



Corporate Resource Centre - Complete Career & Industry Ecosystem

In today's rapidly evolving professional landscape, employability is no longer a function of a final-year placement cycle—it is the outcome of **continuous exposure, skill development, and real-world engagement** over time.

Recognising this shift, Sanskaram University has consciously moved beyond a transactional view of placements to build a **holistic career ecosystem**—one that integrates industry access, innovation, skill-building, and institutional partnerships into a single, cohesive framework.

At the centre of this effort is the Corporate Resource Centre (CRC), not as a standalone placement cell, but as a **strategic enabler of student journeys**—connecting classrooms to industry, ideas to application, and potential to performance.

This document captures the evolving structure of that ecosystem. It reflects both **opportunities created and pathways being strengthened**, offering a transparent view of how the university is shaping students to navigate and succeed in an increasingly competitive and dynamic world.

At Sanskaram University, the focus is clear: not merely to secure outcomes at the end, but to **build capability throughout the journey**.

From Exposure to Employability: A Structured, Multi-Layered Model

At Sanskaram University, the Corporate Resource Centre (CRC) operates as part of an integrated ecosystem designed to move students **from exposure to employability**.

This ecosystem brings together:

- Industry access
- Internships and placements
- Innovation and incubation
- Skill-building interventions
- Institutional partnerships
- Continuous student development

It is not a single placement function—it is a **progressive capability-building system**.

1. Industry Engagement & Placement Landscape

The university has established active engagement across diverse sectors:

- **Banking & Financial Services:** AU Small Finance Bank, ICICI (Agri)
- **Insurance & Financial Products:** Tata AIG, Kotak
- **Consulting & Recruitment:** Zenith (Teleperformance), Acquara Consultancy, Matchbest
- **Logistics & Operations:** TCI Express, Flipkart, Flipkart Minutes
- **Infrastructure & Sales:** New World Infra
- **Collections & CRM:** Winntus
- **Industrial & Manufacturing:** Fintherm HSG
- **Retail & Internal Platforms:** AV Retail, Sankalp

On-Ground Outcomes

- Confirmed selections with organisations such as AU Small Finance Bank, Acquara Consultancy, and Flipkart
- 100% shortlisting in a Flipkart Operations drive
- Ongoing On-the-Job Training (OJT) in core banking roles
- A live and expanding pipeline with multiple organisations at interview and onboarding stages

This reflects a system where **opportunities are consistently being created and sustained.**

2. Internship Ecosystem: Early Exposure Framework

The CRC has built a wide base of internship opportunities across formats:

- Digital marketing roles (F&F Furnishing)
- Online internships (Inamigos, Spehre, Lernx)
- Operations and hybrid roles across sectors

The emphasis is on **early exposure**, enabling students to engage with real work environments well before final placements.

3. Innovation, Research & Future-Ready Skills

A defining strength of the university lies in its **innovation-led approach to learning.**

Institution's Innovation Council (IIC)

- Established and operational
- Driving structured innovation activities, idea development, and student engagement

Advanced Ecosystem Access

- **FITT, IIT Delhi:** Incubation and innovation exposure
- **IHFC:** Access to cobotics and drone technology labs
- **Bharat Space Education & Research Centre:** Research and training exposure

Workshops & Capability Building

- Technology Readiness Levels (TRL) – led by industry experts
- Design Thinking – Karyashalla
- Entrepreneurship – TalentGro
- International Science engagement – Dr. Prabir Dastidar

This ensures students are prepared not only for jobs, but for **emerging and future-facing domains**.

4. Industry Bodies & Professional Linkages

The university is strengthening its institutional credibility through structured partnerships:

- **Federation of Indian Industries (FII):**
Centre of Excellence, capacity building, and placement support
- **NASSCOM and EY:**
MOUs under active deliberation
- **NISM:**
Certification-based training opportunities
- **ASHRAE:**
Technical domain advancement and professional exposure

These engagements position students within **recognised professional ecosystems**.

5. Academic & Institutional Collaborations

- Industry-academia collaboration with Sherlock Institute
- Ongoing efforts to expand partnerships with academic and institutional bodies

The approach reflects a university that is **actively building networks, not passively relying on them**.

6. Exposure Platforms & Engagement Opportunities

Students benefit from multiple engagement platforms:

- Virtual Job Fairs
- Industry visits (including leading global organisations)
- Planned visits to innovation and research centres (FITT, IHFC)
- Continuous workshops, certification programs, and training sessions

These platforms ensure **continuous interaction with industry and ideas**.

What This Means for Students

A student at Sanskaram University gains access to:

- ✓ A growing network of industry recruiters
- ✓ Multiple placement and internship pathways
- ✓ Innovation and incubation ecosystems
- ✓ Continuous skill development interventions
- ✓ Exposure to industry bodies and certification frameworks

Sanskaram University is not built on a single promise of placements.

It is built as a **career ecosystem**—where:

- Opportunities are created
- Exposure is continuous
- Skills are developed
- Readiness is built over time

Students are not just placed—they are prepared.

At Sanskaram University, we don't position ourselves as a placement guarantee institution.

We position ourselves as a university that builds **career readiness from day one**.

We already have companies like AU Small Finance Bank, Flipkart, ICICI, Tata AIG, and Kotak engaging with our students.

Students are getting:

- Real interview exposure
- Live shortlisting
- On-the-job training opportunities
- Entry-level packages going up to ₹5 LPA

We don't wait for the final year.

We start early:

- Internships from the first and second year
- Workshops on communication, design thinking, and entrepreneurship
- Industry visits and live exposure

Alongside this, students also get access to:

- IIT Delhi's innovation ecosystem through FITT
- Industry bodies like FII
- Upcoming collaborations with NASSCOM and EY

By the time a serious student reaches final year, they are not unprepared—they are confident and industry-aware.

The real question is not: *Will I get an opportunity?*

The real question is: *Will I make the most of the opportunities available?*

Our Partners in the Student Success Journey



KARYASHALLA

