Regional Bias Cause Lower Campus Placements across Colleges In North East India: Study

Kolkata, Aug XX, 2010: In a study conducted by Aspiring Mnds, it has emerged that regional bias may be the cause and effect of lower campus placements in engineering colleges in North East India. A comparison revealed that an average of 60 companies visit National Institute of Technology(NIT) across various regions in India as compared to only 29 in the NITs in the east.

It also emerged that tier II engineering colleges had lower participation from companies for hiring final year students. When compared to colleges across India, only 8 companies visited colleges in the north east as compared to an average of 25 for other regional colleges.

Earlier in the year, Aspiring Minds had conducted a hiring campaign in engineering colleges in the North East. Over 700 students took AMCAT, India’s first standardized computer adaptive employability test. Aspiring Minds conducted AMCAT free of cost for all students to enable them to be hired on merit and thus build labour inclusion.

Himanshu Aggarwal, Co-founder and Director, Aspiring Minds said, “Besides evaluating students on their skills and competencies for employability, AMCAT provides avenues to students to secure employment with top companies accessing the database. We endeavour to provide equal opportunities to fresh graduates from North East colleges and mitigate the barriers created by geography and language.”

Colleges that participated in the campaign included Jorhat Engg. College - Jorhat, NIT- Silchar, North East Hill University - Sikkim, Sikkim Manipal Institute Of Technology – Gangtok.

AMCAT is a Computer Adaptive Test and has got widespread acceptance from industry and academia. Multiple IT, ITeS, Hospitality, KPO use AMCAT for selecting candidates for interview and final placements. The campaign is expected to enable over 200 students get jobs across Tier 1 IT recruiters in the country.

Various leading organizations across India have shown great faith in the testing services of AMCAT. Several MNCs have tied up with Aspiring Minds to shortlist their prospective employees using the AMCAT scores. On the campus side, each assessed student receives a detailed & customized report on his performance. This is to bring greater transparency in the employment assessment process & provide students an insight to his areas of strengths & weaknesses.
The test and its technology has been developed by alumni from IIT, Delhi and MIT, Boston, USA works on a very high end statistical technology. The score obtained in these modules can be used by companies to compare with other students’ score, so as to decide on a better hiring potential.

**ABOUT ASPIRING MINDS**

Aspiring Minds Assessment Pvt. Ltd. is an assessment technology pioneer in India, a full spectrum of assessments including Language, Aptitude, Skill and Personality assessment. Aspiring Minds’ assessments are based on proprietary algorithms for computer based adaptive, standardized and reliable assessments. Aspiring Minds helps companies identify talent across the Nation, shortlist & hire. It provides a methodology to search candidates qualified for a particular job profile across the country at the press of a key by using innovative filters on multi-dimensional skill analysis of a large pool of candidates. Aspiring Minds’ conducts AMCAT – India’s Largest Employability Test. Aspiring Minds Account Managers work closely with Corporate to map their needs to various assessment parameters and help pick the right set of people to interview. Companies have seen their interview to hire convert rates shoot up dramatically (four to eight fold increase) on using AMCAT as a short listing criteria. For more information please visit www.aspiringminds.in

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