Agenda: Refurbishing the IITK website and empowering the student mass of IITK for better placements and Educational Development

A. Current Situation of preference among major IIT's

86 of IIT-JEE's top 100 opt for IIT-Bombay - The Times of India

Admission choice for top 100 rankers						
year IIT	2007	2008	2009	2010	2011	2012
Bombay	50	54	69	68	70	86
Delhi	29	27	16	24	24	12
kanpur	6	10	9	5	4	1
Madras	15	9	6	3	2	1

About a decade ago, IIT-Kanpur was the preferred destination for most of the top rankers. But since 2005, the trend has changed in favour of IIT-B. This year only three candidates from the top 100 went to IIT-K.

Few Reasons/Comment/Points made by IITK students and Alumina are:

Concluded Reason

A. Placements the key issue
   1. The reason mainly is better placement offers in Bombay due to a better exposure. Mainly international and national companies had refused to come to Kanpur just because there is no direct route to Kanpur.
   2. Even if you see PhD/MS offers to students, IITB has more students getting admission to Stanford and Berkeley due to more international recognition of faculty.
   3. IITB, IITM and IITD are setting up labs with collaboration of companies.

Placement Office Annual Report

Annual Report says "Data for 2011-12 is typical of the last three reports is reviewed. Out of 2500 companies invited for campus interviews, only 185 came resulting in a yield of 7.4%. Out of 860 students looking for jobs, 687 got the jobs with an overall placement rate of about 80%."

B. Our Suggestions regarding Website:

1. Revamp the website and use it as a marketing and PR engine to get the word out about the institutes, students, faculties' achievements.

   "IITK should first get its website in order. I can't find words strong enough to condemn that pathetic excuse for a portal into the institute's life and activities."

   See few sample websites
   http://www.caltech.edu/
   http://www.harvard.edu/
   http://www.princeton.edu/main/
   http://www.gatech.edu/
   Note – These sites can be used as benchmark.

   a. The main aim should be making our website less wordy and with a pictorial interface which should give a much nicer and pleasant detour of our institute's campus life and the various activities such as academic, cultural, technical etc.
   b. The website should also show the visitor a glimpse of various kinds of research activities both engineering and sciences in which the academia of our institute is involved in.

2. Facilities like submission of documents and payment of fee should be initiated in order to make the academic registration process smooth and convenient for the responsible office staffs as well as the students.

C. Our Suggestions regarding Placement:

1. IIT Kanpur can collaborate with IIM Lucknow to have the lead in providing thought leadership for better placements of our student mass. The two institutes have complementary skill-sets and they should collaborate to raise the interest of various multi-national companies to visit IITK for campus placement.

2. Starting institute level programmes for preparing the UG/PG's students (especially PG's) for non-core/core companies. So, they can perform well during the time of placements.

3. Initiating Career Counselling programmes for the Students under the guidance of professionals like Mr Ashwini Dixit (Alumni IITK), because as far as I know he personally trained few people of the batch 2011 and result was really appreciable.

4. Professor's involvement to call core companies for recruitment, As I have personally realized the influence of (say eg) Prof Indranil Manna (Director , IITK) over the Tata Steel , CSIR etc.

The above mentioned points may help us in bringing a change in the perspective of many people, thereby restoring the glory of IITK.