



**DAYALBAGH
EDUCATIONAL INSTITUTE**
(DEEMED UNIVERSITY)

DEI *focus*

CO-OPERATIVE EDUCATION

ADDRESSING THE NEEDS OF INDUSTRY THROUGH PARTNERSHIP

Co-op model of education at Dayalbagh Educational Institute (Deemed University), introduced in 2013, is one of very few such programmes available in the country, and is already helping provide highly employable graduates to industry



WHAT IS CO-OP?



Co-operative education is a structured method of combining classroom-based education with practical work experience in the industry. It entails cooperation between Institute and Industry to produce trained professionals. DEI is collaborating with University of Waterloo (a global leader in the Co-op education model) and has launched its own Co-op model in 2013, suitably adapted to Indian conditions. The model aims at development of 'employability skills' through the introduction of a 6 month industry stint as part of the course requirement.

WHY CO-OP?

Indian Industry has lately been very concerned with the lack of requisite technical and soft skills of students entering industry. The recent 'National Employability report' claims that 47% of graduates across India are unemployable for any job¹. The time and cost of training students after education is becoming a major challenge for industry. Three key reasons why DEI has launched the Co-op model are:

- Global practices
- Need expressed by industry in various interactions and forums in the past
- Need for reducing high rates of attrition amongst fresh graduates due to mismatch in culture and expectations



¹Aspiring Minds 'National Employability Report' June 2013

Past Experience

THE CO-OP MODEL WAS LAUNCHED BY DEI IN 2013 FOR ITS ENGINEERING AND MBA PROGRAMMES. 100% OF THE STUDENTS WERE PLACED WITHIN 5 MONTHS OF THE LAUNCH OF THE PROGRAMME. THE FEEDBACK FROM THE FIRST SET OF RETURNING STUDENTS HAS BEEN EXCELLENT. 80% OF COMPANIES PAID STIPEND OR PROVIDED SOME NON-FINANCIAL SUPPORT.

Benefits

THE CO-OP MODEL BRINGS SIGNIFICANT BENEFIT TO NOT ONLY THE STUDENT, BUT ALSO TO INDUSTRY AND INSTITUTE

While the cost of recruiting, training and developing a fresh graduate can be upwards of one year's salary, most fresh graduates leave the organisation within 2 years due to non-fitment with culture and working environment. The Co-op model allows organisations to observe the candidate closely for an extended period of time thus allowing a deeper understanding of the competencies and fit of the student. The students bring fresh ideas and perspectives to the organisation and they can be assigned routine duties or special projects. Students on the other hand gain immensely through an extended on-the-job understanding of how academic principles are applied in real situations and an opportunity to test the skills learnt in the classroom. The interaction and feedback from returning students and participating organisations allows the University to enhance and improve its curriculum. With a deeper understanding of the industry, which grows with each passing year, the faculty are able to relate practice to theory better.

GUIDANCE AND MENTORING IS PROVIDED BY DEDICATED FACULTY COORDINATORS THROUGHOUT THE TRAINING



HOW DOES IT WORK AT DEI?

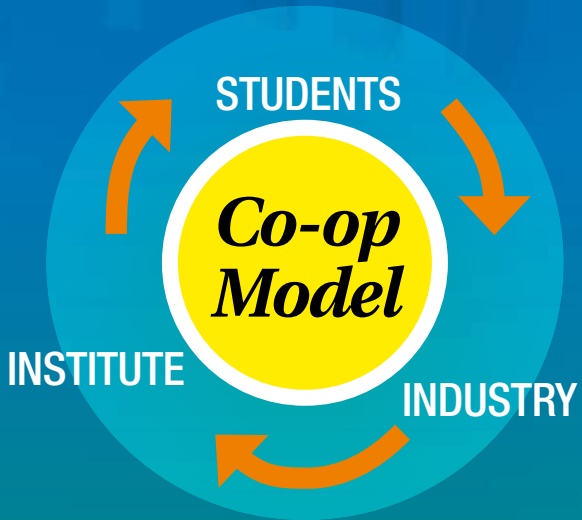
- Companies need to contact DEI for registering their interest. Institute would depute a representative
- Students are placed for 5 months beginning April (for Engg.) and for 6 months beginning June (for MBA)
- Companies can select students based on interviews or any other process they require
- Institute appoints dedicated faculty to supervise students during Co-op training. DEI has also tied up with about 100 alumni to provide support
- Joint reviews by the organisation and Institute are carried out once during internship. Final evaluation by organisation at end of training
- Organisation to indicate possibility of 'Pre-placement interest' or 'Pre-placement offer' within 60 days of close of training for student to be taken out of normal campus placement process

Co-op is not Summer Training

Summer Training process is of a short duration and primarily aimed towards exposing students to industry practices. By the time students learn about the organisation and its processes, the training period is close to completion. Co-op model on the other hand is a partnership between the industry and the institute. Assignments (routine as well as special) are given with a view to let the student face real situations with intensive supervision by the project guide and supported by the faculty of the institute. The longer period also allows the organisation to understand the personality and motivation of the student and use this information at the time of recruitment. The stipend or some other non-financial support provided by the organisation helps motivate the trainee to deliver his or her best performance and industry also gets involved in overseeing the trainee's work.

CONTINUOUS IMPROVEMENT

FEEDBACK FROM INDUSTRY FORMS THE BASIS FOR CHANGE AT THE INSTITUTE AND ENSURES CONTINUOUS ENHANCEMENT IN QUALITY OF STUDENTS AVAILABLE TO INDUSTRY



PARTICIPATING ORGANISATIONS

ABOUT 45 ORGANISATIONS SUPPORTED DEI IN ITS INITIAL LAUNCH OF THE CO-OP PROGRAMME. SOME OF THESE ARE AMONGST THE BEST COMPANIES IN INDIA.

FOR MORE INFORMATION, CONTACT

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