



For

Off-campus

No big companies on campus? *Go off-campus.*

Product companies still hire from tier-2 and tier-3 colleges. Here is where, and how.

Made with engineers who work at
Microsoft and Atlassian and teach at
NYC.





Before you take advice, you should know who it comes from.

Made with engineers who work at Microsoft and Atlassian *and teach at NYC.*



Swapnil

Forward Deployed Engineer, Microsoft

Works on Microsoft Teams. Teaches Full Stack Engineering at NYC.



Akshay

Senior Software Engineer, Atlassian

Worked on UPI payments at Jio Platforms. Teaches DSA at NYC.

They speak for themselves, not for their employers.



ABOUT NYC · 2 OF 3

Our students are already *applying like this.*

Live classes, five days a week.



EVERY
PROJECT

Projects with live links

WEEKS 22-23

Open source and a hackathon

INTERNSHIP
PREPARATION

Referrals and mock interviews

They were where you are. *Now they are hired.*

Students who learnt with our team at Sheryians Coding School.

➤ Now at **Zithara**

“My college had no real placement scene, so I took the chance. I only knew HTML and CSS. Every concept got clearer as the course went on.”



Shivangi Gupta

Maulana Azad College of Engineering and Technology,
Patna

[LinkedIn](#) ↗

➤ Now at **Compile Infy**

“Before, I knew only basic HTML and JavaScript and had no projects. I went on to receive about five job offers.”



Charan Buchannola

IIIT Jabalpur

[LinkedIn](#) ↗

➤ Now at **SAP Labs**

“I kept giving interviews and getting rejected. The cohort covered everything from DSA to aptitude. I got my offer letter on its very last day.”



Anurag Bansal

Vivekananda Institute of Professional Studies

[LinkedIn](#) ↗



Now, let's start *the guide*.

Eight short sections. Read them in order.

- 01 How off-campus hiring works
- 02 Where the jobs are
- 03 Getting a referral
- 04 Emailing startups
- 05 Your week and your tracker
- 06 Apple, Meta, OpenAI: what is realistic
- 07 Hackathons and contests
- 08 7 mistakes to avoid

3 ways to get hired *without a campus drive.*

Campus drives at most colleges bring mostly service companies. Product companies fill many student roles in these 3 ways.

3 OFF-CAMPUS Ways in that skip the placement cell



1 · CAREERS PAGES

Google

Microsoft

Amazon

Atlassian

Uber

Most startups

They post student roles publicly. Anyone can apply.



2 · REFERRALS

An employee submits your résumé, so a human reads it. This is the biggest lever you have.



3 · CONTESTS AND HACKATHONS

Companies run them to find students. Top ranks get interviews.

3 numbers to remember

1

live project link in every message you send

10

referral requests a week, every week

0

permission needed from your college to apply

6 places to look *every week.*



Careers pages

Set alerts for 30 companies. Check every Monday.



LinkedIn Jobs

Filter: internship, past week. Apply within 48 hours.



Wellfound

Startup jobs. Founders often read applications themselves.



Unstop

Hiring challenges and hackathons from companies.



Hiring contests

Rank well, then interview. TCS CodeVita, Flipkart GRiD and others.



Open source

GSoC and LFX mentorship. Maintainers refer good contributors.

Platforms and contests named are examples active in recent years. Check current dates on each site.

How to get a referral *from a stranger.*

1 Pick who to message

Engineers 1–3 years in

Alumni of your college there

People who posted "we are hiring" in the last month

Engineers 1–3 years in remember being you. To find alumni, search LinkedIn for the company and your college.

2 Send three lines No essay

Who you are, a live project link (not a résumé), and the ask with the job ID. Use their name, never "Dear Sir".

3 Follow up once After 5 days

No reply? Wait 5 days, then send one follow-up.

COPY THIS MESSAGE

Hi Priya, I'm a 2nd-year CSE student at XYZ.

Line 1: who you are

I built a notes app with AI search that 40 classmates use: [link](#).

Line 2: the link

I'm applying for the SDE intern role (job ID 12345). Would you be open to referring me? Happy to share anything that helps.

Line 3: the ask

5 steps to email *a startup founder*.

Startups hire people who show up with proof of work.

1

Pick 20 startups

20 at a time

Choose ones that are hiring or just raised money. Look at funding news, Wellfound and LinkedIn posts.

2

Use their product

1 day

Find one bug, or one thing you would improve.

3

Email the founder or CTO

Not HR

Who you are

What you noticed

A link to something you built

Three lines, nothing more.

4

Offer a small task

1 weekend

"Happy to build this as a trial over a weekend."

5

Follow up once

After 1 week

Then move on. Most will not reply. That is normal.



Send the next 20



Your week, *day by day.*

MON Apply	TUE Refer	WED DSA	THU Email	FRI Test	SAT Build	SUN Review
--------------	--------------	------------	--------------	-------------	--------------	---------------

MON	Apply to 5 roles From your saved alerts
TUE	10 referral requests One live project link in each
WED	2 DSA problems 45 min on your project
THU	Email 4 startups After using their product
FRI	Timed test: 3 problems 90 min, no AI
SAT	4-hour build session Put it online before you stop
SUN	Update the tracker Plan next week

Your tracker needs these 12 columns

1	Company	2	Role + job ID
3	Date applied	4	Referred by
5	Contact name	6	Follow-up date
7	Test date	8	Interview round
9	Result	10	What went wrong
11	Next step	12	Link to the post

Apple, Meta, OpenAI: *what is realistic.*

Students ask about these every week. Here is the honest answer for 2026.

Apple

Few fresher roles in India

Engineering teams exist in Hyderabad and Bangalore. Most openings ask for experience. Watch jobs.apple.com, but do not plan around it.

Meta

New-grad roles are mostly abroad

Its engineering team in India is small. Most new-grad software roles are in the US and UK. Join a strong company in India first, then move.

OpenAI

No student hiring in India

Roles ask for years of experience or exceptional public work. Build AI products in public and contribute to open-source AI. Our forward deployed engineer (FDE) guide covers the closest role.

The real path

FIRST

1

Join a strong product company in India

2-3
YEARS

2

Do great work. Build in public.

THEN

3

Make the move

Apply abroad, or move internally. Many engineers at these companies took this route.

Hiring changes. Check each company's careers page. NYC is not affiliated with these companies.

Hackathons and contests, *and what each gives you.*

Hackathons · build in 36 hours



Smart India Hackathon

National. Teams of 6.

You get: problems set by ministries and companies



MLH (Major League Hacking)

Student hackathons.

You get: many events you can join online



Company hackathons

On Unstop and Devfolio.

You get: judges and sponsors who are engineers.
Talk to them.

Coding contests · rank in public



Codeforces and LeetCode contests

One contest a week. Your rating grows slowly, then fast.

You get: a rating for your résumé



Company contests

Companies run them to find students.

You get: an interview if you rank near the top



At NYC: in weeks 22–23, students contribute to open source and take part in a hackathon.

7 mistakes students make *applying off-campus.*

✕ ~~1. Waiting for the placement cell~~

✓ If the company never visits, the wait never ends. Apply yourself.

✕ ~~2. Mass-applying with no link~~

✓ 100 applications with no project link get fewer replies than 10 with one.

✕ ~~3. "Dear Sir/Madam" messages~~

✓ Use their name. Write three lines with one ask.

✕ ~~4. Applying a week late~~

✓ Popular roles fill fast. Apply in the first 48 hours.

✕ ~~5. Only aptitude prep~~

✓ Service-company prep does not clear product-company tests. Do DSA.

✕ ~~6. Stopping after 20 rejections~~

✓ Off-campus takes many applications. Your tracker keeps you honest.

✕ ~~7. No proof of work~~

✓ Without a big college name, your project speaks for you. One app online with real users counts for more than any certificate.

We teach all of this, *live*.

● ● ● nyc · course

Covers this plan



WE TEACH THIS

Software Engineering + AI

Software Engineering + AI: live classes, engineer-reviewed projects with live links, and internship prep for referrals, tests and interviews.

📺 Live classes

👤 Engineer reviews

🎯 For: **Software engineer intern (SDE)**

📞 Talk to an advisor

See the course → notyourcollege.com



Guide by the NYC team, 2026. Based on public hiring programmes and platforms. Names are examples, not endorsements. NYC is not affiliated with the companies named. NYC does not guarantee employment or selection.