

GURUKULA KANGRI (DEEMED TO BE UNIVERSITY)

Haridwar – 249404, Uttarakhand

(NAAC 'A' Grade Accredited Deemed to be University u/s 3 of UGC Act 1956)

INTERNAL QUALITY ASSURANCE CELL (IQAC)

CORPORATE / INDUSTRY FEEDBACK ANALYSIS REPORT

Corporate Affairs and Outreach Cell (Placement Cell)

Academic Year: 2020-21

Feedback Period: February 2020 – June 2021

Prepared by	Internal Quality Assurance Cell (IQAC)
Report Type	Corporate / Industry Stakeholder Feedback
Academic Year	2020-21
Feedback Period	February 2020 – June 2021
No. of Forms	17 Feedback Forms
No. of Companies	17 Companies / Organisations
Overall Satisfaction (A++ + A)	76.5%
Date of Report	June 2026
NAAC Reference	Criterion II / Criterion III / Criterion VI

IQAC, Gurukula Kangri (Deemed to be University), Haridwar

1. Introduction

Gurukula Kangri (Deemed to be University), Haridwar, collects structured feedback from industry delegates and corporate visitors during campus placement drives, recruitment processes, internship drives, and guest interactions as part of its institutionalised quality assurance framework. This practice is aligned with NAAC guidelines for stakeholder feedback and supports continuous improvement in student development, curriculum planning, and institutional effectiveness.

This report presents the analysis of **17 Corporate / Industry Feedback Forms** collected during **Academic Year 2020-21** (February 2020 – June 2021) by the Corporate Affairs and Outreach Cell of the University. The feedback was received from **17 companies/organisations** representing diverse industrial sectors.

Feedback collected under NAAC Criterion II (Teaching-Learning) and Criterion VI (Governance & Quality Assurance). Findings inform the Annual Quality Assurance Report (AQAR).

2. Scope and Methodology

The feedback was collected through the University's standardised Corporate Feedback Form maintained by the Corporate Affairs and Outreach Cell. Each form captures:

- Name and details of the visiting company/organisation and delegate
- Delegate's designation and purpose of visit
- Narrative feedback on student quality, infrastructure, and institutional support
- Specific suggestions for improvement
- Overall grade: A++ (Excellent), A (Very Good), B++ (Good), or B (Needs Improvement)

Purpose of visits during AY 2020-21: Campus interviews, recruitment drives for ME/EEE/CSE/MBA/MCA, and trainee recruitment.

3. List of Companies / Organisations – AY 2020-21

A total of **17 companies and organisations** from various industry sectors visited the University during AY 2020-21 for campus recruitment, internship drives, and academic-industry interaction activities.





S.No.	Name of Company / Organisation	Sector / Domain
1	Gold Plus Glass Industry Ltd.	Manufacturing
2	Mohindra Fasteners Pvt. Ltd.	Manufacturing
3	Airtel (Bharti Airtel Ltd.)	Telecom
4	MRF Tyres Ltd.	Manufacturing
5	Prince Pipes & Fittings Ltd.	Manufacturing/Infrastructure
6	Digi-K Labs	IT / Software
7	Attero Recycling Pvt. Ltd.	Recycling / E-waste
8	Brandscapes Worldwide	Marketing
9	Moschip Technologies Ltd.	Semiconductor / IT
10	Concentrix Technologies	IT / BPO
11	Bansal Roofing Products Ltd.	Manufacturing
12	Wipro Ltd.	IT / Software
13	HDFC Bank Ltd.	Banking / Finance
14	Infosys BPO Ltd.	IT / Software
15	Tata Consultancy Services (TCS)	IT / Software
16	Reliance Jio Infocomm Ltd.	Telecom
17	HCL Technologies Ltd.	IT / Software

4. Grade-Wise Distribution of Feedback

The overall grade distribution of **17 feedback forms** received during AY 2020-21 is presented below. The grades reflect the visiting delegates' overall assessment of their campus visit experience including student quality, infrastructure, hospitality, and placement process effectiveness.

Grade	No. of Responses	Percentage	Level of Satisfaction
A++	6	35.3%	Excellent / Outstanding
A	7	41.2%	Very Good
B++	3	17.6%	Good / Satisfactory
B	1	5.9%	Needs Improvement
Total	17	100%	

Graphical Distribution of Grades

Grade	Count	%	Visual Distribution
A++ (Excellent/Outstanding)	6	35.3%	 35.3%
A (Very Good)	7	41.2%	 41.2%
B++ (Good / Satisfactory)	3	17.6%	 17.6%
B (Needs Improvement)	1	5.9%	 5.9%

Overall Satisfaction (A++ + A combined): 76.5% of respondents rated the campus visit experience as Very Good or Excellent.

5. Key Positive Feedback from Industry Delegates

The following strengths and positive observations were consistently highlighted by industry delegates who visited the University during AY 2020-21:

- Students demonstrated sound technical fundamentals and subject knowledge across engineering and science disciplines
- Campus recruitment process was well-organised and efficiently managed by the Placement Cell
- Good hospitality, cooperative faculty, and a supportive institutional environment throughout all drives
- Students well-disciplined, professionally presentable, and showed a consistently positive attitude
- Willingness to learn and adapt was repeatedly appreciated by visiting delegates
- Placement coordinator (Mr. Durgesh Tyagi) received special appreciation for proactive and seamless coordination
- Campus infrastructure, interview rooms, and logistical arrangements were appreciated by delegates

6. Suggestions for Improvement from Industry

The following areas for improvement were identified by industry delegates during AY 2020-21. These inputs serve as important data points for curriculum review, student skill development, and institutional planning:

- Students need to significantly improve written and spoken communication skills
- Business communication, email writing, and professional presentation skills require structured development
- Stronger focus on core engineering and science basics is necessary for better placement outcomes
- Practical knowledge and hands-on lab skills need to be strengthened alongside theoretical learning
- More emphasis on interview preparation, mock group discussions, and aptitude training is needed

7. Action Taken on Feedback Received

Based on the feedback and suggestions received from industry delegates during AY 2020-21, the following actions have been initiated by the IQAC, Academic Departments, and the Corporate Affairs and Outreach Cell:

S.No	Issue / Suggestion Identified	Action Taken / Initiative Planned
1	Weak communication skills	Communication Lab sessions introduced; English Language Enhancement Programme incorporated in curriculum; Regular Mock GD/PI sessions initiated by Career Development Cell
2	Practical skill gaps	Laboratory upgradation planned; Industry internship programme strengthened; Project-based learning encouraged across programmes
3	Core subject knowledge gaps	Remedial classes and bridge courses started for weak students; OBE framework implementation initiated for outcome-focused learning
4	Placement preparation	Career Development Cell activated; Pre-placement training organised with external industry resource persons

8. Conclusion

The analysis of corporate feedback received during Academic Year **2020-21** reflects a **satisfactory level of industry satisfaction** with Gurukula Kangri (Deemed to be University)'s placement processes, student quality, and institutional environment. With **76.5%** of delegates rating their experience as 'A' (Very Good) or 'A++' (Excellent/Outstanding), the University continues to maintain a strong industry interface.

The recurring themes of appreciation for technical knowledge, campus infrastructure, and institutional hospitality affirm the University's commitment to academic excellence and industry readiness. The suggestions identified — particularly around communication skills, emerging technology exposure, and subject conceptual clarity — have been taken up as priority interventions for the subsequent academic cycle.

This report will be placed before the IQAC for review, shared with relevant Boards of Studies for curriculum inputs, and included in the **Annual Quality Assurance Report (AQAR)** as evidence of the University's stakeholder feedback mechanism.