



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ
I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA
Office of Corporate Relations & Alumni

Ref. No. IKGPTU/CRA/ 134

Dated 05/04/2022

Directors
All the University Campuses
I K Gujral Punjab Technical University

Sub : BYJU'S Campus Hiring

IKG PTU invites students of its campuses for BYJU'S Campus Hiring for Business Development Associate (BDA). The further details of the event are mentioned below:-

Designation : Business Development Associate

Eligible Courses : All UG Courses

Eligible Batch : 2019, 2020 & 2021 passed out

Package : 10 LPA (7 LPA Fixed Component + 3 LPA Variable Component)

Rs. 37500/- is Stipend for the total 6 weeks of the training program.

You are requested to please direct the Training & Placement Faculty Coordinator of University campuses / concerned departments to provide the data of eligible and willing students as per the attached excel format by April 07, 2022 before 1600 hrs. A document of the Job description is attached below for your reference.

For any queries you may call Dr. Mrigender Singh Bedi, Assistant Director (CR&A), IKGPTU @ +91- 9478098076.

With profound regards,


Deputy Director
(Corporate Relations & Alumni)

"Propelling Punjab to a Prosperous Knowledge Society"

I.K. Gujral Punjab Technical University

Jalandhar-Kapurthala Highway, Kapurthala-144 603 Ph : 01822-282506

Email : placements.ptu@gmail.com Website : www.ptu.ac.in

<u>SL.No</u>	Name	Resume/CV	Contact no	Email id	College Name	Course	Branch	Passing year	Ready to relocate?
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Applicant Training Program (ATP)

ATP is an Applicant Training Program where selected applicants will be a part of a 6 weeks training program and on successful completion of this training program, applicants will be given an opportunity to join as a Business Development Associate with BYJUs.

STRUCTURE OF the ATP:

The 6 weeks of ATP is divided into 2 phases, 2 weeks of Class Room Training(CRT) and 4 weeks of On the Job Training(OJT).

(A) PHASE 1 : Classroom Training (CRT)

- 1st 2 weeks of the CRT Phase will be conducted in the training location where we will cover the theoretical aspect of BYJU'S sales process.
- You will be involved in various activities during this phase which will be rigorously evaluated by the end of 2 weeks of the CRT program.
- Only the candidates who satisfactorily complete the CRT phase will be given an opportunity to start with the next phase of the training program.

(B) PHASE 2 : On-the-Job Training (OJT)

- The 2nd stage (OJT Phase) starts from the 3rd week of training for candidates who have successfully cleared the 1st phase.
- Candidates will be expected to generate revenue by implementing the theoretical knowledge acquired during the first phase into practice during the final 4 weeks of the OJT phase.
- **Following the completion of the ATP, all input and output numbers will be closely monitored and reviewed to evaluate your eligibility to apply for the Business Development Associate (BDA) position at BYJU'S.**

COMPANY'S EXPECTATION:

We are looking to hire candidates who are:-

PERFORMANCE: Productive resources who can actively contribute to revenue generation.

PROCESS ADHERENCE: Process driven people who adhere to the guidelines set by the organization (Example- Number of conductions and sales done/revenue generated/ call time/ call audits.etc)

BEHAVIORAL TRAITS: Resources whose behavioral aspects are aligned with the company's culture (Example- Ability to Follow Instructions, Attention to Details, Discipline, Punctuality, Accessibility of Resource during working hours, Code of Conduct in office/Virtually)

PERKS OF CLEARING ATP:

You will be given an opportunity to join as a Business Development Associate - Direct Sales after successfully completing the Applicant Training Program.

1. The CTC will be revised to 10 LPA i.e., 7 LPA Fixed Component + 3 LPA Variable Component.
2. A true Byjuite defines his own limits in terms of his rewards and efforts. There is no bar on the amount of incentive you earn.
3. The position entails rapid growth and learning.A performing associate becomes eligible to get his 1st opportunity within 1.5-2 yrs to interview for the role of a manager and own revenue responsibility of 20 heads.
4. You will be part of the hottest function of the hottest start up in the hottest sector.

STIPEND:

Stipend for the total 6 weeks of the training program is **Rs. 37,500.**

(If the program is discontinued / extended due to any business requirements – the assured sum will be compensated on a pro rata basis -)

INCENTIVE: 10%* Incentives applicable on the generated revenue.

(Allowance - Allowance is 6000* which will be given to trainees who are being moved to any location that is not their current location)