

9.6: SUB PROCESS – IDENTIFICATION OF COMPANIES

Key Objectives	▪ Identify target companies for the college placements
Key Inputs	▪ List of past recruiting companies

PROCESS DESCRIPTION

Key Activities	Description
1. Identification of companies	1.1 The T&P committee should categorize the companies list gathered from placement compendium available in the market sector wise by July
	1.2 The committee should further categorize the companies into two parts. <ul style="list-style-type: none"> a. The companies which have previously visited the campus. b. The companies which have never come for recruitment
	1.3 The companies which prefer to have pooled campus recruitment process should be identified separately.
2. Invitation to the companies	2.1 The T&P committee should approach the companies which have never recruited from the campus right from the start of academic session
	2.2 The T&P committee should send invites to the companies within two weeks of the commencement of new academic session
	2.3 Invitation should be sent to atleast five new companies per year
	2.4 The invitation should be sent by following mediums: <ul style="list-style-type: none"> a. Letters b. Telephone c. E-mails d. Personal contacts
	2.5 The invitation should be accompanied with <ul style="list-style-type: none"> ○ Invitation letter ○ Placement brochure

Key Outputs	▪ List of target companies
KPIs	▪ Number of new companies identified (department wise)