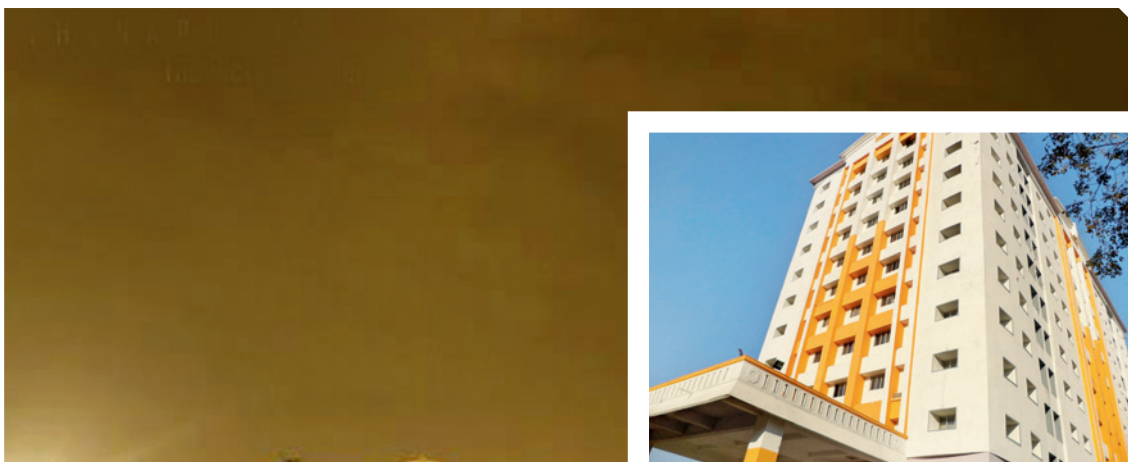


# GREAT CAMPUSES TO RECRUIT FROM

THE ECONOMIC TIMES, TUESDAY, JUNE 17, 2014

ADVERTORIAL



## >> ABOUT VEC (VALLIAMMAI ENGINEERING COLLEGE)

Valliammai Engineering College was established on September 9, 1999 and presently conducts seven undergraduate courses - civil, CSE, EEE, ECE, EIE, mechanical, IT and eight postgraduate courses - ME-structural, ME-CSE, ME-PSE, ME-CS, ME-CIE, ME-CAD/CAM, MCA and MBA. The college has highly qualified, dynamic and dedicated, renowned faculty from both academic and industrial backgrounds. Besides, the students bring laurels to the college by securing university ranks.

The campus is spread across 13.5 acres and is located beside NH 45, between Tambaram and Chengalpattu. The serene atmosphere with the surrounding greenery is conducive to the pursuit of higher studies.

The college functions from a multi-storey building complex of 5,50,000 square feet to accommodate the demands of an ever-increasing number of students.

The Valliammai Engineering College is a part of the SRM Group of Educational Institutions, sponsored by the Valliammai Society. The Valliammai Society was founded by Dr T R Pachamuthu, a well-known educationist, in the name of his mother Tmt R Valliammai, under whose care and guidance he attained greater heights in his personal development and whose ideals continue to inspire him.

### SALIENT FEATURES OF VALLIAMMAI ENGINEERING COLLEGE:

- All eligible courses are accredited by NBA, New Delhi;
- More than 90 per cent placement in the last four years;
- More than 400 papers published / presented in international / national journals / conferences;
- More than 250 conferences / seminars / workshops / FDPs / guest lectures by industry and academic experts;
- Department of ECE, chemistry and physics are recognised as Research Centres by Anna University, Chennai;
- State-of-the-art infrastructure and architecturally designed buildings;
- Fully equipped spacious library with more than 40,000 books;
- Hospital and health care facility with 750 beds in the adjoining campus;
- Fully air-conditioned buses to cover Chennai city;
- R&D projects worth over 20 lakh rupees;
- Member of ICTACT, Rrotract, YRC;
- IEEE, ISTE, IETE, CSI, ISOI, ISCA, IEI, ISA students chapters;
- An ISO 9001:2008 certified Institution.

## CAMPUS IN-FOCUS: VALLIAMMAI ENGINEERING COLLEGE SRM NAGAR, KATTANKULATHUR

The Department of Placement and Career Guidance answers some frequently asked questions:



### WHICH ARE THE TRAITS THAT GIVE YOUR INSTITUTE AN EDGE OVER THE REST?

1. Brand SRM plays a vital role in cutting an edge above others;
2. Exclusive placement and training department, which works with the curriculum to shape and tailor students according to the industrial needs;
3. Top-notch infrastructure provided to the students, gives them a good ambiance to flourish;
4. A group of experienced and highly-qualified staff members who pave the right path to the students to perform;
5. Connecting students with constant updation with the present scenario in the particular field, helps them learn beyond the curriculum.



### DO YOU THINK COMPANIES PREFER CAMPUS PLACEMENTS OVER OTHER FORMS OF RECRUITMENT?

It is evident that companies prefer campus placements over other forms of recruitments as the importance shown to placement through campus hiring is vital. Each company has a separate HR division for campus hiring. The amount of time and resources spent on campus placements is the evidence that companies believe campus placement is the best form of recruitment. Most of the companies prefer connecting with students right from the first year to give exposure about their company and canvas about their recruitment policies. Over 200 companies visited and placed our students in the past five years, which includes



Infosys, TCS, Accenture, HCL, CTS, L&T Infotech, IGATE, etc. We have had an average placement rate of over 90 per cent in the past four years.

### WHAT ARE THE STEPS THAT GO INTO EXECUTING AN EFFECTIVE CAMPUS RECRUITMENT PROGRAMME?

1. Executive and effective campus recruitment starts from making students see the importance of preparation for placements right from the first year;
2. Bridging the academia-industry relationship;
3. Giving exposure about the different fields beyond the curriculum to students;
4. Instilling importance of placements and preparation and making students learn about subjects beyond the curriculum;
5. Making curricular and co-curricular activities go hand-in-hand, which would chisel students' talents;
6. Grooming students in soft skills and interpersonal skills and making them practise in their day-to-day chores;
7. Companies' hiring process is also one of the predominant factors to make it effective campus recruitment;
8. Students have to be trained accordingly for different steps of recruitment like aptitude, group discussion and HR interview. Industry-academia interactions play a vital role in executing an effective recruitment programme.



### IS CAMPUS PLACEMENT AN EFFECTIVE PLATFORM TO FIND TALENT TODAY?

Campus placement is definitely an effective platform to find fresh talent. 'Right people at the right place at the right time' is the key mantra in today's world. To find the suitable job for the fresh talent, campus placement is the best platform. An exclusive placement and training team with a team size of over a dozen exclusively trains our students in all facets.

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An exclusive placement and training department works with the curriculum to shape and tailor students according to the industrial needs



The college has had an average placement rate of over 90 per cent in the past four years

2. Issuing early date of joining, pay package, relationship with the college are the few points to be considered while selecting a company as recruiter;
3. The treatment and learning exposure a student gets after entering into the company makes the relationship with the particular company stronger accordingly;
4. The number of students hired by the company gives the company a better slot for recruitment with the college and makes the company more sought-after.

### PLACEMENT OFFICER:

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### WHAT KIND OF COMPANIES DOES VALLIAMMAI ENGINEERING COLLEGE TARGET?

1. We target both software and core companies. Making a company our prime recruiter depends on what the company is trying to offer the students;