

# PLACEMENT POLICY



**SWAMI VIVEKANAND SUBHARTI UNIVERSITY,  
MEERUT**

## TRAINING AND PLACEMENT METHODOLOGY

The transition from university to professional life is a milestone! Our Student's imminent graduation and the search for first "real" job mark the beginning of a new and a significant stage in life. The goal of search should be to find a situation that supports your onward progress in life, and where Student's feel appreciated and comfortable - in short, a job that will find satisfying in all respects. Swami Vivekanand Subharti University's Placement Office is fully equipped to render all the necessary assistance for students to make their job search meaningful. By connecting to external organizations, the Placement Office endeavours to bring a broad spectrum of opportunities to satisfy the diverse requirements and aspirations of the students. The following policy framework governs the student's involvement in the various aspects of the placement processes.

Students seeking jobs, through Campus Recruitment shall register themselves as per the table specified below:

**Table- 1**

B. Tech./ BHMCT/ B. Pharma (4- Year- Course)	3 <sup>rd</sup> Year 5 <sup>th</sup> Sem
M.B.A/ M. Tech/ MHMCT/ M. Pharma/ M.Sc. /M.C.A (2- Year -Course)	2 <sup>nd</sup> Year 3 <sup>rd</sup> Sem
Poly. Diploma (3 –Year- Course)	2 <sup>nd</sup> Year 3 <sup>rd</sup> Sem
BBA/B.Com/B.Com(H)/ B.C.A./ B.Sc. (3- Year-Course)	2 <sup>nd</sup> Year 3 <sup>rd</sup> Sem

The role of the Training and Placement Cell is of a facilitator and counselor for training and placement related activities. Training and Placement Cell provides 100% placement assistance to all the **registered students. Registration form enclosed – ANNEXURE- A.**

1. **A "Registration Form"** will be the principal document to initiate maintained for all registered students for Training and Placement. The student has to fill the Registration Form by entering all their necessary details. The student shall ensure that all details furnished by him/her in the form are correct. He/ She will be held responsible if any detail is found to be incorrect/ fabricated.
2. It would be the responsibility of the students to ensure regular updation with their respective colleges about his/her details on a regular basis specially information related to current %age, No. of Backlogs, Email ID, mobile no. and address.
3. The companies usually categorize the students in the following sections:
  - a) Students with greater than or equal to 60% aggregate marks throughout in 10<sup>th</sup>/12<sup>th</sup>/Diploma and Current Degree/Diploma Course without any backlog.
  - b) Students with greater than or equal to 60% aggregate marks throughout in 10<sup>th</sup>/12<sup>th</sup>/Diploma and Current Degree/Diploma Course but with one or more backlogs.
  - c) Students with less than 60% aggregate marks in 10<sup>th</sup>/12<sup>th</sup>/Diploma but greater than or equal to 60% aggregate marks in Current Degree/Diploma Course without any backlog.
  - d) Students with less than 60% aggregate marks in 10<sup>th</sup>/12<sup>th</sup>/Diploma but greater than or equal to 60% aggregate marks in Current Degree/Diploma Course with one or more backlogs.

- e) Students with less than 60% aggregate marks in 10<sup>th</sup>/12<sup>th</sup>/Diploma/Current Degree/Diploma Course with/without any backlogs.

Keeping in view the above mentioned categories, the placement cell shall maintain the student database accordingly. The eligibility of the students for participating in a particular placement drive will be determined on a case to case basis depending upon the eligibility criteria of the visiting company. The list of eligible students for a particular drive will be shared by the Training and Placement cell with the students prior to the drive.

- 4. Training and Placement cell will share the company details along with job description, eligibility criteria etc with the student through email to all the students on their registered email Id's. Students are advised to check their email regularly.

**5. Employability Enhancement Programme (EEP):**

- a) All registered students are required to attend the Employability Enhancement Programs (EEP) on Aptitude and Soft Skills being **conducted by the Personality Development Cell (PDC) of the University**. The program schedule will be announced by the PDC from time to time.
- b) The grades secured by the students in these training programs will be recorded in their progress report card (**ANNEXURE- B**) maintained by PDC.
- c) If any student has less than 75% attendance without prior permission/valid reason, or secures less than 60% marks in the training assessments his/her name will be removed permanently from the placement registration list.

EEP is designed in a manner to help the students to make the best out of every market situation and achieve a good start in your career and make them industry ready. Thus, in order to equip the students with the skills which are required for employment.

Areas to be focused as follows:

Areas to be focused	Value Proposition
<b>Resume and Cover Letter Development</b>	Nobody can ever underestimate how important it is to have a good resume. First impressions count, and the first impression that a potential employer will have of a Bennett University Student, is going to depend on how they present their resume.
<b>Life Skills Training</b>	This will help build confidence in both spoken skills and for group collaboration and cooperation, find new ways of thinking, problem solving and decision making etc.
<b>Industry Insights Sessions</b>	This will help students Explore Diverse Career Opportunities with Industry Practitioners sharing key insights on working in specific industries.

<b>Testing/Assessment:</b>  <b>Interview Training including Mock Interviews, Role Plays, Case Studies and Presentations</b>	Assessing students on skills that are important for industry and suggesting an improvement plan will help with better placements.  Interviews are a key for better jobs in the industry and hence training students with the best trainers for this most important selection process.
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### 8. Categories of Companies:

The companies visiting the campus will be generally divided into the following three categories.

- A+ Category : CTC 7.01 Lac up to 10.0 Lac per Annum
- A Category : CTC 5.01 Lac up to 07.0 Lac per Annum
- B Category : CTC 3.01 Lac up to 05.0 Lac per Annum
- C Category : CTC 1.00 Lac up to 03.0 Lac per Annum

### 9. Modus Operandi of Placement:

- ☐ \_\_\_\_\_ It is “**mandatory**” on the part of students registered to appear in all relevant Campus drive.
- ☐ It students fail in appearing the campus drives, they are required to give a genuine Justification.

The University will make every endeavor to invite as many companies as possible for campus placement. Students must be however prepared to go to the company’s office or selection venue for any part or the complete selection process as required by the recruiting company

Students are required to be well groomed and in University’s prescribed formals for all pre-placement talks as well as the complete selection process whether organized in the campus or the company’s office or selection venue. Non-compliance will result in debarring the student from joining in pre-placement talk and or appearing for the selection process

Attendance in pre-placement talks, personality development and preparatory classes (including mock interviews) is compulsory for all the eligible Usage of cell phones/laptops, ringing of cell phones, talking or walking out during the PPT is prohibited.

Students are advised to strictly follow the schedule of the placement drives; students reporting late will be sent back and will not be allowed to attend the drive.

- i) As soon as the student secures a job in a particular category, he/she will not be allowed to appear for any other company of that category during upcoming campus placement drives.

- ii) A candidate who has a job offer from a company falling in Category **A** will not be allowed to appear for a job in a company of Category **B/C**. Similarly, a candidate who has a job offer from a company falling in Category **B** will not be allowed to appear for a job in company of Category **C**.
- iii) A candidate who has a job offer from a company falling in Category **C** is allowed to appear for the placement drive of another company falling in Category **"B/A"**. Similarly, a candidate who has a job offer from a company falling in Category **B** is allowed to appear for the placement drive of another company falling in Category **"A"**.
- iv) In case of student being offered multiple jobs (in different categories), he/she will be allowed to go only for the latest job and all previous offers will stand suspended.

**10.** If any Student is found adopting unfair means of any kind in placement procedure of any company, he/she will be debarred from participating in placement process of that company and the next 3 companies visiting the campus.

- 11.** Student withdrawing after being shortlisted by a company at any stage will be debarred from participating in recruitment process of the next 5 companies visiting the campus.
- 12.** Correct and verifiable information should be produced in the resume. Any student found violating this rule will be de-registered from the Placement season.
- 13.** Student misbehaving in any manner will be permanently debarred from the placement season.
- 14.** Students must keep their Identity Card with them at all time of the Pre Placement Talk/Group Discussion/Interviews and produce the same when demanded by visiting team or TPC staff or their representatives. Candidates must always carry a soft copy and 4 hard copies of their resume along with 2 passport size photographs in college uniform for GD/Interviews of a company.
- 15.** If a registered student, who is not already placed, is found to be absent in 3 ON/OFF Campus placements, his/her name will be deleted from the active list of registered students.
- 16.** Students are not allowed to use mobile phones in the vicinity of a company official and also are forbidden to carry the question paper out of the examination hall after the written exam.
- 17.** Students are expected to maintain proper decorum in all the interactions with company officials such as pre Placement talk, Written Exam, Interview and so on. Students should reach for Pre Placement Talk/Test/Group Discussion/Interviews on time. Students will not be allowed to leave the hall before the Pre Placement Talk is completed. Any student found violating this will be liable to disciplinary action by the authorities.

18. No student will directly contact any company official for any purpose. This includes forwarding of resumes for consideration, opportunities of Internships etc. All communication should be channelized through Training and Placement Cell.
19. Under no circumstances should a student negotiate with a company executive about CTC offered during the course of selection process. Any student violating this norm will be liable to necessary disciplinary action by the college authorities.

Even after placement every student is required to maintain proper discipline and conduct as per the rules of the university. In case of any non-compliance or an act of indiscipline, the university may be constrained to debar the defaulting student from participating in the Convocation write to the company to withdraw the appointment offer / or award any other punishment as the university may think appropriate

20. Depending on the recruitment process adopted by the company visiting the campus for placement drive, shortlisted students in certain cases may be required to travel to company decided locations for final round of Interviews/Selection.
21. If Market scenario and job scenario necessitate a revision in the Placement policy, it will be done in a manner so as to maximize the benefit to the student community as a whole.

\*\*\* In case of any discrepancy/issue/concern, the decision of Training and Placement Authorities and Management will be final and binding.

#### **Roles of Placement Cell:-**

- The Placement Office (nodal point for placements at Swami Vivekanand Subharti University) sends invitation to companies/organizations along with the relevant information.
- Placement Cell will obtain all possible means (i.e. information available on Internet or physical visit to the company if required) to check the profile and track record of the company prior conducting the campus drive.
- Placement Officer & his team will visit/approach the organizations/companies in person as well for lining up the campus drives.
- Placement Cell will ask the company to share the Job Description/Job Announcement Form indicating details of Organization, Job Profile, Salary Details, Selection Process, Minimum Qualification Required, Probation Period, Documents required for Joining, Tentative Date of Joining etc.
- The details provided by the companies through Job Announcement. Form/Job Description and company brochures etc. will be displayed in placement cell and these details will also be shared with the concerned college.
- While sharing student data bank with companies the Placement Cell will ensure that the contact numbers and email id's of students will be replaced with the contact number and email id belong to Placement Cell so that companies will not be able to contact students directly.
- With mutual consent of Head of Institutions of relevant institute, the Placement Cell will suggest two

or three dates to companies/organizations to conduct campus interview. The company/organization will choose one date from the suggested dates and will inform to the Placement cell.

- Placement cell will convey the confirmed date in writing to head of the concerned college.
- Company will visit the campus on the allotted date to conduct tests and/or interviews according to their recruitment process.
- Placement cell will conduct mock drill/PD sessions two days before the campus drive. This will help the students to build up their confidence.
- The company/organization shall be requested to furnish the final list of selected students on the same day of campus drive or after the document verification.
- The company shall hand over the duly signed hard copy of the final list of selected candidates to the placement cell.
- The company shall provide the offer letters to the Placement cell and not directly to the students.
- If any SVSU college is organizing the campus drive, Placement Cell will make necessary arrangements for hospitality of executives.
- After placement drives, it should be well published in campus.
- Placement officer will apprise the Director concerned with the progress of related matters from time to time & take prior approval/permission from the Director Concerned.
- Placement officer will make a specific progress report in the standard format every month & submit to the Director Concerned. In turn, the Director concerned will forward to the Hon'ble Vice-Chancellor & CEO.
- The Director Concerned will conduct meeting of Faculty In-charge, T&P of respective colleges as & when required.

#### **Responsibility of Institutions:**

- Registration form, provided by placement cell, will be filled by concerning students of colleges as mentioned above in the table 1 (except SMC, SDC & SNC)
- Data bank of students is to be kept ready by the college and to be forwarded by the Faculty In-charge T&P of respective colleges to the placement cell under the endorsement of the respective HOI.
- Respective Faculty In-Charge, T& P of different colleges to extend their support to organize Industrial visits and Expert lectures for their students so that the cell may much focus on organizing campus drives.
- Once the concerned college is in possession of job description, **within three days** college shall provide the details of participants to the placement office.
- The job description provided by the placement cell will be displayed at notice board of concerned college.
- Regular and frequent communication between the Head of Institutions and Executives of Placement Cell is to be done.

- If any SVSU college is organizing the campus drive, an advance notification is to be sent to Placement cell. Also the complete job description is to be shared with placement office.
- The concerned college will issue the NOC (No Objection Certificate) to the selected students prior joining the company.

**The University reserves the right to change/modify any or all of the above-mentioned rules/regulations and procedures, whenever it is deemed necessary to do so.**

**ANNEXURE - A**  
**REGISTRATION FORM**  
**(T&P Cell)**



Please fill all information in CAPITAL LETTERS

**A. STUDENT INFORMATION**

Student Name ..... University Enrolment No

.....

Program ..... Stream ..... College

..... Batch .....

Your Postal Address

.....  
.....  
.....  
.....

PIN.....

Student contact no. (M) ..... Landline

(R).....

Mother's contact no. (M) ..... Father's contact no.

(M).....

Primary Email Id

.....  
...

Alternate Email Id

.....  
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**B. DECLARATION**

1. Do you need placement assistance?  Yes  No

1.1 If no, I hereby wish to declare that I do not require Final Placement/Summer Internship from campus

due to following reason

Entrepreneur

Further Studies in India. Further Studies

Abroad

Joining Family Business Other

Personal Reasons

Name of the Student &Signature ..... Date

.....

**ANNEXURE - B**  
**EEP PROGRESS REPORT CARD**

**Please fill all information in CAPITAL LETTERS**

**A: Student Personal Details**

Student Name ..... University Enrolment No .....

Program .....Stream ..... College .....Batch .....

Student contact no. (M) ..... Landline (R).....

Mother's contact no. (M) .....Father's contact no. (M).....

Primary Email Id .....

Alternate Email Id .....

**B: Student-Performance**

**(To be filled by PDC)**

Parameters					Total(100)	Remark
Communication Skills (20)		Organising Skills (20)	Problem Solving Skills(20)	Presentation Skills(20)	Body Language(20)	
Written (10)	Oral (10)					

Name of the Student & Signature ..... Date .....