

Annual Report 2024-25

Career Guidance & Placement Cell

Kumari Vidyavati Anand DAV College for Women, Karnal

Activities Organised:-

1. Five days Management Development Program on Digital Marketing was organised in collaboration with MSME Karnal (Micro Small Medium Enterprises) from August 27, 2024 to September 02, 2024 under the aegis of Institution Innovation Council (IIC) for grooming and upgrading the skills of students. Principal Ma'am Mrs. Meenu Sharma Ji welcomed the distinguished Chief Guest Sh. Mukesh Verma, Assistant Director, MSME, DFO, Karnal, Sh. Aakash Sharma, Faculty, Digital Marketing and Ms. Nancy, Faculty, Digital Marketing, faculty members and students. During the five days program the faculty of MSME Karnal Ms. Sanjana, Ms. Gauri Kapoor, Ms. Nancy, Mr Akash Kumar demonstrated students and gave detailed practical knowledge of various topics of digital marketing like Content Writing and Research, Introduction to Google AdSense, Search Engine Optimisation, Graphics Designing and Video Editing Portfolio Building and Infographic Resume, Applying For Internships, Work from Home Opportunities, Social Media Marketing, Industrial Case Studies, Domain Selection and Keyword Planning, How to Initiate Start up etc.. 30 students of BCA and B.Com. registered in and attended the program. The students gained practical knowledge of Canva tools, blogging, search engine optimization, video editing etc and future aspects so that students can increase their credibility in the digital marketing during the present competitive environment. They also gave a detailed practical knowledge of the subject of Graphics. Valedictory Function of the program was organised on October 14, 2024. During the valedictory function, these 30 students were given training certificate from MSME Karnal.



Five days Management Development Program on Digital Marketing



Valedictory Function on October 14, 2024.

2. Organised One-day Lecture on Atmanirbhar Bharat on January 23, 2025. Resource Person for this lecture was Dr. Saroj Chawla, Retd. Principal, Government College for Women, Karnal. She stated the fact that PM Modi has taken significant steps by initiating the Atmanirbhar Bharat Campaign in order to make India economically resilient and Self-reliant. She asked the students to register on MySBA Portal and explore the avenues for Start-ups.



3. One-week Training Programme by Naandi Foundation, Mahindra and Mahindra Group from January 27, 2025 to February 01, 2025. The Resource Person was Prof. Asha Gehlawat, Coach, Naandhi Foundation. During this training, students were made aware about Presentation Skills, Communication Skills, Personality Development etc. All students of Arts, Science and Commerce Scheme participated in this Training Programme.



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- Karnal, Haryana, India**
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Placements:

1. Ms. Komal, M.Com. (P) Roll No. 2242040007 got placed in G.K. Overseas, Mughal Canal, Karnal as a PTE Trainer in August 2024.
2. Ms. Prachi Mann, M.Com. (F) Roll No. 2232040028 got placed in Amit Khadi Gramudyog Samiti, Banso Gate, Karnal as a Tally Operator in August 2024.
3. Ms. Ritika, M.Com. (F) Roll No. 2232040019 got placed in Indusind Bank, Karnal in Personal Loan Department in September 2024.
4. Ms. Manisha, M.Com. (F) Roll No. 2242040007 got placed in Abroad Zone Mahila Ashram Complex, Behind Bus Stand, Karnal as a PTE Trainer in January 2025.
5. Ms. Ketika, BBA (F) Roll No. 1222023010013 got placed in Andaman Overseas Consultant, as a Marketing Executive in February 2025.
6. Ms. Bhoomi, BBA II Year Roll No. 1230803009 got placed in IQ Immigration, Sector 7, Karnal in March 2025.
7. Ms. Ambika Singh, M.Com. (F) Roll No. 2232040040 got placed in Vrinda Global, Karnal as Recruitment Associate in April 2025.
8. Ms. Ambika Singh, M.Com. (F) Roll No. 2232040040 got placed in Vrinda Global, Karnal as Recruitment Associate in April 2025.
9. Ms. Simran, M.Com. (F) Roll No. 2232040033 got placed in Vrinda Global, Karnal as Recruitment Associate in April 2025.
10. Ms. Simran, BCA III Year Roll No. 1222023011035 got placed in Vrinda Global, Karnal as Management Trainee in April 2025.
11. Ms. Jaspreet, BCA III Year Roll No. 1222023011030 got placed in Vrinda Global, Karnal as Management Trainee in April 2025.
12. Ms. Riya, BCA III Year Roll No. 1222023011017 got placed in Infosys Limited, Bengaluru, as Systems Associate – Trainee in July 2025.