

**St. PETERS INSTITUTE OF HIGHER EDUCATION AND
RESEARCH**

Deemed to be University u/s 3 of the UGC Act, 1956 NAAC

Accredited & ISO 9001:2015 Certified

Avadi, Chennai – 600 054



PLACEMENT STRATEGY

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PLACEMENT COMMITTEE

Placement Director

Dean (FASCMH)

Dean (Engineering and Technology)

HoD's of all Engineering and Technology

HoD's of all Arts and Science, Management Department Placement

Faculty Co-ordinator's Placement Student Co-Ordinator's

External Expert - Industry / Academics / Alumni

1. Introduction

The career development and employability of students constitute a critical component of institutional quality assurance and student success. In alignment with the vision of St. Peter's Institute of Higher Education and Research (SPIHER), the Placement and Career Development Cell adopts a structured, data-driven, and outcome-oriented approach to enhance student employability, industry engagement, and career progression.

The Placement Strategy serves as a comprehensive framework for planning, implementing, monitoring, and continuously improving placement-related activities across all Schools and Departments of the University. The strategy integrates competency development, industry collaboration, internship opportunities, career guidance, alumni engagement, and placement support mechanisms to maximize employment opportunities for graduates.

This document establishes the policies, procedures, performance indicators, and governance mechanisms necessary to achieve sustainable placement outcomes while ensuring alignment with institutional objectives, industry expectations, NAAC quality benchmarks, NIRF parameters, and Outcome-Based Education (OBE) principles.

Current Position (Based on 3-Year Data):

- Arts & Science: Strong and stable (**80%+ placement**)
- Engineering: Improving but inconsistent (**60% → 70%**)
- Companies: Stable (~33–39 recruiters)
- **Critical Gap:** Low placement participation (**21%–33% only**)

Strategic Goals (2026–2028)

- Achieve an overall placement rate of 100% among registered and eligible students.
- Increase student participation in placement activities to 60% or above.
- Enhance engineering programme placements to 85% or above.
- Improve average salary packages through targeted industry engagement.
- Strengthen internship-to-placement conversion through strategic industry

partnerships.

- Establish a sustainable alumni recruitment ecosystem contributing at least 20% of annual placements.
- Improve employer satisfaction and repeat recruiter engagement year-on-year.

1.1. Data-Driven KPI Framework for SPIHER

Placement Percentage = Students Placed ÷ Total Graduating Students

Three distinct metrics must be added:

Placement Participation Ratio

Placement Conversion Ratio

Graduate Placement Ratio

The institution should establish Student Placement participation targets:

2026 – 35%

2027 – 50%

2028 – 65%

2030 – 80%

Special interventions should be designed for students opting out of placement activities.

Baseline Data Integration (Completed)

- Incorporated **last three academic years' placement data (2023–2025)**
- Key baseline metrics established:
 - Placement % - Arts and Science and Business Programs, : ~80–85%,
 - Placement % - Engineering: ~60–70%
 - Joining Ratio - Arts and Science and Business Programs: ~80–85%,
 - Joining Ratio - Engineering: ~72–87%)
 - Average CTC (baseline ~₹4.5 LPA)

Department-Wise KPI Targets

We have defined **program-specific KPIs**:

Arts & Science, Business Programs

- Placement Rate: 80% → 100%
- Average CTC: ₹4 → ₹5.5+ LPA
- Joining Ratio: 80% → 100%

Engineering Programs

- Placement Rate: 68% → 95%
- Average CTC: ₹4 → ₹6+ LPA

- Joining Ratio: 70% → 90%

Targets aligned with **historical performance + improvement scope**

Year-on-Year Growth Framework Plan

Metric	2026	2027	2028
Average CTC	₹5 LPA	₹5.8 LPA	₹6.5+ LPA
Placement %	80%	100%	100%
Joining Ratio	80%	100%	100%

Ensures **progressive, measurable growth**

Peer Benchmarking

- Benchmarked against **Tier-2 institutions in the region**
- Observations:
 - Average CTC: ₹5–6 LPA
 - Strong institutions: ₹6–8 LPA

Comparison with Veltech & Vels University:

- Average placement (peer): 75–80%
- SPIHER target: **80%+ (above benchmark)**

Revised targets aligned to **market reality and competitiveness**

KPI Structuring

Moved from **single metrics → multi-dimensional KPIs:**

- Placement Rate (100%)
- Average & Median CTC – 4.5 LPA
- Salary Band Distribution (Tier 1–4)
- Offer-to-Joining Ratio - 100%
- Tier-wise student distribution – 80 %

Year-on-Year Growth Targets

- +10% registration growth YoY
- +5–8% Engineering improvement YoY
- Stable +2–3% Arts and Science and Business Programs improvement

1.2. Tiered CTC Strategy

Category	Target CTC	Student Segment
Dream	8–12 LPA	Top 20%
Super Core / Analytics	5–7 LPA	Next 30%
Mass Recruiters	3–4 LPA	Remaining

Recruiter Upgrade Strategy

- Product companies (IT)
- Analytics firms
- Mid-tier startups
- Mass recruiters (for volume stability)

High-Package Training Track

shall be created exclusive program for top students:

- DSA / Coding (Engineering)
- Analytics tools (Arts & Science)
- Advanced interview prep

Goal: Increase **high-paying offers**

1.3. Shift from Static → Dynamic Talent Mobility Model

Instead of fixed groups like “Dream Offer group” or “Foundation development group” redesign the system into **performance bands with continuous movement**.

1. Dynamic Segmentation Framework

- Replace labels with **Bands (A, B, C, D)** based on measurable indicators:
 - Aptitude score
 - Technical skill index
 - Communication rating
 - Mock interview performance
- Each student gets a **composite score (updated monthly)**

Example:

- **Band A (Top 15%)** → High-package readiness
- **Band B (35%)** → Core placement ready
- **Band C (30%)** → Needs skill reinforcement

- **Band D (20%)** → Foundational intervention

Key Rule:

Students must be allowed to **move across bands every 30–45 days** based on performance improvements.

1.4. Migration Policy

Shall be define **clear upgrade/downgrade criteria:**

- Upgrade if:
 - +15% improvement in assessments
 - Clears mock interview benchmarks
- Downgrade if:
 - 2 consecutive underperforming cycles
 - Low engagement (<70% attendance)

Track:

- **Migration Rate (%)**
- **Upward Mobility Ratio**
- **Stagnation Index**

1.5. Intervention Budget Allocation

Investment logic:

Band	% Students	Budget Allocation	Focus Area
A	15%	30%	Advanced coding, product companies, elite mock interviews
B	35%	35%	Core company prep, domain training
C	30%	25%	Skill-building bootcamps
D	20%	10%	Foundation (aptitude + communication)
Total	100%	100%	



1.6. Percentage Distribution

It Must be tracked and published:

- Current band distribution
- Target distribution (e.g., increase Band A from 15% → 25%)
- Monthly shift trends

1.7. Final Upgrade: Convert to “Placement Acceleration Engine”

Think of our system as:

Input (students) → Dynamic scoring → Band movement → Targeted intervention → Placement outcome to a living system.

1.8. Alumni Activation & Accountability Model

Alumni Categories

Champions – Highly active alumni contributing through mentoring, placements, internships, guest lectures, fundraising, and institutional development.

Engaged – Alumni who participate regularly in institutional activities and maintain active communication.

Dormant – Alumni with limited engagement who can be reactivated through targeted outreach initiatives.

Inactive – Alumni with no recent interaction or participation.

To monitor and recognize alumni contributions, the institution should introduce an **Alumni Impact Score**, measuring participation in areas such as mentoring, recruitment support, internships, industry collaborations, guest lectures, entrepreneurship support, and philanthropic initiatives.

Annual **Alumni Excellence Awards** should be instituted to recognize outstanding alumni who make significant contributions to student internships, placements, industry partnerships, and institutional growth.

Alumni Engagement Funnel

Convert alumni into a structured pipeline:

- **Total Alumni Identified (35)**
- **Active Respondents (50)**
- **Recruitment Influencers (30%)**
- **Opportunities Generated (10 drives/130 interviews)**
- **Offers Converted – 20 %**

Shall be tracked per alumni:

- Number of recruiter referrals made
- Number of hiring drives initiated
- Participation in mentorship / mock interviews
- Response rate to outreach

Quarterly Alumni Activation Plan

- Target: At least **40% active alumni participation**
- Monthly outreach campaigns
- Leadership connects (Dean/Director level for top companies)
- Alumni-led hiring drives / referral days

Incentivization & Recognition

- “Top Alumni Recruiter Award”
- Public recognition (LinkedIn, website)
- Exclusive campus privileges / advisory roles

Data System

Shall be created a simple dashboard tracking:

- Alumni contacted vs responded
- Recruiters introduced
- Drives conducted via alumni
- Offers generated

Expected Impact

- Converts alumni network into a **predictable hiring channel**
- Improves **quality of recruiters** (trusted internal referrals)
- Can contribute **15–20% of total placements** if executed well

1.10. Recruiter Account Management Model (RAMM)

Industry Connectedness Index (ICI)

To systematically measure and strengthen industry engagement, the institution should adopt an **Industry Connectedness Index (ICI)**. This index will evaluate the effectiveness of industry-academia collaboration across academic departments using measurable performance indicators.

Key Parameters

The Industry Connectedness Index should be based on the following criteria:

- Industry teaching hours delivered by professionals
- Number of industry experts engaged in academic activities
- Internships successfully completed by students
- Live industry projects undertaken
- Industry-recognized certifications earned by students
- Number of recruiters visiting the campus
- Industry Memoranda of Understanding (MoUs) converted into active academic or training initiatives

Target Score

- **Minimum ICI Score: 70 out of 100**

Industry Immersion Model

To enhance graduate employability and ensure industry readiness, every student should complete meaningful industry engagement before graduation. The proposed Industry Immersion Model mandates that each student successfully completes one or more of the following experiential learning components:

- Internship

- Industry Project
- Consultancy Assignment
- Entrepreneurial Project

Company Segmentation

Classify recruiters into tiers:

Tier	Type	Examples	Strategy
Tier 1	Strategic Accounts	Top recruiters, dream companies	Dedicated SPOC + quarterly reviews
Tier 2	Growth Accounts	Recruiters	Engagement + upsell hiring
Tier 3	Opportunistic	One-time / low volume	Event-based + database nurturing

Dedicated Account Ownership

Shall ne assign:

- **1 Placement Co-Ordinator = 5–10 key companies**

Responsibilities:

- Continuous engagement (not just during hiring season)
- Understanding hiring plans & skill requirements
- Ensuring repeat hiring

This shifts placement from **coordination** → **relationship management**

Year-Round Engagement Calendar

Move from *event bursts* to *continuous touchpoints*:

- Quarterly business reviews (QBRs)
- Industry roundtables
- Alumni-employer connects
- Skill alignment workshops
- Pre-hiring talent previews

Recruiter Lifecycle Tracking

Build a **company-wise pipeline view**:

- Contact initiated
- Relationship active

- Hiring intent confirmed
- Drive scheduled
- Offers rolled out
- Repeat engagement

Shall be tracked **conversion rate per company**

Key Metrics to Introduce

- Repeat recruiter rate (%)
- Average offers per recruiter
- Recruiter conversion rate (engaged → hiring)
- Tier 1 company growth (%)
- Offers from strategic accounts vs events

1.11. Placement Conversion Analytics Framework (PCAF)

Placement Analytics

A comprehensive placement analytics dashboard should be established to support data-driven decision-making and continuous improvement. The dashboard should monitor key performance indicators, including:

- Placement Participation Ratio
- Placement Conversion Ratio
- Graduate Placement Ratio
- Median Salary
- Average Salary
- Department-wise Placement Performance
- Recruiter-wise Conversion Rate
- Offer-to-Joining Ratio
- Placement Funnel Analytics
- Student Mobility Across Salary Bands
- Industry Connectedness Index (ICI)

Shall be define the Placement Funnel (End-to-End Tracking)

Shall be tracked every stage:

Eligible Students → Applied → Shortlisted → Interviewed → Selected → Offered → Joined

Each stage must have:

- Volume
- Conversion %
- Drop-off %

Introduce Core KPIs (Non-Negotiable Metrics)

Conversion Metrics

- Offer-to-Joining Ratio (%)
- Selection-to-Offer Ratio
- Interview-to-Selection Ratio

Compensation Analytics

- Salary band distribution:
 - ₹3–5 LPA
 - ₹5–8 LPA
 - ₹8–12 LPA
 - ₹12+ LPA
- Median & average salary should be 5 LPA

Rejection Analytics

Shall be tracked structured reasons:

- Low salary
- Location mismatch
- Role mismatch
- Multiple offers (offer shopping)
- Higher studies / personal reasons

Build a “Drop-off Diagnosis System”

Example insights you should be able to generate:

- 20% students drop after offer → **Compensation issue**
- High interview rejection rate → **Skill gap**
- High no-show rate → **Engagement/motivation issue**

This turns data into **actionable strategy changes**

Dashboard Design (Operational View)

Shall be created a live dashboard showing:

- Funnel conversion (visual)
- Company-wise conversion rates
- Department-wise performance
- Salary distribution graph
- Top 5 rejection reasons

Accountability Layer

Shall be Assign ownership:

- Each placement officer responsible for:
 - Conversion improvement %
 - Offer-to-joining ratio

What This Unlocks

- Improves **joining ratio by 15–25%**
- Identifies **salary vs skill gaps clearly**
- Enables **better company targeting**
- Reduces **last-minute placement pressure**
- Helps achieve **realistic 80%+ placement goals**

1.12. Structured PPO & Risk-Resilient Model

Risk Management

To ensure the sustainability and effectiveness of the placement ecosystem, the Placement Cell should establish and maintain a **Placement Risk Register**. This register should identify, monitor, and mitigate risks that may adversely affect student placements, internships, and employer engagement.

Key Placement Risks

- **Low Student Participation** – Limited student engagement in placement preparation activities, campus recruitment drives, and skill development programs.
- **Declining Recruiter Participation** – Reduction in the number of organizations visiting the campus for recruitment.
- **Economic Slowdown** – Adverse market conditions impacting hiring volumes across industries.
- **Low Internship-to-Placement Conversion** – Fewer internship opportunities leading to pre-placement offers or full-time employment.
- **High Offer Rejections** – Students declining job offers due to career preferences, higher education plans, or better opportunities.
- **Salary Mismatch** – Misalignment between student salary expectations and employer compensation packages.
- **Faculty-Industry Disconnect** – Limited interaction between faculty and industry, resulting in gaps between curriculum delivery and evolving industry requirements.

Risk Mitigation Measures

To address these risks effectively, the Placement Cell should:

- Periodically review and update the Placement Risk Register.
- Develop targeted student engagement and placement readiness initiatives.
- Strengthen relationships with existing recruiters while expanding the employer network.
- Increase industry collaborations through internships, live projects, and expert interactions.
- Monitor placement trends using data analytics and early warning indicators.
- Enhance faculty-industry engagement through collaborative projects, training, and consultancy.
- Implement contingency plans to sustain placement outcomes during periods of economic uncertainty.

A structured risk management approach will enable the institution to proactively address challenges, improve placement performance, and build a resilient, industry-responsive career development ecosystem.

Pre-PPO Agreement Framework (Non-Negotiable)

Before internships:

- Shall be define **conversion intent (40%) with recruiters**
- Align on:
 - Roles
 - Compensation bands
 - Evaluation criteria

Move from:

- “Let’s see after internship” to
- “40% of interns will be considered for PPO”

Internship Segmentation Strategy

Type	Objective	Expected Conversion
Strategic Internships	With hiring intent	40%
Exploratory Internships	Learning-focused	30%
Project-Based	Short-term exposure	Minimal

Insight:

Not all internships should be counted toward PPO targets.

Diversified Placement Pipeline (Risk Hedge)

Reduce dependency on one sector:

- Core engineering companies
- Manufacturing & industrial sectors
- Startups & product companies
- MSMEs & emerging sectors

This protects against **sector-specific hiring freezes**

Scenario-Based Risk Planning

Introduce 3 clear scenarios:

Optimistic Scenario

- Market growth
- High PPO conversion (60%)

Moderate Scenario

- Stable hiring

- PPO conversion (40%)

Adverse Scenario

- IT/service slowdown
- PPO drops (<30%)
- Backup plan triggered:
 - Increase off-campus drives
 - Activate alumni hiring
 - Push mass recruiter pipeline

Early Warning System

Shall be tracked signals like:

- Drop in internship-to-offer intent
- Delayed recruiter responses
- Industry hiring news

Enables **mid-cycle correction**, not last-minute panic

Redefine Targets (Make Them Defensible)

- **Weighted Placement Target Model**
 - 40% via PPO
 - 40% via campus drives
 - 20% via off-campus/alumni

Strategic Impact

- More realistic and defensible targets
- Reduced placement volatility
- Higher credibility with stakeholders
- Better preparedness during market downturns

1.13. Placement Financial Planning Framework (PFPF)

Budget Segmentation (Where the Money Goes)

Break the placement budget into clear components:

Category	% Allocation	Purpose
Training (Internal + External)	40%	Aptitude, coding, domain, soft skills

Category	% Allocation	Purpose
Technology (CRM, LMS, Assessment Tools)	20%	Tracking, analytics, automation
Recruiter Engagement	15%	Events, corporate visits, branding
Alumni Activation	5%	Outreach, recognition, engagement
Operations & Staffing	15%	Placement team, coordinators
Contingency Fund	5%	Market shocks, additional drives

Per-Student Investment Model

Shall be define:

- **Cost per student training and Placement** - ₹7,000 – ₹15,000 per student

This helps justify:

- Budget approvals
- Vendor selection
- ROI discussions with management

ROI Measurement Framework

Shall be Tracked:

- **Total placement spends vs total salary generated**
- **Cost per offer**
- **Cost per successful joining**
- Improvement in **average salary (YoY)**

If ₹50 lakh investment leads to ₹10 crore total salary outcomes → strong ROI narrative

Vendor & Tool Justification Layer

For each major spend:

- Define **expected outcome**
- Define **success KPI**

Example:

- Assessment platform → Improve shortlist rate by 20%
- CRM → Increase recruiter conversion by 15%

Budget Approval Governance

- Annual budget proposal (pre-placement season)
- Quarterly review & reallocation

- Contingency trigger (for market downturns)

What This Unlocks

- Execution becomes **predictable and scalable**
- Stronger **management buy-in**
- Better **vendor negotiation power**
 - Ability to **prioritize high-impact initiatives**

1.14. Placement Budget Allocation

Annual Budget Distribution (2026–2027)

Component	Budget Allocation (₹ Lakhs)	% Share	Key Purpose
Training & Skill Development	18	30%	Aptitude, technical, domain training
External Training Vendors	8	30%	Specialized programs (coding, AI, etc.)
Technology Platforms (CRM, ATS)	6	10%	Recruiter tracking, analytics
Assessment Tools	4	10%	Online tests, coding platforms
Corporate Engagement	5	11%	Industry visits, events
Contingency & Innovation Fund	4	9%	New initiatives, risk buffer
Total	45 Lakhs	100%	—

Budget–KPI Mapping

Budget Component	KPI Linked	Expected Outcome
Training Investment	Placement %	Improved employability
Vendor Programs	High CTC offers	Better salary outcomes
CRM Tools	Recruiter conversion rate	Increased company inflow
Assessment Platforms	Test clearance rate	Higher shortlist ratio
Corporate	Repeat recruiters	Strong partnerships

Budget Component	KPI Linked	Expected Outcome
Engagement		

ROI Tracking Framework

Investment Area	Metric	ROI Indicator
Training Programs	% students placed	Cost per placement ↓
Technology Tools	Recruiter conversion	Faster hiring cycles
External Vendors	₹5+ LPA offers	High-value placements ↑
Engagement Activities	Repeat recruiters	Long-term hiring partnerships

Financial Governance Mechanism

Process	Frequency	Responsibility
Budget Planning	Annual	Placement Head + Management
Budget Review	Quarterly	Finance Committee
Utilization Audit	Bi-annual	Internal Audit Team
KPI vs Spend Analysis	Semester-wise	Placement Cell

Strategic Improvements Introduced

- Dedicated **placement budget approval cycle**
- **Department-wise allocation** based on student strength
- Integration of **cost vs outcome tracking**
- Creation of **contingency fund** for market fluctuations

Placement Excellence Roadmap (2026–2030)

To achieve sustainable excellence in graduate employability and institutional placement performance, the following five-year roadmap is proposed:

Year	Strategic Theme	Key Focus Areas
2026	Placement Foundation Year	Establish robust placement processes, strengthen career services, enhance student employability programs, and build foundational industry partnerships.
2027	Industry Integration Year	Expand industry collaborations through internships, live projects, guest lectures, mentoring, consultancy, and curriculum integration.
2028	Placement Excellence Year	Improve placement participation, increase recruiter engagement, achieve higher placement conversion rates, and strengthen data-driven placement management.
2029	Employer Partnership Year	Develop long-term strategic partnerships with leading employers, foster collaborative research and innovation, and expand internship and recruitment opportunities.
2030	Placement Distinction Year	Achieve institutional recognition for placement excellence through high graduate employability, strong employer satisfaction, sustained industry engagement, and national-level benchmarks.

This roadmap provides a phased approach to transforming the institution into a preferred destination for employers while ensuring that graduates possess the knowledge, skills, and industry exposure required for successful careers.

1.15. Types of Campus Placements

On-Campus Placements

Recruiters conduct selection processes at the SPIHER campus.

Advantages

- Institutional support and coordination
- Structured and standardized recruitment

Limitation

- Restricted diversity of recruiting organizations

Off-Campus Placements

Students independently apply through job portals, company websites, and networks. Advantages

- Wider industry reach
- Encourages self-driven job search skills

Pool Campus Placements

Multiple institutions participate in centralized recruitment hosted by one institution. Advantages

- Access to a larger recruiter base
- Increased student exposure and competition readiness

2. Scope

This Placement and Career Development Strategy applies to all Undergraduate, Postgraduate, Integrated, and Research programmes offered by SPIHER.

The strategy encompasses:

Career guidance and counseling

Employability skill development

Internship facilitation

Industry-academia collaboration

Placement assistance

Entrepreneurship support

Higher education guidance

Competitive examination coaching

Alumni engagement and mentoring

The framework is applicable to students, faculty coordinators, departmental placement committees, alumni mentors, industry partners, and placement administrators.

3. Definitions

- T&P Cell – Training and Placement Cell
- Skill Gap Analysis – Assessment of competency gaps
- PPT – Pre Placement Training

4. Placement Vision & Mission

Vision

To be a Centre of excellence in career development and employability enhancement by fostering industry-ready graduates equipped with professional competencies, ethical values, innovation capabilities, and lifelong learning skills.

Mission

To bridge the gap between academic learning and industry expectations through structured training interventions.

To establish sustainable partnerships with industry, alumni, and professional bodies.

To promote experiential learning through internships, live projects, and industry interactions.

To facilitate meaningful employment opportunities and career advancement for students.

To continuously improve placement outcomes through data-driven decision-making and quality assurance practices.

5. Governance/Members Structure

Governance and Administrative Structure

Placement Advisory Committee

Chairperson

Vice Chancellor / Nominee

Members

Registrar

Dean – Engineering & Technology

Dean – Faculty of Arts, Science, Commerce, Management and Humanities

Director – Placement and Career Development

Heads of Departments

Faculty Placement Coordinators

Student Placement Representatives

Alumni Representatives

Industry Experts

External Academic Experts

Roles and Responsibilities

Position	Responsibility
Director – Placement	Strategic planning and execution
Deans	Monitoring and review
HoDs	Department-level implementation
Faculty Coordinators	Student mentoring and tracking
Industry Experts	Industry input and guidance
Alumni Representatives	Recruitment support and mentoring

Placement Accountability Framework

To establish a robust and outcome-oriented placement ecosystem, responsibilities should be clearly defined across all levels of the institution. The proposed Placement Accountability Framework is as follows:

Stakeholder	Key Responsibility
Vice Chancellor	Provide strategic leadership, policy direction, and overall oversight of placement initiatives.
Registrar	Ensure administrative coordination and facilitate institutional support for placement activities.
Placement Director	Lead employer engagement, develop corporate partnerships, and oversee campus recruitment operations.
Deans	Set and monitor school-level placement targets and ensure alignment with institutional objectives.
Heads of Departments (HoDs)	Drive departmental placement performance through academic planning, industry collaboration, and student preparedness.
Faculty Members	Strengthen industry linkages, mentor students, facilitate internships, and enhance employability skills.
Students	Actively participate in skill development, internships, certification programs, and placement preparation activities.

6. Placement Strategy Flow

Student Profiling → Skill Gap Analysis → Training & Certifications → Industry Engagement
→ Internships → Placement Drives → Offers & Tracking → Continuous Improvement

Academic Year 2026 to 2027

<u>S.No</u>	Strategy Component	Details / Action Plan	Timeline	Responsibility
1	Skill Gap Analysis	Assess students' technical, soft, and domain-specific skills to identify training needs.	July	Training & Placement Cell
2	Industry Collaboration	Partner with companies, industry experts, and alumni to understand current hiring trends.	July – Sep	Placement Officer & Faculty
3	Pre-Placement Training (PPT)	Conduct workshops on resume building, group discussions, aptitude tests, and interview preparation.	August	Training & Career Development Team
4	Internship Programs	Facilitate short-term or semester-long internships to provide practical exposure.	Dec – Apr	Faculty Mentors & Placement Cell
5	Mock Interviews & Assessment	Organize mock interviews, group exercises, and feedback sessions to improve performance.	July – August	Faculty & Alumni Volunteers
6	Placement Drives	Schedule campus recruitment drives, pool drives, and virtual interviews.	Sep to Dec	Placement Officer
7	Alumni Engagement	Maintain a database of alumni for mentorship, referrals, and networking opportunities.	July to Sep	Alumni Relations Team
8	Performance Tracking	Track placement outcomes, industry feedback, and student progress to refine strategies.	Quarterly	Placement Cell & Management
9	Continuous Skill Enhancement	Encourage certification courses, workshops, and online learning to keep students industry-ready.	July to Sep	Faculty & Training Cell
10	Feedback & Improvement	Collect feedback from students, recruiters, and faculty to improve the placement process continuously.	Post-placement cycle	Placement Officer & Management

7. Year-wise Training Structure

Next-Gen Training Model (SPIHER)

First Year (50 Hours)

Soft skills, aptitude basics, technical foundation, innovation exposure.

Second Year (60 Hours)

Advanced aptitude, programming, career development, industry readiness.

Third Year(60 Hours)

Core domain training, internships, mock interviews.

Final Year(60 Hours)

Company specific preparation and placement execution.

Shift from “Training Hours” → “Skill Output Model”

- 3 Realtime projects
- 1 GitHub portfolio
- 1 internship / live project

👉 KPI becomes: **What student can show**, not attend

Training Modules – 4 Layer Training Architecture

Layer 1: Foundation (Keep, but reduce weight)

- Aptitude (20%)
- Communication (20%)

Layer 2: Core Skills (Role-Based)

- Engineering → Coding / Core subjects
- Arts → Analytics / Business tools

Layer 3: Applied Learning (Game Changer)

- Mini projects (mandatory)
- Hackathons
- Case studies
- GitHub portfolio building

Layer 4: Industry Simulation

- Mock interviews (technical + HR)
- Real-world problem solving
- Industry mentors

AI-Integrated Training (Critical Upgrade)

Modern recruiters expect this now.

- ChatGPT / Copilot usage
- Prompt engineering basics
- AI-assisted coding / analytics

👉 Outcome:

Students become **faster + more efficient**

Portfolio-Based Evaluation

Use:

- GitHub quality score
- Project completion
- Problem-solving tests
- Interview readiness score

Specialized Tracks

Track	Focus
Product / IT	DSA + Projects
Core Engineering	Design + tools
Analytics	Excel + Power BI + SQL
General Roles	Communication + business skills

8. Training Modules -Internal Training

- Quantitative Aptitude (20 Hours)
- Logical Reasoning (15 Hours)
- Technical Skills (20 Hours)
- Communication Skills (15 Hours)
- Soft Skills & Professional Development (10 Hours)

9. ARTS & SCIENCE, ENGINEERING – STRUCTURED TRAINING MODEL

9.1. Year-wise Structured Training Framework

9.1.1 First Year – Foundation Stage

Objective: Build fundamental employability competencies and industry awareness.

Training Components:

- Communication Skills
- Basic Aptitude (Quantitative & Logical Reasoning)
- Digital Literacy
- Personality Development
- Industry Awareness Sessions

Expected Outcome:

Students develop confidence, communication ability, logical thinking, and early exposure to career pathways.

9.1.2 Second Year – Skill Development Stage

Objective: Strengthen analytical, technical, and professional skills.

Training Components:

- Advanced Aptitude
- Technical Basics (Branch-wise Foundation Concepts)
- Group Discussion Training
- Resume Building Workshops
- Mini Projects
- Certification Courses (Coursera / NPTEL / Value-Added Programs)

Expected Outcome:

Students demonstrate improved problem-solving skills, professional documentation ability, and industry-aligned certifications.

9.1.3 Third Year – Industry Readiness Stage

Objective: Prepare students for internships and recruitment processes.

Training Components:

- Core Domain Training
- Mock Interviews (Technical & HR)
- Internship Support & Guidance

- Industry Interaction Programs
- LinkedIn Profile Development
- Competitive Exam Coaching (Optional Tracks – UPSC, Banking, GATE, etc.)

Expected Outcome:

Students become placement-ready with industry exposure and structured interview preparation.

9.1.4 Final Year – Placement Execution Stage

Objective: Ensure successful placement conversion and career launch.

Training Components:

- Company-Specific Training
- HR Interview Preparation
- Salary Negotiation Skills
- Job Fair Readiness
- Alumni Mentoring Sessions

Expected Outcome:

Students confidently participate in recruitment drives and secure suitable job offers.

10. DOMAIN SPECIFIC TRAINING

10.1 Engineering Programs

Domain Based Training:

Branch	Sem1	Sem2	Sem3	Sem4	Sem5	Sem6	Sem7
BM E	Computational Thinking	Programmin g for Biomedical Applications (Python/MATLAB)	Biomedical Instrumenta tion	Medical Imaging	Biomate rials & Tissue Enginee ring	Bioinforma tics / AI in Healthcare	Healthcare IoT
Civil		CAD-2D & 3D Modelling	3D Printing	Revit Architec ture	STAAD PRO	Primevera & PPM	GIS- ARCGIS
Mec h		CAD - GD & T	CAM	3D Printing	E- Vehicle	Industrial Robotics	Multibody Dynamics
CSE		Programmin	JAVA	RPA/	Data Science / AI &	AWS /	

&IT		g for domain-based applications	Programmi ng & C# and .NET	Mobile App / Web Develop ment	ML		Cyber security / AR & VR
				CCNA	Hadoop/Selenium		
ECE			PCB Design/ Simulation software like SPICE/MATLAB	CCNA	Embedd ed /IoT/ 5G	Drone Technolog y / Industrial Automatio n/RPA	AI in Electronics /VLSI
EEE					Renewa ble Energy Systems / Smart Grid		PLC & SCADA

Career Readiness Training

Module	Year 1	Year 2	Year 3	Year 4
1	Quantitative Aptitude Fundamentals	Logical Reasoning	Critical Thinking & Problem Solving	Advanced Aptitude Training
2	Communication skills-I Spoken English	Communication skills-II Public Speaking & Presentation Skills	Leadership & Team Management	Corporate Communication
3	Personality Development	Debate / Group Discussion	Mock Interviews	

Outcome:

Students gain domain expertise aligned with current industry requirements.

10.2 Arts & Science Programs

Focus Areas:

- Banking & Finance
- HR & Marketing Analytics
- IT Skills (MS Excel, Tally, Power BI)
- Communication & Business Etiquette
- Research & Higher Studies Preparation

Outcome:

Students develop career-specific competencies in corporate, banking, research, and service sectors.

11. INDUSTRY SPECIFIC TRAINING

To align training with sectoral recruitment needs, the following focused programs are conducted:

Industry Sector	Training Focus
IT Companies	Coding + Communication
Banking & Insurance	Quantitative Aptitude + Sales Training
Manufacturing	Production & Quality Concepts
Core Engineering	Design Tools + Technical Interview Preparation
BPO / KPO	Communication Skills + Accent Training

12. PROFESSIONAL TRAINING PROGRAM

Year	Training Type	Frequency	Duration
I Year	Soft Skills	Weekly	2 Hours
II Year	Aptitude + Technical	Weekly	3 Hours
III Year	Domain + Internship	Bi-Monthly	4 Hours
IV Year	Company Specific Training	As per Drive	Intensive

13. MEASUREMENT OF TRAINING EFFECTIVENESS

The effectiveness of all training interventions shall be evaluated through a structured review mechanism involving:

- Pre- and post-assessment analysis
- Student feedback surveys
- Employer feedback
- Placement conversion analytics
- Certification completion rates

- Internship performance reports

Findings shall be reviewed quarterly by the Placement Advisory Committee, and corrective actions shall be implemented through a Continuous Improvement Framework (CIF).

Continuous Improvement Mechanism:

Continuous Improvement Cycle

Plan → Implement → Assess → Review → Improve → Monitor

Activities include:

- Placement data analysis
- Employer feedback analysis
- Student satisfaction surveys
- Skill gap assessments
- Curriculum-industry alignment review
- Annual placement audit

14. TRAINING CERTIFICATE DATABASE MANAGEMENT

To ensure transparency, traceability, and audit compliance, all training certifications shall be maintained through a structured digital system.

14.1 Certificate Record Components

- Unique Certificate Identification Number
- Digital Copy Stored in Secure Cloud Repository
- Linked to Student ERP Profile
- QR Code-Based Verification System

14.2 Objective

To maintain authenticated, retrievable, and verifiable training records for placements, audits, accreditation, and employer validation.

15. SKILL DEVELOPMENT COURSES

Students are encouraged to complete additional industry-recognized certifications through approved platforms.

15.1 Online & Industry Platforms

- Coursera
- NPTEL
- TCS iON
- Infosys Springboard
- MSME Skill Development Programs
- District Industries Centre (DIC) – Manufacturing Training

15.2 Outcome

- Enhanced employability
- Industry-recognized credentials
- Domain specialization
- Lifelong learning orientation

16. HIGHER STUDIES & COMPETITIVE EXAM

To cater to diverse career aspirations, students are categorized into structured preparation tracks.

16.1 Separate Student Tracks

- Placement Track
- Higher Studies Track (GATE, CAT, GRE)
- Civil Services Track (UPSC / TNPSC)
- Banking / SSC Track
- Railway Recruitment Track
- Entrepreneurship Cell Track

16.2 Objective

To provide focused coaching, mentorship, and resources aligned with individual career goals.

17. STUDENT GROUP CLASSIFICATION

Students are categorized based on academic performance, skill readiness, and career interest for targeted training intervention.

17.1 Categories

- High-Potential Placement Group
- Core Placement Readiness Group
- Skill Enhancement Group
- Foundation Development Group
- Higher Studies Group
- Competitive Examination Group
- Entrepreneurship Development Group

17.2 Purpose

- Customized mentoring
- Focused training allocation
- Performance monitoring
- Improved placement outcomes

18. Placement Internal Training Time Table

As per Academic Schedule 2025–2026 (Attached in Annexure I).

19. Database Management System

Cloud-based centralized database maintained for Students, Faculty, Employers, and Alumni. Supports eligibility filtering, analytics, and placement tracking.

The Placement Management System shall be integrated with:

- **ERP**
- **Learning Management System**
- **Alumni Portal**
- **Recruiter Database**
- **IQAC Dashboard**

20. Industry Engagement

- Industry Engagement Framework
- Industry Advisory Board Meetings

- Corporate Connect Programmes
- Industry-Academia Workshops
- Expert Talks
- Recruitment Drives
- Internship Partnerships
- Memoranda of Understanding (MoUs)

Minimum Target:

12 Industry Interactions per Academic Year

6 Recruitment Drives per Semester

21. KPI & Performance Metrics

Key Performance Indicators (KPIs)

KPI	Target
Placement Rate	≥ 90%
Student Registration Rate	≥ 60%
Internship-to-Placement Conversion Rate	≥ 40%
Average Salary Package	≥ ₹6 LPA
Offer-to-Joining Ratio	≥ 85%
Repeat Recruiter Percentage	≥ 70%
Alumni-Supported Placements	≥ 20%
Employer Satisfaction Score	≥ 4.5 / 5
Student Satisfaction Score	≥ 4.5 / 5
Industry Engagement Activities	Minimum 12 per year

22. Risk Management

Mitigation strategies for industry slowdown, low placement trends, and skill mismatch.

RISK MANAGEMENT FRAMEWORK

Risk	Mitigation
Low Recruiter Participation	Industry Outreach Plan
Low Student Participation	Awareness Programmes
Market Slowdown	Alumni Hiring Network
Skill Gap	Bridge Training Programmes
Low Offer Conversion	Mock Interview Intervention

23. Continuous Improvement Mechanism

Plan → Implement → Monitor → Assess → Review → Improve → Standardize

24. Document & Record Control

All placement-related records, including student databases, assessment reports, recruiter communications, internship records, placement statistics, training certificates, feedback reports, and committee minutes shall be maintained in both digital and physical formats in accordance with University Record Retention Policy.

All placement-related documents shall be maintained in digital and physical formats for a minimum period of five years.

Records include:

- Student Databases
- Recruiter Communications
- Placement Offers
- Internship Records
- Training Attendance
- Feedback Reports
- Committee Minutes
- MoUs
- Placement Statistics

Records shall be preserved for a minimum period of five years and made available during statutory inspections, accreditation exercises, academic audits, and quality assurance reviews.

OBE ALIGNMENT

Outcome-Based Placement Framework

Placement Activity	Outcome
Aptitude Training	Analytical Ability
Communication Training	Professional Communication
Mock Interview	Interview Readiness
Internship	Industry Exposure
Industry Projects	Practical Competency
Placement Drive	Employment Outcome

2. IQAC INTEGRATION

Quality Assurance and IQAC Monitoring

The Placement Cell shall submit the following reports to IQAC every semester:

- Placement Statistics
- Employer Feedback
- Student Feedback
- Internship Report
- Training Effectiveness Report
- Alumni Engagement Report

IQAC shall review performance indicators and recommend corrective actions.

AAA COMPLIANCE SECTION

Internal Audit and Review Mechanism

The Placement Cell shall undergo:

- Annual Academic and Administrative Audit
- IQAC Review
- Internal Quality Audit
- Management Review Meeting

Audit findings shall be incorporated into subsequent placement action plans.

25. PLACEMENT QUALITY ASSURANCE FRAMEWORK

25.1 Purpose

The Placement Quality Assurance Framework (PQAF) is established to ensure systematic planning, implementation, monitoring, evaluation, and continuous improvement of all placement-related activities at SPIHER.

The framework aims to:

- Enhance student employability.
- Improve placement outcomes.
- Strengthen employer satisfaction.
- Promote accountability and transparency.
- Ensure compliance with NAAC, IQAC, AAA, NIRF, and UGC quality requirements.

25.2 Quality Objectives

SPIHER shall strive to achieve the following quality objectives:

Quality Objective	Target
Placement Rate	≥ 90%
Offer-to-Joining Ratio	≥ 85%
Employer Satisfaction	≥ 4.5/5
Student Satisfaction	≥ 4.5/5
Internship Conversion Rate	≥ 40%
Repeat Recruiters	≥ 70%
Alumni Supported Placements	≥ 20%

25.3 Quality Monitoring Mechanism

The following quality indicators shall be monitored periodically:

Student-Centric Indicators

- Placement Registration Percentage
- Placement Participation Rate
- Placement Success Rate
- Average Salary Package
- Highest Salary Package
- Internship Conversion Rate

Employer-Centric Indicators

- Number of Recruiters Visited
- Repeat Recruiter Percentage
- Employer Satisfaction Score
- Industry Partnership Growth

Training Effectiveness Indicators

- Pre-Test and Post-Test Improvement
- Certification Completion Rate
- Mock Interview Performance
- Technical Skill Enhancement Index

25.4 Review Mechanism

Review Type	Frequency	Responsibility
Placement Review Meeting	Monthly	Placement Director
Department Review	Quarterly	HoD
IQAC Review	Semester-wise	IQAC Director
Management Review	Annual	Vice Chancellor

25.5 Corrective and Preventive Actions (CAPA)

Based on review findings:

Corrective Actions

- Additional Training Programs
- Specialized Skill Development Sessions
- Industry-Specific Coaching
- Focused Placement Interventions

Preventive Actions

- Early Skill Gap Identification
- Continuous Industry Mapping
- Recruiter Relationship Management
- Alumni Recruitment Network Expansion

26.OUTCOME-BASED EMPLOYABILITY FRAMEWORK (OBEF)

26.1 Purpose

The Outcome-Based Employability Framework aligns placement activities with the principles of Outcome-Based Education (OBE).

The framework ensures that all employability initiatives contribute to measurable student outcomes.

26.2 Employability Outcomes

EO1 – Communication Competency

Students shall demonstrate professional communication skills in interviews, presentations, and workplace interactions.

EO2 – Problem Solving Ability

Students shall apply analytical and critical thinking skills to solve real-world problems.

EO3 – Technical Competency

Students shall demonstrate domain-specific knowledge and technical proficiency.

EO4 – Professional Readiness

Students shall exhibit workplace ethics, teamwork, leadership, and adaptability.

EO5 – Career Management Skills

Students shall develop competencies related to resume preparation, interview skills, networking, and career planning.

EO6 – Lifelong Learning Capability

Students shall engage in continuous learning through certifications, internships, and professional development activities.

26.3 Mapping of Activities with Employability Outcomes

Activity	EO1	EO2	EO3	EO4	EO5	EO6
Communication Training	✓			✓	✓	
Aptitude Training		✓			✓	
Technical Training		✓	✓			✓
Internship	✓	✓	✓	✓		✓
Industry Projects		✓	✓	✓		✓
Mock Interviews	✓			✓	✓	
Placement Drives	✓	✓	✓	✓	✓	

26.4 Employability Assessment Framework

Student employability shall be assessed through:

Direct Assessment

- Aptitude Tests
- Technical Assessments
- Coding Challenges

- Mock Interviews
- Group Discussions

Indirect Assessment

- Student Feedback
- Alumni Feedback
- Employer Feedback
- Placement Statistics

26.5 Outcome Attainment Levels

Attainment Level	Criteria
Level 1	Below 60%
Level 2	60%–70%
Level 3	71%–80%
Level 4	81%–90%
Level 5	Above 90%

27. PLACEMENT GOVERNANCE, AUDIT AND COMPLIANCE MECHANISM

27.1 Purpose

The Placement Governance Framework ensures accountability, transparency, compliance, and continuous improvement in all placement-related activities.

27.2 Placement Governance Structure

Apex Authority

Vice Chancellor

Administrative Authority

Registrar

Monitoring Authority

IQAC Director

Operational Authority

Director – Placement and Career Development

Implementation Authorities

- Deans
- Heads of Departments
- Faculty Placement Coordinators
- Placement Cell Staff

- Student Placement Representatives

27.3 Internal Audit Framework

The Placement Cell shall undergo periodic audits to ensure compliance and effectiveness.

Academic and Administrative Audit (AAA)

Review Areas:

- Placement Performance
- Industry Engagement
- Training Effectiveness
- Student Participation
- Documentation Compliance

Frequency: Annual

IQAC Audit

Review Areas:

- KPI Achievement
- Student Satisfaction
- Employer Feedback
- Continuous Improvement Actions

Frequency: Semester-wise

Management Review Audit

Review Areas:

- Strategic Targets
- Budget Utilization
- Industry Partnerships
- Placement Outcomes

Frequency: Annual

27.4 Compliance Requirements

The Placement Cell shall comply with:

- UGC Regulations

- NAAC Accreditation Framework
- NIRF Parameters
- Institutional Quality Policy
- IQAC Guidelines
- Academic Council Resolutions
- Board of Management Decisions

27.5 Document Control and Record Retention

The following records shall be maintained:

Student Records

- Registration Database
- Assessment Reports
- Placement Offers
- Joining Status

Employer Records

- Recruiter Database
- MoUs
- Communication Records
- Feedback Reports

Training Records

- Attendance
- Assessment Results
- Certifications
- Training Reports

Governance Records

- Committee Minutes
- Audit Reports

- Review Reports
- Action Taken Reports (ATR)

Retention Period

All placement-related records shall be preserved for a minimum period of **Five Years** in both physical and digital formats.

27.6 Annual Placement Report

The Placement Cell shall prepare an Annual Placement Report containing:

- Placement Statistics
- Salary Analysis
- Recruiter Analysis
- Internship Statistics
- Training Effectiveness
- Alumni Contribution
- Employer Feedback
- Student Satisfaction
- KPI Achievement Status
- Action Taken Report

The report shall be submitted to:

- Vice Chancellor
- Registrar
- IQAC
- Academic Council
- Board of Management

27.7 Continuous Improvement Framework

SPIHER shall adopt the **PDCA Cycle (Plan–Do–Check–Act)** for continuous enhancement of placement outcomes.

PLAN

Identify targets and opportunities.

DO

Implement training and placement activities.

CHECK

Measure outcomes and review KPIs.

ACT

Implement corrective and preventive measures.

This cycle shall be repeated annually to ensure sustained improvement in employability and placement performance.

ANNEXURE – 1

Placement Internal Training Time Table

(2025–2026)

Placement Internal Training Time Table (2025–2026)

Day Order	Program	Department
1	Placement Activities	B.Com / BBA / ECE / EEE
2	Placement Activities	Economics / English / MSc CS
3	Placement Activities	MCA / MBA / Biomedical
4	Placement Activities	BSc CS / AI & ML / Civil
5	Placement Activities	Commerce / CSE & IT
6	Placement Activities	Commerce / Mechanical

ANNEXURE – 2

Training Syllabus Structure

Training Syllabus Structure

Module	Hours	Outcome
Quantitative Aptitude	20	Improve problem-solving speed
Logical Reasoning	15	Enhance analytical thinking
Technical Skills	20	Strengthen core concepts
Communication Skills	15	Improve GD & Interview skills
Soft Skills	10	Develop professional behavior

ANNEXURE – 3

MEMBERS FROM INDUSTRY / ACADEMY/ ALUMNI

MEMBERS FROM INDUSTRY / ACADEMY/ ALUMNI

<u>S.N</u> <u>O</u>	NAME	DEPARTMEN T	YEAR PASSE D OUT	MOBILE NUMBER	EMAIL ID	ORGANISATIO N
1	Bagavathy	B.Com	2020- 23	936131455 9	bagazhi n4164@gmail. com	DevCare Solutions
2	Karthik Muthu M	B.Com	2020- 23	701040338 8	Karthikhiran1st@gmail. com	SMART Training Resources
3	Ajay t	B.com	2020- 2023	809894441 0	praveen ajay2512@gmail.com	Indian Railways
4	Narmatha devi.G	B.com (G)	2022- 2025	866724554 8	narmathag43@gmail.com	Nexa (Relationship manager)
5	K. Venkatarama ni	B.E - Mechanical	1995- 99	978982949 6	gejamani17april2011@gmail.com	KONE(Sr. TECHNICAL SPECIAL)
6	Kothandapan i PS	BE-EEE	1994- 1998	986574242 4	kpanip3 @gmail.com	Metecno India Pvt Ltd (DGM- PMG)
7	Padmini	Bio Medical	2008- 2012	994063671 4	ppriyad harzhini 0615@gmail.com	Ventura Global Technology (Operations Manager)
8	K.Tharun Raj	Bio technology	2021 - 2023	909234296 2	rsrtharu n1997@gmail. com	Novigo Integrated Service (Group Coordinator)
9	Ganesh S	Civil	2006	956626739 9	Ganezh civil@gmail.com	Wabag (Chief Manager)
10	U MOHAN	CSE	2012 to 2013	861066936 5	umohan3111@gmail.com	PERI ARTS AND SCIENCE(Head cum Assistant professor)

11	MURUGAN C	MECHNAICAL	2007	9884574959	murugan28@gmail.com	Hyundai Motor India Ltd (Sr.Mgr)
12	Sunny Kumar	ECE	2014	9899705082	sunnykumardelhi2@gmail.com	Wattsun Mobility Pvt.Ltd (Founder & CEO)
13	Deepak rajan D		2007	9884119994	deepakrajanmech29@gmail.com	Carlisle brakes and Fricti (Program Manager India)
14	Saran Prakash	ECE	2017-2021	9080720106	saranprakash102@gmail.com	LTI Mindtree (LEAD DEVELOPER)
15	Aswin S	B.E/EEE	2016-2020	9500715065	aswin202@gmail.com	LUCAS TVS (Quality)
16	Sai Dinesh Babu	MCA	2004 - 2007	9884069154	maildinesh@gmail.com	Amazon Development Centre (Senior Manager, Quality)
17	Aravind K S	MECHANICAL	2009	9962212311	Aravindkidambis Surendhir@gmail.com	Ford motor private limite (Project manager)
18	Pasupathy	MECHANICAL	2009	7899777214	pasupathymech87@gmail.com	Reliance Industries Limit (Senior Manager)
19	Bharathi Raja	MECHANICAL	2002-2006	9176852510	Jbharat_hiraja2004@yahoo.com	KBR (Technical Advisor)
20	Vijaya. N	MBA	2006-2008	9080532744	vij3nv@gmail.com	Velammal School (Business Educator)
21	Kumaran Arumugam	EEE	2003	9731707118	kumaran.arumugam82@gmail.com	SIEMENS (Group Lead)

22	M Krishnaraj	ECE	2021	6380873193	kishorekrish255@gmail.com	Titan Engineering (Engineer)
23	Prakash K	ECE	2018	7845151962	prakash1k96@gmail.com	Company Law Institute (Software Engineer)
24	Senthilkumar	Production	2000	9940269942	senthilch97@gmail.com	Vortex Engineering Pvt Ltd (General Manager - Manu)
25	Akilan	Production	1998	9790963978	akil333@gmail.com	TCS (Senior consultant)
26	Prasanth	EEE	2012	9791570709	prasanth4859@gmail.com	Accenture (Software engineer)
27	Parvatha Vardhini R	BCA	2001	7200533193	Parvathavardhini280@gmail.com	Accenture (Cloud support associate)
28	Suresh Mugalivakam Subramaniam	MECHANICAL	1993-1997	9840550819	sureshms20@gmail.com	Ministry of Foreign Affair (Head of Energy)
29	Vijayaraj chinnarajan	MCA	2000	7773053777	vijayarajchinnarajan@gmail.com	Geetham Software pvt It (CEO)
30	Tajudeen Ahamed I	b.com	2020	7358489331	tajubaahamed619@gmail.com	IR Event Management (Founder of IR Event Man)
31	B.KATHIRVEL RAJA	B.com	2018	9600612806	kathirvelraja286@gmail.com	Founder & C.E.O
32	Vigneshwaran Gunasekharan	MBA	2006-2008	9884756917	vignesh410@gmail.com	Senior Manager - HR
33	Alam	BE .EEE	2019-2022	9789239600	thachardecorshr36@gmail.com	HR

34	Santhosh p	EEE	2019	637936685 5	pcsanthosh1101@gmail.com	Designpathstud io (Chariman)
35	Ganesh S	Civil	2006	956626739 9	Manovah7@gmail.com	Senior Aviation offi

ANNEXURE – 4

3-Year Placement Data Analysis (2023– 2025)

3-Year Placement Data Analysis (2023–2025)

Department-wise Placement Performance

Year	Program	Eligible	Registered	Placed	Placement %	Average CTC (₹ LPA)	Highest CTC
2023	Arts & Science	437	235	193	82%	3	5
2023	Engineering	51	29	24	83%	4	5
2024	Arts & Science	642	294	258	88%	4	6
2024	Engineering	148	110	75	68%	4	8
2025	Arts & Science	661	220	191	87%	4	5
2025	Engineering	365	79	54	68%	4	8

Key Insights:

- Strong consistency in Arts & Science (80–85%)
- Engineering shows gradual improvement but still below target
- Participation gap identified (low registration %)

ANNEXURE – 5

Placement Funnel & Conversion Analytics

Placement Funnel & Conversion Analytics

Placement Funnel (2025 Batch)

Stage	Students	Conversion %
Eligible	1006	100%
Registered	299	30%
Applied	240	80%
Shortlisted	210	88%
Interviewed	180	86%
Selected	140	78%
Offered	130	93%
Joined	110	85%

Key Metrics:

- Offer-to-Joining Ratio: **85%**
- Interview-to-Selection Ratio: **78%**
- Major Drop-off Stage: **Registration → Participation**

ANNEXURE – 6

Salary Band Distribution Report

Salary Band Distribution Report

Salary Range	% Students	Category
₹3–5 LPA	55%	Mass Recruiters
₹5–8 LPA	30%	Core / Analytics
₹8–12 LPA	12%	Dream

Observations:

- Majority concentrated in ₹3–5 LPA
- Growth potential in mid-tier (₹5–8 LPA)

ANNEXURE – 7

Alumni Engagement Effectiveness Report

Alumni Engagement Effectiveness Report

Metric	2024–25	2025–26
Alumni Contacted	22	30
Active Alumni	8	14
Recruiters Referred	5	11
Drives Conducted	3	7
Students Placed via Alumni	18	41

ANNEXURE – 8

Recruiter Engagement & Account Management

Recruiter Engagement & Account Management

Recruiter Segmentation

Metric	2024–25	2025–26
Recruiter Contacted	400+	500+
Active Recruiters	69	89
Recruiters Referred	10	15
Drives Conducted	35	44

Key Metrics:

- Repeat Recruiters: **65%**
- Average Offers per Recruiter: **3–5**

ANNEXURE – 9

Student Band Distribution (Dynamic Model)

Student Band Distribution (Dynamic Model)

Band	% Students	Description
A	15%	High Package Ready
B	35%	Core Ready
C	30%	Skill Development
D	20%	Foundation

Monthly Migration Tracking

Month	$A \rightarrow B$	$B \rightarrow A$	$C \rightarrow B$	$D \rightarrow C$
June	5%	8%	10%	12%
July	6%	9%	12%	15%

ANNEXURE – 10

Training Effectiveness Report

Training Effectiveness Report

Parameter	Pre-Test	Post-Test	Improvement
Aptitude	40%	68%	0.23
Technical	45%	70%	0.3
Communication	50%	75%	0.25

ANNEXURE – 11

Internship & PPO Conversion Report

Internship & PPO Conversion Report

Internship Type	Students	PPO Offers	Conversion %
Strategic	120	75	62%
Exploratory	80	20	25%
Project-based	50	5	10%

ANNEXURE – 12

Placement Dashboard

Placement Dashboard

Includes:

- Eligible Students
- Registered Students
- Placement %
- Internship %
- Average Package
- Highest Package
- Recruiters Visited
- Repeat Recruiters
- Alumni Referrals
- Employer Satisfaction
- Student Satisfaction
- Department-wise Placement Performance