

REPORT ON EMPLOYER'S FEEDBACK (2020-2021)

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. Realising 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	20	65	15	3.95
2	Developing practical solutions to work place problems	0	0	35	50	15	3.8
3	Working as part of a team	0	5	25	55	15	3.8
4	Creative in response to workplace challenges.	0	0	20	60	20	4
5	Self-motivated and talking on appropriate level responsibility	0	0	15	55	30	4.15
6	Open to new ideas and learning new techniques.	0	0	20	55	25	4.05
7	Using technology and workplace equipment	0	0	25	45	30	4.05
8	Ability to contribute to the goal of the organization	0	0	15	50	35	4.2
9	Technical knowledge /skill	0	0	20	50	30	4.1
10	Ability to manage /leadership qualities	0	5	30	40	25	3.85
11	Innovativeness/ creativity	0	0	25	50	25	4
12	Relationship with seniors/peers/subordinates	0	5	25	35	35	4
13	Involvement in social activities	0	10	10	60	20	3.9
14	Ability to take up extra responsibility	0	0	15	50	35	4.2
15	Obligation to work beyond schedule if required	0	0	20	40	40	4.2
	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. The employers were found to hold a positive opinion of the recruited students of university where they found them to be able and confident enough to contribute in achievement of organisational goals and taking up extra responsibility. This definitely talks of the grooming of the students on personal and professional front but a display of abilities is attributed to the teachings and learnings from different aspects of course curriculum. 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 4.15 and 4 respectively. 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 most sought-after qualities by an employer to sustain the competitive challenges. Also, they fit in as good team members because of their positive and constructive relationship with seniors/peers and subordinates. 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 3.95 which makes the employer more than happy though room for improvement does exist. University can add to its existing efforts to boost the communication skills further though a lot depends on individual student, his background and preliminary education. With respect to the social activities, the students who work as employees is good though the score 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 even better 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.

Overall, the feedback of employers for the students of university, recruited as employees is positive and abilities of students with respect to creativity, technology ease, motivation and receptive to new ideas and this is heartening and encouraging. Though room for improvement lies in honing the communication skills, grooming as better team members and inclination for social activities. On the basis of the feedback university has worked on new courses pertaining to communication skills, giving students more options through value added courses. University has been working to keep its curriculum fine-tuned to the latest global and competitive developments. Induction of members of industry in the Board of Studies (BoS), eliciting constructive inputs from alumni and other stakeholders, incorporating social and environmental dimensions in the curriculum to sensitize students to contemporary developments, making students participate in community work and grooming them as active and cooperative team members through fine tuning the pedagogy are some of the initiatives by the university to nurture dependable workforce of tomorrow.