

Study on Importance of Campus Placement and Its Effect on Unemployment

Sarojini Patel

Flat No 112 Magnolia,
L & T Serene Country,
Gachibowli, Hyderabad - 500032.

Abstract

A study on prevailing unemployment problem refers to a crisis which is unchanged. The measures taken up to overcome the issue always leads to controversies. Our country like India where in there are lakhs of graduates & post graduates pass out each academic year and fall themselves into the category of unemployment leaving a very thin percentage of placements. If the problem prevails there need to be a solution derived, the trend emerged in this process of time is campus placement as a boon to the student segment. Universities and the affiliated colleges initiated this process under training & placement cell to reduce the gap between industry and academics. The industries too have joined hands with university and colleges with special recruitment teams to capture the talents within the student segment. The implementation of CRT campus recruitment training will lead to minimize the unemployment problem to certain extent with never give up attitude and passion towards dream job consistently will provide success as we know the opportunity doesn't knock twice.

Introduction-Unemployment

(1) Creating new jobs is a crucial task and plays an important role in the economy. Drop in the financial market hits job market and creates unemployment. India has the largest population of youth in the world with about 66% of the population under the age of 35, so impact of declining financial market is the worst in India. Though education level in the recent years has increased but skill development is still a crucial issue. Moreover, poverty, limited access to skill based education, work experience are some of the major

factors that lead to unemployment and underemployment. During recession, job freezing is the most common occurrence done by hiring companies. Under such circumstances there is a greater degree of unemployment

Objective of the study

- The impact of campus placements on the growing unemployment
- How campus placement works with a perspective to hunt for talent within the student segment.
- What are the preparation measures to be taken by students to get succeed?

Features of the campus placements

- The drive initiates to recruit the fresher's.
- Direct recruitment team involving and issuing offer letters
- Competitive atmosphere created among talented
- Offers training on prescribed domain.
- JP (Job Profile) & JD (Job Description) are clearly made understood during the company talk through Presentation.

Company's perspective

- Time bond is the main key factor
- Selection can be done on basis with internship, probation, and regular.
- Young talent acquisition.
- Cost effective
- Direct approach, no involvement of job portals, consultants.

Student's perspective

- Opportunities at door step.
- Visit of dream companies.
- Job offer letter before course completion.
- Get rid of gullible job consultants.
- Hassle free process focusing right job at right time.

There are more advantages rather than disadvantages with campus based recruitment.

Advantages

- Explore the skill based technical and non technical talents
- Exposure to MNC's based online aptitude test formats, Group Discussions, Technical and HR rounds.
- No back entry fake promises.
- Direct contact with special recruitment teams.
- Immediate selections
- Attractive salary packages as a fresher.
- Standard benefits and other emoluments on par with MNC's.
- Onsite Training benefits with regards to the working domains.

Disadvantages

- Huge turn outs when it is off campus drives.
- Restricted to 2-3 drives after placed.

Campus placements surely one of the solutions to unemployment.

When there is huge fall out of jobs and skilled people, we need to assume that where we are standing today, the survival for the fittest is been existing. When we are in search of jobs through some medium like job sites, consultants and walk in etc... there is every possibility that our skill will not be recognized and we bound to stress ourselves. When we get faked through back door entry promises or been duped with false offer letters etc, we end up with disgusting situations. Getting placed on right time after completion of studies will lead us further

to match up the market requirements, if we are left behind we become the part of spam. During all these above constraints we need to put up a positive mind frame about the campus placements. The opportunity when strikes its way we need to avail without any excuses. The main concept of campus placement revolves round the talent hunt, the student need to pull up their socks and gear up for the challenge. CBT (Computer based Test) must be practiced from the beginning on lines with company standards, comprising aptitude and technical knowledge. CRT (Campus Recruitment Training) has also been mushrooming from expert trainers for long term and short term. Develop good content and communication during the rounds like self introduction, GD, JAM sessions. Balancing both technical and non technical knowledge together. Be confident, composed, and be at your best with positive attitude since it alone drives you ahead.

Inputs

(2)1000 students get jobs in 10 days at IIT Kharagpur
December 11, 2015 | PTI

KOLKATA: A record number of over 1000 IIT Kharagpur students have bagged lucrative jobs in just ten days of the first phase of placement season, officials said today. The total number of offers extended has crossed 1100 across engineering, management and human resources departments ever since placements began on December 1. "We took 20 days to hit this milestone last year.

IIT-Indore student gets Rs 1.7 crore job offer from Google

INDORE: A 21-year-old B Tech student of IIT Indore has bagged a job with Google at an annual salary package of Rs 1.7 crore, one of the highest packages offered by the US-based internet giant during campus placements at the premier institutes. Gaurav Agarwal, a student of B Tech final year in Computer Science and Engineering, has accepted the attractive offer made by Google,



International Journal of Research in Management Studies

A Peer Reviewed Open Access International Journal
www.ijrms

CoCubes: Helping colleges connect with corporates for placements

Placement officers at the top ranking engineering colleges and MBA institutes have it easy. All companies want to come to their campus to hire. For the not so known colleges in small cities, getting companies for campus placements is a tough task. Two engineering graduates though are trying to help these colleges and companies connect with each other through CoCubes.com

Facebook interviews IITians via Skype, placements

CHENNAI: Campus placements across the seven older Indian Institutes of Technology got off to a colorful start on Wednesday. The highlight of this placement season was at the IIT Madras, where for the first time hiring went high-tech with the popular social networking site Facebook conducting interviews for short-listed students via Skype, the Internet voice protocol service.

References

- [1] [http:// www. mapsofindia. com/ my-india/ society/ unemployment-on-rise-in-india](http://www.mapsofindia.com/my-india/society/unemployment-on-rise-in-india)
- [2] [http:// articles.economictimes. indiatimes.com/ keyword/ campus-placements.](http://articles.economictimes.indiatimes.com/keyword/campus-placements)
- [3] Training & Development by R.K Sahu.