

**NEW TREND**

■ Internships have gone from being a part of mandatory course curriculum to a voluntary experience gathering stint students are enjoying, indicates a recently released report

# INTERNSHIPS, A WINDOW TO NEW POSSIBILITIES

K.T.P. RADHIKA | DC  
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Ayush Somani, a final year B-Tech student at SRM university, has done three internships till now — one stint in software development and two in technical writing. "These were not mandatory for my course, but it helped me get industry exposure and also let me explore job possibilities beyond my area of study," said 21-year-old Somani.

The idea of interning during a course is entering a new phase. Students are now game for internships in multidisciplinary areas even if it is not mandatory for their course. According to India Internship report 2014 released by Twenty19, a Chennai-based company who facilitates internships today, 80 per cent of the students are doing at least one internship by the time they graduate.

The report also noted that in the past two years, internship applications received by companies have doubled and 80 per cent of internships offered stipends averaging ₹5,000 per month. "It was a new experience and I could interact with industry directly," said Madhu Ramakrishnan, a final year visual arts student from Stella Maris college. Madhu did a two-month internship in graphic design during her summer vacation.

Companies on the other hand are using internship as



**QUICK TAKES**

■ 2014 saw 150 per cent increase in the internship opportunities posted

■ Among start-ups and small companies, 70 per cent of their team is being built from internships

a recruitment tool. For instance, in 2014, 89 per cent of internships had a job offer attached with it. According to Faheem Ahamed, Founder & CEO of BYT, a city-based digital marketing company, internships help companies, especially start-ups and SMEs wisely.

"Rather than directly hiring a fresher, companies are able to assess the students and are able to hire quality staff," he said adding that internship nowadays help students to explore other job options apart from their core subject. For example, BYT had many engineering graduates who interned in digital marketing and social media marketing. Colleges are also encouraging students to do semester-long internship these days. "In 2014, 75 per cent internship that students applied were full-time internships," pointed out Karthikeyan Vijayakumar, Founder & CEO —Twenty19. According to him, companies were not open to the idea of internships earlier.

Rather they used to hire apprentices or trainees after once they finish their course.

"With more start-ups and SMEs, coming up, in the past three years, number of companies allowing internships have grown 300 to 400 per cent," he said.

Money is a bottleneck for many start-ups. Thus, hiring an intern are helping them to save cost, viewed Paddy Srinivasan, founder of Geazy Technologies, a four-year-old technology start up. "It is a win-win situation for both students and companies. During the internship period, we can train them and check whether the student is suitable for hiring with out providing a huge package.

For the students, they can get industry experience along with a stipend and an experience certificate." The company has hired quite a few full time employees in product development who had interned with them during course of their engineering degree.



**INTERNING HELPED ME PREPARE FOR MY FINAL SEMESTER PROJECTS**

— MADHU RAMAKRISHNAN  
VISUAL ARTS, STELLA MARIS

