



GIET was established in 1998 with a mission to offer world-class engineering courses. The institute has ISO certification and prestigious NBA and NAAC A-Grade accreditations.

Campus: Andhra Pradesh, India

acetrac

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ENGINEERING BETTER COLLEGE PLACEMENTS THROUGH ACETRAC

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The Challenge: Improving placement percentage of engineering students

GIET's management placed its entire focus on grooming fourth-year engineering students for upcoming recruitment drives. It was thus able to help students find suitable jobs in reputed companies. However, despite the presence of good companies on campus each year during recruitment season, the number of students getting job offers was decreasing. This was hurting the institute's placement percentage and overall reputation.

The institute's management needed to find a way to bridge the skills gap between academia and industry and make its engineering students more employable and job-ready.

GIET sought solutions from employability assessment providers and finally selected MeritTrac.

Meritrac Solution: Employability Enhancement Program, AceTrac

After evaluating GIET's problem, MeritTrac offered to resolve it by deploying its next-gen employability enhancement program called AceTrac. The solution was to tackle the employability issue at an earlier stage instead of working on it during the final year of the student's course.

- MeritTrac's team explained the benefits of administering assessments from the second year of the student's course through to the final year.
- The strengths and weaknesses of each student can be identified early, providing sufficient time to work on the areas for improvement.
- Repetitive levels of formative assessments (diagnostic, review, and employability assessments) can track the progress of the student.
- The platform has in-depth analytics capabilities and generates detailed reports on student performance.
- AceTrac also helps students benchmark their skills against current industry standards.

For corporates arriving at GIET's campus for recruitment drives, AceTrac helped simplify hiring by having a pre-assessed talent pool ready. Candidates were already screened and the most suitable candidates for the job role could be quickly shortlisted for further evaluation.

Thus, AceTrac was a holistic solution to meet the institute's employability assessment needs.

Outcomes

After deploying AceTrac, GIET began to assess its students from the second year of their engineering course. Consequently, second-year students have developed a greater awareness of the challenges they are likely to face during campus drives to be held during their final year in college and are better prepared to handle these challenges.