

TEERTHANKER MAHAVEER UNIVERSITY



STANDARD OPERATING PROCEDURE

Of

Corporate Resource Centre

Code: TMU/CRC/001

Version: 2.0

Signature of authorizer:

TABLE OF CONTENTS

S. No.	Contents	Page -No.
1	Abbreviations	3
2	Introduction	4
3	Amendments	4
4	Purpose	4
5	Responsibilities	5
6	Scope	12
7	Procedures	12
8	Complete department procedures	15
9	Overview	17
10	Related document	18
11	Related forms	27

Abbreviations

- **TMU:** TEERTHANKER MAHAVEER UNIVERSITY
- **VC:** Vice Chancellor
- **HOD:** Head of the Department
- **V:** Version
- **T&P:** Training and placement Department
- **PO:** Placement officer
- **PC:** Placement Coordinator
- **NCT:** National Capital territory
- **MNC:** Multi-National Companies
- **JD** Job Description
- **CV** Curriculum Vitae
- **PSU** Public Sector Unit
- **PDP** Personality Development Program

1. Introduction

The Department of Corporate Resource Centre (CRC) aims at providing a smooth entry of students to corporate world through internships and full-time placements at world renowned firms. CRC Department acts as the bridge between companies seeking talented young graduates and postgraduates in various disciplines and helps the students by providing counseling and exposure in public speaking through workshops organized by the department as well as associated companies on a frequent basis. Thus, CRC help the students in getting habitual to the corporate atmosphere, work culture and get the right exposure to take their professional career on the high elevation as well as help them engulf the basic technicalities relating to the corporate world.

2. Amendments

Revision and approval

- [version 2.0]- [first Draft]-[Dean-Academics]

3. Purpose

3.1 Welcome

TMU has a well-equipped centralized placement department (CRC) to provide the platform for campus placements. It is housed in a magnificent state-of-the-art building, having well equipped interview rooms, group discussion rooms and presentation hall for smooth processing of the campus placements. The goal of the CRC Department is to provide students with a platform for using their potential to gain valuable experience in the industry. It also acts as the interface between various companies seeking talented young graduates and postgraduates in various disciplines.

3.2 Quality Policy

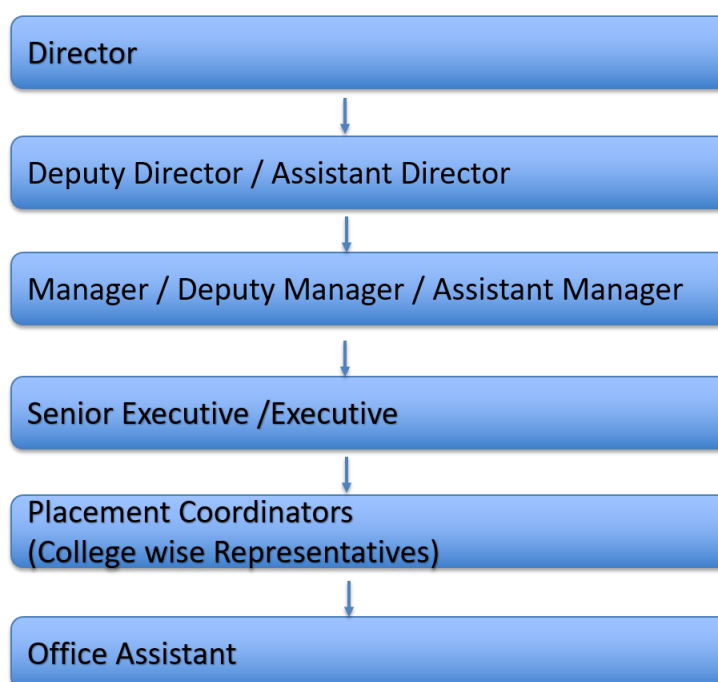
The quality policy of training and placement department is to attain maximum placements and achieve excellence in the field of campus placements. It also ensures to maintain the infrastructure of CRC and up-gradation of systems in computer center for conducting the online test. It works on the hospitality of executives of MNC's belonging to fortune 500, big fours and various Govt. Institutes like PSU's, Defense etc. It makes sure the timely conduction of the placement process and declaration of the results once process has been wrapped up generally by the end of the day.

4. Responsibility

4.1 Context of the Organizations

Context of the organization should state both the internal and external issues that can impact its strategic objectives and the planning of the QMS. The Department of Corporate Resource Centre is responsible for facilitating all eligible students of the TMU for campus placements and internship. The context and structure of the department is as follows:

4.1.1 Organizational Structure of the Department



4.1.2 Department Culture

The culture of the CRC department is mainly centered on its objectives to get the maximum students placed and follows the hierarchy led by the Director, followed by the Placement Officers, and supported by PCs.

4.1.3 Objectives and Goals

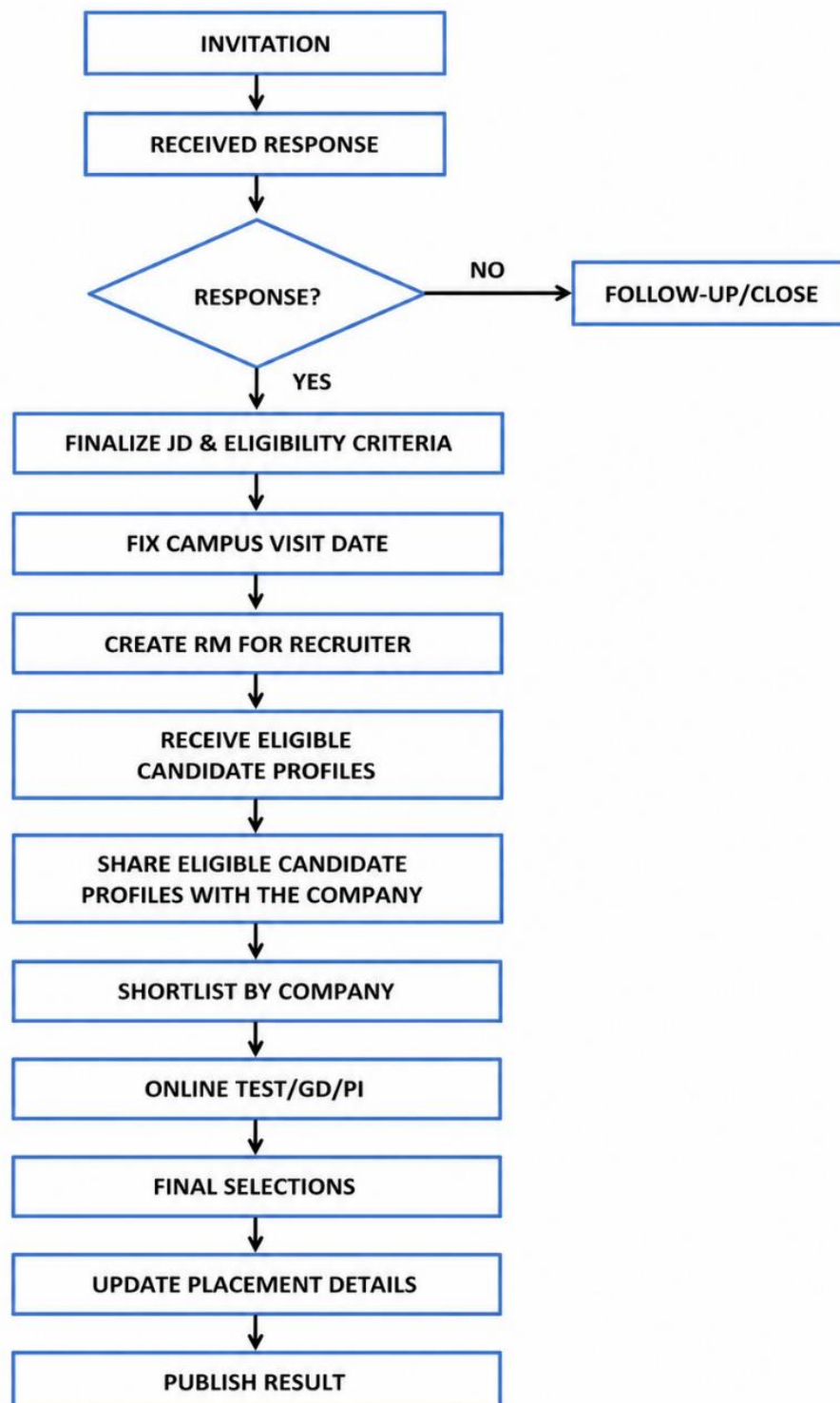
The objective is to provide students a platform to start their career in the corporate world in the right direction for final year as well as pre-final year students. By providing them with the right launch pad in the form of internships and job offers for pre-final and final year students respectively.

4.1.4 Complexity of Work

The complexity of work includes managing and updating the data for more than 2500 students appearing for campus placements and internship in each session and updating the previous year placement data and related statistics in the form of right data interpretation techniques.

4.1.5 Flow of processes and information

The recruitment process flows in a very smooth manner as per the rules and guidelines that have been set by the CRC Director. Each student is bound by a highly principled code of conduct and each Placement Coordinators (PCs) is responsible to ensure the bounds are followed ethically.



4.1.6 Size of the Department

The CRC department is for the benefit of the students and comprises of the Head of department (Director- CRC), Placement Officer (PO), various Placement Coordinators (PCs) from different departments of the university and two attendants.

4.1.7 Users

The users of the CRC department include the final and pre-final year students of TMU opting for internship and campus placements and the companies that visit TMU for recruitment drive.

4.1.8 Means to Detect Risks and Opportunity

S. No.	Risks	Means to detect risks
1	CV verification of more than 2000 students	Assigned to CTLD along with PC's.
2	Arrangement of company details	- Student Alumni Association - Contacting the industry Alumni - Other Personal contact - LinkedIn / Naukri Portal
3	Infrastructure Maintenance	Seeking help from Registrar Office.
4	Hospitality of executives	- Arranging best quality food and other necessary things - Assigned to 2 attendants to look after the hospitality.
5	Maintenance and Up gradation of data for students of TMU	Assigned to PCs and TPO the responsibility for up gradation and maintenance of student database

4.2 Responsibilities and Authorization

Position	Responsibility	Authorizations
Head / Director – CRC Along with Deputy & Assistant Directors.	• Define policies for campus placement and internship process. • Fix the date for campus placements and internship process at campus or the venue of the recruiting organization. • Co-ordinate with different departments and administration for logistic arrangements required for campus placement and internship process. • General supervision • Define policies for campus placement and internship and submit to HOD. • Fix date for campus placement process of organizations • Prepare schedule for campus placements process and internship. • Send invitation letters to various Organizations for campus placement and internship. • Regular Student counselling sessions with the pre-final and final year students. • Regular interaction with CTLD, trainers and faculty coordinators on working strategy.	• Issue of training letter for B.Tech. /MBA students and other relevant courses. • Issue of Placement Coordinator certificate • Finalize the date given to companies for campus placements/ Internship process at campus or on their premises

TPO & Data Managers (PC).	• Registration of students for campus placements and internship. • Upgrading database of registered students for campus placement and internship. • Contribute to defining placement and internship policy in the beginning of academic session. • Co-ordinate with Organization coming for campus placement. • Co-ordinate with T&P Department for logistic arrangements for visiting organizations. • Co-ordinate with eligible students for various process of the companies • Deliver information regarding visiting organization to T&P and students on placement day. • Tying and dispatch of various types of letters • Verifying resumes of students for campus placement and internship • Maintaining records of campus placements and internship • Coordinating with and assisting PCs during company hiring process • Supervise cleanliness of the department	• Finalize the date given to companies for campus placements/ Internship process at campus or on their premises.
Attendant	• Distribution of the circulars • Provide hospitality to the Executives which come for campus placements/ Internship. • Cleaning and Maintenance of the department infrastructure	None

4.2.1 Interested Parties

Following are the stakeholders:

- Govt. of UP
- Administration of TMU: Chancellors Office / Registrar Office / Dean-Academics Office.
- Head and staff of Department of Corporate Resource Centre
- All eligible students of TMU
- Companies visiting for internship and training & placement.
- Parents of the Students
- Service Providers of TMU

5. Scope

5.1 Scope of the Quality Management System

The scope of the CRC Department, TMU comprises of the following minutiae:

- Assistance to the students for drafting of effective and concise Curriculum Vitas
- Providing exposure of different profiles offered by the companies visiting for recruitment.
- Inviting companies to hire full-time and intern candidates from the campus.
- Conveying guidelines to the students for performing well in the interview rounds.
- Continuous communication with the company representatives to assist in the on-boarding of the selected candidates.
- Student counseling regarding the selection of the profile based upon the company requirement.
- Help the parents to understand the company profile, location, CTC etc.

5.2 Location

- Teerthanker Mahaveer University - Corporate Resource Centre,
7th Floor, College of Nursing,

6 Procedure

6.1 Process Management Methodology

Sr. No.	Activity	Responsibility	Reference
1.	Sign the training letter for Pre-final and final year B.Tech. students	Director and placement officer	
2.	Registration of the students for campus Placement/Internship	Director and placement officer	TMU/CRC
3.	Send invitation letters and brochure to selected organizations for conducting campus placements/Internship at campus through E-mail.	Director and placement officer	TMU/CRC
4.	Receive responses and finalize the job description and eligibility criteria and branches	Director and placement officer/PC	
5.	Fix the date for campus placements/ Internship process at campus or on their premises on Calendar (Email)	Director and placement officer/PC	TMU/CRC
6.	Invite resumes/ application forms from the interested students by due date through Email Registration / ERP software,	Placement officer/PC	http://tnp.TMU.ac.in/rm_2019-17/login/student_login
7.	Preparation of list of students eligible for a particular organization coming for campus placement/ Internship.	T&P Staff/PC	TMU/T&P/R01
8.	Dispatch student's resumes/ application forms to the concerned organization (if required)	Placement Officer/PC	
9.	Receive shortlisted students from the organization.	Placement officer	Organization Letter

10.	Plan for the campus placement/Internship. Arrange accommodation for the executive team on Campus. Arrangement for travel program. Booking of Auditorium and Computer Centre (CC) / Labs, Preparation for conduct of pre-placement-talk, written test, group discussions and interviews.	Coordinators & Placement officer	
11.	Pre-Placement Talk by the organization.	PC	None
12.	Online/Written test of the eligible candidates if the organization requires.	Placement Officer & Course coordinators.	
13.	Short listing of the students based on the written test and its display on notice board/RM for information to the students.	Placement Officer	Organization Letter/ Mail
14.	Group discussion of the shortlisted students (if required) and display the result on notice board.	Placement Officer	Organization Letter/ E-Mail
15.	Preliminary/final interview of the shortlisted students.	Placement Officer	Organization Letter
16.	Display list of selected/shortlisted students on the notice board. For shortlisted students also display the date and venue of the final interview.	Placement Officer	Organization Letter

17.	Arrange final interview of the shortlisted students in the organization premises/ selected place by the organization.	Placement Officer /PC	
18.	Receipt of Letter(s) of Intent (LOI) from the concerned organization and distribution of the same to the students.	Placement Officer	Organization Letter
19.	Collection of feedback from the organization regarding campus placement/ Internship.	Placement Officer	
20.	Collection of contact details of the executives.	T&P Staff	

6.2 Top Level Processes

6.2.1 Selection of PCs

6.2.2 Formation & selection of PCs

6.2.3 Formation & selection of Student Placement Committee.

7. Complete Department Procedures

7.1 Selection of the PCs

Steps	Task	Checklist	Time Line
Step 1	Circular is sent to all the departments/hostel premises and is also uploaded on the Resume Manager online portal or as required by CRC	Notification issued by HOD (T&P)	3 days
Step 2	Received applications of the candidates are forwarded by the HOD of respective departments.	1. Filled Application Form 2. Self-attested copies of credential certificates and College ID	14 days

Step 3	Candidates are shortlisted on the basis of minimum qualification criteria	None	3 days
Step 4	List of shortlisted candidates is sent to Director (CRC) for approval by TPO	None	1 day
Step 5	A copy of finalized list is forwarded to the interview panel by Director.	List and details of applicants	1 day
Step 6	Notice regarding the final date of interviews is circulated in all departments/hostel premises	Notice issued by HOD (T&P)	1 day

Making of interview panel for selection of PCs

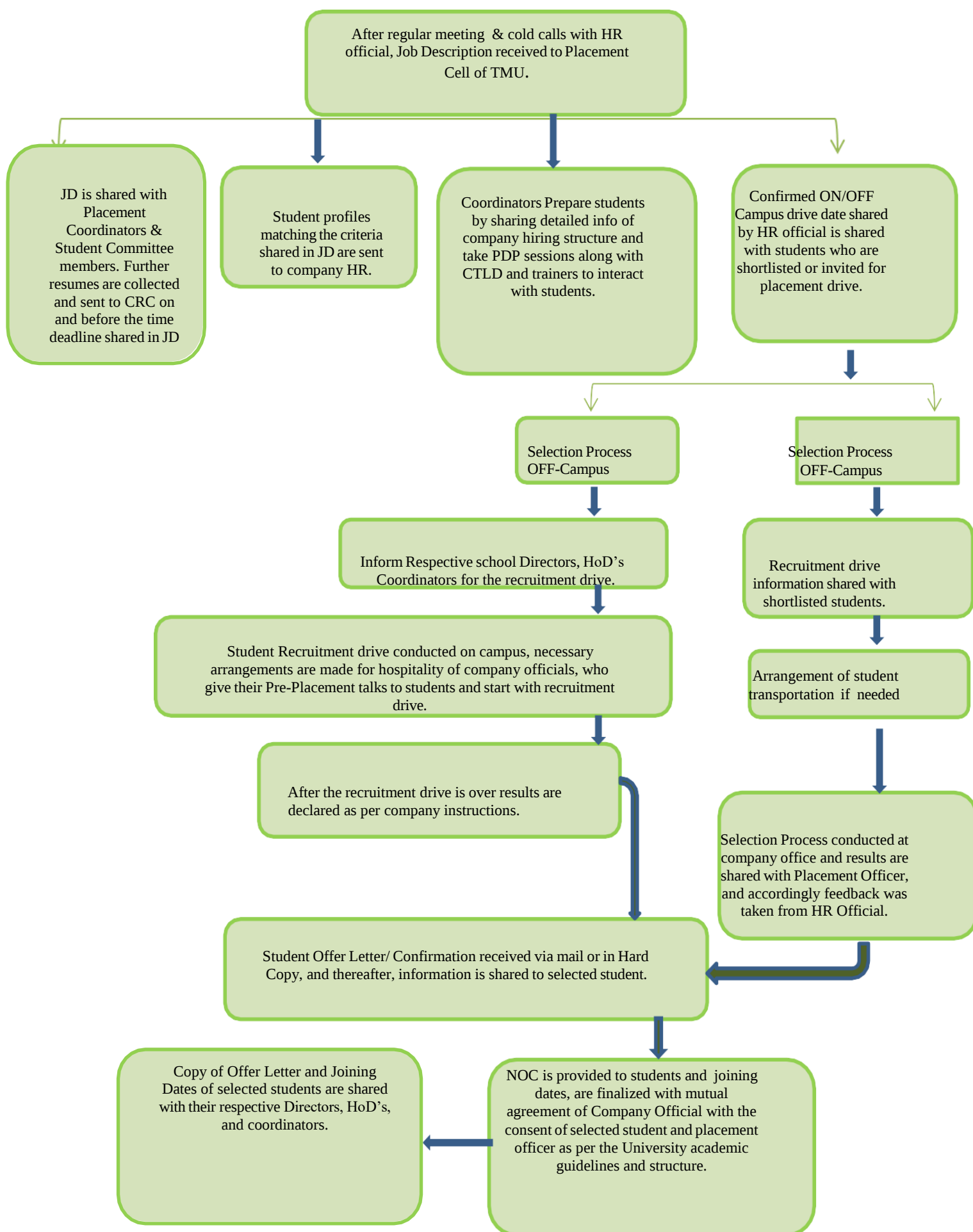
Steps	Task	Checklist	Time Line
Step 1	List of faculty members for panel is prepared by PO and submitted to Director(CRC).	List and details of faculty members part of the panel	1-2 days
Step 2	List of Interview Panel is then forwarded by HOD (T&P) to the administration for approval.	List and details of faculty members part of the panel	1 day
Step 3	Administration approves the panel for future process.	None	2 days
Step 4	After receiving approval from administration, notification is sent to respective faculty regarding the selection process of the PCs.	Notice issued by Director (CRC)	1 day

7.2 Registration of Students

Steps	Task	Checklist	Timeline
Step 1	Circular is sent to all the departments/hostel premises for registration of students in Department of T&P	Notice issued by HOD (T&P)	1 day
Step 2	Students would fill the registration form and submitted to T&P	Filled Registration Google Form	15 days
Step 3	Verification of documents of registered students	None	15 days
Step 4	Students can sit for campus placement/internship procedure	None	Throughout the year

8 Overview

Flow Chart of Placement Process



9. Related Documents

S. No.	Document	Reference
1	Invitation letters – ON/OFF Campus	TMU/T&P/I01
2	Industry Visit Letter	TMU/T&P/I02
3	Performa (job description)	TMU/T&P/P03
4	Training and placement Policy	TMU/T&P/P04
5	Training Structure – PDP Program	TMU/T&P/T05
6.	New Tie-Up Procedure	TMU/T&P/N06

Campus Invitation Letter -(TMU/T&P/I01)

Dated: DD-Month-20YY

Dear Sir/Ma'am
Greetings from TMU.

We are pleased to invite your esteemed organisation to participate in the Campus Recruitment / Empanelment Process for the 2026-27 passing-out batch.

Teerthanker Mahaveer University (TMU) is one of North India's leading multidisciplinary universities, known for its strong commitment to academic excellence, industry-oriented curriculum, innovation, and holistic student development. The University is **NAAC Accredited with Grade 'A'**, with several programmes **NBA Accredited**, reflecting our strong academic quality and governance standards. TMU has also been ranked among the **Top 100 in the NIRF Innovation Ranking** and placed within the **201–250 band in the NIRF Rankings 2025**, showcasing our focus on research, entrepreneurship, and industry collaboration.

The University has also earned several prestigious recognitions, including:

- **Recognition under Section 2(f) & 12(B) of UGC**
- **SIRO Recognition by DSIR, Ministry of Science & Technology, Government of India for research and innovation**
- **Ranked 16th among Private Universities in India (AD Scientific Index 2026)**
- **Ranked 4th in Uttar Pradesh, 16th in North Zone & 41st in India (IIRF Rankings 2025)**
- **Teerthanker Mahaveer College of Engineering ranked among India's leading engineering institutions in the Times Engineering Survey 2025**
- **NABH Accredited TMU Hospital and NABL Accredited Laboratories, ensuring strong clinical and research infrastructure**
- **Ranked with Platinum Band in R.World Academia, Employability & Start-up Ecosystem Rankings 2026**

TMU also has a strong innovation and entrepreneurship ecosystem, with an Incubation Centre established under StartIn UP, MSME and DST-iTBI initiatives, and is recognised as an implementing agency under the GENESIS scheme of MeitY, supporting deep-tech start-ups with funding of up to ₹1 Crore.

The University has established strategic collaborations with leading global institutions and industry leaders such as **Apple, NVIDIA, BOSCH, IIT Indore, Monash University (Australia), Aivancity (France), Westford Education Group (UK), and the University of the Philippines**, ensuring strong global exposure and industry alignment.

TMU offers a diverse and talented pool of students across multiple disciplines including:

- **Engineering & Technology**
- **Management & Commerce**
- **Computer Applications & Information Technology**
- **Pharmacy, Medical & Allied Health Sciences**
- **Agriculture, Life Sciences & Biotechnology**
- **Paramedical, Nursing & Emerging Disciplines**

Key Postgraduate (PG) Programs

- MBA (Master of Business Administration)
- M.Tech (All Specialisations): AI & ML, Data Science, and Emerging Technologies
- MCA (Master of Computer Applications)
- M.Sc (AI / Data Science) – in collaboration with Aivancity, France
- M.Sc (Medical & Allied Sciences): MRIT, MMLT, M.Optom
- M.Pharm | MPT (Specialisations in Orthopaedics, Neurosciences, Cardiopulmonary, Sports, Paediatrics & Gynaecology)
- M.Sc (Biotechnology / Microbiology / Chemistry / Nursing etc.)

Key Undergraduate (UG) Programs

- B.Tech (All Branches): Computer Science & Engineering, AI & ML, Data Science, Cyber Security, Cloud Technology, Electronics & Communication, Electrical, Mechanical and Civil Engineering
- BBA | BCA | B.Com (Hons / Pass)
- B.Sc (Animation & Multimedia)
- B.Sc (Paramedical & Allied Health Sciences): BMLT, BRIT, B.Optom, Forensic Science, Operation Theatre Technology, Anaesthesia & Critical Care, Dialysis, Cardiology, Emergency & Trauma Care
- B.Pharm | B.Sc (Agriculture / Computer Science / Biotechnology / Microbiology / Nursing etc.)

Our campus is supported by state-of-the-art infrastructure, advanced digital learning systems, modern laboratories, and a dedicated Corporate Resource Centre (CRC) that ensures seamless coordination of placement activities including pre-placement talks, online/offline assessments, group discussions, and interviews. The University's strategic location and strong industry interface make it convenient and efficient for recruiters to engage with our students.

We kindly request you to share your hiring requirements, job descriptions, and selection process, so that we may schedule the recruitment drive accordingly. We would also be delighted to explore long-term engagement opportunities such as internships, live projects, guest lectures, industry workshops, and strategic academic collaborations.

We look forward to establishing a long-term and mutually beneficial partnership with your esteemed organisation.

Thank you for your time and consideration. We look forward to your valuable and positive response

With Best Regards,

TEERTHANKER MAHAVEER UNIVERSITY

Industry Visit Request Letter-(TMU/T&P/I02)

Dated: DD- MM-20YY

To,
HR- Department.
Company Name
Address.

Subject: Seeking permission for Industrial visit to your esteem organization Manufacturing - Plant.

I write to you from the **Corporate Resource Centre (CRC)** at **TEERTHANKER MAHAVEER UNIVERSITY, (UP).**

TEERTHANKER MAHAVEER UNIVERSITY.

The Teerthanker Mahaveer University has been established by an 'Act' (No. 30) of 2008 of the Government of Uttar Pradesh and is approved by the University Grants Commission (UGC) vide letter No. F. 9-31/2008(CPP-1) dated October 2008. The University is located on National Highway- 24, barely 144 Km from New Delhi.

The multi-disciplinary University offers career-oriented courses at all levels, i.e., UG, PG and Doctoral degrees across diverse streams namely **Medical, Dental, Pharmacy, Nursing, Paramedical Sciences, Physiotherapy, Hospital Administration, Education, Physical Education, Engineering, Architecture, Polytechnic, Management, Law, Journalism, Fine Arts, Jain Studies, and Agriculture Science** to meet rising aspirations of the youth.

Purpose of Visit:

As part of the curriculum of **PRE-FINAL-year management, UG & PG student, industry visit is mandatory, to provide the real insight of working procedure of an esteem organization such as yours and to fulfil the curriculum demand, we request you the Industrial visit tour.**

Kindly accord permission to visit your esteemed organization for a team of 35 people (2 Faculty +33 students) either in the forenoon or afternoon session as per your convenience as on any day between DD-Month-2020 to DD-Month-2020 whichever slot is vacant as per your convenience.

Your coordination in this regard not only helps the cause of education but will also strengthen the youth of the nation.

Seeking a positive response on your end.

With Best Regards,
TEERTHANKER MAHAVEER UNIVERSITY

TRAINING AND PLACEMENT POLICY (TMU/T&P/P04)

TEERTHANKER MAHAVEER UNIVERSITY Placement policy is defined by three major roles:

- 1. Role of Placement Cell - CRC**
- 2. Role of Colleges' at TMU**
- 3. Student Guidelines.**

ROLE OF PLACEMENT CELL - CRC

- The Corporate Resource Centre (which is the nodal center for placements at TEERTHANKER MAHAVEER UNIVERSITY) sends invitations to companies/organizations along with the relevant information.
- Classification of Companies will be based on salary packages, brand-value of company, relationship & past record of recruitment at TEERTHANKER MAHAVEER UNIVERSITY.
- Placement Cell will obtain all 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 Cell will ask the company to share the Job Description/Job Announcement, 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 Description and company brochures will be displayed in placement cell and these details will also be shared with the concerned school Placement coordinator and their respective students.
- With mutual consent of respective school Head of Department, the Placement Department/ Cell will suggest two or three dates to companies/organizations to conduct campus or off-campus drive (depending on total participating student numbers for particular drive).
- The company/organization will choose one date from the suggested dates and will inform the Placement department.
- Placement official will convey the confirmed date via official email to head of the Department, placement coordinator of respective school and to the students applying for the respective company.
- The company will visit the campus or invite them to their respective office (in case of off-campus drive) on the allotted date to conduct tests and/or interviews according to their recruitment process.
- Placement officials will conduct mock GD/PI/PD sessions two days before the recruitment 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 or soft copy via official email id of the final list of selected candidates to the placement department.
- The company shall provide the offer letters to the Placement department and not directly to the students.
- For any campus drive, Placement Cell will make necessary arrangements for hospitality of executives.

- After placement drives, results should be displayed on placement cell notice boards.

ROLE OF COLLEGE's AT TMU

- Placement form/ Student Declaration form provided by Placement Cell, will be filled by final year students at all colleges of the University.
- Data bank of each student is to be kept ready by the college coordinator and to be forwarded to the placement department.
- Once the respective college receives the job description from Placement Cell, then within three days the placement coordinator shall provide the details of participants to the placement office.
- The job description provided by the placement cell will be displayed on the notice board of concerned college.
- Regular and frequent communication between the Head of Department and Executives of CRC is to be done.
- If any TMU college is organizing the campus drive, an advance notification is to be sent to CRC also the complete job description is to be shared with CRC office.
- The concerned college will issue the NOC (No Objection Certificate) to the selected students prior joining the company in consideration with Placement Director or shall intimate CRC to provide the same on their behalf.

STUDENTS GUIDELINES FOR PLACEMENTS

- All students of final year are eligible to participate in the placement however, they shall be permitted to join the assignment only in last semester.
- Students must ensure that they report on time as informed by Placement team/coordinators. Students coming late will be strictly not allowed to appear in that process.
- All students need to ensure that they are meeting the eligibility criteria of the company as mentioned in the Job Description. All mark sheets are checked at the time of joining and if the company finds that you have manipulated your marks / documents at the time of Campus Recruitment your job offer will be terminated, and you name will be blacklisted forever.
- It is mandatory to maintain 75% attendance in concurrent semester to appear for any campus placement.
- Strict discipline needs to be followed by every student during the recruitment process. Any students found misbehaving will be debarred from the entire placement season. No casual talks or remarks should be extended by any students during the process or even after the process to company delegates.
- Students are not allowed to contact Company officials directly for any reason. If they are facing any problem, they must first contact their Placement coordinator/officer available and discuss their problem with them. Respective Placement Officers may consult the Placement Head to resolve the issues instead of bringing insignificant issues before company representatives.

- One student One Offer policy is followed at TMU. Exceptions to this rule, as below:
- Placed students can appear for product-based companies with Higher Package as Dream Status Company.
- Once the student is placed with a product/core-based company, he/she will not be allowed to appear in any other company.
- Students may get multiple offers due to non-disclosure of the result in time by the company.
- Proper diligence should be done before accepting or declining a once the offer letter is accepted by the student, thereafter if he/she declines the acceptance then such student will be debarred and will not be allowed to appear in any other future placement events, except in genuine and special circumstances.
- If a student's name appears on the final shortlist declared after the Company's selection process through the Placement Cell, then that would be considered as an offer to the student.
- If any student quits in between, he/she will be debarred & will not be allowed to appear in any other future placement events, except in special circumstances.

Training Structure (TMU/T&P/T05)

TEERTHANKER MAHAVEER UNIVERSITY's Corporate Readiness Training Program is designed in a manner to help students make the best out of every market situation and achieve a good start in their career. The program provides advice and encouragement on how to assess your current situation and your professional opportunities and offers numerous tips on how to present yourself to the best of your advantage during the application and selection process.

Proposed Workshops	<u>Value Proposition</u>
Industry Insights Sessions	This will help students Explore Diverse Career Opportunities with Industry Practitioners sharing key insights on working in specific industries.
Life Skills Training	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.
Resume and Cover Letter Development	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 TEERTHANKER MAHAVEER UNIVERSITY Student, is going to depend on how they present their resume.
Curating Social Media Presence	Importance of a LinkedIn profile can hardly be undermined. We will have professionals from LinkedIn come and guide students create and improve their LinkedIn profiles.
Art of Networking	Connections for Better Opportunities . Every individual is supposed to work harder and make endless efforts in order to secure a high prospective job . Besides struggle and determination, networking is also important for better employment opportunities .
Testing/Assessment	Assessing students on skills that are important for industry and suggesting an improvement plan will help with better placements.
Interview Training including Mock Interviews, Role Plays, Case Studies and Presentations (With Inputs from Industry Practitioners) by CTLD	Group Discussions / Interviews are key for better jobs in the industry and hence training students with the best trainers for this most important selection process shall be conducted by CTLD.
Technical Trainings (External Trainers & Faculties)	Training on emerging areas and technology to give an edge to our students via. External trainers and CTLD department.
Aptitude/Reasoning/Logical Analysis By CTLD	It's now a common practice for campus recruiters to conduct tests in these specific areas to gauge student ability. Training students in these specific areas will increase their employability.

New Tie-Up Procedure (TMU/T&P/N06)

Steps for New Company Tie-Up for ON/OFF Campus placement Structure:

1. For any Tie-Up for recruitment purpose, you need to understand the University course curriculum and see what all related opportunities are there in the industry for related course structure.
2. Once you have identified the opportunities prevailing in the sector, you need to work on your company data management. i.e. to identify the companies hiring for said core sector or specialization.
3. Data can be managed by secondary research through online mode via Google Search, Job Portals, and Social & Professional Networking sites. Apart from this, primary research data is managed via cold - calling to respective company offices and connect to key personals.
4. Once your companies are identified the next step is to identify the HR professionals who are managing the Talent Resource of that company and try to capture their details including: **Name, Designation, Contact Number, Official Email Id, and Office Address.**
5. After managing your HR connection details, you need to share the official Campus Invitation Letter, on their respective Email Id, (**shared in Annexure: V B**) or connect to the concern official via call and seek for face-to-face meeting for further discussion and representing the University.
6. Once the positive response received from HR Official and meeting is fixed, the placement officer needs to visit the HR official at its respective office along with University Docket which includes **University Prospectus, Official University Presentation or Brochures along with Requisition Covenant Form shared in (Annexure: V A).**
7. During the meeting the placement officer must make a clearance on all necessary points of Campus Hiring structure of company and the Job Opportunities for students and the Talent Company is seeking for the opening in their respective organization. Placement officer shall take important inputs from HR officials through Requisition Form.
8. Placement Officer shall keep a regular follow-up with HR officials and keep track as per the Date shared in Requisition Form for On/Off Campus drives, and invite the company officials during placement session.
9. Placement officer is advised to keep sharing the University Newsletter with company officials on regular basis to maintain the relationships with the officials and also keep updating on campus happenings.
10. Placements officers are advised to invite the Company officials for Student – Corporate Interaction sessions which will not only generate confidence among Company officials but will generate the healthy relationship with the company for various placement activity support such as Industry Visits, Guest Lectures, TED Talks, etc.
11. It is advised that apart from regular meetings for new-tie ups placement officer keep an eye through professional network platforms such as LinkedIn, Naukri, Monsters job portals.
12. Alumni support plays an important role in getting connected with new job opportunities with their network, it is advisable to keep in touch with University Alumni on regular basis.

END OF DOCUMENT