

16<sup>th</sup> November, 2013

## Full Day Career Management Training Programme

on

# “Campus to Corporate - C<sub>2</sub>C”

*The 2<sup>nd</sup> C<sub>2</sub>C Programme of Placement Process-2013-14 @  
ASPEE Agribusiness Management Institute, NAU, Navsari*

Inspired by the stupendous success of the 5 (Five) Highly Effective C<sub>2</sub>C programmes - Full Day Career Management Training Programmes on “Campus to Corporate - C<sub>2</sub>C” conducted last year and thrilled with the envious final job placements of our students as a fruitful outcome of this hitherto initiative; our **Uni. Placement Cell** has decided to continue the same this year also. Last year, starting from 15<sup>th</sup> September, 2012 with the “1<sup>st</sup> Ever Campus to Corporate - C<sub>2</sub>C Training Programme of Placement Process-2012-13; the **Uni. Placement Coordinator & Asst. Professor in HRM @ AABMI - Dr. Mehul G. Thakkar** - a renowned State, National & International Awards Winner Trainer, personally conducted 5 (Five) such programmes and thereby personally trained 300+ Diploma, UG, PG and Doctorate students of various institutes of NAU, Navsari.

This year also, continuing with the missionary zeal of guiding and preparing the students of our NAU for facing the challenges of the cut-to-throat competitive job market with a structured training programme focusing on all these aspects and with the noble objective of equipping our students for grabbing lucrative career options, our **Uni. Placement Cell** recently conducted the 1<sup>st</sup> Ever C<sub>2</sub>C - Campus to Corporate Training Programme of Placement Process-2013-14 at our own campus institution - ASPEE College of Horticulture & Forestry, Navsari on 23<sup>rd</sup> October, 2013; wherein **98 UG and PG students enthusiastically participated** and enriched themselves with the desired inputs. Continuing with this success story, the in-house trainer of AABMI Dr. Mehul G. Thakkar recently conducted the 2<sup>nd</sup> C<sub>2</sub>C - Campus to Corporate Training Programme of Placement Process-2013-14 at the ASPEE Agribusiness Management Institute, Navsari on 16<sup>th</sup> November, 2013.



This 2<sup>nd</sup> C<sub>2</sub>C witnessed the presence of esteemed dignitaries from our university set-up - **Dr. V. C. Raj Sir**, honorable DSW & Chairman of the Uni. Placement Cell, **Dr. A. M. Bafna Sir**, the Dean of AABMI, **Dr. N. L. Patel Sir**, the Principal & Dean of ACHF, **Dr. B. L. Radadiya**, Associate Professor & IT Director, **Dr. Ruchira Shukla**, Associate Professor and Academic Incharge of MBA (ABM) Programme and the faculty team of AABMI.

**Dr. Mehul G. Thakkar** - getmgt@gmail.com, mehulgthakkar@nau.in / 094271 63205 (M)



In the inaugural ceremony, **Ms. Bansari B. Nishar**, *Student Representative of AABMI in the Uni. Placement Cell of NAU – a student of MBA (ABM) – Sem-III* welcomed all the dignitaries and briefed all about the placement team's efforts and students' expectations. Then, the team of **Ms. Mittal S. Surati** from M. Sc. (ICTA) and **Ms. Ankita H. Prajapati** from MBA (ABM) ignited a spiritual spark with a beautiful prayer and urged the almighty for the glorious future for all the students.

After the floral welcome of all the dignitaries, this [2<sup>nd</sup> C<sub>2</sub>C – Campus to Corporate Training Programme of Placement Process-2013-14](#) got to a flying start sharp when **Dr. A. M. Bafna Sir**, *the Dean of AABMI* created the much-needed ambience for this programme, by sharing his words of wisdom with the students. He requested the students to be sincere, alert and inquisitive throughout the day to digest the niceties of the corporate selection process. He praised the devoted efforts and passion of his own *institute's HR Faculty and TPO – Dr. Mehul G. Thakkar* and also thanked **Dr. V. C. Raj** for his continuous support for such initiatives.



He even assured the students of his wholehearted support and wished them all the very best for the coming placement season. He emphasized that now-a-days, along with the technical knowledge of the respective domain, one must be proficient in soft skills also. So, he advised the students to develop professional etiquettes and communication skills to succeed in the competitive job market.

**Dr. V. C. Raj Sir**, *honorable DSW & Chairman of the Uni. Placement Cell*, elaborated on the concept of "Integrated Personality" and supported his idea with several real life interesting illustrations ranging from Mahatma Gandhi to Swami Vivekananda to Sardar Vallabhbhai Patel and many others. He shared that the students need to have the "Knowledge", "Skills", "Attitude" and above all "Competitive Edge" to succeed. With humorous illustrations, he shared that even though all the students entered as the "*raw material*"; but with these sorts of professional

grooming interventions, our Uni. Placement Cell is striving hard to transform them into “*Value Added Finished Products*”; which can fetch more value in the market. He urged the participants to be attentive and enrich themselves with the valuable inputs from the renowned Trainer – Dr. Mehul G. Thakkar; and also requested them to develop their own “USP”.



Then, **Dr. N. L. Patel Sir**, the *Principal & Dean of ACHF* mesmerized the students with his powerful address. He shared that to succeed in life and career, 3 “D”s are important namely – *Dedication, Direction and Discipline*. One needs to be dedicated or devoted, should know the right direction and be self-disciplined to achieve the career goals.

He added that this wonderful initiative of C<sub>2</sub>C programme by Dr. Mehul G. Thakkar will certainly provide the right direction, but the students need to shoulder upon the responsibility of being dedicated and disciplined. He also explained the students about the need to develop powerful personality and remain ahead in this competitive era of “*Corporate Culture*”. He even remembered pleasant insights from the two C<sub>2</sub>C programme conducted by Dr. Mehul G. Thakkar at ACHF in 2012 and 2013 respectively and congratulated him as the “*real asset of the university*”. During the inaugural ceremony itself, the missionary HRD man Dr. Mehul G. Thakkar was put to surprise by the Master of Ceremony – Ms. Bansari B. Nishar by requesting him to share the logic behind initiating C<sub>2</sub>C Programmes. At this juncture, in a lighter mood, Dr. Thakkar shared the intricacies of taking over the charge of Uni. Placement Coordinator after initial hesitation and objection.



He even shared the insights from the recent Bollywood super hit movie “Chennai Express” and appreciated Dr. V. C. Raj Sir’s unconditional and inspiring support, guidance and psychological backup by commenting that **Dr. V. C. Raj used to tell him that “Hey, Mehul! Meri Dictionary me NO jaisa koi word hi nahi hai”**. He even announced that just like last year, when he came up with the 100 Hours Hitherto Career Management Training Programme with a catchy brand name like “Campus 2 Corporate - C<sub>2</sub>C”; this year also, he will come up with his 2<sup>nd</sup> innovative initiative – Full Day Movie Based Training/Learning Programme. This announcement was applauded and cheered by all the students. He even thanked **Dr. N. L. Patel Sir** for gracing the dais just on a short notice phone call despite his hectic schedule. He even expressed his sense of gratitude towards **Dr. A. R. Pathak Sir – the Hon. Vice Chancellor, Dr. V. C. Raj Sir, Dr. A. M. Bafna Sir and Dr. N. L. Patel Sir** for continuously believing in his competencies and giving him a free hand in HRD activities across the university. He also thanked the senior colleagues of the faculty team at AABMI for their inspiring support.

Last but not the least, as a pleasant surprise, *the top ranking alumni member from the just-passed out 5<sup>th</sup> Batch of MBA (ABM) students – Mr. Punit S. Chore* made his presence noticed. *This has been*



*the 1<sup>st</sup> ever time when any alumni member shared his thoughts and experiences with the passing out students from the platform of “C<sub>2</sub>C Programme”.* While he could prove his alma-matter and got selected in 3 reputed companies; he elaborated on the kind of issues that he faced and how he could tackle them with the help of guidance from the Uni. Placement Cell. His catchy style, humorous delivery and personal examples of job selection blunders were

enjoyed by all the budding professionals. He also expressed his profound gratitude towards the TPO, the faculty team and the Hon. Dean of AABMI for ensuring professional grooming during 2 years of MBA (ABM) Programme.

In the end, the formal vote of thanks was delivered by **Ms. Apeksha S. Shah** – *another extrovert jewel – a top ranking student of MBA (ABM) – Sem-III* in her unique, impressive and enchanting style.



Then, **Dr. Mehul G. Thakkar** – *the State, National & International Awards Winner Trainer and the Pioneer of the C<sub>2</sub>C Programme* took charge of the proceedings. Sharing his thoughts on the home pitch of his parent institution, he elaborated on the need and relevance of career management in the present era, he thoroughly explained the participants about how to achieve 100% professional success and why they should develop CAN DO outlook.

He also shared useful tips for developing the right attitudinal mind set for achieving professional success. With humorous illustrations coupled with psychological games, he explained the students about why changing oneself seems to be difficult, and yet much needed.



Then, in the powerful session on “Effective CV Writing”, he initially clarified the difference between Bio-Data, Resume, CV and Professional Brief/Profile. Then, he elaborated on various types of formats of resume, different sections of a professional resume, things to be avoided and eye catching layout of a resume. During this entire session, he substantiated his inputs with live illustrations, which were very well received by the students.

In the post-lunch session, the trainer focused on two very important aspects of Career Management namely - Projecting Powerful Body Language and Power Dressing for Success. Here, Dr. Thakkar explained the gestures, postures, facial expressions, eye contact, voice modulations and such other niceties to be observed during the interview. He also shared practical tips regarding what to wear on the day of interview. Then, he started the session on “Winning the Interview”. He thoroughly explained and exemplified various phases of an interview, the frequently asked likely questions, ideal answers, and such other issues. He even requested the participants to be creative and think ‘beyond the box’ while drafting their CV in an impressive manner as well as while answering the interview panel’s questions. He even demonstrated how the prospective candidate can create positive first and last impression.

Through intensive 8 hours training programme, he stimulated the students’ thought processes and cues to make them look at their skills and capabilities in an entirely new light; so that they can win the race in this cut-to-throat competitive job market conditions. By using a mixture of training methodologies, he ensured that students digest the desired inputs in live and interesting atmosphere. In the end, he urged the students to take on some sort of self responsibility for their own career development. He even guided them about becoming a member of professional associations and using the potential of networking with likeminded professionals.



**The entire programme was unanimously appreciated by 68 PG students of AABMI [55 MBA (ABM) and 13 M. Sc. (ICT in Agriculture) students] and 4 PG students of ACHF, who even wrote excellent remarks in the formal feedback forms.** Encouraging fact was that all the students remained very active till 6:15 pm, when the programme ended – *a proof their curiosity, patience, professionalism and self discipline.*

With special mention, I would like to congratulate **Mr. M. Ravi Venkanna Babu and 3 girls – Ms. Nidhika D. Mehta, Ms. Swathi K. Yadav and Ms. Swarnalata Birakati – PG students of ACHF, who showed keen desire in grasping the desired inputs and participated at AABMI as they missed the C<sub>2</sub>C Programme at ACHF earlier.**

**In the end, all the participants were awarded with “Certificate of Participation” also.**

**Personally, as a Trainer-Facilitator**, I enjoyed being with my own students. Their curiosity, inquisitiveness, patience, enthusiasm and cooperation were worth appreciating. Even though it was an over-stretched day for them from 9:00 am to 6:20 pm, they all remained very active, alert and participative throughout the day.

I must thank **Dr. A. M. Bafna Sir and Dr. Ruchira A. Shukla Mam** for taking personal interest in wholeheartedly supporting the idea of organizing the **2<sup>nd</sup> C<sub>2</sub>C – Campus to Corporate Training Programme of Placement Process-2013-14** at AABMI and providing me psychological backup before the programme and also throughout the day by making sure of minute details.

Once again, a **big thank you to Dr. V. C. Raj Sir – the honorable DSW**, who by taking care of minute details, made sure that this programme turns out to be a grand success. And, **how can I forget the exemplary motivator Dr. N. L. Patel Sir...Thanks a million to honorable Principal & Dean of ACHF – Dr. N. L. Patel Sir** for sharing his powerful affirmations and thereby boosting the confidence of all the concerned ones, that too at a very short notice and amidst a very tight schedule.

With this,

- ☞ The 1<sup>st</sup> C<sub>2</sub>C Training Programme has witnessed the overwhelming and record breaking participation of 98 UG and PG students of ACHF...
- ☞ The 2<sup>nd</sup> C<sub>2</sub>C Training Programme has witnessed the overwhelming participation of 72 PG students of AABMI and ACHF...

Next C<sub>2</sub>C is scheduled on

**21<sup>st</sup> December, 2013**

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Vanbandhu College of Veterinary Sci. & Animal Husbandry,

NAU, Navsari