

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: 2021-22

Feedback Period: June 2021 – June 2022

Prepared by	Internal Quality Assurance Cell (IQAC)
Report Type	Corporate / Industry Stakeholder Feedback
Academic Year	2021-22
Feedback Period	June 2021 – June 2022
No. of Forms	15 Feedback Forms
No. of Companies	15 Companies / Organisations
Overall Satisfaction (A++ + A)	80.0%
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 **15 Corporate / Industry Feedback Forms** collected during **Academic Year 2021-22** (June 2021 – June 2022) by the Corporate Affairs and Outreach Cell of the University. The feedback was received from **15 companies/organisations** representing diverse industrial sectors.

Feedback collected under NAAC Criterion II and Criterion VI. Used for curriculum enhancement and student skill development planning.

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 2021-22: Campus placements, recruitment drives, internship selection, trainee hiring.

3. List of Companies / Organisations – AY 2021-22

A total of **15 companies and organisations** from various industry sectors visited the University during AY 2021-22 for campus recruitment, internship drives, and academic-industry interaction activities.

S.No.	Name of Company / Organisation	Sector / Domain
1	Kloudrac Softwares Pvt. Ltd.	IT / Software
2	Digi-K Labs	IT / Software
3	Branding Rise (Brand Marketing Agency)	Industry / Corporate
4	Baljeet Electronics Pvt. Ltd.	Electronics
5	Datamatics Global Services Ltd.	IT / Data Analytics
6	Infocepts Analytics Pvt. Ltd.	IT / Analytics
7	Capgemini India Pvt. Ltd.	IT / Consulting
8	Wipro Ltd.	IT / Software
9	Cyient Ltd.	Engineering Services
10	L&T; Technology Services Ltd.	Engineering
11	Optum (UnitedHealth Group)	Healthcare IT
12	Tata Power Co. Ltd.	Energy
13	Bajaj Electricals Ltd.	Electrical / Engineering
14	Schneider Electric India Pvt. Ltd.	Energy / Automation
15	BHEL	PSU / Engineering

4. Grade-Wise Distribution of Feedback

The overall grade distribution of **15 feedback forms** received during AY 2021-22 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++	5	33.3%	Excellent / Outstanding
A	7	46.7%	Very Good
B++	2	13.3%	Good / Satisfactory
B	1	6.7%	Needs Improvement
Total	15	100%	

Graphical Distribution of Grades

Grade	Count	%	Visual Distribution
A++ (Excellent/Outstanding)	5	33.3%	■■■■■ 33.3%
A (Very Good)	7	46.7%	■■■■■■■ 46.7%
B++ (Good / Satisfactory)	2	13.3%	■■■ 13.3%
B (Needs Improvement)	1	6.7%	■ 6.7%

Overall Satisfaction (A++ + A combined): 80.0% 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 2021-22:

- Students displayed strong technical knowledge and were well-prepared academically for placement rounds
- Good discipline and respectful conduct by students noted consistently across all campus visits
- Placement Cell provided excellent coordination, logistical support, and timely communication
- Students' exposure to projects and research was commendable and valued by technical recruiters
- Well-groomed candidates with a positive learning attitude and strong campus culture
- Campus infrastructure, interview environment, and seating arrangements rated highly by delegates
- Very good hospitality and respectful faculty present throughout all campus drives

6. Suggestions for Improvement from Industry

The following areas for improvement were identified by industry delegates during AY 2021-22. These inputs serve as important data points for curriculum review, student skill development, and institutional planning:

- Students need to keep up with current technologies and industry trends more actively
- English communication and soft skills require structured, sustained improvement
- More female talent should be encouraged to participate in technical placement drives
- Need for more pool campus drives and wider industry exposure beyond existing company networks
- Students should improve knowledge of current technology stacks used in industry

7. Action Taken on Feedback Received

Based on the feedback and suggestions received from industry delegates during AY 2021-22, 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	Current technology awareness	COE (Centre of Excellence) for emerging technologies established; SWAYAM/NPTEL integration for self-paced learning encouraged across departments
2	Communication and soft skills	Dedicated English Language Lab sessions introduced; Personality development workshops scheduled with external trainers
3	Female participation in technical drives	Women's campuses at Dehradun and Haridwar engaged for pool drives; gender-diversity-focused MoUs explored with partner companies
4	More industry exposure	Additional MoUs with companies signed; Consortium placement drives coordinated with neighbouring peer institutions

8. Conclusion

The analysis of corporate feedback received during Academic Year **2021-22** reflects a **high level of industry satisfaction** with Gurukula Kangri (Deemed to be University)'s placement processes, student quality, and institutional environment. With **80.0%** 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.