



**Maheshwari International  
Business Foundation**

# Conclave on **Future of Investing**

*Souvenir 2026*

Maheshwari International Business Foundation (MIBF)



# Investing in India's Fresher and Campus Talent Economy

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India today is the world's fourth largest economy, driven by a demographic advantage that few nations possess. With a young workforce expected to peak by 2031, the country's ability to convert fresh graduates into productive talent is no longer a social objective alone. It is a long term investment opportunity in human capital.

Policymakers have increasingly shifted focus toward employment readiness and skill alignment. Initiatives such as the National Education Policy and production linked incentive programs across multiple sectors are driving demand for skilled talent in manufacturing, financial services, and technology. Together, these reforms represent long-term investment in India's human capital rather than short-term policy intervention.

Yet, the fresher and campus hiring ecosystem remains fragmented. Corporates struggle with scale, predictability and quality. Colleges operate in silos. Students in non metro cities face limited access and are often forced to migrate. This gap between policy intent and execution is where investment returns are at risk of leakage.

Technology-enabled campus hiring platforms are emerging at this intersection, helping align policy intent with real hiring demand. One such platform is SkillsConnect. By bringing corporates, colleges and candidates onto a single platform, it reduces hiring friction, shortens time to productivity and improves utilisation of India's distributed talent pool. Many corporates today use this model to hire across disciplines from BCom and engineering to MBAs and PhDs, while engaging with a large network of colleges across India.

From an investment lens, platforms that organise fresher hiring represent efficiency multipliers. They lower acquisition costs, expand geographic reach and enable scalable workforce planning. More importantly, they unlock hyperlocal employment, allowing businesses to invest in talent without forcing relocation.

India's demographic advantage can translate into real economic value only when education, employability, and hiring demand are aligned. The transition from campus to a first meaningful job is critical in shaping confidence, productivity, and long-term outcomes. Platforms that reduce friction in this process help organisations hire efficiently while enabling young talent to access opportunities closer to home, strengthening both businesses and communities.