



# **Empowered Undergraduate Students**

## **A Report of the Pilot Initiated by the Central Placement Cell of the University of Delhi**

### **September 2008- March 2009**



On September 18, 2008 the Central Placement Cell was launched by Professor Deepak Pental, Vice-Chancellor, University of Delhi in the presence of representatives from Industries, Media, Principals and the Officials of the University of Delhi at New Council Hall, University of Delhi. The Central Placement Cell aims at creating an interface between Industry and Academia for bridging the gap between the bright, young energetic and aspiring talent, of the University of Delhi and the Industry, Business Organisations and others. The vision of CPC is to provide a unique platform to the students of the University of Delhi where the Industry too gets a wider choice to select students from different disciplines with varied backgrounds and competencies. The main objectives include:

- Identification of students' potentialities and mapping their competencies;
- Cataloguing the data base of students ( their specializations, interests and academic performances), and faculty members;
- Providing interlink for the enthusiastic talents ready to explore new horizons
- Working as a platform for molding students according to the requirements of the corporate world and of R&D Departments;
- Designing a web-based job-search portal for the University of Delhi; and
- Enabling career counseling for students.

The Overview of the tasks undertaken in the Pilot initiative along with the performance is mentioned below:

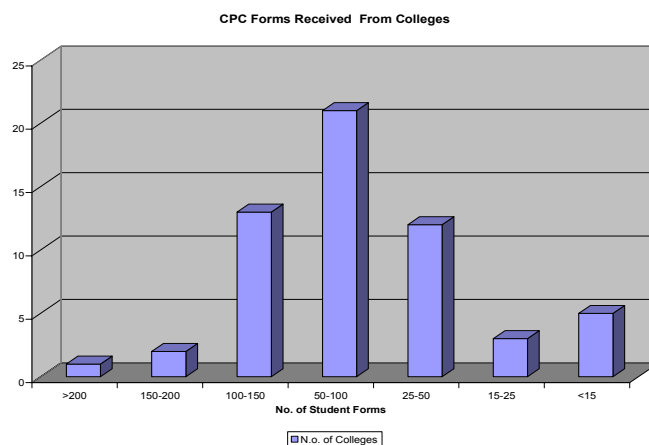
1. **Preparation of an Introductory Material:** The CPC introductory material for professional interaction with industry, Corporate Houses, NGO's and the colleges offering undergraduate Courses in the University of Delhi was prepared. It included a CPC Brochure (Hard copy and a Soft Copy); a Web Page on the Website of the University of Delhi (<http://placement.du.ac.in>); An introductory letter to the Industry and Principals of the Colleges offering undergraduate Courses in the University of Delhi and a Poster.
2. **The Methodology** followed for meeting the placement requirements entailed two main tasks Registration of the students and the Registration of Corporate /organisation/NGO/ others. In 2008-09, 4459 forms were received from 58

colleges. Each form was allotted a numeric Unique CPC-id ( eg., 0813990060) for masking the identity of the student and college to which the student belong for security reasons and giving a student candidate an un-biased chance during each initiative.

In an introductory Pilot phase- 17 companies registered with CPC and they include: ITC, Dell, HCL, Wipro, ATES, Aegies, Genpact, Capital IQ, Barclays Shared Services, Ranbaxy, NDPL , Elillily, Watson Wyatt, Concillion Group, Essel Shyam, J.K Group and Quattro Business Support Services.

### Some Facts about Registration of the Students to CPC

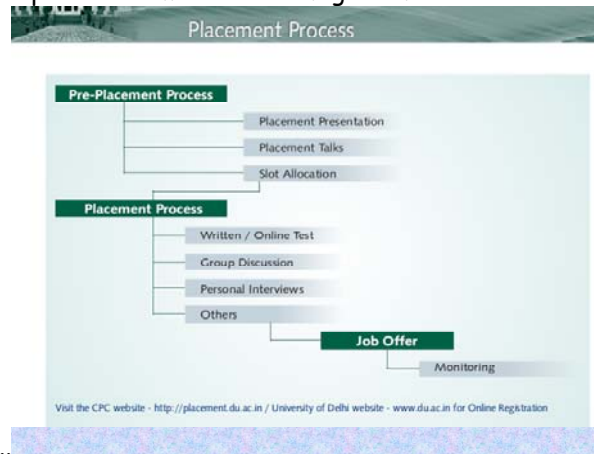
- Total No. of students Registered : **4459**
- No. of colleges to which the registered students belonged : **58**
  - Top 5 colleges with maximum registration were Daulat Ram College (204), College of Voc. Studies (161), Janki Devi Memorial (155), Shivaji College (151) and Indra Prasatha College (145).
  - There were five colleges with no registration including St. Stephens College, Sri Venkateshwara College, Swami Shraddhanand College, Lady Irwin College and Dyal Singh (E) College.



- **Gender Break-up:**
  - Females - 3130, &
  - Males - 1329
- **Stream-Wise Break-UP**
  - Commerce - 31.38%
  - ARTS/ Humanities - 27.60%
  - Sciences - 24.37%
  - Professional - 8.33%
  - Applied Science - 6.04%
  - Applied Arts - 0.18%
  - No data Available - 2.00%

*Maximum Number of Registered Applicants were Commerce Students followed by students from Humanities (with maximum (11.38% of the total) students of B.A. (Hons.) Economics) and Sciences.*

3. **Conducting Placement Process** was a unique experience as the registered students of 58 colleges were to be invited for the centralised placement process. Broad process is mentioned in Figure 1.



#### Some Facts about the students who participated in the recruitment initiatives to cpc

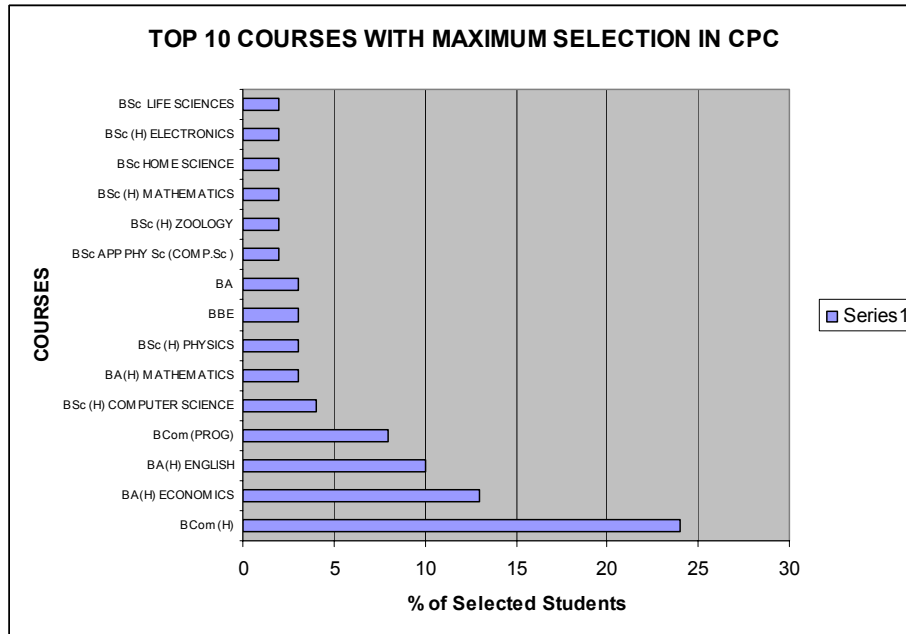
- All Registered students did not participate in the initiatives organised by the CPC.
- The attendance account of the number of students who participated in all initiatives is 3178 from 58 colleges.
- Of these 1689 students participated in more than one initiative.
- Therefore, only 2096 students who got registered participated in the placement initiatives.

*The concept of Central Placement Cell seemed to gel well with the students as they hailed from all parts of Delhi, thereby diluting the location boundaries and benefiting from it too*

**Selected Students:** The students from all disciplines benefited from this Pilot. The demand is there for all streams. 493 students were offered jobs in all with 324 students getting offer letters directly from the CPC Office. All Processes for the recruitment were organised by CPC for Dell, Wipro, Genpact, Barclays Shared Services, Ranbaxy, NDPL and Elillily. Whereas the initial round/s were coordinated by CPC for ITC, ATEs, Aegies, Capital IQ, Watson Wyatt, Concillion Group, Essel Shyam, J.K Group and Quattro Business Support Services. More than 160 students also benefited from the internships offered.

### Some Facts about the Students Offered Placements through CPC

- The selection of 493 students is without biases and college boundaries became borderless as a consequence of CPC ID. As for instance, 23 selected students for NDPL hailed from 19 colleges and 25 selected for Genpact hailed from 18 different colleges.
  - The Selected students were almost equally spaced among Humanities, Sciences and Commerce



- The result indicates that the final placements have been offered in 46 of the 58 colleges registered with CPC. These were more from off campus like Shivaji, SGGGS College of Commerce, Rajguru College of Applied Studies, SBS, etc., though students from SRCC, Hindu, Kirori Mal College and Ramjas located in the North Campus i.e., in the same location as Central Placement Cell too found a placement from CPC.

*In the initial round the concept of Central Placement Cell seemed to enthuse more students outside the main campus and to the colleges without their own Placement Society,*

Overall the formation of the Central Placement Cell (CPC) by the University of Delhi is a successful venture created in 2008-2009 which in its initial year alone albeit global economic slow down and limited hiring activity by many companies across verticals demonstrated positive result and lot of promise and maybe that is the reason why print media and the audio visual media gave a positive coverage.

The Placement Team constituted by the Vice Chancellor Professor Deepak Pental on September 17, 2008 is as follows:

1. Dr. Seema M. Parihar, Deputy Dean, Students Welfare (Chairperson)
2. Dr. Suman Kumar Verma, Joint Dean, Students Welfare
3. Dr. Gurpreet Singh Tuteja, Dy. Dean, Students Welfare
4. Dr. R.A.Choudhury, Reader in Economics, Kirori Mal College
5. Dr. Gulshan Sawhney, Reader in Physics, A.R.S.D.College
6. Dr. R.K.Singh, Reader in Commerce, S.R.C.C.
7. Dr. Nisha Rana, Reader in Commerce, Deen Dyal Upadhaya College
8. Dr. R.L.Kar, Reader in Commerce, Shaheed Bhagat Singh College
9. Dr. Satish Kumar, Reader in Pol. Science, Shaheed Bhagat Singh College
10. Dr. Novy Kapadia, Reader in English, S.G.T.B.Khalsa College.

Extended Members of the Central Placement Cell, University of Delhi (2008-09)  
Ms Neelam Sharma : Consultant

#### List of the Student Counsellors for Central Placement Cell (2008-09)

- 1 Abhinav, Deen Dyal Upadhaya College
- 2 Ankit Khirwal, S.R.C.C.
- 3 Arjun Sharma, Kirori Mal College, Kirori Mal College
- 4 Arvind, Kirori Mal College
- 5 Karan Saharan, Deen Dyal Upadhaya College
- 6 Madhur Bansal, Kirori Mal College
- 7 Manoj Kumar, Kirori Mal College, Kirori Mal College
- 8 Prashray Kala, Shaheed Bhagat Singh College
- 9 Prerna, Lady Shri Ram College
- 10 Ridhi Malhotra, Deen Dyal Upadhaya College
- 11 Saurabh Agarwal, Kirori Mal College
- 12 Soveet Gupta, Shaheed Bhagat Singh College
- 13 Sumedh, S.R.C.C.
- 14 Suraj Andrews, Keshav Mahavidyalaya
- 15 Upasana Baliyat Singh, Maitreyi
- 16 Utsav Mittal, Kirori Mal College

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