

Proposal for
CMR Group of Institution

on

**Placements
Digitisation & Transformation**

22nd March 2024



**Building Careers,
Digitizing Campuses.**



Introduction

In today's rapidly evolving educational landscape, institutions strive to not only provide quality education but also ensure seamless transitions for their students into the professional world. One critical aspect of this transition is **campus placements**.

College placements play a pivotal role in shaping the **reputation** and brand name of an educational institution. The quality of placements and the success of alumni in their professional careers directly reflect the **effectiveness** of the institution and instill **confidence in parents** about the institution's ability.

Traditionally, campus recruitment has been a manual and time-consuming process. Often the major stakeholders like the TPO/TNP spend their maximum time in **operational efforts** like resource management, communication, and data authenticity issues which makes it challenging for them to run smooth campus drives.

While we have identified the operational challenges, it is crucial that colleges **strategize** their campus placement. Currently, the campus drives are less data-driven and mostly focus on the number of companies, instead of inviting the right set of companies keeping in mind the students' talents and their current capabilities. Additionally, there's less coordination between various departments towards placement efforts due to lack of data and visibility.

However, with the advent of digital technologies, there lies a tremendous opportunity to revolutionize the placement process making it more **data-driven, efficient, transparent, and inclusive**, providing scope of intervention for students development & training programs, and planning and inviting the right companies for the drives.

How can digitalization of the placement process help stakeholders?

Students:

- Multiple job opportunities can be listed in one single platform. There can be options for **ease of applying jobs** and **providing information** requested by the companies.
- To bring uniformity, there can be **standard templates** which allow students to create resumes which are professional and standardized.
- There can be options for **automated reminders** for drives and along with **constant updates** related to students for every round and application status it will reduce communication time/gaps.
- From the earlier interviews reports, students can **analyze their performance** and also take remedial measures by preparing for forthcoming drives.

TPO:

- A centralized platform for seamless use for fetching interest from students, **easy registrations, tracking** of students application status & communicating with the students/corporates within a few clicks. This will bring about transparency & uniformity in the placement process
- The student records like academic results, training conducted & the performance in the assessments, achievements, projects/internships pursued will give insights into the existing skill-set of the students.
- The **suitable employers** can be identified on the basis of the skill-set and the relevant companies can be invited to meet the placement targets effectively.
- A **comprehensive** placement performance **reports & feedback** from the industry will help the placement team in identifying the improvement areas and closely work with the training & academics team in devising targeted training/mentoring programs.
- The reports will also help the training & placement team **categorize** based on their skill-set and allow only the eligible students participate in the relevant opportunities.
- The platform provides visibility into tracking the **activity logs** of the training placement team helping the key stakeholders of the T&P department get insights on the efforts & progress of the entire team.
- With varying application processes of multiple companies coming for placement, centralized management can help in **uniformity** of placement process eliminating confusion.
- Platform will considerably reduce the dependency and give flexibility and visibility to multiple stakeholders. This will eliminate the possibility of human error & bias.

HOD:

- The readily available **reports and insights** would enable Heads of Departments (HODs) to analyze overall placement efficiency.
- These statistics allow HODs to assess the effectiveness of **teaching methods**. They also facilitate tracking of **student performance** in placements, including metrics such as the number of students who applied and the number selected for jobs, within specific departments. It will also help in identifying the proficiency of students in specific topics covered in classroom teaching.
- This would aid them in making **informed decisions** and devising **strategies** for improvement. HODs can develop **intervention** programs for faculty and students.
- For students, these can be in the form of **remedial coaching** sessions like special lectures, additional certifications etc. and for faculty, interventions can help with defining the required teaching methods and streamlining the pedagogy style for different teachers teaching the same subject.
- To carry out these interventions, **experts** like guest lecturers, alumni, industry professionals can also be engaged to make required measures in teaching methodologies and student learning.
- HODs can also leverage data to check how many companies have been invited for students of their respective department and collaborate with T&P department to devise **strategies** to increase that number.
- Moreover, specific information or databases, such as student lists or shared opportunities, will be accessed instantly. Additionally, real-time updates will help in

reducing any communication gap, saving time and minimizing dependency on multiple stakeholders.

Senior Management Level:

- A single **placement platform** & centrally available **database** can help in viewing the performance of each department, course/degree, T&P department & overall university statistics
- The placement reports would give **insights** into the number of companies visiting the campus, students participation, student performance and other similar aspects. It can help identify the students who didn't participate in campus drives and notify parents.
- The reports will also showcase overall efforts of HODs and training & placement department through the **students' performance reports**.
- These placement reports can also help the key stakeholders in identifying and drawing comparisons of the performance level of the current batch with the previous batches. This would help the management in **allocating resources** and devising the intervention plans like changing the selection criteria of freshers for the forthcoming batches.
- With the overall insights of students' performance along with consolidated data, the management can **understand the ground reality** of the students, faculty, training & placement department and individual department and accordingly plan interventions.
- Management members can **independently access** necessary information from their systems, reducing reliance on department heads. This enables quicker & data driven decision-making process and also reduces the possibility of human bias or human error.

With the digitized placement process of colleges along with detailed insights and readily available data for all stakeholders, we can improve the placement process. This is just the initial step towards an array of possibilities waiting to be explored.

To discuss more about the initiatives, please contact the POD team for a detailed discussion and demo.



Pod In A Nutshell

Pod (formerly known as Calyxpod) is a one-stop solution to take your campus online. POD brings together faculties, students, alumni, experts and industry in your own private virtual campus to facilitate career building and to enable a modern learning ecosystem.

Pod was launched in 2017 with a vision of unlocking human potential by fostering talents and elevating careers. We strive to empower the esteemed Institutions with the latest world-class technologies and exceptional service to help you unlock great potential. Over the last few years, Pod.AI (Calyxpod) has not only gained a great deal of respect but has also established a high bar for ethical and servicing standards.

Pod has been ideated & developed in India. The founders of Pod.ai, Mr. Amit Yadav (an IIT alumnus) and Mr. Rishu Gupta (an NSUT alumnus), and Mr. Muralidhar Koteswar (ex-C-DAC, ex-Tata Elxsi, ex-Trilogy, AOL Educational Trust - Member, visiting faculty, an IIT alumnus), have 70+ years of combined experience in developing cutting-edge game-changing technology solutions in industries like education, human resources, healthcare, finance, mentoring, automotive, and real estate. These technological solutions are being used across 62+ nations and are helping improve many facets of human life.



AI Powered



Ease to Use



Best in Industry



High ROI



Responsive Support



Data Driven



Confidential



End-to-End



High Efficiency



AWS Cloud



ISO 9001



ISO 27001



SSL Secure



Start-Up India



Make In India