

Best Practice -1: Quality Enhancement in Campus Placement

1. Title of the Practice: Quality Enhancement in Campus Placement

2. Objectives of the Practice

Campus placement is a crucial factor these days in most of the engineering institutions. All the stakeholders consider the placement as an essential factor in judging the quality of the institution. Therefore, it is required to identify the challenges faced to have quality campus placement, they are as follows:

- Offering less average & maximum salary package for placement.
- Visiting less number of companies for campus placement.
- Lack of aptitude & attitude skills of students.
- Less placement opportunities in product and dream companies.
- Not meeting eligibility criteria of company by students due to live ATKTs.

In an attempt to address above issues and challenges, novel steps were taken by Thakur College of Engineering and technology (TCET) to enhance the quality campus placement with the following objectives:

- To become one of the preferred recruitment destinations
- To progress continually and sustain the performance of students in placement
- To increase average & maximum salary package offered by companies
- To increase the number of companies visiting for campus placement
- To provide high salary package opportunities to deserving candidates
- To make commendable steps to find out solutions
- To prioritize solution areas
- To execute solutions in a planned manner

3. The Context

India Skill Report 2021 conducted by Confederation of Indian Industry (CII) and Wheebox. The report says that 46.80% students are employable. Therefore, it is difficult for engineering graduates to get employed without professional experience immediately after their studies. Hence, campus placement plays a vital role for getting employed. Campus Recruitment or Campus Placement is the most popular method for selecting candidates from an Institute where various organizations visit to the college (campuses) to recruit bright talent. Students, who are keen on beginning their professional career as soon as they finish studies, find the opportunity knocking at their doors.

As per All India Council for Technical Education (AICTE), 43.08% got the placed through the campus placement. Also, in recent years, providing campus placement to successful students is considered as institutional obligation and institutions are ranked based on number of successful job placement provided. The success of the institute is

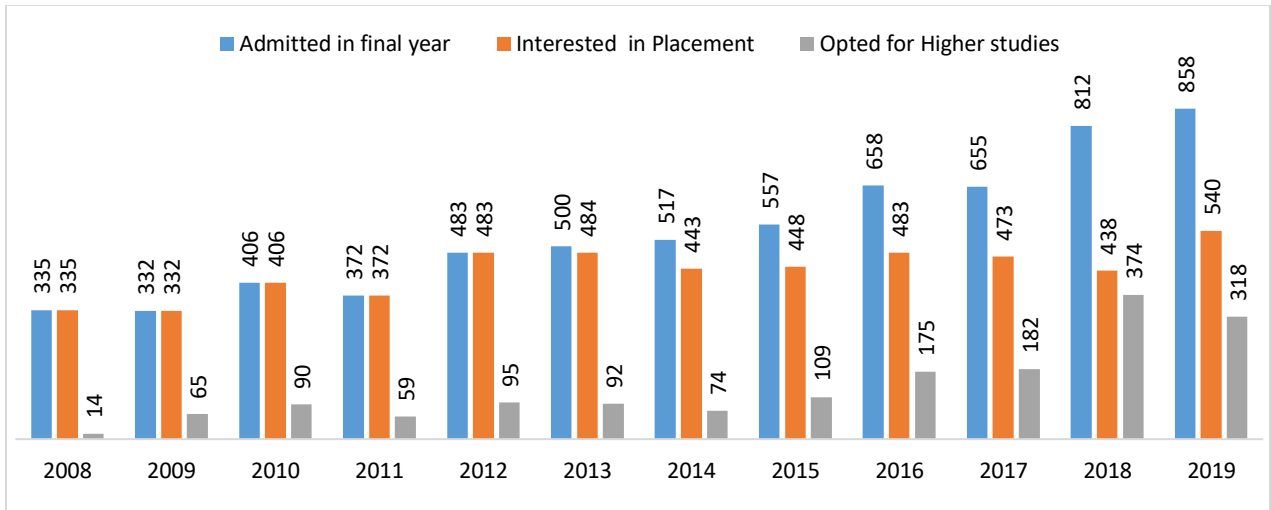
measured in terms of the number of multinational companies participating in the placement process, the salary package offered and the number of students getting placed.

The Training and Placement Cell is always at forefront to understand the emerging industry requirements and meet those by providing training to students in the required disciplines. For that, T&P Cell has initiated various platforms for all stakeholders to ensure the mutual benefits. The T&P Cell initiated the following interactions with outside world and ensured to develop a training model by taking the inputs from these interactions:

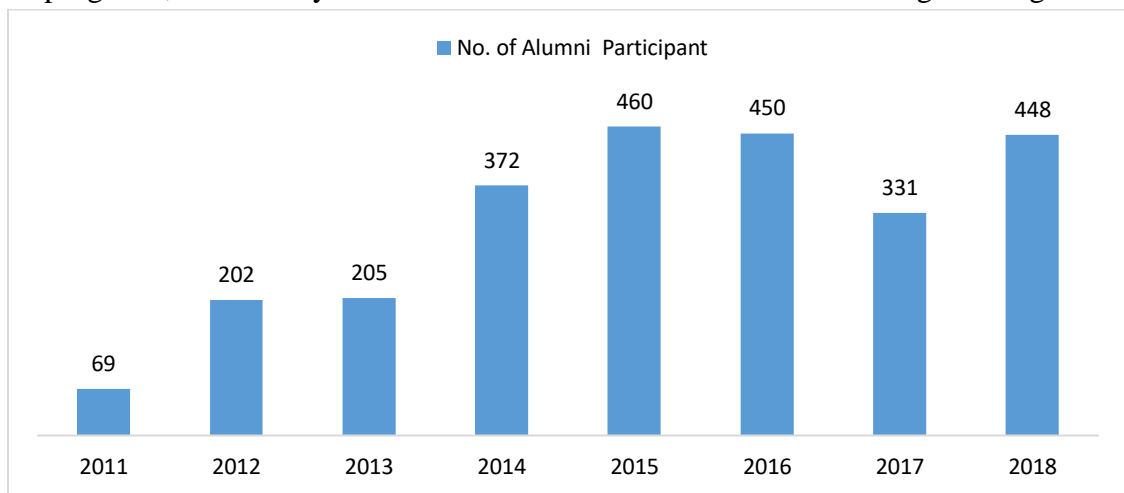
- a) *Industry Institute Symposium*: Industry Institute Symposium is initiated by inviting all stakeholders from industry, PSUs and academia on a platform to identify the training needs and career opportunities for Engineering Graduates in public, private and multinational organizations. It helped to provide a common platform for healthy interactions and new learning with positive outcomes, and ensure lifelong learning for all stakeholders. This also helped in strengthening the relationship among all the stakeholders through their active engagement and involvement, which ensured the institute to understand industry needs to inculcate among graduates.
- b) *Corporate feedback*: Initiative of Corporate feedback about placed students from HRs of various organizations is taken to understand the areas of improvement and skill gaps. It also helped to understand the performance of the students and their adoption with the work culture. The format of the feedback form is as follows:

Sr. No.	Parameters
1	Subject Knowledge
2	Practical use of Knowledge and skills
3	Knowledge sharing approach
4	In-time completion of assignments
5	Team spirit
6	Initiative
7	Eagerness to learn new things
8	Communication skills
9	Discipline and etiquette
10	Adoption of work culture
11	Commitment to allotted work

Student feedbacks are obtained on the above said parameters in the scale of 4 to 10. Analysis is carried out and is considered as an input for further enhancement of training. TCET strives hard to ensure students who have received the offers will join the organization. This helped to increase conversion rate and created faith in TCET. It helped to become the first recruitment destination for organizations. The institute has devised a mechanism through which we get their consent for placement in advance.



c) *Alumni Meet*: It is important for an institution to have Alumni connect. Looking into it, TCET has established Alumni Association and started connect program. This gives an opportunity to pass out students to interact with their junior fellow colleagues and guide them for better future. Alumni have been involved in the training and other programs, so that they can be associated with the institute for lifelong learning.

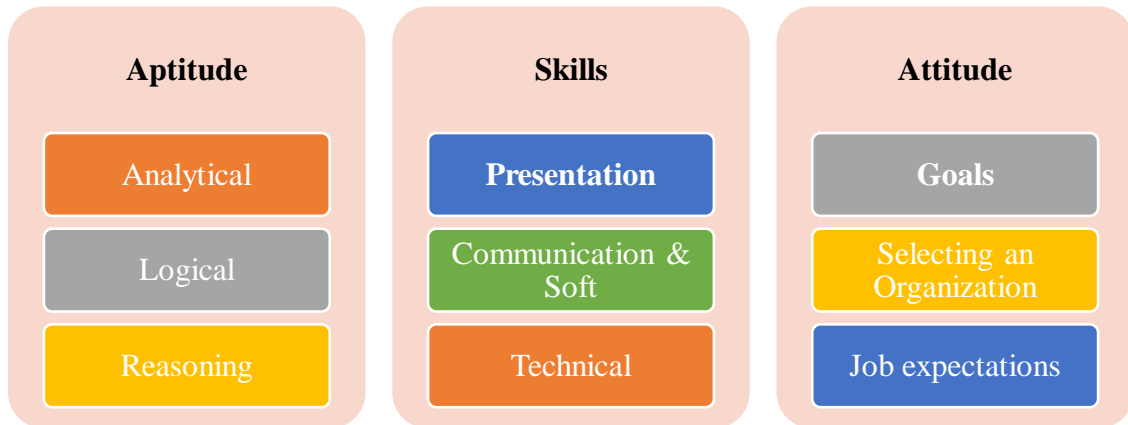
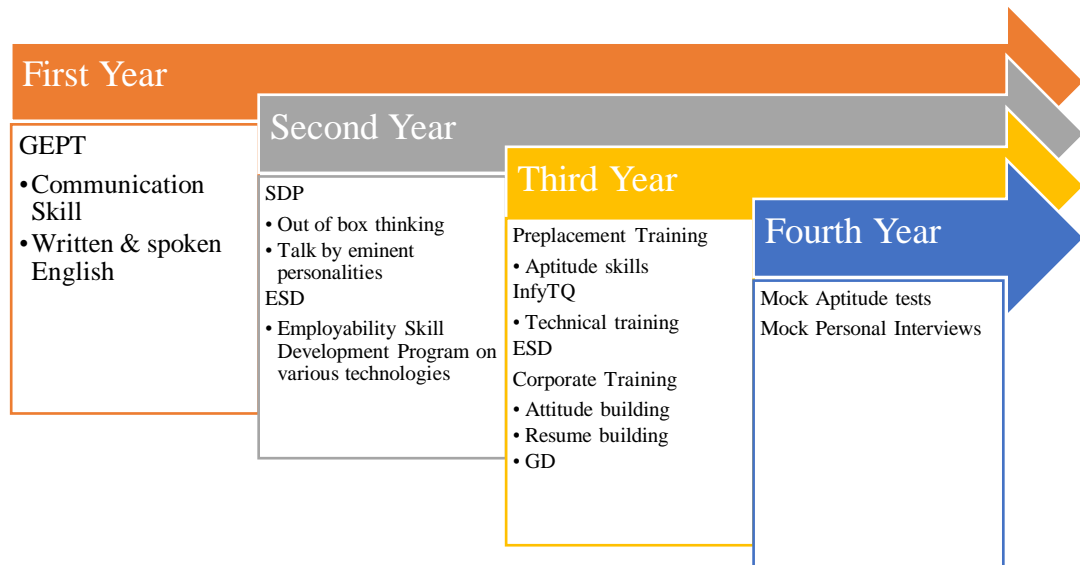


4. The Practice

Training Program for engineering students is the ongoing activity that is designed to provide students with the knowledge and skills needed for their jobs. Formal training acts as a stepping stone and paves the path for bright future. It helps students for acquiring appropriate knowledge and skills necessary for future employment. It plays an instrumental role in improving one's communication and managerial skills so that he/ she can develop confidence and get jobs. Training model as shown in following figure is implemented to develop the attitude and aptitude skills of students.

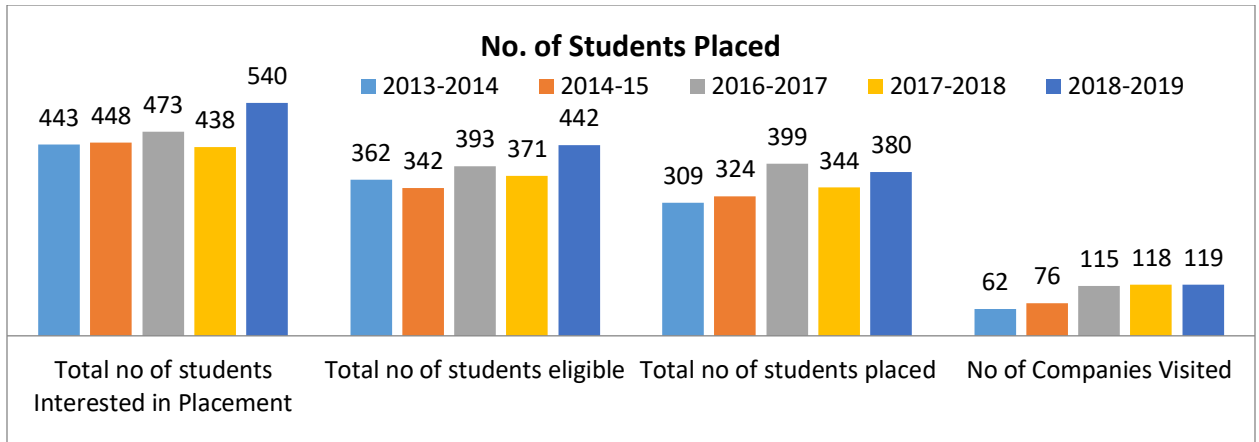
The students studying in TCET are encouraged by T&P Cell to take up training programs. There are various training programs at TCET and each training program has

a specific goal to improve attitude, aptitude and technical skills. Student Development Program (SDP), Pre-Placement Training Program (PPT), Corporate Training (CT), Infosys InfyTQ Program, Employability Skill Development Program (ESD) and Internship Training Program are the important training programs to develop students' overall personality. Moreover, mock activities are also conducted to give them the feel of campus placement process.

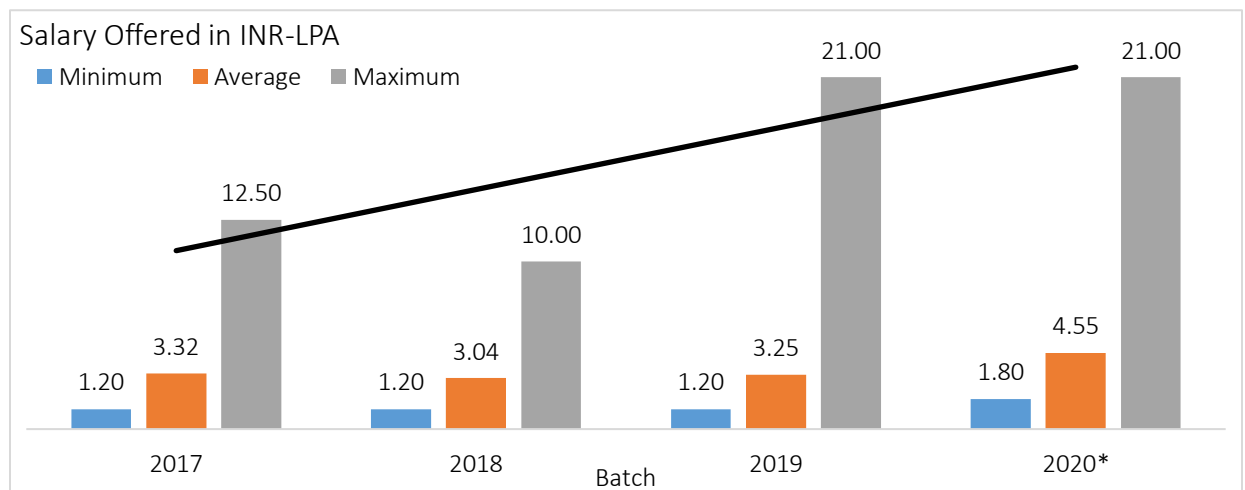


5. Evidence of Success

By using various tools and initiatives, it is observed that there is an increase in the placement of the students. The same is highlighted in the figure below.



There is also an increase in the salary offered to the students over a period. This is one of the parameters considered as one of the issues. It is addressed by devising the effective training and continuous monitoring and control.

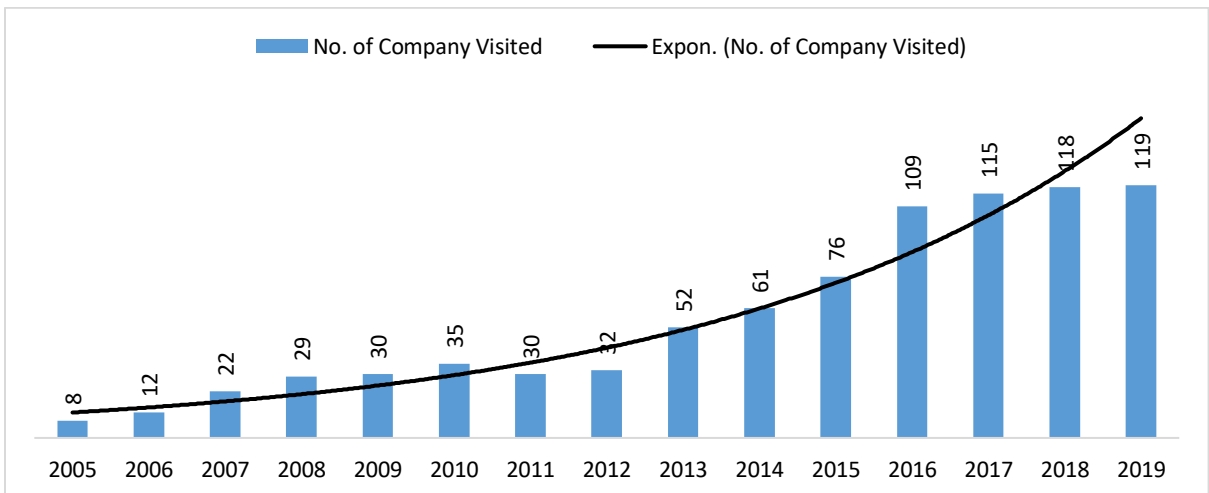
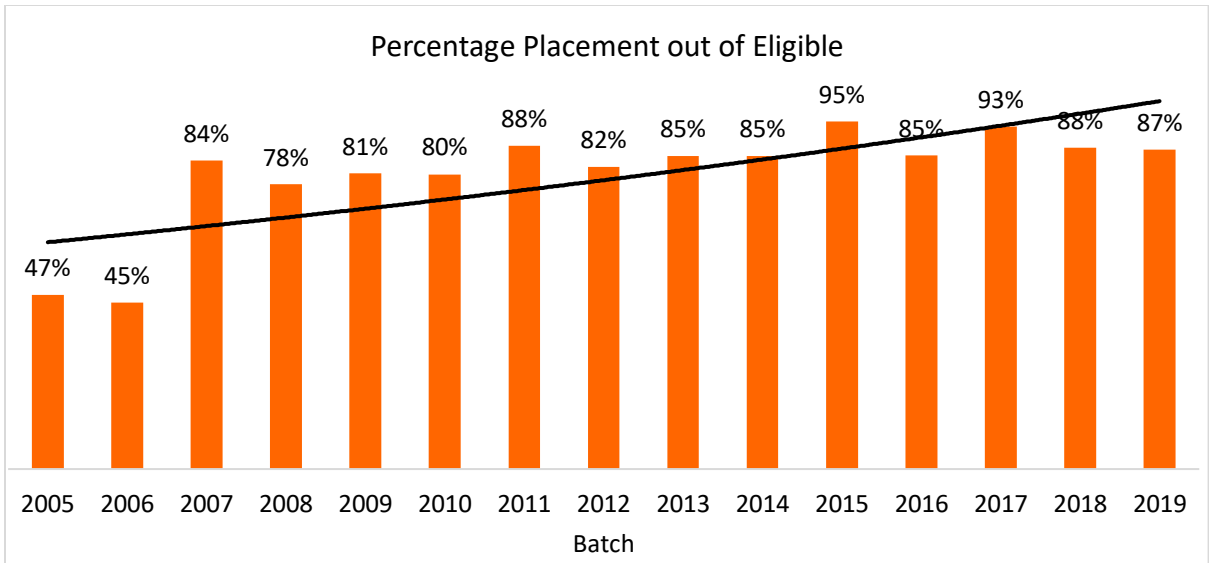


*Placement in process

Institutes are very much keen to have quality campus placement which includes placements with high salary package, more number of offers from product & dream companies and international placement.

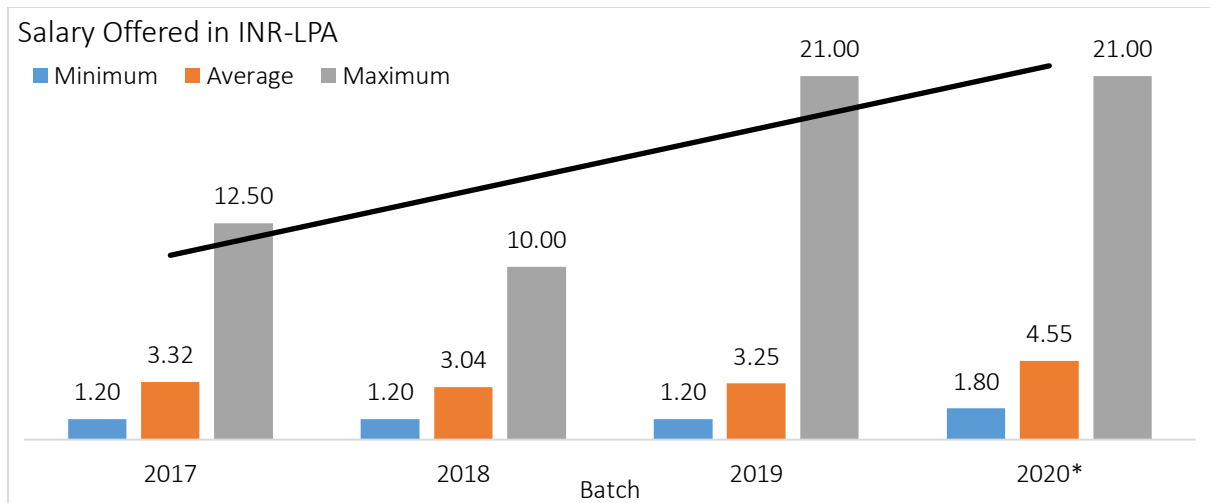
a. Achieved Benefits

- Achieved placement of 85% students eligible for placement
- Increased maximum & average salary package for students
- Ensuring students getting placement opportunities after their graduation
- Increase in number of companies visited for campus placement



b. Tangible Benefits

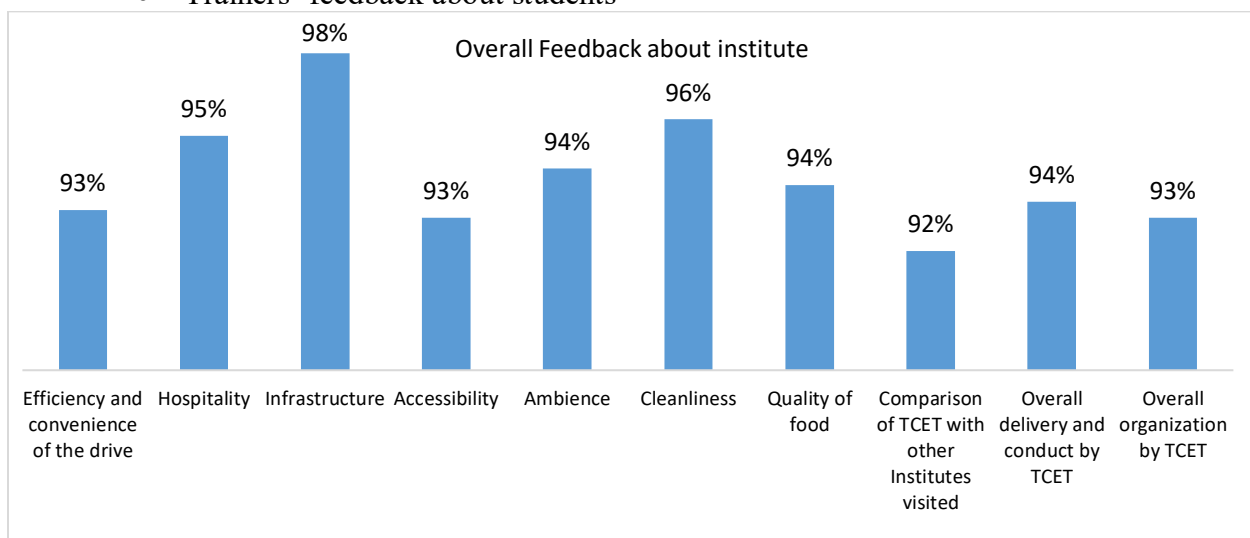
- Achieved quality placement of interested students
- Providing placement opportunities after graduation
- Increased maximum and average salary package for students



*Placement in process

c. Intangible Benefits

- Corporate Feedback about institute
- Corporate feedback about student
- Trainers' feedback about students



6. Problems Encountered and Resources Required

The following were certain problems and challenges that were encountered while enhancing quality in placement.

- Various training programmes are required to be identified as per industry requirements such as enhancing aptitude skills, soft skills, technical skills, etc.
- The training programs help to strengthen the skill sets and thereby enhance the opportunities for placement.
- Dedicated team of trainers is required to ensure timely support to students.
- Sufficient amount of time shall be required for training programmes.

- There is a need to enhance the industry interactions for being at par with industry expectations.

7. Notes (Optional)

The TCET's Training and Placement Cell always strives to compete with itself to provide better and quality placement results compared to previous year. The Cell also ensures to involve all its stakeholders in gaining the essential quality placement using new initiatives. It is because TCET believes in a student-centric, faculty-driven approach and in design & development, and invention & innovation to produce Globally Competent & Locally Relevant engineering professionals with rich values and ethics.

Best Practice -2: Innovation and Entrepreneurship Development Centre

1. The Innovation and Entrepreneurship Development Centre (IEDC)

- Inculcating entrepreneurial Mindset in Engineering students for Atmanirbhar Bharat.

2. Objectives of the Practice

- To direct the energy and the knowledge of the youth towards the purpose of being active partners in the economic development process.
- To promote and catalyze the development of innovation-driven and knowledge-based enterprises and to promote the employment opportunities among the youth mainly, students.
- To inculcate a culture that embraces innovation-driven entrepreneurship.
- To be an institutional mechanism to provide various services that includes information on every aspect of enterprise building to budding Science and Technology entrepreneurs.

3. The Context

- To develop a congenial environment for young researchers and entrepreneurs.

4. The Practice

- Increase awareness about entrepreneurial mindset through sharing of experiences of alumni start ups
- Structured process for Entrepreneurship development
- Collaboration with various Mentors and active organizations in this field
- Dedicated human resource and premises for E Cell activities for better visibility
- Support student's innovative ideas through seed funding

5. Evidence of Success

- A total fund of Rs. 43.5 Lakhs utilised for IEDC projects
- Total of 25 projects rolled out
- Total number of students benefitted is more than 100
- Total products developed is 11 and total patents filed is 3.
- Total product commercialization is 3
- Campus companies are 9 and Startups are 16
- Total employment generation for 170 plus

6. Problems Encountered and Resources Required

- Technology transfer to the market is a major problem for the products developed under IEDC
- Fund restriction for specialised maker labs
- Time restriction due to man power availability for 24 hours
- Faculty members are more trained on technology then on entrepreneurial aspect so that project to product journey takes lots of time.
- Immediate conversion of students to entrepreneurs

- Availability of seed funding for supporting start-ups in initial phase
- Components required for experimentation are provided to the students through component library facility
- Dedicated incubation centre and R&D lab provided to the students to conduct the research and development work.

7. Notes (Optional)

- Due to dedicated activities and involvement of student's awareness is spread at institute level.
- Students won first prize in E WEEK organized by NEN at National level in 2014.
- As students interacted directly with their alumni they found Entrepreneurship as blooming carrier from new perspective
- 10% out of total Students identified in Second year showed interested in starting their own company at the end of final year
- Till 2020 there are more than 35 Mentors and advisors empaneled under E cell.
- From 2016 onwards 25 prototypes are developed under IEDC by students.
- Component library having hardware components worth 35 lacs is developed.
- Trained teachers started guiding students for product development rather than project development.
- Three products developed by students is commercialized by institute

1. E Cycle
2. Cost effective Education System
3. Project Portal on cloud