



AN EVALUATIVE STUDY OF CAMPUS SELECTION PROCESS OF TECHNICAL INSTITUTES UNDER NORTH MAHARASHTRA UNIVERSITY REGION

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ABSTRACT

The technical education is the mainstay of the industry. The technical institutes play an essential role in the socioeconomic development of India. A Campus placement cell is a crucial component in the technical institute. The campus placement activities help to improve the knowledge, expertise, and capabilities of the students. Campus selection is the program within educational institutes to provide jobs for students, who are pursuing or in the stage of completing the program. The campus selection process is the most active part of the Training and Placement Cell.

Keywords: Technical Education, Training and Placement Cell (TPC), Campus selection

1. INTRODUCTION

Campus Selection is the process of forming prospective students and stimulating them to pay attention to the training and placement activities organized by the institutes. Campus selection means the representatives of companies come to colleges and recruit students and fresher for positions that are vacant in their organizations. The company HR aims to select smart and talented technocrat from the prominent campuses and technical institutes. The campus selection process is the study to measure and determine the training and placement cell activities as well as the arrangement of the recruitment. This study helps to improve the training and placement department cognizance of the campus selection. The study promotes

the institutes to identify the area of interest of students and propose idea to reform to face the campus selection process.

2. NEED FOR THE STUDY

In the competitive world, it is the crucial task to get the job effortlessly. Due to drop in the financial market, creates unemployment in the job market. Campus selection organized by the training and placement cell plays a vital role in the recession. The campus selection process identifies the qualified professionals before completing their studies. It is the quick recruitment process for the companies to trace the right talent. Due to lack of knowledge about campus selection, many students do not give importance to the training like a mock test, technical skill, and soft skill.

3. SCOPE OF THE STUDY

In the campus selection process, the institutes and companies should take the initiative to adopt a strategic approach and prepare the students' for the campus placement. When there is large fallout of recruitment and talent, the educational institutes have to focus on the campus placements.

The scope of the study explained as follows:

- This study focus on campus selection process.
- This study helps the educational institutes to identify the area of the problem and suggest ways to improve the campus selection process.
- This study helps to manage training and placement activities arranged by the institutes.

4. OBJECTIVES OF THE STUDY

- To study on the campus selection process adopted by the technical institutes.
- To study the response of the students regarding the campus selection.
- To analyze the effectiveness of technical skills and soft skills programs in students.
- To analyze the factors of the campus selection process.

5. HYPOTHESIS

Training and placement activities of technical institute lead to improving the employability of students.

6. LIMITATIONS OF THE STUDY

- ✓ Feedback is just the representative of the entire population; it only states the opinion of few respondents.
- ✓ The respondents had fear to reveal the negative aspects.
- ✓ The information collected was based on the perception of the respondents.

7. REVIEW OF LITERATURE

(Shashikanth and Pranay 2016) Studied on the prevails unemployment problem and the importance of campus placement in the student's career. The implementation of campus selection, training leads to minimize the unemployment problem up to a certain extent in their research paper entitled **"A Study Report On Importance of "Campus Placement" – A Boon to Student's Career."** The researcher studied that how the campus placement works for the talent within the student segment and the preparation to be taken by students. The researcher concluded that campus placements could be one's ticket to a great future.

(Sapra and Maheshwari 2013) discussed the strategies that organizations follow to ensure the best possible pool of qualified students, in the research paper entitled **"Campus Recruitment: Acquiring high-quality talent through corporate presence."** The researcher revealed that the companies must build the relationship between the students, faculties, career center staff, and administrator.

The researcher discussed the effective campus recruitment program such as the recruitment process and campus selection. They also expressed their opinion about the on-target recruiting tips, positive, negative influence on hiring levels, challenges in campus recruiting, hiring trends from different sectors. They also discussed the other issues by using the research process research design and literature survey. The researcher concluded that the study could lead to many possible ways to develop relationships and give students practical experience. They suggest the virtual college recruiting, which opens the doors for companies and students.

8. RESEARCH METHODOLOGY

NORTH MAHARASHTRA UNIVERSITY

North Maharashtra University, Jalgaon provides a modern, applied for job oriented and conventional courses along with the state of research facilities, supporting infrastructure and stimulating environment for learning and training. The special efforts are being made by the

university to channelize the energy, resources and entire time to make research activities of technical institutes more meaningful.

As stated by Clifford Woody, research is the combination of defining and redefining problems, collection, organizing and evaluating data;formulating the hypothesis or suggested the solution; reaching conclusions; and at last, analytically testing of hypothesis and revealed the conclusions.

Research Design	Descriptive
Research Instrument	Questionnaire
Sampling Method	Stratified random sampling. The various strata of this study were: <ul style="list-style-type: none"> • Training and Placement Officer • Students
Sample Size	217
Research Data	Primary data have been collected directly from the Respondents using a questionnaire while the secondary data gathered from books, articles, and the internet.
Tools for Data Analysis	Chi-Square Test

Table 1 Research Methodology

9. DATA ANALYSIS

9.1 PERCENTAGE ANALYSIS

9.1.1 Does the Institute organize the Training and Placement activities?

Training and placement activities play a vital role in the technical education.

Factors	Response	Frequency	Percent
Is the Training and Placement activities	Yes	35	17.0%
	No	171	83.0%
Total		206	100.0%

Table 2: Training and placement activities organized by technical institutes

From the above table, it is resolved that 79.5% of the respondents' colleges organized the training and placement activities and 20.5% respondents' college did not organize the training and placement activities.

9.1.2 Training and Placement activities are required to build the students' skill.

Campus placement is one of the best methods for companies to conduct interviews in the technical institute campuses and select bright students to fill these job vacancies. This method is not only effective for companies in getting the right candidate with less cost involved in the recruitment process but also beneficial for the technical institutes in creating a brand image of their institute in the market.

The potential of training and placement activities is shifting emphasis from teaching to training helps in creating a more interactive and engaging training environment to build student's skill. The training and placement activities are the best aspects to offer students to better opportunities.

Factors	Response	Response		Percent Cases
		N	Percent	
Training and Placement activities are required to build the students' skill	ExpertsLectures	32	8.3%	16.2%
	GroupDiscussion	76	19.7%	38.6%
	MockAptitudeTest	71	18.4%	36.0%
	SkillDevelopmentSession	14	29.5%	57.9%
	ProfessionalResumeWriting	32	8.3%	16.2%
	RecruitmentAndPlacementsession	61	15.8%	31%
Total		386	100%	195.9%

Table 2 Training and Placement activities are required to build the students' skill

The 57.9% institute organized skill development Session and 38.6% organized group discussion, whereas 36.0% arranged Mock aptitude test and 31% organized recruitment and placement session. 16.2% arranged experts' lectures and 16.2% organized, professional resume writing session.

9.2 CHI-SQUARE TEST-TO TEST THE SIGNIFICANT RELATIONSHIP BETWEEN THE TRAINING AND PLACEMENT ACTIVITIES ORGANIZED BY INSTITUTES&TRAINING AND PLACEMENT ACTIVITIES ARE REQUIRED TO BUILD THE STUDENTS SKILLS.

Null Hypothesis (H0): There is no significant relationship between the training and placement activities organized by the institutes and the training and placement activities are required to build the students' skills.

Alternative Hypothesis (H1): There is a significant relationship between the training and placement activities arranged by the institutes and these programs are mandatory to build the students Skill.

Does TnP Activities organized by the Institute?			
	Observed N	Expected N	Residual
No	171	103.0	68.0
Yes	35	103.0	-68.0
Total	206		

Table 3: Training and placement activities organized

Activities Required To Build Students Skill			
	Observed N	Expected N	Residual
Experts Lectures	32	64.3	-32.3
Group Discussion	76	64.3	11.7
Mock Aptitude Test	71	64.3	6.7
Skill Development Session	114	64.3	49.7
Professional Resume Writing	32	64.3	-32.3
Recruitment And Placement session	61	64.3	-3.3
Total	386		

Table 4: T and P Activities are required to build the students' skill.

The formula used to calculate chi-square value is

$$x^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Equation 1: Chi-square Formula

Where \sum - Sum

O_i – Observed Frequency

E_i - Expected Frequency

Test Statistics		
	IsTnPActivitiesRequired	ActivitiesRequiredToBuildStudentsSkill
Chi-Square	89.786 ^a	73.824 ^b
Df	1	5
Asymp. Sig.	.000	.000
<p>a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 103.0.</p> <p>b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.3.</p>		

Table 5: Test Statistics

The table value of the chi-square test at the 0% level of significance is 0.000 which is smaller than the p-value. So we have to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). Thus, it proved that, there is a significant relationship between the training and placement activities organized by Institutes & T and P activities are required to build the students' skill.

10. FINDINGS

The problem that has been observed in this study is that the most of the respondents do not have the employability skill required for placements. The training and placement cell is organizing different training and placement activities, but many of the students are not aware of the training and placement cell or the activities at entry level. According to the respondents, the different activities are required to develop the student skill. The campus selection processes of the technical institutes are satisfied. In the era of globalization, the technical institutes need to modify the strategy and policy adopted by the training and placement cell. Hence the principal objective, the study of the campus placement process could be achieved.

11. SUGGESTION

The Training and placement department have to make modifications to a new technique to increase the awareness of the students to rectify the problems. The training and placement cell can adopt some more sources to aware the students like delivering the information and

innovative posts on social sites or apps by creating the group to make the campus placement simpler, faster, cheaper and efficient.

12. CONCLUSION

The pedagogy of the training and placement activities has to change according to the requirement of global companies. The innovative education and different processes have a significant impact on the students to improve the awareness of skills between them.

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