



A Rise in Off-campus Opportunities

Few days left for college to get over, Parents tense about their child's future, candidates busy with interview preparations and getting worried about which companies will shortlist them. Air heavy with loads of students' tensions and nervousness!



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Some years ago, companies used to search for fresh talent through on-campus opportunities in reputed technical & management colleges, where students underwent rigorous sessions of interviews before getting hired and had limited options to choose from the given set of companies (industry specific) that came to their colleges to offer jobs.

Eyeing the mammoth growth of SMEs and start-ups in India, off – campus placements rose to fame as job growth rate is much more than the renowned companies – in short, encapsulating the biblical words 'less people, more learning'. On the flip side with mushrooming of technical & management colleges in the country, companies are unable to reach out to all colleges and students with jobs offers. Hence there is a rise of 'Off-Campus Hiring'. Off campus hiring allows students to choose their industries of interest, dream companies and roles that they want to apply for. Along with that, 'Off-Campus Hiring' brings benefit to students as they can practically feel the physical infrastructure & environment of the particular companies. However, students are not much aware how to access

the opportunities, as many companies lack the bandwidth to hire across colleges.

Well, Off Campus hiring brings benefit to companies, as, it is one of the cost effective ways through which colleges send their students to companies for job interviews, rather than companies going to colleges for interviews, which incur cost to the later. This new recruitment strategy has helped companies, colleges and students to re – look their future workforce, institution branding and careers.

Just finding an opportunity doesn't quench the thirst, cracking the interview matters. Students must prepare themselves thoroughly before accepting trainee or internships or jobs in their initial careers. Perhaps more than anything, the students who establish determination, tractability and the aptitude to upgrade themselves will always find abundant opportunities.

As per the latest industry trend, before offering a job, recruiters prefer candidature with experience because they know that companies are looking out for people with learning abilities, whereas, interns or trainees are just looking for a fresh environment to practice what they have learnt theoretically. Eg: Candidates who demonstrate this potential, for example, by mastering digital marketing, even while preparing for traditional marketing roles, tend to do particularly well.

Genius Consultants Limited has also started familiarizing Off- Campus recruitment techniques among its 1100 clients across the country for the past 2 years. With an experience of 25 years, the staffing company shares some quick tips to excel in off-campus interviews:

Invest in a few well researched ideas and quality output rather than volume and posting voice online helps attracts attention from big brands.

- Strategic resume writing: It is very necessary for every candidate to draft his/her resume with a defined strategy. This piece of word document must have all the necessary details about the person in one page.

- Monitor your dream work place – Before appearing for the walk – in interview, students must check out their websites, social media for potential opportunities. Update and upload resume in their careers section as well as on job portals.

- Updating networking platforms – Candidates must update their LinkedIn status while looking for a job.

- Brands Matter – Candidates who are starting a fresh career must always opt for big brands as it gives them a leverage in going forward, unless the candidate has entrepreneurial ambitions.

- Self-publicity – Invest in a few well researched ideas and quality output rather than volume and posting voice online helps attracts attention from big brands.

- Recommendations - Take recommendations from every person for each project you have worked earlier. Through this way candidates will also learn the skill of networking which will help them in professional work.

But the reality here is a bit different, majority of people believe that candidates who are unable to crack opportunities during on-campus, opt for off – campus jobs. While it is good for candidates to secure jobs before their graduation, but there is no harm in checking out what other job openings are there for freshers, currently in the market. Off-campus placements pose as great opportunities to brush job interview skills, before appearing for on-campus placements. In addition, they offer a host of benefits to the fresher looking for jobs off-campus. 

