



Durgapur Government College

(Accredited by NAAC with "A" Grade)

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ANALYSIS OF FEEDBACK FORM FOR EMPLOYERS

Industry plays a significant role in the outcome based education system by providing job opportunities to our students. Therefore, cultivating quality students requires valuable inputs from employers to maintain the standards of the education we provide to our students and identify the scope of improvement.

The following is the feedback analysis on the five point scale, which will help us to make our students more employable and industry-ready.

Name of Company/Institute: XPRO INDIA

In response to the request mail sent by Xpro India, Biax Division-Barjora Unit-II, Principal Durgapur Government College invited Xpro India on 10th September 2021 to conduct a campus interview for Commerce students. There were altogether 25 participants out of which 6 were shortlisted. A subsequent interview on 11th February 2022 was held and finally 3 candidates were selected and given appoint letter. All three candidates joined Xpro India. An Employer's Feedback report was duly received from Xpro India which was analyzed by the Career Counselling and Placement Cell and consequently sent to Kazi Nazrul University through Principal Durgapur Government College seeking their attention. The Career Counselling and Placement Cell placed certain suggestion based on the suggestions of Xpro India (as an employer) so that the Undergraduate curriculum be developed making provisions for University- Industry partnership.

FEEDBACK ANALYSIS ON THE BASIS OF THE FOLLOWING SCALE (DATE 10.09.2021 AND 11.02.2022 CAMPUS INTERVIEW)

Strongly agree(5)	Agree(4)	Neutral(3)	Disagree(2)	Strongly Disagree(1)
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TOTAL NUMBER OF FORMS ANALYZED=24

Sl. No.	Statements	5	4	3	2	1
1	The prescribed university curriculum provides subject knowledge in accordance to the industry requirements.	54%	42%	4%	NIL	NIL
2	General communication skill of the student is appropriate as per the industry requirement	21%	54%	25%	NIL	NIL
3	There is scope to improve technical competency in the syllabus	17%	58%	25%	NIL	NIL
4	Presentation skill of the student is appropriate as per the industry requirement	17%	54%	25%	NIL	4%
5	Creativity and problem solving skills of the student is appropriate as per the industry requirement	21%	46%	33%	NIL	NIL
6	The student is self-motivated and ability to shoulder appropriate level of responsibility	12.5%	62.5%	25%	NIL	NIL
7	Management and leadership qualities of the student are appropriate as per the industry requirement	29%	38%	33%	NIL	NIL
8	Overall impression on the curricular aspects	12.5%	45.8%	41.6%	NIL	NIL

Suggestions for improvement of the course curriculum as per the industrial requirement as was found on analysis of the Employer's Feedback form by Career Counselling and Placement Cell

1. The analysis of the Feedback Form clearly suggest that on each point and specially on the need based curriculum the employer's disagree and have shown their dissatisfaction. The suggestion on the part of the Career Counselling and Placement Cell is that the curriculum must be made need based on the basis of modern Industrial requirement.
2. The percentage of agreement and disagreement from the Employer's point of view on communication skill and the appropriateness of the curriculum are very close or in fact the percentage of disagreement is at least half of the percentage of agreement. This shows that the employer's are not very satisfied with the scope of the curriculum. Career Counselling and Placement Cell suggest to make the curriculum based on more kinesthetic learning (where required) so that students be able to undergo some training and be equipped in expressing such skills via technical language. Hence acquire the communication skill needed for the Industry.
3. The analysis of the feedback proves that the employer's agree on the point that students have gained knowledge but the aptitude for industrial training or the adaptation with the industrial requirement is missing. The suggestion from the Career Counselling and Placement Cell is that the curriculum must include a minimal number of Industry visit for students; so that they may actually experience the Industrial requirement and also may understand the application of knowledge which they have only read in the books prescribed in the syllabus of the University.
4. Creativity, presentation skills and decision making skills are perhaps missing in our students. The analysis suggests that students must have that readiness of mind to face a problem and find solution. So critical thinking and logical analysis must be promoted via the curriculum by including some General aptitude papers or some reasoning exercises in the course. It may also be the case that the evaluation of students be done on the basis of a walk in interview/mock interview. It will also be nice if there be MCQ question pattern (at least in a few cases). This would help students score marks as well as have a good unscrambling of the mind.
5. To recognize the unique capabilities of the students they must be given the chance for doing an Industrial internship in their 4th semester/5th semester; when they are matured enough to adopt the industrial training. This would enhance their will power and their confidence.
6. The leadership quality must also be inculcated in students. Curriculum must have provisions or topics related to Human Resource Management/ Development which may be further executed by framing small groups of students and assigning them projects which needs organizational power and skill.
7. The Career Counselling and Placement Cell feels that the curriculum needs to be updated in order to develop an architectural mind aiming at sustainability
8. It is a requirement that via the Curriculum which the University prescribes for our undergraduate students there is a need for developing a sustainable university-industry partnership.
9. Since on the one hand the strategic plans of the companies are becoming more crucial and on the other hand the labor market is also becoming more competitive even it be the case that trainees may vary in age, disability, ethnic origin and skill level but vocational education and the relation between academics and industry is a must
10. The Career Counselling and Placement Cell suggest that students must have basic Industrial training as a part of their Curriculum so that they may develop the following qualities and skills which are required for the following kind of professions:-
 - a) Sales marketing requires good verbal skills/interpersonal skills/negotiation skills
 - b) Social media marketing requires creative skills
 - c) Customer service care requires good communication skills/problem solving skills

We may thus build a strong platform and higher possibility/opportunity for our Student's getting Jobs along with a good and firm academics.