



# State Of Internships In India 2021

# Table of Content

|   |  |    |
|---|--|----|
| 1 | Executive Summary .....                                    | 4  |
| 2 | Top 8 Highlights' .....                                    | 5  |
| 3 | What Employers look for in an intern .....                 | 6  |
|   | a. Top internship attributes .....                         | 7  |
|   | b. Key suggestions for 1st year MBA students .....         | 8  |
|   | c. Preferred sources for recruitment and duration .....    | 9  |
|   | d. Stipend paid and Return on Investment .....             | 9  |
|   | e. COVID-19 impact for the summer internship 2020 .....    | 10 |
| 4 | What MBAs look for in internships .....                    | 11 |
|   | a. Experience of MBA students .....                        | 12 |
|   | b. B-school assistance .....                               | 15 |
|   | c. Selection criteria for internships .....                | 15 |
|   | d. Internships and PPOs .....                              | 16 |
|   | e. Best brands in terms of internship experience .....     | 17 |
|   | f. COVID-19 impact for the summer internship 2020 .....    | 18 |
| 5 | What B-schools want from internship experiences .....      | 19 |
|   | a. Preparing students for the internship experiences ..... | 20 |
|   | b. Selecting and shortlisting corporate partners .....     | 20 |
|   | c. Internships and PPOs .....                              | 21 |
|   | d. COVID-19 impact for the summer internship 2020 .....    | 21 |
| 6 | Recommendations .....                                      | 22 |
|   | a. For Students .....                                      | 21 |
|   | b. For Employers .....                                     | 23 |
|   | c. For B-Schools .....                                     | 24 |
| 7 | Research Methodology .....                                 | 26 |
|   | a. Questionnaire .....                                     | 26 |
|   | b. Sample design .....                                     | 26 |
| 8 | Research Team .....  | 27 |

# Foreword



Internships have been a mandatory program for every student pursuing a Master's in Business Studies regardless of the institute. In a two-year Master's Program, 1st year is to build a strong domain foundation, to get the basics right and get ready for the summer internship experience, and 2nd year is to imply the learnings from the internships to get all set to step-in to the business world. To assist the students, MBAspark.com in association with Octane Research has come up with India's first research study, "2021 State of Internships in India", which tracks MBA internships. This report illustrates employers' point of view and expectations from the internship program. It also lists the top brands who have got 5-star ratings for their program experience from prior interns, which are the trending best places to intern for, and how academic institutions are able to facilitate the program better for both the stakeholders – students and the industry.

Personally, being 1st year MBA students, we are grateful to be a part of this research study. It has given us knowledge and direction to prepare for our own internships. It was a great experience to collect primary data, build networks, write, and share an industry report. While going through the responses, we were astounded to see how some of them cleared some preconceived notions about the internship program. We hope our research report will help the students, employers as well as academicians to understand the expectations one has from an internship. Special gratitude to Mr. Punit Modhgil ji for his guidance and this opportunity.

Harita Rawat  
Swasti Jain  
Urvi Mehta

# Executive Summary



MBA internships have become popular with Corporate India. They are an integral part of the curriculum to encourage MBA students to take up internships to prepare them for the real world.

We wanted to get a sense of what's working in terms of the benefits of these Internship programs and what needs to change. Hence, we conducted a 360-degree industry research in the quest to understand the state of the internship program from the perspectives of students, employers, and academics.

The intention is to analyze the hiring trends of employers which will be beneficial for future interns to prepare for their internship experience. Through this report, employers can also gain insights into students' expectations from an internship. The report will also help us in understanding the level of impact the academic program has had on students' skill development and how to improve this further.

This research study by MBAspark.com, 2021 State of Internships in India assesses, sources referred by employers, the top skills employers look for, the ROI of an internship program, the conversion rate to PPOs, and the impact of COVID-19 on this process. The research also explores the contributions MBA students, employers and academicians can make to enhance the overall internship program.

We hope this study equips you with key insights on internships in India, and look forward to hearing your opinion on the findings of this study.





# Top 5 Highlights



1

2020 internships took the Covid-19 hit with as many as 53% of the MBA students not receiving any form of stipend for their internship experience. This is almost 2x of the average rate from earlier years (with only 27% of interns reporting no stipend paid).

2

20% of corporates specifically desire 6 months long internship programs. It looks like there is a preference of recruiters that B schools can tap into as an opportunity.

3

In terms of pre-placement offers, one third of the companies we researched convert between 25-50% of internships into a full time offer roles. Only 19% of the MBAs reported receiving PPO (pre-placement offers) from their internship programs. We believe this is a huge area of opportunity.

4

For 48% of MBA students who responded to our research study, their job responsibilities of the internship matched extremely with their knowledge and skills. Academic institutions are performing their responsibility well in bridging this gap of skills with responsibility in the real corporate world.

5

MBAs rated their internship experience at 3.5 stars out of 5 (max), their work relationship with the reporting manager at 3.6 stars out of 5 (max) and 3.5 stars out of 5 (max) for the support they received from their B-school campus. While these are good ratings, we believe there is ample headroom to improve these satisfaction levels for the MBA interns.

6

44 of India corporates received the maximum rating of 5 stars for the internship experience offered to MBA students. We congratulate these fabulous 44 brands and their teams (page no 17) on this achievement.

7

Overall, the MBA internship experience in India, for corporates, students and B-school campuses seem to be a satisfying one. 80% of MBA interns said they would recommend their internship organization to future interns.

8

Though the corporate India rates ROI on their internship programs high, only 40% of them rate at 'above average'. Remaining 60% rate their ROI on the internship programs as 'average' which in our opinion is a significant area of opportunity for all 3 stakeholders - MBA students, corporates and the academia.

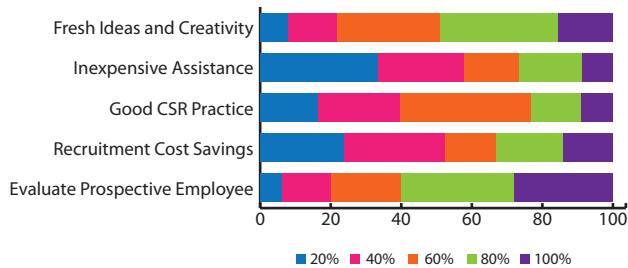
### 3. What Employers Look For In An Intern





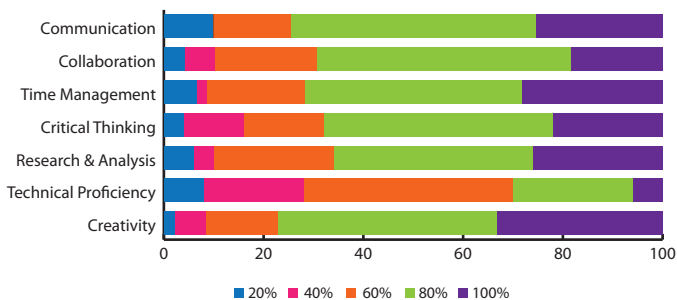
## A. Top Internship Attributes

### 3.1 What are your main organizational objectives for hiring interns?



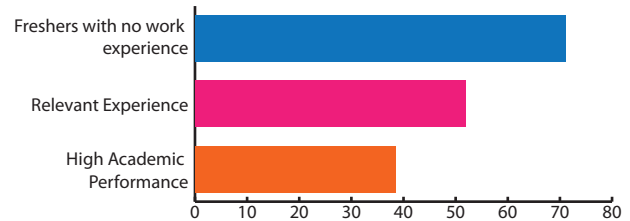
The main reason to hire interns is to evaluate the prospective employee. Fresh ideas and creativity follow as the second most important reason to hire interns. An intern provides an extra set of hands that can often help accomplish goals or finish projects. Employers also think a good way to ensure your newly hired managers or employees slated for promotion get practice with team management skills is to give them an opportunity to mentor an intern.

### 3.2 What are the top skills you look for in an MBA intern?

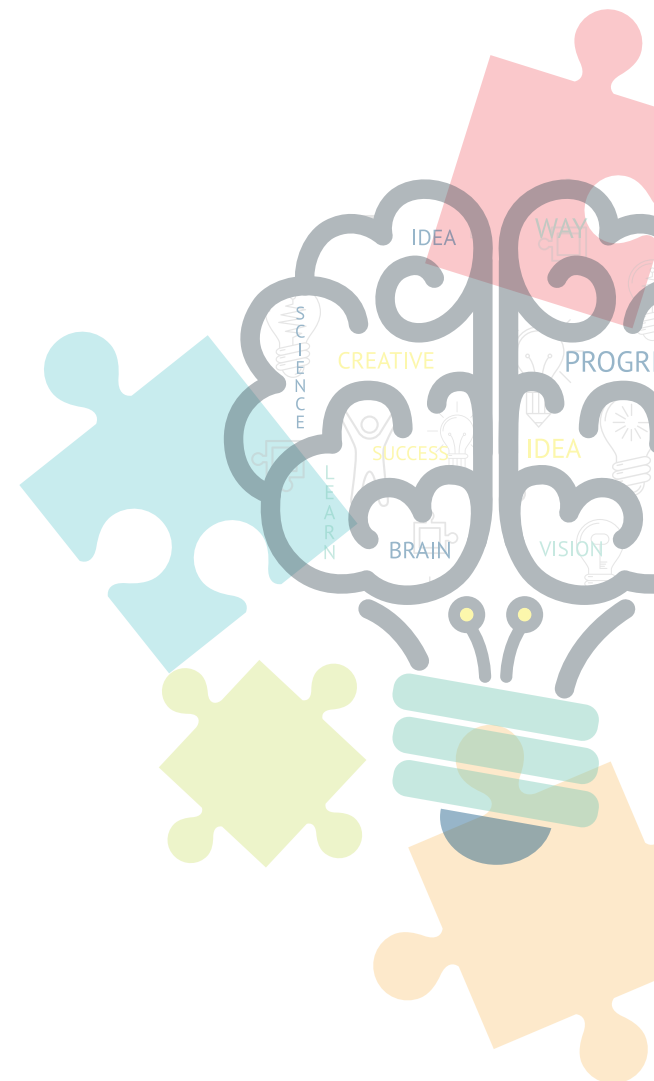


Creativity, Collaboration, and Technical Proficiency are the Top 3 skills rated by employers that they look for in an internship interview. While interning, you work with accomplished professionals and learn from them how to improve on the currently followed practices and adopting new ones utilizing the available resources in a creative manner. A key feature of Internships is that students learn how to be a part of a team of new members with different mindsets and work with them to achieve a common goal. To effectively collaborate, the ability to relate well to others is important.

### 3.3 Employers prefer interns with?



Research shows employers mostly prefer freshers. High Academic performance are relatively less important for recruiters to consider.



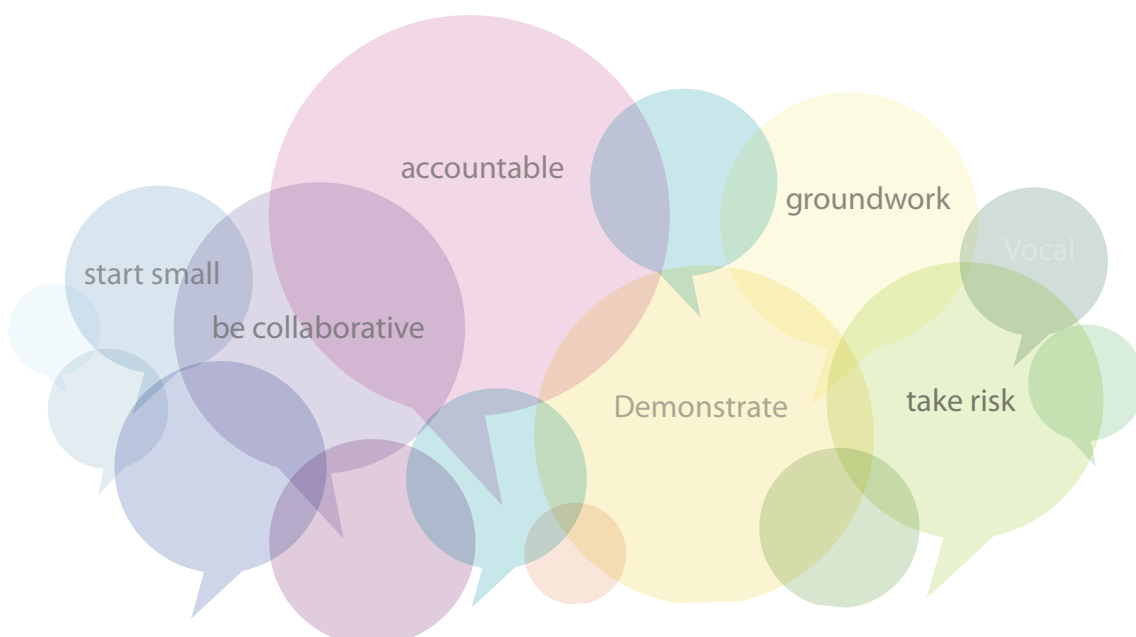


## Quick TIPS

### B. Key suggestions for 1st year MBA students

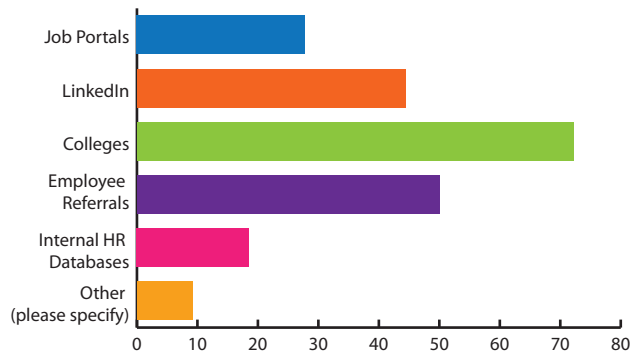
**These are the top 10 suggestions shared by the employers:**

- 🔑 "Be more proactive and vocal. Contribute to projects actively. Demonstrate courage and creativity in every shred of work you produce."
- 🔑 Do your groundwork on understanding the business even before you join.
- 🔑 Be highly accountable for whatever work has been assigned to you.
- 🔑 Most importantly complete the task to closure, a lot of interns do not complete the task and deliver. Effort should be to deliver & close the internship with high impact.
- 🔑 Look beyond the usual curriculum and learn from the immediate environment. Come with an open mind to approach assignments.
- 🔑 It's ok to start small, may end up with the biggest learnings.
- 🔑 Make mistakes, take risks, and learn as much as possible. Identify what you are good at.
- 🔑 Leave your sense of entitlement. Be more collaborative. Say Yes to everything workwise.
- 🔑 Prefer companies that offer you the knowledge and not just certificates. Do not opt for companies just on the basis of stipend they offer. Think of it as a precursor to the job and give it your best shot.
- 🔑 Get a mentor, one who can teach you about that subject, one that can guide you on practical knowledge.



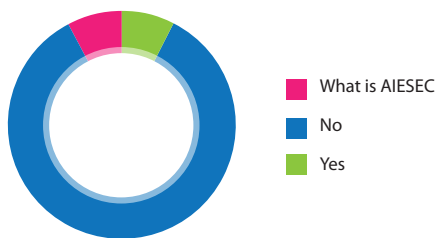
## C. Preferred sources for recruitment and duration

### 3.4 Which are your best sources to hire interns?



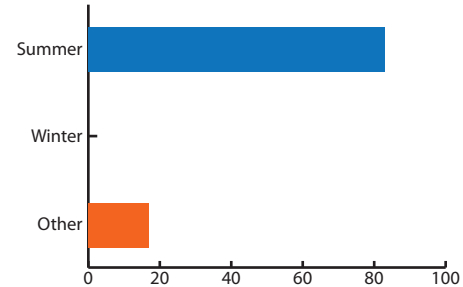
The most preferred sources for hiring interns are directly from colleges, with employee referrals and LinkedIn for hiring interns amongst the top 3 sources of internship talent. An industry report by a leading job portal of India has highlighted the importance of employee referrals. The quality of talent is always high when hired through an internal recruitment method such as an employee referral. This will impact the hiring interns cycle positively, shortening it, which ultimately brings down the hiring costs further.

### 3.5 Have you hired international interns from organizations like AIESEC?



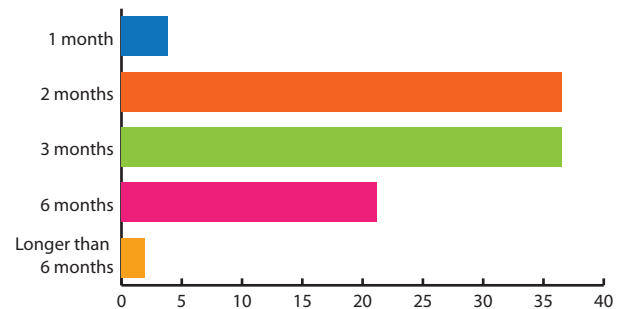
There are hardly any corporates that hire interns from organizations like AIESEC. AIESEC is an international youth-run, non-governmental, and not-for-profit organization that provides young people with leadership development, cross-cultural internships, and global volunteer exchange experiences.

### 3.6 You provide internships usually around which time of the year?



Corporates in India provide only a summer internship experience for MBA students.

### 3.7 What is the typical duration of an internship in your organization?

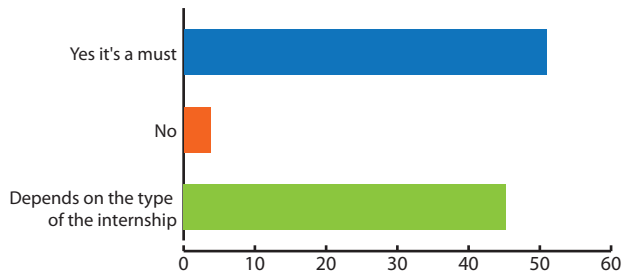


A minimum of 2-3 months is the desired duration of internships offered for MBA interns. Almost 20% of recruiters specifically desire 6 months long internship programs. It looks like there is an opportunity in this preference of recruiters that B schools can tap into.

## D. Stipend paid and Return on Investment

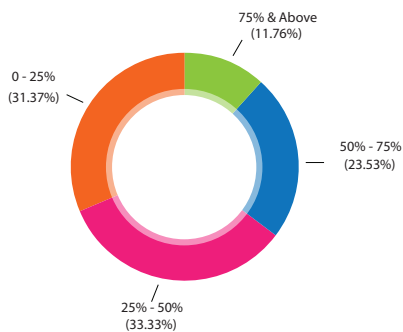
### 3.8 Do you usually offer a monthly stipend (paid) for every internship?

52% of employers think it's a must to provide a stipend during the internship program. While 43% of them think it depends on the type of internship offered. Mint, a business daily, in one of its articles said "An internship is an opportunity to test-drive your career, pad your resumé and gain references for future jobs. But not paying stipends can be demoralizing as companies take such internships casually. Besides, they can be damaging for social mobility, excluding candidates who aren't from the city they're working in. Most ambitious young people, however, don't bargain for a stipend." Good thing is that hardly 5% of employers denied offering internships without a stipend.



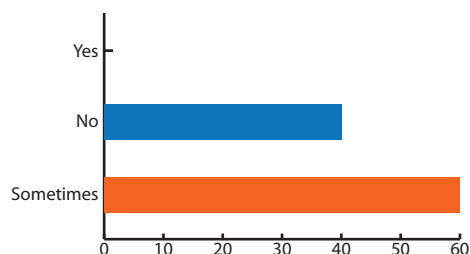
Internship opportunities offered by each company every year are fewer in numbers usually below 50. The general expectations from the hired interns - of being able to collaborate, communicate, and manage time, make them more productive and in turn, reduces the headcount required by the companies for routine work. In our opinion, a flipside to this situation could be that the interns are not generally trusted with high worth tasks, and are often hired for non-critical yet important tasks that could be beneficial to the organizations but putting efforts into it is not seen as role of full-time employees. The impact of the COVID-19 pandemic has further reduced the number of interns and also revoked the opportunities due to an unstable business environment. These factors contribute to the smaller number of internship opportunities each company currently offers. If the internship programs are effectively deployed, they can contribute to the reduction in the organization's cost, infuse flexibility, and drive innovation across the organization.

### 3.9 What is the approx. rate of conversion of interns into full time roles every year in your organization?



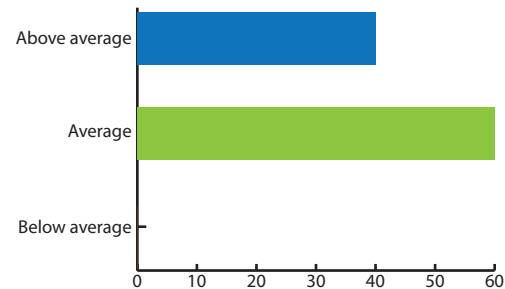
One third of the employers reported that they on average they convert 25-50% of internships into full-time roles in the organization every year.

### 3.10 Do you find MBA interns from Tier 1 colleges to be more capable than other MBA colleges?



Only sometimes the corporate recruiters have found interns from tier 1 B-school campuses more capable and productive than other MBA programs. However, with 40% of recruiters denying that there is no definite assertion that the tier 1 B-school interns are more capable than others.

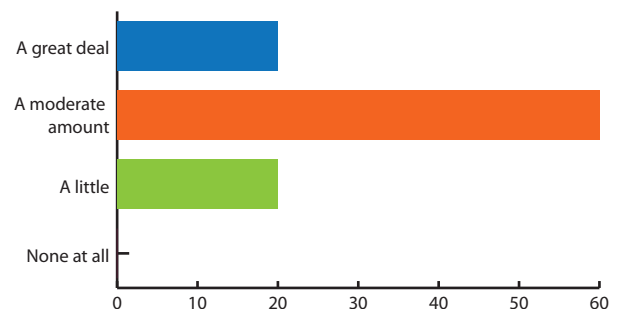
### 3.11 How would you rate the overall ROI received on your internship program?



Corporate India rates ROI on their internship programs highly. With 40% of the employers rating their ROI above average, and remaining 60% at average ROI, this is a positive validation of the ROI from an internship program. However, we believe there is a significant upside still remaining for India corporates to gain from their internship programs.

## E. COVID-19 impact for the summer internship 2020

### 3.12 Did COVID-19 impact your internship program?



While approximately 20% of organizations offering internship programs are hit majorly by the break of COVID-19, the rest all were moderately affected with not much impact to their internship programs.

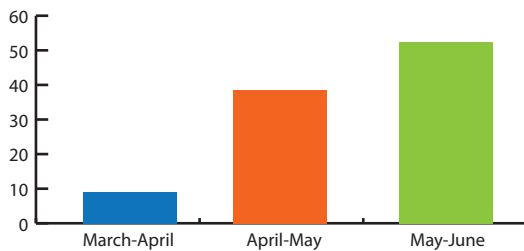
## 4. What MBAs Look For in Internships



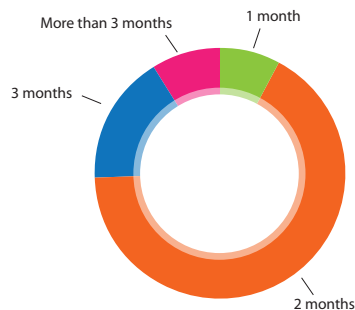


## A. PAST EXPERIENCE OF MBA STUDENTS

### 4.1 When did you experience your summer internship?



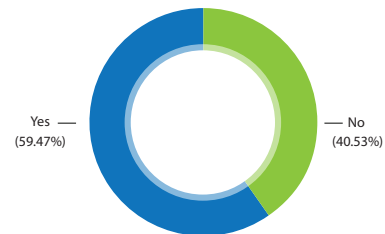
### 4.2 What was the total duration of this full-time internship?



Internships allow a student to get relevant experience and help them get out of their comfort zone. Most of the internships in India are of 2-3 months duration in May-June which is ideal to gain new skills, learn, and push yourself towards industry readiness.

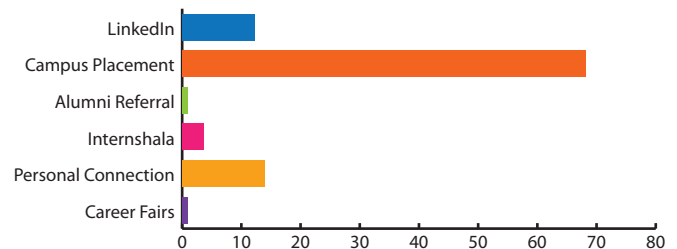
A summer internship helps the MBA student to learn and gain hands-on experience in their chosen field. It is apt to decide whether an intern wants to continue further in this industry or if something else may suit them better. A 2-months internship means learning things deeply, working daily, and gaining immense experience.

### 4.3 Was it your first internship?



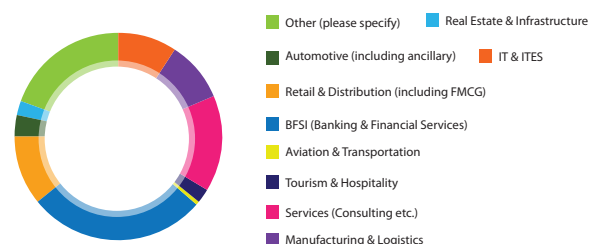
For 59% of students, MBA internship was their first internship. During the course of graduation, students may feel overwhelmed with coursework, assignments, or co-curricular activities that may keep them extremely engaged while leaving no time to prepare for an internship or industrial training. To deal with this challenging part, B school campuses should clearly take-out specific time slots during their academic course and find extra time to help build the industry experience beyond just a 2 month summer internship.

### 4.4 Source of this internship?



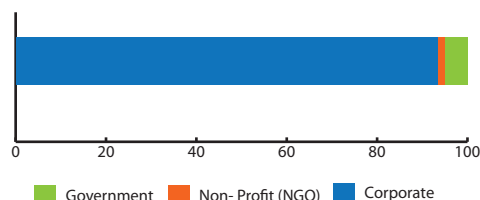
Most of the MBA students have got their internships through campus placement only.

### 4.5 Which Industry did you do your internship in?



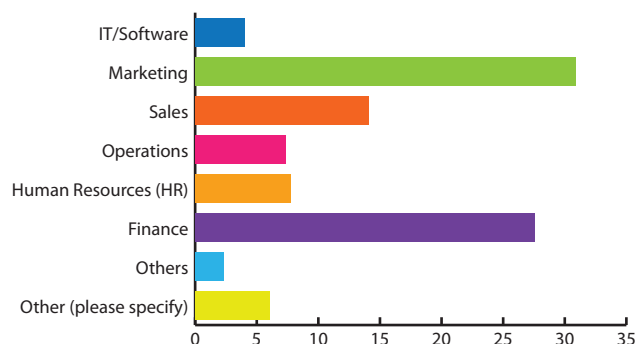
BFSI sector provides the most number of internships whereas the Real Estate & Infrastructure sector offer the least number of internships for MBA students in India.

#### 4.6 Your internship organization type.



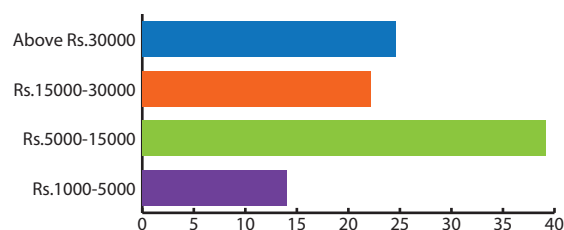
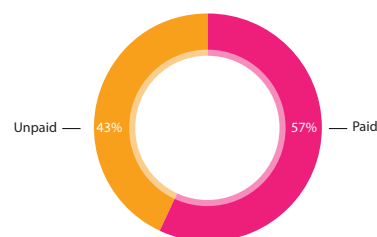
Corporate organizations are popular for internships. There can be many reasons for this. One reason can be that the number of government internships available is limited and privately owned companies are flexible with their intake and normally there are abundant opportunities to apply for. Another reason can be that private-sector internships can often lead to pre-placement offers depending on the performance throughout the internships. On the other hand, the recruitment function for the government sector is specialized and separate from the internship programs and hence there is little or low chance to land a job from government internships alone.

#### 4.7 Which department did you intern in?



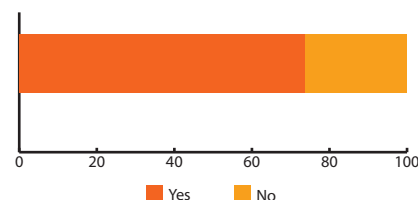
Marketing & Finance are the most popular departments for MBA internships. Interestingly IT/Software functions score very low in popularity.

#### 4.8 Where you paid a stipend for your internship?



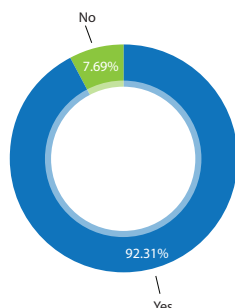
57% of students received a stipend as per our research. Stipend is a fixed payment received by an intern, intended to help offset costs and to help them with living expenses as they are learning during their internship. There is a debate of should stipend be mandatory or not? In our opinion, a stipend should be paid as it helps companies to get better candidates, increases accountability and ownership from both sides. On the other side, students should be flexible and the main aim of doing an internship should not be the stipend. Among the students who have received the stipend, 39% of the stipend lies between Rs. 5k-15k and the second highest is above Rs 30,000 per month. If an organization can afford it, they should pay higher stipends as it attracts a better quality of applicants. For the batch of 2021 (2020 internships), 53% of students did not receive any stipend whereas for other batches 27% were unpaid interns.

#### 4.9 Was proper training provided during your internship?



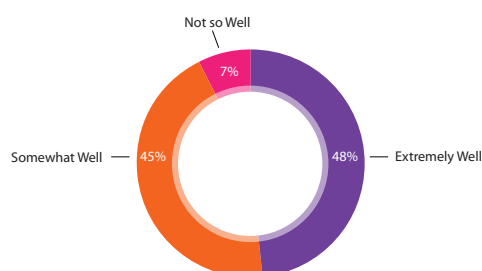
73.58% of the students were provided with proper training during the Internship.

#### 4.10 Did you receive any mentor assistance during your internship?



92.28% of students received Mentor Assistance during the Internship. Mentoring programs can go a long way toward improving and sustaining satisfaction, productivity, and morale for both mentees and mentors. An intern finds it helpful to have a mentor in the workplace to identify with and seek out advice, guidance, feedback, and assistance with goal setting.

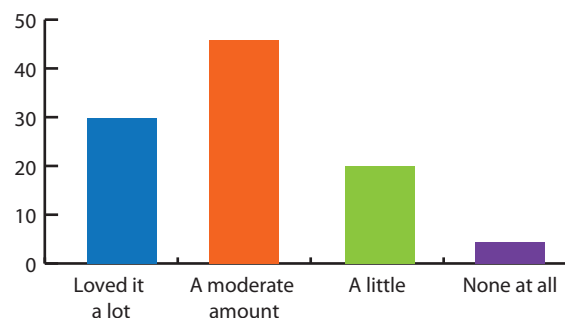
#### 4.11 How well did the job responsibilities (of this internship) match your knowledge and skills?



For 48% of MBA students who responded to our research study, their job responsibilities of the internship matched extremely with their knowledge and skills. Academic institutions are performing their responsibility well in bridging this gap of skills with responsibility in the real corporate world.

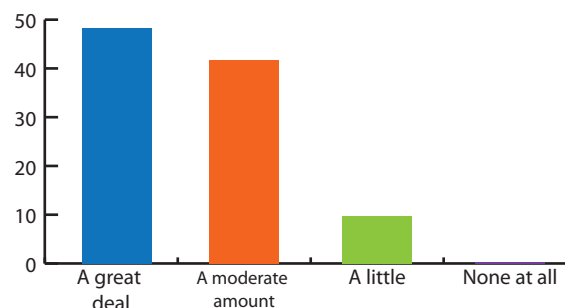


#### 4.12 Did the organization culture resonate with you?



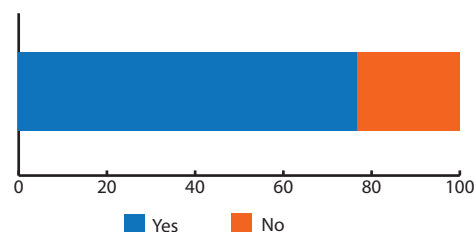
For most MBA interns, the organizational culture moderately resonated with them. This is key since our research shows a direct co-relation of intern's success with company's culture. Our research shows that Indian organizations are doing well in giving a memorable experience and learning to their interns.

#### 4.13 How much did you learn from your internship experience?



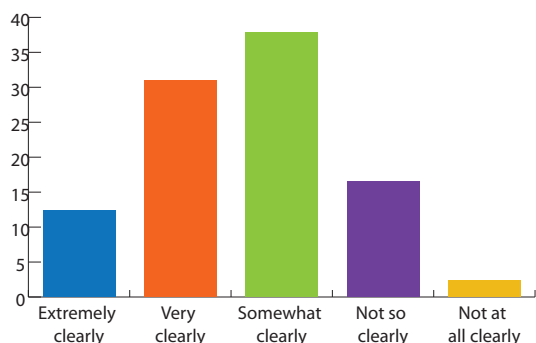
According to our survey, most of the students' internships turned into successful ones as they learned from their internships which is an important factor in doing an internship.

#### 4.14 Did you find your internship energizing and engaging?



76.71% of interns loved their internship experience as it was energizing and engaging for them.

#### 4.15 Were you able to achieve your career objective through this internship?



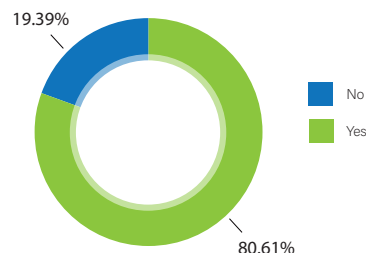
Career objective for a student defines their career direction. Most of the students achieved their career objectives through their summer internships which helped the students to feel confident about the career path they choose.

#### 4.16 How would you rate your work relationship with your reporting manager for your internship?



MBA interns rated at a high 3.6 out of max 5 star rating for their reporting manager.

#### 4.17 Would you recommend this internship/organization to future students?



### B. B-School Assistance

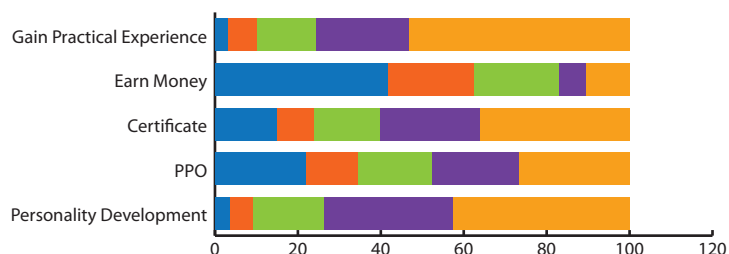
#### 4.18 How would you rate the support received from your MBA college for your internship experience?



MBA interns rated their B school campus at a high 3.5 out of max 5 star rating for the support that they received during their Internship.

### C. Selection Criteria For Internships

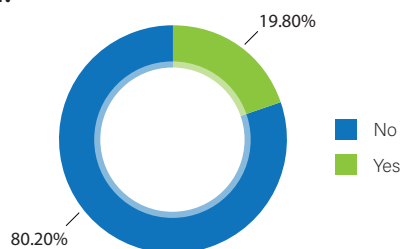
#### 4.19 Your reasons to apply for an internship experience?



According to our research, the main reasons MBA students apply for an internship is to gain practical experience and personality development with earning money as the least reason. The best experience comes from internships because students get to do a bit of everything. They get to see and experience the different roles that employees play in certain companies and see working life from different perspectives. Whether it be public speaking, giving presentations, or simply suggesting new ideas, internships help build their confidence which allows them to grow both in personal and professional capacities.

## D. Internships And PPOs

### 4.20 After your internship was a PPO (pre-placement Offer) offered to you?



A pre-placement offer (PPO), often rolled out to MBA students on the completion of their internship, gives them a chance to join their interning organization once they complete their professional course. PPOs largely take into account the performance of candidates and are only handed out to students who prove themselves worthy during their internship.

Our research shows that only 1/5 th of MBA students in India have landed a pre-placement offer from the interning organization. This means that landing a pre-placement offer from the interning organization is still not easy. Our research was inconclusive if it the students who need to put in rigorous efforts and show higher results or is this a reflection of the corporate's recruitment practices and needs.

### 4.21 Overall, how would you rate your internship experience?



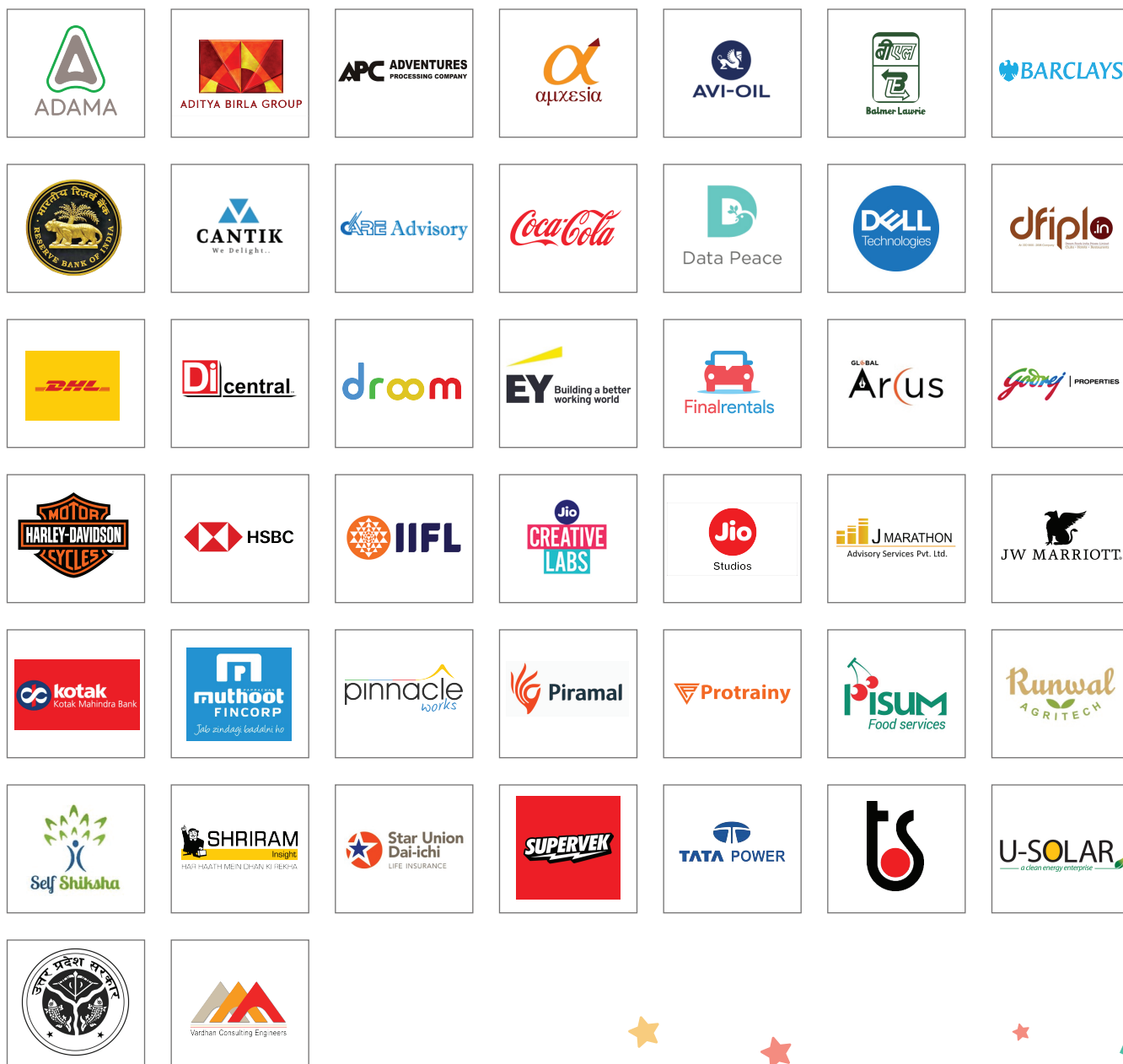
**3.5 average rating**

India MBA students rated their overall internship experience as 3.5.



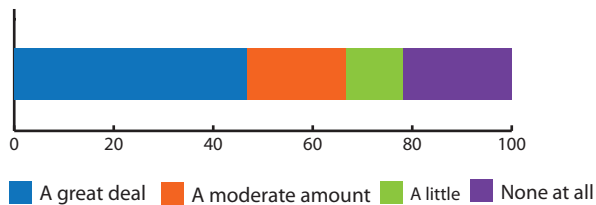
## E. Best Brands In Terms Of Internship Experience

These are the 44 brands which stand out in the internship experience that they have provided to the MBA students. All of them are rated at maximum possible - 5 out of 5 stars (highest rating) by students. These are listed in an alphabetical order. Kudos to these fabulous brands for providing such an enriching experience for MBA interns.



## F. Impact of Covid-19 on summer internships of 2020

### 4.22 How did COVID-19 impact your 2020 internships?

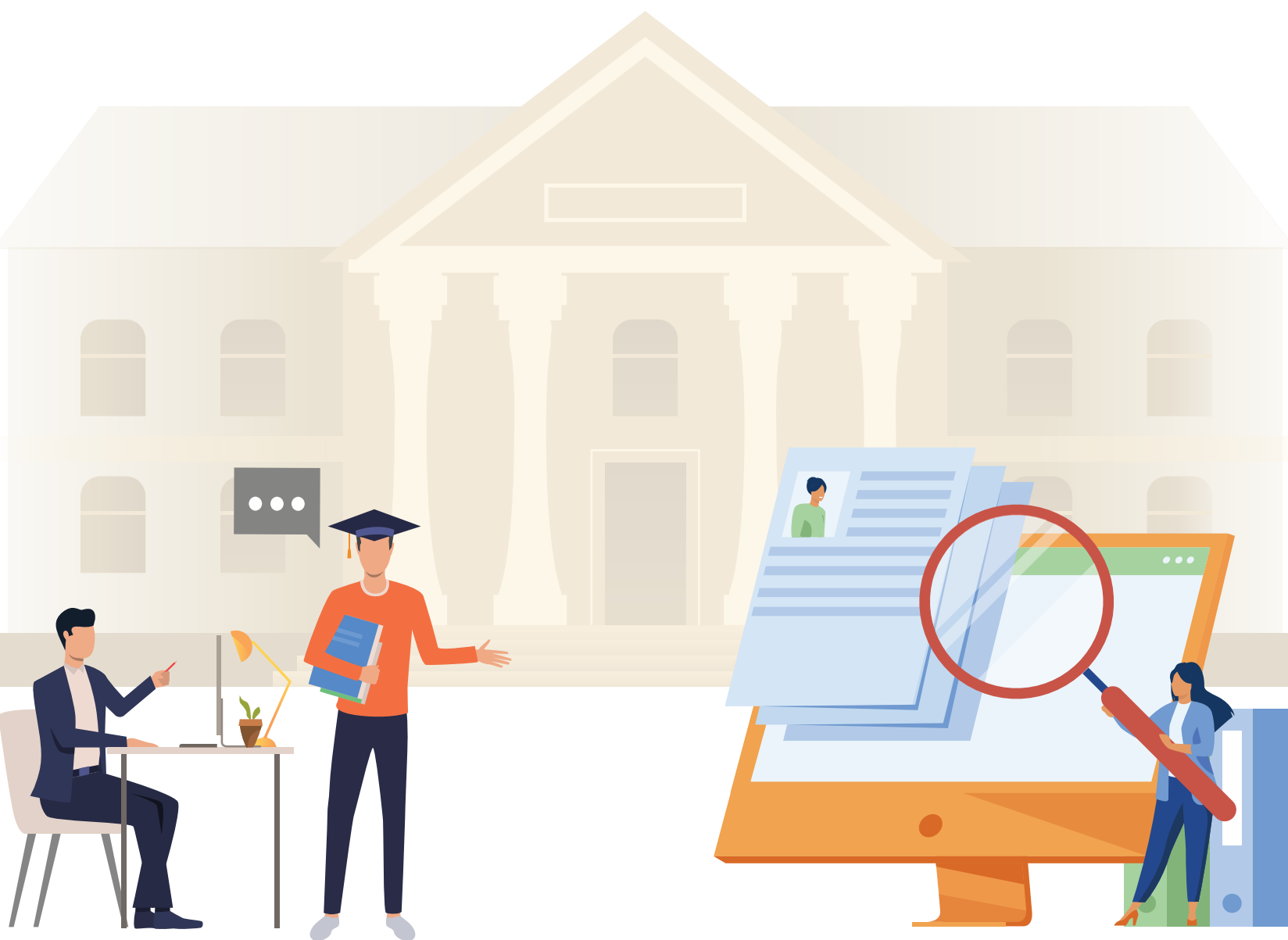


For 47.10% of MBA students of batch 2021, COVID-19 impacted their summer 2020 internships significantly. As with the sudden outbreak of COVID-19, all the internships were converted into virtual internships and many companies revoked the offer due to their uncertain business environment due to the lockdown.



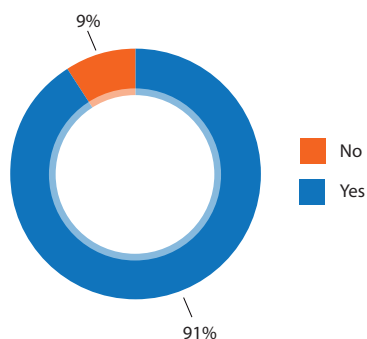


## 5. What B Schools Want From Internship Experiences



## A. Preparing Students For The Internship Experiences

### 5.1 Are students prepared before the internship placement?

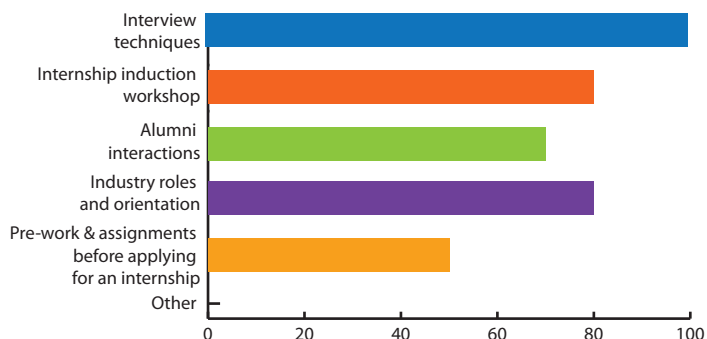


Most of the MBA campuses in India, giving due recognition to the internship programs, now tend to incorporate an internship component to their academic curricular.

Around 91% of institutes provide pre-internship placement training to their students.

It may include live projects that prepare students to be in touch with the latest industry trends and also helps them to choose the specialization as per their skills. Along with this mentorship, courses are provided where students are trained under industry experts.

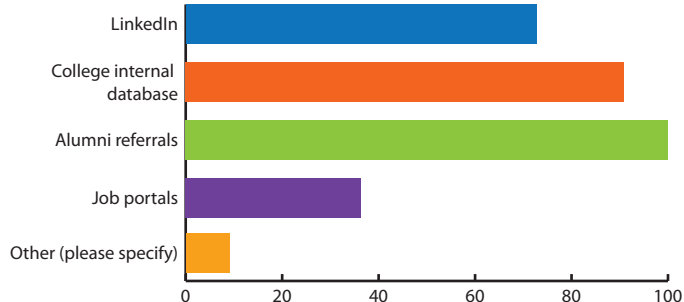
### 5.2 How do you prepare MBA students for the internship interview/placement process?



According to our research, almost all B-schools trained their students on interview techniques with a good majority also conducting pre-internship workshops.

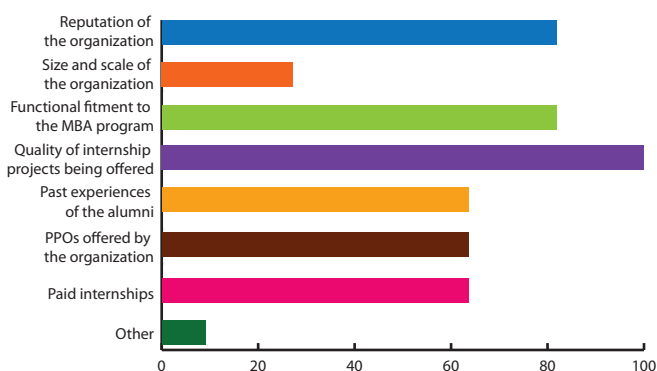
## B. Selecting And Shortlisting Corporate Partners

### 5.3 Best sources to invite potential companies for campus recruitment.



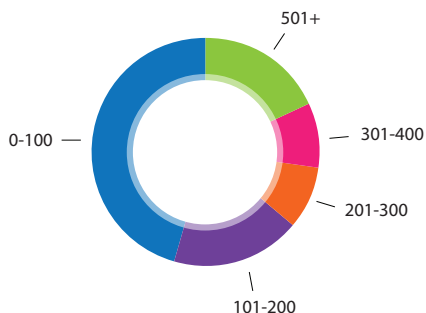
Professional higher education institutes have to pay attention to the industrial internship program as it provides not only significant benefits to students in terms of career preparation and income but also to strengthen their self-confidence and self-satisfaction in the lifelong learning process. The majority of the colleges rely on internal sources and alumni contacts for inviting companies for campus recruitment.

### 5.4 Top 3 factors considered before inviting an organization to campus for the internship recruitment



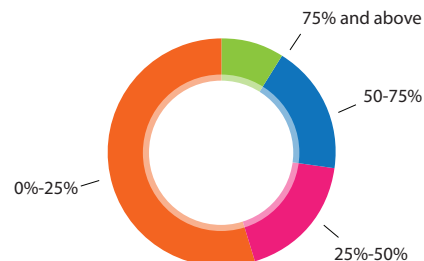
The majority of B schools in India considered a company's reputation and quality of internships as a key decision-maker while approaching them for securing internship opportunities. Surprisingly PPOs offered was not one of the top criteria in this decision making.

### 5.5 How many corporations visit your campus for recruiting interns every year?



According to our research study, in 18% of B-school campuses more than 500 companies visited every year for campus recruitment of interns. These companies were mostly invited through internal databases, alumni, and job portals. Also, on average 5 interns are recruited by each visiting organization to the B-school campus.

### 5.7 What is the approx. rate of conversion of interns into full-time roles in organizations every year on your campus?

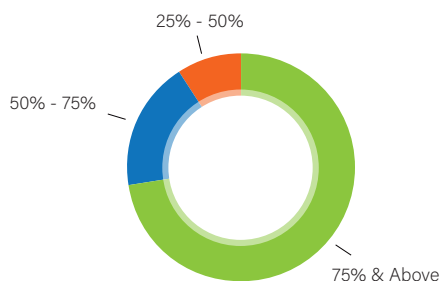


The majority of India B schools report less than 25% PPOs for interning MBA students.

Generally, PPOs are offered by brands that have sufficient bandwidth to absorb good talent, despite economic fluctuations. PPOs are usually given on the basis of an individual student's performance during a summer internship at a particular company.

## C. Internships and PPOs

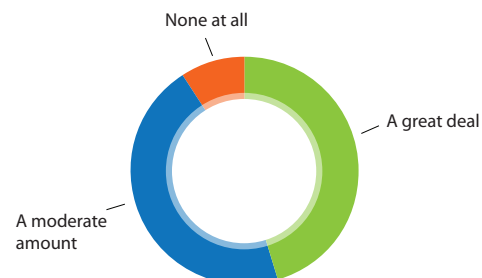
### 5.6. % of MBA students who are successful in securing internships through the campus efforts?



College campuses in India were highly effective in industry placements of the MBA students for the internship experiences.

## D. COVID-19 Impact For The Summer Internship 2020

### 5.8 Did COVID-19 impact your campus internship recruitment this year?

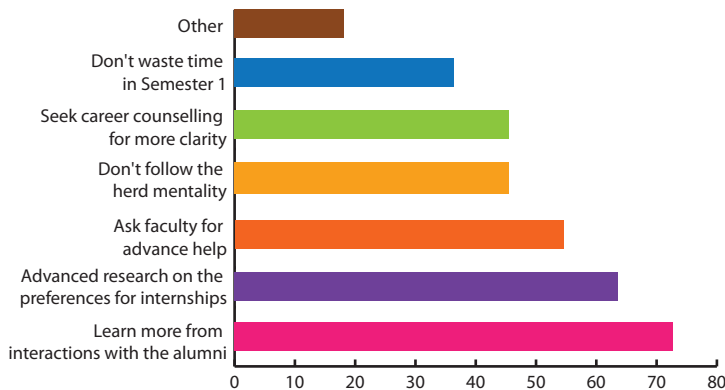


While the employers have reported a nominal change in their internship recruitment for 2020, B school campuses reported a huge disruption to the usual.

# 6. Recommendations

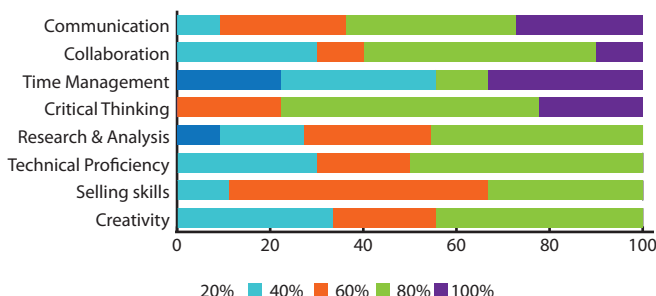
## A. For Interns

### 6.1 How can MBA students be more internship ready?



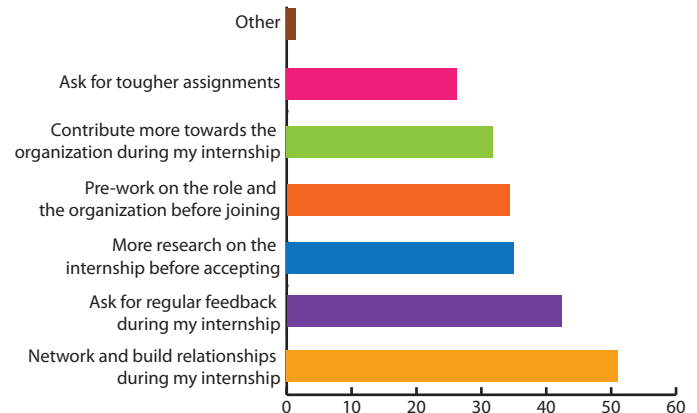
The top recommendation is that MBA students should interact more with their alumni so that they get to learn from their seniors' experiences. Also contacting someone with a shared background or interest provides a point of common interest, and a way to break the ice. Internship seekers should ask a networking contact about the company culture, and the interview process. In today's competitive job market, this critical information can give a potential intern a tremendous advantage over their competition. Preparing early in the MBA program for the internship readiness is the top second recommendation.

### 6.2 What according to your experience are the top 3 skills preferred by corporates in their selection of interns? Select all that apply



According to B School academia, the most preferred skills corporates want in an intern are 'Time Management' and 'Critical Thinking'. Surprisingly MBA schools don't consider 'Creativity' as one of the important skills which is in contrast to what employers think/prefer.

### 6.3 What could you have done better for a higher internship experience?



From the experience of students, here are the top 2 recommendations for future interns:

1. Network and build relationships during the internship
2. Ask for regular feedback during the internship

"Research before getting into something, see if it is something that you can do /would like to do, and can see yourself in it 5 years down the line. On the contrary, if you are unsure, it is okay to take a risk. If you don't take a risk, how will you ever know what you want. Apply and do NOT give up. Rejections are common, don't let that demean you?"

### 6.4 According to you, what are the skills students lack before joining an Internship?

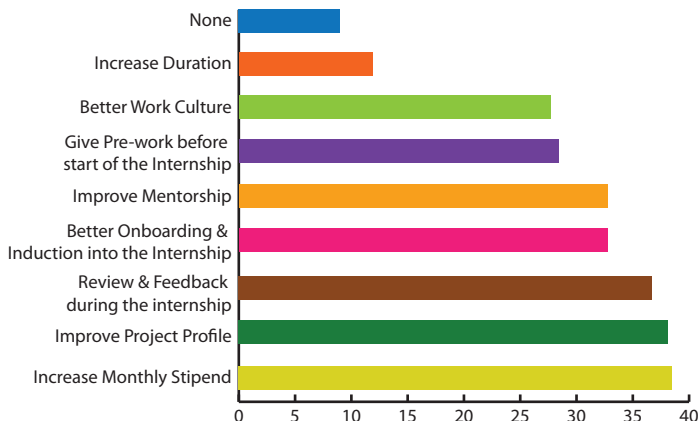
“Communication skills - including asking questions/ clarifications, report writing. Deeper technical knowledge, such as a student might land up in an internship project where he/she may have to work on distribution strategy. Students would have a superficial idea about such concepts, especially when they lack prior work experience.” - **Aashish Argade - Assistant Professor, Institute of Rural Management Anand**

### 6.5 In your experience, what are the skills MBA students gain the most after completing the Internship?

“The students get an idea of the challenges or opportunities of the corporate sector and hence are able to align that experience with the requirements of the organizations during placements.  
**Dalbir Singh - Head Placements and Alumni Affairs, Swami Rama Himalayan University, Dehradun**”

## B. For Employers

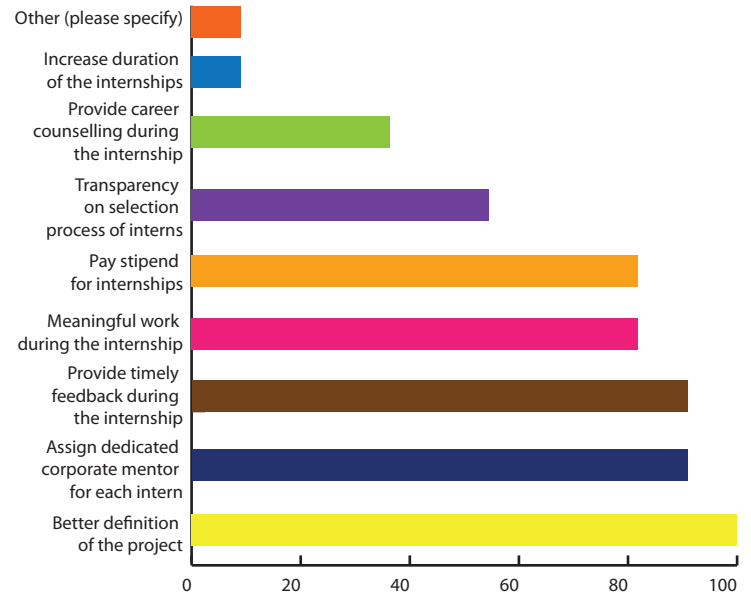
### 6.6 How can organizations improve the student internship experience (as reported by the MBA interns)?



Here are the top 3 areas the corporates to improve their internship experience as voted by the MBA students-

1. Improve the project profile to include more challenging assignments for the intern
2. Increase the monthly stipend
3. Provide regular review and feedback to the intern

### 6.7 How can corporates improve the internship experience for future interns (as reported by academia from B-school campuses)?

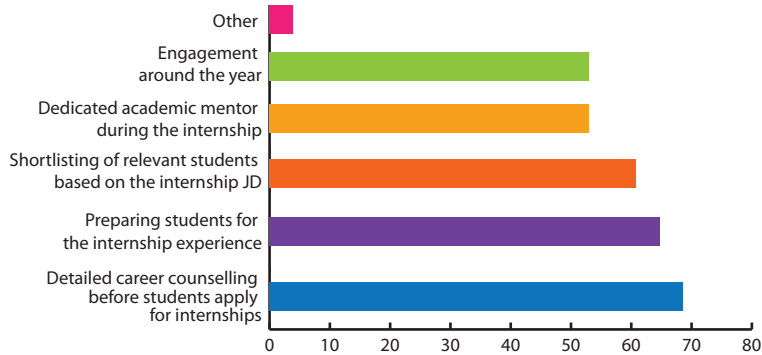


In India, MBA campuses believe that the corporates should provide a detailed explanation of the project they are offering to the interns. This can be achieved by organizing pre-placement interactions where the corporates can share details of the internship project profile with the interested students.

“More online opportunities should be available. Applying for internships should be an easy and transparent process. This should be accessible to all and not only selective colleges.  
**Monisha Tandon, Head- Admissions & Industry Lead Programs, NIIT University, Neemrana.**”

## C. For B-schools

### 6.8 How can MBA schools improve the internship recruitment experience for corporates like you?



Detailed career counselling and preparing students for interviews with the JD could be two major areas where academicians could help facilitate this program well from the recruiters' point of view.



Need to involve the source of interns, i.e., colleges as well to give their views on what they think or expect from recruiters? There is a lack of proper feedback mechanism amongst both colleges and recruiters, which should certainly be in place.



## Advice From Earlier MBA Students

“

MBA teaches lots of things and one of them is not to compare yourself with anyone else because in life every person has a different journey and destination along with their past. And this starts showing at the very beginning of an MBA i.e. internship. During MBA, an internship is most important due to 3 reasons, either a person gets a PPO, good CV point or an experience to flourish in final placements. During the internship, one has to be very sincere in trying to convert an internship into a PPO or at least learn what corporates expect from MBA graduates and how to achieve the target driven goals. MBA College life is like a roller coaster starting from your entrance exams your track starts moving up and down giving you different life lessons on the way and makes you persistent to achieve your goals after multiple sleepless nights for assignments and projects, the most important lesson anyone can learn is being patient and waiting for your chance to go up and grabbing a great opportunity and start your career!

- Santosh Sahu, IMT Ghaziabad

”

“

One of the best ways for freshers to start a career in the corporate world is an internship. It brings practical experience and knowledge to students in the field of their interest. Students should fully focus on the work and get the maximum involvement to improve and optimize the current processes. And organizations should understand student's outcome and implement to enhance the results positively. This boosts student's confidence and they feel accepted by the corporate world.

- Akshay Kalambe, Alkesh Dinesh Mody Institute for Financial and Management Studies, University of Mumbai

”

“

MBA College life is like a roller coaster starting from your entrance exams your track starts moving up and down giving you different life lessons on the way and makes you persistent to achieve your goals after multiple sleepless nights for assignments and projects, the most important lesson anyone can learn is being patient and waiting for your chance to go up and grabbing a great opportunity and start your career!

- Sanchit Ranka, Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool)

”

“

I would say that students who will be doing an internship anywhere must learn the work ethics during the Internship and make sure that all the projects assigned to them should be done within a given amount of time by taking a sense of ownership as it will help them in getting a permanent job in future.

- Yash Khurana, (BIMTECH 2021)

”

“

Having worked with few startups, I would suggest students to go for internship at a startup, as roles at these companies shall allow you to challenge yourself and move out of your comfort zone. During your internship you get to develop yourself, your skills and work proactively, though there is some sort of flexibility on offer, but along with it, comes plenty of challenges and constraints. But as it's said, "The only time you are actually growing is when you are uncomfortable". Though your internship would only be for 2-months, but your stint at a start-up shall give you a lifelong learning.

- Dhruvin Shah, N. L. Dalmia Institute of Management Studies and Research

”

## Advice From Employers

“

I do believe that COVID-19 has brought out the real traits for a person to succeed in their lives. To quote real life example, our organization IDC did extremely well despite the situation as there was camaraderie, resilience, teamwork, people care, empathy, and focus at the same time. Particularly for an internship, students should understand the project scope, mentors to be and their expectations, a little understanding of the culture, and give their best in terms of enthusiasm, attention to detail, asking questions if/when they get stuck, create a good network, clearly pen down their work at the end of the day to have clarity of tasks at hand. At the end of the internship, they should make a presentation clearly summarizing the deliveries, application scope, and challenges."

- Payal G, IDC

”



# 7. Research Methodology

The Octane Research team conducted this research study for MBAspark.com, India's first community for MBA students for building industry readiness. We conducted this study end of 2020 and this research study lasted a little over 2 months.

The insights of this research study are a result of a triangulation of insights, ideas and feedback received from recent MBAs, industry and academia.

This is first such research study in India and we plan to update this annually to record trends (past, present and forecast for the future).

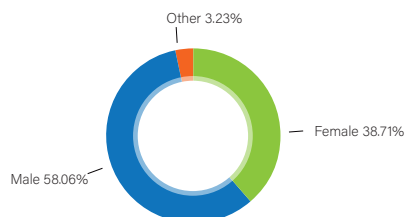
We had shortlisted and reached out to over 2000 MBA students, 200 Top corporates and 30 b-school campuses. These interviews were done online using a survey link.

A detailed questionnaire was designed to incorporate the most popular questions asked by students, corporates and academia.

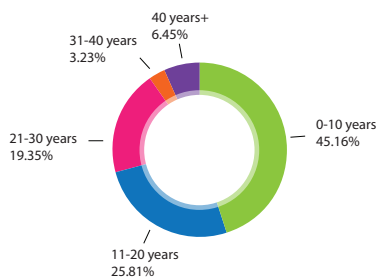
## A. Sample design

### Employers:

#### Gender breakup



#### Your Industry Experience (no. of years)

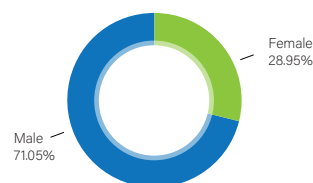


A huge majority of industry respondents are young managers with less than 10 years of experience. A sizeable 20% of the respondents have 21 years or more of industry experience. This diversity of industry experience added a richness to our research study for 2021.

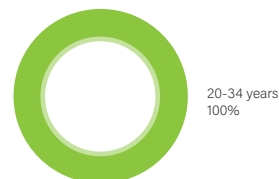
A majority of our academia respondents have an experience of more than 20 years.

### Students:

#### Gender breakup



#### Age

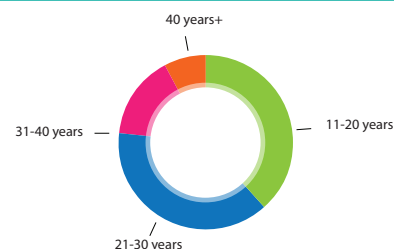


### Academia:

#### Gender breakup



#### Your professional experience (no. of years)



## 8. Research Team



### **Harita Rawat**

Research Intern, PGDM-Marketing  
N. L. Dalmia Institute of Management 2020-2022

[!\[\]\(0f848bbd71cef6b345273b16f905912a\_img.jpg\) /harita-rawat-46726b61/](#)



### **Swasti Jain**

Research Intern  
MBA Finance  
BIMTECH 2020-2022

[!\[\]\(3211b5d1d968fc1665909b34f9f16010\_img.jpg\) /swasti-jain11](#)



### **Urvi Mehta**

Research Intern  
PGDM e-Business  
Welingkar Institute of Management 2020-2022

[!\[\]\(9c2e8d1b5bd77cb5c9f83b7a9cff79fd\_img.jpg\) /urvi-mehta-4b276915b/](#)



### **Kapil Sharma**

Design Lead

[!\[\]\(235bfe13ebf007ce2eea9e689707fac7\_img.jpg\) /kapilsharma30](#)



### **Punit Modhgil**

Research Director

[!\[\]\(291e070cef6c4d5e78fefe4696ef53be\_img.jpg\) /punitm](#)

# Report Disclaimer

This report was generated by MBAspark.com for informational purposes only. MBAspark.com makes no warranty concerning its accuracy or completeness. MBAspark.com shall not be liable for any losses, damages, claims, costs or expenses of any kind or nature incurred by you or your company's use or reliance on this report.

MBAspark.com does not guarantee the accuracy, completeness, timeliness or availability of any information, including recommendations, and is not responsible for any errors or omissions (negligent or otherwise), regardless of the cause, or for the results obtained from the use of recommendations.

MBASPARK.COM GIVES NO EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE. MBASPARK.COM SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, EXEMPLARY, COMPENSATORY, PUNITIVE, SPECIAL OR CONSEQUENTIAL DAMAGES, COSTS, EXPENSES, LEGAL FEES, or LOSSES (INCLUDING LOST INCOME OR PROFITS AND OPPORTUNITY COSTS) IN CONNECTION WITH ANY USE OF INFORMATION FROM THIS REPORT.

Opinion expressed is the current opinion as of the date appearing on the material only. Material published in this report are protected by Indian and International copyright laws. Reproduction and distribution of content of this report without the permission of MBAspark.com is prohibited.

**Report published:** February 2021.

**Report reference:** "2021 State of Internships in India"

Please quote this report reference no. for any queries or correspondence. Please feel free to quote from this research report by acknowledging the source as "2021 State of Internships in India" and please use hashtag **#StateOfInternships**

Do let us know your feedback at [namaste@mbaspark.com](mailto:namaste@mbaspark.com)

Follow us on:



/MBAspark



/mbaspark20



/company/mbaspark



/mbaspark

© 2021 MBAspark.com. All rights reserved.



### **About Octane Research**

Octane Research is the premier source of information and analysis on digital adoption by businesses in India. Octane Research has established itself as the definitive research authority in India on how marketers and consumers are engaging through digital channels like Social Media, Email Marketing, Search, Mobile, SMS and the Web. By analysing data from hundreds of sources and running into billions of touchpoints every year (in India alone), Octane Research provides rich insights and the perfect context for India marketers to move towards smart strategic planning, tactical decision-making and increasing business effectiveness for their digital campaigns.

Since its inception in 2010, Octane Research has reached out to 3000+ India Marketers for our research reports, putting in 1415+ human months' worth of effort on analysing data over the last 10 years. Our mission is to enable a level playing field for all marketers and consumers of a digital eco system built on transparency, fairness and independent analysis.

**[www.octaneresearch.in](http://www.octaneresearch.in)**



### **About MBAspark.com**

An MBA journey is a special one. It provides a freedom to choose from a variety of career paths. MBAspark.com is a study group dedicated to such MBA students to help them make the most of their MBA journey whatever be their ambition, dreams or aspirations. This study group, mbaspark, is India's first group for MBA students from many campuses across the country. This is a community project by Mangal Bhawan Ventures Company.

MBAspark.com started in August 2020. For the very first cohort, it received over 415 applications from 1 st year MBA students from over 100 B-school campuses in India. For the first season, 255 sparkies as they are called, were selected from this pool of applications. 18 industry interactions in a lively townhall format called Business Class were held. The first season that ended on December 2020. Sparkies have rated the first season of MBAspark.com at an NPS of 85 (out of 100) which is a validation of the effectiveness of the program in terms of MBA student attention and engagement.

MBAspark.com is focussed on preparing MBA students for the future of work. It's "Success Essentials 4.0" framework, often referred to as #6packMBA in jest by MBA students, addresses the six core skills that employers look for in a fresh MBA graduate. Through such lively interactions in an informal, highly engaging format, MBAspark.com is helping build industry readiness for fresh MBA students.

**[www.mbaspark.com](http://www.mbaspark.com)**

[illegible]

[illegible]

