

# Fresher campus hiring rises 32% in Q1

Firms focusing on entry level recruitment due to the cost effective model, says survey

**NEW DELHI: Having adopted a cautious approach toward hiring during the past two years, India Inc has now begun to accelerate campus hiring, with 32 per cent growth in fresher recruitment witnessed in the April-June quarter of 2011.**

According to a study by MyHiringClub.com, a recruitment tendering platform, recruitment of freshers through campus placement was up 32 per cent in the first quarter of the current fiscal year vis-a-vis the year-ago period.

The survey, which was conducted among 497 employers and 632 institutes in various industries across the country,

said Indian firms are placing maximum focus on entry level recruitment through campus placement due to the cost-effective model.

“The campus placement market had seen growth in terms of recruitment and salary.

“The recruitment of freshers has gained momentum in every sector — IT and ITeS, banking and financial services, infrastructure had done maximum campus recruitment in current year’s first quarter — but we found salary packages offered to campus recruits have remained almost the same from last year Q1,” MyHiringClub.com Founder and CEO

Rajesh Kumar said. During the recession, companies were not recruiting freshers, so there was a deficit, especially at lower levels.

Notably, the IT and ITes sectors have put the recession behind them, with hiring in these sectors growing by 16 per cent in the April-June period of 2011 vis-a-vis the first quarter a year ago.

## **Sectoral specifics**

The IT and ITes sectors were followed by banking, financial services and infrastructure sector, which saw 15 per cent growth in fresher campus recruitment. In addition, campus hiring in the retail sector rose

by 14 per cent, engineering and manufacturing by 13 per cent, FMCG and automobiles by 12 per cent and telecom by 9 per cent.

Some industries also witnessed a rapid rise in pay packages during the quarter.

The IT and ITeS industry witnessed the maximum salary hike of 10 per cent on average vis-a-vis the first quarter of 2010, while the banking, financial services and infrastructure sectors each witnessed 8 per cent growth in pay packages.

Furthermore, the retail, FMCG, engineering and manufacturing sectors each saw a 6 per cent hike in pay packages, while compensation rose by 5

per cent and 4 per cent in the automobile and telecom sectors, respectively.

“The survey is showing the healthy trend in fresher’s recruitment, but there is major concern about salary levels. We are expecting to see growth in salary in next year’s recruitment,” Kumar added.

He further said that campus recruitment is a very cost-effective model for employers because they don’t have to pay any charges to recruitment consultants and they get a number of candidates at one place.

The survey was conducted between May and July this year  
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