

### **9.5. Career Guidance, Training, Placement (10)**

Training, counselling and placement is offered to every graduating student for her to be confident and competitive in her choice of career and for inculcating entrepreneurial skills.

Students of the institution are employed in Financial Institutions, educational institutions, IT companies, automobile industries, central and state government services, textiles industries and core engineering industries. During their course of study a five month Cooperative Education programme is made compulsory. Co-operative education is a structured method of combining classroom-based education with practical work experience in the industry. It entails cooperation between Institute and Industry to produce trained professionals. DEI is collaborating with University of Waterloo (a global leader in the Co-op education model) and has launched its own Co-op model in 2013, suitably adapted to Indian conditions. The model aims at development of 'employability skills' through the introduction of a 6 month industry stint as part of the course requirement.

Indian Industry has lately been very concerned with the lack of requisite technical and soft skills of students entering industry. The recent 'National Employability report' claims that 47% of graduates across India are unemployable for any job<sup>1</sup>. The time and cost of training students after education is becoming a major challenge for industry. Three key reasons why DEI has launched the Co-op model are:

- Global practices
- Need expressed by industry in various interactions and forums in the past
- Need for reducing high rates of attrition amongst fresh graduates due to mismatch in culture and expectations

The Co-op model was launched by DEI in 2013 for its Engineering and MBA programmes. 100% of the students were placed within 5 months of the launch of the programme. The feedback from the first set of returning students has been excellent. 80% of companies paid stipend or provided some non-financial support.

While the cost of recruiting, training and developing a fresh graduate can be upwards of one year's salary, most fresh graduates leave the organisation within 2 years due to non-fitment with culture and working environment. The Co-op model allows organisations to observe the candidate closely for an extended period of time thus allowing a deeper understanding of the competencies and fit of the student. The students bring fresh ideas and perspectives to the organisation and they can be assigned routine duties or special projects. Students on the other hand gain immensely through an extended on-the-job understanding of how academic principles are applied in real situations and an opportunity to test the skills learnt in the classroom. The interaction and feedback from re-turning students and participating organisations allows the University to enhance and improve its curriculum. With a deeper understanding of the industry, which grows with each passing year, the faculty are able to relate practice to theory better.

Summer Training process is of a short duration and primarily aimed towards exposing students to industry practices. By the time students learn about the organisation and its processes, the training period is close to completion. Co-op model on the other hand is a partnership between the industry and the institute. Assignments (routine as well as special) are given with a view to

let the student face real situations with intensive supervision by the project guide and supported by the faculty of the institute. The longer period also allows the organisation to understand the personality and motivation of the student and use this information at the time of recruitment. The stipend or some other non-financial support provided by the organisation helps motivate the trainee to deliver his or her best performance and industry also gets involved in overseeing the trainee's work. A request letter in the following format is sent to the industries for training.



**DAYALBAGH EDUCATIONAL INSTITUTE**

(Deemed University)

DAYALBAGH, AGRA – 282005, U.P., INDIA

Phone: (0562)-2801545; Fax: (0562)-2801226

Web: <http://www.dei.ac.in/>

January 20, 2018

To,  
Manager (HR)  
Cadence Design Systems  
NOIDA

Dear Sir/Madam,

Greetings from Dayalbagh Educational Institute!

DEI is a Deemed University located in Dayalbagh, Agra, well known for its academic ascendancy and extramural excellence. DEI has been accredited by the National Assessment and Accreditation Council (NAAC) and has been awarded an 'A' grade in October 2013. In 2009, a Committee set up by the Ministry of Human Resource Development (MHRD) under Professor P.N.Tandon placed DEI in 'A' category, third in rank and 8<sup>th</sup> among all 130 Deemed Universities under review. Recent overall NIRF ranking of the Institute is **63** and the **All India NIRF Ranking** of the DEI Faculty of Engineering is **69**.

From the year 2013, the DEI Faculty of Engineering introduced a compulsory 5-month Co-operative Education Internship Program for B.Tech. students after completion of their 6<sup>th</sup> semester of study. This unique internship program is one of very few such available in the country that offers a structured method of combining classroom-based education with practical work experience in the industry. It entails cooperation between Institute and Industry to produce trained professionals to meet current industry needs/skills. You will be happy to note that this initiative has been very well received by industry and over 60 companies / institutions have already participated in the program.

A brief introduction to the Co-operative Program (Co-op Program) is attached along with this email for your kind perusal. For B.Tech. students, the program is scheduled to run from **April 01, 2019** till **August 31, 2019**.

Towards this end, we earnestly solicit your help and support by accommodating some of our B.Tech. (Electrical) students for the Co-op internship training in your esteemed organization as was being done in the past. I am enclosing the CVs of the following students who wish to undergo internship in your esteemed organization.

1. \_\_\_\_\_

I request you to kindly provide necessary facilities for the same at your works. The students may be allotted focused projects for the benefit of your organization under the joint supervision of an expert from your organization as well as faculty from our institute. We eagerly await your response to this email so that we can take the Co-op Program forward.

Thanking you and looking forward to hearing from you,

Sincerely,

Prof. Ajay Kumar Saxena

Head, Electrical Engineering

### **Measures initiated by the institution for student support and progression**

- Introduction of need and skill based courses.
- Offering Innovative, Add on and Certificate Courses.
- Remedial coaching for slow learners.
- Industrial and field visits
- Internship / Cooperative Training for experiential learning.
- Inclusion of students in various committees, departmental association and club meets
- Making NSS /NCC mandatory for sensitizing the students towards nation building activities.
- Career Guidance and Placement Cell
- Music and yoga classes
- Participation in Corporate Social Responsibility
- DEI has a programme of study which is designed to make a person “complete”. The core courses such as Agricultural Operations, Social Service, Comparative Study of Religion, Cultural Education, NSS, Games & Sports etc. help in developing the overall personality of the student. The classes for Career Guidance in particular start from third year onwards. During the four semesters (III – VIII), a compulsory slot is provided in the Time table for **career Guidance activity**.
- ICT Continuing Education Centre
- In addition to the above, ICT Continuing Education Centre of D.E.I. regularly prepares students for a good career. For students with Hindi background, the cell conducts Spoken English Classes. Under the Career Guidance classes students are trained for Resume writing, Interview preparation, Co-op Training etc. Mock Interviews are conducted for practice.

The following table shows the activities conducted during last three years:

Data 2016-2018 (June)ICT Continuing Education Centre						
	Dates	2018 continuing	Dates	2017	Dates	2016
<b>Soft Skills</b>	Jan-March March-April	4+20+32=56	Jan-April Aug-Nov Dec.	11+8+22 + 20+Winter Camp 48=116	Feb-April July-Aug Sept.-Oct. Jan-May	14+7+20+43 +58 UPSDM 100=242
<b>Spoken English</b>	Jan-April	20+ 42=62	Aug'17- April'18	15+90=105	Jan-April, Aug-Nov 2016	30 students, cont., 100+230=330
<b>Career Guidance</b>	Jan-March 12th Jan-April 17 <sup>th</sup>	B. Tech Co-Op 260 students	Aug - December 17, Jan- April'17	260 Co-Op (B. Tech) students	Aug- March, Jan-April	190 Co-Op(B. Tech) students
<b>Placement Preparation Interview /Workshop Resumes/ Mocks/ GD's</b>	(Jan-April), Feb 11th, April 1st, March 18th, April 8th, April 11th	Resumes 100+ Workshop <i>Personal Effectiveness</i> 1 =189 students,  Mocks 30 students, GD's 30 students, Mocks 67 students, GD 25+50 students Total=491	21/01/17, 19/02/17 17/09/17 24/09/17 29/10/17, 5/11/17 Aug-Nov, Oct 14th , December __	Mocks- 49 students GD's - 118 students attended 220 resumes checked, Co-Op guest lectures 190 students	Jan-April, March 11, Sept.-Nov 2016, July-Aug Aug-Nov'16, 13th Nov	<i>Seminar-Career In Public Relations, 100 attended, GD's 54 +100=154, Mocks 115+8=123,Co-Op Guest Lectures, GD Sahai70 MukulSahai, 19</i>
<b>Basic IT</b>	Jan-Feb	6 students for PPTmodule ,	JAN-APRIL, Aug-Nov	12+3 =15 for WORD	Feb-May, Aug-Nov	60+30+15=105

<b>Excel</b>			March-April, Oct 19-26- 2nd(modular )	30+51=8 <b>1</b>	April, Nov 27th	22+53=75
<b>C-Prog</b>			JAN-APRIL	<b>11</b>	AUG-NOV	<b>11</b>

## AADEIs Training Programmes

Alumni Association of Dayalbagh Educational Institutions organizes Training programmes in collaboration with the Industry-Institute Partnership Cell and ensures the placement of the students of Engineering.

<p>ICT Continuing Education Centre, DEI Dayalbagh 6 Industry Institute Partnership Cell DAYALBAGH EDUCATIONAL INSTITUTE DAYALBAGH, AGRA REGISTRATION FORM FOR DEI STUDENTS</p> <p>WRITE NAME IN BLOCK LETTERS FOR CERTIFICATES</p> <p>1. Name: _____ M / F</p> <p>2. SC _____ ST _____ OBC _____ GEN _____</p> <p>3. STUDYING IN FACULTY _____</p> <p>ROLL NO. _____</p> <p>Subject /Class _____</p> <p>SEMESTER _____</p> <p>Contact Info. _____</p> <p><b>For Jobseekers/Enhancers</b> _____</p> <p>Branch _____ Qualifications _____</p> <p>Contact Info: _____</p> <p>Please circle: MODULES: WORD EXCEL POWERPOINT</p> <p>Signature of Applicant: _____</p> <p>Date _____</p> <p>For Office Use: Date: _____</p> <p>Amount: _____ Due: _____</p>	   <b>ICT Continuing Education Centre,</b>  <small>We support YOU</small>	<p><b>Training Programs In Collaboration With Industry Institute Partnership Cell for DEI Students ITS 301 (2017-18)</b></p> <p><b>DEI Courses for Enhancing Job-Placement</b></p> <p><b>Aims:</b> Prepare and assist current and past DEI students for placements, including the following:</p> <ul style="list-style-type: none"> <li>• Train students in resume writing</li> <li>• Develop interview and communication skills</li> <li>• Practice group discussions</li> <li>• Enhance IT skills and Vocational skills</li> </ul> <p><b>Methodology: Distance Education Mode:</b></p> <p>Teaching is conducted using pre-recorded audio or video instructions, facilitated by mentors at the locations where the course is run.</p>
<p>Office Located in rear verandah, Central Office, Administrative Block, DEI, Phone: 999-793-3440, 9808632807, 9634555217 Contact: Punam Prakash Email: punam.prakash@gmail.com</p>		

**Calendar 2017-8, IT301**  
ICT Continuing Education Centre  
DEI, Dayalbagh

Aug	Sept	Oct	Nov	

Course Title: ITS 301

**Course Description:**

Developing skills in: understanding basic hardware, and software, how to operate computers & Learning basics of Word, Excel, Power point and Internet (Microsoft Office Tools) to prepare documents, data tables and presentations, and use of internet

**Dates/Class Timings:**

**When:** July – Nov, Sundays/weekdays

**Where:** Commerce Faculty/Computer Centre

**Time:** 8:00-9:30 AM Weekdays

2:00-3:30PM Sundays **Tuition:** Rs. 250/

with study materials per module

4classes per module

**Office Notes:**

**Registration From:**

**11:00 AM –4:30 PM NOW**

**Office (in the rear verandah at Central Office)**



Location: Central Office (rear verandah)

Office Phone: 10:30-4:30- 9364555527, 9997933440/  
9808632807 Email: aadeisictec.dei@gmail.com

ADEIs ICT Continuing Education Centre,  
DEI Dayalbagh-6  
Industry Institute Partnership Cell  
DAYALBAGH EDUCATIONAL INSTITUTE  
DAYALBAGH, AGRA  
REGISTRATION FORM FOR DEI STUDENTS  
(Fill in block letters)



1. Name: \_\_\_\_\_ M / F

2. STUDYING IN FACULTY \_\_\_\_\_

ROLL NO. \_\_\_\_\_

Subject/field \_\_\_\_\_

SEMESTER \_\_\_\_\_

Contact Info. \_\_\_\_\_

3. NAME OF COURSE :

☐ PERL

Signature of Applicant: \_\_\_\_\_

Date \_\_\_\_\_

For Office Use:

Received from: \_\_\_\_\_ Date: \_\_\_\_\_

Amount: \_\_\_\_\_ Due: \_\_\_\_\_

**ADEIs**



Office Located in rear verandah, Central Office.  
Administrative Block, DEI  
Phone: 9808632807, 963455527  
Contact: Punam Prakash  
Email: punam.prakash@gmail.com  
aadeisictec.dei@gmail.com

**ADEIs Training Programs**  
In Collaboration With  
Industry Institute Partnership Cell  
for DEI Students  
ITS 305 (2015-16)  
An Introduction to Perl

**DEI -APAC Courses for Enhancing  
Job-Placement**

**Aim:** Prepare and assist current and past DEI students for placements, including the following:

- Train students in resume writing
- Develop interview and communication skills
- Practice group discussions
- Enhance IT skills and Vocational skills

**Methodology:** Distance Education Mode:

Teaching is conducted using pre-recorded audio or video instructions, facilitated by mentors at the locations where the course is run.



INDUSTRY INSTITUTE PARTNERSHIP CELL  
DAYALBAGH EDUCATIONAL INSTITUTE  
ICT Continuing Education Centre DEI Dayalbagh  
ANNOUNCES

## **Placement Simulation (Free)**

**Last session this semester**

- GD's 12 PM
- Aptitude Tests 12:45 PM
  - Mock Interview- 2 PM
- For Soft Skills Classes (Electrical & Civil 5<sup>th</sup> Sem)

& final semester students of B. Tech,  
B. Tech 7<sup>th</sup>sem, Diploma 5<sup>th</sup>sem, all streams  
Sunday, 19<sup>th</sup> November

*College Uniform, Bring 2 copies of your  
checked resumes for the mock interview!*

***Registration and Resume check : NOW***

*Improve YOUR Communication Skills and  
Technical knowledge for interviews. polish your  
Personality to prepare for Placement...*

***Where:*** Multimedia Hall/Commerce Faculty  
***at*** ICT CEC OFFICE in CAO

ICT Continuing Education Centre DEI Dayalbagh (Office)  
Located in Central Administrative Office  
Contact Information: **Punam Prakash**  
(M) 9808632807, Office Phone: 9634555217