

Manufacturing firms make a beeline for graduates this placement season

Synopsis

Campus hiring this year by companies like Maruti Suzuki, Tata Steel, RPG Group and Dabur will be more than last year, according to their executives. Among other profiles, these companies are also looking at strengthening digital and tech talent pipelines, said their HR heads. In fiscal 2021-22, carmaker Maruti Suzuki hired about 600 graduates and postgraduates from campuses.



Tata Steel is hiring from engineering and management institutes and is adding new campuses this year to its list.

Top manufacturing firms are making a beeline for engineering, management and other undergraduate colleges this [placement](#) season, amid the government's continued push to expand activity in the sector.

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last year, according to their executives. Among other profiles, these companies are also looking at strengthening digital and tech talent pipelines, said their HR heads.

In fiscal 2021-22, carmaker Maruti Suzuki hired about 600 graduates and postgraduates from campuses. The numbers will be higher this year.

"We are looking to hire about 700 to 800 graduates and postgraduates from campuses this fiscal," said Rajesh Uppal, a member of the automaker's executive board.

"The automobile industry is undergoing a huge transformation in terms of technology, and this has created several new profiles. With already existing talent and new hires, we aim to fill these job roles," Uppal said.

Tata Steel is hiring from engineering and management institutes and is adding new campuses this year to its list. The focus is on building a robust pipeline of talent for Tata Steel, said a spokesperson in an emailed response.

"We have increased our campus hiring across domains. In certain cases, we have increased the hiring by 40-50%," the spokesperson said.

The RPG Group, which hires mostly from tier-1 management and engineering campuses, also intends to hire from top-tier mathematics, statistics and technology institutes this year, said chief talent officer Supratik Bhattacharya.

While the final campus numbers are not fixed yet for [Dabur India](#), the company is likely to hire around 10-20% higher than the previous year, according to its executive director-HR, Biplab Baksi.

Dabur India will visit all the top B-schools and engineering colleges this year. "We also visit the top graduate colleges...a few new campuses are being

considered to be added this year to strengthen our sales & distribution talent pipeline,” said Baksi.

Campus hiring for Dabur is mostly for non-tech roles, but the company is also increasing its hires in specialised digital roles. “In our new graduate business trainee programme, for instance, we are recruiting graduates from top-tier institutes for niche specialised roles like e-commerce, digital marketing, sales IT etc,” said Baksi.

Placement cells at leading engineering and management campuses concur with the trend. “Job offers from manufacturing companies are expected to grow in substantial percentages this year as compared to the last year,” said Kaushik Pal, faculty in-charge of placement and internship cell at IIT-Roorkee.

“We are expecting manufacturing firms to up their intake by up to 50% during the final placements,” said Anurag Singh Chauhan, faculty-in-charge (placements) at MDI Gurgaon. MDI has also seen a significant increase in intake during summer placements.

IIM-Kozhikode said Suzuki had hired interns for the first time from its campus this year during summers.

At Bhavan’s SPJIMR, Bhishm Chugani, director, career services, said there had been an uptick in interest by manufacturing firms, though overall, consulting and FMCG were at the forefront. “Digital transformation is happening in a big way in manufacturing firms and they are looking for talent to drive that,” said Chugani.

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