

**9.7: SUB PROCESS – T&P BROCHURE PREPARATION**

Key Objectives	<ul style="list-style-type: none"> <li>▪ Prepare brochure of college which is to be sent to the companies</li> </ul>
Key Inputs	<ul style="list-style-type: none"> <li>▪ Student details</li> <li>▪ Merit list</li> <li>▪ Technical/Management Projects</li> </ul>

**PROCESS DESCRIPTION**

Key Activities	Description
1. T & P brochure preparation	<p>1.1 The T&amp;P committee should prepare a final year brochure before the commencement of new academic year. The brochure should contain the following information:</p> <ul style="list-style-type: none"> <li>○ Introduction to college</li> <li>○ Courses offered</li> <li>○ Significant achievements</li> <li>○ List of. Projects (as applicable)</li> <li>○ List of past recruiters</li> <li>○ Placement statistics (last year)</li> <li>○ Details of University Rank holders</li> </ul>
	<p>1.2 The details of the brochure should be collated from following sources:</p> <ul style="list-style-type: none"> <li>○ T&amp;P department members</li> <li>○ Course coordinators</li> </ul>
	<p>1.3 The brochure should be reviewed by the course coordinators and TPO and approved by Principal before printing. After the Principal's review the brochure should be printed by the T&amp;P committee.</p>
	<p>1.4 The brochure printing and storage should be taken care of by the T&amp;P committee</p>
	<p>1.5 The T&amp;P committee should send this brochure to the companies while sending invitation letters for the campus placements.</p>

Key Outputs	<ul style="list-style-type: none"> <li>▪ T&amp;P Brochure</li> </ul>
KPIs	<ul style="list-style-type: none"> <li>▪ The number of new companies that turn up for campus recruitment</li> </ul>