

Make your campus placement ready.

AI mock interviews, coding and aptitude practice for every student — turned into a daily habit that marks attendance automatically, with one dashboard where your TPO, HODs and faculty each see exactly their own students.

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PILOT	1,000 STUDENTS	2,000 STUDENTS	GO-LIVE
Free	₹7.5L	₹13L	3 weeks
6 weeks, up to 100 students, no purchase order	per year · ₹750 per student	per year · ₹650 per student	from a signed agreement

1. The problem this solves

Most placement platforms sold to a college fail the same way. The college licenses 1,000 seats, 200 students log in during the first week, 40 are still using it in month three, and the placement cell has no idea which students are unprepared until the recruiters arrive.

The software was never the problem. Consistency was. SANSAL is built around that.

2. The Daily Placement Drill

Your placement cell sets a daily practice requirement for the final-year cohort. A student who completes it is **marked present automatically** — no faculty member takes a register.

A typical configuration

Activity	Target	Period
Aptitude sets	5	per day
Coding problem solved	1	per day
AI mock interview	1	per week

How attendance is marked

Band	Rule
Present	Completed the full daily requirement
Partial	Completed at least 60% of it
Absent	Completed less than 60%
Exempt	Approved leave, or a holiday on your calendar

Every rule is yours to set — the targets, the semesters covered, working days, holidays, the cut-off time and the minimum attendance percentage, all taken from your own academic calendar. We impose no default on your campus. Default coverage is semesters 6, 7 and 8.

What this gives a placement cell that a usage report does not:

- A **defaulter list** you can act on in week two, not week twenty
- Attendance in a form your management already understands
- Attendance derived from work a student actually completed, not from a login — with an **impact preview** before you change a rule, and an **exemption workflow** so approved leave is never recorded as absence
- An answer to the question every management asks: *is the platform we bought actually being used?*

TO BE CLEAR ABOUT WHAT THIS IS

Drill attendance is a record of practice activity on the platform. **It is not academic or university attendance**, and we make no claim that it satisfies any AICTE, UGC or affiliating-university requirement. Many colleges adopt it internally or combine it with academic attendance — that decision is yours, and we will make sure your students understand exactly what is being recorded.

3. Five levels of access, controlled by you

Level	Who	Sees
Institution Admin	Principal / Director	The whole institution. Owns every staff account, role and permission
TPO / Placement Head	Placement cell	The whole institution. Runs the roster, sets the drill, creates test series, exports reports
HOD	Head of Department	Their branch only — readiness, attendance, weak areas, faculty assignment
Faculty / Class Mentor	Subject faculty, mentors	Their assigned sections only — daily register, weak topics, student drill-down
Student	Your students	Their own drill, attendance, streak, series and reports

Your Principal or TPO invites each faculty member, assigns the branches or sections they are responsible for, and ticks their individual permissions — a class mentor can be allowed to correct attendance but not to see student phone numbers. **No support ticket to us, no waiting.** Every permission change and attendance correction is recorded with who made it and when.

4. What gets deployed

Student Portal

- **LIVE** AI mock interviews — technical, HR, behavioural and resume-based, by voice, with proctoring
- **LIVE** Coding & DSA practice — live compiler, hidden test cases, company-tagged problems
- **LIVE** Proctored aptitude and technical assessments with full explanations
- **LIVE** Resume builder, feeding resume-based interview questions
- **LIVE** Feedback report on every attempt — five-axis skills breakdown
- **LIVE** Placement-readiness score, 0–100, updated continuously
- **LIVE** Daily drill card, attendance and streak
- **LIVE** Institutional test series with rank and percentile
- **LIVE** My College — today's drill, open tests, notices and attendance in one screen
- **LIVE** Campus Pro — no paywall anywhere for a rostered student

TPO / Management Portal

- **LIVE** Batch readiness at a glance — score distribution, not a wall of names
- **LIVE** Attendance register and defaulter list — daily, weekly, cumulative
- **LIVE** Branch, batch, section and semester filters
- **LIVE** Weak-area ranking, so training is targeted
- **LIVE** Drill configuration from your academic calendar, with an impact preview
- **LIVE** Test series — schedule, proctor, publish results, review flagged attempts
- **LIVE** Notices to a targeted slice of students, with a reach preview
- **LIVE** Roster import with dry-run, manual add, credential re-send, batch promotion
- **LIVE** Staff accounts, scopes and per-person permissions
- **LIVE** Audit log of every permission, roster and attendance change
- **LIVE** CSV exports for the placement committee

EVERYTHING ABOVE IS LIVE

Every item on both lists works today and we will demonstrate any of it on the call. The placement portal runs on real student data, not a preview — which is why we ask you to judge us on a pilot rather than on this document.

What is *not* built — plainly

Every proposal you receive will list features. This is the list most of them leave out. We would rather you read it now than discover it in week four of a pilot.

Not built today	What that means for you
Coding & company test series	Institutional series run aptitude papers only . Students practise and are assessed on coding individually; your placement cell cannot yet schedule a proctored coding series across the cohort. On the roadmap
Server-held questions	Aptitude banks are delivered to the browser and the server scores what the client reports. The integrity controls are the proctoring signals — tab-switch and fullscreen-exit counters, with flagged attempts surfaced for your review before results are published. Being moved server-side; until then, run anything high-stakes in a supervised lab . Interviews are unaffected — they are scored on our servers from the transcript
Standalone English assessment	Communication, fluency and confidence are scored <i>inside</i> every interview and tracked over time. There is no separate band score yet. Roadmap, free during your term
Project viva mode	Resume-based interviews already question students on the projects in their resume. A dedicated viva mode with a defensibility flag is not built. Roadmap, free during your term
Notice delivery & read receipts	Notices appear in the student's My College hub but do not yet email or push, and you cannot see who has read one. Roadmap
ERP / LMS sync	A documented REST API and CSV in both directions exist today. A live sync with your ERP is a scoped project after a session with your IT team

ON OUR TRACK RECORD

SANSAL serves students directly today, and students from engineering colleges across India already prepare on the platform. **We do not yet have a signed institutional client.** You would be one of our founding institutional partners — which is why this proposal carries founding-partner pricing, direct influence over what we build next, and a free pilot, and why we publish the table above rather than the usual feature list.

5. What one student licence includes, per academic year

Entitlement	Volume	Note
AI mock interviews	40	Drill target of 1 per week, with headroom for placement season
Proctored aptitude assessments	8	
Proctored coding assessments	6	
Institutional test series	Unlimited	Scheduled by your placement cell
Aptitude & coding practice	Unlimited	
Daily drill & attendance	Unlimited	
Resume builder & PDF exports	Unlimited	
Feedback report per attempt	Unlimited	No cap, every attempt
Expert / mentor session booking	Included	Available to every licensed student
Roadmap features released during your term	Free	Project viva, standalone English assessment, coding series — no extra charge

Students draw from the annual pool flexibly — someone with three real interviews next week can take three mock interviews this week. Your placement cell sees live consumption with an alert at 80%. Beyond 40, additional interviews are ₹25 each, or the cohort moves to an unlimited plan at ₹1,100 per student per year.

6. Commercial proposal

Students licensed	Per student / year	Annual list price	Founding partner, year 1
500 – 999	₹850	₹4,25,000 – ₹8,49,000	–20%
1,000	₹750	₹7,50,000	₹6,00,000
1,500	₹700	₹10,50,000	₹8,40,000
2,000	₹650	₹13,00,000	₹10,40,000
3,000+	₹600	from ₹18,00,000	–20%

All figures exclude GST at 18%. Payable annually in advance, or 50% on signing and 50% at six months. Purchase orders accepted with 30-day terms. **Founding-partner pricing is a 20% year-one discount** offered to our first five institutional partners; renewal is at list price, and our agreement says so plainly rather than surprising you at renewal.

If your group runs more than one college, license them under one agreement to reach a higher volume band — while each institution keeps its own separate portal, separate data and separate reporting. **License only the students you want covered:** if the drill runs for semesters 6–8, license those students, not the whole campus.

Included at 2,000 students, priced separately below that

Item	At 1,000	At 2,000
Faculty portal with per-person permissions	₹1,50,000 one-time	Included
HOD / Management portal	₹1,00,000 one-time	Included
Daily Placement Drill and attendance	Included	Included
Institutional test series with proctoring	Included	Included
Institution branding and sub-domain	₹75,000 / year	Included
Company-specific interview packs	₹15,000 each	10 included
On-campus training days	1, then ₹25,000/day	3, then ₹25,000/day
Custom question banks from your syllabus	No charge	No charge
Parent / guardian attendance notifications	₹60,000 one-time	₹60,000 one-time
ERP / LMS integration	from ₹1,25,000	Same

7. The free pilot — six weeks, up to 100 students

No cost, no purchase order, no procurement cycle. We ask for one thing: a review meeting at the end and a decision date.

What we deliver

- Full platform access for up to 100 students, unlimited usage
- A TPO dashboard configured to your branch, batch and section structure
- Faculty accounts for participating classes, scoped by your placement cell
- The Daily Placement Drill running live, with attendance
- Bulk onboarding of your student list, with credentials issued
- One institutional test series, built and run on your cohort
- An initial set of company packs for your top recruiters
- Two training sessions — placement team, and students
- A written **Batch Readiness Report** at week six

What we need from you

- A student list — name, email, phone, branch, batch, section, semester, roll number
- Your academic calendar — working days and holidays
- A nominated single point of contact in the placement cell
- Your recruiter list from the last three placement seasons
- One hour of student orientation, and a lab or BYOD window
- A review meeting in week seven

HOW TO JUDGE THE PILOT

Fix the success criteria *before* we start, not after. A reasonable bar: **70% of enrolled students complete at least three interviews, average drill attendance above 60%**, your placement team agrees the technical questioning is at campus-recruitment standard, and the Batch Readiness Report tells you something about your cohort you did not already know. If we miss that bar, you have lost nothing but the orientation hour.

8. Data privacy and your data

- **Your data is yours.** Student records, attempts, scores and attendance belong to the institution.
- **Isolation is enforced in code,** not by policy — every institutional query is filtered by your institution identifier, and an automated test on every release asserts one college cannot read another's records.
- **We do not sell, share, or use your students' data to train third-party AI models.**
- **Access control is yours.** Your Principal or TPO decides who sees what. We do not create your faculty accounts.

- India-hosted, encrypted in transit, audit trail on every permission and attendance change.
- **On exit**, you receive a full CSV export and we delete your data from active systems within 30 days.

9. Implementation

When	What
Week 0	Agreement signed. Requirements session — branches, batches, sections, semesters, academic calendar, drill targets, recruiter list
Week 1	Institution created, branding applied, sub-domain live. Roster uploaded. Staff accounts invited and scoped
Week 2	Faculty and placement-team training. Drill configured and reviewed with your team. Student orientation
Week 3	Go-live. Students begin the daily drill; attendance starts accruing
Week 6	First Batch Readiness Report and review with the placement cell
Ongoing	Weekly digest to faculty, monthly report to management, named account manager

Next step — a 45-minute demonstration

We would rather show you the platform on your own cohort than on a slide deck. In 45 minutes with your placement cell we will:

- run a live AI interview and read the feedback report on screen;
- show the TPO dashboard with a real cohort's readiness distribution;
- configure a Daily Placement Drill live, and show what a faculty member sees the next morning;
- set up two faculty accounts with different permissions, so you can see the access model;
- answer your commercial questions.

Book a demonstration at sansal.in/college-partnership, or write to sansal.partnerships@gmail.com. Then, if it is worth your time, we start the free six-week pilot.