

## **CHALLENGES IN CAMPUS PLACEMENTS**

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### **ABSTRACT**

*Campus Recruitment or Campus Placement is the most popular method for selecting candidates from an organization. The term Campus Recruitment refers to the system where various organizations visit to the college (campuses) to recruit bright talent. Students, who are keen on beginning their professional career as soon as they finish studies, find the opportunity knocking at their doors. They can thus get the training and acquire professional skills immediately after college. This is a very good opportunity to enter the job market as entry otherwise becomes difficult. Educational institutions have realized that there is lot of gap between market demands and student academic knowledge. Possible interventions in early stage of student academics with changes in curriculum has started but still getting right skillset of people to help them design is a big challenge especially..Hence the companies need to spend more time and effort to improve the skill sets in hiring the perfect talent for their organizations to be the best in the market.*

*Campus Recruitment or Campus Placement is the most popular method for selecting candidates from an organization.*

*In Campus Recruitment, Companies / Corporate visit Technical and Professional Institutes and hire young intelligent and smart students who are eligible for the said job profile.*

*The eligible criteria differs from company to company.*

*The most significant fact about Campus Recruitment is that instead of the job seekers approaching employers, the employers come to the most suitable prospective candidate with a job offer and that being the campuses which has the immediate source.*

*A Placement Officer is hired by the institute who coordinates with small, medium and large sized Companies and helps in streamlining the entire Campus Recruitment procedure.*

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*Companies have been using a variety of methods to employ and select personnel to work for them and Campus Recruitment is one of the newest methods used by most Companies today.*

### **I. WHAT IS CAMPUS RECRUITMENT**

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In order to hire the right candidate the organizations follow various selection procedures. With the growth in IT and ITES industries the need for the talented ,self motivated young aspirants who can work tirelessly has grown and the organizations reach the selected institutes to hire the best talent available.

Every one needs to understand why it is that corporates are beginning to lay a lot of emphasis on campus recruitment. capable and hardworking manpower is the best asset that any company can have. And the company that manages to hire and retain the right kind of talent can hope to be the best in the market place. Hence the importance of Campus Recruitment. It is required to be thoroughly prepared for the Campus Recruitment by the companies.

## II. NEED FOR PREPARATION

In order to find the best possible placement, students need to put up their best. While more companies are now recruiting one must realize that the competition has become tougher. One should also keep in mind that organizations do not want to compromise on quality, as the salary offered is good. So, even good students need to polish their speed and accuracy, through regular practice and thus give a credible performance.

## III. WHAT ARE REQUIRED FOR A CAMPUS REQUIREMENT

Institutes try to provide the best facilities they have and help out with company's requirements. Technology- for an IT company to recruitthey require: projector, screen, wifi/internet connection, systems for coding test with required tools.

Infrastructure- A seminar hall for presentation, IT room for coding test ,if there's some written test then papers and arrangements for test .

For Logistics- They contact the college placement cell/coordinate with placement division regarding list of students, their brief profile, fix the dates , tell the requirements and arrangements are made as required .The selection procedure, the job profile and an idea of CTC. which is informed to the students .The company visits the campus on the given date and time and recruitment is conducted.

Manpower- For campus 5-6coordinators are required. It depends on the company and the strength of the students appearing for the drive.

## IV. CHALLENGES IN CAMPUS RECRUITMENT

The campus recruitment which was slow previously isnowina full swing from the past 3-4 years. The quality of students who qualify out of engineering and other educational institutions are not reaching the required criteria of the companies requisites.

The major educational institutions are now working to reduce the gap between what the market demands compared to the knowledge level of the students. There are some challenges faced by IT sector in Campus recruitment .

## V. TIME

The time frame for recruitment on campus is around 6 to 8 months for a fresher . In most cases due to bulk recruitment, IT companies select the students based on the academic knowledge rather than their exposure to IT tools and services. IT companies have started focusing on how to bridge the Skill gap and make the fresher employable in reduced time cycle.

## VI. COST TO COMPANY

On an average the ctc is around INR 1.8-3.6lpa. The cost includes the Recruitment, Training, Supervision and other costs. The probability of success differs and it also depends on organization's software development process.

## VII. SKILL

Educational institutions have started realizing that there is lot of gap between market demands and student academic knowledge. Possible interventions in early stage of student academics with changes in curriculum has started but still getting right skillset of people to help them design is a big challenge especially .Hence the IT service companies need to spend more time and effort to improve the skill sets.

Another critical factor to understand is that the student has to acquire the knowledge and get trained on current skills to map them to specific roles in IT industry like System administrator, Database developer, Junior Business Analyst, Report developer , Document writer etc. andwhile assessing the student we may need different tools of Psychometrics and other objective tests.The students need to Improve self-marketing skills.

## VIII. TRAINING

As the skill set gap is growing, bigger companies have dedicated training for 4 to 6 months as part of their Fresher induction but some companies cannot afford to have such a dedicated facility who in turn may not have skills for a proper training. Also curriculum design needs lot of thought process in Training to enable the Fresher to gain the necessary knowledge. Skilled Trainers are required with success outcomes clearly defined to make the probability of Success higher.

## IX. INDUSTRY EXPOSURE

Last but not the least our prime responsibility is to provide the fresher community with necessary knowledge on two things namely

- Knowledge on operations of IT sector, their processes and skill set mapping.
- Knowledge of major industries and related solutions.

As part of the recruitment process the fresher community not only requires the theoretical knowledge but also hands on training with specific tools and services with relevant case studies from Industry. They need to work on simulated real time solutions in Technology industry. Also they need to update on the latest changes in technologies and how it will impact the industry and also have necessary exposure to research projects.

## X. ALUMNI MEETS

Colleges should form alumni associations and annual alumni meetings where in the seniors support in the placement activity.

## **XI. CORE COMPANIES RECRUIT IN VERY SMALL NUMBERS**

The jobs are created as per the market demands. Even pure core companies like Hyundai and GM etc need a programmer. Because the trends have changed who has an idea of electrical circuits, design. They don't hire freshers as core engineers. Same is the case with Honeywell, Ford. And some other companies are coming for management trainees such as L&T and ABB.

Also the salaries for core profiles is pretty low compared to that of software profiles. I would like to say that the companies are also being irrational. Some may argue that CSE seats get filled first in a college and so are their salaries. But a CSE student in tier 2 college bags more salary than an EEE or a mechanical student of TIER 1 college.

Needless to say core jobs are declining in private sector.

## **XII. BUT THE BIG QUESTION REMAINS**

- [1.] Recruitment and identification of right set of students.
- [2.] Structured Training programs with qualified Trainers.
- [3.] Industry Real time case studies for skill enhancement.
- [4.] Right kind of supervision leading to improvement in the success rate of employment.

Reference: <https://www.linkedin.com/pulse/20141121083635-39411637-campus-recruitment>.

[http://www.indianmba.com/Faculty\\_Column/FC949/fc949.html](http://www.indianmba.com/Faculty_Column/FC949/fc949.html)