

Specify the business problem:

Campus recruitment is a strategy for sourcing, engaging and hiring young talent for internship and entry-level positions. College recruiting is typically a tactic for medium- to large-sized companies with high-volume recruiting needs, but can range from small efforts (like working with university career centers to source potential candidates) to large-scale operations (like visiting a wide array of colleges and attending recruiting events throughout the spring and fall semester). Campus recruitment often involves working with university career services centers and attending career fairs to meet in-person with college students and recent graduates.

Campus placement is a buzzword these days in most of the university colleges, especially in engineering institutions. Students, parents, faculty and even the management consider the placement as a vital parameter in judging the quality of the institution. Further from the students' perspective, it is good and safe to get placed in some company in the campus itself. The reasons are twofold. Firstly, high competition in off-campus placements and the second is the recession due to economic and business fluctuations in a global scenario, which obviously decreases the number of employment opportunities. In an attempt to address these challenges, few innovative steps were taken to increase the