REPORT ON EMPLOYER'S FEEDBACK (2023-2024)

The recruiters including companies and other institutes and agencies who induct students of the university to serve their organizations are pertinent stakeholder of the university and the teaching-learning cosmos, academic and non-academic orientations at the institute will have a bearing on the employers, their work strategies, culture, achievements of goals and growth trajectory. 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. With a sensitization towards 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	16	62	22	4.06
2	Developing practical solutions to work place problems	0	2	35	50	13	3.74
3	Working as part of a team	0	3	25	56	16	3.85
4	Creative in response to workplace challenges.	0	3	16	61	20	3.98
5	Self-motivated and talking on appropriate level responsibility	0	0	16	47	37	4.21
6	Open to new ideas and learning new techniques.	0	1	22	55	22	3.98
7	Using technology and workplace equipment	0	0	21	41	38	4.17
8	Ability to contribute to the goal of the organization	0	0	16	46	38	4.22
9	Technical knowledge /skill	0	0	15	54	31	4.16
10	Ability to manage /leadership qualities	0	0	36	29	35	3.99
11	Innovativeness/ creativity	0	0	19	52	29	4.1
12	Relationship with seniors/peers/subordinates	0	2	25	33	40	4.11
13	Involvement in social activities	0	3	10	65	22	4.06
14	Ability to take up extra responsibility	0	1	10	44	45	4.33
15	Obligation to work beyond schedule if required	0	0	18	44	38	4.2

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 relationship with seniors/peers and subordinates. The employers hold a positive view of the hired students of university where they found them to be capable and groomed enough to contribute towards the organisational goals and moving that extra mile to assume extra responsibility. This definitely talks of the grooming of the students on personal and professional front which arises from the teachings and learnings initiated by thoroughly prepared 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 weighted mean score of 4.16. Needless to over-emphasize the employers find the students of university to be responsible and aware of their duties but also equipped with profound technical knowledge and other skills. In present competitive times, when employers seek innovative and creative talent for their employees, the students of Guru Nanak Dev University are credited by employers as both innovative and creative which adds to the talent pool of the recruiter very well. 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. The employers believe that these students build good effective teams because of their good relationship with seniors, peers and subordinates which translates into better work environment and achievements galore.

The overall mean score with respect to the general communication skills stands at 4.06 which makes the employer more than happy but university understands the maintenance and betterment of these skills through efforts centred around curricular and extra-curricular aspects. With respect to the social activities, the students' score stands at 4 and has shown improvement over the past years. Efforts at the university to draw attention and awareness of the young students towards social needs and practical projects driven towards social welfare. Also, on campus activities like NCC and NSS have contributed in sensitizing students towards social activities and campaigns. 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.

In totality, the recruiters hold a positive view of the students of the university especially with regards to the creativity, technology ease, motivation and receptiveness to new ideas and this is in fact very encouraging. Room for betterment and improvement however, still remains and the policies and activities of the university need to be responsive to the myriad developments initiating from growing awareness of governance and rising levels of technology, digitisation and integration.

On the basis of the feedback university has been constantly working on new courses pertaining to communication skills, giving students more options through value added courses and diligently working towards implementing the National Education Policy for better grooming of students and allowing them all flexibility and mobility. 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 continuous initiatives by the university to nurture not just technically qualified professionals but also responsible citizens.