

 AMRITSAR GROUP OF COLLEGES <small>ENGINEERING • PHARMACY • JAL</small>	Analysis of Employer Feedback	Training & Placements Cell
	2024-2025	

The Training & Placement Cell of Amritsar Group of Colleges (AGC) systematically collected feedback from employers who participated in campus placement drives during the academic session 2024–25. The feedback was obtained through a structured feedback form covering student competencies, curriculum relevance, and the overall functioning of the Placement Cell.

A total of **48 companies/employers** responded to the feedback form. The responses were **compiled, consolidated, and systematically analyzed** to assess the effectiveness of curriculum delivery, student preparedness, and placement support services.

Overall Response Summary

- **40 companies rated the students and institutional support as Excellent.**
- **8 companies indicated that certain aspects needed improvement.**

This reflects an **overall positive employer perception**, with scope for targeted improvements.

1. Evaluation of Student Competencies

Employers evaluated students on key competencies such as:

- Presentation Skills
- Aptitude Skills
- Behavioural Skills
- Attitude
- Technical Competencies
- Communication Techniques
- Group Discussion Performance
- Interview Performance

Analysis

- The majority of employers rated students as **Excellent** across most competencies.
- A few employers indicated that communication skills, attitude, and interview performance require further improvement, suggesting the need for focused soft-skill development programs and structured interview preparation.
- The majority of employers rated students' technical competencies and aptitude skills as Excellent, reflecting strong foundational knowledge and industry readiness, with only a limited number of employers indicating scope for further enhancement in advanced technical and aptitude areas.

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2. Curriculum Review and Industry Alignment

Employers provided feedback on curriculum relevance and industry readiness based on:

- Relevance of curriculum for employability
- Development of hard skills
- Promotion of innovative thinking
- Alignment with industry and market needs

Analysis

- Most employers agreed that the curriculum is **relevant and aligned with contemporary industry needs**.
- **Hard skill development and employability orientation** were rated positively by the majority.

3. General Evaluation of Placement Cell

The Placement Cell was evaluated on:

- Facilities and provisions for campus placements
- Performance of students during placement drives
- Support and coordination by the Placement Cell

Analysis

- The Placement Cell received Excellent ratings from the majority of employers.
- Employers appreciated the **coordination and logistical support** provided during placement drives.

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4. Future Engagement

A significant majority of employers expressed their **willingness to participate in future campus placement drives**, indicating trust in AGC's students and institutional processes.

Suggestions by Employers

- Employers suggested further strengthening students' professional communication skills through additional soft-skill enrichment activities, interactive sessions, and experiential learning opportunities to enhance overall workplace readiness.

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