

# **Virtual recruitment fair for India 2011**

## **Final report following PMI2 bid submission made by Mark Kent on behalf of West Midlands University Careers Services (WMUCS)**

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### **Project Overview & Rationale**

The development and delivery of this virtual recruitment fair for India was a partnership between the West Midlands University Careers Services (WMUCS), with Staffordshire University as lead partner. Funding was provided through the Association of Graduate Careers Advisory Services (AGCAS), from the Department for Business, Innovation and Skills and the devolved administrations under the Prime Minister's Initiative for International Education (PMI2) (<http://www.britishcouncil.org/eumd-pmi2.htm>).

The purpose of the fair was to enable students and graduates that had experienced UK education to apply for jobs in India.

### **Approach & organisation**

The fair was delivered using Staffordshire University's virtual fair software 'gradFairZ.com': [www.gradfairz.com](http://www.gradfairz.com). Front-end web pages provided a bespoke introduction to the project: [www.wmucs.ac.uk/virtualfair](http://www.wmucs.ac.uk/virtualfair)

£6000 funding from PMI2 was used as follows:

- For staffing to employ an MBA International Business graduate from Staffordshire University for eight weeks full-time as a graduate intern to work on the marketing of the project to students, graduates and Indian employers
- To pay for additional hours for an existing member of staff with Web skills to produce the front-facing Web site for the project

A graduate intern employed through the project used a range of marketing leads to encourage employers to register their profiles and vacancies on the fair prior to opening. Logos and the first few lines of text were displayed but vacancies and other details were not visible until the date the fair opened. At that point vacancies could be viewed and questions/CVs posted on the site for individual employers to view and respond.

AGCAS careers services helped us to publicise the fair to students/graduates across the UK and beyond. Registrations took place well in advance of the fair, and then a reminder was sent on the day of opening.

## **Meeting PM12 / AGCAS objectives**

The objectives of the fair were met in that a virtual fair featuring Indian employers was delivered for UK-educated students and graduates. Statistics are presented as follows:

Appendix 1 – employer registration

Appendix 2 – participant statistics

Appendix 3 – feedback from participants

## **Summary of key deliverables**

By the opening of the fair only three employers had registered themselves as exhibitors on the fair, despite our best efforts; very few could even be persuaded to acknowledge our communications. Following consultation with WMUCS partners it was agreed to register employer details ourselves and create links to company graduate recruitment Websites. 50 companies were registered in this way and all were e-mailed to inform them of this and to offer the opportunity for them to be removed if they so wished. On the day the fair opened we e-mailed all registrants to inform them of this and that they would not be able to communicate with most employers via the fair; also, each exhibitor profile had a statement to this effect within their profile.

By the end of the fair 4818 students/graduates had registered from 66 higher education institutions.

## **Learning**

Clearly the degree to which Indian employers could be engaged in this fair was overestimated, and for any subsequent attempt this engagement should be secured beforehand and the reasons for potential lack of engagement understood..

## Appendix 1 – employer registration

Three employers registered themselves; 50 employers were registered by the partnership.  
Employer list showing in bold those companies that registered themselves:

3M India Limited  
Accenture  
ADANI Group  
Aditya Birla Group  
Apeejay Surendra Group  
Bharti Airtel  
**Birmingham Academy of Skills and Education (BASE)**  
BLUE DART  
Cairn India  
COCA COLA INDIA  
Conjugate india  
CUMMINS INDIA  
**Development In Action**  
DLF  
DLF  
Essar  
EVALUESERVE  
**Everonn Education Limited**  
Genpact India  
HCL Technologies Ltd  
HDFC Standard Life Insurance Company Limited  
Hinduja Group  
Hindustan Unilever Limited  
IBM India  
ICICI Bank  
Idea Cellular  
India 2011  
INDIABULLS  
INFOSYS  
ITC INDIA  
Jindal Steel and Power  
Larsen & Toubro Limited  
Mahindra & Mahindra  
Marks and Spencer Reliance India Pvt ltd  
Maruti Suzuki India Limited  
MICROSOFT INDIA  
Mphasis India  
Naukri  
NESTLE INDIA  
Nokia Siemens Networks India  
NTPC  
PricewaterhouseCoopers International Limited  
Reliance ADA Group  
Reliance Industries Limited  
SHELL  
Spice Group  
STEEL AUTHORITY OF INDIA LIMITED  
Sterlite Industries Ltd.

SUZLON INDIA  
Tata Consultancy Services  
TATA Steel  
Unitech Limited  
Vodafone India  
Wipro Limited

## Appendix 2 – participant statistics

By the end of the fair 4818 had registered from 66 higher education institutions.

### Students/graduates by University:

University	Total
Staffordshire University	755
Manchester, University of	589
Warwick, University of	477
Manchester Business School	400
Aston University	292
Birmingham City University	236
Sheffield, University of	216
Birmingham, University of	163
Wales, University of	156
Coventry University	141
Glasgow, University of	124
Nottingham, University of	114
Sussex, University of	99
Robert Gordon University	88
Bath, University of	85
Northampton, University of	80
Other	65
Lancaster University	52
University College Birmingham	50
Greenwich, University of	50
Sheffield Hallam University	48
Oxford, University of	45
Southampton, University of	43
Manchester Metropolitan University	43
Liverpool, University of	35
Swansea University	29
Stirling, University of	29
Edinburgh, University of	25
London Metropolitan University	23
Ulster, University of	22
Essex, University of	18
Kingston University	17
Keele University	17
Lampeter, University of Wales	15
Bedfordshire, University of	15

Northumbria University	14
Dundee, University of	13
Cardiff University	13
Glamorgan, University of	11
Salford, University of	10
Liverpool Hope University	10
Wolverhampton, University of	9
York, University of	8
Trinity College Carmarthen	8
East Anglia, University of	8
Liverpool John Moores University	7
Leicester, University of	6
Napier University	5
City University, London	5
Plymouth, University of	4
Westminster, University of	3
University of the Arts London	3
Oxford Brookes University	3
Newman University College, Birmingham	3
Strathclyde, University of	2
Reading, University of	2
Portsmouth, University of	2
Newcastle University	2
Cranfield University	2
Brunel University	2
Worcester, University of	1
St Andrews, University of	1
Royal Holloway, University of London	1
Leeds, University of	1
Cambridge, University of	1
Bradford, University of	1
Advanced Study, School of	1

### Students/graduates by ethnicity:

Ethnicity	Total
Not known	2
White	238
Asian or Asian British - Pakistani	8
Asian or Asian British - Bangladeshi	16

Other Mixed background	18
Mixed - White & Asian	14
Asian or Asian British - Indian	4337
Other Asian background	42
Chinese	32
Prefer not to disclose	90
Other Ethnic background	4
Black or Black British - African	17

**Students/graduates by gender:**

Gender	Total
Female	1018
Male	3714
Prefer not to disclose	86

**Students/graduates by year of graduation:**

Year of Graduation	Total
2011	3125
2010	1119
2012	179
2009	152
2008	55
2013	31
2014	25
1980	20
2004	16
2007	15
2006	5
1994	5
1991	1
1997	1

**Students/graduates by qualification:**

<b>Qualification</b>	<b>Total</b>
HND	1
Postgraduate - Doctorate	40
Degree	571
Unknown	76
Postgraduate - Masters	4068
Other - please specify	62

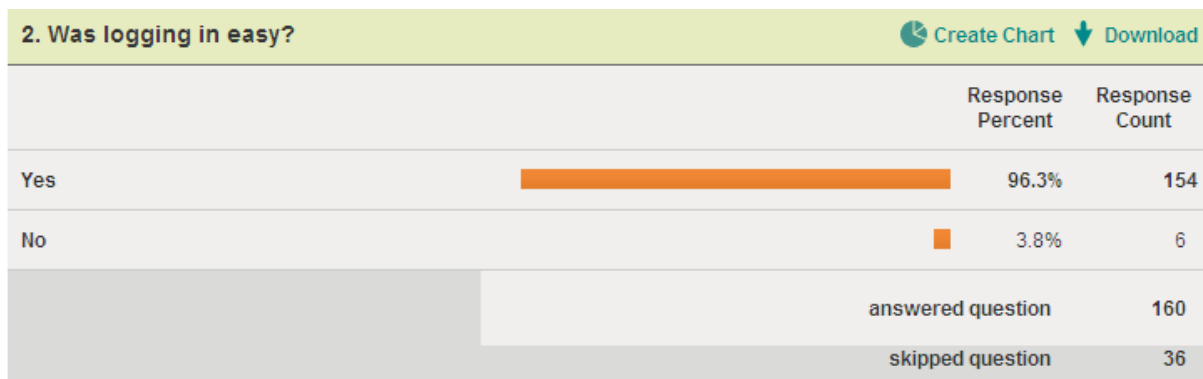
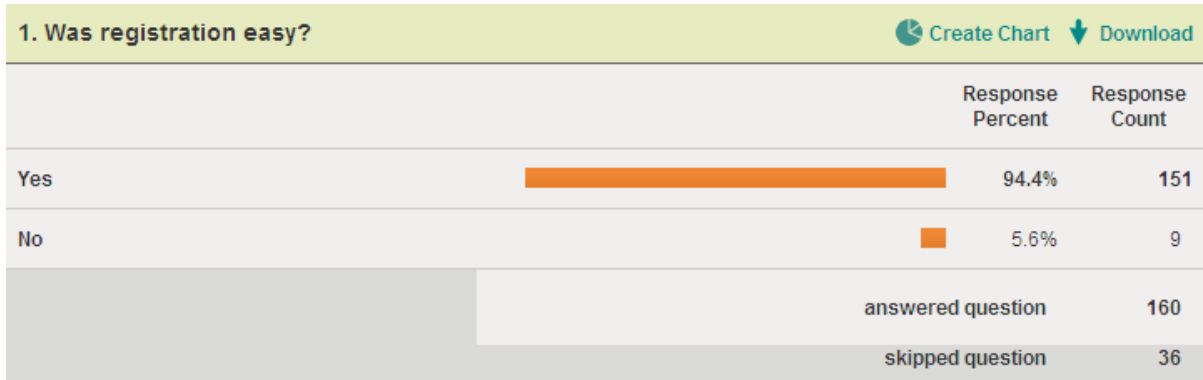
**Students/graduates by qualification:**

<b>Disability</b>	<b>Total</b>
Yes	64
No	4663
Prefer not to disclose	76

### Appendix 3 – feedback from participants

160 participants responded.

Participants found registration and subsequent logging in easy:



A high proportion of participants found employers that they were interested in:



Overall, 43% of participants found the fair to be useful:

### 5. Did you find the fair useful?

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	43.0%	68
No	57.0%	90
answered question		158
skipped question		38

77.5% of participants would take part or probably take part in another, similar fair:

### 6. Would you take part in another, similar, fair?

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	45.6%	73
Probably	31.9%	51
Probably not	10.6%	17
No	11.9%	19
answered question		160
skipped question		36

#### General comments

##### **Positive:**

Virtual fair was Very useful for them who want to work in india like me.

ITS AS GOOD WEBSITE. AND IT PROVIDES A GOOD OPENING FOR TALENTED AND HARD WORKING PEOPLES

really good

Very usefull to every student.

The idea of virtual job fairs is amazing. I hope the next fair has more various companies who are looking for graduates from different fields, not just engineering.

It was a very beneficial fair.

no it was good for the students.

You should do this quite regularly

thanks

it was organised and done well

Thank you for organising fair .

***Negative:***

Active participation from valued companies would have been an encouraging factor.

Instead of posting "JUST" information about the companies, some effort should be shown in "actually" getting the companies to participate.

yes i was applied but i did not get any response.

there were no jobs mentioned for engineering fields.especially mechanical engineering.

I COULD NOT FIND ANY VACANCY IN HEALTH CARE SECTOR....I HOPE NEXT TIME THEY CAN GIVE SOME VACANCY IN HEALTH SECTOR..

It would be great if the companies specify the job roles and should be suitable for undergrads.

Future participation would hinge on if there were job applications available at the fair. Otherwise there is little that separates this from searching for jobs via online.