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India Inc has witnessed 21 per cent growth in fresher recruitment in the July-September quarter, say experts.

"We have seen overwhelming response from clients over campus hiring. Industries like energy, infrastructure, consulting, media, IT and retail has grown up by over 20 per cent in Q2, FY 11-12.

"Whatever the slowdown in the US and European countries is, Indian market are showing more growth," Ripples Consultancy

Services CEO Rishi Raman said.

Echoing view, Prachi Kumari Director of Sat-n-Merc Manpower Consultant said, "We had seen increment in campus recruitment activity and companies are focusing more on campus hiring because of cost effective module".

According to a survey by MyHiringClub.com which was conducted among 879 employers and 1,274, institutes across the country said that the second quarter of current fiscal year has seen 21 per cent upward hiring activity in campus vis-a-vis first quarter of 2010-11.

"The campus recruitment market had seen growth in terms of number of hiring and salary as well," MyHiringClub.com CEO Rajesh Kumar said.

Arjun Mohan, Placement Committee Member at IIM Kozhikode said, "Hiring season at IIMs started amid fears of global slowdown but we are now getting good response from companies on summer internship and final placements".

Experts believe that energy and enthusiasm of campus graduates as well as the right training make them the best possible combination of adaptability, flexibility and cost effectiveness.

"Now globally companies are paying more attention to hire from campus, because they find skilled professionals at very low cost. Besides, these graduates can easily adapt the company's culture," Kumari said.

Among the sector, the IT and ITes, infrastructure and FMCG sectors have done maximum freshers recruitment. In terms of pay package, IT space stole the show.

City-wise analysis shows that Bangalore has witnessed highest campus recruitment with 24 per cent, followed by Delhi NCR (21 per cent), Chennai (18 per cent), Mumbai (15 per cent), Hyderabad (13 per cent) and Kolkata (10 per cent).

Although, campus hiring in Tier II and Tier III cities is still very low.

"There is a major concern is hiring from Tier II and Tier III Cities. These cities need more attention in terms of campus recruitment," Kumar said.

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