

IIM grads prefer FMCG sector jobs over others

Hind Unilever is top employer of choice

By Mail Today Bureau In Mumbai

THE fast-moving consumer goods (FMCG) sector has emerged as the industry of choice for this year's management graduates, according to the latest Nielsen Campus Track-B School Survey. The sector is perceived by most students of the Batch of 2012 as the Industry of Future.

And Hindustan Unilever Ltd (HUL) has emerged as the No. 1 employer of choice for B-School students, according to the Survey.

HUL has retained the Dream Employer status for the third year running and continues to be the top company considered for application by B-School students who will graduate in 2012.

The degree of independence at work, decision making, compensation, learning on the job and good growth prospects are the most critical factors claimed by the students that drive the

choice of an employer, according to the survey.

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The Nielsen B-School Campus Track represents the views of 1,100 students of the Class that

will graduate in 2012, from the top 35 business schools in India. This is the 11th year of the Nielsen Campus Track B-school study.

In the list of Top Companies for Leaders 2011 Study Results announced by Aon Hewitt, The RBL Group and Fortune recently, HUL was ranked sixth globally.

The Global Top Companies for Leaders is the most comprehensive study of organisational leadership in the world. HUL is the

only Indian company that has been ranked in the 'global top 10' consistently since the Top Companies for Leaders global survey was first launched in 2007, HUL said in a statement.

HUL has improved its ranking in the 2011 study to sixth position globally from 10th position globally in 2009.

The unique thing at HUL is that it has formal processes for inculcating leadership. It also provides



According to Nielsen Campus Track-B School Survey students see FMCG as industry of the future.

a culture of coaching and mentoring at every level in the organisation. The approach of identifying and grooming top talent has made HUL a source of leadership talent, both for Unilever globally and the industry in India.

Over 200 managers are currently serving Unilever globally. HUL said that its philosophy of building leaders within has

Survey took views of 1,100 B-School students

enabled it to establish strong systems and processes that help identify talent early, invest in them and build their skills.

For instance, HUL's Business Leadership Program provides an extensive cross functional experience within a period of 15 months to young managerial recruits and prepares them for greater responsibilities very early in their careers.

The firm also encourages reverse mentoring. Senior management team members often have young managers mentoring them on specific areas such as digital media.