


## Pooled Campus Drive 2012 – Goodrich Aerospace, Bangalore

### The Client:

Goodrich Corporation, a Fortune 500 company, is a leading global supplier of systems and services to the Aerospace and Defense industry. If there's an aircraft in the sky - we're on it. Goodrich technology is involved in making aircraft fly .. helping them land ... and keeping them safe.

### Client Requirements:

	<ul style="list-style-type: none"> <li>• To hire 20-30 B.Tech freshers from <b>premium campuses 2012</b>.</li> <li>• <b>Mechanical &amp; Aerospace</b> branches with <b>70%</b> aggregate marks</li> <li>• Pooled campus drive at one convenient location.</li> <li>• Salary Range : 4.25 – 4.50 Lakhs</li> </ul>
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### The Challenge:

- ✚ Campus recruitment season is **over** in most colleges and lot of them are **already placed**.
- ✚ April-May is the “**exam time**” in most universities.
- ✚ Short time to complete the whole drive.
- ✚ **Niche branches** only and **70%** marks cut-off.
- ✚ **All India drive** at one location.

### Solution & Strategy:

Freshersworld.com suggested the campus drive tool ‘**Post-n-Hire**’ to meet this requirement by driving the traffic online and arranging the recruitment event at the company premises. The existing database had enough resumes from premium colleges in the mentioned branches and also proposed a marketing initiative across various campuses through the freshersworld network of TPOs & Campus Ambassadors (CAs) across India.



#### ➤ *Online*

- ◆ **Job posting & Application tracking** - The job to be posted on freshersworld.com for around two weeks.
- ◆ **Shortlisting and Batch scheduling** - All the applications received will be shortlisted online based on eligibility  
- The candidates are split into batches based on venue capacity  
- The timings of various batches are scheduled
- ◆ **Automated Call Letters** - Automated call letters are send out to candidates through **Email & SMS**
- ◆ **Candidate Confirmation** - Confirmations were received from candidates for written test.

#### ➤ *Offline*

- ◆ **Off campus drive location & venue** - The venue for the drive is identified. ( company premises, Bangalore )
- ◆ **Logistics & event management** - The logistics for the recruitment drive is arranged.  
- Volunteers and team support gathered
- ◆ **Process coordination** - The entire process is coordinated by freshersworld.com team to facilitate the client to conduct their recruitment drive.

## The Implementation & Results:

The existing database had enough resumes from premium colleges in the mentioned branches and hence we started getting good no. of applications as soon as we posted the job online. Again to make sure we do not fall short, we utilised our network of *TPOs & Campus Ambassadors (CAs) across India*. The TPOs from various colleges were happy promote this as the company was in core engg. domain and the salary package was attractive. The freshersworld.com online traffic was the key and as soon as the job was posted the word of mouth information exchange started working.

The recruitment drive was successfully completed though an online-offline mode and the recruitment drive was conducted at company premises in Bangalore. Call letters in batches were sent out to candidates mentioning venue and test slot. Freshersworld.com delivery team had two rounds to discussion the Goodrich HR team on organising the event and arranging logistics.

Job Posting made live on freshersworld.com	18 Days
No. of Views for the job	87538
<b>No. of candidates applied</b>	<b>11049</b>
No. of candidates matching eligibility	3527
<b>No. of call letters sent</b>	<b>2200</b>
No. of confirmations	1800
<b>No. of candidates attended</b>	<b>1500+</b>
No. of candidates shortlisted from written test	113
<b>No. of candidates offered</b>	<i>*results awaited</i>
<b>Total Time taken</b>	<b>2.5 Weeks</b>

This turned out to be one of our **best recruitment drives done ever** as the event was very well organised and the experience rendered to the candidates, their parents and TPOs of various colleges was *amazing*.

## Client Speaks:

*“ We took every caution to make this drive successful as we were doing this for the first time. Since freshersworld.com took care of the complete sourcing part and guided us with a detailed plan of how to execute the drive, we could give our future hires an amazing experience. “*

**Suresh Naik, Manager HR, Goodrich Corporation, Bangalore**

*“ It was a tremendous work done by freshersworld.com team to help us successfully close all our campus hiring needs without wanting to visit too many campuses individually. I could get access to a such BIG Pool of Mechanical & Aerospace engg. graduates from premium colleges beyond the limitation of slots system. “*

**Della Thomas, Manager - Human Resources at Goodrich Corporation, Bangalore**

**Inference**

1. Pooled campus drives could be an ideal solution for companies who hire up-to a couple of hundreds of students from campuses unlike the top 4 IT companies in India.
2. This is a vital branding opportunity for corporates as one single drive is noticed by huge volume of candidates and TPOs by means of viewing the job, applying for it and attending the recruitment at the venue.
3. Companies need not wait and struggle for 1<sup>st</sup> or 2<sup>nd</sup> slots in premium colleges to reach the cream of talent in India.
4. The burden on visiting more campuses and meeting only a few candidates from niche branches can be solved by pooling colleges at few central locations and sourcing the candidates online.
5. It gives an open platform for all students to land his job at their dream company irrespective of “One Student, One job” policy followed by many colleges.

**About Freshersworld.com**

Freshersworld.com is the No.1 Job Site for Freshers in India. We serve 35 million page-views a month contributed by the 2.5 lakhs visitors that we get every day. A monthly addition of 90,000+ resumes and the consolidated 33.0 lakhs resumes so far, makes us the ideal destination for corporates, for all kinds of entry level recruitments. We have served more than 10,000 employers in campus / off-campus recruitments in the last 10 years of our existence. We're passionate about jobs and we work hard to help every Indian graduate find their dream job.