

Campus Placements sees downward trend, Tier 2 & 3 institutes found most vulnerable - a Wisdomjobs.com Report

Hyderabad January 11, 2018: For several years now, campus hiring has served as the backbone of the hiring activity carried out by companies across India every year. From Engineering to Management graduates, campus recruitment has been the single-biggest source of volume hiring across most sectors. From driving the IT boom to boosting the Manufacturing revolution, campuses have been a steady pipeline for fresh talent. However, this trend is seeing a reversal of sorts now. From the days of '100% placements', most private Engineering and

Management institutions are now finding it tough to get most of their students placed. Wisdomjobs.com, one of India's leading end to end online recruitment and career solutions portals, released a Report "Campus Hiring in India - Evolving Trends". Wisdomjobs.com reached out to over 120 companies and 50 educational institutions across Hyderabad, Delhi, Mumbai, Bangalore, Chennai, Kolkata and Pune to understand the Hiring Trends in the

country and the reasons for the decline - particularly from Tier 2 & 3 institutes. This survey covers companies from IT, E-Com, Retail, FMCG, Pharma and Automotive sectors and institutions offering Engineering and Management education. While premier institutions like IITs and IIMs are still able to command hefty pay packages for their students, numerous private institutions are having to rely on job fairs and other such means to connect their students to companies.

What are the factors contributing to this decline in interest on the part of companies to pick their hires from campuses? From companies' demands for multi-skilled or niche-skilled candidates to their focus on automating entry-level roles, and from the inability of institutes to implement curricula in line with industry needs to lack of qualified and industry-experienced faculty, there are several issues contributing to the decline in campus hiring by companies.