

**Report of the activities of the Career Counselling and Placement Cell of Khudiram Bose  
Central College from June, 2022 to May, 2023**

**Activity 1: Expert Connect- A Talk with a Solar Entrepreneur held on September 8<sup>th</sup>, 2022**

Resource Person	Miss Sangita Sen, Founder of SunnyRay Solutions, Nominee Nari Shakti Purashkar, 2022
Objective of the event	<ul style="list-style-type: none"> <li>✓ To observe Renewable Energy Day (August, 20<sup>th</sup>, 2022)</li> <li>✓ To understand the opportunities and challenges of entrepreneurship as a career option</li> <li>✓ To understand the status of women entrepreneurship in the state</li> </ul>
Target Audience	Sem V students of all departments
No. of students who participated	194
Composition of the students	B.Com (Hons.)- 45, B.Com (Gen)-21, History (Hons.)- 22, English (Hons.)- 14, Hindi (Hons.)- 04, Political Science (Hons.)- 10, Journalism & Mass Communication (Hons.)- 17, Education (Hons.)- 17, Bengali (Hons.)- 05, B. A. (Gen)- 36, B.Sc (Gen)- 02, Pass out- 01 from English (Hons.)
Outcome of the event	The program was held in the form of interview where questions on her present business, her shift towards entrepreneurship in an unconventional sector, the business model, marketing strategies she adopts. The resource person shared her experience in the solar sector in WB, her journey during pandemic, the challenges she has faced and the strategies she has adopted to overcome those. She also shared some practical details and insights for the inquisitive minds of the students who wanted to be entrepreneur. The program was interactive.
Duration	3 hours

Mode	Offline
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**Activity 2: Placement Opportunities to be offered by SBI Life scheduled to be held on September 15<sup>th</sup>, 2022**

Collaborating Organisation	SBI Life Insurance Co. Ltd.
Target Audience	Pass out students of 2020, 2021 and 2022
No. of students who attended	11
Composition of the students	B. Com- 06, Geography (Hons.)- 02, Journalism & Mass Communication- 02, B.A. (Gen)- 01
Outcome of the event	The program could not be held due to such low participation of the students. It was decided to hold later.
Mode	Offline

**Activity 3: Placement Opportunities offered by TRUSTKLUB Consulting Pvt. Ltd. held on November 21<sup>st</sup>, 2022**

Collaborating Organisation	TRUSTKLUB Consulting Pvt. Ltd.
Target Audience	Pass out students of 2020, 2021 and 2022
No. of students who participated	21
Composition of the students	B. Com (Hons.)- 11, B.A. (Hons.)- 4, B.Sc (Hons.)- 2, B.Com (Gen)- 1, B.A. (Gen)- 2, B.Sc (Gen)- 1
Outcome of the event	The placement opportunities in the organisation, the written test, interview procedure, work details, the CTC, etc were discussed with the students. The students were asked to fill up a google form which would enable them to connect with the students and proceed further.
Duration	2 hours
Mode	Offline

**Activity 4: Career Meet 2022 held on December 2<sup>nd</sup>, 2022**

Track 1- Placement and Internship Opportunities	
Collaborating Organisations	SBI Life Insurance Co. Ltd., Teach For India, SunnyRay Solutions
Target Audience	Sem V students and pass out students
No. of students who attended	159
Composition of the students	Bengali (Hons.)- 5, English (Hons.)- 50, Journalism & Mass Communication (Hons.)- 13, History (Hons.)- 3, Education (Hons.)- 24, Hindi (Hons.)- 2, Political Science (hons.)- 2, B.A. (Gen)- 21, B.Com (Hons.)- 29, B.Com (Gen)- 1, Pass out Students- 9
Outcome of Track 1	<ul style="list-style-type: none"> <li>➤ SBI Life Insurance Co. Ltd. discussed the internship opportunity in their organisation which would eventually be converted to placement opportunity after they qualify an examination by IRDA and meet the sales target. The current scenario, opportunity in the life insurance sector and the company profile were discussed.</li> <li>➤ The representative from Teach For India gave an overview of what the organisation does in the education sector, introduced the fellowship opportunities in Teach For India, how to crack the same through series of steps. The session was highly interactive where both the students and the teachers interacted on the most pertinent issue i.e, the gap and inequality in education. The representative also pointed out the</li> </ul>

	<p>opportunities which a Teach For India fellow will have after the fellowship program.</p> <ul style="list-style-type: none"> <li>➤ The founder of the SunnyRay Solutions offered internship opportunities in Content Writing, Video Making and Poster Making. She specified that the opportunity will expose the students to understand the needs and situation of the micro enterprises in WB.</li> </ul>
Duration	3 hours
Mode	Offline
Track 2: Career Oriented Programs	
Collaborating organisations	EduDelphi Education Pvt. Ltd., IMS Kolkata
Target Audience	Sem V, Sem III and Pass out students
No. of students who attended	314
Composition of the students	Bengali (Hons.)- 16+5, English (Hons.)- 26+50, Education (Hons.)- 12+24, Geography (Hons.)- 12, History (Hons.)- 8+3, Political Science (Hons.)- 7+2, Journalism & Mass Communication (Hons.)- 8+13, Hindi (Hons.)- 1+2, B.A. (Gen)- 47+21, B.Com (Hons.)- 7+29, B.Com (Gen)- 11+1, Pass out students-9
Outcome of the event	<ul style="list-style-type: none"> <li>➤ EduDelphi Education Pvt. Ltd. offered many career-oriented programs like ERP Consulting Training, Advanced Digital Marketing, Ethical Hacking, Data Analytics with Advanced Excel, Certificate in Accounting Technician Course (with Institute of Cost Accountants of India).</li> <li>➤ IMS Kolkata gave an overview of the training required for cracking CAT, MAT and other management</li> </ul>

	entrance tests and how IMS can provide solution to that.
Duration	2.5 hours
Mode	Offline

**Internship in SBI Life- 12 Sem V students had initially expressed their interest to join in SBI Life. Eventually, due to the nature of job (marketing and target oriented in nature) and due to the upcoming Sem VI examination, the students did not take up the internship.**

**Teach For India Fellowship Program- No data forwarded by Teach For India for the same.**

**Internship in SunnyRay Solutions- No current Sem V student opted for the internship in SunnyRay Solutions.**

**Activity 5: Orientation Programme to enhance employability, internship and placement opportunities held on March 14<sup>th</sup>, 2023**

Collaborating Institution	Pune Institute of Business Management
Target Audience	Sem VI students
No. of students who registered	29
No. of students who attended	10 (B.Com- 9, Journalism and Mass Communication-1)
Outcome of the event	The students were given an overview of the 30 hours Student Development Program that the B-school would conduct to address the industry-academia skill gap. They were also introduced to the National Employability Skill Test (NEST) that the B-school conducts for placement of the UG students.
Duration	2 hours
Mode	Offline

**Activity 6: Career Guidance Program held on May 3<sup>rd</sup>, 2023**

Collaborating Institute	La Martiniere Seomp Society under the Tech Mahindra SMART program
Target Audience	Sem IV and Sem VI students of B.Com (Gen), B.A. (Gen), B.Sc (Gen). But Honours students also attended the same.
No. of students who attended	40
Composition of the students who attended	B.Com- 39, B.A.- 1
Outcome of the event	The students were given an overview of the various training and skill building opportunities that the institute offers at a very nominal cost as the CSR initiative of Tech Mahindra. The institute shared their effective placement record in the BPO sector, retail sector, front office job roles, etc. after successful completion of their training. Some candidates took training and were placed through the La Martiniere Seomp Society. The details of such candidates have been provided in the placement document.
Duration	2 hours
Mode	Offline

**Activity 7: On-campus recruitment drive in Royal Research**

Organisation Name	Royal Research
Post	Academic Researcher
Opportunity for whom	Sem VI and Pass out students
No. of students registered	63
No. of candidates selected	4
Composition of the students selected	B. Com (Hons.)- 2, B.Com (Gen)- 1, English (Hons.)- 1

<p>Outcome of the on-campus recruitment drive</p>	<p>The final selection process ended in August, 2023. The candidates were issued offer letters in December, 2023. Due to the delay, out of 4 candidates, 1 candidate had joined Masters Degree program, 1 candidate had joined some other organisation. The remaining 2 candidates did not take up the offer as the offer letter lacked transparency regarding the name of the employer. The Career Counselling and Placement Cell also did not endorse such lack of transparency in the offer letter. The details of such candidates have been provided in the placement document.</p>
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**Chandrani Dutta,**

**Coordinator,**

**Career Counselling and Placement Cell**