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EDUCATION

## PlacementBee to Offer Free Campus Placement Services to Students

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India produces the second highest number of graduates in the world. According to the All India Survey of Higher Education under the Ministry of Education, every year india produces over 1 crore graduates from around 58000 institutes of higher education. Unfortunately, in many of these institutions the quality of education being imparted and the opportunity being accorded to their students is very low.

The PlacementBee initiative aims to address the problem of quality education and opportunity for graduates. As a large section of the Indian population is underprivileged so company does not want to charge any money from either the colleges or the students.

PlacementBee is a skill and knowledge assessment company with a team of recruitment experts with immense experience in conduct of highly sensitive, high-volume examinations. The work at PlacementBee is based on utilizing our expertise in skill and knowledge assessment through a highly proficient test delivery system.



(L to R) Dr. Arnab Chattopadhyay, Founder & CEO EduMet India, Principal, PITM; Ms. Debjani Banerjee, Mentor, PlacementBee; Mr. Kanchan Sengupta, Chartered Accountant and Former Professor of Economics and Mr. Turya Shankar Kar, Founder & Director, PlacementBee at the announcement press meet of PlacementBee

PlacementBee is building the world's largest database of pre-screened candidates ready to join the global workforce. They are in the process of contacting each and every college in India with the offer of organizing a free aptitude test for their students at the college premises, under strict examination conditions.

More than 95% of colleges in India does not have any campus placement system and we are inviting every college to be a part of this unified online campus placement platform.

To appear for the aptitude test, a candidate has to register on the PlacementBee platform, complete the profile with supporting documents and upload a self-introduction video. Each document is checked and matched with the details entered by the candidate before a profile is approved. Approved candidates who had already appeared for the aptitude test are moved to the section visible to recruiters.

The recruiters can see this pre-screened database of candidates from all corners of India and with all available specializations.

The recruiters can view the profile of any candidate, self-introduction video and the various metrics from the aptitude test. The PlacementBee platform provides advanced tools for identification and comparison of suitable candidates aiding in the selection of the best match for the post.

PlacementBee also offer customized knowledge/skill evaluation and interview support. We cover all aspects of the pre-hire process while reducing time, cost, large teams and hassle of recruitment.

The PlacementBee platform serves the recruitment needs of all companies-from the largest to the smallest, service industry or manufacturing industry. From the confines of one's office, a recruiter can source candidates from all corners of the country. The pre-hire cost is eliminated as candidates are pre-screened.

All pre-joining communication, including interview scheduling and online interviews, can be done from this platform. The ratio of successful interviews is massively increased due to the strong screening of candidates,

The overheads at all levels of recruitment are significantly reduced and cumulative cost savings amount to more than 80% per hire.

We understand that large sections of the Indian population are under-privileged but possess an enormous amount of talent. We do not charge any money from either the college or the candidates. The aptitude test, profile creation including video upload is absolutely free for all candidates. We seek the support of the college in conduct of the aptitude test at their premises, an activity in which they are most proficient.

This venture is beneficial for the students, the colleges and the employers. This venture is unique and greatly needed for democratization of the recruitment process.

For the candidates, apart from providing them with opportunity and exposure, they also will provide individual feedback on the areas where improvement is needed based on comparisons with their peers all over India.

PlacementBee have training partners who can provide the students with multiple training modules absolutely free and also have specialized guidance programmes at a very nominal cost.

In the academic year 2024-25 company will reach out to all colleges in West Bengal and they wish to cover all colleges in India by 2027.

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