#### KRYPTUS – THE PLACEMENT CELL OF KALINDI COLLEGE

The Placement Cell of Kalindi College plays a crucial role in locating job opportunities for students by maintaining contact with reputed businesses and companies. The Placement Cell operates round the year to provide such opportunities for overall development of students.

#### **Placement and Career Counselling Committee**

- Convener: Dr. Indu Chaudhary
   Co-Convenor: Prof. Naina Hasija
- 3. Member: Dr. Tajender Kumar
- 4. Member: Ms. Varsha
- 5. Member: Dr. Sandeep Kumar
- 6. Member: Ms. Shweta Raj
- 7. Member: Mr. Amrit Anurag
- 8. Member: Dr. Manisha Tomar
- 9. Member: Dr. Ritika Pant.
- 10. Member: Ms. Mamta
- 11. Member: Ms. Tanu Sharma
- 12. Member: Mr. Suresh Kumar
- 13. Member: Dr. Pratibha Thakur
- 14. Member: Ms. Kanishka
- 15. Member: Dr. Richa
- 16. Member: Dr. Brahmanand
- 17. Member: Ms. Mdhuri Meena

#### Placement Cell Core Team (Session 2022-23)

- 1. President: Palak Verma
- 2. Vice President: Mansi
- 3. Corporate Relations Coordinator: Rashi Akanksha
- 4. Corporate Relations Co-Coordinator: Surbhi Maheshwari
- 5. Event Team Coordinator: Shivika Sharma
- 6. Event Team Co-Coordinator: Nidhi Rawat
- 7. Marketing Team Coordinator: Muskaan
- 8. Marketing Team Co-Coordinator: Adhya Singh
- 9. Technical Team Coordinator: Rishona
- 10. Technical Team Co-Coordinator: Riya Rajvanshi
- 11. Editorial Team Coordinator: Divya Gupta
- 12. Editorial Team Co-Coordinator: Divya Mittal

#### **ACTIVITIES UNDERTAKEN BY KRYPTUS**

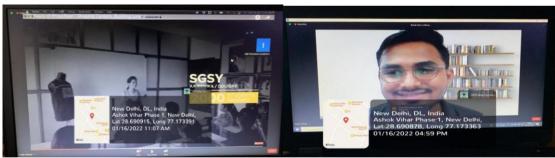
KRYPTUS did not just offer bountiful opportunities to its students through placements and internships but also organized several interactive sessions without renowned speakers to enhance the knowledge of the students and help them sharpen their skills.

### Financial Modelling Workshop 16 January 2022, Sunday

The resource person started the workshop with a case study of BOD Co. which is a franchise of Dr. Reddy pharmacy. He explained the pharmacy model question and gave a detailed explanation of some 'basics of Excel' which included representation and interpretation of columns , rows and cells. Further he showed how to do basic addition , subtraction , multiplication , rounding off and cell merge in Excel. He even explained the business applications in Excel like relevant and absolute referencing. The speaker also explained various concepts related to finance like balance sheet , debt , capital , sources of funds , investment , return , cash flow and profit. The practical application of these concepts were explained by giving real life examples. Various formulas used in excel were also discussed.

The workshop continued and the speaker explained to the audience about profit and cost calculation for any project or company. He made the session interesting by using diagrams while taking inputs from the participants. After explaining about Excel and concepts of finance, the resource person solved the entire case study using the techniques explained before.

The workshop was witnessed by a total of 74 attendees from Kalindi College.





#### PRE-PLACEMENT WORKSHOP – AIESEC

#### 22 January 2022, Saturday

The event started with a brief introduction to AIESEC by one of the team members, Niyati Mahajan. She shared how AIESEC works with the youth towards the fulfilment of their potential. She also shared the history of AIESEC which started in 1948 after the Second World War as a medium for international understanding to ensure the avoidance of similar conflicts in the future. They emphasised "youth" and "leadership" multiple times to iterate one of their goals as AIESEC was established – "for the youth and by the youth". Being young adults themselves, they set in place that the organisation works on a large level by college students. They also shared some of their values like 'striving for excellence, 'demonstrating integrity, and 'activating leadership'.

Thereafter, Niyati Mahajan explained the perks and benefits of joining AIESEC explaining how AIESEC is well recognized by the UN, and how "being involved here can provide you with an opportunity to be different and achieve what you want to achieve." She then shared the different departments of the organisation which are divided between front and back office. The front office deals with the outgoing and incoming global exchange. They called the back office the 'backbone of the organisation' with departments like, 'Business Development' and 'Finance and Legalities', 'People Management', 'Marketing', 'Customer Experience and Operations'. Furthermore, they shared their 'National Board of Advisory' with renowned names like Ronnie Screwala, founder of Upgrad, Arun Kumar, founder of KPMG, and UN advocate, Dia Mirza. Additionally, they provided details on the selection and enrollment process. The selection process will consist of three rounds:

<u>First round:</u> There'll be a group discussion on a basic topic where English speaking skills will be mainly tested.

<u>Second round:</u> There'll be what they called a 'team innovation' round which is a surprise element in their interview processes to check skills in team coordination.

Third round: It consists of a personal interview with HR.

The workshop was witnessed by a total of 96 attendees from Kalindi College.

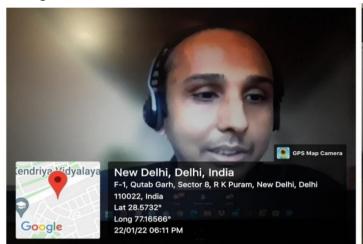


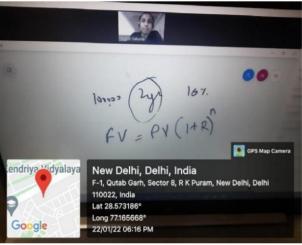


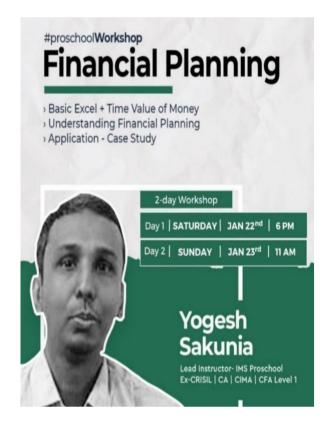
### FINANCIAL PLANNING WORKSHOP 22-23 January 2022

KRYPTUS-Placement Cell of Kalindi College, DU organised an insightful workshop on Financial Planning in collaboration with IMS Preschool. The workshop was conducted by Mr Yogesh Sankuria who is the lead instructor at Proschool. He is an ex-employee of CRISIL and a CA. He described topics such as time value of money, compounding, discounting and opportunity cost. He explained the concept of calculating future value, payment, annuity etc. on MS Excel.

Mr Yogesh did several questions to make the concepts clearer. He asked the participants to do the question simultaneously and explained the questions repeatedly. The participants interacted enthusiastically and asked their queries which were all solved by the speaker. Nearly 374 students registered for the event and 120 students attended. The event turned out to be extremely insightful.







#### PRE- PLACEMENT TALK- TURING.COM

#### 24 January 2022

The event started with a brief introduction of turing.com to the joinees by one of the team members, Mr. Sivaramkrishnan Kalyanraman. He shared, With the mission to unleash the world's untapped human potential, Turing provides WFH facilities with the best minds in the world even to the most remote areas. With majority recruitment from US and India due to large population, it also provides job opportunities to people from remote areas of Nigeria, Brazil and countries from Latin America etc.

Mr. Sivaramkrishnan Kalyanraman shared the students the key traits they are looking for in a candidate are-Drive for Continuous Improvement, High integrity, Leadership Qualities, Ability to positively impact on others. Adding to this also shared the perks of working with tutoring.com. Selection process involves seven steps:

- Aptitude Assessment
- Interview Round-1
- Assignment
- Interview Round- 2
- Offer Roll-Out
- Joining
- Induction

Only final year students were eligible to join the meeting and a total of 23 students joined.





## PRE PLACEMENT TALK - LIMITLESS STREE DATE 25th JANUARY 2022

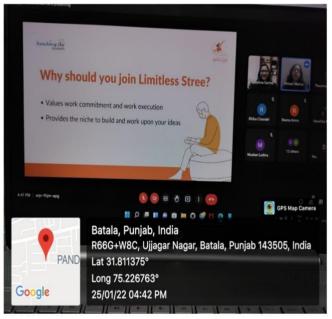
The event started with a brief introduction to Limitless Stree- Reaching Sky Foundation by one of the team members, Miss. Himani Mehra. She shared, Limitless Stree is a women empowerment initiative. It focused on building capacities, spreading awareness, and creating a cohort of gender advocates for the 21st century. Focus Areas: Economic Opportunities, Reproductive and sexual health, Shadow Pandemic, and Capacity Building. Gender lens on SDG 1,3,4,5,8 and 10. The vision of organisation is to create a network of Gender Advocates, who lead through social change and to empower youth to build digital skills and knowledge, taking actions in a safe space and a positive support system, so that they can help each other and expand the horizon of their sills, reaching out to their full potentials and to create a positive community of youth with a special focus on women.

Ms. Udeshna Sarma shared the key traits they are looking for in a candidate which are – Self motivated, enthusiastic and having a passion to contribute towards SDG 5 – Gender Equality. Adding to this, she also shared some basic information about the internship:

Internship Duration- 2 Months; Languages- English, Hindi; Working Modality - Work From Home; Age – 18 Years or above; Working Requirements – Laptop/ Desktop + Internet Connection.

- 1. Content Creators
- 2. Human resource
- 3. Marketing





### PRE PLACEMENT TALK- EGIYOK 28th JANUARY 2022

The event started with a brief introduction to Egiyok by the Relationship Manager of Egiyok, Ms. Apoorva. She started with a brief introduction about the poultry sector and how poultry is backyard activity not a commercialised activity. Egiyok is a one-stop destination for all poultry industry needs. It is a conscious effort to transform poultry into a digitally empowered industry and knowledge economy. Set to be India's largest digital portal for poultry products and services, it aims at providing an effortless experience for people involved in it such as producers, farmers, dealers, poultry service providers & consumers across the country. It's a marketplace to fill the gap between demand and supply of poultry products & services.

She then brief about the advantages of commercialise Poultry Sector in India like one of the fastest growing economies, highly skilled manpower pool, second largest Consumer market etc.; products and services offered by Egiyok like all birds, eggs, chicks, poultry medicine, contract farming, doctor consultancy services, real estate services, transportation services, cold storage services etc.; loopholes in the industry like limited access, exploitation by unauthorised agents, less business opportunities, lack of centralised market and price fluctuations/ market trends.; about the app-like multilingual platform for every corner of India, data protection and user information is safe and high response time even in low internet connectivity.

Then she gave a brief about the roles & responsibilities for the posts which they were recruiting:

- 1. Sales & Marketing
- 2. Digital Marketing

The workshop was witnessed by a total of 46 attendees from Kalindi College.



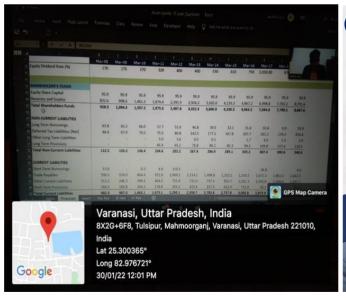
#### ACCOUNT BASED DECISION MAKING WORKSHOP

#### 30th January 2022

The event started with a brief introduction about what would be taught in the session, that is Accounts and Decision Making, financial statement, along with a case study. To start the session, Maitreyi Agarwal, the Coordinator of Kryptus, welcomed everybody and the speaker, Mr. Adish Jain who's a CA (ended in 2016) and CFL (ended 2019) level 3. He has received a research analyst certificate from ISM. He also has 6+ years of experience from Morgan Stanley, and ICICI Securities along with 3+ years of experience in teaching strategic management, and taking training sessions on financial modeling. He is familiar with knowledge databases like Thomson One and DataStream. Thereafter, the resource person enlightened the participants that to make a financial statement is to 'understand and analyze a financial statement using theoretical and practical knowledge.' Further, he explained the concept of financial statements in terms of assets, liabilities, revenue, and equity capital. Before starting with the case study, he gave time to revise the concepts, articulate thoughts, and ask questions if any.

Afterwards, he introduced the case study of Asian Paints. He explained the balance sheet of Asian Paints and the associated relevant topics holistically like total operating revenue, EBITDA, EBIT, direct and indirect expenses, tangible and intangible goods, depreciation, amortization, etc. The audience was attentive and followed him step by step. The practical application of these concepts was explained by giving real-life examples. Further, he presented the ratios of Berger, a competitor to Asian Paints in India, to explain the importance of comparing one companies' ratio with its competitors to accurately analyze, including all the combined factors which company is better to invest in. He also said that the focus of introducing Berger was on the interpretation of the ratios and financial statements rather than just formulas.

Number of students registered: 151



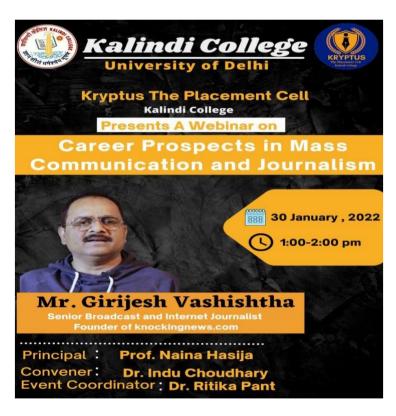


# Career Prospects in Mass Communication and Journalism 30<sup>th</sup> January 2022

A webinar on 'Career Prospects in Mass Communication and Journalism' was organised by the Placement Cell of Kalindi College, KRYPTUS, on January 30, 2022 via Google Meet. Mr. Girijesh Vashishtha. He started by thanking the Placement Cell of Kalindi College for having him and giving him such a great opportunity to interact with the students who are going to be the future of the media industry.

Mr. Girijesh Vashishtha started by thanking the Placement Cell of Kalindi College for having him and giving him such a great opportunity to interact with the students who are going to be the future of the media industry.

He then drew a contrast between, being a medium to prove facts through visuals but at the same time having the ability to manipulate facts with the help of graphics, how TV as a medium can be strong and weak respectively. He also enlightened the fact how, nowadays, social media helps in reaching larger masses in no time and that it can be a great scope for students to build their careers in. He then explained the importance of knowledge of current affairs, good communication skills in getting jobs. According to him having a good grip on language, especially Hindi, is really important to increase one's chances of getting a good job.



### APTITUDE TEST WORKSHOP 31st January 2022

The session started with the resource person explaining what aptitude actually means and why are all the entrances driven towards aptitude tests. He then emphasized the correct sequence of approaching something new which should start with the choice of career followed by course, college and then exams. He also signified the importance of building a profile and the key points to be mentioned in it which are leadership, initiative, innovation, impact and progression.

Furthermore, he divided the areas of work into two major domains i.e. knowledge based and skills based to help students choose the right path for themselves. After this he explained the selection procedures of the top B Schools in India and also displayed the syllabus for their entrance examinations and their fees and average salary offered after completion of the course. The workshop was witnessed by a total of 106 students from Kalindi College.







### Career Prospects in Political Science 8th February 2022

Kryptus, The Placement Cell, Kalindi College had organised a webinar on career prospects in Political Science to give our students insights about various career opportunities within this discipline, on 8<sup>th</sup> February, 2022 at 5:30 PM.

Our Honourable Speaker and Chief Guest for the webinar was Ms. Shalini, IPS 2011 Batch, Uttar Pradesh Cadre, M.Phil. in Political Science and former Assistant Prof. in University of Delhi.

Ms. Shalini gave an overview of the scope in Political Science. She highlighted career options like Political Analyst, Political Scientist, Public Relations Specialist including Teaching and Civil Services. She cogently answered many questions asked by the students, mostly directed towards civil services examination like- how to begin with the preparation, how to manage it alongside college and what schedule a student should follow. Ms. Shalini also emphasised on being sincere and dedicated towards conceptual clarity in college studies, committees and competitions as these help in broadening the horizon of knowledge to a great extent and in turn prove advantageous in career ahead.

All members of the committee put great efforts for the success of the program. It was a productive webinar for our students.



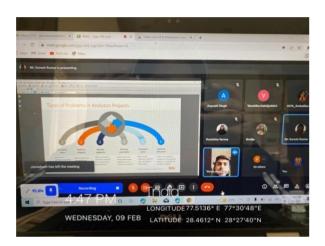


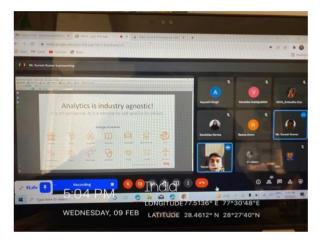
## CAREER PROSPECTS IN DATA ANALYTICS 9th February 2022

Kryptus- Placement Cell of Kalindi College organised a webinar on career prospects in data analytics. The Honourable speaker and Chief guest for the webinar was Mr. Varun Aggarwal, who is an alumnus of Delhi School of Economics, currently serving as Vice President at EXL Analysis, where he is leading a team of 150+ data scientists.

The event started with introduction about data analytics, the prerequisites of data analytics and the primary skills needed for it like data extraction, data engineering, domain knowledge, logical reasoning and communication skills etc. After that, he explained about the work streams in data analytics and types of problems in analytics project and the path to become a data analyst.

The event ended with a Q&A session wherein participants got their doubts and queries resolved by the speaker.



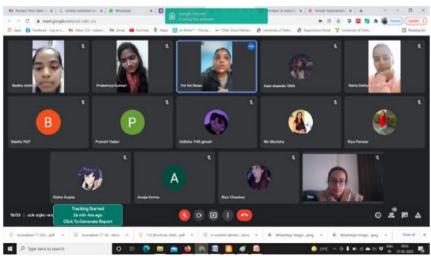




### Career Options after BA Programme 12th February 2022

Kryptus, The Placement Cell, Kalindi College had organized a webinar on career prospects in B.A Programme to give the students insights about various career opportunities within the discipline. Ms. Khushboo gave an overview of the scope in journalism and media. She highlighted career options like social media, content writing, voice over artist, animation and designing, Public Relations even teaching and Civil Services. She cogently answered many questions asked by the students, mostly directed towards content writing, poster making, book printing, importance of General knowledge in examinations. Ms Khushboo and Ms Prakamya also emphasised on being sincere and dedicated towards conceptual clarity in college studies, committees and competitions as these help in broadening the horizons of knowledge to a great extent and in turn prove advantageous in career ahead. All members of committee put great efforts for success of the program. It was a productive webinar for our students.



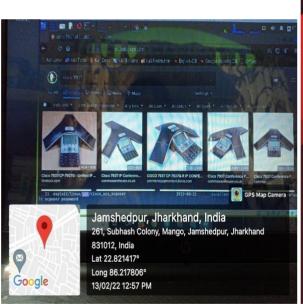


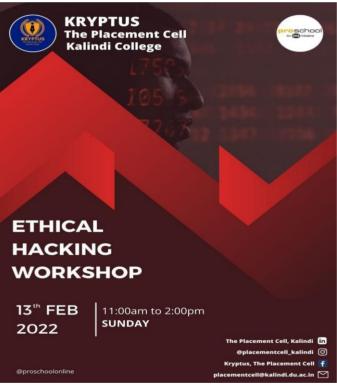
### ETHICAL HACKING - PRO SCHOOL 13TH FEBRUARY 2022

On February 13, 2022, KRYPTUS – The Placement Cell of Kalindi College organised a Session on Ethical Hacking in collaboration with PRO School. Students of all courses of all years were welcome to join the event starting from 11:00 AM. The event started with a warm welcome by Ritika Chandel, The Vice President of Kryptus- The Placement Cell of Kalindi College, she briefly introduced the speaker Mr Ramakrishnan from Bangalore. He is an entrepreneur with over 25 years experience in technology. Providing cybersecurity, information security and strategic planning.

Mr. Ramakrishnan gave a gist about major hacking methods with an example of an SUV running up to several kilometres, driverless as it was hacked by Charlie Miller and Chris Valasek. What they did was hacking but it was not ethical. He then gently shifted to Ethical hacking, its career prospects and how someone can get into it. He also suggested some softwares handy in ethical hacking to the students. At last he demonstrated all of this by getting into the official website of Kalindi College and made really minute changes.

At last Ritika Chandel casted a vote of thanks to Mr. Ramakrishnan on the behalf of The Placement Cell.



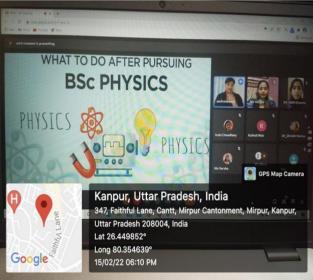


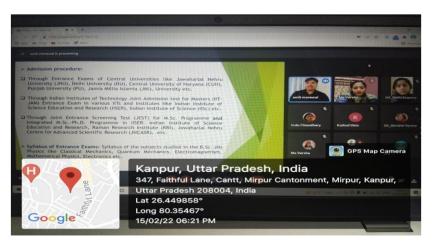
# Possible Career Opportunities in Physics 15<sup>th</sup> February 2022

Kryptus, The Placement Cell, Kalindi College had organized a webinar on possible career opportunities in the field of physics to give students an insight look about various career opportunities within this discipline, on 5th February, 2022 at 6:00 PM. Our Honourable Speaker and Chief Guest for the webinar was Dr. Amit Kumar.

The speaker gave the introduction of all possible scope in the field of Physics and physical Science. He mentioned all jobs opportunity after the B.Sc. (H) physics and then explain all courses after B.Sc. physics (M.Sc., MTech., Ph.D.) and how to pursue in these courses and all benefits (like scholarships, jobs). The speaker recommended the all the entrance exams like (NET, GATE, JEST) for many different career options. The presentation slides present by the speaker during the webinar gave all answers to the students directly like- what are the eligibility criteria for many exams and courses, how to apply for any scientific jobs and related to it. The speaker mentioned some famous and recommodated institutes for higher studies and also mentioned various jobs after B.Sc. (H) physics and B.Sc. physical science like( technical assistant in DRDO, junior executive in airport authority of India, project scientific, technical assistant, lab assistant in various research institutes and universities).







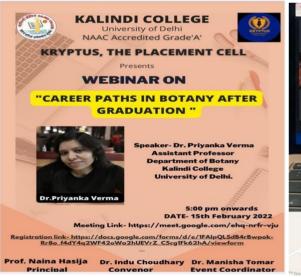
## Career path in Botany after Graduation 15<sup>th</sup> February 2022

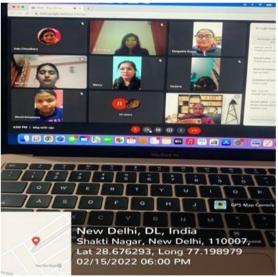
On February 15th, 2022, Kryptus, the placement cell of Kalindi College organized an online webinar on 'Career Paths in Botany after Graduation' with DR. PRIYANKA VERMA, assistant professor at the Department of Botany of the college itself, as the chief speaker.

Dr. Priyanka presented a presentation for the ease of understanding. Four major aspects of the talk were government jobs, private sector, higher education and entrepreneurship and she indeed left no stone unturned in explaining them all.

Under the title of government jobs, she talked about few central examinations for botany students which included UPSC, CSAT, gazetted groups and officers exam. Indian forest services, Combined Graduate Level Exam and Food Corporation of India too comprised the list. Talking about the private sector job, she shed light on the main examination here, CAT and also on other jobs - ECOLOGIST, PLANT BIOCHEMIST, RESEARCHER, ENVIRONMENTAL CONSULTANTS, PARK RANGERS, TEACHERS, DATA ANALYST, MEDICAL CODER, INCIDENT MANAGERS, CORPORATE COMMUNICATIONS MANAGER and so on. For those who wish to carry their study forward Dr. Priyanka explained numerous paths for higher studies; these included MSC in BOTANY, BIOTECHNOLOGY, MICROBIOLOGY, FORESTRY, HORTICULTURE,

BIOINFORMATICS, LIFE SCIENCES, MSC ENVIRONMENTAL SCIENCES, FORENSIC SCIENCES and CLINICAL RESEARCH.





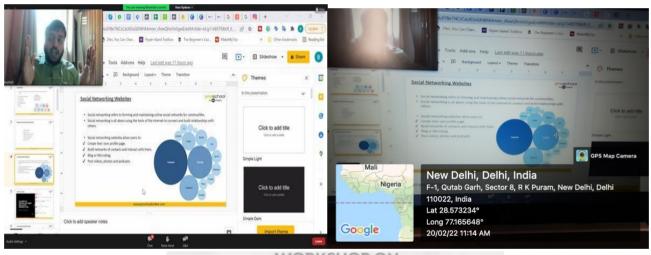


## Workshop on Social Media - Analysing and Advertising 20<sup>th</sup> February 2022

KRYPTUS – Placement Cell of Kalindi College, DU organized an insightful workshop on Social Media in collaboration with IMS ProSchool. It was conducted by Mr Bhumish Sethi who is an MBA, BE and has 8+ years of experience. The workshop was attended by students from various disciplines such as Commerce, Science, Economics, etc. at 11:00 AM.

Then Mr Bhumish Sheth started the session. He told the students the correct way to choose the colours for the brand they are working for. He made the students aware about how the colours used in different advertisement have a great influence on human minds and can influence their emotions and Decision Making. Some examples are dark red for aggression, rage, anger, annoyance, white black and grey for trustworthiness orange for excitement, green for passion, and yellow for optimism.

He then explained in detailed how to use canva and slack and described the whole process of making a graphic video, editing it, choosing colors for it, formating and presenting it. He also described how to choose a campaign objective for making a video or advertisement for social media keeping in mind the potential targeted customers. Overall, the session was very interactive and received positive feedback from students who very eagerly waiting for some more sessions like this.





## WORKSHOP ON - HOW TO DO WELL IN PERSONAL INTERVIEWS $7^{\mathrm{TH}}$ NOVEMBER 2022

On 7<sup>th</sup> November, 2022, Kryptus, the placement cell of Kalindi college organized a seminar on how to do well in the personal interviews. Students of all courses of all years were welcomed to join the event starting from 12:30pm. The speaker for the seminar was Mr. Anil Bhadauria. Mr. Anil has followed more than 17 years of academic experience in the teaching industry and is currently serving as a Senior Faculty in T.I.M.E. Institute.

Mr. Anil discussed how the first question asked during an interview is "Tell us about yourself," and how it is intended to put us at ease. He demonstrated how to respond to this question in a way that distinguishes us from others, such as by mentioning unusual interests or hobbies. The seminar began with a discussion of interviews and how most of us feel stressed and overwhelmed before going to a job interview.

He also discussed how important it is to understand your strengths and limitations, as well as how understanding how to use your talents and admitting and improving on your flaws will make you a better employee. Then he discussed the importance of knowing everything around you because interviewers may ask you about it. He discussed how one should control their emotions and maintain their composure under any circumstances because unethical behaviour is never tolerated. The jest is that the session was very helpful for the attendees and it emerged as an educational workshop.







#### WORKSHOP ON - PERSONALITY DEVELOPMENT AND MENSTRUAL HYGIENE 11 NOVEMBER 2022

On November 11, 2022, the Kalindi College Placement Cell organized a seminar on 'Personality Development and Menstrual Hygiene'. Students of all courses and of all years were welcomed to join the event starting from 1:30pm. The speaker for the seminar was Ms. Mansi Rajput. Ms. Mansi discussed about how one should present herself. She further explained that there are three things which describe our personality "our appearance, body language and communication skills", and she also told how one should improve it. She demonstrated how one should take care of herself or her skin which make our appearance standout more, like one should focus on her grooming, dressing and hygiene. And the seminar continues she give tips to make our skin healthy and glowing like 15 minutes of walk and exercise.

She also discussed about period management tips and gave health tips for daily basis to the students. She also gave the tips for the perfect body language. At last, she discussed about the type of communication skills one should have.

At the end of the event, Ms. Mansi enthusiastically took questions from the audience and answered them sincerely. She discussed that personality development is as much important as one's knowledge in one's life. It was very considerate event and gave the attendees a valuable lesson.





