

# 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: 2022-23**

Feedback Period: July 2022 – April 2023

Prepared by	Internal Quality Assurance Cell (IQAC)
Report Type	Corporate / Industry Stakeholder Feedback
Academic Year	2022-23
Feedback Period	July 2022 – April 2023
No. of Forms	16 Feedback Forms
No. of Companies	16 Companies / Organisations
Overall Satisfaction (A++ + A)	<b>81.2%</b>
Date of Report	June 2026
NAAC Reference	Criterion II / Criterion III / Criterion VI

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

## 1. Introduction

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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 **16 Corporate / Industry Feedback Forms** collected during **Academic Year 2022-23** (July 2022 – April 2023) by the Corporate Affairs and Outreach Cell of the University. The feedback was received from **16 companies/organisations** representing diverse industrial sectors.

*Feedback data used for AQAR documentation under Criterion II.7 (Student Satisfaction Survey) and Criterion VI.5 (Internal Quality Assurance System).*

## 2. Scope and Methodology

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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 2022-23:** Campus interviews, recruitment drives, internship placement, COE recruitment.

### 3. List of Companies / Organisations – AY 2022-23

A total of **16 companies and organisations** from various industry sectors visited the University during AY 2022-23 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	Paradigm Electronics Pvt. Ltd.	Electronics / Manufacturing
3	Paytm (One97 Communications Ltd.)	FinTech
4	Dastagian Electronics Pvt. Ltd.	Electronics
5	Yash Technologies Pvt. Ltd.	IT / Software
6	GE Vernova (General Electric)	Energy / Engineering
7	Birlasoft Ltd.	IT / Software
8	Tata Consultancy Services (TCS)	IT / Software
9	Minda Industries Ltd.	Auto Components
10	NIIT Technologies Ltd.	IT / Education
11	Concentrix Technologies India Pvt. Ltd.	IT / BPO
12	Naini Papers Ltd.	Paper / Manufacturing
13	Uflex Ltd.	Packaging
14	Nucleus Software Exports Ltd.	Banking Software
15	Whirlpool of India Ltd.	Consumer Electronics
16	Escorts Kubota Ltd.	Engineering / Agriculture

## 4. Grade-Wise Distribution of Feedback

The overall grade distribution of **16 feedback forms** received during AY 2022-23 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++	7	43.8%	Excellent / Outstanding
A	6	37.5%	Very Good
B++	2	12.5%	Good / Satisfactory
B	1	6.2%	Needs Improvement
<b>Total</b>	<b>16</b>	<b>100%</b>	

### Graphical Distribution of Grades

Grade	Count	%	Visual Distribution
A++ (Excellent/Outstanding)	7	43.8%	43.8%
A (Very Good)	6	37.5%	37.5%
B++ (Good / Satisfactory)	2	12.5%	12.5%
B (Needs Improvement)	1	6.2%	6.2%

**Overall Satisfaction (A++ + A combined): 81.2%** of respondents rated the campus visit experience as Very Good or Excellent.

## 5. Key Positive Feedback from Industry Delegates

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The following strengths and positive observations were consistently highlighted by industry delegates who visited the University during AY 2022-23:

- Excellent candidates with strong technical and analytical skills observed across all drives
- Campus interview process was smooth, well-managed, and students were very cooperative throughout
- Good hospitality and respectful faculty throughout campus visits — appreciated by multiple delegates
- Students had sound knowledge of fundamentals in their respective engineering and science fields
- Placement department was highly cooperative, professional, and responsive to recruiter requirements
- Dr. Rajul Bhardwaj's management, coordination, and guidance received specific appreciation from delegates
- Overall campus environment and organisational quality was rated very highly by visiting companies

## 6. Suggestions for Improvement from Industry

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The following areas for improvement were identified by industry delegates during AY 2022-23. These inputs serve as important data points for curriculum review, student skill development, and institutional planning:

- Students lack adequate knowledge of their field — possibly due to shift to online classes during COVID-19
- Communication skills, aptitude preparation, and group discussion abilities need structured development
- More focused attention should be placed on academically weaker students during pre-placement preparation
- Internet and lab connectivity issues during online assessments must be resolved to avoid delays
- Students should be made aware of companies and their products/services before recruitment drives begin

## 7. Action Taken on Feedback Received

Based on the feedback and suggestions received from industry delegates during AY 2022-23, 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	Post-online class knowledge gaps	Bridge courses and intensive revision modules introduced; Hybrid lab sessions restarted; Practical sessions made mandatory in all UG programmes
2	Communication and aptitude gaps	Aptitude training programmes included in pre-placement calendar; Communication workshops conducted by external corporate trainers
3	Weaker student support	Faculty mentoring programme strengthened; Faculty advisors assigned for at-risk students; Additional practice sessions and remedial classes organised
4	IT infrastructure for online assessments	Dedicated high-speed internet for assessment labs arranged; Backup connectivity protocol established for all major placement drives

## 8. Conclusion

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The analysis of corporate feedback received during Academic Year **2022-23** reflects a **high level of industry satisfaction** with Gurukula Kangri (Deemed to be University)'s placement processes, student quality, and institutional environment. With **81.2%** 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.