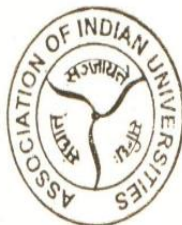


Dr. (Mrs.) Pankaj Mittal  
(Former Vice Chancellor, BPS Women University, Haryana)  
Secretary General

डॉ. (श्रीमती) पंकज मित्तल  
(पूर्व कुलपति, बीपीएस महिला विश्वविद्यालय, हरियाणा)  
महासचिव



## Association of Indian Universities

AIU House, 16, Comrade Indrajit Gupta Marg (Kotla Marg),  
New Delhi-110 002

## भारतीय विश्वविद्यालय संघ

ए०आई०यू० हाउस, 16, कॉमरेड इंद्रजीत गुप्ता मार्ग  
(कोटला मार्ग), नई दिल्ली-110 002

D.O.No.F. AIU/SG/2020  
April 06, 2020

### Subject: Online Campus Placements during COVID-19 pandemic

Dear Vice Chancellor/Director,

Greeting from Association of Indian Universities!

The Association of Indian Universities (AIU) is trying its best to assist its member universities to reduce the impact of COVID-19 on our student community. We started with the online workshop for university teachers to prepare them for online teaching, planned a webinar on University Social Responsibility amid Corona and now being fully conscious of the fact that the Campus Placement is one of the highly awaited activities for Universities as it not only helps the students in finding placement opportunities, but it also gives a competitive edge to an institute/university in the education space, AIU is working hard on online placements of the students.

2. The AIU is in touch with the Jeevitam, an MoU Partner with National Career Service (NCS) under Ministry of Labour and Employment to enable member universities to explore the possibilities of online Campus placements. Jeevitam has been working in this domain for last 03 years and offers an opportunity to bring together the recruiters and candidates on a digital placement platform, as an alternative to normal placement, which is faster, more effective and gives real-time control to the Institutes, Corporates and Candidates, while eliminating the need for travelling or meeting physically. Some of the salient features of the platform as informed by Jeevitam are as follows:-

- Digital Campus Placement will be run individually for each institute, thereby ensuring complete privacy and data confidentiality.
- Digital registration of all open work profiles by participating Companies on Jeevitam platform.
- Digital registration of all candidates willing to participate in the Digital Campus Placement will be done by calling on a pre-specified number or by submitting information through a link. Online matching of profiles as per each job requirement even before the job fair and matching candidates to be assigned to each Corporate and vice-versa. Shortlisting/Interview to be done through VC, wherever required at the specified date & time. No need for candidates, corporates or organisers to travel or meet physically.

Contd...2

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- Interview thru Video Conference/Telephonic Interview to be scheduled and intimated to all shortlisted candidates.
- Provisional Offer Letter/ Letter of Intent to be issued online by the corporate to all shortlisted candidates.
- Real-time Dashboard and reports to University/Institute Administration on –the no. of students registered, attended, interviewed and selected for each job profile and online follow up with all participating companies on the final selection status.

3. As the Digital Campus Placement is a tech driven solution, the cost is low as compared to the traditional campus placement methods. The negotiated price for AIU member universities is Rs.10,000/- per campus placement drive per institute. Jeevitam digital platform has advance features to expose the profiles of candidates to wider network of recruiters at nominal cost for interested institutes. A short video uploaded by the Jeevitam is also available at <https://youtu.be/K26z3eOMn>.

4. AIU has also requested Jeevitam to organise a webinar for Training and Placement coordinators of the member universities to discuss and understand the nuances involved in the Digital Campus Placement.

**Date: April 10<sup>th</sup>, 2020 (Friday)**

**Time: 11:30am to 12:30pm**

Zoom Meeting Link

**<https://us04web.zoom.us/j/3571889643?pwd=d3hnNFRkMTIOK0c4Ym1QMG9ucExUZz09>**

Meeting ID: **357 188 9643**

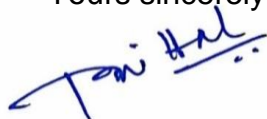
Password: **password**

For further queries, please write to [vikas.jain@jeevitam.com](mailto:vikas.jain@jeevitam.com) or [munish@jeevitam.com](mailto:munish@jeevitam.com) with a copy to [sgoffice@aiu.ac.in](mailto:sgoffice@aiu.ac.in)

5. You may consider requesting your Training and Placement Officers (TPOs)/ other concerned officials to make use of the Digital Campus placement platform and attend the webinar

With warm regards,

Yours sincerely,



**(Pankaj Mittal)**

**The Vice Chancellor / Director of all Member Universities.**