

Brief Report

ASPIRE 2023, a comprehensive placement drive organized by ASAP Kerala's Skill Demand Aggregator Business Unit, took place on July 10th, 2023, at the ASAP Community Skill Park in Kazhakkootam, Trivandrum. The event aimed to connect job seekers with potential employers and provide valuable placement opportunities for fresh graduates, experienced professionals, and individuals with career breaks from various fields.

Event Highlights:

Inauguration: The placement drive was inaugurated by Dr. R. Bindu, the Honorable Minister for Higher Education & Social Justice of Kerala, along with other dignitaries. Their presence added prestige and significance to the event.

Participant Profile: The target audience for ASPIRE 2023 comprised of final-year students of B.Tech/M.Tech, B.Com/M.Com, MCA, BBA/MBA, B.Sc./M.Sc., graduates, and individuals who have received industry-relevant skill training through ASAP Kerala. The event aimed to provide equal opportunities for candidates from diverse backgrounds.

Participation: The event witnessed an overwhelming response, with a total of 1318 registrations received. Among the registered participants, 630 attended the event on the day.

Company Engagement: A total of 31 companies actively participated in ASPIRE 2023, offering diverse job opportunities across various sectors. This allowed job seekers to connect with prominent industry leaders and explore potential career prospects.

A lot of students gave a positive feedback about the event and the companies which participated lauded the efforts of ASAP Kerala in conducting a placement drive of such stature. The employers who participated in the drive appreciated the cordiality of the ASAP Kerala team.

Conclusion:

ASPIRE 2023 proved to be a successful event, providing valuable placement opportunities and fostering connections between job seekers and leading companies. The conversion ratio and positive feedback from participating organizations and candidates showcase the effectiveness of ASAP Kerala's initiatives in promoting skill development and employment prospects. The event's success further reinforces ASAP Kerala's commitment to empowering the youth and creating a skilled workforce in Kerala.