



Institutional Distinctiveness

Title : Placement as a priority and thrust area

It was the year 1991 Shri Narayan Das Agrawal decided to fulfill the dream of his father, Late Shri Ganeshi Lal Agrawal, of establishing an institute for quality education to the people and the region & beyond. and initiated Sri Jagannath Prasad Ganeshi Lal Bajaj Charitable Trust Samiti in an attempt to make the holy city Mathura a recognized destination for knowledge seekers from different spheres of life. This is what led to the foundation of a milestone at the karmabhoomi of the versatile and sagacious Lord Krishna. From the day of its establishment the goal of this University has not only been providing quality education but also ensuring a stable career to the students.

Context:

Barely one in five Indians in the labour force is “skilled”. On the one hand industry claims they are not able to find the people they are really looking for, and on the other hand with their final semester in progress, the students are under significant mental pressure when it comes to finding a job. This is where the importance of a good placement cell cannot be over-emphasized.

The practice:

We, at GLA University, have always placed highest possible importance in developing and making our Training and Placement Cell proactive, vibrant, and outcome based in placing the right people to the right place, the net result of which is that our average placement, through on-campus recruitment over the last ten years has been nearly 76%. In real life, employers want job-ready employees with the requisite- relevant professional knowledge as well as skill-sets to ‘hit the ground running’.

The institute implements its vision through the following steps:

Step 1: A suitable curriculum for students

To reach up to the interview process, hard skills like technical knowledge related to the job, and proficiency with computer software programs is needed, but to offer the job, the employers seek

people that will become valuable members of their team, and they look for key characteristics or soft skills like the abilities to; verbally communicate with persons inside and outside the organization, work in a team structure, make decisions and solve problems, plan, organize, and prioritize work, obtain and process information, analyze quantitative data, and convincingly influence others. For the hard skills component, our programs are mission-driven and outcomes based that provide our students quality professional education enabling them to meet current and emerging socio-economic needs, and promote overall growth and development of their intellect personality so that they become global citizens who are ethical professionals, productive, competent, gender sensitive, environment and its sustainability conscious, respect human values and understand their social responsibility. This requires us to think of the curriculum of each course not as static but as a powerful and potent starting -point tool and a relevant- reflection of the current as well as futuristic, local to regional, national and international industry requirements.

Step 2: Offering job-centric courses

To meet the immediate needs of our local vernacular, generally poor and agricultural background student population, we offer low cost, value packed B. Sc. (Hons.) in Agriculture, along with valuable practical exposure through our “Agro-Industrial Attachment” and “Rural Agricultural Work Experience” programs. In the regional context, Mathura’s economy is based on small businesses. We therefore specifically offer Bachelor’s in Family Business. Of course, we also offer world-class business management programs at Masters as well as Doctorate level. We offer engineering programs in Smart Manufacturing, Siemens approved Mechatronics Engineering, and in partnership with IBM; Cloud Computing and Visualization, Cyber Security and Forensics, Industrial Internet of Things, Artificial Intelligence and Machine Learning, that match the current and near future national as well as almost over-lapping international requirements.

Step 3: Inspiring entrepreneurship

Apart from providing holistic, employable knowledge, at affordable prices; GLA inspires and supports discovery, creativity and germinates innovation, entrepreneurship and leadership qualities through innumerable practical, “do-it-yourself”, and “get-your- hands-dirty” approaches. Supported by the DST of the Government of India, GLA, being one of the only 14 institutions in India to have created New Generation Innovation and Entrepreneurship Development Centre, is fostering vibrant entrepreneurial culture amongst the students to incubate, nurture and grow business ideas into full-fledged companies, converting many amongst the “Job-Seekers” into “Job-Creators.”

Step 4: Soft skills enhancement

For the soft skills component, our Department of English and the Training and Placement Cell works relentlessly to embed most of the above cited abilities through our Placement Ready Enhancement Program but more specifically hand-holds for effective verbal, physical, and written communication skills that are clear and concise; development of self-confidence with

clear idea of their goals; creation of positive attitude that creates a healthy work environment, signifies resilience, and an ability to overcome setbacks; and ambitious with an attitude to work on a path of betterment for both themselves and their circumstances, and be not afraid to chase big dreams. The Department of English offers lectures, laboratory sessions and tutorial classes for the all round development of the students in listening, speaking, reading and writing.

Step 5: Training in real-life scenario

Our Training and Placement cell consists of very experienced staff and is headed by some eminent personalities of this field. Their association with industry introduces our students to the businesses and their corporate culture. The cell successfully coordinates with the various technical departments, and regularly organizes industrial visits to gain valuable technical experience involved in production, design, and maintenance of engineering products; and for non-technical students these visits focus on learning through interaction with managers who share with the students the recent developments, strategies and market moves of the industry. Many of our programs have been co-designed, co-delivered, and then co-assessed by the industry representatives available to us through our numerous national as well as international academic collaborations and MoUs with 12 International universities including 3 of USA, 500+ corporate tie-ups, and never-ending interaction with the guest speakers, 30000+ alumni, students and their parents, data-sharing and networking with peer institutions at seminars and the conferences. The cell also provides assistance to students in applying for summer training and projects in various companies, many of which turn into full-time employment. This is getting reflected in the internship opportunities and the placements our students get. To enable students to feel real-life situations and experiences, and with the aim to successfully face them, more than 50 guest lectures by experts from various industries are organized every semester.

Step 6: “One Student; One Job” Policy

We follow “One student; One job” policy. If a student is found placed in more than one company without prior permission, all offers made will be canceled and students will be strictly debarred from any further campus recruitment drive by GLA. There are several other disciplines that the students must follow for campus recruitment. To facilitate a smooth on-campus recruitment process, the campus is equipped with state-of-the-art physical amenities, communication and computing infrastructure, including projection facilities for multimedia presentations, seminar rooms and presentation halls for presentations, telecommunication facilities for teleconferencing, including special provisions for any specific needs. For the 2022 Batch, 400+ MNCs, which include most of the most respected companies, have visited our campus and offered placements to 2000+ students offering pay packages starting from 4.5 to 32 Lakhs per year.