

EDUNIKETAN PRIVATE LIMITED

Placement Training & Technology Education Division

Placement Mastery Program

A Complete, Two-Engine Placement Readiness Curriculum — Powered by TheEduCode & TheEduLive

Formal Collaboration Proposal

For University Placement & Training Departments



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1. EXECUTIVE OVERVIEW

Indian engineering universities are facing a silent placement crisis. Students who score consistently throughout their degree — who clear every academic examination — still cannot write optimized, time-bound code under interview pressure, and still freeze in a group discussion or an unstructured interview. Not because they lack intelligence, but because the environments they were trained in never reflected how companies actually hire.

Campus hiring has two gates: an automated Online Assessment that eliminates candidates before any human is involved, and a human round — GD, interview, and profile screening — that eliminates candidates who cannot communicate what they know. Most institutions prepare students for neither in a structured, measurable way.

The Placement Mastery Program is Eduniketan's answer to both gates in a single, unified curriculum. It combines TheEduCode — our secure, auto-graded assessment engine for aptitude and technical readiness — with TheEduLive — our mentor-led engine for communication, interview, and personal-branding readiness — into one enrolment, one roadmap, and one Readiness Score per student.

Core Value Propositions

- **One Programme, Two Engines:** Every student is prepared for the OA gate and the human gate under a single curriculum, rather than two disconnected vendors.
- **Placement-First Pedagogy:** Every question, every mentor session is designed with one governing question — will this help the student clear a Tier-1 hiring process?
- **Industry-Grade Environment:** The Monaco Editor (VS Code engine), 50+ languages, and sub-2s compilation for the technical track — the exact environment top companies use.
- **Dedicated Industry Mentors:** The communication and interview track is delivered live by working industry professionals, not recorded generic content.
- **Enterprise Security:** A six-layer, OS-level lockdown architecture that makes assessment data 100% trustworthy for your institution.
- **Proven Regional Dominance:** Successfully deployed at Lovely Professional University (LPU) with zero security incidents.

2. THE PLACEMENT READINESS GAP

The structural mismatch between what universities teach and what companies test is a systemic issue — and it spans both the technical gate and the human gate. The Placement Mastery Program is designed to close both.

WHAT UNIVERSITIES CURRENTLY PROVIDE	WHAT TIER-1 COMPANIES ACTUALLY TEST	WHAT THE PLACEMENT MASTERY PROGRAM DELIVERS
Syntax-based academic lab programs.	LeetCode-style algorithmic thinking under timed, unassisted pressure.	OA-format practice on TheEduCode, in the exact environment companies use to screen.
Theory of Data Structures in isolation.	DSA applied to optimize real-world system behaviour.	DSA taught with business context — why it matters, not just how to code it.
Manual evaluation by faculty.	Strict time & space complexity benchmarks.	Automated evaluation graded on algorithmic efficiency (Big-O).

WHAT UNIVERSITIES CURRENTLY PROVIDE	WHAT TIER-1 COMPANIES ACTUALLY TEST	WHAT THE PLACEMENT MASTERY PROGRAM DELIVERS
No structured GD/interview practice.	Unassisted, pressure-simulated GD & interview rounds.	Live, mentor-evaluated GD and mock-interview rounds on TheEduLive.
Generic, one-size resumes and LinkedIn profiles.	Recruiter shortlisting on the strength of a candidate's profile.	Mentor-reviewed resume, LinkedIn, and personal-branding coaching.
No visibility into student readiness.	Expectation of highly qualified candidate routing.	One unified Readiness Dashboard spanning both technical and communication performance.

3. THE 3-YEAR ZERO-TO-ENTERPRISE PIPELINE

Training that begins in the 7th semester is too late — and training that covers only code is incomplete. The Placement Mastery Program integrates both technical and communication readiness as a continuous, multi-year academic journey, putting your students a full year ahead of rival universities on both fronts.

YEAR	STAGE	FOCUS AREAS	PROGRAMME ROLE
Year 1	Foundation	Core syntax, memory management, basic logic building, introduction to DSA, foundational verbal & aptitude.	TheEduCode structured problem sets, animated learning PDFs, AI error guidance.
Year 2	Competitive Edge	Medium-to-advanced DSA, algorithmic thinking, complexity analysis, quantitative aptitude, logical reasoning.	TheEduCode timed assessments, efficiency leaderboards, batch tracking.
Year 3	Enterprise Readiness	System-aware DSA, business cost of code, SQL/Excel/Python, and first mentor-led GD & communication sessions.	TheEduCode readiness scoring + TheEduLive mentor onboarding; unified readiness dashboard for placement cell.
Placement Capstone	Enterprise Readiness	Full-simulation OA rounds mirroring Tier-1 drives, plus mock GD, mock interviews, resume & LinkedIn finishing.	TheEduCode high-fidelity proctored exams + TheEduLive live mentor rounds; final placement readiness roster.

4. PROGRAMME STRUCTURE — ONE COURSE, TWO ENGINES

The Placement Mastery Program is enrolled as a single course. Underneath, it runs on two purpose-built engines so that each type of skill is trained and evaluated the way it is actually tested by recruiters.

4.1 TheEduCode Track — Question & Auto-Grader Engine

Self-paced and timed practice, objectively scored: MCQs, numeric/text-match answers, and coding problems graded against hidden test cases.

CATEGORY	SUBJECTS COVERED (Auto-Graded on TheEduCode)
Aptitude	Quantitative Aptitude, Logical Reasoning, Verbal Ability & English Comprehension, Data Interpretation, General Awareness / Current Affairs.
Technical	Data Structures & Algorithms (DSA), SQL & Database Basics, Excel for Business/Analytics, Python (Beginner & Data Analysis).
Core / Branch	Core-subject revision crash courses per branch (e.g., Circuits for ECE, Thermodynamics for Mechanical).
Coding Foundations	Basic Coding for non-CS branches.

4.2 TheEduLive Track — Dedicated Mentor Engine

Delivered live by industry working professionals, evaluated against a mentor scoring rubric rather than an autograder.

CATEGORY	SUBJECTS COVERED (Mentor-Led on TheEduLive)
Interview Readiness	Group Discussion (GD) Techniques, Personal Interview (PI) Prep & Mock Interviews.
Career Collateral	Resume & LinkedIn Profile Building, Business & Email Communication Writing.
Presence & Branding	Public Speaking & Presentation Skills, Body Language & Personal Branding.

4.3 Weekly Assessment & Leaderboard Rule

- Question-format weekly tests** (Aptitude, DSA, SQL, Excel, Python, core-subject) run on TheEduCode and are auto-scored.
- GD / Interview-format weekly evaluations** run on TheEduLive and are scored live by the assigned mentor against a rubric.
- Unified Leaderboard:** scores from both engines roll up into one per-student Readiness Score and one campus-wide leaderboard, so a student's rank reflects both technical and communication performance.

5. PRODUCTION-ORIENTED CONTENT DESIGN

Generic platforms teach students what an algorithm is, or hand them a generic GD topic list. The Placement Mastery Program teaches why it matters in a live system or a live room, and what breaks when a student chooses the wrong approach.

5.1 Business-Stakes Framing (TheEduCode)

- The 504 Timeout (Time Complexity):** An $O(n^2)$ parser causes 4-second delays during a sale, dropping connections. Task: optimise to $O(\log n)$ to restore service.
- The OOM Crash (Space Complexity):** A worker node crashes because an entire dataset is loaded into memory. Task: redesign to $O(n)$ space constraints.
- Connection Pool Exhaustion:** An API returns errors due to $N+1$ database queries. Task: restructure logic using hash maps to batch the operation.

5.2 Recruiter-Grade Simulation (TheEduLive)

- **Live GD Rooms:** Mentors run timed group discussions on current-affairs and case topics actually used in Tier-1 hiring drives.
- **Mock Interview Panels:** One-on-one and panel-style mock interviews conducted and scored by working professionals from the student's target industry.
- **Profile Audits:** Mentors review and mark up each student's resume and LinkedIn profile against what recruiters actually screen for.

5.3 Pedagogical Upgrades

- **Mentor-Validated Content:** Reverse-engineered from current MNC technical and HR rounds.
- **Visual Learning:** Animated PDFs map algorithm behaviour and memory flow step-by-step.
- **Gamified Engagement:** Campus leaderboards, consistency streaks, and self-analytics drive voluntary practice across both tracks.

6. PROGRAMME PLATFORM ECOSYSTEM

6.1 Student Native Application (The Secure Core — TheEduCode)

Built as a native application — not a browser wrapper — giving the platform OS-level control for every auto-graded assessment.

- 8 OS Configurations: Windows 10/11, Ubuntu 22(2), 24, 25(2), and macOS Intel and Silicon.
- Modern Compilers: GCC 14, Java 21, Python 3.12, with support for 50+ total languages.
- 0.5 Mbps Resilience: edge-optimised to prevent crashes under high-density campus Wi-Fi load.

6.2 Live Mentor Infrastructure (TheEduLive)

- Dedicated Industry Mentors: sessions staffed by working professionals, not generic trainers.
- Livestream Rooms: WebRTC dual-feed streaming for GD panels and one-on-one mock interviews.
- Mentor Scorecards: structured rubric scoring (clarity, confidence, content, structure) feeding the unified leaderboard.

6.3 Teacher & Administration Tooling

- Teacher Desktop App: enables screen-sharing for live coding demonstrations and solution walkthroughs.
- Admin & Teacher Portals: web-based RBAC hubs for NAAC reporting, batch tracking, and problem/session assignment across both tracks.
- Livestream Exam & Session Portal: WebRTC dual-feed streaming (screen and webcam) with live control of both assessments and mentor sessions.

6.4 AI Learning Assistant (Practice Mode)

Explains syntax errors and suggests algorithmic optimisations without revealing the final answer. This AI layer is entirely disabled during high-stakes exams and live mentor evaluations.

7. SIX-LAYER SECURITY ARCHITECTURE

Under the Public Examinations Act 2024, institutions face significant penalties for failing to prevent malpractice. The Placement Mastery Program provides legal safe harbour across both its auto-graded assessments and its live mentor evaluations.

LAYER	PROTECTION FOCUS	TECHNICAL MECHANISM
1. Network	Unauthorised Access	Real-time Proxy/VPN detection.
2. Device	Hardware Integrity	VM Detection & Blocking. Bluetooth/peripherals disabled.
3. Application	Interface Security	Binary Lockdown: DevTools, clipboard, screenshot disabled at kernel level.
4. Process	Unauthorised Tools	AI Termination Engine: OS-level scanning instantly kills ChatGPT, AnyDesk, and macro scripts.
5. Proctoring	Human/AI Oversight	AI gaze tracking and LiveKit WebRTC dual-feed streaming — used for both exams and live mentor rounds.
6. Audit	Forensic Evidence	720p synchronised recording and multi-page forensic PDFs.

8. PLACEMENT ANALYTICS & INSTITUTIONAL INTELLIGENCE

8.1 The Unified Readiness Roster (For Placement Cells)

The university shouldn't blindly send every student into a Tier-1 interview. The Placement Mastery Program provides a single data-driven ranking of students combining coding efficiency (TheEduCode) and communication performance (TheEduLive), allowing the placement cell to route its strongest, most rounded candidates to premium recruiters and protect conversion rates.

8.2 Student-Level Insights

- **Topic-Wise Heatmaps:** identifies specific technical weaknesses (e.g., strong in Arrays, weak in Graphs).
- **Attempt-Pattern Analytics:** tracks compilation attempts to gauge logical clarity vs. trial-and-error dependency.
- **Mentor Scorecard History:** tracks GD and mock-interview scores over time, showing communication improvement trajectory.
- **Unified Leaderboard:** a single, campus-wide ranking blending both engines' scores.

9. INSTITUTIONAL ROI & STRATEGIC BENEFITS

9.1 Direct Placement Outcomes

- **Higher Salary Packages:** targeting product-based hiring bars increases average/median packages.
- **PPO Conversions:** "Day-one deployable" students excel in internships, securing full-time offers.
- **Fewer Human-Round Rejections:** students who reach the interview stage are no longer eliminated for lack of communication practice.
- **Admissions Marketing:** a proprietary, enterprise-grade, dual-engine programme serves as a massive USP for prospective students.

9.2 Operational ROI

METRIC	WITHOUT THE PROGRAMME	WITH THE PLACEMENT MASTERY PROGRAM
Faculty Grading Time	~4,960 hours/year spent on manual evaluation.	90% automated — redirected to research.
Human Capital Value	₹24.8 Lakhs/year consumed by routine tasks.	₹19 Lakhs/year reclaimed for the institution.
IT Infrastructure Cost	₹50K–80K/year in local maintenance.	Zero — Eduniketan manages AWS/GCP cloud.
Interview-Round Readiness	Ad-hoc, unmeasured GD/PI practice.	Structured, mentor-scored readiness data per student.

10. WHY THE PLACEMENT MASTERY PROGRAM

CAPABILITY	GENERIC PLATFORMS(Scaler, GFG)	PLACEMENT MASTERY PROGRAM
Scope	Technical practice only; communication training bought separately, if at all.	One enrolment covering technical AND communication readiness.
Security	Browser-based — bypassed by screen sharing.	Six-layer OS-level lockdown with AI termination.
Evaluation Depth	Pass/Fail on output correctness only.	Strict time & space complexity grading plus live mentor rubric scoring.
Network Suitability	Fail under campus Wi-Fi load spikes.	Optimised for 0.5 Mbps via distributed architecture.
Placement Intel	No institutional visibility.	Unified Readiness Roster & four-year continuous tracking.
Campus Track Record	Unverified at scale in campus labs.	Proven at LPU.

11. FALL 2026 ROLLOUT ROADMAP

SPRINT	TIMELINE	DELIVERABLE
1: Curriculum	Weeks 1–2	Phase 1 Content: 100+ enterprise-grade production scenarios (TheEduCode) + first mentor session bank (TheEduLive).
2: Engine Upgrades	Weeks 3–4	Benchmark Engine: strict time/space complexity enforcement; mentor rubric calibration.
3: Visual & Live Content	Weeks 5–6	Visual Library: animated execution models; live mentor room scheduling live.
4: Analytics QA	Weeks 7–8	Unified Placement Dashboard: real-time capability tracking across both engines.

12. PROVEN TRACTION & INSTITUTIONAL VALIDATION

TheEduCode and TheEduLive — the two engines behind the Placement Mastery Program — are actively deployed across multiple institutions with consistently exceptional results.

DEPLOYMENT	CONTEXT	RESULT
Lovely Professional University	B.Tech CSE — sustained multi-batch academic and lab assessment cycles.	0 Security Incidents. 99.9% Uptime.
LPU Hackathon	500+ participant competitive event.	Platform sustained full load with zero lag.
LPU University	Live training and lab assessment integrations.	Data integrity and security architecture confirmed.

Performance Metrics:

- Faculty NPS: 91 / 100
- Student NPS: 87 / 100

13. COMMERCIAL OFFERING & TIERED PRICING

The Placement Mastery Program is offered as a single enrolment across four tiers. Every tier includes the full subject catalogue on TheEduCode; tiers differ in proctoring depth and in live mentor access on TheEduLive.

TIER	POSITIONING	KEY CAPABILITIES	PRICE (₹ /Student / Sem)
Platinum ★	Full Ecosystem	Complete Placement Mastery Program: Secure App + Auto-Grade (TheEduCode) + Unlimited Live Mentor Sessions (TheEduLive) + Livestream + 30-Day Video + AI + Unified Analytics & Readiness Roster.	₹349*
Gold	Security-First + Live Mentors	Secure App + Auto-Grade + Live Mentor-Led GD/PI Sessions (Livestream-enabled) + AI Tracking (No long-term video archive).	₹339*
Silver	Audit-Focused	Secure App + Auto-Grade + 30-Day Forensic Video (TheEduCode) + Recorded TheEduLive Workshop Library (No live mentor sessions).	₹329*
Base	Lab-Only	Secure App + Auto-Grading (TheEduCode subjects) + Recorded TheEduLive Workshop Library (No proctoring, no video, no live mentors).	₹319*

** Prices are subject to discussion and negotiation. The figures mentioned in this document are for reference only.*

Note: 30% discount applied for subsequent courses by the same cohort.

14. IMPLEMENTATION ROADMAP

PHASE	TIMELINE	ACTIVITY
1. Data Ingestion	Days 1–2	Student/faculty rosters provisioned. Multi-cloud setup completed.

PHASE	TIMELINE	ACTIVITY
2. Configuration	Days 3–5	Batch mapping. Admin, Teacher, and Mentor portal setup.
3. Training	Days 6–7	Faculty onboarding workshop. Student application distribution. Mentor scheduling live.
4. Validation	Day 8	Institution-wide dry-run examination and mock mentor session to verify both engines.
5. Go-Live	Day 9	Production ready. Practice, assessments, and mentor sessions commence.

15. NEXT STEPS

STEP	ACTION	TIMELINE
1. Executive Alignment	A 30-minute demonstration of both engines for university leadership.	Within 5 working days.
2. Pilot Setup	Deployment for a single section to validate ROI and performance across both tracks.	2 weeks post-demo.
3. Full Deployment	Full-scale rollout of the Placement Mastery Program for the Fall 2026 semester.	Prior to semester start.

16. ABOUT EDUNIKETAN PRIVATE LIMITED

Eduniketan Private Limited is a specialised EdTech company with a singular institutional mandate: to bridge the gap between what universities teach and what companies actually hire for.

We do not teach syntax, and we do not teach communication in a vacuum. We build engineering mindsets and interview-ready professionals in one programme. We do not deliver courses. We deliver career transformations.

Every problem, every mentor session, and every feature inside the Placement Mastery Program is designed with a single governing question: Will this help a student get hired at a great company?

Company	Eduniketan Private Limited
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We look forward to building a long-term academic partnership with your institution — one that directly strengthens your students' placement outcomes and elevates your university's industry reputation.

Warm Regards,

Souvik Gupta & Saif Siddique

Directors | Eduniketan Private Limited

Placement Mastery Program — TheEduCode × TheEduLive