



THE PLACEMENT CELL, MAITREYI COLLEGE

ANNUAL MAGAZINE

2020-2021



THE CHRONICLE

Second Edition

EDITORIAL *Team*

Dear Readers,

You have in your grip the second edition of the yearly magazine of The Placement Cell, Maitreyi College; 'The Chronicle'. We are pleased to inform that the magazine for the academic year 2020-21 under the ubiquitous guidance of Principal Ma'am and our respected teachers is alive now. We believe the magazine is a great deal appreciated in its undertaking to reflect its confident outing towards a complete goal.

The magazine is to be viewed as an epitome of the cell's achievement for the entire year with tips and appeal about the placements around us. This humble drive is to update the understudy's data and meaning of placements in their three-year degree.

This gigantic task of editing and publication of this magazine would not have been possible without the sincere assistance of the people from the Editorial Board. We liberally wish all of the followers our the very best and expect this blessing will benefit as much as possible from their essential endorsement and prove itself to accept a crucial part in the general improvement of the understudies.

Chief Director



**Dr. Pawan
Sharma**

Executive Directors



**Kashish
Gupta**



**Aanandita
Bhagat**

Editors



**Shipra
Agarwal**



**Anisha
Agarwal**



**Laveesha
Chawla**



**Ashika
Bhatia**



**Shreya
Minocha**



Dalisha Agarwal



Sajel Garg



Parthi Suri



Mansi Ahlawat



Sulekha



**Vishi
Choudhary**



**Gargi
Kansal**



**Simran
Ambawata**



**Jaanvi
Jairath**

PLACEMENT COORDINATORS :

Akshi Dhall , Harneesha Makkar , Kanika Singh , Ananya Nambiar, Rishika Mehrotra , Hiya Srivastava, Sanskriti Kothari, Nandini , Sanjana Yadav , Merlyn Malhotra, Simran Goel , Ritika Agarwal, Subhangi Singh, Samreen Samar, Prakriti Mishra, Vidhi Juneja , Manika Gupta, Pawanpreet Kaur, Tanuj Yadav , Ananya Paliwal , Shagun Malhotra, Ishita Singhal.

TABLE OF CONTENTS

Sr.no	Particulars	Pg.
01	About Maitreyi	01
02	About Placement Cell	03
03	Principal's Message	04
04	Teacher's Messages	05
05	Union's Message	06
06	Core Team's Message	07
07	Road Map	08
08	Our Goals	09
09	Reports: The Placement Empirical	10
10	Virtual Session Tour	18

Sr.no	Particulars	Pg.
11	Navigating the Post- Pandemic World	22
12	Journal of Knowledge	29
13	Insights into the Skills of the Future	38
14	Why Placement Cell ?	45
15	Placement Vs Higher Education	46
16	Frequently Asked Questions	47
17	Our Pride, Our Alumnae	48
18	Testimonials from our Alumnae	50
19	Placement Career Tabloid	52



About Maitreyi College

Holistic Learning

Maitreyi College, University of Delhi is a renowned women's college situated in Chanakyapuri, South Delhi. Maitreyi College practices a pedagogical approach which aims at the holistic development of its students. Apart from excellence in academics the college has an established tradition of continuous achievements in the field of sports, NSS, NCC and cultural activities. The ever-increasing growth and progress of the institution can be comprehended by the way the college moved from the 38th position to the 35th position in the session 2019-2020.

Apart from offering courses in Arts, Commerce and Science to more than 3000 students at the undergraduate level, the college also offers post graduate courses in Mathematics and Political Science. Certificate courses in French, Spanish, Journalism and web designing are offered as non-credit add on courses and are of tremendous benefit to students. The students get an all-round education which is not simply confined to bookish learning and sports but also aims to inculcate abilities like team building, soft skills, corporate work rhythms and other essential qualities and aptitude by means of departmental fests, cultural societies and various other college events. In the academic session 2019-2020, 372 students enrolled in 14 short term courses in various domains such as Animation, Graphic Designing, Digital Photography offered by Adobe under Digital India through CSE (Ministry of Electronics and telecommunications, Government of India). The college strives to broaden the worldview of students, expand their skill sets and provide them with practical knowledge. Pioneer online courses were launched last year in collaboration with the United Nations Centre of the Indian Astrobiology Research Centre (IARC) Mumbai, namely:

IYPT 2019, International Short-Term Certification Course commemorating United Nations International Year of Periodic Table, COP+25, International Climate Action Certification Course and RIO+25, International Short Term Course.

In the previous sessions, the college held several national level conferences, symposia, seminars, workshops and faculty development programmes.

Maitreyi not only tries to create competent, aware and persevering students, it also makes them acutely conscious of their responsibility towards society. The college initiated sashakt and community outreach programme. Sashakt Nadal Sports Centre for PwDs (Person with Disabilities) is the country's first initiative, in which NATIONAL and INTERNATIONAL level Paralympics and basketball players practice in college premises.

Rigorous Research And Hands On Training

Through various training programs and activities, the college bridges the gap between industry and academics by contributing to the growth and personality development of students through departmental magazines, summer research projects and various start-up initiatives by the Entrepreneurship Cell. Thus, the college is widely supporting its students in their research as well as other endeavours.

The departmental magazines, E journals and summer research projects in college enables students to be engaged in research and also provide them a platform to share their insights with their peers. The college not only conducts various summer internship programs under the guidance of mentors but also engages students in annual research projects to instill the ability to think deeply and analyse minutely. Selected research papers are also published in Vantage, an inter-disciplinary peer reviewed journal of Maitreyi college. In the academic session of 2019-20 the college published various Departmental Magazines and Newsletters such as Arthaneeti, Department of Economics, Samvedna, ICC, The Chronicle, Placement Cell, Maitreyi Kriti, Department of Hindi, Sociologue: Aao Baat Karein, Department of sociology, Convergence, Department of Mathematics and Dialect, Department of English. These platforms have not only sharpened the cognitive skills of the students, but also contributed significantly to the existing body of knowledge.

Student's Initiative (College Societies)

Maitreyi has a vast network of student run societies instilling independence, professionalism, teamwork and resourcefulness. The Placement Cell of Maitreyi not only provides job and internship opportunities but also helps in imparting various skill sets to students to help them find a strong footing in the industry. The cell conducts various webinars and upskilling sessions to identify career goals and provide an edge to students in the competitive job market. The session 2020-2021 witnessed a lot of firsts within the cell. The Placement Cell single-handedly managed 12+ online training sessions and 300+ online placement and internship drives. Under the training program, the cell organised 30+ National and 4 International webinars, on topics including the basics such as CV building and specialised webinars on higher education. The Annual Internship and Job fair, Envision: 3.0 enabled students to network with companies, identify potential opportunities and enhance their professional communication skills. Over the course of the year, more than 65 companies such as Wipro, Deloitte, Tech Mahindra, Amazon, Apeiron Management, DE Shaw & Group, Cvent, Chegg, Ernst & Young and various NGOs conducted virtual recruitment drives. The highest package offered was 19.25 LPA, average package offered was 4.8 LPA and 54.66% registered students got placed in their desired companies.

Maitreyi also offers its students a platform to explore their entrepreneurial skills via Meraki: The Entrepreneurship Cell. It provides an established and well disciplined structure to polish the knowledge and skills of the students. The college has various departmental societies like Excelsior, Arthaneeti and many more. They conduct annual fests, educational excursions and industry visits, thus being a great source of knowledge and exposure to our students.

The College has also organised some major events namely, Interdisciplinary Academic Fest: Avgaahan and The first ever Tedx event with the theme "A Proposal Towards Humanity".

About The Placement Cell

The college has an active Placement Cell which helps the students in achieving their true potential in the present day competitive market. The Placement Cell strives to offer the best profiles for a different array of departments. These department range from Commerce to Sanskrit and from Economics to Sciences, so that every one of our students can have the opportunity that they have been aiming for.

The Placement Cell aims to focus on taking up the role of a mediator between the corporate sector and the students to fill the existing void. The Cell operates to ensure an efficient way, and to conduct the process without any complication. This turns out to be a symbiotic relationship where both the students and the companies are benefited. It helps students to get placed in the companies with their desired profiles and at the same time, the companies can also acquire the skills and the passion which they aims for in the candidates.

It is a continuous process of developing alliance with potential recruiters and inviting them to the college to provide them high quality human capital. College is equipping the students to learn about entrepreneurial and managerial skills to operate in challenging business environment.

The Cell works with an aim to nurture an ecosystem that promotes democratic values, inclusiveness of diverse people and cultures, and freedom of expression and creativity.

Thus, we strive to work diligently in the successive sessions too, hosting our recruiters with same ardour as well as catering to the aspirations of every proud Maitreyian.

PRINCIPAL'S MESSAGE



Maitreyi College, named after a learned saint, is an institution that strives to contribute to the holistic learning of its students. The students acquire both knowledge and wisdom, professional skills and humane values and are encouraged to use the lessons learnt to create a better and brighter future for themselves and the society they are a part of. The Placement Cell of the college embodies the ideals and versions of Maitreyi's philosophy by providing a wide range of opportunities to students to chart out their professional journeys. The cell coordinates with various organisations and the corporate sector for conducting upskilling sessions, training programs and internship and job opportunities. The efforts of the Placement Cell are geared towards making students realise their abilities, skills and their dreams.

I take this opportunity to wish luck and more success to the Placement Cell for all the future endeavours.

Dr. Haritma Chopra
Offg. Principal

TEACHER'S MESSAGES

The placement cell of Maitreyi College strives to instil life skills amongst the students. The cell, run primarily by the students with inputs from the teaching faculty, enhances planning and team building capacities. There are myriad workshops ranging from CV building to enhancing soft skills. The purpose of the cell is threefold, to provide internship to the students, to marry up the companies with the right skill sets of students and to provide information related to higher education.

The need of the hour however is self employment and start-ups and we welcome the inputs of our alumni, a valuable resource, in helping us in our endeavours.



Dr. Anurita Jalan
Teacher Convenor

Efforts make things work.

It is my privilege to guide such an enthusiastic team that helps the students to dream big and help them achieve their dreams.

I wish Placement Cell Team success in all ventures.



Dr. Pawan Sharma
Teacher Coordinator



KASHISH GUPTA

PRESIDENT'S MESSAGE

" Leadership is the capacity to translate vision into reality "

With leadership comes duty which eventually is the key of accomplishing flawlessness. I, with this position worked endlessly with my team in the right direction towards achieving the desired results. The aim was to increase the employability ratio, encourage the fellow maitreyians to achieve great heights, guide and lead my team

into delivering effective results along with personality grooming. It is rightly said that challenges are the main drivers to attain success. Thus, in such a situation i.e. the first ever virtual session, I believed to have faith in my team and worked towards achieving the targets at all times.

I started with the premise that the function of leadership is to produce more leaders, not more followers. The ultimate goal was to deliver everything with full commitment and enthusiasm and take the Placement Cell to new heights.

I am pleased to say it out loudly that Placement Cell is the best thing that has ever happened to me and my college journey would have been incomplete without the same. Being here for 3 years, I am very proud to have been taken this decision to be a part of the cell. Ending up being the president, my prime focus was to work with my team in such a way that we were ready to overcome any obstacle that crosses our way.

The Placement Cell journey has been an evolving journey for all. As a natural leader, I was charged with the responsibility of coordinating and hence, delivered results, all the while learning from varied situations.

I can proudly say that this session was a huge success and I wish the same to the upcoming sessions as the cell will definitely achieve great heights as the year passes by.

UNION'S MESSAGE



DRITI JAIN
VICE PRESIDENT

A remarkable expedition from a coordinator to the Vice-President. The Placement Cell has always assisted me to discover myself in different ways. I am extremely happy for having made a decision to be part of the cell. This journey instilled me with enough confidence and professionalism and now when I look myself in the mirror, I can visualise a changed version of me. This opportunity has always helped me to look at the new things in a bigger way and admire of all them together. I am really grateful for this opportunity. Thank you!



AANANDITA BHAGAT
VICE PRESIDENT

Placement Cell has been a very integral part of my journey with Maitreyi. It has acted as a platform to grow, make new and long lasting friendships, a safe haven and an ultimate experience of professionalism. My two years with the cell have made me grow into a person I never imagined to be. The cell has given me the strength to deal with any situation come what may. I hope this place remains a safe place for many to come.



SUKRITI MANOCHA
GENERAL SECRETARY

Thank you so much Placement Cell for giving me a lifetime of experience. From a member to The General Secretary of the cell, this journey has helped me expand my horizons. I am extremely happy that I choose this opportunity as it helped me to grow and evolve my personality. I'll always cherish the moments spend with my team. Leading a team of such enthusiasts coordinators has been an overwhelming experience. I can't imagine this journey has come to an end. The wonderful and most precious bond created with the cell will be always admired and memorised in my heart.

CORE TEAM'S MESSAGE



VIDHI DHIMAN Corporate & Finance head

The pcell of Maitreyi College didn't only gave me an exceptional experience but also gave me an opportunity to use the learnings in my future. Teamwork, leadership, coordination and communication were the skills that I acquired from this place and I will always be grateful to the staff and my teammates.



JAGRITI GEMINI Public Relations Head

My journey with the placement cell has been full of Learnings. From a coordinator to the public relations head, it has been nothing but fun to work with everyone. Now that I'm leaving I'm in tears of happiness that this society has given me. Placement cell is a family and will always be.



GAURI SHARMA Research Department Head

Working in Placement Cell has been a great learning opportunity for me. It taught me the importance of perseverance, time management, team work and strategic planning. I am thankful for this opportunity and will always cherish this experience.



ANUKRITI BISHT Public Relations Head

My journey from Cordinator to the Public Relations Head was a surreal experience in its own way. Placeme-nt Cell let me experience the best events , seminars, meetings and immeasurably more. As I approach the end of my tenure, I would like to thank my extremely supportive team members.



SAKSHI DHIMAN Event Management Head

Hello, It's been a lovely journey from a coordinator to a head. Placement cell take lot of efforts from you on a daily basis but it returns a lot more than you think. I have never been so confident about talking to different people formally as i am now. Thank you placement cell for making me what i am today.



HITANSHI NARANG Data CommunicationHead

The Placement journey has been the closest to my heart. It has given me a great learning experience and guidance at every step. From working as a volunteer, to coordinator and finally being the Data communication Head, it has been the most memorable journey. Can't thank enough my colleagues, teachers and juniors.



SIMRAN KAUR Corporate & Finance Head

The journey of the cell was one hell of a ride. It has transformed me in ways that I couldn't even imagine. I built some lifelong friendships and gained valuable experiences that made me a different person. I am grateful for everything and will always reminisce the times I spent in this society.



NEHA SHARMA Corporate & Networking Head

From being a volunteer for the internship fair to a coordinator then to being the head of one of the departments has really transformed me into a better person. This journey has been really challenging and full of new opportunities but at the end, i can say that it has very well contributed to what i am now.

ROAD MAP

1

Enhance the overall personality of students.

Organise various seminars, workshops & career counselling sessions by experts.

2

Encourage diverse recruitment strategies & maintain corporate database.

3

Organise skill development sessions such as resume writing, group discussions etc.

4

Help students get a real work environment by providing maximum internship opportunities.

5

Build a strategic plan for networking by bringing big corporate names in 2021-22.

6

Envision 4.0: The Annual Job & Internship fair.

7

OUR GOALS

1

To cater needs of all the departments by offering diverse range of profiles.

4

Provide maximum opportunities and offers to Students.

5

Conduct higher educational programs to gain knowledge.

2

Successful corporates on board.

Integrate training and personality development sessions.

3

@the_placement
_empirical.com

REPORTS



INTERNSHIP REPORT 2020-21

"The pessimist sees difficulty in every opportunity. The optimist sees opportunity in every difficulty." - Winston Churchill

Placement Cell has yet again achieved another milestone this year by organizing its first ever virtual session 2020-21, which was a great success. The Cell managed to accomplish its goals despite various challenges of working online during the whole session. The number of students selected for internships was three times more than the previous year.

Thus, The Placement Cell of Maitreyi College, in harmony with its exemplary reputation, has completed yet another successful session of 2020-21 leaving no stone unturned in achieving its supreme vision.

This session, the cell had many new recruiters, offered higher stipend as well as better learning and grasping opportunities to the students.

The prime recruiters and show-stealer companies were mainly VQMS, Chegg, IFB, Sanguine Capitals, Unschool and many more.

Companies on board: 220+

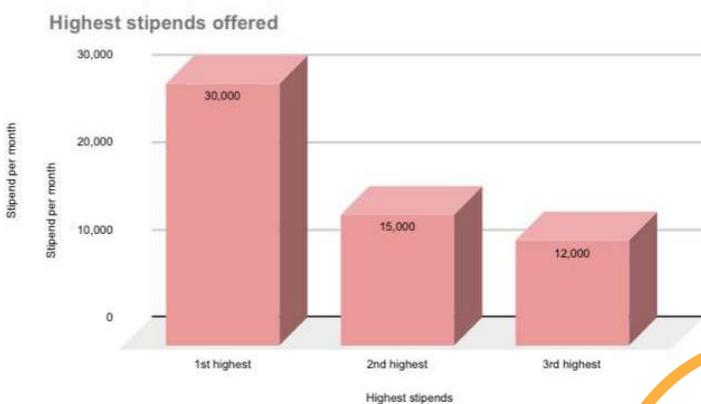
120+ Offers

23+ PPOs

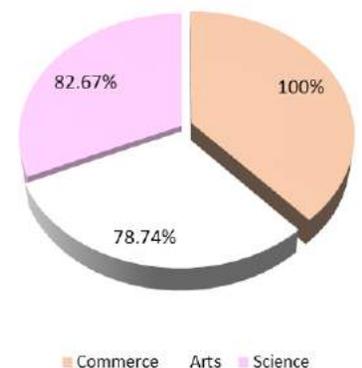
5,079 Average Stipend

30,000 Highest Stipend

Highest stipends offered



Stream wise Internship offers



78.74% Science

82.67% Arts

100% Commerce

180+ students got selected in their desired internships .

An increase of 267.35% in the number of students got selected.

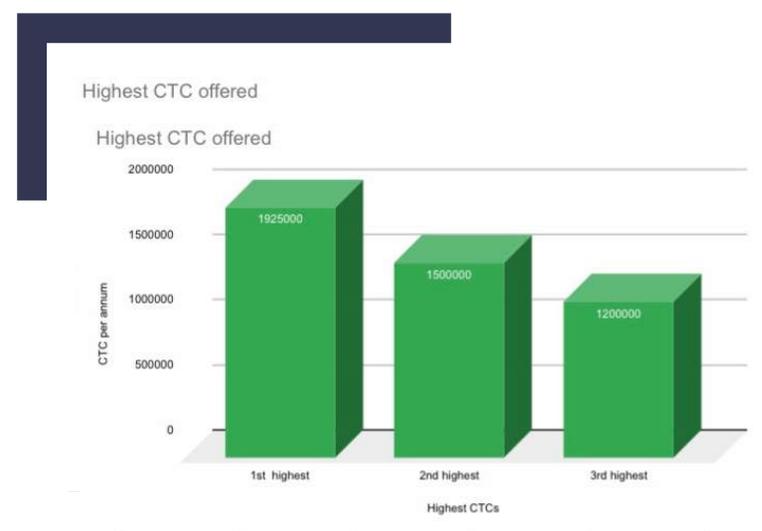
JOB REPORT 2020-21

The Placement Cell touched greater heights this session and fulfilled the duty by giving its very best. The Cell catered to the students of all the departments with their desired placements and space to shine.

Some of our prime recruiters were Deloitte, Wipro, NIIT, ICICI, Tech Mahindra, DE Shaw & Group, Tresvista, Byju's, Cvent, MedicFibres, EY, Aperion Management, Wipro, Amazon and many more.

Alumni Offers were as follows:

- 90+ Companies on board.
- 90+ Offers made.
- Gross CTC offered was more than INR 33,589,000.
- Average CTC offered was over INR 3,65,097.
- Highest CTC offered was INR 15,00,000 by MedicFibres.



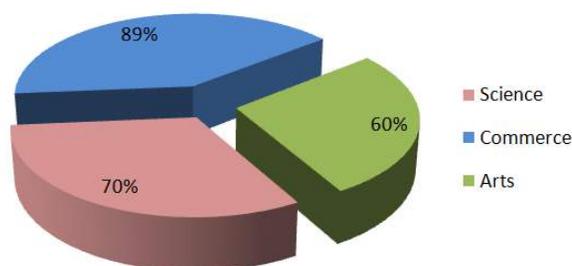
Companies on board: 65+

70+ Offers

Average Salary: 4,80,181

Highest Salary: 19,25,000

DEPARTMENT WISE OFFERS



The Cell catered 91% offers to Commerce, 79% to Arts and 88% to Science Stream.

The Highest CTC offered was INR 19,25,000 by DE Show Group, while Medic Fibres and Expand My Business offered 15,00,000 and 12,00,000 respectively.

54.66% who applied through the cell, were placed in their desired companies.



There were 10% offers in Tier A, 62% in Tier B and 28% in Tier C.

ENVISION REPORT 2020-21

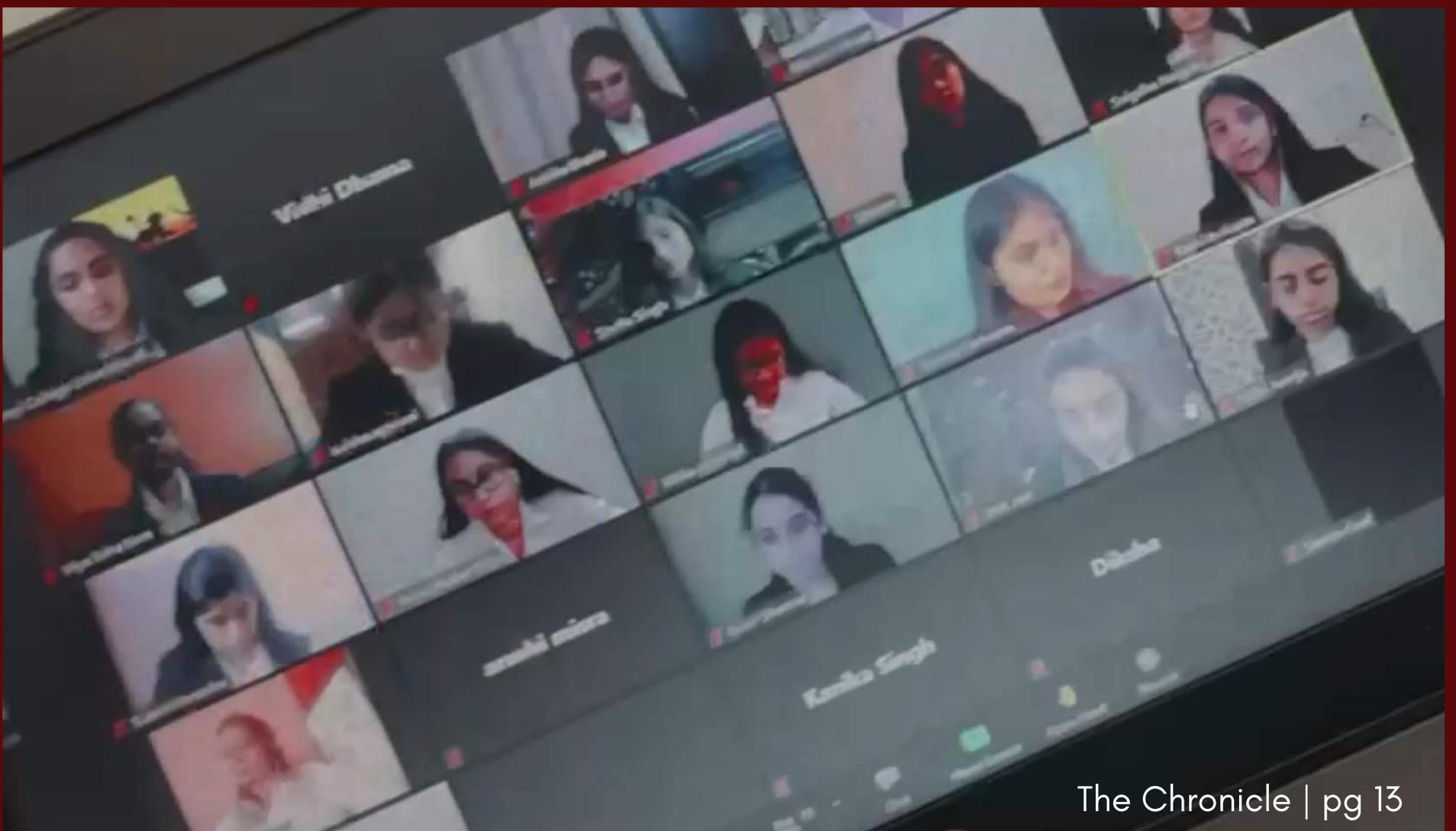
(Part 1)

The Placement Cell achieved a huge success and soared high in the first-ever virtual session of 2020-21 and ended on an impressive note with Envision 3.0, The Annual Internship & Job Fair.



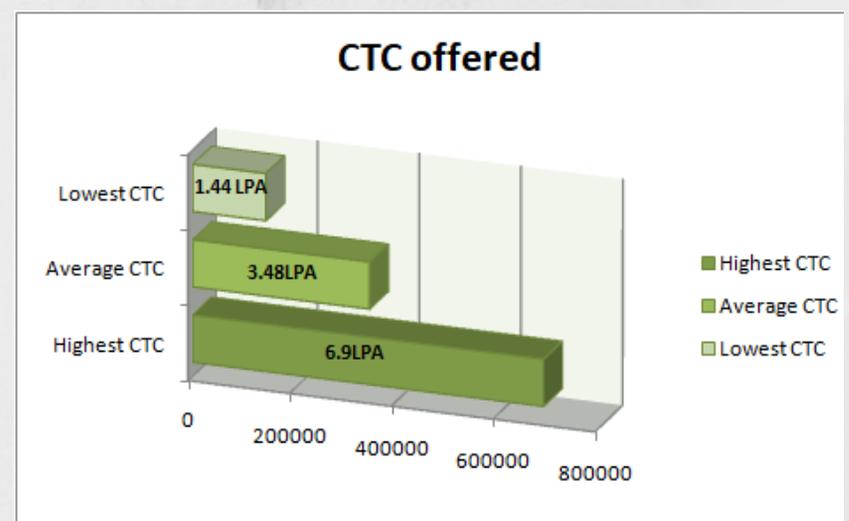
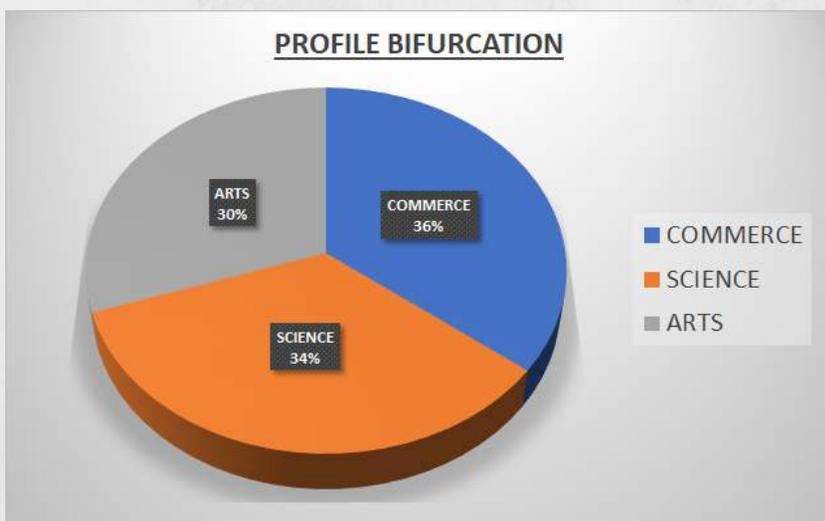
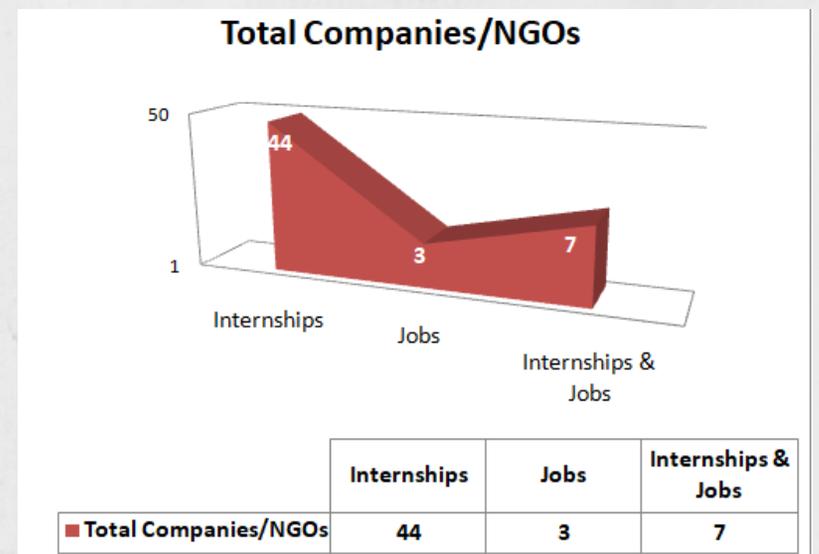
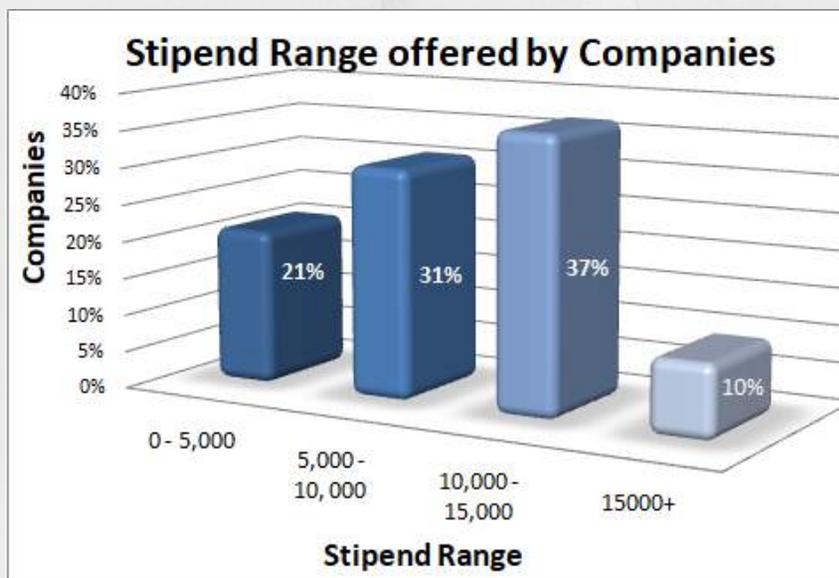
The Fair had 50+ companies offering internships with 13 pre placement offers. A total of 29 paid and 22 unpaid internships were offered. Average stipend offered by the companies at the fair was INR 5,000 and the highest stipend offered was INR 25,000 by EigoPaathshala.

The fair had 10+ companies offering jobs. Average CTC was ranged more than INR 3.4 LPA and the highest CTC offered was INR 6.9 LPA by Newzera. Some of our other prime recruiters were Bajaj Capital, EigoPaathshala, Adore India, Digifuse, Zone Media and many more.



ENVISION REPORT 2020-21

(Part 2)



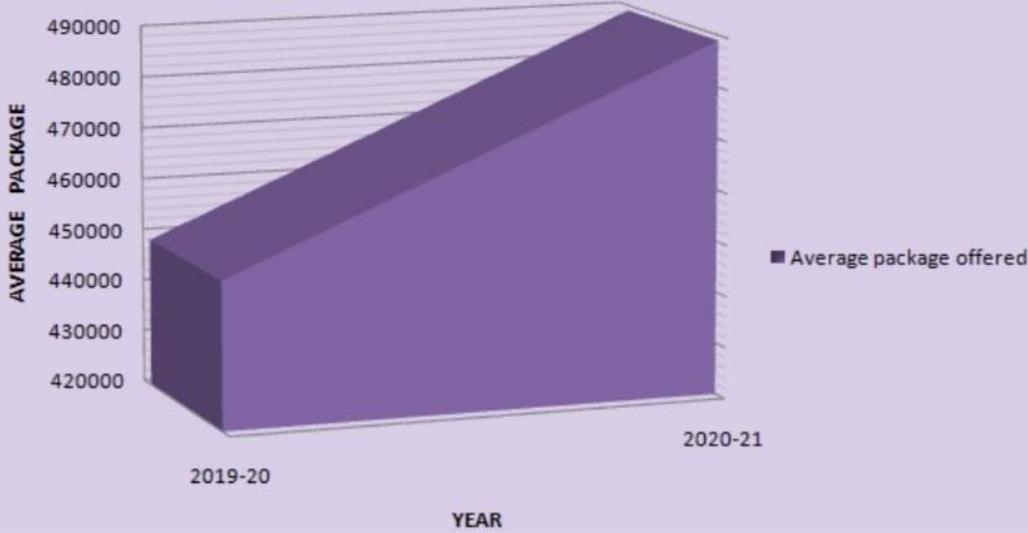
650+ responses from all over Delhi were recorded in the fair.

200+ Maitreyi College students were hired, while 140+ students from all over Delhi got hired through Placement Cell.

36% students in commerce stream, 23% students in science stream and 41% students in arts stream were hired in their desired companies from Maitreyi College.

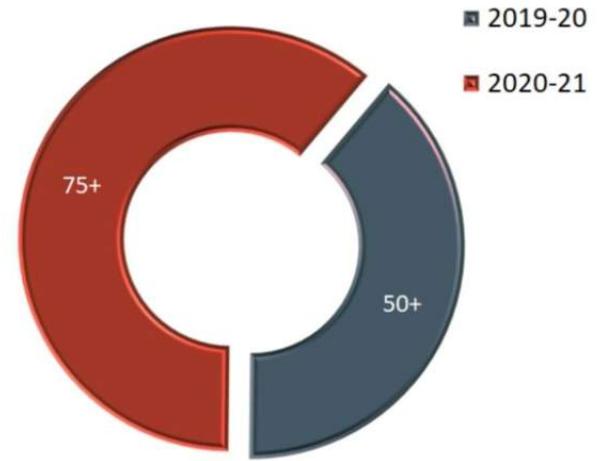
COLLATION 2019-20 VS 2020-21

COMPARISON OF AVERAGE PACKAGE OFFERED



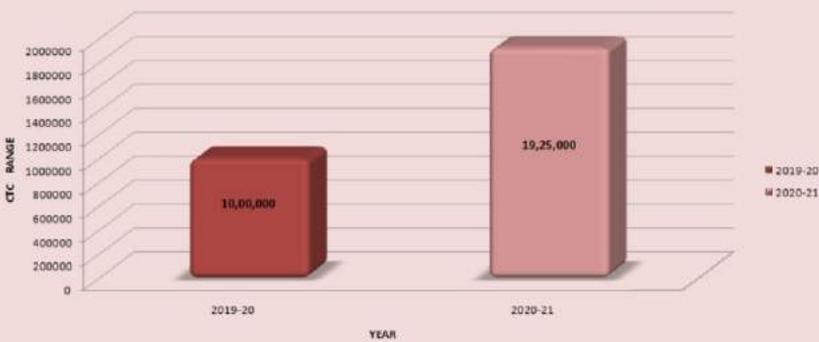
Average CTC offered for the session 2020-21 was INR 4,80,181 as compared to INR 4,68,640 for the session 2019-20.

NUMBER OF OFFERS MADE BY THE COMPANY



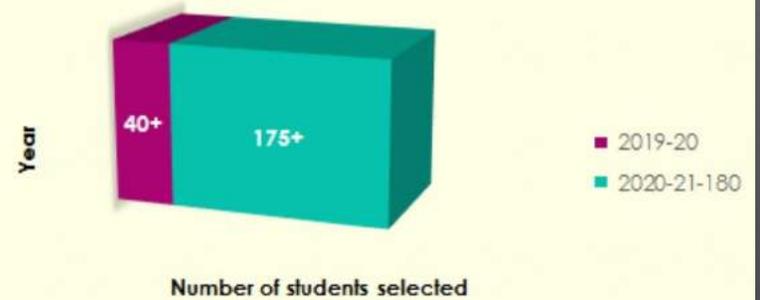
There was 56% rise in the diversity of profiles offered this year as compared to session 2019-20.

HIGHEST CTC COMPARISON



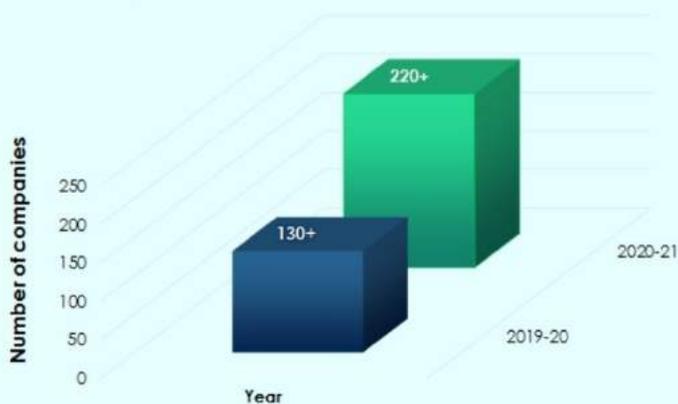
The highest CTC offered in 2019-20 was INR 10,00,000 and in that of 2020-21 was INR 19,25,000 making an increase of 92.5%.

Students Selected for Internship



The ratio of selected candidates for internships increased by 267.35% as compared to 2019-20.

Comparison of Number of companies offering Internship



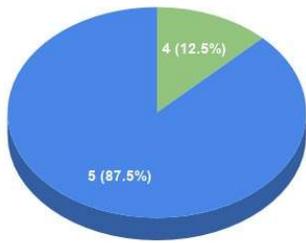
69.23% increase in the number of companies offering internships.

Some of our new recruiters were:

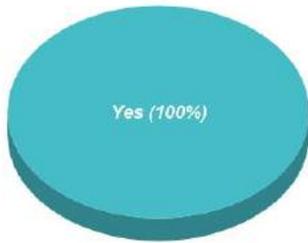
FEEDBACK

Placement Drives

How will you rate your interaction with the Placement Cell team (on a scale of 1-5)?



Were you satisfied with the behaviour of students?



The process was completed smoothly. Placement Cell is doing great job.
-Studio Mosaic

The majority of the students are enthusiastic, well prepared for the placement drive. Well done on that. Also I would like to add that each and everyone is good in their areas. Looking forward to continued support!
-Eigopaathshala

Would love to hire again!
- Whitehat Jr- Sheeko

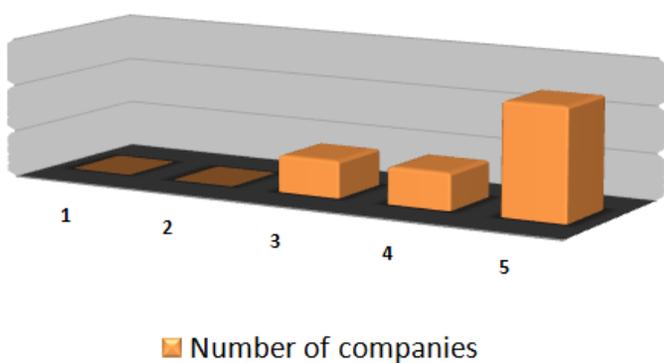
Envision 3.0

Recruiter's Feedback

Most of the candidates were professional which we didn't notice in other internship fairs. Candidates were skilled as well had good knowledge regarding the profiles.
-Learnweel

The candidates that joined our session were well versed and exhibited good communication skills.
- Adore India

Companies ratings on conduction of the fair

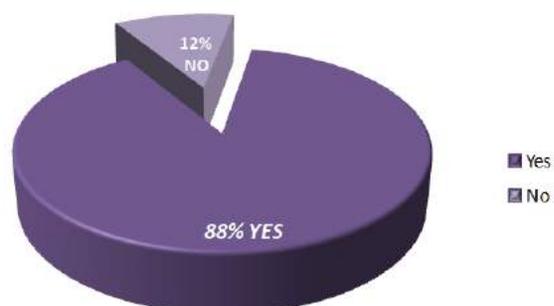


Student's Feedback

The experience was pretty good even in the online mode. The coordinators were very cordial, patient and always willing to help and with a team like that, the event was bound to be a success :)

The fair provided me an insight to the corporative world and helped me figure out my interests. The whole experience was very positive and constructive.

Students satisfied with the opportunities available at the fair



OUR RECRUITERS



And Many More...

VIRTUAL SESSION TOUR



UPSKILLING SESSIONS

The Placement Cell is truly a prestigious forum for the young and sharp minds of Maitreyi College. The Cell moved ahead with a clear vision of making the whole virtual session of 2020-2021 benevolent, faultless and excellent. It has brilliantly managed to provide exceptional job opportunities, internships and various career development sessions.

The session 2020-2021 had its full share of firsts, excitements, ups and downs. Even through all this time, the cell managed to salvage best parts by presenting MAITREYI CAREER TABLOID with full gleam and flare.

- The Cell collaborated with various renowned institutions to conduct maximum sessions for the students and provide them insight to meet with today's corporate needs.

- Every student did their best to upskill themselves. The motivation and encouragement provided to them by the cell and the organizations, worked as a cherry on the cake. Organising workshops and seminars on virtual learning platform made learning and personality development more interactive.

- Besides this, E-LEARNING training programmes were useful in developing both hard and soft skills among students. Detailed and interactive videos by professionals gave students an opportunity to connect with people of different perspectives around the world. Also, the students had the option to access the content of many subject matter experts for better understanding.

Thus in a nutshell, the placement cell left no stone unturned to provide the finest of the opportunities to students.

Upskilling is not only about increased competency, it also eliminates any resistance to future challenges and threats in life.

INITIATIVES TAKEN BY PLACEMENT CELL

The Cell organized an online linkedIn makeover session to provide a virtual platform for CV documentation, which plays a major role in building behavioural and physical image. The linkedIn profile building sessions provided tips on how to get through jobs on the platform, how to develop an eye catching profile and many more.

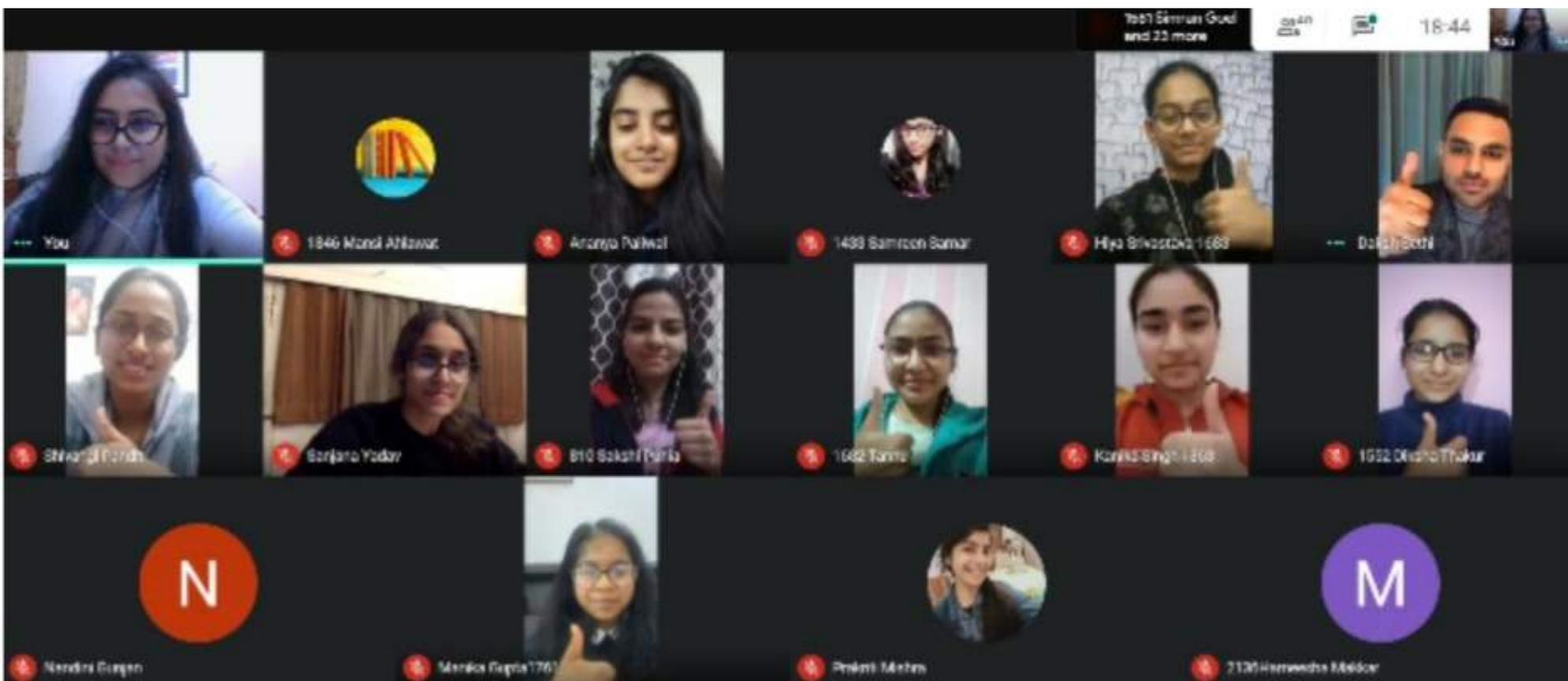
The Placement Cell collaborated with Coursera, one of the most trusted platform, for its training program. This provided incredible opportunities for students to sharpen their supremacy skills and develop expertise in various fields with advantages of flexibility in studying, global experience and certificates.

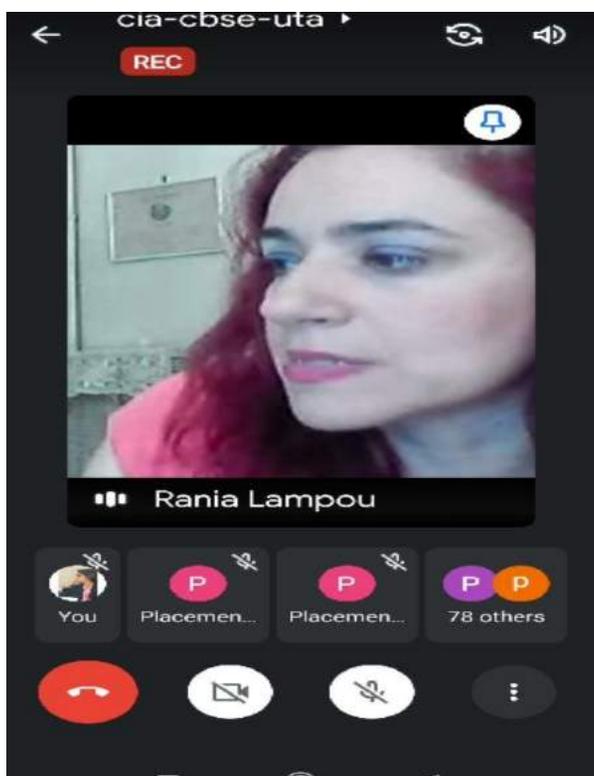
30+
National
Webinars

4
International
Webinars

12+
Training
Sessions

12+
Courses
offered

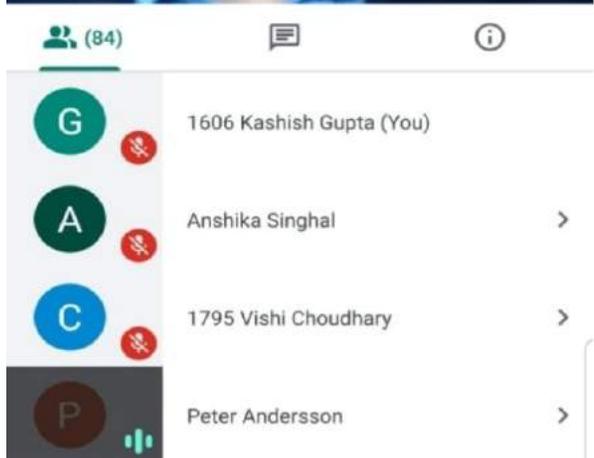




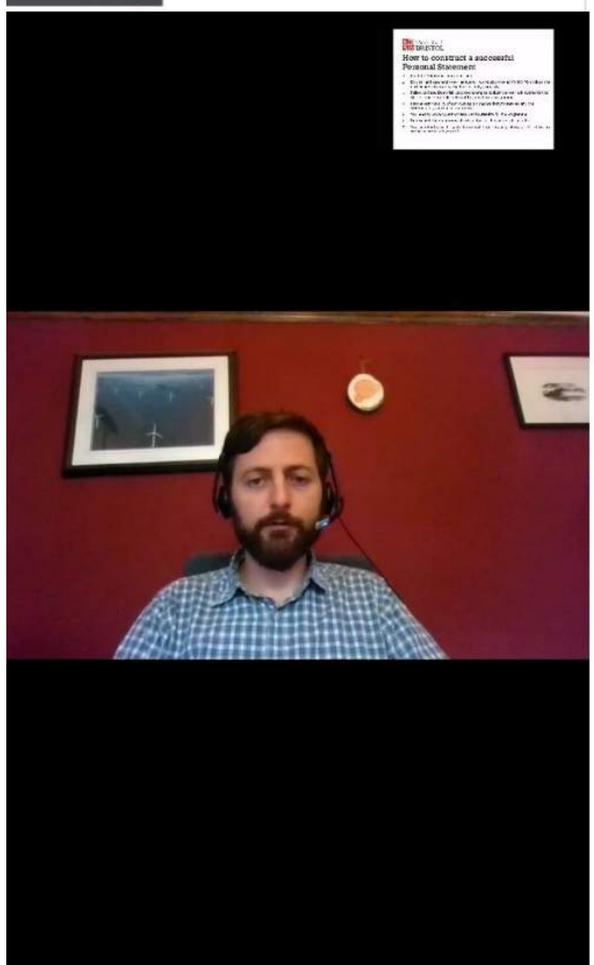
This year, the cell provided skill enhancement and training sessions in collaboration with Finlatics, Time, Foreignadmits, INSD, and many more organizations, which organized webinars to provide students with a competitive edge and a great sense of knowledge.



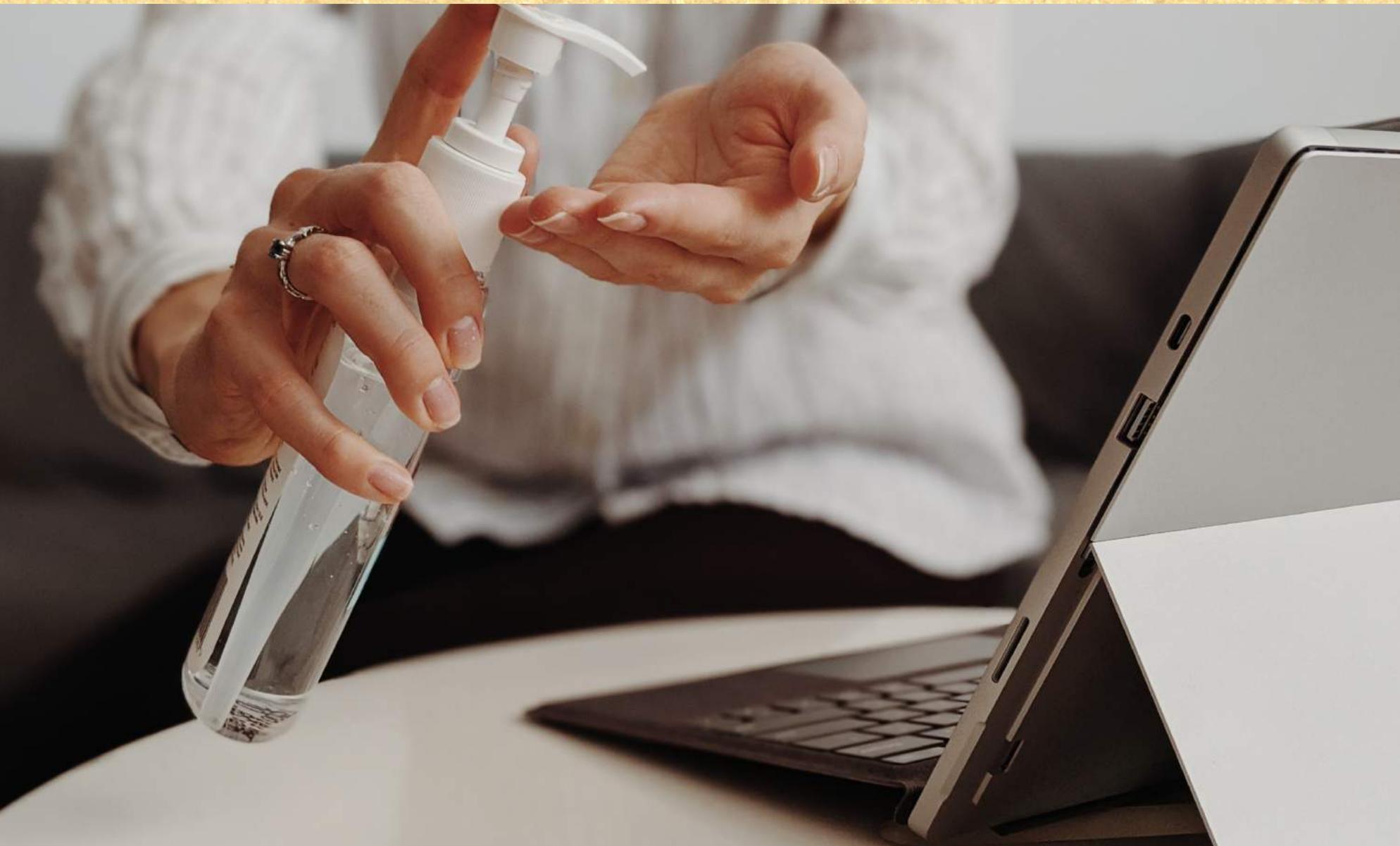
The Cell collaborated with 'Teach for India' for fellowship program 2021-23. It is a non profit organization and a part of the teach for all network. They provided pre- placement talk to recruit college graduates to serve as full time teachers.



Renowned personalities such as Mr. Peter Anderson , Mr. Bacceo Bacceria , Dr. Rania Lampau and Mr. Ashutosh Sinha gave insight to students to learn new ideas and connect with people through INTERNATIONAL WEBINARS, which added another feather to the hat.



" The future belongs to those who believe in the beauty of their dreams! "- Eleanor Roosevelt.



**@navigating_the_
post_pandemic_world
.com**

Impact of Coronavirus on Indian Economy

"Show the world you are vaccinated , came together and fight against the pandemic."

COVID-19 is killing people on a large scale, million people across every state had tested positive for COVID-19 This situation is getting out of control and something that will make us win from COVID-19 is patience and vaccination as in this pandemic patience and vaccination is the only option.

As we all know We all have been affected by the current COVID-19 pandemic. However, the impact of the pandemic and its consequences are felt differently depending on different status as individuals. While some try to adapt to working online, home-schooling their children. others have no choice but to be exposed to the virus while keeping society functioning like street vendors, grocery shop workers, small marginal workers, vehicle pullers and many more. The COVID-19 halted the most economic activities and led to the job loss of millions of people. The government took precautionary measures to curb the virus spread by restricting the movement but the virus wreaked havoc in the country which resulted a harmful effect on various sectors.

The impact is worse as India has a very large population and healthcare facilities are inadequate. After the pandemic and the following lockdown situation got worse for daily wage workers, small vendors and small businesses. Most of them were struggling for basic amenities like food and shelter.

Various impact of COVID-19 in all the sectors which are given below :-

Healthcare Sector

Health infrastructure is the heart during the unprecedented global pandemic. Lack of medical facilities and poor health infrastructure are the biggest challenges for an ineffective response in India in a battle against the novel pandemic. the rising cases are due to lack of healthcare facilities like shortage of beds, shortage of medicine, unavailability of ICU bed, oxygen cylinders and not even this in India people started black-marketing the basic remdesivir injections, Oxygen cylinders and in India with 1.38 billion population situation getting worst with poor health infrastructure which is the biggest cause of spread of the novel virus. In India there is such a situation which we even cannot imagine in our dreams but now this is happening every day, every second not only this is the problem there are also other problems like because of this pandemic made impossible for pregnant women to visit a gynaecologist for prenatal check-up's and Many hospitals are mainly focusing on Covid-19 patients and are unable to provide healthcare to other patients with morbidities like cancer, heart and kidney diseases etc and found it difficult to get proper treatment, which will further result in increased death rate which can be attributed to deaths caused by Covid 19.

"This pandemic has taught a lesson that temples, statues and museums are not a necessary requirement but the hospital infrastructure is"

Education

Due to the outbreak of the pandemic, most schools and educational institutions have closed down to prevent the transfer of disease among children. Though, the government safeguarding them, this will also negatively impact their academic progress. Now, we have shifted from traditional to the virtual classroom. There are many technology-enabled applications available through which classes can be taken on daily basis without any interference like Google Meet, Zoom, Skype etc.

This pandemic forced the Government to boost the electronic technology sector. COVID-19 has changed the way of learning in the long term. Higher education has also been affected as universities and colleges are shut down. Most higher education institutions are not equipped with digital technology because of which there would be a delay in the admission process, as most of the entrance exams are scheduled around April and May. Although online education platforms helped students learn, if this continued there can be drastic unemployment in the education sector. Online classes for students is challenging due to a difficulty in understanding concepts. Moreover, many students cannot take their online classes because of poor internet connectivity, simple mobile phones and many other issues. Because of COVID-19, everything ruined education which something the most important factor before COVID-19. **But now in COVID-19 education becomes secondary for the Government. This clearly indicates that health is more important than getting an education - it's ironic, but a reality and necessity today.**

Tourism and Hospitality

The tourism industry in India has always been booming because of its vast cultural and historical heritage, but due to COVID-19, the revenue of the tourism sector went down due to a strict ban on both domestic and international flights. Many tourists cancelled their plans, while many were unable to travel owing to health problems or restrictions. Meetings, conferences and major international events like the Olympics, Wimbledon, Cannes International Film Festival were cancelled which lead to huge losses. And now nobody is willing to travel anywhere. According to the Indian Association of tour operators, the hotel and travel sector together may incur a loss of around 8,500 crores due to the restriction imposed by the Indian government on the movement of flights. As a result of a huge number of COVID-19 cases, foreign tourism was affected badly. The matter of concern now is, with visas being suspended and tourist attractions shut down for an indefinite period, the whole tourism industry has taken a great hit and incurred a huge loss.

Tourism is a major driver of jobs and growth. But COVID-19 has changed everything.

Agriculture and Food Processing

While working to feed the whole world, many agricultural workers have been unable to feed themselves. Agriculture is considered the backbone of the Indian economy. As Inter-state transportation services were restricted in lieu of the pandemic, farmers have been unable to sell their crops. They are incurring huge losses and forced to throw out their crops. They don't have any other source of income. The poultry sector, the fastest-growing subsector of the Indian economy, has also incurred huge losses due to social media platforms where fake information/rumours were spread correlating the infection of COVID-19 with the consumption of meat and poultry products.

Although the government is providing help, the farmers' conditions are still adverse.

In assessing the impact of COVID-19 on economies and sectors, the government needs to understand the impact to take effective measures and protect the different sectors from COVID-19 outbreak. This has put a new spotlight on the government. In order to take effective measures to minimise the economic impacts of the pandemic, they need to assess the situation and the scale of difficulties to determine where support is needed. For that, the government first needs to circulate the Covid-19 vaccination to their respective centres and improve the portal to book vaccine slots so that more and more people get vaccinated - as vaccination is only way to reduce COVID-19.

CONTENT: Neha Malhotra

COLLEGE: Maitreyi College, DU

COURSE: BA Programme sociology and political science

YEAR: 1st



WORK FROM HOME

Internships and Jobs: Pros & Cons

We haven't heard the word WORK FROM HOME before this covid pandemic begins. But after this pandemic we mostly use to come across this word daily in our lives either while reading newspaper or applying for internship or job or buying something online etc. Traditionally in person internships are no longer a variable option for most students since the lockdown. As a result a boom came in doing internships virtually while sitting at home due to this covid pandemic. But there is bane in job sector because many people lost their jobs but still IT sector are even progressing more.

PROS OF WORKING FROM HOME:

FLEXIBILITY:

While working from home you can work at any point of time depending on what has been agreed with your supervisor. You do not have to adhere to 9-5 office hours. You don't have to wake up early from the scheduled time in order to get ready and to reach the office. You can just woke up and can start doing your work immediately.

GAIN NEW SKILLS:

Due to independent nature of doing work from anywhere you get a chance to enhance your skills which you weren't able to do so in a office-based internships. Many world renowned universities has come with their best online courses for free. You can take advantage of them and can enhance your skills. This will not only help you in performing your existing work efficiently but will prove valuable in future also. A new point will be added to you CV.

MORE SAVINGS AND LESS CARBON FOOTPRINTS:

You can save more money every month by working remotely. Just imagine paying for transportation expenses or for a vehicle maintenance or doing lunch outside. These activities now get suspended and you can save more. Moreover, it also reduce carbon footprint as you do a little in saving environment but also saves fuel for further use.

CONS OF WORKING FROM HOME:

COMMUNICATION GAP:

The biggest disadvantage is lack of communication between employees. While working in office you can easily approach people sitting of any problem one faces. But now you have to wait for their replies and call. You did not get instant response and this leads to frustration.

NO NETWORKING:

Internships success depends on how many connections you were able to make. The people in office makes what the office is. You are surrounded by people who have similar career interests. But not meeting people physically debars you from meeting new connections.

RISK TO PRODUCTIVITY:

It is claimed that working remotely attracts increased productivity. But with all the tempting distractions of mid-day naps, web series left on Netflix or spending time with the family etc. makes it difficult to concentrate on work for long. Working remotely makes you feel isolated. In this way work from home lead to risk to productivity.

Of course, COVID-19 presents an unprecedented challenge for hiring teams across the globe. Organisations, big or small, are adjusting their early talent-hiring processes. As companies adjust to remote work and adapt an all-virtual hiring model, students are also adapting to online internships. However this process will take time and initial teething issues will get ironed out in the next few months, perhaps leading to cost savings and a new normal. For example, a big part of adjusting to the corporate environment is developing self-motivation and the ability to work independently. Interns will be forced to do this as they work from home. Those who can adjust and get their work done without constant supervision will be able to succeed and thrive in this new model. Their stipend will go a long way as they will not have to spend on commuting and eating out. Companies will find that their cost per intern might reduce as their fully loaded costs come down. Those organizations who can figure out how to effectively manage remote interns and achieve productive output might prefer this option and not go back to in-person internships even after the current situation is resolved.

CONTENT: Arshiya Goel

COLLEGE: Indraprastha College for Women, DU

COURSE: Bcom hons.

YEAR: 1st

TECH TALK: VIRTUAL INTERVIEW ETIQUETTES

The novel coronavirus has brought many changes to the corporate world. From work-from-home to Virtual Interviews, many things have changed amidst the coronavirus crisis. Companies choose virtual interview over old-school hiring process because it is more convenient and less time-consuming. Earlier, companies would conduct drives where many interviewees had to wait for hours to give their first round of interview, but now they are at the comfort of their own homes and can login for the interview just five minutes earlier. So, what is a Virtual Interview? Virtual Interview is an interview that takes place remotely. And often uses different video conference platforms like Zoom, Google Meet or Teams, etc.

Although the questions posed by the interviewers are similar to the in-person interviews, but the way of assessing individuals has changed. Now, the interviewee does not only try to read your body language, but your surroundings as well; they notice if you are easily distracted, or how you portray your confidence with your nonverbal cues. If you are job or internship hunting and want to look as professional as you can. Then you must follow these codes of conduct.

When you have an interview aligned for the next day. Start thinking in advance about five basic things. Let us break down each detail:

1) Do not be a Technical Noob: A day prior to your interview, try out the basic features of the app on which you will have your interview. Do not wait for the last-minute. It leaves a bad impression on the employer, especially because we live in a tech-centric world. And have a good internet connection. Invest in a one-day internet pack if you must. A recruiter does not want to waste their time teaching a candidate how to unmute on Zoom or present, So, check your audio and video beforehand.

Now what if your house does not have a good internet connection? If you face this issue, then try to go to a nearby café, or some friend's or relative's house to give the interview. Because interviews are professional, and a bad internet connection can ruin your chance of getting selected.

2) Set the Stage: Virtual Interviews give a very intimate glimpse in your personal life. The employer would look at your surroundings while interviewing you. It is essential to select a quiet, well-lit, light-colored background for interviews. Having a lighter background makes the camera focus on you. Google meet has a wider lens as compared to Zoom, these little details can help you in the interview. Customize your background according to the camera lens. A messy background would make a person look disorganized.

HACK: If you do not have a clean background in your room, then try this very popular newspaper-background Instagram trend with a little twist. Put an off-white sheet of chart paper behind you. It should cover the background of the camera. Sit in front of it and make sure that the light makes you the subject of focus.

3) Dress to Impress: Always wear a business attire for all your interviews Virtual or in-person does not really matter. Formal attire will make you look more serious and mature. In Virtual Interviews, even though it is from your home, dressing up plays a key role. A shirt with a collar looks the best on camera.

HACK: If you do not own a formal shirt and do not have the means to buy a new one. You can use your school shirt or borrow one from your father or brother. Adjust the camera in a way that the collar of your shirt is visible, so fitting or any logo would not be a problem.

4) Body Language: Body Language is as important for Virtual interviews as for in-person interviews. Candidate must show utmost interest in the interview. Move your hands to emphasize on points, but do not move them continuously. Make sure to make eye contact with the person who is addressing you. Do not forget to smile. Exude calmness and patience.

5) Limit your Distractions: Candidates are more vulnerable to distractions in interviews from home. Imagine you are giving an interview, and someone barges in your room. Or maybe you do not have a private room. Try to limit your distractions by practicing it for a while. Call a friend and then focus on your interaction and forget about your surroundings. It will help your nerves and the interviewer would know that you are paying attention to the details.

A person with etiquette is more likeable and amiable. Recruiters believe that skills are learnable if a person is capable and has the potential.

Remember, always volunteer, and ask for feedback. It shows your interest in the job opportunity. And if your feedback is not positive, do not worry. Failures make a successful journey worthwhile. Success would never be appreciated if there will be no failure. So do not be hopeless or heartbroken. Best is yet to come.

And if the feedback is positive, then Congratulations and Welcome to the Corporate World.

CONTENT : Aastha Bhatnagar
COLLEGE: Maitreyi College, DU
COURSE: English hons.
YEAR: 3rd

**@journal_of_
knowledge.com**



NURTURING YOUR CORPORATE COMMUNICATION SKILLS

Communication skills are very important to establish healthy relationships at the workplace. If you do not have good communication skills, it may become a roadblock in your growth.

Active listening: When you actively listen and pay attention to the speaker, you keep the conversation clear and effective. It also helps in developing trust and understanding with your peers.

Feedback: Giving feedback is one of the most important communication skills. It helps one to judge their own performance and can lead to improved results.

Emotional Intelligence: Emotional Intelligence is the capability to identify, manage, evaluate and understand our own emotions and also the people around us. It helps in analysing others communication and extract the best out of it.

Confidence: Carry confidence on your sleeves while you communicate, make eye contact and ask questions when you are in doubt. When you exhibit signs of confidence, you are more trusted by others.

Transparency and Clarity: Be transparent and concise while putting forward your thoughts, make it easier for the other person to make out what you are trying to convey. Thoughts should be clear in your head so that they can be expressed in the best possible way.

Active Listening: It is a conscious decision, a choice to actively listen to the speaker with respect and understanding without being judgemental. It helps to build trust and to understand better what the other person is trying to convey.

Broad-mindedness: Being approachable is a source of growth and acceptance. While communicating it is important to stay open-minded. It is important to look at a situation from a different perspective.

The Tone of Voice: In any type of communication, make sure that you set the right tone. A friendly tone will encourage others to communicate with you.

We all know the importance of strong communication skills in our lives and especially in our workplaces. It plays a substantial role in team building and mining the best out of the employees. So, it is important to keep all the above-mentioned points in mind to nurture your communication skills in the workplace.



RESUMÉ VETTING GUIDELINES

- Resume vetting is the process of scrutinizing or doing a background check of an applicant to verify if the documents and the achievements that the applicant has presented are substantiated by sufficient evidence.
- Your application needs to be tailored according to the position you apply for. Create a resume or cover letter that matches the requirements given in the job description.
- Make sure to mention your skills and experience are mentioned in a separate portion of the document.
- Do not make your resume too fancy. Keep it simple. Make proper sections and put your content into categories like education, skills, work experience, social work, etc.
- Make sure all the dates add up are arranged in a neat chronological manner. Your date of birth should be visible clearly.
- Support skills with evidence. Always give examples of your work on projects that showcase your skills. Also, mention any other relevant courses that you may have done.
- Follow all of the instructions. Many times, employers give specific application instructions that they want candidates to follow when submitting resumes, CVs, and cover letters. Read the job description thoroughly so you understand what the employer expects of you.

TIPS TO MAKE A STRONG RESUMÉ

- For a fresh graduate, resume is the reflection of what they have achieved and learned to date.
- It should introduce you as a promising potential candidate for the role.
- Given below is the checklist for fresh applicants to analyze their CV as if they were in the recruiter's shoes to help them ace the process.
- Present your relevant skills and achievements.
- Mention key work experiences and minimal educational qualifications required for the job.
- Mention any other relevant course that you have done.
- Refrain from focusing on phrases like hardworking, focused etc. Instead stress on your achievements, experience and the responsibilities you had. A change with your work and what you gained.
- Customise your resume according to the profile you are applying for.
- Mention references. It shows you are still connected, reflecting you possess great communication skills.
- Reflect something of your character through your statement.

WHAT TO AVOID IN A RESUMÉ

- Too much personal information.
- Grammatical and punctuation mistakes.
- Too much information about the courses or the work you have done.
- A bad format.
- Colourful text and creative fonts.

TIPS TO CRACK INTERVIEWS:



Be Yourself

Always be confident and have belief in yourself as an individual. The worst thing you can do is to fake it. The interviewer can often tell if you are just bluffing.



Sell yourself in the best way

Just like a sales pitch, prepare and tell the best things about yourself. Highlight your skills and recent achievements. Tell them about the skills you possess related to the job. Emphasize how you are better suited for the job than others.



Know yourself in & out

Interviewers prefer to ask questions mostly from the things you tell them or write in your CV. The first rule is to never lie and speak only what you are sure of. Try to mention the points you want them to ask you so that you can answer well.



Research well

Go through the company's website for the history, organizational structure, and customer profile. Also, have a good understanding of the job role that you are sitting for. Know beforehand what the company looks for in a qualified candidate.



Be practical

Check their social media profiles. Be familiar with their goals and what they want to achieve. Deliberate upon how you would contribute to achieving those targets.



Be familiar with key players

Give smart and reasonable answers, ones that are practical and applicable in real life. Do not be vague. Try to indulge in a meaningful conversation rather than making it monotonous.



Practice makes a man perfect

Gather different opinions on your presentation. Rehearse a few times to shake off the nervousness. Go through the interviews to have an idea of the probable questions and prepare them accordingly.

JOB INTERVIEW QUESTIONS

Please tell me about yourself.

Do not just talk about why the company would be great to work for; talk about how the position is a perfect fit for what you hope to accomplish, both short-term and long-term.

Talk about how you relate to companies objective. Also, why the company would be good for you and how you can accomplish your short team and long term goals.



Why do you want this job?

Your employer wants to see how driven and goal-oriented you are. They also want to check that if your expectations are realistic.

In your answer, demonstrate your awareness of industry trends and the ability to be flexible. You should be confident while answering this.

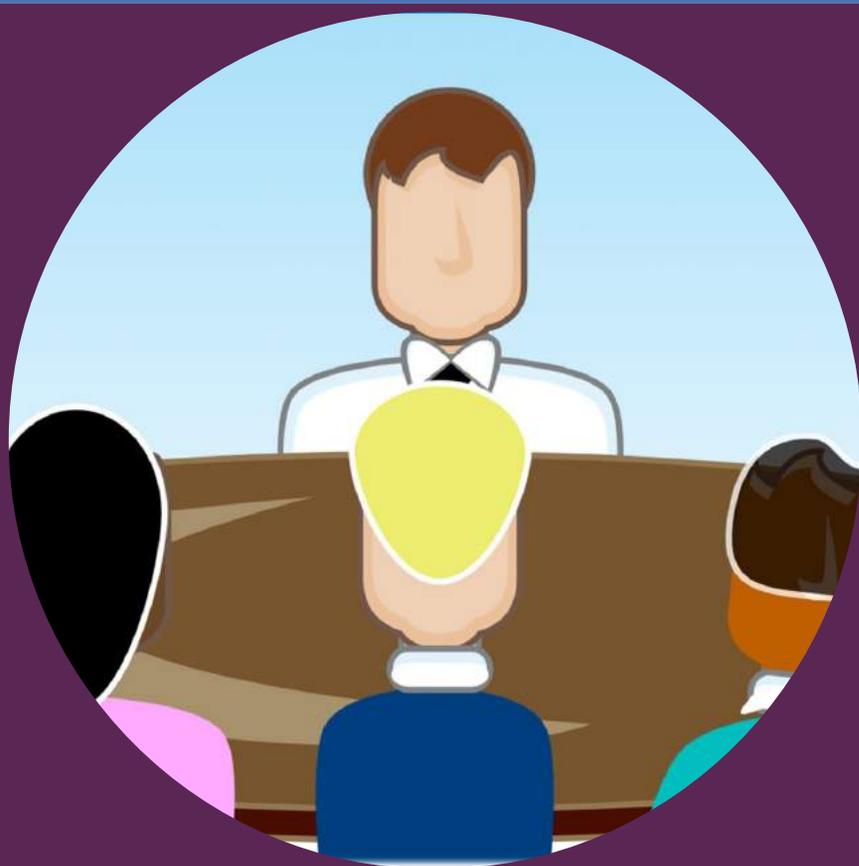
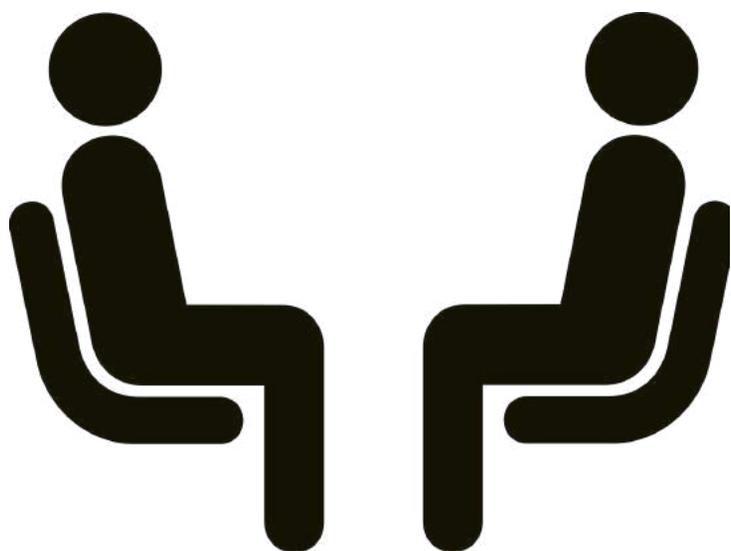
Where do you see yourself in five years?

By this question, the interviewer wants to check your communication skills, confidence and enthusiasm, how do you express yourself and your body language.

- Too many personal details, should be avoided.
- In the introduction you have to mention your name, the city that you are from.
- Summarise your education and experience in a single line and use one or two adjectives that can describe you.
- Always remember that you should mention only your higher qualifications.

How do you deal with pressure or stressful situations?

- Talk about your optimistic nature towards hard situations.
- Talk about the specific examples, how you have handled stress well in the past like I try to react to situations rather than to stress.
- You can say that, I actually work better under pressure, and I have found that I enjoy working in a challenging environment. I find that when I have to work to a deadline, I can produce some of my most creative work.



For Strengths:

Try to mention those strengths which would be useful for that organisation, you can refer to the job description of the company. Like if the employer is looking for someone, who can work effectively under pressure then it makes sense to tell them this is one of your key strength.

For Weaknesses:

The most important thing is that, do not use the words that, I have no weakness because it does not seem practical as we all are humans and no one is perfect. The interviewer asks this question to know, What are your weaknesses and how do you overcome them. You should be honest about them. The thing that should be kept in mind is that always mention that weakness which is not related to the job description and mention steps that how are you working on it.

MYTHS VS FACTS



MYTH : I should choose only that career option, which is related to my skills.

FACT : Sometimes people find out that they are interested in more than one field. If a person had already build the career in a particular field even then there is always a scope to explore other paths. Like graduates fom science stream can also pursue journalism, LLB, MBA etc.

MYTH : There is only one job, which is ideal for me.

FACT : The career option not only depends on one's skills, but it also depends on the interest, pay scale and work environment. One should be always satisfied by their job.



MYTH : There is a good career only in the science field and no scope of humanities, painting, dance and other extra curriculum activities.

FACT : It is completely a misconception as there is a wide scope of career in these extracurricular activities. The most important thing is one's interest in the opted field.



MYTH : Students must have their fixed career option when they have taken admission in college.

FACT : College is more about exploring and finding your interests, which is why internships and societies are for, to find your true potential. So, there is no hard and fast rule that students cannot change their career option after college.



**@insights
_into_the
_skills_of
_the_future
.com**



ENTREPRENEURSHIP CORNER:

Perks of working in a Budding Startup

Many graduates and freshers look for jobs in large corporations when they enter the job market, in pursuit of attractive salaries, perks, job security, and stability. A job at an established company may give you a sense of security and pay good money, but the thrill of working on something from scratch, with the flexibility to experiment with innovative ideas and creating meaning from your work is an experience unlike any other. Working with a startup might even become a turning point in your career, as the skills and experience you gain while working is unmatched and will continue to improve your career game, even after you leave.

Here are some compelling reasons why you should join a budding startup.

1. Meaningful Work

Startups, in their early phase of development, generally have a very small team sharing all the responsibilities, having blurred lines of hierarchy and functional division. This results in a large share of responsibility imposed on every person, something that is missing in a well-defined corporate job where you are only responsible for your specified work. Every member is an integral part of the company and their inputs are valued and recognized. Being an important part of a team pushes a person to go out of his/her comfort zone to work on things they never thought they would work on, become more versatile and adaptive.

2. Surrounded by passionate people

Startups are generally formed by people who are passionate and driven to make a difference. Their outlook on the world is to identify problems and think of ways to solve them which makes them great innovators to learn from. When you work with such people and think in collaboration with their ideas you learn new perspectives and grow your mind. This has long-term impacts on your career and your personality.

3. Learning Adaptability

Working on a new idea or product isn't easy and comes with its own set of difficulties and uncertainty. According to research, 9 out of every 10 startups fail in the first 5 years of their operation. For a company to survive, it is crucial that it adapts to changes and conquer the difficulties that come on its way. Working in such an environment helps you learn how to sail through uncertainty and adapt effectively, making you more flexible and versatile.

4. Working in a casual and relaxed environment

Unlike corporate jobs that require you to work in cubicles and generally have inflexible work hours, startups provide you a more relaxed environment. They recognize the need for work-life balance and so tend to have a more flexible work culture. The new-age startups rely more on technology, which enables the possibility of work from home. Some startups also allow their employees to bring in their pets and children to work, to make them feel more at ease.

5. Better leadership skills

In the case of large corporations, it takes years to climb the corporate ladder and reach a position of high responsibility. Whereas, in a startup, one is directly exposed to a challenging environment. Even fresh graduates lead teams in different departments and instead of a setlist of tasks; they are given the freedom to decide how to achieve a given target. This amount of trust and responsibility empowers you to perform your best and become a better leader in the early stages of your career.

6. Learn to manage time well

With a whole lot of responsibilities in your hand and while working on multiple areas at the same time, you learn to manage and make the best use of your time. You have to be quick on your feet and prioritize the right tasks at the right time which is an invaluable skill one develops while working in such an environment. It is not possible in a well-structured job, because your work is predefined and limited in scope.

7. Freedom to take initiatives

Startups don't have a hierarchical structure and the job descriptions are not strictly defined. This gives an employee the freedom to experiment and try out new ideas that might benefit the company. This freedom is not found in corporate jobs, where you only have to perform what your job entails and if you want to do something different, there is a long chain of people that you need to get approval from.

Working at a startup can be overwhelming, because of the risks and the uncertainty attached to the idea of it. But the rewards surely outweigh the risk. Being responsible for your success is the greatest motivation to push your limits and make the best use of your abilities. The skills you pick up from a startup add unmatched value to your career in the long term.

CONTENT: Nikita Gambhir
COLLEGE: SRCC, DU
COURSE: Bcom hons.
YEAR: 2nd

PROMISING FIELDS ON THE RISE

Career planning is an attempt to identify and highlight certain fields that have both psychological and vertical advancement. With the onset of new world, there is a need to look outside the box and consider the careers which go with the current scenario. Advancement and Change are the laws of development and so as a student, it is a right step to challenge new trends.

The Covid-19 breakout in world and the subsequent lockdowns in country altered the landscape of career trends. While the intensity of impact varies by sector, there are few fields which are badly suffered whereas there are some new fields which bloomed out and created promising carer trends.

AUDITOR

The primary responsibility of the auditor is to calculate the firm's risks. As an auditor, you will be responsible for the company's financial operations. Financial audits, asset and liability verification, and financial regulations and supervision will all be part of the responsibilities.

CAREER COUNSELLOR

Career Consellers work with clients yvarious stages of their career. Some work in colleges, assisting students in selecting a major or determining the best career path for them. Resume preparation, interview tips, further education plans, and seeking appropriate part-time work or internships are all part of the job.

CLIMATOLOGIST

A climatologist analyses the environment in order to learn more about the Earth's climate. You research weather patterns and the processes that cause them as a climatologist. Climatologists study ice, soil, water, air, and plants in order to discover weather patterns and how they impact the Earth.

AUDIOBOOK NARRATOR

A professional Audiobook Narrator reads books aloud for global distribution via a recording system. The books may be narrated from author's perspective or from character's perspective. With increase in E-Book usage, audio narration is becoming extremely popular among younger masses. Combine your talent for acting with your love for reading to become a perfect audiobook narrator.

FOREST RANGER

A forest ranger or officer is responsible for the protection of trees, animals, and the environment. The most appealing aspect is living in a quite lush environment. A candidate interested in becoming a forest ranger should possess degree in natural sciences, pure mathematics, geology, statistics, mechanical/civil/chemical engineering or agriculture. With an increase in efforts to save environment and have appropriate data and statistics, it is a rising new field.

VFX ARTIST

If you the one with a talent for graphic design will excel in this field. As a VFX Artist, you will work close with the engineering and content team creating graphic content which goes from animation scenes in movies to posters and developing games and fictional world.

SOCIAL MEDIA MANAGER

Social media has become a centre point in managing an organisation's product champagning project. The content needs to be highly efficient. Thus, as a Social media Manager, you are responsible for marketing strategies, customer satisfaction along with promoting the company to the best.

CONTENT STRATEGIST

With the increase in promotional activities happening in all fields, there is a rise in need of content strategist. The job requires you to develop content based on the client's input keeping in mind the target population and end user's need. You are in charge of style guides, content framework, money investment and future continuation of plan.

X ARTIST

If you the one with a talent for graphic design will excel in this PUBLIC HEALTH WORKER. The aim of public health is to improve and protect the health of the country's citizens. Since it needs front-line duty, it is one of the most difficult and honourable careers. Public health staff also formulate health programmes, conduct studies into new fields, and strategize treatment efficacy.

DATA SECURITY OFFICER

Your primary responsibility as a data protection officer is to ensure that the organisation processes the personal data of its employees, clients, and others in a secure manner. With increasing cybercrimes and maximum activities shifting online, data security has a become a prime concern for individuals and organisations.

CONTENT: Hiya Srivastava
COLLEGE: Maitreyi College, DU
COURSE: B.Sc (H) Mathematics
YEAR: 1st



THE LEADING LADIES OF THE BUSINESS WORLD

The enigmatic strength encapsulated by the female counterparts, has embellished the world of business and trade community. The trade community's inamoratas have never escaped to stun the world with their incredible and fantastical business skills. They have quintessentially challenged the dogmas of patriarchy associated with the business world and stepped in to eliminate the prejudicial setups, and misogynistic perspectives of the conventionally male-dominated abode. The leading ladies of business hereby galvanize and inspire the world by their astounding achievements. Their irresistible obduracy, untiring courage and unfathomable tenacity has been driving them through all the impediments. Some names that need to be celebrated for the way they have enlightened our lives by expressing the supremacy in the skills of trade and commerce and outreaching the basic necessities to the luxuries of life to the world.

Here comes the billionaire businesswoman, the executive chairperson of the Biocon Limited and Biocon Biologics Limited, a biotechnology company Mrs Kiran Majumdar Shaw. She started Biocon in 1978 in the garage of her house, initially she faced plausible challenges because of her young age and her gender. Despite the hurdles that came across her way she could make Biocon touch the sky of success, with a net worth of US\$ 4.6 billion as on September 2020. She was designated as the EY World Entrepreneur Of The Year 2020. The compassionate and the benevolent heart never escapes an opportunity to spread kindness, while she quite dislikes the term "philanthropy" and rather favours the expression "compassionate capitalist". She believes that the blend of creativity and commerce can serve the world and create social advancement. The Biocon Foundation extends its support to the economically marginalized sections of the society. She is also part of The Giving Pledge, since 2015 and has vowed to devote at least half of her wealth to humanitarianism.

If we peep into the world of luxury there comes a name highlighting itself with her remarkable success Dr. Jyotsna Suri. The lady who has transcended the boundaries of hard work and has made her firm climb the heights of success, the Managing Director and the Chairperson of the Bharat Hotels. Bharat Hotels is the group of five star luxurious hotels. Dr Suri mapped the LALIT, the exceptionally lucrative brand as a tribute to the founder chairperson of the company and her husband Mr. Lalit Suri. Due to her immeasurable hard work, The Lalit Suri Hospitality Group has become a brand and is currently leading the privately-owned domestic hotels in India with their prime focus on luxury.

The chairman and the senior managing director of Accenture, who wasn't offered a job even after graduating with good grades just because the employers were quite weary to offer the job to a woman is now driving Accenture the leading company with her seamless skills. Mrs Rekha M. Menon has been ranked on Fortune India's most powerful Women in business list at No 16. She is appointed as the chairperson for the NASSCOM [National Association of Software and Services Companies].

You-tube has become an integral part of our lives and is a beautiful bestow of technology. If we look into the success story we will again move forward to the saga of glory of another leading businesswoman. The CEO of the Alphabet Subsidiary You-tube, having more than 2 billion monthly users. Susan Diane Wojcicki has been ruling the tech kingdom for over 20 years.

The former chairperson and chief executive officer [CEO] of PepsiCo Indra Nooyi [nee Krishnamurthy]. She joined PepsiCo in 1994 and was designated as CEO in 2006. She is passionate and dedicated towards her company and believes that it ought not to be done what all others are doing but one needs to do it before it is trending. She lined up for offering more nutritious drinks, both for business purposes and also for society welfare.

The abode of investments also leads us to the name of another queen of the enterprise's world, Abigail Pierrepont Johnson, the American billionaire business executive. She has been the president and chief executive officer of American investment firm Fidelity Investments since 2014. She was ranked as the World's most powerful women by Forbes consequently for several years. Fidelity Investments offer solutions and provide advice regarding investments.

There are innumerable names in the list, and many are awaiting to get their names registered. The abode of enterprises owes a lot to all of them for not only leading the enterprises and showcasing the world, and setting benchmarks but also for catering to the social issues and using their business strategies to take a step and narrow the gap between the existing differences. The leading ladies of the business empire have never failed to shower benevolence and compassion and have always come forward to help those in need. They have set up their foot in diversified niches of the world, from investment sectors to biotechnology and many others and have left no stones unturned in leading their business empires. The empresses of the business world irradiate strength, enigma, and benevolence that is imbibed by nurturing dreams and drives many to the doors of success.

There are innumerable names in the list, and many are awaiting to get their names registered. The abode of enterprises owes a lot to all of them for not only leading the enterprises and showcasing the world, and setting benchmarks but also for catering to the social issues and using their business strategies to take a step and narrow the gap between the existing differences. The leading ladies of the business empire have never failed to shower benevolence and compassion and have always come forward to help those in need. They have set up their foot in diversified niches of the world, from investment sectors to biotechnology and many others and have left no stones unturned in leading their business empires. The empresses of the business world irradiate strength, enigma, and benevolence that is imbibed by nurturing dreams and drives many to the doors of success.

References:

<https://www.fortuneindia.com>

www.wikipedia.com

CONTENT: Trisha Tewari
COLLEGE: Maitreyi ollege, DU
COURSE: B.Sc Life Sciences
YEAR: 3rd

Why Placement Cell?

COMMUNICATION SKILLS

Developing communication skills can help many aspects of your life, from your professional career, to social gatherings, to your family life. Good verbal and written communication skills are essential in order to deliver and understand information quickly and accurately.

CORPORATE CONTACTS

Placement Cell helps you in developing corporate contacts and build up many new connections. It grooms you both on professional as well as personal level and gives you first hand experience of how to deal with corporate world.

TEAM BUILDING SKILLS

Placement Cell team works as a cohesive group with the aim of achieving success for the society. This not only helps in building up your interpersonal skills but also teaches you how to deal with your colleagues and tackle problems that comes your way while working in teams at a much higher level.

PERSONALITY DEVELOPMENT

Developing an impressive personality makes you stand apart from the rest. The Placement Cell grooms students so that they can deal with the challenging situations at interviews and work.

Placement vs Higher Education

This is a dilemma that haunts every student, which does not have any perfect answer for it as it varies with each student. There is always a lot of pressure and waterfall of advice from everybody around us but the final decision lies to the one going through this dilemma. So choose wisely.



Here are few points to discuss:

- Employability is hugely important in the current climate of higher education. Given the increase in fees and student debt, undergraduates need to feel confident of finding a good job at the end of their undergraduate courses and work related learning is a great way to boost their moral and enhance employability.
- Having a job before graduating gives a strong sense of security, especially in these times where there is a scarcity of jobs.
- Placements allows students to apply subject knowledge and technical skills in a professional environment at early stages of their life.
- More importantly placements after undergraduation are incredibly valuable for increasing self-confidence, while providing students with those "missing skills" that employers seeks in postgraduates.

Although, establishing placements may seem daunting, the benefits they provide with equipping students with the skills to step out confidently into a demanding job market are certainly valuable.



FREQUENTLY ASKED QUESTIONS



Q.What are some helpful tips for the job interviews?

- Learn about the company.
- Prepare your answers for commonly asked interview questions.
- Read the job description more than twice.
- Show them how much you are interested in joining the company.



Q.What time of the year is your placement program?

Placement programs for final year students commences at the beginning of the academic session each year. In August, the initial recruitment forms are rolled out to keep a record of how many students will go for higher education and how many will sit for placements. After the registrations, the cell starts sharing details of relevant job opportunities for all fields (science, commerce, arts). This placement program is conducted throughout the academic year i.e. it begins in August and job opportunities are consistently shared till the end of the academic session, while internships are offered on a regular basis throughout the year.

Q. What are the job prospects for the students studying at Maitreyi College?

The placement cell provides job opportunities to FINAL YEAR STUDENTS and ALUMNI BATCH. This session, the cell had 70+ offers for 2020- 2021 batch from 65+ companies like Deloitte, Wipro, Amazon, ICICI Bank etc. Almost equal number of opportunities are catered to all the departments of the college. Over the years, many of the college alumni got selected by reputed companies with good job profiles.

Q. What are the typical steps in the placement process?

1. Announcing opportunities.
2. Registering for the opportunity and submission of CVs/Applications by students.
3. Selection procedure: To be conducted by the companies.
4. Selection list: After the selection of the candidate, the offer letter is issued.



OUR PRIDE OUR ALUMNAE



MALINI AGARWAL

Malini Agarwal is a best-selling author, TV host, and digital influencer from India. "To The Moon: How I Blogged My Way to Bollywood" is her first novel. "MissMalini Media, a leading new media network" was founded by Malini Agarwal.

SUGANDHA GARG

Sugandha Garg is a film actress, singer and television host. She has been part of the movie "Jaane Tu Ya Jaane Na" and "The Kite" among others.



PRIYANKA BOSE

Priyanka Bose is an Indian film actress and model. Her famous works include "Gulaab Gang", "The Wheel of Time" among others.

MONIKANGANA DUTTA

Monikangana Dutta is a model and actress. She appeared in editorials for Vogue, Elle and has walked in Paris Fashion Week, India Fashion Week, Milan Fashion Week and Australian Fashion Week.



NEHA TANWAR

Neha Tanwar is an Indian women's cricketer who played for the national team. Tanwar, a right-handed batswoman and right-arm off-break bowler, began her domestic cricket career in 2004 and made her international debut in 2011.



SHAILY NIGAM Biochemist	SHEETAL GAUR Pilot	VRINDA ACHARYA Voice Over Art
RAJSHRI SANCHETI Rifle Shooter	DR. NEERA SEN SARKAR Assistant Professor	LT. SHREYA GUPTA Indian Army
SONAL RIHANI Fashion Industry	JYOTI CHALLI Entrepreneur	POOJA SHALLI Journalist
KANUPRIYA MEHNDIRATTA Lawyer	AASTHA GANDHI Lawyer	DR. PREM MOHINI Biomedical Research

AND MANY MORE
WHO CAME...WHO LEARNED...WHO CONQUERED

Testimonials From Our Alumnae

I joined Matreyi College in 2017 with all my dreams packed in a small bag, my mind daydreaming and body all charged to start a new chapter of my life. College days are the best in one's life but for me it wasn't just the best but a life shaping experience. I dreamt of tapping into all those skills which were certainly unexplored and then came an interview which gave another very important turn to my career, i joined the placement team of Maitreyi which was still growing, i had an opportunity of a kind to experience tremendous learning, i worked hard every single day until i proved to not just be good but the best at what i do and finally was elected as the President of placement cell after a year.



My dreams were now bigger and my hopes all high, I had a vision to transform and innovate a platform which would help students become employable resources and further boost the success of this institution with their own success in the world outside. No matter what you choose to become, make sure to be impactful and never stop learning, in my opinion one should always take an opportunity to taste the practical aspects of education which can come with a job and then a right mix of education will be a star mark for you as a professional. Education without any employability is just like a dessert with no sweet which I am sure no one wants to have. Your portfolio will be the best among others when you have something different to offer. My motivation came with Maitreyi College's inspiring environment and absolutely talented teachers who were there to support me and help me grow as a leader. This is the level of inspiration Matreyi has to offer to all the amazing girls joining in the years to come. You'll join with a dream of your own and Matreyi will give shape and reality to it, you'll leave as an innovator, leader and an absolute source of inspiration for others.

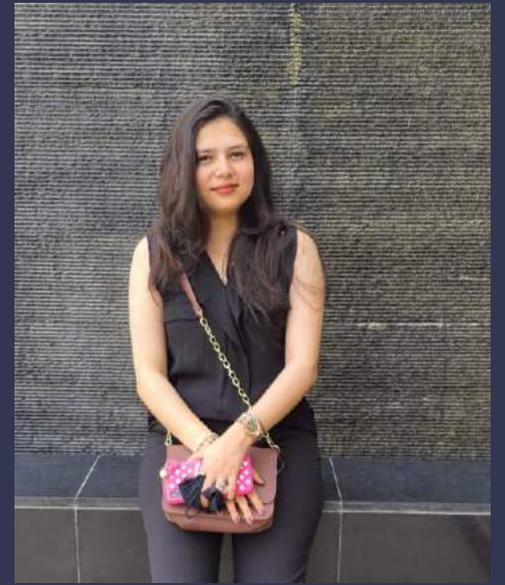
Isha Sharma
Associate Analyst
Google Knowledge graph

I completed my graduation from Maitreyi College and I am currently pursuing Masters in Economics from Jawaharlal Nehru University. My experience in Maitreyi college is something I will always cherish. Right from the beginning at Maitreyi, I had been actively involved in exploring my potential. I learned and gained extensive experiences which helped throughout my studies in all my thick and thin. The teachers here not only trained us in the academic curriculum but also motivated and encouraged us. I got the opportunity to be part of my department council and enactus which gave me an excellent platform to explore and excel in my professional life but also on the personal front. Looking back, it's been a pleasure to have some amazing friends, to have worked with insightful people, and to have learned and grew under respectable mentorship.



Arohi Jain
MA Economics
Jawaharlal Nehru University

My experience with my Alma matter " Maitreyi " was like a dream. It was an amazing experience to be in such an organisation. The best part of my college life was placement cell which made me grow each and every day. Being in the cell for 2 years gave me exposure of corporate life ,lot of new opportunities and challenges which made me grow as a person .Being part of this society was always a moment to cherish for long. I started my career in BYjUs 7 months back and can proudly say was my best decision ,One gets appreciated for his / her work ,One should go for job after ug is because there are many advantages attached to it. Being a fresher we are so full of energy and enthusiastic to work ,we get an edge over others ,get to learn a lot of new things in life and is exposed to good opportunitie. At a very young age can give a beautiful shape to our career thus feel opting for job after college would be the best choice. In a time span of 7 months I got 2 appraisal for my work and is getting appreciated every day which motivates me to work more . Thus from my experience would like you all to choose corporate after college life . All the very best to my fellow Maitreyians .



Durga

**Senior Business Development Associate
Byju's the learning application**

Moving to Delhi and getting admission in one of the best colleges of Delhi University, I never imagined that Maitreyi College will hold such a special place in my heart. I had the best experiences while studying in this college. Watching ambitious girls striving and working hard towards their goals always motivated me. Joining Placement Cell was the best decision I could have made in my college life. It was a journey filled with life experiences, hardwork and determination. Working as a team and bringing each event to success was the only goal. I can proudly say that the person I am today is because of the learning experiences which I got from the college societies and from teachers. Each and every individual inspired me to work hard and become the best version of myself.



One of my teachers said," There is no elevator to success, you have to take the stairs". This was my 'Mantra' throughout the college days. One must always grab the opportunities that come in their way and make the best use out of it. Always remember, success is the sum of small efforts, repeated day in and day out.

A good education is a foundation for a better future. College can shape a student's life and prepares them for surviving into the real world. Maitreyi definitely did that for me and I hope my fellow mates also gets this opportunity and they become amazing individuals and keep inspiring the upcoming batches.

**Muskan Gupta
Digiversal Consultant
Executive- CRO**

PLACEMENT CAREER TABLOID



ACHIEVEMENTS

The Placement Cell has achieved great heights in the first-ever virtual session of 2020-2021 by maintaining high placement statistics and figures with top companies. Despite the tough times and bearing the recession, 300+ drives were held in this session, with 220+ companies hiring interns, 25+ PPOs and 65+ companies recruiting for jobs .

The highest Stipend offered was 30,000 by Pick My Work and Baymax Technologies, while the highest CTC was Rs.19,25,000 by DE Shaw Group.

- Rise of 92.5% in the CTC offered.
- Rise of 69.23% in the number of companies offering internship opportunities.
- The ratio of selected candidates for internships increased by 267.35%.
- 56% rise in the diversity of profiles offered.
- The cell catered students of all the departments with almost equal number of opportunities.

Some of the top recruiters were D.E Shaw Group, Byjus, Deloitte, Medic Fibres, Apeiron Management, Decathlon, ICICI Bank, Ernst & Young, NIIT, Tech Mahindra, Cvent, Tresvista, Sheeko and much more.

Even in the whole virtual session, the cell collaborated with prestigious companies to provide various fellowship opportunities, professional CV building sessions, leadership development sessions, international & national webinars and much more to the students. The Cell also collaborated with Coursera to provide free access to online courses to students from various foreign universities.

The Placement Cell of Maitreyi College organized its first ever online Annual Job and Internship Fair, ENVISION 3.0 :-

- The fair had over 50+ companies onboard providing opportunities to different arrays of departments. The highest stipend offered at the fair was Rs. 25,000 by Eigopaathshala. The highest CTC was ranged upto 6.9 LPA by Newzera.
- The Cell catered to every department with almost equal number of opportunities in commerce, science and arts. 200+ students were hired across all streams from Maitreyi College and 140+ students from different colleges all over Delhi.

Thus, ENVISION 3.0 turned out to be a victorious fair that was endorsed by the representatives and staff of the college.

2021-2022 VISION

- Equipping the students with relevant and professional skills and developing them to meet the industries recruitment process.
- Increase the employability skills.
- Build more corporate contacts.
- Bring out the hidden talents and potentials effectively.
- Providing students through proper training.
- To evolve as a center of excellence for professional education.
- Aiming to place maximum number of students through on campus & off-campus placement programs.
- Bridging the gap between campus and corporate world.
- Experience building through internship opportunities.
- Conducting career counselling and personality development sessions.

**"VISION IS THE ART OF SEEING
WHAT IS INVISIBLE TO OTHERS" -
Jonathan Swift.**

Connect with us:

 Placement Cell of Maitreyi College



/maitreyiplacementcell/



@placementcellmaitreyi



@PlacementDu



placement@maitreyi.du.ac.in



<https://www.maitreyi.ac.in/>