

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: 2023-24

Feedback Period: August 2023 – March 2024

Prepared by	Internal Quality Assurance Cell (IQAC)
Report Type	Corporate / Industry Stakeholder Feedback
Academic Year	2023-24
Feedback Period	August 2023 – March 2024
No. of Forms	19 Feedback Forms
No. of Companies	19 Companies / Organisations
Overall Satisfaction (A++ + A)	84.2%
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 **19 Corporate / Industry Feedback Forms** collected during **Academic Year 2023-24** (August 2023 – March 2024) by the Corporate Affairs and Outreach Cell of the University. The feedback was received from **19 companies/organisations** representing diverse industrial sectors.

Highest A++ satisfaction rate recorded in this year. Feedback data supports NAAC SSR Criterion II and Criterion III documentation.

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 2023-24: Campus placement drives, technical interviews (B.Tech/MCA/M.Sc/MBA), COE hiring, internship selection.

3. List of Companies / Organisations – AY 2023-24

A total of **19 companies and organisations** from various industry sectors visited the University during AY 2023-24 for campus recruitment, internship drives, and academic-industry interaction activities.





S.No.	Name of Company / Organisation	Sector / Domain
1	Konstrukt Learning Solutions Pvt. Ltd.	EdTech / Corporate Training
2	Unity Cloud Pvt. Ltd.	IT / Cloud
3	KloudRac Softwares Pvt. Ltd.	IT / Software
4	MobiLoitte Technologies Pvt. Ltd.	IT / Mobile
5	Autope Payment Solutions Pvt. Ltd.	FinTech / Payments
6	Mawi Elevators Pvt. Ltd.	Infrastructure / Engineering
7	Nectar Life Sciences Ltd.	Pharma / Life Sciences
8	Motilal Oswal Financial Services Ltd.	Banking / Finance
9	Digit Insurance Ltd.	InsurTech
10	Wipro Ltd.	IT / Software
11	HCL Technologies Ltd.	IT / Software
12	Cognizant Technology Solutions	IT / Software
13	Tech Mahindra Ltd.	IT / Telecom
14	Infosys Ltd.	IT / Software
15	L&T; Technology Services Ltd.	Engineering
16	Axis Bank Ltd.	Banking
17	ICICI Bank Ltd.	Banking
18	Dabur India Ltd.	FMCG
19	Emami Ltd.	FMCG

4. Grade-Wise Distribution of Feedback

The overall grade distribution of **19 feedback forms** received during AY 2023-24 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++	9	47.4%	Excellent / Outstanding
A	7	36.8%	Very Good
B++	2	10.5%	Good / Satisfactory
B	1	5.3%	Needs Improvement
Total	19	100%	

Graphical Distribution of Grades

Grade	Count	%	Visual Distribution
A++ (Excellent/Outstanding)	9	47.4%	 47.4%
A (Very Good)	7	36.8%	 36.8%
B++ (Good / Satisfactory)	2	10.5%	 10.5%
B (Needs Improvement)	1	5.3%	 5.3%

Overall Satisfaction (A++ + A combined): 84.2% 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 2023-24:

- Students appeared well-prepared, hardworking, and showed commendable forward momentum in their careers
- Excellent management of campus drive by faculty and placement team — consistently praised by delegates
- Talent beyond comparison — an amazing campus experience reported by multiple delegates independently
- Campus environment, infrastructure quality, and hospitality received consistent and specific appreciation
- Students actively participated in presentations, group discussions, and interview interactions
- Good subject knowledge, strong goal orientation, and professional conduct were noted positively
- Visiting companies expressed strong desire to return for future drives and continue association with GKV

6. Suggestions for Improvement from Industry

The following areas for improvement were identified by industry delegates during AY 2023-24. These inputs serve as important data points for curriculum review, student skill development, and institutional planning:

- English communication skills — particularly spoken and presentation skills — require improvement
- Students can improve their knowledge of emerging technologies relevant to their domain
- Students need more grooming on industry-relevant soft skills including workplace etiquette and email writing
- More candidates from B.Tech/MCA streams should be groomed for pool and off-campus drives
- Increase awareness among students about company backgrounds prior to recruitment interactions

7. Action Taken on Feedback Received

Based on the feedback and suggestions received from industry delegates during AY 2023-24, 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	Communication and presentation skills	Dedicated Presentation Skills module introduced in pre-placement curriculum; Industry mentors engaged for mock sessions; Toastmasters-style practice clubs initiated
2	Emerging technology awareness	COE programmes in AI/ML, IoT, and Cloud Computing launched with industry partners; Certification programme enrolment incentivised for final-year students
3	Industry grooming for students	Corporate etiquette workshops, resume-writing sessions, and LinkedIn profile training sessions conducted before major drives
4	Broader pool participation	Pool campus drives organised in collaboration with 3 additional partner institutions; More companies invited from diverse sectors

8. Conclusion

The analysis of corporate feedback received during Academic Year **2023-24** reflects a **high level of industry satisfaction** with Gurukula Kangri (Deemed to be University)'s placement processes, student quality, and institutional environment. With **84.2%** 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.