

# **Annual Report of Career Counselling Cell (2018-19)**

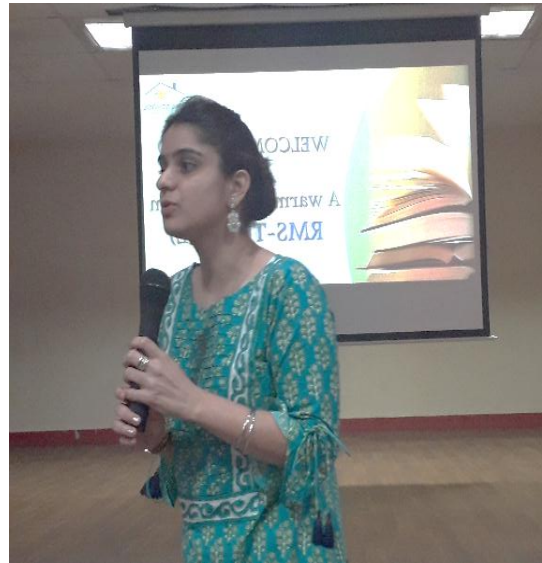


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The Career Counselling Cell organised an interactive session on “Digital Marketing” on 5<sup>th</sup> October, 2018 in association with RMS School, Chandigarh. Mr. Gurjeet Singh Dhari, a corporate trainer with experience in the marketing division of Yamaha and Ms. Amanbir Walia, founder and trainer of learnppc.com made about 154 participants from various streams aware of the nuances of digital marketing. The speakers guided the students about pursuing certificate and diploma courses in digital marketing along with their graduation. Ms Amanbir Walia discussed “Customer persona for Facebook Audience” while Mr Gurjeet Dahri laid emphasis on “Strategic Marketing and the Innovative Marketing Aspects” for the girls to understand the career options in the field of digital marketing.



On 9<sup>th</sup> October, 2018 Mr. Khushagra Sharma, Training Head at The Taj, Chandigarh interacted with about 100 students to enlighten them about the career opportunities in hospitality industry with special reference to event planning. The interactive session was followed by a quiz on the hotel industry.



AAA Bright Academy, Chandigarh in association with the Career Cell conducted a comprehensive session including an interactive talk on “Planning for Career with special emphasis on exam pattern of Entrance exams for Government Jobs” followed by an Interest Test and an Aptitude Test, on 19<sup>th</sup> Feb 2019, for students of all streams to help them identify their strengths and follow careers of their interest. The session was attended by 170 students.



A talk was organized on 22<sup>nd</sup> Feb 2019 by Ms Aastha, an Alumni of the college currently pursuing Ph.D in Life Sciences from TIFR, Mumbai. She discussed about the career options in Life Sciences, she also deliberated on syllabi patterns of various universities and CSIR institute. The session was attended by about 100 students of B.Sc Medical.





The Science departments in collaboration with the Career Counselling Cell organized a workshop on “Building Effective Resume and Interviewing Skills” on 25<sup>th</sup> Feb 2019. Ms. Dilpreet Shergill interacted with the about 80 students on improving the art of resume writing and gave tips to face the interview to improve self-confidence and esteem.



The Career Counselling Cell organised an interactive session on “Interview Preparation” on 26<sup>th</sup> Feb 2019. Mr Om Kanoujia, a Corporate Trainer and Motivational speaker guided students of various streams about the nuances of preparation for appearing in Job interviews. The session was attended by around 90 students.



On 7<sup>th</sup> March 2019, experts of Siblicode, Mohali trained 39 students of M.Com on GST calculation and the filing of returns. The students were made aware of the relevant rates of Goods and Service Tax and explained the technicalities of the taxation system.



Experts from Gyanm Education & Training Institute Pvt Ltd guided the student about the use of “Vedic Maths” for clearing various competitive exams. The experts shared shortcuts for sharpening calculative skills. The session was attended by students of various streams.

