

## India Internship Report 2013

Report on Student Internship Trends in India

Source: www.twenty19.com

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www.twenty19.com

# At the end of this report, you will get to know..

- Trends in the Intern Hiring Scenario in India in the year 2013
- How your company can benefit from Internships
- How you can set up an internship Program in your company



## Intern Hiring Scenario in India in the year 2013

Data Source- Twenty19's\* Interaction with 5600+ companies (Startups, SMEs, Mid-sized, Big Companies)

\*Twenty19 is India's largest Internship Portal used by 5200+ Companies to recruit interns



### **Top 5 Internship Trends: 2013**

#### 1. Colleges show flexibility

A lot of Colleges are keen to implement a 6 month Internship Window for their students to do internships- especially in the final year.

#### 2. Companies offer Stipends

In 2013 more than 90% of the companies offer stipend to students. In 2013, a total stipend of **Rs. 2,35,51,143** was offered on Twenty19.

#### **3. Intern to Full time employees**

Increasing trend for Startups / SMEs to work with Final Year students for internships and give them full-time offer if the intern was a good fit

#### **4.Core Internships in Demand**

Mechanical, Civil, Electrical companies face acute talent crunch. We believe 2014 will see more Core internships being offered.

#### 5. Combo: Work-from-home Work-at-Office Internships

Students work from home, but periodically visit office. ~30% of Internships on Twenty19 are such kind. Except peak exam times, students are available throughout the year for Internships

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#### **Top 3 Predictions for the next 3 years**



Companies ,especially Startups and SMEs will use internships as an mainstream effective recruiting method to find quality talent



Colleges will mandate internships as a part of students college curriculum



80% of the students graduating in India would have done at least 1 internship during their college days.

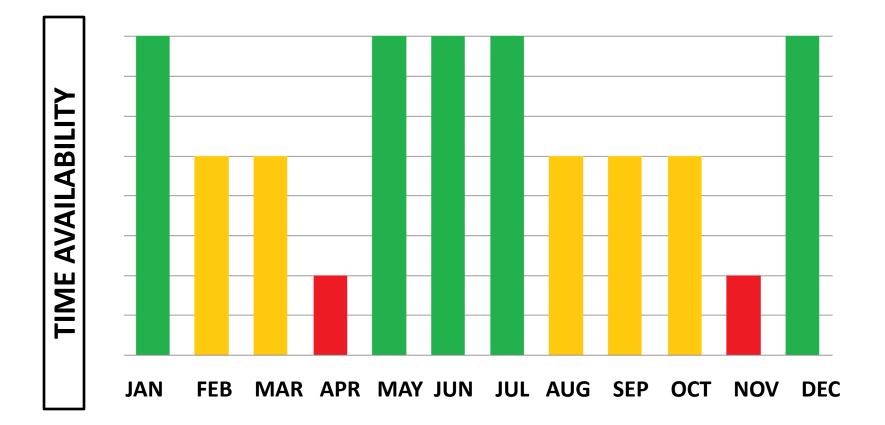


## Top 5 reasons why student apply for Internships

- Get practical and real world experience
- Develop and learn new skills
- Build their Resume/profile
- Satisfy College Curriculum demand
- Earn stipend



#### Students time availability to do internships

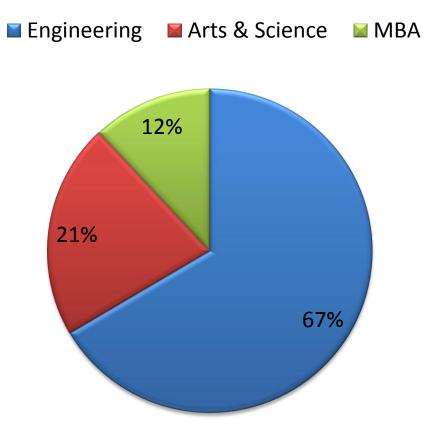


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### Total Students available for internships: By College Degree

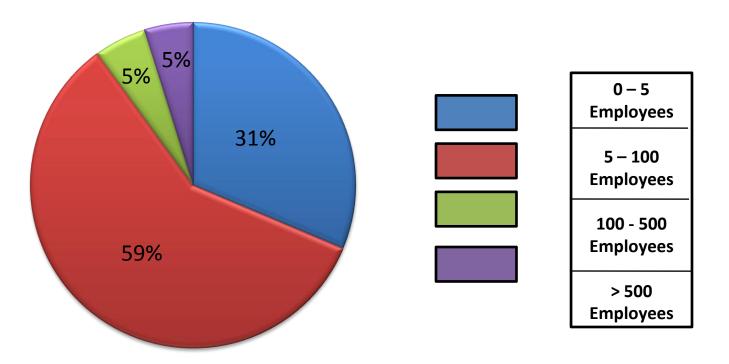
#### Total Students available for internships by degree





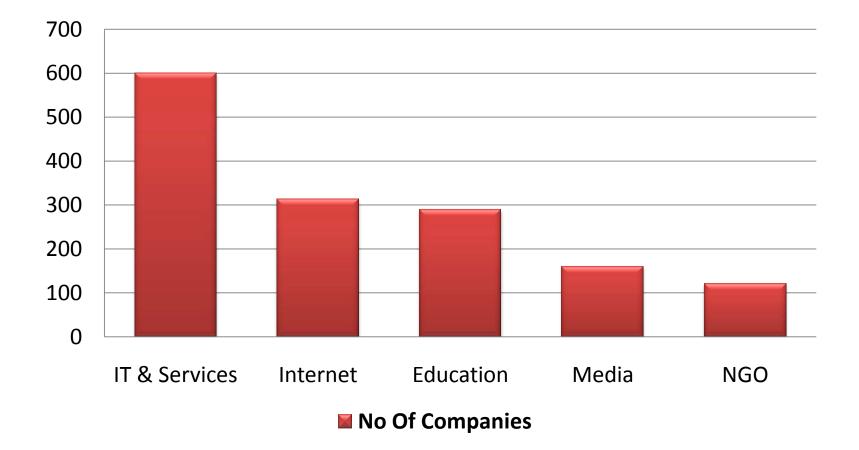
### Size of Companies that hired Interns on Twenty19 in 2013

■ Startups ■ SME ■ Mid Sized ■ Big Companies



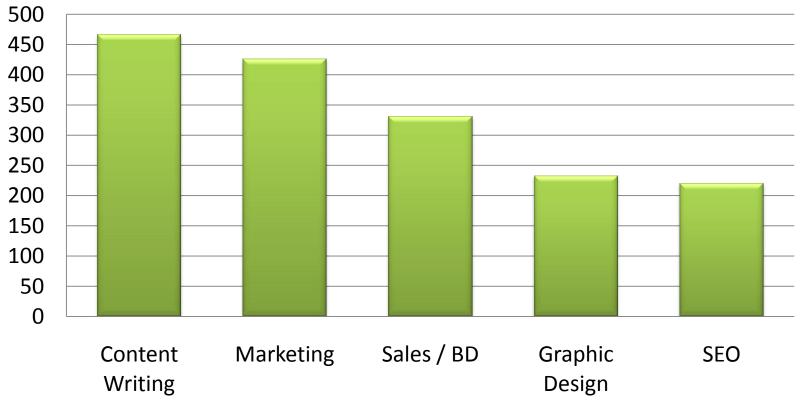


#### Top 5 Sectors that hired interns in 2013





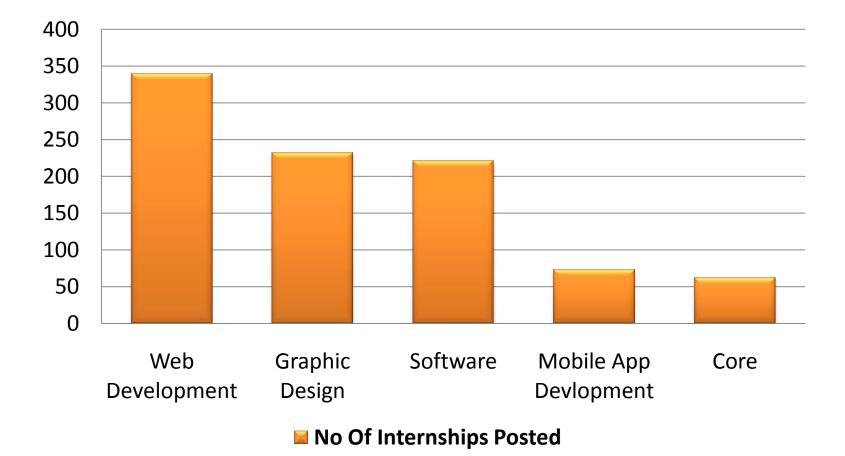
#### **Top 5 Intern Requirements in 2013 : By Roles**



No Of Internships Posted

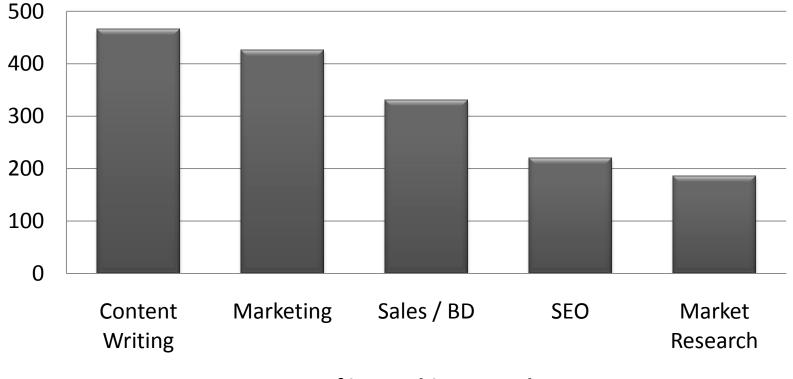


#### **Top 5 Tech Internship Roles in 2013**





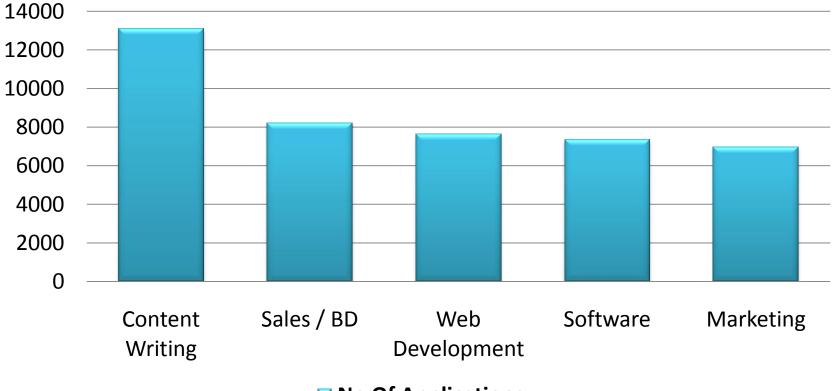
#### **Top 5 Non-Tech Internship Roles in 2013**



No of internships posted



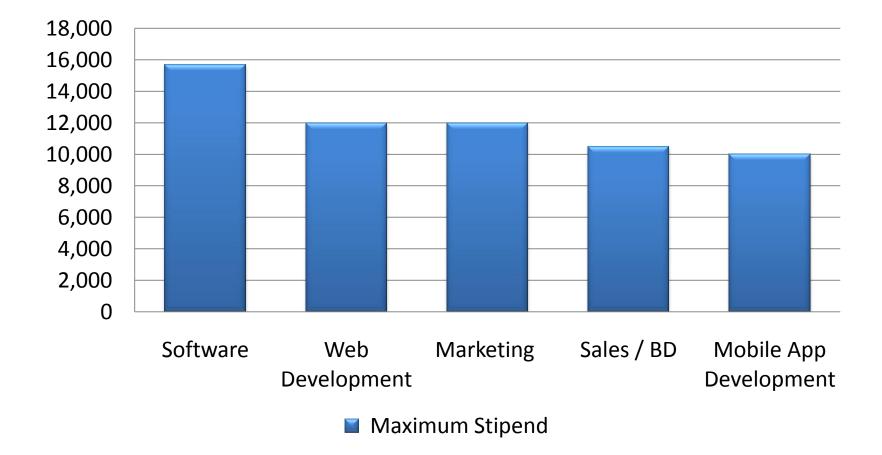
## Internship Roles with Most Internship Applications in 2013



No Of Applications



## Internships Roles offering Top Stipends in 2013





## How Can Internships help your Company?



### Student Hiring Challenges Faced by Most Companies in India



Low Access to Right Student Talent



Difficulty in Recruiting Relevant Student Talent



Lots of Companies Competing for Smart Talent



Job Portals flood Inbox with Junk Resume



#### **Internships to the Rescue**



Access to Smart & Relevant Talent



Test-Drive before Commitment



Add extra pair of hands

Internships attract initiative takers. Quality students apply for internships. Opportunity for companies to recruit smart student talent to full-time employees.

Students can work for 3-4 months on a project – Convert the ones who fit the role to full time employees.

Interns can add a valuable pair of hands. The energy they bring is a bonus to the company.

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## Setting up a Successful Internship Program



### **5 Tips for a Successful Internship Program**

**1. Offer Meaningful Projects** to students, that will help in building his/her skills.

**2. Offer Competitive Stipends** Good stipends attract quality candidates.

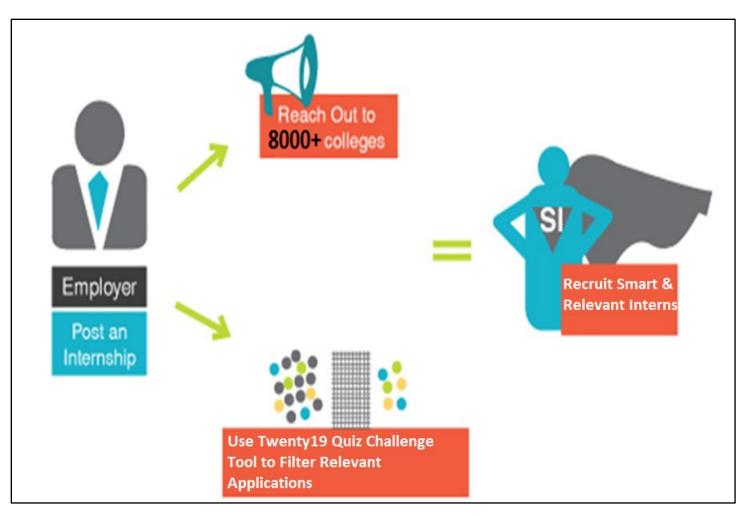
**3. Assign a mentor** to the intern who can work closely with the intern

4. Define Clear Goals, Tasks &Responsibilities- helps the intern to be more productive

**5. Run a 'Test' first week**- check for Skills, Attitude, Commitment & Culture fit before investing a lot of time on the intern..



#### Twenty19 helps you Recruit Smart & Relevant Interns



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#### **Over 5600+ companies use Twenty19**





#### Happening now on Twenty19

2.6 Lakh+ Students | 8000+ Colleges | 5600+ Companies | 1 Internship Event



Your Biggest Chance to Recruit Smart & Relevant Summer Interns

www.twenty19.com/about-employers



### To Hire Awesome interns for your Company, Contact

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