Guidelines for Organizing Campus Drive at ITM University, Gwalior

Objective:

To ensure the smooth execution of campus recruitment drives at ITM University, facilitating strong industry partnerships and maximizing employment opportunities for students.

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1. Pre-Drive Preparation

- **Formation of a Campus Drive Committee:**

  - Constitute a **Campus Drive Committee** comprising the **Training and Placement Officer (TPO)**, faculty members, and student volunteers.

  - The committee will be responsible for organizing the drive, coordinating with recruiters, and ensuring smooth execution.

  - They should create a plan of campus drive for all schools of the University. This plan should be submitted by the end of September 30 every year for approval.

  - In case needed, the TAP should also propose and conduct complementary trainings of students in different years of their graduation/post graduation so as to make them recruitment ready.

- **Identifying Recruitment Partners:**

  - The TPO, along with the committee, should establish contact with **recruiters** (companies, organizations) at least **2-3 months** in advance.

  - Regularly update the **database of potential employers**, including startups, MNCs, and government organizations, relevant to students' fields of study.

  - Send **formal invitations** to target companies outlining the available talent pool, courses, and placement statistics.

- **Approval for Recruiter Hospitality, Stay, and Travel:**

  - Obtain necessary **administrative approval** well in advance for:

    - **Stay arrangements** for recruiters, ensuring quality accommodation and convenience.

    - **Travel arrangements**, including transportation from the airport/station to the university.

    - **Hospitality**, covering meals, refreshments, and any special requests.

  - **Pre-approval** for all expenditures related to these arrangements must be obtained from the **Finance Department** and **Vice Chancellor's Office**.

- **Recruiter History and Previous Data:**

  o Collect data on the **company's previous recruitment details**, including:

    ▪ The number of students hired in past drives.

    ▪ The **average stay duration** of ITM graduates with the company.

    ▪ The **average package offered** during previous campus drives.

    ▪ **Job roles offered** and sectors of employment.

  o This data should be shared with the VC office alongwith the approval request of the placement drive.

- **Scheduling the Drive:**

  o **Finalize the dates** for the drive in coordination with recruiters.

  o Ensure that the date does not overlap with academic commitments or examinations.

  o Reserve **campus facilities** (auditoriums, interview rooms, IT support) well in advance.

2. Student Preparation

- **Student Registration:**

  o Announce the drive through **notices, emails, and social media**, and open **registration** for interested students.

  o Maintain an **updated list of registered students** with relevant details like course, specialization, and resume.

- **Pre-Placement Training:**

  o Organize **pre-placement workshops** for registered students focusing on:

    ▪ **Resume building.**

    ▪ **Mock interviews** and **group discussion** sessions.

    ▪ **Aptitude tests** and **communication skills** training.

  o Share the **job descriptions** (JDs) and **company profiles** with students in advance to help them prepare.

- **Resume and Documentation Verification:**

- o Ensure that all students submit **updated resumes** and any necessary documents (certificates, marksheets, etc.).
- o Verify the **accuracy** of resumes and documentation prior to submission to recruiters.

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3. Coordination with Recruiters

- **Job Descriptions and Requirements:**
  - o Obtain detailed **job descriptions** from participating recruiters.
  - o Clearly communicate the **eligibility criteria** (academic qualifications, skills, etc.) to students.

- **Logistics and Infrastructure:**
  - o Allocate **interview rooms, group discussion rooms**, and **auditoriums** based on the recruiter's requirements.
  - o Ensure the availability of **projectors, computers, and internet connectivity**.

- **Company Briefing:**
  - o Arrange for recruiters to deliver a **pre-placement talk (PPT)** to students, highlighting their company, roles offered, and selection process.
  - o Ensure the availability of **AV equipment** for presentations.

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4. Day of the Drive

- **Reception and Welcome:**
  - o Designate a team of **student volunteers** to welcome recruiters and guide them through the campus.
  - o Provide recruiters with a **welcome kit** containing campus maps, schedule, and necessary contact details.

- **Interview Process Coordination:**
  - o Assign student coordinators to manage the **flow of candidates** and ensure punctuality.
  - o Keep a **backup list** of students in case of dropouts or scheduling changes.
  - o Ensure that all **shortlisted candidates** report to their respective interview rooms on time.

- **Refreshments and Hospitality:**
  - Arrange **refreshments and meals** for recruiters.
  - Ensure the availability of a **lounge area** where recruiters can take breaks during the day.

5. Post-Drive Follow-Up

- **Announcement of Results:**
  - Facilitate the **immediate announcement of interview results** if recruiters opt for on-the-spot selection.
  - If results are declared later, ensure timely communication to students via **email and notice boards**.

- **Feedback Collection:**
  - Collect **feedback from recruiters** regarding the organization of the drive, student preparedness, and overall experience.
  - Feedback should be taken concerning **the content of syllabus** as well in the approved format and shared with the IQAC.
  - Use this feedback to make **improvements for future drives**.

- **Student Placement Confirmation:**
  - Once students are selected, ensure they **receive offer letters** and verify details such as **salary package, joining date**, and **contract terms**.
  - Their offer letters should be uploaded on the **Prabandh Portal**.
  - Assist students with **any queries** related to offer letters and employment terms.

- **Post-Placement Support:**
  - Offer students any required support in terms of **documentation, transition preparation**, or further training until their joining date.

- Placed students should invariably be added to the **Alumni portal.**

6. Documentation and Reporting

- **Placement Report:**
  - Prepare a detailed **Campus Drive Report** including:

- Number of participating companies.

- Job roles offered and salary packages.

- Number of students selected per company.

- **Recruiter history**, including previous drives, average package offered, and job roles.

- o Submit the report to the **Vice Chancellor's Office within 07 days of conduction of drive** and other relevant departments for record-keeping and future reference.

- **Recruiter Database Update:**

  - o Update the **recruiter database** with feedback, placement details, and interest for future engagement. This update should be shared with the VC office in presentation every month.

- **An annual report of placement, school-wise,** should be created in the month on July every year and submitted to VC office in the week of July every year. This report should include the progression made in comparison to last year.

This SOP ensures that campus drives at ITM University are organized systematically, offering a positive experience for both recruiters and students while promoting successful placements, with careful attention to recruiter hospitality, historical data, and process efficiency.