



THE TIMES OF INDIA

Job outlook for final year students in India

June 26, 2020, 1:05 PM IST | Ruma Batheja in Tastefully Contemporary, India, TOI



New Delhi: In the most uncertain economy of modern history, students are seen clearing semester classes via Webex, Google meet, Zoom calls and other web-based technology tools. It is indeed a rocky start for the younger generation with virtual Internships and deferred placement offers. With Covid-19 the days are not felt secured and sentiments among students are quite shaky.

Market overview

The state of the job market in India needs some time to heal. As per a recent study done by Knowledgetics Research on Employability Outlook; around 17.6% companies have been experiencing shrinking business opportunities, while 34.1% are laying off people and 37.4% have put a stop on hiring. It further states that companies are hiring only highly skilled resources to close vacant positions and on-boarding candidates for niche positions. Around 17.4% of organizations are shifting to a freelance model of work owing to cost pressures.

Student Sentiments

The student sentiments are quite low as they are experiencing a lot of panic and uncertainty. The dim employment prospects have led to understandably mental insecurities as thousands of students have kept the prospect of a great employment offer while selecting expensive courses and Institutes. Many have taken education loans with high hopes on their jobs for repaying the loans. The financial burdens on families are adding to their woes. As the final-year students' job prospects are seen being hit in the pandemic, the mental agonies are being felt deep down among the student fraternity as a whole. So, what must the students do to prepare themselves for uncertain days ahead? Let us try finding few possible solutions to it.

Time for students to prepare themselves for entering the workforce during/post Covid-19

Given my role in the industry for around 18 years, I would like to suggest quick five tips to the student fraternity for enhancing their job preparedness score.

1. Most of the recruiters are bound to pose this big question: What were you doing during the lockdown period? So, do make productive use of time to increase your skill index. **Enroll yourself in free courses** from various MOOC platforms like Coursera, Khan Academy, NPTEL, and many more. Remember to complete them and earn your certifications. You can also undergo online workshops as per your choice to hone your soft skills.
2. **Brand your certificates, projects and other acquired skills** through professional networking sites. Write blogs and promote it through LinkedIn and other social media sites. Let your future employer know your areas of strength and prove to them that you deserve to be in a good place to work.
3. Please do associate yourself with companies for doing **Virtual Live Projects**. Let it be a smaller lesser-known brand, it doesn't matter as long as you learn to apply the learned skills effectively. The smaller the better as smaller companies tend to hire all year round. You never know when they offer a placement to you, so do your projects wisely with full dedication.
4. Prepare yourself by taking up **online mock interviews** through technology platforms like Evueme Selection Robot and other platforms. Most employers are switching their recruitment process online; hence you need to be more comfortable with the ways of giving your best during such online interviews.
5. Keep a track on **employment market trends**. Read and do research on which industry is healing faster, which companies have started hiring, what skills are in high demand and what all channels of recruitment have started to open up. With an unstable global economy and many looking for employment at the same time, it is imperative to be aware and updated on the job market trends.

To sum up, I would urge all final year students to make use of the current situation so that you can plan your future in a much better way. Strategize your action. Prepare well by refining your skills, get associated with companies for virtual projects, understand the market and brand yourself well.