

Placement Cell Report 2016 – 2017

OBJECTIVES:

1. To acquaint students with the career options available after UG/PG.
2. To provide full-time/part time employment opportunities to students.
3. To bridge the gap between the Campus and the Corporate & provide Employability Skills to overcome this gap.
4. To conduct campus interviews.
5. To conduct a Career Fair.

PROCESS:

- **Acquainting students with the career options available after UG/PG:**

1. Organised a guest lecture for all TY and PG students on career choices in collaboration with NGO Nayee Disha on 8th Oct, 2016.
2. Organised a guest lecture for all TYBA and B.Com students on B.Ed in Autism on 24th Feb, 2017.
3. Organised a guest lecture for all T.Y.B.Com and B.Com-AFI students on 'Career Options in Banks' on 12th Oct.2016.
4. Organised a guest lecture on 'Career in Print Media' by Ms.Dhanalaxmi on 10th Feb, 2017 for T.Y.B.A.M.M students.

- **Providing part time/full-time job opportunities to students:**

1. 6 T.Y.B.A.M.M. Journalism students were sent for interview to 'New Woman' magazine were selected. 2 students were selected.
2. 4 T.Y.B.A.M.M. students were sent to 'Arts in Motion' dance studio for the post of floor manager. 2 students were selected for the same.
3. 2 Bcom students were sent for an interview at 'Cloudcity', Malad, a BPO where both the students were selected.
4. 10 B.A.M.M. and M.Com students were sent for an interview to BBC Worldwide Media Pvt.Ltd and 3 were selected as trainee for a reality show called 'Win the Crowd'.
5. 2 M.Com students were given an part time opportunity in our own college office under 'Earn while you learn' scheme. Ms. Vinny & Ms. Nikita Talekar are given a stipend and work from 12 to 5 pm, Monday to Friday and from 10 am to 1 pm on Saturday.

- **Employability Skills Training Programs:**

I. ANTARANG FOUNDATION:

- Signed an MOU with Antarang Foundation for their ‘Career Ready’ program for T.Y.BA students.
- Placement cell of Smt. MMP Shah Women’s College of Arts & Commerce, in collaboration with Antarang Foundation envisions a world where young people should be encouraged to passionately, productively and positively engage in a vocation of their choice through career focused programs. Antarang Foundation has two program options - Career Aware and Career Ready. The foundation works to bridge the employability gap that exists among youth. The program delivers career guidance, develops core employability skills and finally links students to career opportunities.
- The Placement Cell has collaborated with Antarang Foundation to conduct the ‘Career Ready’ program for T.Y.BA students. This course was offered to entire English & Gujarati T.Y. BA students in the second half of this academic year (2016-17) after a detailed orientation. Two batches of 35 students each from T.Y.B.A were formed who are presently undergoing the training program. It is conducted simultaneously from 11.30am -1.30pm from Monday to Friday. The Career Ready Program in association with placement cell of Smt. Maniben M.P. Shah Women’s College of Arts and Commerce is conducting 40 sessions of 2hrs each. The areas which will be covered are self-awareness, career awareness, work skills, work ethics and spoken English. The program also includes two expert speaker sessions, two exposure visits, three sessions on critical thinking and one parents meeting. After the program comes to an end Mock Interviews will be held to train the students for formal interviews.



- After these students who graduate from the 'Career Ready' program, will then be sent for interviews to various companies/institutes for jobs of their liking.



- Apart from Employability Skills, these 70 students will be provided with a free APTECH Course (right from basic to advance) in any Aptech institute that falls in

their vicinity. The students can also enroll for a free English Speaking course with the institute 'Manpasand Life' at Grant Road. Smt. MMP Shah Women's College has entered into an MOU with Antarang Foundation & this course will be offered to all T.Y. BA students from the next academic year.



- A detailed report of Batch I & Batch II along with individual student has been attached herewith as Annexure I & II.

II. TECHNOSERVE FOUNDATION:

- Signed an MOU with Technoserve and has been co-coordinating to conduct "Job Skill Development Program" for students of T.Y.B.Com, T.Y.BMS and T.Y.B.Com-AFI.
- Placement cell of Smt. Maniben M.P. Shah Women's College of Arts and Commerce in collaboration with Technoserve has initiated "Job Skill Development Program" for students of T.Y.B.Com, T.Y.BMS and T.Y.B.Com-AFI.



- TechnoServe (TNS) is a not for profit economic development agency which creates business solutions to poverty. They work closely with rural and urbanizing women and men in developing countries to build enterprises that generate income, create livelihood opportunities and fuel economic growth. Headquartered in the United States, they operate in more than 30 countries.



- TechnoServe has been active in India since 2007, working to:
 - 1) **Strengthen value chains:** they work hands-on with smallholder farmers, enabling them to grow high-value products, engage with private sector companies and sell in profitable markets;
 - 2) **Support entrepreneurs in poor areas:** they provide business training and support to women and men who want to create thriving, sustainable enterprises;
 - 3) **Promote sustainable local economic development:** their market-led approach increases incomes for target groups, catalyzing further economic and social development in their communities.
- The above objectives match with those of our college.
- Currently two batches consisting of 40 students each are undergoing the training program. The Youth Employability and Empowerment Program undertakes an exhaustive assessment of the target underprivileged colleges in Mumbai along with

providing soft skills and vocational training to interested and qualified youth (in the age group 18 to 25)

- The project aims at improving the over-all employability of the youth by providing them employment opportunities with corporates and other organizations. Mock Interviews, too were conducted to boost the student's morale.
- Technoserve organized a Career Fair for all its students in P.N. Doshi College, Ghatkoper on 9th March 2017 and managed to get 12 companies to campus for Campus Interviews. 65 students from our college attended the same & 24 were selected for corporate jobs.
- Smt. MMP Shah Women's College has entered into an MOU with Technoserve & this course will be offered to all T.Y. B. Com, BMS, M.Com & T.Y.B.Com-AFI students from the next academic year.
- Technoserve is organizing a Career Fair in our college on 10th May 2017. This career fair is mainly for students who are not placed so far. 600 students from various colleges from Mumbai are expected to attend it and about 15 Companies are expected to come.



Success Stories of our students to be published in CITIBANK CSR Report

1. Meet Yasmeen Mahmood Shaikh, CREEYD Trainee, Mumbai 2017

Yasmeen is one of five members of a conservative Muslim family. Her father is a mechanic, while her mother stays at home. They live a modest life and it is generally not acceptable for the girls in their family to receive an education. Yasmeen however has been lucky enough to be encouraged to pursue a college degree. But she lacked confidence and often scored very poorly on tests, retaining little of what she learnt in class. If she graduates from college, she will be the very first person in her family to do so. Her parents can hardly afford the tuition, and at times keeping a roof of the family's head is next to impossible.

Despite these odds Yasmeen attends college, and like many of her friends enrolled for the CREEYD program at her career centre in college. Her greatest challenge has been learning itself, but in the CREEYD training program she learns by doing. She has enough opportunity to practice what she learns and is happy she followed her friends to this program. Her biggest learning has been the improvement in her English communication. She makes a conscious effort to speak to her friends in English and has made it a point to meet and talk to new people in her group activities. She rarely did either of these earlier. She recently attended a job interview at ICICI Prudential and never imagined that she a self-proclaimed slow learner with English communication problems would crack an interview in insurance sales. Yasmeen and her family are over the moon about her success, and she is all set to make a major contribution to her family income. She is beaming with her recent success and definitely exudes the confidence of a first generation college graduate and successful woman of the family. Her starting salary will result in a 100% increase in household income in just her first year of employment, only to increase year on year as she gains more employment experience in the insurance and banking sector.

2. Urvi Buhecha, CREEYD Trainee, Mumbai 2017

Urvi Buhecha was a quiet, reserved young student, who did not make friends easily. The younger of two siblings, Urvi has experienced many hardships, before she even turned 18. Five years ago, she tragically lost her father. Her family, residents of Mahim, a poor fishing village in Mumbai city, did not have much by way of savings or finances. This placed a burden on her mother, now a single parent, trying to make ends meet on

a meagre teacher's salary. Urvi's mother soon had to change jobs, and now works long hours to support her family. This keeps her out of the house with little or no time to tend to the emotional and developmental needs of her two young children. Urvi, though bright and eager to learn new things, is a self-proclaimed introvert. Not one to easily voice and opinion or even speak to new people, making friends in college has been difficult for her.

On a regular day of classes as a third year college student, she happened to follow a large crowd of students into a TechnoServe training awareness program in her college. Soon she found herself attending a training session, albeit to assuage her curiosity. One class turned to another and soon Urvi was opening up about her life and her story to completely new people in her own college! She usually knew the answers to many of the questions asked in class by professors, but would never open up, fearful of speaking in public. Soon she was standing in front of the class and large groups and sharing her thoughts and ideas! Urvi says, "A lot of the group-based activities have helped me realize that I am not alone in my struggles and that I can make my personal situation a source of strength."

From being someone who would never work in a group, she now embraces team collaboration. Urvi recently attended an interview for a sales role at a leading insurance firm in Mumbai, ICICI Prudential, an opportunity she got through the CREEYD program. The day before the ICICI Prudential interview, she was definitely nervous, but she fought that fear with practice and determination. She rehearsed her interview responses, a trick she learnt during her training, and even had her mother share her feedback. To her surprise, she got hired and will soon begin an exciting career in sales, where every day she will meet with and talk to new people! She avers that she would never have even imagined this role before her days at the CREEYD program. Urvi will now double her household income (2.5 lakhs annual at present), with just her starting salary, reducing the burden on her aging mother. There is no doubt she will continue to do well at her job and bring in a significant salary raise year on year.

III. SAS-CSR PROJECT:

- The focus of the project is on S-Sanitation, N-Nutrition, E-Empowerment, H-Health & Hygiene.

- This project was started with the aim of **Empowerment of women students with enhanced employability skills through a series of training modules.**



- It is important for students to develop soft skills and enhance their personality at the verge of completing their graduation or post-graduation and get ready and enter the workforce.
- This is a new addition to our college's commitment towards providing wholesome education along with imparting skills required to make student's placement ready.
- A syllabus was framed with the help of industry experts which included 5 modules.
- Module I include study skills that focus on enhancing reading, writing & memorizing better & faster.
- Dream building, goal setting and attitudes & techniques, emotional intelligence, interpersonal skills, time management, health management are some of the topics covered under Module II.
- Module III covers mainly Communication skills which includes not just verbal & written but also non-verbal (body language), public speaking & listening skills.



- Resume making, power dressing, group discussions & hunting for the right jobs were a few topics covered under Module IV.
- Module V included team building, problem solving & conflict resolution, presentation skills, business correspondence.
- Lectures were scheduled every week. A list of lectures are listed below:

Date /Day	Name of Guest	No of Sessions	Topic
13-01-17 20-01-17	Swami Vivekananda Kendra	04	Team Building & Motivation
10-2-17 16-2-17	Dr . Reeta Shah	04	Being a super-woman
21-1-17 4-2-17	Dr .Dhaval Mody	04	Dream building, Goal Setting, Attitudes & Techniques for success

15-2-17 20-2-17 22-2-17 25-2-17 1-3-17 3-3-17 4-3-17 6-3-17 7-3-17 8-3-17 10-3-17	Dr. Prashant Shelar Success Insights	24	Time Management, Group Discussions, Personal Interviews
28-1-17 11-2-17	Dr. Avaneesh Bhatt	04	English Proficiency Test, Writing Skills



IV. CAREER FAIR:

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OUTCOME:

1. Even before the completion of the Techno serve course, the following number of students were placed:
 - ICICI Prudential – 5 B. Com students
7 BA-AFI Students
 - HDFC Securities – 1 B. Com student
 - PRODATA – 3 B. Com students
 - HERE SOLUTIONS – 3 BMS students
 - BAJAJ FINANCE – 2 BA-AFI Students
 - WNS – 1 BA-AFI Student
2. Placements have encouraged the SY BA & B. Com students who will now take admission in their third year to take up Employability Skills training. There are many enquiries for the same.
3. It will also have a positive impact on students who plan to leave this college and take admission to other colleges.
4. 20 students out of the first batch of B.Com with Accountancy, Finance & Insurance were placed, leading to increased demand for the course.