

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: 2024-25

Feedback Period: April 2024 – February 2025

Prepared by	Internal Quality Assurance Cell (IQAC)
Report Type	Corporate / Industry Stakeholder Feedback
Academic Year	2024-25
Feedback Period	April 2024 – February 2025
No. of Forms	16 Feedback Forms
No. of Companies	16 Companies / Organisations
Overall Satisfaction (A++ + A)	81.2%
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 **16 Corporate / Industry Feedback Forms** collected during **Academic Year 2024-25** (April 2024 – February 2025) by the Corporate Affairs and Outreach Cell of the University. The feedback was received from **16 companies/organisations** representing diverse industrial sectors.

Feedback used for AQAR AY 2024–25 under Criterion II.6, II.7, and Criterion VI.5 (IQAC quality initiatives).

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 2024-25: Campus interviews, placement drives, internship selection, trainee recruitment.

3. List of Companies / Organisations – AY 2024-25

A total of **16 companies and organisations** from various industry sectors visited the University during AY 2024-25 for campus recruitment, internship drives, and academic-industry interaction activities.

S.No.	Name of Company / Organisation	Sector / Domain
1	Autope Payment Solutions Pvt. Ltd.	FinTech / Payments
2	Mawi Elevators Pvt. Ltd.	Infrastructure / Engineering
3	Motilal Oswal Financial Services Ltd.	Banking / Finance
4	MobiLoitte Technologies Pvt. Ltd.	IT / Mobile
5	Nectar Life Sciences Ltd.	Pharma / Life Sciences
6	Prince Pipes & Fittings Ltd.	Manufacturing/Infrastructure
7	10M Human Resource Pvt. Ltd.	HR / Staffing
8	Learnet Skills Pvt. Ltd.	EdTech
9	A.R. Systems Pvt. Ltd.	IT / Systems
10	Genus Power Infrastructure Ltd.	Power / Smart Metering
11	Ieva API India Pvt. Ltd.	IT / API Solutions
12	Teva API India Pvt. Ltd.	Pharma / API
13	Bajaj Finserv Ltd.	Finance / NBFC
14	ZF India Pvt. Ltd.	Automotive
15	Jindal Steel & Power Ltd.	Steel / Manufacturing
16	Larsen & Toubro Ltd.	Engineering / Construction

4. Grade-Wise Distribution of Feedback

The overall grade distribution of **16 feedback forms** received during AY 2024-25 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++	8	50.0%	Excellent / Outstanding
A	5	31.2%	Very Good
B++	2	12.5%	Good / Satisfactory
B	1	6.2%	Needs Improvement
Total	16	100%	

Graphical Distribution of Grades

Grade	Count	%	Visual Distribution
A++ (Excellent/Outstanding)	8	50.0%	50.0%
A (Very Good)	5	31.2%	31.2%
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

The following strengths and positive observations were consistently highlighted by industry delegates who visited the University during AY 2024-25:

- Students showed good technical fundamentals and were well-prepared for recruitment process requirements
- Faculty and team members were supportive and helpful throughout the entire placement drive
- Good coordination and professional campus management provided consistently by placement cell staff
- Students displayed enthusiasm, calibre, and strong subject awareness particularly in core domains
- Overall student performance during interviews was good; hospitality was genuinely appreciated
- Placement cell's responsiveness, professionalism, and follow-up were noted very positively
- Good campus facility and setup for conducting interviews efficiently was noted by delegates

6. Suggestions for Improvement from Industry

The following areas for improvement were identified by industry delegates during AY 2024-25. These inputs serve as important data points for curriculum review, student skill development, and institutional planning:

- Students should work on communication skills and develop a structured problem-solving approach
- Network connectivity needs improvement to avoid delays during online technical assessments
- Subject knowledge of some students in specialised technical areas needs to be enhanced
- Students should focus more rigorously on core engineering/science concepts relevant to their roles
- Pre-placement orientation about company requirements and role-specific skills should be strengthened

7. Action Taken on Feedback Received

Based on the feedback and suggestions received from industry delegates during AY 2024-25, 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 problem-solving	Problem-solving and critical thinking workshops added to pre-placement calendar; Group project assignments strengthened in curriculum to build collaborative skills
2	Network/IT infrastructure	IT infrastructure upgradation sanctioned; Dedicated placement assessment lab with high-speed broadband established; Redundant connectivity assured
3	Technical knowledge gaps	Domain-specific bootcamp sessions organised before major placement drives; Technical quiz competitions and hackathons introduced
4	Pre-placement orientation	Company-specific briefing sessions introduced 48 hours before each campus drive; JD/role study sessions incorporated into placement preparation schedule

8. Conclusion

The analysis of corporate feedback received during Academic Year **2024-25** 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.