

A White Paper on IT Recruitment in India

INTRODUCTION

Recruitment is a process of getting the right number of people to the right job at the right time in order to accomplish the goals of an organization effectively and efficiently. Every organization needs recruitment for the departments they possess and to work productively. Recruitment is essential in all sectors like IT, Non IT, Medical services, Manufacturing, E-Commerce, Hospitality and so on. Technical Recruitment is a field in which companies prefer to hire people coming from technical backgrounds like BE/ B. Tech/ MCA/ BCA etc. There is a rising need for IT recruitment services in countries across the globe. The advancements made in technology have created a need for individuals possessing skills necessary to work on such technology based equipment.



This field offers a long term and growing career rather than just a job. In a lot of places, it gives much better growth opportunities than what an engineer would get working as a Production Engineer or a Quality Engineer in a Manufacturing Company. Before the days of the computer, the handheld devices, and the smart phone, people sat in offices and did their correspondence by typing a letter and then mailing the letter. It took several days for the letter to reach the destination it was sent to. When the letter reached the right person they would write a response and send it through the mail. The ability to email people and get a response in a few minutes enabled companies to run more efficiently. This also meant that more employees would need to do their jobs with the assistance of computers and technologically advanced equipment. This meant that IT recruitment services were needed by many companies to locate individuals with these professional skills.

RECRUITMENT ADVERTISING

One of the best places to advertise IT recruitment needs is on the college campuses. Many of the students who are only a few months away from receiving their degrees are already searching for employment opportunities. If your company has opportunities available now, or in the near future, then these soon to be graduates would love the chance to apply for the position. You can get some of the brightest minds that the universities have to offer and lock in their commitment to work for your company. This can give you quite an edge over the competition.

When IT recruitment first began to be needed in companies, the professionals who possessed the requisite skills were only needed at large corporations. They were not needed in small companies. Today technology has advanced to such a degree that even the smaller companies need to have someone who can do these jobs for them. Not every company needs someone with these skills on a permanent basis though.

A large number of companies are using employment agencies to find them employees with the right credentials to work long enough to complete a task. They sign contracts with the individual, stating the exact terms of the job at hand, the approximate length of time it will take to complete this task, the pay that they will receive for doing this task, and all other aspects concerning the job. When the employee has fulfilled their contract they are no longer employed by the company unless the company chooses to extend their employment offer for a longer period of time. In the event that there is an extension another contract will be drawn up and signed between the two parties.

The tools that we use to do our work are changing. The educational degrees of the average employees are changing. The rate of hourly pay for employees is changing. The number of hours that an employee spends in the office is changing. The location of where the offices are located is changing. Our attitudes toward our jobs and job duties are changing.

IT recruitment is being used by large corporations and small companies alike. The need for IT recruitment has developed over the course of time because the technology we use to do our jobs has developed over time.

STEPS FOR EFFECTIVE IT RECRUITMENT:

1. Determining your ideal recruiting target:

The recruiting target is to be determined by the recruiter based on the performance level and experience level. Poaching for competitors is a challenging job for every recruiter. The remaining steps of the recruiting process must be designed to fit the needs in the job search process of your targeted candidate if you expect to even gain their attention.

Experience Levels:

No. of Years of Experience	Designation
0 years	Fresher
0 - 2 years	Software Engineer (SE)
2 - 3.5 years	Senior Software engineer (SSE)
3.5 - 5.5 years	Team or Technical Lead (TL)
5.5 - 7.5 years	Associate Manager (AM)
7.5 - 10.5 years	Senior Manager(SM)

2. Understanding your target's decision criteria

This step focuses on the key factor called Job Acceptance Criteria, which are necessary in order to convince a qualified prospect to apply for and eventually accept a job at your firm.

3. Knowing where your target 'Hangs out'

Targeting the communication channels would be very effective for recruitment messages. If you don't accurately identify where they spend their time, there will be a low probability of you placing compelling information about the company and the opportunity in a place they will pay attention to. The job sites like Naukri.com, TimesJobs.com, Monster.com, Shine.com etc can provide genuine profiles. Social networking sites can also give you a number of job aspirants.

4. Employment Branding

A science-driven discipline that produces a consistent flow of qualified talent interested in some day working for your organization. The goal of this step is proactively developing and deploying content about what makes your organization a desirable place to work, in the minds of your target talent populations. Driving the pipeline of talent is the role of employment branding.

5. Learning your target's job search process

Using a search engine is also a competitive process for an IT recruiter. The keywords to be given in the Boolean search should be very unique to get accurate profiles and efficiently regulate the search process.

A few IT skills and how to search for the same

Software Skills	Boolean Search Keywords
Microsoft Sharepoint Server	.net, sharepoint 2010, sharepoint 2007
ClickSoftware	Java, click, clicksoftware
Microsoft BizTalk	.net, biztalk
Websphere Commerce Server	WCS, Commerce, Websphere commerce server, java
Salesforce.com	Sfdc, salesforce, crm, java, cloud computing
Websphere Application Server, Websphere Portal Server	WAS, Application Server, Portal Server, WPS
Php, plsql	Sql, plsql
SAP-HR, SAP-ABAP	SAP, SAP-ABAP

6. Posting jobs for active candidates

Active candidates are proactively participating, updating resumes so that they are visible all the time. Such job aspirants are to be screened for checking their resume.

7. Directly sourcing non active prospects

Candidates, who post their resumes on corporate career sites, should be evaluated very carefully and they should be given information about the updated technology. Then recruit the same by scheduling the interview. Keeping in mind, that all resumes posted on the site may not be genuine employee referrals should be used for employee verification and recruitment.

8. Providing prospects with additional information

The set of information shared with the candidates has to be interesting or else it cannot be of any use.

9. Initial Screening of applications and resumes

The resumes and applications acquired by employee referrals, job sites and corporate sites are to be scanned for having a complete idea about the candidate and as per the requirement mentioned earlier in the software skills and Boolean search the projects are considered if the person has a better exposure to the skill he is going to work on and all the basic package of skills he has in his curriculum vitae. Then the CV is shortlisted.

10. Initial Phone screening

As soon as the resume is shortlisted, the candidate has to be contacted either through Phone calls or by the mentioned Email ID. While speaking to the candidate the IT recruiter should be aware of the basic skills needed for the requisite software skill and test the candidate on whatever he has mentioned in his resume. Another thing that has to be kept in mind is the cross checking of the resume as fake resumes can hamper the Human Resource of the organization resulting in bad productivity. Enquiring about the previous company the candidate worked in is also vital. The company should not be in No Hire state and the salary received should be through a separate bank account; paid in cash, cheque etc is not at all acceptable. Other details as per the company norms are also to be collected, so that cross verifications keeps happening in further rounds of the selection process.

11. Scheduling the Personal Interview followed by offer process and out boarding process.

The goal of Final Interview step is to confirm your initial desirability ranking and set expectations among those most likely to receive an offer. Thus the process continues.

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