

ProQruit × Educational Network  
Collaboration

# 1-Year Ground Execution Plan

A strategic roadmap to build a scalable, institution-powered placement ecosystem across South India—transforming student career outcomes while creating a sustainable revenue model for ProQruit.

# Q1 (Months 1–3): Setup and Proof of Concept

Objective: Validate the collaboration through a small pilot and achieve 10+ real placements

01

## Formalize Partnership

Sign a 6-month MoU with 3 strategic centers in Bangalore, Coimbatore, and Kochi. Establish clear terms, expectations, and success metrics for both parties.

02

## Build Career Cell Infrastructure

Deploy the Career Cell Dashboard and assign one dedicated campus coordinator per center to manage student engagement and placement tracking.

03

## Conduct Career Drives

Organize 2–3 small-scale career drives at each center to build awareness, assess student profiles, and collect comprehensive candidate data.

04

## Match and Place

Actively match qualified candidates to open roles from ProQruit's client portfolio, ensuring quality placements that demonstrate value to both students and employers.

05

## Document Success

Capture powerful testimonials, high-quality photos, and detailed placement data to build credibility and refine the process.

3

## Campus Tie-Ups

Strategic institutional partnerships established

10-15

## Placements

Real job offers secured for students

300+

## Active Candidates

Qualified students in the pipeline

# Q2 (Months 4–6): Expansion and Standardization

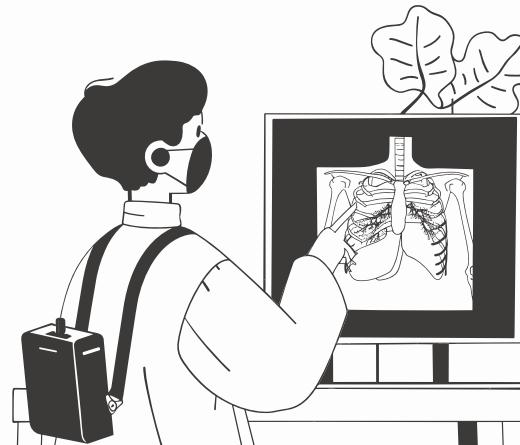
Objective: Build replicable systems and strengthen operations

## Systematize for Scale

Transform pilot learnings into a comprehensive **Campus Playbook** containing SOPs, templates, and best practices. This becomes the foundation for consistent execution across all centers.

Introduce a transparent **10–15% revenue share model** per successful placement, aligning incentives and ensuring sustainable partnerships.

Launch a central CRM system using Google Sheets or Notion to track every student's journey from registration through placement stages.



### Geographic Expansion

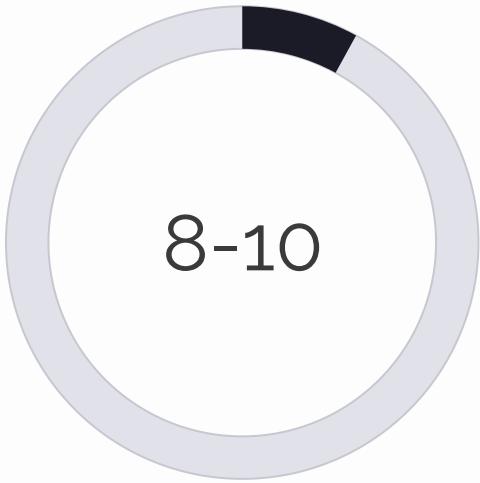
Extend reach to 8–10 centers across Kerala, Karnataka, and Tamil Nadu, building critical mass in South India's key education hubs.

### Co-Branded Events

Launch joint ProQruit-Institute campus events to build awareness, establish credibility, and position both brands as career enablers.

### Revenue Model

Implement structured payment terms and tracking systems to ensure financial sustainability and partner accountability.

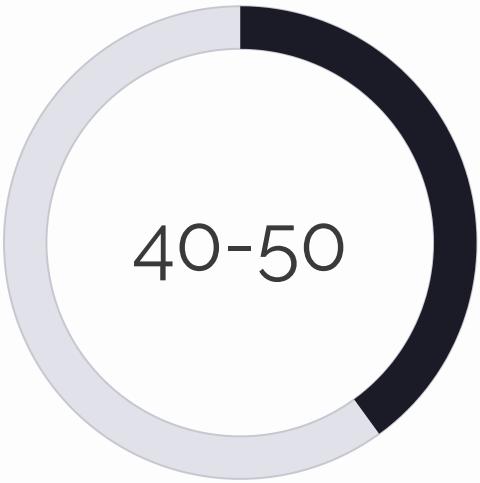


8-10

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Centers Onboarded

Multi-state presence established

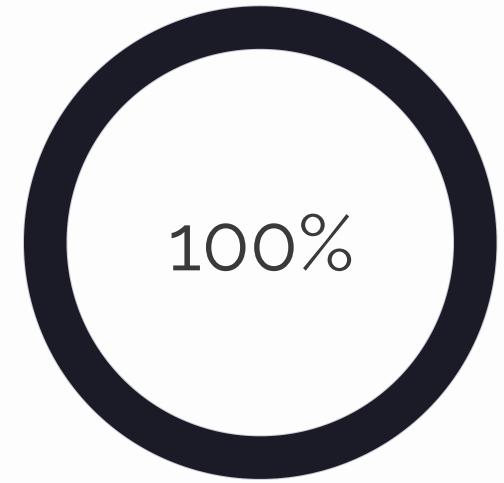


40-50

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Total Placements

Demonstrating consistent delivery



100%

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Process Standardization

Repeatable systems in place

# Q3 (Months 7–9): Brand and Network Multiplication

Objective: Strengthen credibility and widen institutional reach



## Case Study Development

Create compelling success stories showcasing placement outcomes, student transformations, and institutional benefits. Use these as powerful tools to attract new partner institutes.



## Career Acceleration Week

Launch signature "Career Acceleration Week" events across 3–5 centers, featuring workshops, mock interviews, employer interactions, and placement drives.



## Certification Program

Introduce the "ProQruit Certified Employability Program" with structured training modules covering resume building, interview skills, and industry readiness.



## Direct Client Links

Establish direct connections between hiring clients and institutional candidates, streamlining the placement process and reducing time-to-hire.

## Brand Recognition

ProQruit becomes synonymous with quality campus placements across South India's educational landscape.

## Institutional Trust

Proven track record attracts top-tier colleges and universities seeking reliable placement partners.

## Student Demand

Word-of-mouth and success stories drive organic candidate registration and engagement.

20+

Institutional Tie-Ups

Diverse partner network established

100+

Total Placements

Crossing the century mark

Strong

Brand Recognition

Established regional presence

# Q4 (Months 10–12): Scale, Automate and License the Model

Objective: Convert the model into a repeatable and scalable partnership system

## Career Partner Kit

Comprehensive package including MoU templates, co-branding guidelines, marketing decks, and operational playbooks—ready for instant deployment.



## Dedicated Campus Desk

Build an internal team of 2–3 specialized recruiters focused exclusively on managing institutional relationships and center operations.

## Digital Infrastructure

Launch a dedicated microsite for seamless candidate registrations, employer postings, and automated workflow management.



## Data Infrastructure

Finalize robust data structures and implement automated reporting dashboards for real-time visibility into placements, pipeline, and performance metrics.

## Geographic Expansion

Extend the network to North India's major education hubs: Delhi NCR, Pune, and Hyderabad, capturing national market opportunity.



## Scalable Systems

Transition from manual processes to automated workflows, enabling exponential growth without proportional resource increases.

## Institutional Partnerships

Comprehensive national network

50+

250-300

100%

## Annual Placements

Industry-leading volume

## Model Scalability

Ready for exponential growth

# Year-End Success

## Final Deliverables and Impact

### 250-300 Placements

A diverse mix of paid and free placements across industries, demonstrating consistent delivery and quality matching capabilities.

### 30+ Partnerships

Strong institutional network spanning South and North India, with proven collaboration models and mutual success stories.

### Replicable Model

Career Cell framework ready for rapid deployment, with documented processes, training materials, and technology infrastructure.

## Strategic Outcomes

- New Revenue Stream:** Institutional placement fees create sustainable income beyond traditional recruitment
- Regional Brand Leadership:** ProQruit becomes the go-to partner for student-career transitions across South India
- Scalable Infrastructure:** Technology, processes, and teams ready to support 10x growth in Year 2
- Market Differentiation:** Unique institutional partnership model sets ProQruit apart from traditional staffing firms



"This 12-month execution plan transforms ProQruit from a recruitment firm into a comprehensive career ecosystem—connecting education, employment, and opportunity at scale."

- Next Steps:** Secure executive approval, allocate resources for Q1 pilot, and begin partnership discussions with target institutions in Bangalore, Coimbatore, and Kochi.