

A Comparative Study on Effectiveness of Mega Placement Camp organized by Gujarat Government with special reference to Ahmedabad and Saurashtra region

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ABSTRACT - At the time of the contest, every student and their parents are concerned about whether the student will get a job after completing his studies. Similarly, some companies and industries are also concerned about whether they can get the workforce they want at the right time and with less effort. In such a scenario, the purpose of both will be fulfilled if job-seeking students and the candidates-needing companies are gathered at one place. With the object of providing the placement opportunities to the students of final year of graduation, Education Department of Gujarat started a program called “Mega Placement Camp” from the year 2018-19. The Placement Camp works as to bridge the gap between the industry and various final year students studying in the arts, commerce, science, engineering and management. In this paper, a comparative study has been undertaken about the effectiveness of such mega placement camp between Ahmedabad and Saurashtra region for the year 2019-20.

Key words: Industry, placement, education, commerce, management.

I. INTRODUCTION

Placement is one of the most important measurement dimensions for a result oriented education system. The purpose of the campus recruitment and placement system is to provide consistency to facilitate the process of placement for students. This is beneficial for college students, various companies visiting campus recruits and also to college placement officers. In the year 2019-20, various Government and Grant-in-aid institutions of higher education and technical education participated and the final year students were selected for the job under such a Mega Placement Camp. Placement activities were conducted in 30 different locations in six different areas across the state. Industries from different fields participated in these camps for a large pool of more than 500 institutions and more than 11 university students. Various industries like engineering, IT, chemical, pharmacy, healthcare and service sectors like banking, insurance etc. have participated in this camp. In this paper, the effectiveness of such Mega Placement Camp has been examined with special reference to Ahmedabad and Saurashtra region.

II. LITERATURE REVIEW

- **Shamala S. Angadi and Gomatesh M. Ravanavar** (2014) in their paper studied the importance of training and placement cells in engineering colleges. They selected students of 36 engineering colleges of Mysore region under VTU, Karnataka. They found that 40%

students were satisfied with the number of trainings given to them for career development, 40% students were dissatisfied with the internship programs.

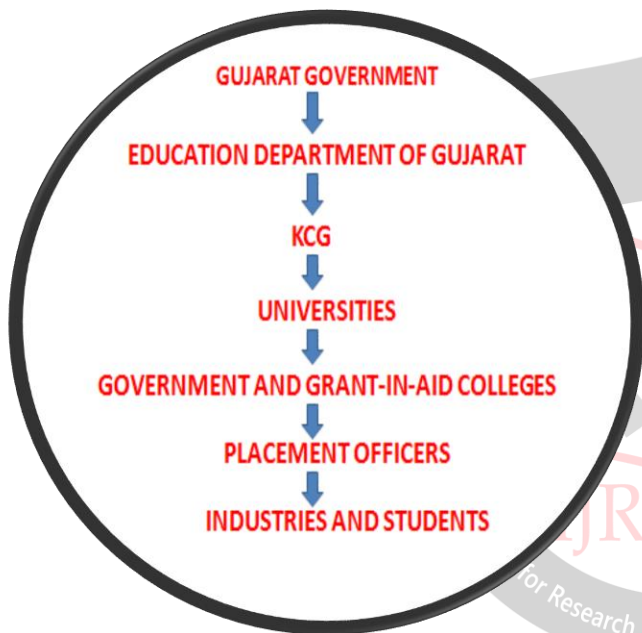
- **Dr. V.Samuel Rajkumar, Dr. R. Prabhakara Raya, Dr. P. Ganesan and Dr. S.K.V. Jayakumar** (2015) studied about the analysis of campus recruitment parameters in an Indian context. The study was about the entry level salaries and recruitment season. From the study, they found that students feel that the entry level salaries are very less in the industry. Students also feel that June and July months are very early for interview as they have not enough time for interview preparation.
- **Aithal, Sreeramana and Shenoy, Varun** (2016) studied the ABCD (Advantages, Benefits, Constraints and Disadvantages) of ‘online oriented industry placement model’. They found that new model is paper less, time saving, image benefit and cost savings. They also found that this new model is better than the traditional campus placement model.
- **Aaron Simon Blicblau, Tracey Louise Nelson and Kurosh Dini** (2016) studied the role of work placement on the academic performance of engineering students. They selected 240 undergraduate mechanical engineering students in their study. They found that the students who spent time on work integrated learning got better results than those who did not spent such time in their final year study.

- **K.G. Patel and C.K. Patil** (2016) studied the implementation of online placement system. They found that existing placement system has some limitations and to come out of such limitations, online placement system should be implemented. They also found that there can be many more future enhancement and improvement in the Online Placement System.

OBJECTIVES OF THE STUDY:

- To understand the concept and structure of Mega Placement Camp.
- To study the effectiveness of Mega Placement Camp on Ahmedabad and Saurashtra region.
- To provide suggestions to make future Mega Placement Camps more effective.

STRUCTURE OF MEGA PLACEMENT CAMP:



III. RESEARCH METHODOLOGY

Sample Size

In this paper, two regions i.e. Ahmedabad and Saurashtra have been selected. In Ahmedabad region, Institutes from Ahmedabad(GU), Ahmedabad(GTU), Ahmedabad(Naroda), Ahmedabad(Maninagar) and Gandhinagar have been included. Similarly, in Saurashtra region, Institutes from Rajkot, Bhavnagar-Botad, Jamnagar, Surendranagar, Porbandar, Junagadh, Amreli, Devbhumi Dwarka, Morbi, Gir-Somnath etc. have been included.

Study Period

In this paper, only one year i.e. 2019-20 has been taken for the study.

Data Collection

In this paper, the secondary data has been taken from the published sources for the study.

Hypothesis

For this study, the following null hypothesis can be made:

- (1) Ho: There is no significant difference between the registered students of Ahmedabad and Saurashtra regions in placement camp.
- (2) Ho: There is no significant difference between the present students of Ahmedabad and Saurashtra regions in placement camp.
- (3) Ho: There is no significant difference between the selected students of Ahmedabad and Saurashtra regions in placement camp.

Limitations of the study

- The data has been analyzed only from two regions. Other regions have not been included.
- The data has been analyzed only for one year.
- t-test has been used to analyze the effectiveness of Mega Placement Camp. So, ultimately, limitations of the test are also applied.

IV. DATA ANALYSIS AND FINDINGS

Table-1: Number of Institutes (Colleges), Industries and Students registered and remain present in the camp

Venue	Institutes (Colleges)		Industries		Students			
	Registered	Present	Registered	Present	Pre-registered	On the spot registered	Total Registered	Present
Ahmedabad Region:								
• Ahmedabad (GU)	33	26	194	58	5010	808	5818	1864
• Ahmedabad (GTU)	20	17	576	113	5332	273	5605	1880
• Gandhinagar	12	12	155	45	3306	238	3544	1278

• Ahmedabad (Maninagar)	24	18	195	32	5168	22	5190	863
• Ahmedabad (Naroda)	11	9	68	19	1880	108	1988	632
TOTAL	100	82	1188	267	20696	1449	22145	6517
Saurashtra Region:								
• Rajkot, Morbi	46	33	649	91	7222	96	7318	1620
• Bhavnagar, Botad	23	21	137	40	3154	412	3566	927
• Jamnagar, DevBhumi Dwarka	20	17	256	57	2246	61	2307	758
• Surendranagar	14	11	130	29	1826	21	1847	488
• Porbandar	9	8	147	24	1411	56	1467	677
• Junagadh , Gir Somnath	31	27	205	62	3730	80	3810	1167
• Amreli	14	10	55	21	1362	199	1561	583
TOTAL	157	127	1579	324	20951	925	21876	6220

(source: www.egyan.org.in)

Table-1 indicates that -

- In Ahmedabad region, 82% out of registered institutes remained present in the camp. In the same way, almost 80.89% out of registered institutes remained present in the camp in Saurashtra region.
- Out of registered industries, 22.47% remained present in the camp in Ahmedabad region. In the same way, almost 20.52% out of registered industries remained present in the camp in Saurashtra region.
- In Ahmedabad region, 29.43% out of registered students remained present in the camp. In the same way, almost 28.43% out of registered students remained present in the camp in Saurashtra region.

Table-2: t-test for number of students registered for job in placement camp

Venue Number	Students registered	
	Ahmedabad Region	Saurashtra Region
1	5818	7318
2	5605	3566
3	3544	2307
4	5190	1847
5	1988	1467
6	-	3810
7	-	1561
Total	22145	21876
AVG	4429	3125.142857
Max	5818	7318
Min	1988	1467
S D	1630.423565	2071.328996
C V	271.6472024	150.8762183
T test	0.968381298	
Alpha	0.05	
	t cal >0.05	
	H0 is accepted	

Table-3: t-test for number of students present for job in placement camp

Venue Number	Students present	
	Ahmedabad Region	Saurashtra Region
1	1864	1620
2	1880	927
3	1278	758
4	863	488
5	632	677
6	-	1167
7	-	583
Total	6517	6220
AVG	1303.4	888.5714286
Max	1880	1620
Min	632	488
S D	568.3562263	393.6220087
C V	229.3280059	225.7423134
T test	0.880444851	
Alpha	0.05	
	t cal >0.05	
	H0 is accepted	

Table-4: t-test for number of students selected for job in placement camp

Venue Number	Students selected	
	Ahmedabad Region	Saurashtra Region
1	1158	1371
2	2328	709
3	1096	437
4	590	193
5	401	196
6	-	502
7	-	377
Total	5573	3785
AVG	1114.6	540.7142857
Max	2328	1371
Min	401	193
S D	751.4983699	407.5302501
C V	148.3170216	132.6807729
T test	0.393082026	
Alpha	0.05	
	t cal >0.05	
	H0 is accepted	

remained present in the camp. So, instead of giving work of finding the industries to the placement officers of the colleges, Government should invite industries to remain present in the camp and select the manpower they need. Government should also include some vacancies from their side also. It will encourage the students to participate in such type of camps. Similarly, it also seems that out of registered students, very few remained resent in the camp. So, principals and placement officers of the colleges should encourage the students to participate in such camp. If these recommendations are accepted, such camps will be more successful in the coming years.

WEB LINKS

- (1) www.egyan.org.in
- (2) www.kcg.gujarat.gov.in
- (3) www.gujaratindia.gov.in
- (4) www.gacmaninagar.com
- (5) www.indianexpress.com
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- (8) financedepartment.gujarat.gov.in
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- (10) ahmedabadmirror.indiatimes.com
- (11) www.indeed.co.in
- (12) www.naukri.com

V. HYPOTHESIS TESTING

- (1) From table-2, it is observed that calculated value of t is 0.96 which is higher than the chosen value 0.05. It means that null hypothesis is accepted that there is no significant difference between the registered students of Ahmedabad and Saurashtra regions in placement camp.
- (2) From table-3, it is observed that calculated value of t is 0.88 which is higher than the chosen value 0.05. It means that null hypothesis is accepted that there is no significant difference between the present students of Ahmedabad and Saurashtra regions in placement camp.
- (3) From table-4, it is observed that calculated value of t is 0.39 which is higher than the chosen value 0.05. It means that null hypothesis is accepted that there is no significant difference between the selected students of Ahmedabad and Saurashtra regions in placement camp.

VI. CONCLUSION AND SUGGESTIONS:

The aim of this study is to examine the effect of Mega Placement Camp on Ahmedabad and Saurashtra regions. From the data obtained and test done, it is clear that there is no much difference between these two regions in respect of presence of industries, presence of students and selection of students. It seems that out of registered industries, very few