

The range of their programs is diverse, but their intent is the same, to create a two-way meaningful engagement with students, offering them a chance to not only understand L'Oréal, but also showcase the best of themselves in an even playing field.

Amit Jain
Managing Director,
L'Oréal India



"At L'Oréal, our culture of entrepreneurship & innovation manifests in everything we do, including our engagement with potential talent. Our campus programs are deliberately planned to allow students the freedom to challenge, ask, debate, innovate & impact; the freedom to go beyond, that's the beauty of L'Oréal."

It is no wonder then, that they are high on the consideration set of most students looking for placements.

D2C Prestigious E-School Competitions 2021

1		Google Code Jam 2020	TOP 20*		American Express App Dev (Big Data) Hackathon
2		Google Hash Code 2020			JP Morgan Quant Challenge 2020
3		Microsoft Imagine Cup 2021			KPMG Ideation Challenge (KIC) 2021
4		Flipkart GRiD 2.0			L&T CreaTech 2020
5		IBM Hack Challenge 2020			Myntra HackerRamp: Campus Edition
6		Infosys HackWithInfy			Tata Imagination Challenge 2020
7		Hero Campus Challenge Season 6			TCS CodeVita Season 9
8		Capgemini Tech Challenge 2020			Tech Mahindra NextGen FlashFlex Hackathon
9		Tata Crucible The Campus Quiz 2020			Uber HackTag 2021
10		Tata Crucible Hackathon 2020			Wipro earthian Sustainability Quiz 2020

*Arranged alphabetically

Premier 10 & 30 B-Schools have been defined in Methodology on page 15

D2C Competitive Leaders 2021

Category: B-Schools

1 st  Rashmi TAPMI Manipal	2 nd  Shravan M Parsam TAPMI Manipal	3 rd  Piyush Kabra IIM Bangalore	4 th  Aditi Chandak IIM Bangalore	5 th  Swayam Tibrewal IIM Bangalore
6 th  Vishakha Singh TAPMI Manipal	7 th  Tushar Singhal FMS Delhi	8 th  Nireeh Desai JBIMS Mumbai	9 th  Akansha Kashyap IIM Ahmedabad	10 th  Sayani Mukherjee TAPMI Manipal
10 th  Siddharth Kashyap TAPMI Manipal	11 th  Aayush Gupta IIM Ahmedabad	12 th  Sai Dinesh Chayanam FMS Delhi	13 th  Kartik Anand IIM Bangalore	14 th  Karthik Srinivasan JBIMS Mumbai
15 th  Nikhil Borse JBIMS Mumbai	16 th  Shilpa S Noble IIFT	17 th  Satyam Tulsyan IIM Ahmedabad	18 th  Chaitanya Ganu FMS Delhi	19 th  Nishka Samant IIFT
20 th  Dhruv Bhonagiri TAPMI Manipal	21 st  Shreesha Yajaman IIFT	22 nd  Satyam VGSOM IIT Kharagpur	23 rd  Aritro Datta IIM Shillong	24 th  Anirudh Agarwal IIM Ahmedabad
25 th  Komal Khanduja MICA Ahmedabad	26 th  Arko Datta IIM Shillong	27 th  Shailesh Maheshwari IIM Shillong	28 th  Vishal Goyal IIM Lucknow	29 th  Utkarsh Agarwal XLRI Jamshedpur
				30 th  Nameeta George IIFT

Category: E-Schools

1 st  Guhan Narayanan IIT Madras	2 nd  Namit Khurana NSUT Delhi	3 rd  G Pranav Hari IIT Madras	4 th  Tarun Ambili VIT Chennai	4 th  Venkat Ragavan VIT Chennai
4 th  Vishwath Kumar VIT Chennai	4 th  Yogeeshwar Selvaraj VIT Chennai	5 th  Chinmaya Naik GHRCE Nagpur	5 th  Nikita Kumari GHRCE Nagpur	6 th  Mukund Khandelwal IIT Madras
6 th  Pooja Patwari IIT ISM Dhanbad	6 th  Rishabh Misra SRMIST Kattankulathur	6 th  Rishbha Jain IIT Madras	6 th  Viknesh S IIT Madras	7 th  Adnan Azmat BIT Mesra

D2C Top 100 Competitive Leaders 2021

Aakash Jaiswal XLRI Jamshedpur	Abhay Shankar IIM Kozhikode	Abhijith Shankar NMIMS Mumbai	Abhinav Yadav IIM Kashipur	Abhishek Nimbhorkar MPSTME Mumbai
Aditya Sahoo XIMB Bhubaneswar	Aiyush Bahl NMIMS Mumbai	Akshay Virmani IIFT	Ananta Chhajer IIM Ahmedabad	Ankit Thakur XLRI Jamshedpur
Anshul Mathur FMS Delhi	Aritra Bhattacharya IIM Lucknow	Ashi Madhariya SCMHRD Pune	Bhavya Shrivastava IIFT	BV MahendraKumar IIM Bangalore
Chetan Sodhi MDI Gurgaon	Chirag Mehta IIM Bangalore	Chirag Tibrewal IIM Ahmedabad	Deepali Jain FMS Delhi	Deepansh Goyal IIM Kashipur
Deepon Das TAPMI Manipal	Devashree Maskar IIM Bangalore	Devesh Rohan IIM Kozhikode	Dhavala V S Aditya IIM Ahmedabad	G Prashanth IIM Kashipur
Gomish Chawla IIM Nagpur	Gurjot Kaur IIM Lucknow	Halak Shah SCMHRD Pune	Harit Agarwal NMIMS Mumbai	Himanshu Singasane IIM Kashipur
Ishita Vishnoi IIM Lucknow	Kannan Adlakha IIM Ahmedabad	Kaushik K MDI Gurgaon	Kratika Totlani NMIMS Mumbai	Lokesh Raizada MDI Gurgaon
Manavdeep Grover IIM Lucknow	Mayank Choudhuri XIMB Bhubaneswar	Mayur Gangwal SIBM Pune	Nisha Sharma XLRI Jamshedpur	Nitin Koul SCMHRD Pune
Palak Singhal IIM Lucknow	Prajwal J Prakash NMIMS Mumbai	Prajwal Vaichalkar IIM Kashipur	Prakhar Dikshit DIME IIT Kanpur	Prapti Jain IIM Rohtak
Pratyush Goel IIM Bangalore	Preetham Upadhya SJMSOM IIT Bombay	Priyanka Dash IIFT	Pulkit Khurana MPSTME Mumbai	Radhika Chhapolia IIM Lucknow
Raghav Gupta IIM Ahmedabad	Rahul Choudhury IIM Kashipur	Rakesh Sharma IIM Raipur	Raunaq Singh Walia IIM Kozhikode	Romil Agrawal NMIMS Mumbai
Samrat Sur MDI Gurgaon	Sarath C Warriar IIM Indore	Sashank Sharma IIM Kozhikode	Saumya Shrivastava IIM Calcutta	Shikhar Goel NMIMS Mumbai
Shivangi Mishra XIMB Bhubaneswar	Shreya Ghosh IIM Shillong	Shubham Gupta VGSOM IIT Kharagpur	Shubhendu Trivedi IIM Lucknow	Siddhesh Deshpande NMIMS Mumbai
Sidharth Sethu SJMSOM IIT Bombay	Subhrajit Mandal IIM Lucknow	Sudhanyu Veldurthy IIM Bangalore	Suyash Mahajan IIFT	Twinkle Pajiyar SIBM Pune
Udit Arunav IIM Kashipur	Vaibhav Mangla IIM Kozhikode	Vedantsing Pardeshi SIBM Pune	Vinit Vasudevan SCMHRD Pune	Vishesh Jain IIM Kashipur
	Shankargouda Hosagoudar NMIMS Mumbai		Shubham Vispute IIM Kashipur	

This order does not indicate their ranking

D2C Competitive B-Schools 2021



IIFT



IIM Ahmedabad



IIM Bangalore



IIM Kashipur



IIM Kozhikode



NMIMS Mumbai



MDI Gurgaon



SPJIMR Mumbai



SCMHRD Pune



FMS Delhi

D2C Competitive E-Schools 2021

Stars earned by the students are allocated to their respective colleges, based on which the ranks are calculated.



IIT Madras



IIT Kharagpur



IIT ISM Dhanbad



DTU New Delhi



MPSTME Mumbai



SRMIST
Kattankulathur



VNIT Nagpur



VIT Chennai



BIT Mesra



BITS Pilani

Dare2Compete Awards Methodology and Survey's Participant Profile

The first step for students was to nominate themselves for competitions that they have excelled in during this academic year. They had to provide all the information necessary to validate their nominations. They could put in any number of nominations. The process was marked complete when students filled the D2C Campus Employer Branding Survey and voted for D2C Prestigious Competitions 2021.

D2C team carefully moderated all these nominations and approved them if found true. Organizers of the competitions were also reached out for their approvals to make the process authentic and robust. Post

this, D2C ranked all the students basis the stars allocated for each approved nomination and the same goes into their college rankings, just like Olympics.

This year, the survey garnered responses from both B-School and E-School students. The responses increased by a whopping 2.5x YoY, reaching a total of 7,272. Most of these respondents have participated and engaged with more than one brand on campus through initiatives like quizzes, case study competitions, simulation games, leadership talks, etc.

Students had to fill in 20+ questions in this survey, some of which had objective options. Questions, where

we asked students to name their dream and desirable employers, had students fill in the name of up to 5 companies in each segment. Since options or suggestions were not given, we captured the respondents' first mind recall. The average time it took to complete the survey was 8 minutes.

Timeline

- The Survey went live in the first week of January and was open until 5th March 2021.
- The data analysis took place in March.

Statistics of Respondents

Gender Diversity:

69% Male **29%** Female

The ratio of male vs. female was much in line with that found in B-Schools and E-Schools. Out of the total 7,272 participants, 69% were male, and 29% were female.

Work Experience:

36% Freshers **64%** Experienced

36% of B-Schools respondents were freshers, while the remaining 64% had more than a year's work experience.

Age Brackets:

56% 21 - 24 **44%** 25 Above

In terms of age, 56% lied in the bracket of 21-24, while the remaining 44% were of age 25 and above.

Consideration and Tiering of B-Schools and E-Schools

B-Schools that had a substantial number of completed student survey responses were considered to collate and summarize accurate results. The colleges were tiered based on how companies categorized them in the academic year 2020-21 as a part of their campus engagements.

- Premier 10 B-Schools (Tier 1) - IIM A, IIM B, IIM C, IIM L, IIM K, IIM I, XLRI, FMS, MDI & SPJIMR.
- Premier 30 B-Schools - This list consists of premier 10 plus other premier B-Schools. A complete list is available on the website
- All Engineering Colleges (E-Schools) are clubbed into a single bucket for analysis.

The leading trends and our analysis from the survey responses across all the above segments - B-School, and E-School students - have been mentioned in the detailed report available on the website. In case of deviations, the trends in those segments have been added separately.

Dare2 Compete

Dare2Compete is a global platform connecting students, professionals, colleges, and companies through innovative challenges, engaging events, and gamified hiring assessments.

Our Clientele



Launch a Challenge/Competition/Event



Case or Innovation Challenges



Hackathons



Business Simulation Games



Hiring Challenges and Assessments



Quizzes



Internal Employee Engagements

D2C Ninjas



Tushar Mehta
Our Face and Voice



Ratan Singh
The Coolest Techie



Srishti Kataria
Lives & Breathes Design & Content



Shubham Garg
Everything Related to Colleges & Students



Himanshu Sadhwani
Ensures Campaign's Success



Naman Jain
The Product Guy



Shivam Bandeja
The Sales Ninja

Aakriti Khanna • Alina Khan • Ambika Singh • Anvita Bhargava • Charu Malhotra • Chhavi Joshi • Deepika Bhatt
Ritu Kaushik • Shivangi Vatsal • Yashita Agrawal • Abhishek Gaur • Ankit Mishra • Hitesh Barolia • Jigesh Prasad
Jujhar Kalra • Lalit Upadhyay • Navjot Sharma • Paranjay Bhardwaj • Paras Gupta • Pradeep Goyal • Pramod Chandra
Rohit Rathor • Sarfaraz Akram • Shivam Shrivastava with Ankit Aggarwal and many more who have a vision...