



SRIKRISHNA COLLEGE

ESTD : 1950 • Govt. Sponsored



Affiliated to The University of Kalyani

Re-Accredited by NAAC (cycle-II)

Memo No.

Date.....

NOTICE

Career Counseling Training for 6th Semester Students

This is to inform you that the career counseling cell of Sri Krishna College, Bagula in association with Naandi Foundation's Mahindra Pride Classroom has decided to organize a six day career counseling training for the 6th semester students starting from 14.03.2022. The main objective of this programme is to deliver an overview of digital marketing including Search Engine Optimization, Affiliate / Influencer Marketing and Freelancing Career in Digital Marketing. The course includes:

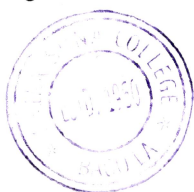
- Content Creation (Session Presentations, Post Assessment)
- Training Delivery
- Reading Materials
- Certification LMS / online licenses
- Case study

All the interested students are requested to register using the link <https://forms.gle/pBtL6rueAryVo4j77> on or before 13.03.2022. Full Schedule of the programme is given below :

Date	Venue	Time
14.03.22	Room No. 40-42	11.00am-3.30pm
15.03.22	College Auditorium	11.00am-3.30pm
16.03.22	College Auditorium	11.00am-3.30pm
17.03.22	College Auditorium	11.00am-3.30pm
21.03.22	College Auditorium	11.00am-3.30pm
22.03.22	College Auditorium	11.00am-3.30pm

For further details contact with Shri Binoy Biswas (9641332696) & Shri Kamollesh Poddar (6296545174).

Date- Bagula 11.03.22



PRINCIPAL

(Dr. Sukdeb Ghosh) 11/03/2022

Srikrishna College, Bagula
 Dr. Sukdeb Ghosh
 Principal
 Srikrishna College
 Bagula Nadia,
 W.B. PIN-741502

21st January, 2022

To,
The Principal & Training & Placement Cell,
Srikrishna College,
Nadia, West Bengal.

Sub: Proposal for Implementation of Mahindra Pride Classroom's Digital Marketing Training for the final year students from (B.Com./B.Sc./B.A./BBA/BCA/MBA).

Dear Madam,

Greetings from Naandi Foundation's – Mahindra Pride Classroom!

It is our pleasure to introduce **Mahindra Pride Classroom**, which is a flagship CSR initiative of the Mahindra Group implemented by **Naandi Foundation**. The Mahindra Pride Classrooms (MPC) movement has, since 2016, been rendering yeoman service to final year students of Government and Non-Government various colleges like General (B. Com/B.A./B.Sc.), BBA, MBA, Polytechnics, ITI, Engineering and Nursing by enhancing their employability prospects manifold via a 40 to 120 hour carefully designed module. Since inception, we have partnered with 1643 institutions to train and empower over 3,00,000 youth from 19 states with the skills needed to get a job – and placing a significant number with reputed employers. **The complete cost of the training is supported by the Mahindra group as part of their CSR contribution.**

As part of our institutional skilling initiative in Maharashtra, we are very happy to inform you that we have collaborated with some of the finest Engineering, Hospitality Institutes, Nursing, Polytechnic, ITI's and Arts and Science colleges. We provide employability training to the students from less privileged backgrounds to bridge the gap between the campus and corporate. We impart soft skills, life skills, domain skills as well as employer-specific skills.

We understand how jobs anchor lives and how a good job becomes the foundation of a great career. At Mahindra Pride, we have embarked on a new journey to connect the right jobs to the right candidate, calling it **Job Utsav** - a celebration of jobs!!

As part of our Employability Skilling programme, this year apart from soft skills, communication skills, life skills and Interview preparation, we are planning to impart digital marketing course. **This is a carefully designed 40 hours course to give students in the final year of degree hands on knowledge in digital marketing including Search Engine Optimization Affiliate / Influencer Marketing and Freelancing Career in Digital Marketing.**

The course includes:

- Content Creation (Session Presentations, Post Assessment)
- Training Delivery
- Reading Materials
- Certification
- LMS / online licenses
- Case study

For imparting digital marketing skills, MPC has partnered with **Imarticus** Learning, a technology driven educational institute that has immense expertise in transforming careers across industries such as financial services, analytics and AI, business analysis and core technology. Imarticus has evolved into the preferred sourcing, training, and skill development partner that caters to the human capital and up-skilling needs of over 120 firms, which include leading KPOs, global and domestic banks, consulting, technology and analytics firms such as HDFC Bank, BNP Paribas, Goldman Sachs, Morgan Stanley, Aditya Birla, KPMG and Accenture amongst many others.

The students will be provided with MPC certificate upon completing the programme. Only students with 80% attendance and good performance assessment score will be eligible for the certificate.

We deem ourselves honored to serve the underserved youth through our skilling initiative by training the aspiring general (B.Com./B.Sc./B.A./BBA/BCA/MBA) students in employability skills. Therefore, we would like to request you to help us to identify the students who are actually in need of an opportunity to enable themselves meet the expectations of the industry and become more employable. Kindly note that we will be conducting a performance assessment audit (College/Student Based) at the conclusion of the said project, which will be a base line for the implementation of the project in the upcoming years.

We are looking forward to your wholehearted support. Once again thank you so much for associating with us in this initiative to empower the youth of our nation.

Thanks & Regards**Swobnom Saud****State Coordinator| Mahindra Pride Classroom****Mobile - +91 8847263133****Naandi Foundation****www.naandi.org**