

REPORT ON EMPLOYER'S FEEDBACK (2018-2019)

Employers, the institutes/companies and recruiters who induct students of the university to serve their organizations are also an important stakeholder of the university and definitely teaching, learning, academic and non-academic orientations at the institute will have a direct and indirect effect on the employers, their working strategies and culture. With this understanding, another leg of feedback at university is associated with the employers. Employers, who have a direct contact and working interaction with the students can gauge the impact of university's teaching learning pedagogy, facilitating environment, support facilities, cultural and extra-curricular activities, motivation and creativity levels, attitude towards responsibility and social activities etc. and provide inputs for better learning and work environment. Realizing these potent contributions of employers' feedback, university has been garnering responses of the employers through a set of statements which are answered on a five-point scale with weights assigned weights from 1 to 5. The results have been tabulated below which are further analyzed for conclusions.

Table: Responses of the employers (in percentages) about different attributes on a five-point scale along with the weighted average mean score (WM)

S. No	How satisfied are you with the student's work performance and the academic system which educated these candidates	Far from Satisfied	Not Satisfied	Satisfied	Happy	Very Happy	WM
		1	2	3	4	5	
1	General communication skills	0	0	35	55	10	3.75
2	Developing practical solutions to work place problems	0	10	35	50	5	3.5
3	Working as part of a team	0	10	35	45	10	3.55
4	Creative in response to workplace challenges.	0	0	40	45	15	3.75
5	Self-motivated and talking on appropriate level responsibility	0	5	20	55	20	3.9
6	Open to new ideas and learning new techniques.	0	0	30	55	15	3.85
7	Using technology and workplace equipment	0	0	35	50	15	3.8
8	Ability to contribute to the goal of the organization	0	0	30	45	25	3.95
9	Technical knowledge /skill	0	0	30	45	25	3.95
10	Ability to manage /leadership qualities	0	10	25	50	15	3.7
11	Innovativeness/ creativity	0	10	20	50	20	3.8
12	Relationship with seniors/peers/subordinates	0	10	25	45	20	3.75
13	Involvement in social activities	0	5	35	50	10	3.65
14	Ability to take up extra responsibility	0	0	15	55	30	4.15
15	Obligation to work beyond schedule if required	0	0	30	45	25	3.95
	TOTAL						

The highest overall weighted mean score was recorded for the employers' responses with regards to ability of the recruited students to take up extra responsibility, to contribute to the goals of organisation and willingness to work beyond schedule if required (weighted score close to 4). The employers hold a positive opinion of their employees, the recruited students of university where they found them not just to be confident but talented and knowledgeable enough to take closer to achievement of organisational goals and shouldering all responsibility. This highlights the students to be not afraid of challenges and running away from responsibility as they have been adequately trained and rigorously schooled on challenges and achieving them to the hilt. The weighted mean score for levels of self-motivation and taking on responsibility is also higher backed by technical knowledge and skills with a score of 3.9. Undoubtedly, the employers find the students of university to be not just responsible and aware of their duties but also possessing sound technical knowledge and acquired skills which make them an employee to be banked upon. The employees, university students, are found to be innovative and creative which are the sought-after qualities by an employer to sustain the competitive challenges and achieve the winning edge. Also, they fit in as good team members because of their positive and constructive relationship with seniors/peers and subordinates. However, team spirit remains a winning point in organisations where goals and achievements in isolation are meaningless. University has motivated students to participate in group activities based on conceptual knowledge, soft skills, extra-curricular activities organised within and outside university to sensitize young learners towards the indispensable need to work in teams, respect individual opinion and be winners with a diverse team. The pedagogical changes calling for a drift away from traditional ways have been introduced where rote learning is discouraged and concept based, activity based, blended learning modes are practiced. With technical skills and positive interpersonal interactions, the employees can prove to be the winners for recruiters who always nurture a continued zeal to grow and excel.

Other than the technical skills, with regards to the general communication skills the weighted mean stands at 3.75 which makes the employer more than happy though with changing times a perfect score on this dimension must be aimed. With students nurturing big dreams and lofty goals, communication skills need to be strengthened where room for complacency is non-existent. With respect to the social activities, the score (weighted score of 3.65) stands at levels of satisfaction, little away from happy and very happy. Every organisation works to develop solutions to routine, critical or customised problems and is definitely interested in employees who can work for practical solutions. With regards to development of practical solutions the employees find the students of Guru Nanak Dev University as good but the university can work

in tandem with faculty to hone the problem-solving skills of students for a perfect score. Banking on the qualities of students being open to new ideas and learning techniques, the better practical problem solving can help groom these employees as winners. Having exposure to latest technology and hands-on experience of various techniques as part of curriculum at university, the employees were happy with these students and their ease of using technology and workplace equipment.

Results from employers' feedback definitely highlight the abilities of students with respect to creativity, technology ease, motivation and receptive to new ideas which is heartening and encouraging. University has identified the areas where improvement is needed as working more smoothly in winning teams, developing a knack for social activities with growing societal awareness and need for wider participation and developing practical solutions to workplace. The university is in the process of introducing pedagogical changes in different programs with orientation towards the non-conventional components like leadership qualities, technological embracement, honing the creativity and soft skills, instilling out of box thinking and introducing the students to real life situations by moving beyond the restrictive academic content.