

### Media Coverage

Publication	Date	Edition	Headline	Size
Business Line	8 Nov 2021	Mumbai	B-Schoolers in Demand	210



**MANAGEMENT THRIVES**

## B-school graduates in clover

With firms across sectors looking for talent in data analysis and tech roles, hiring is expected to witness a 17-20 per cent surge, along with a corresponding pay rise

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**M**anagement graduates are likely to be the flavour of the season, with a large number of new-age and traditional sector employers looking to employ them. Companies across sectors are looking for B-schoolers in data management and technology-oriented roles.

There is likely to be a 20 per cent surge in the number of job offers and a corresponding rise in average pay packages and salaries in the same period in 2021, in this respect.

Most leading B-schools have been premier, as well as second rung institutes, have secured a good response for their summer placements this year. The placements are generally spread out the time for final placements, nearly 30-45 per cent of the placements are being finishing the final placement process typically come through internship, visits or work projects.

According to NP India CME, Genes, Karnataka there has been a 20-30 per cent surge in hiring across most sectors. During the last few weeks, companies had been doing placements in bulk to recruit. Now that the market has opened up and demand is growing, demand has improved. Most companies are not in a hurry to recruit.

The early received start-ups are likely to have offered

documentation, big data and AI roles have brought B-school hiring back to normal levels. In many sectors, large start-ups and professional search firms still rule, says.

Many startups in terms with the newly founding model, especially in startups, are offering employment and job opportunities have encouraged the graduates to enter the workforce according to research by employer brand research report 2021. Besides, the spike in campus hiring has also led to improved industry relations and recognition of a seamless digital hiring process.

Backed by the economic recovery, linked incentives, salary and service based companies are expected to recruit at least 10-15 per cent higher as compared to their seasonal demand and needs in 2021. Many companies are also hiring newly skilled new talent who are closely related to specific graduates and those young workforce says they.

**Tech roles dominate**

According to Kunal Keshav, co-founder, Nohima, a specialist staffing company, the current online hiring market is driven by accumulated job pay and compensatory hiring.

There are over 16,000 active openings reported on MNCs and firms in India and out of different experience levels, including entry-level openings, about 60-70 per cent of the openings are available to freshers and the number is set to grow further in the coming months. The availability of MNCs from previous and current batches has changed the dynamics of hiring differently. The spike in internships has been driven by direct access to the talent pool for short-term hiring agreements.

With a mix of new-age and traditional sector companies are offering MNCs talent, the focus is on tech enabled, talent. Digital services and solutions for digital data services are some

job profiles for logging, risk starter offers. Risk and under sectors are yet to fully catch up to the gains, which are expected to be late but strong, out-look, the author says.

**Summer placements**

In summer placements, which offers a timely opportunity to first year management students have been exceptionally good this year, as this time have witnessed a better response.

Some of the top B-schools witnessed 10-15 per cent rise in average salaries.

A number of second rung management institutes, as well as some of the top B-schools had seen the brunt of the slowdown in final placements, which had a small March-April, this year. While the overall recruitment process in premier B-schools were unaffected the second rung institutes had a tough time surviving and for their placements. The average pay packages of a B-school graduate in the previous year has come out of 10-15 per cent.

Last year was a wash-out period many freshers could not find a job, which has now changed, particularly with reference to technology adoption. Skill sets around data, has increased and B-schools have started introducing these in their curriculum. Besides, new job roles have emerged in the last 12-18 months," explains Nishu Sharma, president, Leverage Edu. It says that more B-schools are looking to do job.