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# An Integrated Campus Recruitment Management System

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**ABSTRACT**

The Campus Recruiter Management System (CRMS) is a web-based solution designed to address the limitations of conventional, manually operated campus recruitment processes that rely heavily on spreadsheets and fragmented communication channels. The system integrates students, placement coordinators, and recruiting organizations into a unified digital platform supported by a secure Supabase PostgreSQL backend. CRMS automates eligibility verification for recruitment drives by systematically evaluating academic and performance parameters—including CGPA, attendance, DSA scores, and aptitude scores—to ensure fairness, transparency, and consistency in candidate shortlisting. The platform provides students with individualized dashboards containing academic profiles, assessment outcomes, company-specific eligibility details, interview schedules, and real-time placement updates. Concurrently, administrators are equipped with robust modules for managing student data, configuring job postings, defining eligibility criteria, tracking multi-stage interview processes, and monitoring placement statistics. Additionally, the system enforces recruitment policies by preventing already placed students from participating in further drives. By centralizing workflows, reducing human intervention, and maintaining continuously updated records, CRMS significantly enhances the operational efficiency, reliability, and integrity of campus recruitment procedures

## 1. INTRODUCTION

Campus recruitment is a key function of most universities and a critical component of the final-year experience for students. A well-planned and executed campus recruitment process offers multiple benefits for students, academic institutions, and the corporate world. At its best, it shortens the time taken to recruit fresh graduates, cuts recruitment costs and time, and helps students find jobs that match their skills and aspirations. However, the current campus recruitment processes in many universities are often ad hoc and inefficient. These inefficiencies can be addressed through appropriately designed technology.

Several attempts to design the technology needed for campus recruitment processes have been made, but these attempts are either inadequate or provide only limited functionality. Some campuses have registered their requirements for such a system on e-collaboration platforms like Github, Bitbucket, and Sourceforge, but these requirements remained unaddressed. Campus placement portals were also made available on the Internet, but little effort has gone into integrating the design and testing of these portals with the realities of campus recruitment. As a result, they are rarely adopted even when they try to fulfil these requirements.A well-designed campus recruitment management system that is integrated with other university systems, considers all stakeholders and their dynamic needs, focuses on the complete lifecycle of campus recruitment, and has a sound data interoperability strategy can address the limitations of the existing approaches.

## 2. LITERATURE REVIEW

1. The Necessity and Limitations of Current Campus Recruitment Systems

The text asserts that effective **campus recruitment** is **vital** for meeting the institution's educational goals and ensuring **student employability**. While a diverse array of systems exists—including commercial software, collaborative consortial models, and custom- built ("bespoke") solutions—their overall use is **limited**. Crucially, these existing systems frequently fail to handle even fundamental, "meat-and-potatos operations," such as **scheduling**, efficiently. This persistent difficulty with basic tasks indicates that current solutions are **inadequate** and that the underlying need for a truly **Integrated Campus Recruitment Management System (ICRMS)** remains **unmet**.

2. Required Superiority and Scalability of the Integrated System

The text emphasizes that any new Integrated Campus Recruitment Management System (ICRMS) must set high performance and user-centric benchmarks to justify its adoption. Specifically, the system's usability, User Experience (UX), and overall performance quality must be demonstrably superior to the fragmented, non-integrated alternatives currently in use. Furthermore, to ensure long-term viability and return on investment, the ICRMS must be highly scalable to effectively accommodate the continuous growth of its user base, including students, recruiters, and administrative staff, without degradation in service.

3. Frameworks for Digital Service Assessment and Empirical Validation

The text discusses the **methodological flaws** in how digital services, such as an Integrated Campus Recruitment Management System (ICRMS), are currently assessed within higher education. The main issue is that existing evaluation frameworks often **fail to incorporate crucial non-technical dimensions** like privacy, security, equity, risk, and ethical/policy considerations, focusing too narrowly on technical function. Furthermore, there is a **significant lack of empirical validation**—meaning studies rarely use objective methods like surveys, usability tests, and performance benchmarks to confirm that the systems meet user needs along these critical dimensions. The distinction is drawn between **Usability**, which is measured quantitatively by efficiency, effectiveness, and user satisfaction, and **User Experience (UX)**, which encompasses the broader emotional and engagement factors. Ultimately, effective assessment requires measuring quantitative metrics like time/effort, satisfaction level, and error rates to ensure the system is not only functional but also responsible and user-friendly.

## 3. SYSTEM OVERVIEW AND STAKEHOLDERS

The Campus Recruitment Management System (CRMS) streamlines recruitment coordination through a centralized platform that facilitates the participation of multiple companies across diverse disciplines. CRMS automates shortlist creation and eligibility rule evaluation for participating tudents, thereby enhancing process turnaround. Dashboards provide real-time status updates for students, recruitment coordinators, and prospective employers. With comprehensive data management and placement status tracking features, CRMS reduces administration time, minimizes errors, and fosters transparency. A modular design allows for deployment at various institutions without requiring coding expertise. The system, hosted on Amazon Web Services and using MySQL, is scalable and accessed exclusively through a web browser.

Campus recruitment plays a vital role in the professional lives of students in India, particularly in the Information Technology and Management domains. A single appointment often begets multiple offers for a student and serves as the first exposure to a corporate interview. Companies also benefit, as they can recruit from across the country without incurring logistical costs. With numerous companies conducting placement programs at various institutions, a module system that shares information and coordinates the entire recruitment process can increase process efficiency and enhance the experience of all stakeholders.

## 4. ARCHITECTURAL DESIGNS

The architecture and design of the proposed Integrated Campus Recruitment Management System are described in this section. It all starts with a high-level architectural view of the system followed by database design and an overview of module interactions.

**System Architecture**

Proposed Integrated Campus Recruitment Management System is designed using a three-tier architecture as depicted in 4. It separates the user interface, business logic and data storage of the application in three different layers. At the presentation layer, users interact with the application through a web browser. Based on the type of user role, different forms and views are displayed to the user. These web pages are communicated through the Web Server-Script Server layer. The script server processes the logics defined in the HTML forms. It executes the database control commands to update or retrieve information from the database, which resides at the database server layer. The data flow at background is captured in three different web flows for students, recruiters and TPO respectively.

## 5. DATABASE DESIGN

He campus recruitment management system employs a relational database system as its primary data model with threlational schema outlined in Table 2. The primary entities in the schema are users, companies, the recruited-university database, and unfilled-positions details. The user table stores the basic details of all users, whereas role types defined in the role_type table govern user access rights for all system modules. Roles assigned in the roles table allow distinct use cases for university administration, placement office, student, and company. The company table allows placement office personnel to store details of companies visiting the campus for recruitment. The recruited-university table helps placement office personnel manage the details of companies recruited within a certain time duration. Corporate personnel can verify and make changes only to the companies they represent allocated by the placement office. The unfilled-position table helps students select companies for off-campus placement even after campus placement ends; placement office personnel can close these positions once recruited.

The recruitment management lifecycle comprises distinct workflows: new job openings; resume handling; student invitations; placement information posting and viewing; alert generation; company details; and company/university mapping. Company personnel can post job openings, which placement office personnel verify by checking against the company database. After approval, invitations are sent to targeted students. Students can post queries to the placement office and receive placement-related announcements. Students, university personnel, and corporate personnel are alerted to new job postings via SMS. One-way message exchange between students and the placement office enables secure communication.

**Data Model and Privacy Considerations**

The data model comprises the entities, their interrelations, and their attributes. A Relational Database Management System (RDBMS) has been chosen for the implementation, indicated by schema for each of the entities. The data lifecycle is stipulated along with a set of rules related to data access and

privacy related issues to safeguard the sensitive data. The entities, apart from the administrative roles, are specified and a set of access rules to these entities is discussed. The consent mechanism associated with the data is elucidated. Data Privacy & Protection Laws and compliance from GDPR to other local data privacy regulations are discussed.

The entities involved in the Data model are: Candidate or Student, Recruiter, Campus Recruitment Management Application, Authentication & Authorisation Modules, and Admin or Admin Users, University HOD / Placement head. In some cases, accessing records and location is allowed only to the administrator and at times some data collected / generated can only be accessed by the involved student. To preserve Data Privacy & Protection the following access rules need to be followed: Candidates shall be able to edit their own information and view the own records created. External Interviewers will be able to view the interview records of their interviewers only. Internal Interviewers shall be able to view the interview records of their interviewers only. Admin / Admin users will have the privileges to view all records. These rules would ensure that required data is accessible to the necessary members and the privacy of all stakeholders is well protected within the solution.

**ELIGIBILTY AUTOMATION AND SHORTLISTING**

An inherent step in campus recruitment is to determine students' eligibility for the companies visiting campus through mapping of companies' requirements against the students' credentials. Eligibility checking is often a manual, time-consuming, and error-prone process requiring several iterations to unblock exceptions. To alleviate the efforts, the Campus Recruitment Management System (CRMS) automates this process wherever possible by evaluating students against eligibility criteria defined in terms of CGPA, attendance, DSA, and aptitude scores. A common eligibility requirement for the companies is CGPA greater than or equal to X. The CRMS checks whether X is present in the rule set. If present, the CGPA of each student is checked against X. Similarly, for each student, attendance and DSA scores are checked against their respective thresholds, if any. The CRMS further checks with the companies for a minimum requirement in a combined QA+Aptitude Test Score. If so required, a rule is created stating the minimum weightage of QA and Aptitude Test Score, and the student who has taken the Aptitude Test is evaluated for eligibility.

The above eligibility conditions take into consideration but are not limited to the parameters specified above and are decided for all the students by the Placement Coordination Committee (PCC). The rule set is made available to CRMS prior to the commencement of main placement season for the eligibility to first-time recruiters during the period. The above eligibility conditions take into consideration but are not limited to the parameters specified above and are decided for all the students by the Placement Coordination Committee (PCC). The rule set is made available to CRMS prior to the commencement of main placement season for the eligibility to first-time recruiters during the period. Students meeting the required eligibility conditions are identified and displayed in the panel for each company.

**PROPOSED SYSTEM**

The proposed system, Campus Recruiter Management System (CRMS), is an advanced, web-based platform developed to completely transform and streamline the campus recruitment process by eliminating the limitations of existing manual, spreadsheet-based, and communication-heavy workflows. The system integrates all stakeholders—students, placement coordinators, and recruiting companies—into a single unified portal supported by a secure Supabase PostgreSQL backend. CRMS automates the evaluation of students for company-specific recruitment drives by intelligently validating eligibility criteria such as CGPA, attendance, DSA score, and aptitude score, thereby ensuring transparency, consistency, and fairness in the selection process. The system provides personalized dashboards for students where they can view their academic profile, performance in assessments, eligible and ineligible companies with clear reasons, scheduled interviews, and real-time updates on shortlisting and final placement decisions. At the same time, administrators are equipped with powerful modules to manage student records, create and update company postings, define custom eligibility rules, track interview progress, upload assessment links, and monitor placement statistics with high accuracy. The system also automatically prevents placed students from applying or being considered for additional companies, maintaining discipline in the recruitment workflow. By centralizing communication, automating decision-making, minimizing human errors, and maintaining updated records accessible from anywhere, the proposed CRMS significantly enhances operational efficiency, transparency, and reliability, ultimately providing a modern and professional recruitment environment within the campus.

**STUDENT DASHBOARD**

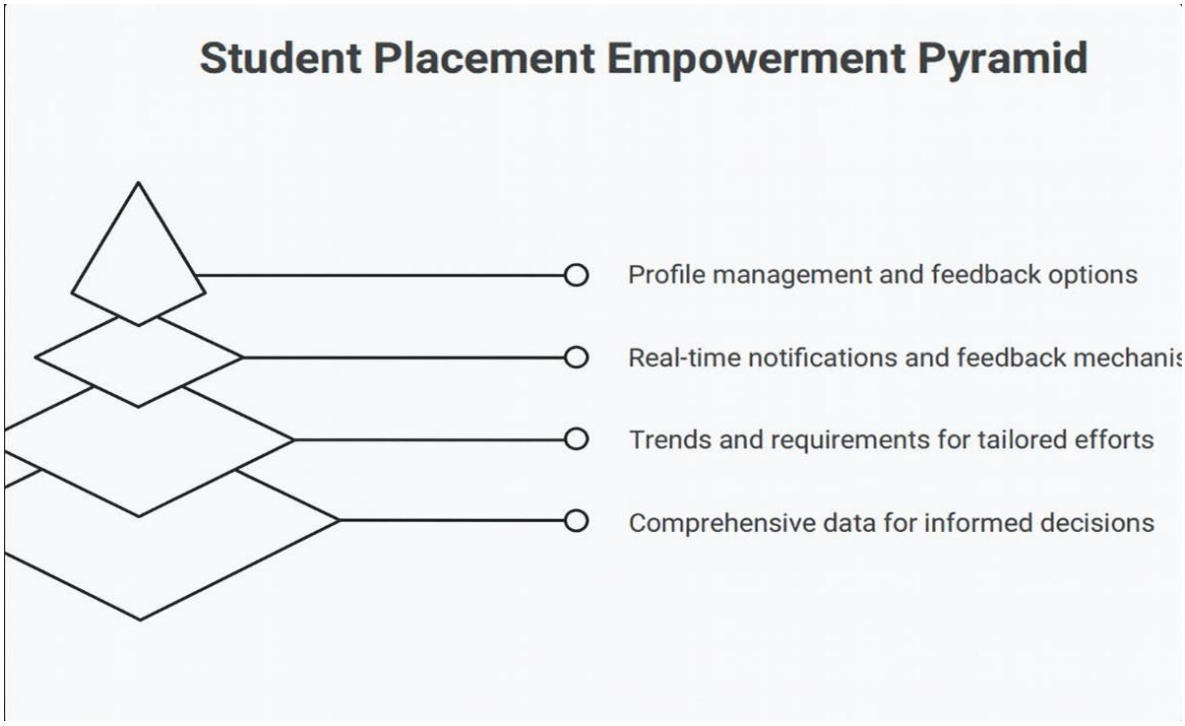
The Student Dashboard facilitates student interaction with the system, updating them of available resources and supporting their decision- making. An MHRD-supported project briefings platform and a dedicated company page are provided. Notifications about applications, interviews, offers, and placements are maintained. Students can modify their profile information and feedback about the Company and interviews. Analytics about placements by Company, branch, and department, as well as year-wise placement and top recruiters, are summarized.

Dashboards have now become part of everyday life for students and professionals. Technology integrates professionally and personally. Dashboards consist of a single view of multiple reports and key performance indicators. Students want to have a dashboard to help them identify their strengths and weaknesses, visualize the placement status of all the companies, optimize the placement preparation procedures, and improve their performance. The major area that can be further extended is a student placement dashboard that helps the students prepare for their campus placements and have a greater chance of getting placed. The students can independently modify their profile.

The dashboard provides complete information about the student's profile and the status of the companies recruiting for campus placements. It includes information such as company requirements, placement of specific departments in all years, branch placements, profile feedback, and so on. Encompassing a complete view of all the activities during campus placements for recruiters, the dashboard includes the applications made by the student to the companies, companies where the student has faced interviews, companies where the student is placed, offers extended to the student, and related performance feedback. Spill over time is indicated to direct students for early placements with companies accepting students for the first time in campus recruitment.

Additional features indicate analysis of strengths and weaknesses and knowledge in various topics supporting preparation for placement aptitude tests of different companies.

**ADMINISTRATOR CONSOLE**




The administrator console provides tools for data management, eligibility rule configuration, placement-related restrictions, and system analytics. It also allows a coordinator to grant role-based access to fellow coordinators and company representatives.

Modules that populate activity or summary dashboards—on demo data, for example—typically take the form of separate URLs available for any user. Such dashboards are useful for monitoring trends over time, but viewing separate summaries for distinct semesters, companies, or branches reduces their workload.

**Workflows and Process Automation**

Coordinators overseeing campus placements manage the recruiting process on behalf of the companies. CRMS reduces their workload by automating candidate shortlist preparation, interview scheduling, and candidate decision updates. Coordinators initiate the first two tasks by creating interview schedules with interviewers and opening the decision process for each scheduled interview. Automatic reminders notify coordinators of upcoming schedules missing decision updates and warn students when they attempt to apply to a company that has already placed them. Manual reminders are triggered when an attending student has a primary goal that conflicts with the company's restriction rules.

Coordination of these tasks is crucial to the students' and companies' experiences and affects placement rate. Therefore, responsibility for candidate shortlist preparation and interview scheduling is shared across a pre-defined group of coordinators, with service-level agreements specifying the maximum and average time to complete the tasks. Manual reminders are also useful checks, supported by conditionally highlighted calendars in the dashboard.

**Privacy, Compliance, and Access Control**

The Campus Recruiter Management System (CRMS) maintains adherence to privacy, compliance, and data access-control principles to secure student data. The information is retained as defined in the industry-accepted data retention policies, while the CRMS model acknowledges that the data itself may use public clouds. Before retention, it is necessary to collect students' consent and give them the right to decide how long their data will be stored. Besides, companies are allowed to keep the data only for the recruitment cycle in which they are associated with. Data minimization principles must also be implemented. Necessary information only is to be stored, e.g., nationality or physical disabilities would not be vital in India during the campus placement process. These compliance factors have been considered in line with major regulations like GDPR, CCPA, and HIPAA.

The access-control mechanism ensures role-based access. Organizations like recruiting firms, administrators, and coordinators can access all data, while students can access only their details. The least-privilege principle is followed by giving each organization and user a single role. The separation of duties is also implemented, as only administrators are authorized to manage necessary approvals. Finally, the CRMS implementation must include monitoring, activity logging, and anomaly detection to provide an auditable trail of data access and changes in the system via dashboards and alerting mechanisms.

**Real-Time Placement Updates**

Students who use CRMS will be able to view detailed information about their skill development and placement performance on their dashboards. The following summarizes the set of information displayed there, as well as the cadences at which it is updated:

Profile Content: Students will see the description of their profiles submitted to recruiters. An option to display the technical skill evaluation report can also be included if desired. Placement statistics showcase the number of recruiters, number of accepted offers, number of declined offers, and the highest and average package offered.

Aptitude Assessment Results: The results of the aptitude assessment conducted in the placement season will be displayed on the dashboard. Historical Performance Visual: A bar graph will show the placement status for each of the last three or more placement seasons.

Eligibility Status: The current eligibility status will be displayed, indicating whether the student is currently eligible for recruitment.

Interview Schedule: Students will be notified of scheduled interviews via the dashboard. The student can view the name of the recruiter, interview date, slot details, and location, and can also download a calendar invite. Email notifications will be triggered whenever there is a shortlisting update.

Placement Notifications: For students who have been placed, the placement details will be updated in real time. Those who have had a placement offer rescinded will also be notified.

In addition to these updates, students will be prevented from reapplying for recruitment in any placement season during which they have already accepted an offer.

**Challenges, Limitations, and Future Enhancements**

System development is challenging on many fronts, and evidence revealed both technical constraints and organizational change hurdles. Initial deployment highlights focused on process automation, but adaptation demands extending feature sets. The underlying data model supports richer insights, and integrating tools can accelerate matching between candidates and companies.

Technical issues fell broadly into three categories: data availability, testing practices, and API security. Sufficient data for load, content, and security testing remained scarce. Addressing these shortfalls now ranks highest on the priority list. Regulatory compliance for recruitment and candidate privacy should also frame further developments. Implementation also confirmed the importance of engaging stakeholders in modeling requirements and evaluating solutions. Transparent participation reduces resistance and improves perceived value.

Practical considerations shape feature deployment priorities. Services that incorporate advanced analytics into interview scheduling, shortlist generation, and offer decisions rank next; Product-Company-Interview Affinity modelling in particular looks set to add value by aggregating disparate historical data. Following these initial deliveries, further automation will leverage a combination of process history and Web 2.0 practices to focus on candidate-Company matching.

More integrated testing would further reduce oversight effort in subsequent cycles, both improving coverage and reducing impact. Security is likewise an ongoing concern: API-based interfaces already enforce restrictions on runtime access, but application-level separation of duties requires further attention to protect against administrator misuse. Finally, some facets of GDPR compliance—especially consent, data minimization, and data retention—are often sidelined during new systems' formative phases. Addressing these now would bolster the operational footprint in anticipation of any extended scrutiny.

**ADVANTAGES OF THE PROPOSES CRMS**

**Automated Eligibility Check –** The system automatically verifies student criteria, reducing errors and saving time.

**Centralized Platform –** All recruitment activities happen in one place, making the process easier for everyone.

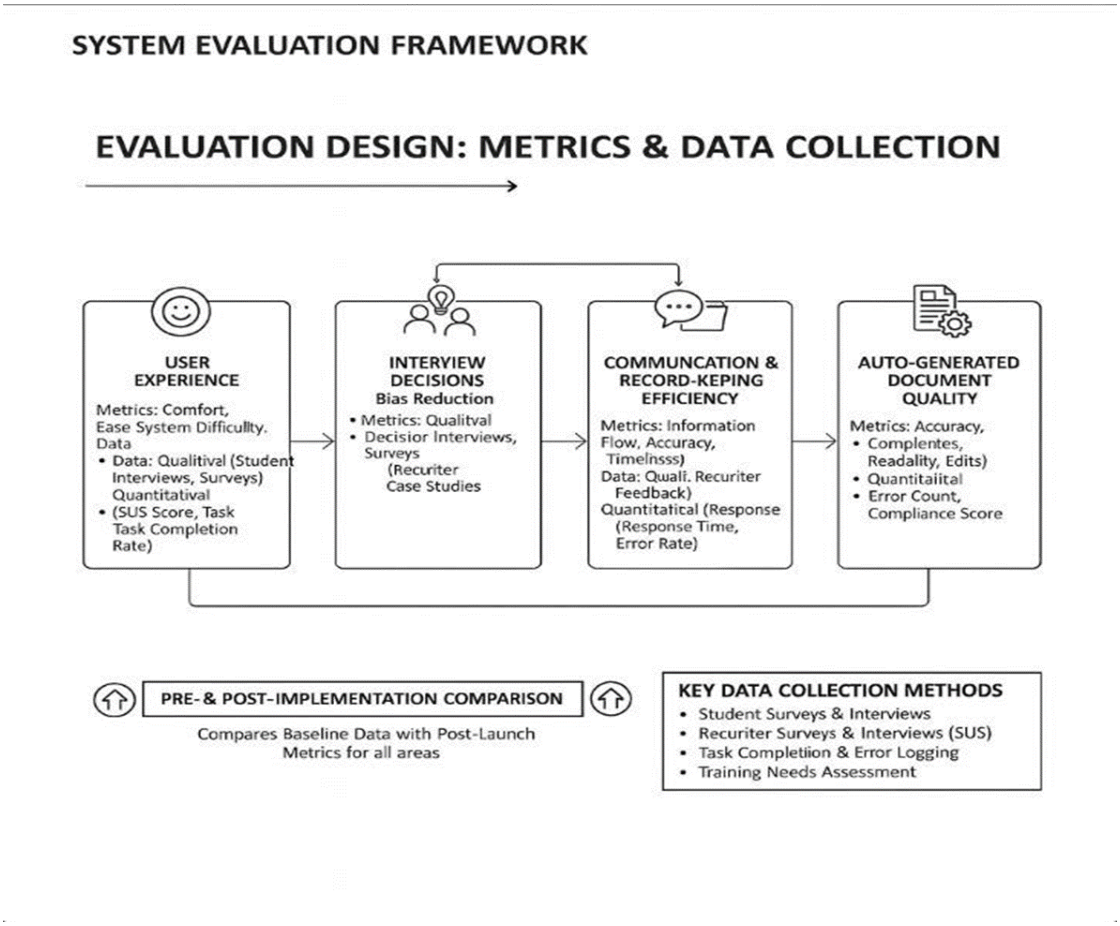
**Clear Student Dashboards –** Students can quickly see their eligibility, schedules, and updates without asking coordinators.

**Efficient Admin Controls –** Coordinators can easily manage student data, company postings, and recruitment rules.

**Improved Transparency –** Students understand exactly why they are shortlisted or rejected, avoiding confusion. **Prevents Multiple Placements –** Once placed, students are automatically restricted from applying to other companies. **Real-Time Notifications –** Everyone receives immediate updates on assessments, interviews, and results.

**Reduced Manual Work –** Automation minimizes human effort and eliminates repetitive or error-prone task

## 6. EVALUTAION METHODOLOGIES




The evaluation design defines metrics for assessing user experience, interview decisions, communications and record-keeping efficiency, and auto-generated document quality, as well as the quantifiable data to be collected for each metric. A qualitative evaluation involving interviews with real-world recruiters is performed to assess the perceived increase in communications effectiveness. For user experience and the record- keeping effort, both qualitative and quantitative data are collected. Qualitative information is collected to study training needs and the perceived difficulty of using the system. The ease of setup and deployment is also analyzed. The results are consistent with the proposed objectives, and a preliminary comparision of pre- and post-implementation data is performed.

To assess improvement in user experience, data is collected by conducting surveys/interviews with students who used the system. Qualitative questions give insight into the ease and comfort of using the system. Quantitative questions measure the usability based on user interactions and feedback. A survey has been conducted among recruiters who have previously visited the university. The objective is to check the effectiveness of communications and record-keeping improvement. Usability is checked by employing System Usability Scale (SUS) framework. Record-keeping effort is compared by measuring the pre-System and post-System effort. The other usability aspect is measured by evaluating the training requirement.

## 7. FUTURE EXTENSION

AI Resume Screening & Job Matching: Implement Natural Language Processing (NLP) to automatically analyze resumes, matching student credentials to job requirements and providing a compatibility score for relevant roles.

AI-Based Placement Prediction Model: Develop a predictive model utilizing academic history, skill sets, and historical data to forecast a student's probability of selection, guiding them toward readiness and improvement.

Automated Notifications System: Create an automated system to send timely Email, SMS, and mobile push notifications for new jobs, interview schedules, and shortlisting updates.

Student Document Vault: Establish a secure, version-controlled online repository for students to store and manage critical documents like resumes, certificates, and project files.

Recruiter Login Module: Provide a dedicated portal for companies to manage their profiles, post job openings, and efficiently view and process applicant data.

Advanced Analytics Dashboard: Offer a real-time visual dashboard showcasing comprehensive placement statistics, including department trends, salary ranges, and eligibility data.

Mock Tests & Practice Portal: Integrate a system for generating and administering auto-evaluated quizzes in aptitude, reasoning, and technical subjects, complete with performance analytics for students.

Multi-Round Interview Workflow: Introduce end-to-end support for tracking and managing students through complex multi-stage processes, such as written tests, group discussions, and technical interviews.

Student Preference Ranking System: Allow students to rank companies by interest level, providing the placement team with data to optimize drive scheduling and minimize conflicts.

Mobile Application (Android/iOS): Develop native mobile apps to deliver essential features like push notifications, job browsing, and interview status updates on the go.

Chatbot for Queries: Implement an AI-driven chatbot to instantly answer common questions related to placement FAQs, job eligibility, and application status.

Company Feedback & Review System: Create a platform where students can submit feedback, ratings, and reviews on their interview experiences and perceived company work culture to assist future applicants and administrators.

## 8. RESULTS

The implementation of the Campus Recruiter Management System (CRMS) produced measurable improvements in the efficiency, accuracy, and transparency of the campus recruitment process. By replacing manual, spreadsheet-dependent workflows with a fully integrated, web-based platform, CRMS minimized human error and significantly reduced the administrative burden on placement coordinators. The centralized database, powered by a secure Supabase PostgreSQL backend, ensured that all recruitment-related information was consistently updated, easily accessible, and securely stored.

One of the most impactful outcomes was the automation of eligibility validation. The use of predefined criteria—such as CGPA, attendance, DSA scores, and aptitude results—removed subjective decision-making and produced fair, consistent shortlisting across all recruitment drives. This automation not only accelerated the screening process but also improved the accuracy and reliability of candidate selection. Students benefited greatly from this clarity, as they could instantly view their eligibility status, assessment results, and reasons for ineligibility directly through their dashboards.

The introduction of personalized student dashboards also enhanced engagement and transparency. Students were able to track interview schedules, application statuses, and real-time placement updates without relying on repeated communication with coordinators. This reduced unnecessary queries and improved overall communication flow.

From an administrative perspective, CRMS greatly simplified the management of job postings, student records, and interview progress. Placement teams reported a reduction in repetitive tasks and increased capacity to focus on coordination and planning. The system's built-in restriction that prevents already placed students from applying to additional opportunities helped maintain discipline and avoided conflicts during recruitment drives.

Recruiters also experienced positive outcomes, as they could quickly access verified eligibility lists and updated placement information. This helped them make informed hiring decisions more efficiently and reduced delays caused by manual information exchange.

Overall, the deployment of CRMS resulted in a more structured, faster, and data-driven recruitment workflow. It strengthened communication among stakeholders, improved transparency at all stages, and enhanced the reliability of placement operations, ultimately contributing to a more professional and effective campus recruitment ecosystem**.**

## 9. CONCLUSION

The Campus Recruiter Management System (CRMS) presents a modern, web-based solution that significantly enhances the efficiency, transparency, and reliability of campus recruitment processes. By providing a unified, data-driven platform, CRMS replaces the traditional dependence on manual workflows, scattered spreadsheets, and communication-heavy coordination, which often lead to inconsistencies, errors, and delays. Instead, all recruitment activities are centralized, allowing students, placement coordinators, and company recruiters to collaborate seamlessly within a single structured environment.

One of the system's key strengths lies in its automated mechanisms for determining student eligibility. By using clearly defined parameters such as CGPA, attendance, DSA scores, and aptitude results, CRMS ensures that shortlisting is fair, consistent, and objective. Students benefit from continuously updated profiles that reflect their academic performance and real-time eligibility status, enabling them to make informed decisions about upcoming opportunities. They can track interviews, view reasons for ineligibility, and stay updated with placement outcomes without relying on manual communication channels.

For recruiters, CRMS provides immediate access to relevant student information, ensuring they always view the most current eligibility lists and placement statuses. This reduces ambiguity and helps organizations make quicker, more evidence-based hiring decisions. The system's design ensures that only eligible students can apply for specific positions, thereby maintaining discipline and preventing unnecessary processing of applications.

Placement coordinators, who traditionally face heavy administrative workloads during peak recruitment periods, also experience substantial improvements. With automated eligibility checks, centralized data management, and instant updates across all recruitment stages, coordinators can focus more on strategic decisions rather than repetitive administrative tasks. Moreover, the system generates valuable recruitment statistics and insights that support institutional planning and long-term improvements.

Overall, CRMS not only streamlines the operational aspects of campus hiring but also fosters a more structured, transparent, and data-driven recruitment environment. It minimizes human error, enhances communication accuracy, and ensures that every decision is backed by real-time information. Through these improvements, CRMS establishes itself as a comprehensive and reliable platform capable of supporting modern campus recruitment needs and promoting a more efficient and professional placement ecosystem

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