



GOKHALE MEMORIAL GIRLS' COLLEGE

Activity report of ASPV's 1st On-Campus Drive

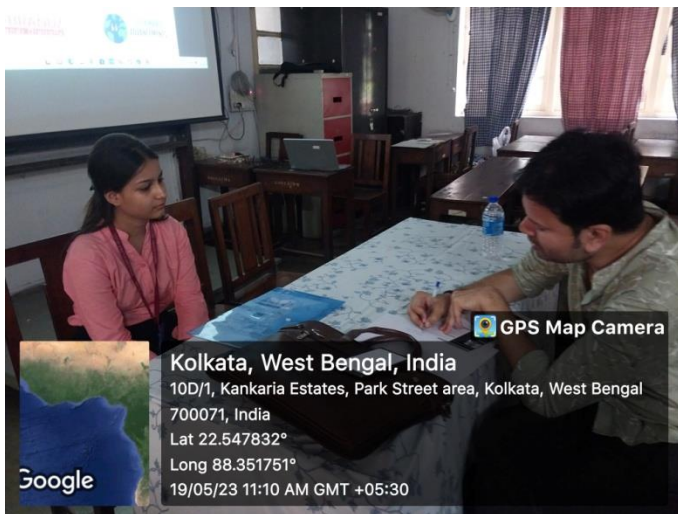
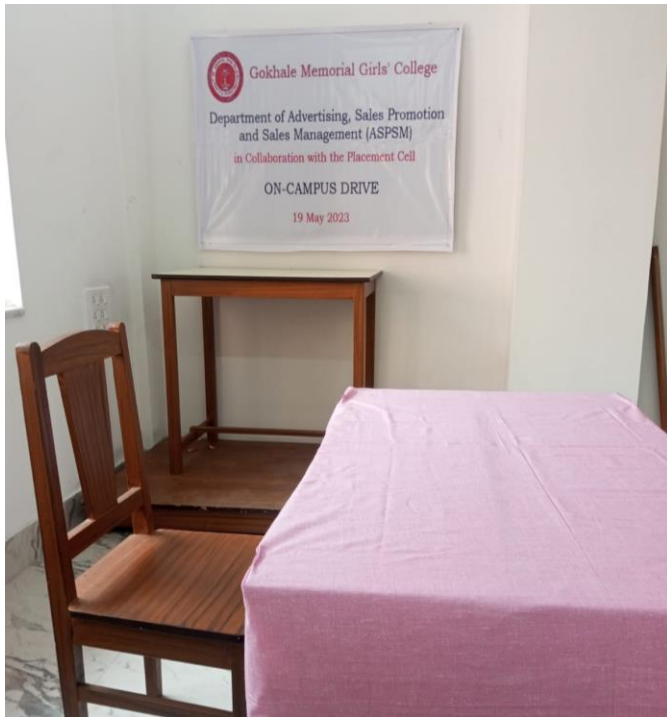
1. Date of the event: **19th May, 2023**
2. Number of participants: 13
3. Venue: Gokhale Memorial Girls' College, Kolkata
4. Sponsorship (if any): NA
5. Collaboration (if any): Placement Cell, Gokhale Memorial Girls' college, Kolkata
6. Name, designation, affiliation and topic of lecture of each and every speaker

Name of Companies Visited	Title	Designation	Affiliation
1. SDB Digital Brandz Pvt. Ltd. 2. Sustainable Advancements 3. Digital Abhiyan Pvt. Ltd. 4. Calcutta Foundation	On-Campus Drive	Companies (Recruiters)	-

7. Details about the resource person/brief resume/introduction- Companies visited-
 - a. **SDB Digital Brandz Pvt. Ltd.-** Internet marketing service in Kolkata, West Bengal
 - b. **Sustainable Advancements- Sustainable Advancements** (opc) Private Limited is a Private (One Person Company) incorporated on 28 November 2018.
 - c. **Digital Abhiyan Pvt. Ltd.- Digital Abhiyan Private Limited** is a Private incorporated on 10 December 2012. It is classified as Non-govt Company.
 - d. **Calcutta Foundation-** The Calcutta Foundation, an organization with a 29-year legacy, is devoted to working closely with rural women, forming a united family across Bengal. Our foundation actively involves community representatives at various levels, shaping our operations based on the needs of the people we serve.
8. Other necessary information (if any) - This was the first On-Campus drive conducted by the department of Advertising, Sales Promotion and Sales Management for its final year and previous two years students. Four companies visited the institution and conducted the on-campus drive. Out of the four companies few of them conducted two phases of the recruitment process, others conducted the first phase and called the selected candidates to their organizations for the next phases, one of them however, completed their process and also informed the selected candidate names to both the teacher and students (candidate). This was although a first time initiative by the department but a successful one. Some students got placed. However, all of them could get an exposure to what interview and campus drive is.



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Feedback cum Attendance sheet

Name of Activity ON CAMPUS DRIVE

Date: 19 May 2023

Name of the organizing cell/committee/ department ASPSM

Sl. No.	Name of participant	Roll No.	Signature of Participants	Feedback (in few words)
1.	Supriya Chakraborty	20/BSCN/0204	Supriya Chakraborty	It was very insightful & a new learning experience
2.	SHRUTI DAS	20/BSCV/0001	Shruti Das	It was insightful and helpful.
3.	Chandula Mitra	20/BAV/0022	Chandula Mitra	It was helpful for us.
4.	Rajanya Ghosh	20/BAV/0037	Rajanya Ghosh	It was helpful for us.
5.	Roshmi Sengupta	20/BAV/0031	Roshmi Sengupta	It was helpful.
6.	Anuska Choudhury	20/BSCV/0036	Anuska Choudhury	It was helpful
7.	Ruchita Mukherjee	20/BAV/0276	Ruchita Mukherjee	Insightful.
8.	Anumita Paul	20/BAV/0329	Anumita Paul	Helpful
9.	Srijani Ghosh	20/BSCN/0017	Srijani Ghosh	Helpful



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9.	Moupanna Pal	20/BSCV/0026	Moupanna Pal	Very helpful.
10.	Sanchari Chatterjee	20/BAV/0033	Sanchari Chatterjee	very helpful session.
11.	Sayantani Chakraborty	ex student	Sanchari Chatterjee	helpful
12.	Aishwarya Chakraborty	"	Aishwarya Chakraborty	helpful