

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

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| <div>O1</div> <div>Formalize Partnership</div> <div>Sign a 6-month MoU with 3 strategic centers in Bangalore, Coimbatore, and Kochi. Establish clear terms, expectations, and success metrics for both parties.</div> | <div>O2</div> <div>Build Career Cell Infrastructure</div> <div>Deploy the Career Cell Dashboard and assign one dedicated campus coordinator per center to manage student engagement and placement tracking.</div> | <div>O3</div> <div>Conduct Career Drives</div> <div>Organize 2–3 small-scale career drives at each center to build awareness, assess student profiles, and collect comprehensive candidate data.</div> |
| <div>O4</div> <div>Match and Place</div> <div>Actively match qualified candidates to open roles from ProQruit's client portfolio, ensuring quality placements that demonstrate value to both students and employers.</div> | <div>O5</div> <div>Document Success</div> <div>Capture powerful testimonials, high-quality photos, and detailed placement data to build credibility and refine the process.</div> | |

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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

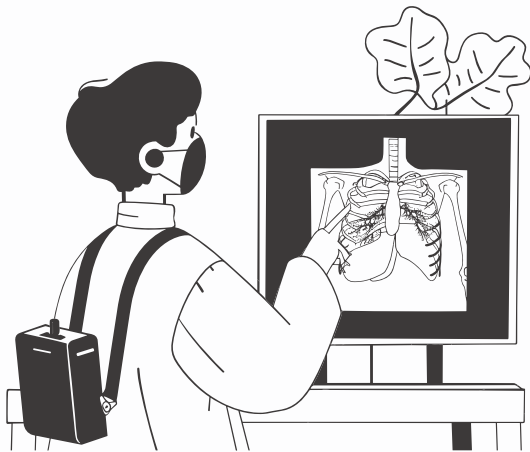
Objective: Build replicable systems and strengthen operations

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

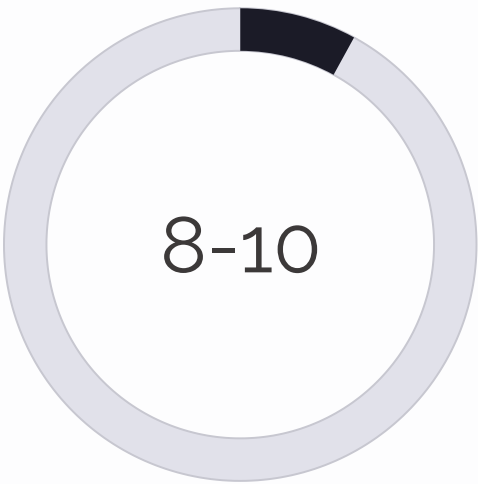
Extend reach to 8–10 centers across Kerala, Karnataka, and Tamil Nadu, building critical mass in South India's key education hubs.

Co-Branded Events

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

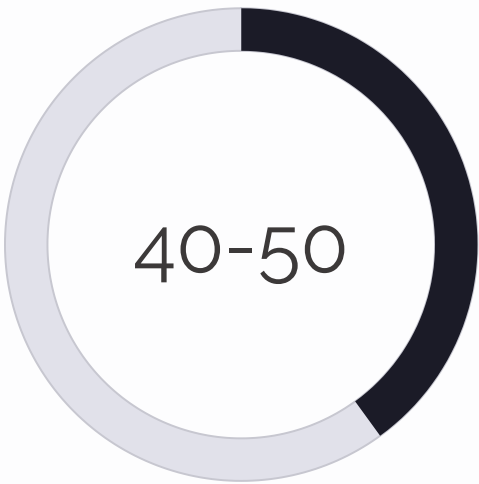
Revenue Model

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



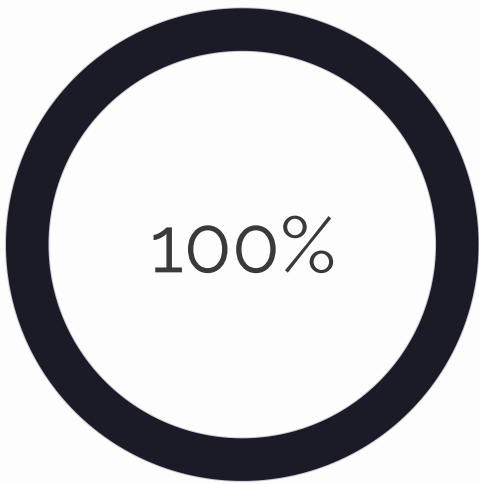
Centers Onboarded

Multi-state presence established



Total Placements

Demonstrating consistent delivery



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.

Digital Infrastructure

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

Geographic Expansion

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



Dedicated Campus Desk

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



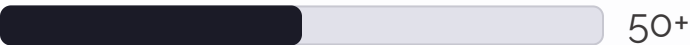
Data Infrastructure

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



Scalable Systems

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



Institutional Partnerships

Comprehensive national network



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.