

# Attracting Top IT Companies

## To a semi-urban Arts and Science College



### The Context:

This is a self-financing arts and science college in Pollachi, a semi urban town in Tamil Nadu. Over 90% of its students are aspiring first generation graduates from agrarian families educated in Tamil medium schools, The college set an ambitious goal of not only getting 100% of its eligible students placed, but also attract best of brands from IT industry to recruit their students.

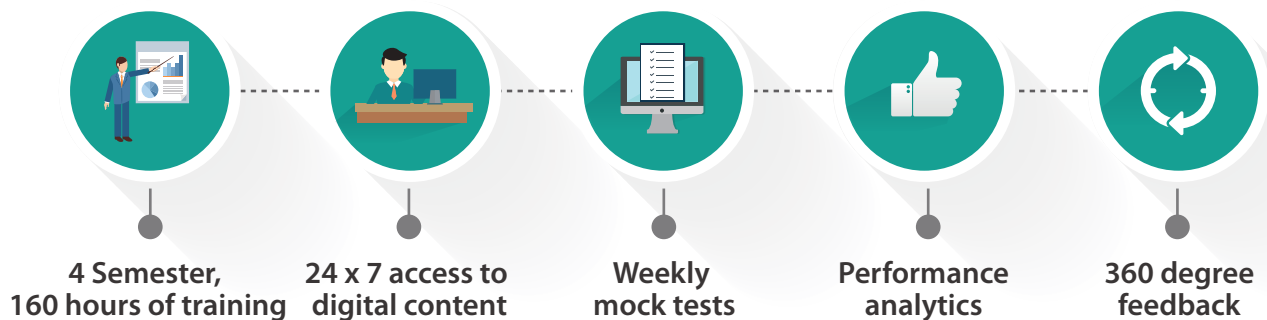
### Journey:

To achieve the above goal, STC had to equip their students to compete with their peers not only from Engineering streams but also from urban background. Training & Placement Cell in consonance with College Board of Management decided to put in place a comprehensive Employability Training intervention for all its students since first year.

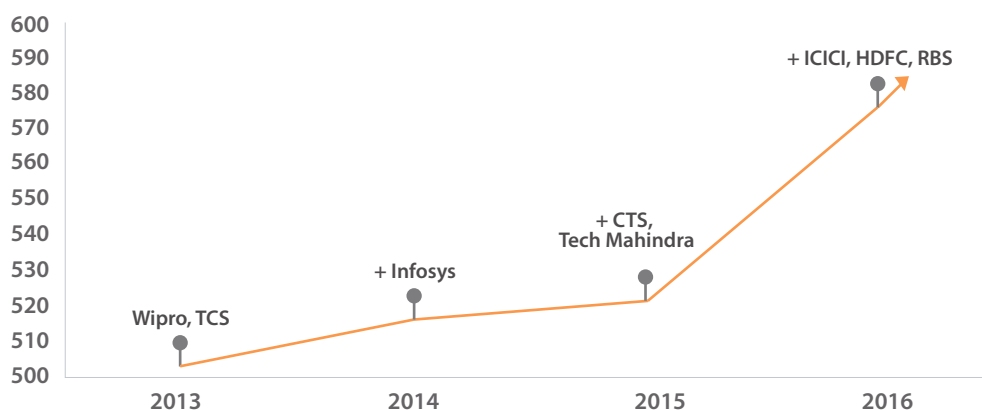
Keen to identify the most suitable partner who has Industry Exposure, Quality Content and Outstanding Service the TPO analyzed 12 different training organizations, after comprehensive review, chose TalentSprint as its partner for achieving the above goal. This partnership is currently in place since 2013.

### Program:

The program included.....



### Outcome:





## What helped this Transformation:

- **Continuous Practice:** The STC students attempted TalentSprint Weekly Online Tests with enthusiasm.
- **Analytics:** Online Assessment Reports were discussed in the classrooms and corrective measures taken.
- **24x 7 Learning:** TalentSprint Online Videos were watched by students and work books were followed religiously.
- **Efficient Scheduling:** The First Seven days of each semester were allocated for TalentSprint Campus Recruitment Training.
- **360\* Feedback:** Feedback taken from Students, Faculty members, Core Training Committee, Deans, Directors, Principal & Management is in Place with 100% satisfaction.
- **Experienced Faculty:** The trained faculty members not only nurtured the students but instilled in them the confidence to learn on their own.

## Testimonials



The Quality of training Content ,Delivery with excellent Online Pre & Post assessments coupled with Weekly Company Specific Tests have really helped our students to crack Top IT Company Jobs .

*Director - Training and Placement*



TalentSprint's training and online assessments opened the doors to the great world of opportunities. Today I'm proud to be an employee of TCS.... Thanks to TalentSprint and my Alma mater!

*Ms.Kayalvizhi - Tata Consultancy Services*



## About TalentSprint

TalentSprint is India's leading Youth Career Accelerator. Its digitally intelligent platform empowers every young person to pursue an exciting career of their choice. Funded by Nexus Venture Partners and the National Skill Development Corporation, TalentSprint aims to empower ONE MILLION young job seekers to pursue careers in Information Technology, Banking and Financial Services, and Education. The platform delivers technology-enabled experiential learning through a mix of cloud, contact, and colleges. It leverages digital and social media for youth outreach and forward integrates with a high quality employer network.



## Corporate Office

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