



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ
I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA
Office of Corporate Relations & Alumni

Ref. No. IKGPTU/CRA/ 172

Dated Aug 05, 2022

Directors/ Principals
All the University Campuses/ Colleges & Institutions
Affiliated with IKG PTU

Sub: Employability Enhancement Training Programme.

IKG PTU have collaborated with Nandi Foundation, for employability enhancement Training Programme of graduate and post graduate students (only final year girls students). The said Training programme will be a 40 hrs classroom Training Programme which is a CSR programme of Mahindra Group implemented by Nandi Foundation.

The said 'Employability Enhancement training program' provides expertise on life skills (compassion, gratitude, respect, being a responsible citizen), Soft skills (grooming, body language, teamwork, manners, time management), Communication Skills, Presentation skills (speaking coherently and confidently) and Interview skills (resume preparation, interview questions, mock interviews) The focus of this program is finding new ways of thinking and problem solving, taking responsibility and building confidence, collaborating with the team, etc. (Details attached as annexure -1)

In light of the above, you are requested to direct Training & Placement officer of your college/Institute to take benefit of the above said programme in the interest of students. Interested College/Institutes may contact undersigned @ 9478098076 for scheduling the said free of cost training at their campuses. Students will get certification after completing 40 hours of the training program. We are sure that this will help students to get the skills that are required to face any corporate interview.

For the further queries, you may please call the undersigned @ 9478098076

With profound regards,


Assistant Director (CR&A)

"Propelling Punjab to a Prosperous Knowledge Society"

I.K. Gujral Punjab Technical University

Jalandhar-Kapurthala Highway, Kapurthala-144 603 Ph : 01822-282506
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Mahindra
PRIDE CLASSROOM

MAHINDRA PRIDE CLASSROOM

Employability With Empathy And Emotion





Naandi, which in Sanskrit means a new beginning, is one of the largest and fastest growing social sector organisations in India working to make poverty history.

Naandi has been partnering with various state governments, corporate houses, international and national development organizations and showcasing large scale successful delivery of public services. Services such as elementary education with positive discrimination of girls, safe drinking water and sanitation, large scale cooperative irrigated farming in dry land areas, end-to-end sustainable agriculture in tribal areas, skilling and employment for youth.

EMPLOYABILITY WITH EMPATHY AND EMOTION

Since 2016, Mahindra Pride Classroom (MPC) has been rendering yeoman service to final year students of Government Engineering Colleges/Polytechnics and ITIs across 19 states in the country. We try and enhance their employability prospects manifold via a 60 to 120 hour carefully designed module. Thus far, 6519 MPCs has empowered over 287000 youth with the skills needed to get a job – and we have also been placing a significant number of them through our many JOB UTSAV's with reputed employers. The complete costs of the training and placements are underwritten by the Mahindra group as part of their CSR contribution.

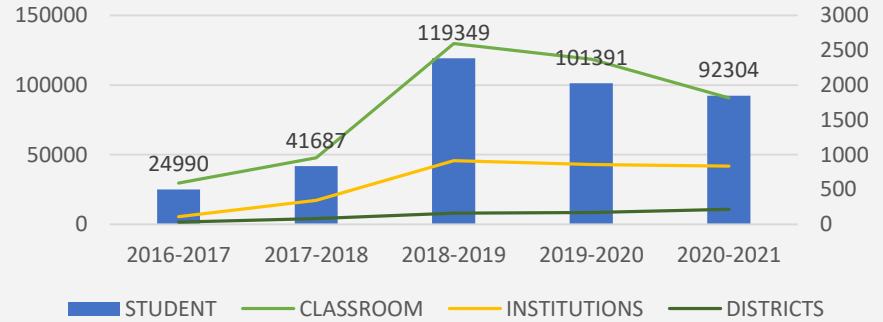
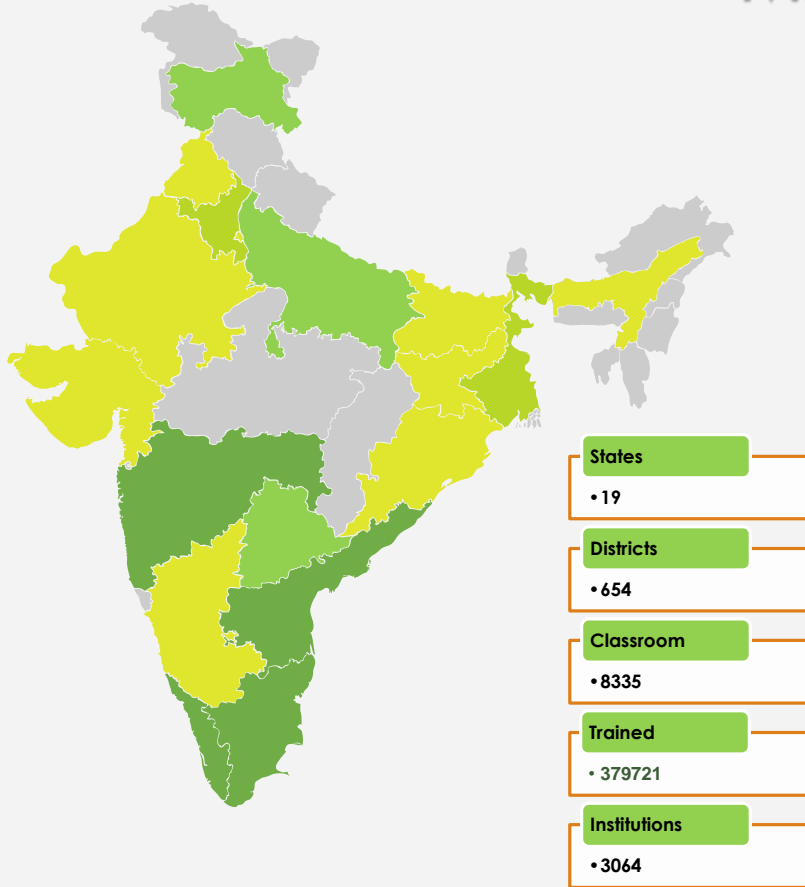
The MPC team strongly believes that basic education is not enough when students step out into the world. It is imperative for young adults to be equipped with essential life skills and soft skills. While certain skills may be acquired through everyday experience at home, school or college, they are not sufficient to adequately equip the youth in today's complex society.

Realizing the necessity and urgency of reaching out to many more students and young adults, who live in the interiors of our vast country, Mahindra Pride Classroom is extending its expertise by training youth in government colleges and institutions.

MPC AIMS TO HELP STUDENTS TO:

- Develop an identity and improve their self-esteem
- Manage emotions and overcome obstacles
- Build relationships and polish their interpersonal skills
- Enhance and improve their employability skills
- Improve personal and professional effectiveness

MPC PAN INDIA



FINANCIAL YEAR	CLASSROOM	STUDENT	INSTITUTIONS	DISTRICTS
2016-2017	593	24990	110	30
2017-2018	955	41687	345	81
2018-2019	2597	119349	915	158
2019-2020	2374	101391	858	168
2020-2021	1816	92304	836	217

SKILLS IMPARTED

The life skills component of the training module has helped to transform the learners into confident determined goal-oriented youth, personality shift essential for them to pursue successful careers in the sectors of their choice.

MPC PROGRAM INCORPORATE:

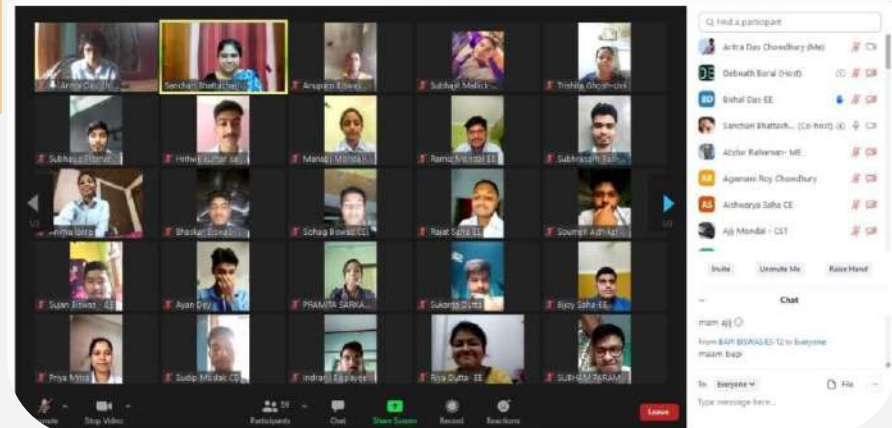
1. **LIFE SKILLS** - compassion, respect, gratitude, being a responsible global citizen
2. **SOFT SKILLS** - grooming, body language, teamwork, time management, social manners, etc.
3. **COMMUNICATION SKILLS** - functional English and the ability to express themselves clearly in the local language
4. **PRESENTATION SKILLS** - speaking clearly, coherently and confidently.
5. **INTERVIEW SKILLS** - resume preparation, interview questions, mock interviews



VIRTUAL CLASSROOM

In the midst of changing environment, as part of adapting to the new normal and to harvest the existing untapped opportunities emerging today, MPC decided to extend its services into online training and unveiled its Virtual Classroom in 2020 which paved a way for the students to explore their hidden potentials.

1. To acclimatize online learning.
2. To build the confidence to embrace the change and to face the new normal.
3. To enable the students to become smarter in using online, under the circumstances everything becoming online today.
4. To prepare students for the new age interview by preparing the video resume, for online interview and to get ready for the virtual placement drive.
5. To encourage upskilling and to be a continuous learner.
6. To identify the alternate jobs apart from their own sectors.
7. To become aware of self-sustainable opportunities to thrive in the change.



JOB UTSAV



Welcome to the world of Job Utsav - A Mahindra Pride initiative - evolution of a technology enabled, unique yet holistic placement drive, bringing together the best employers and a great talent pool through pool campus hiring.

Mahindra Pride's Job Utsav also promises a technology enabled placement drive, moving away from a cumbersome manually managed drive to using technology effectively end to end for speed and efficiency. The integrity of the online employability test assured by unbiased evaluation quick turnaround time, smart mentoring and superior managerial capabilities of the Job Utsav Team gives the Mahindra Pride Job Utsav an edge over other traditional placement drives.

TECHNOLOGY ENABLED JOB DRIVE

1. Registration
2. Employer meeting & job description
3. Screening
4. Face to face interview
5. Announcement of shortlisted candidates



JOB UTSAV
CONDUCTED

29

STUDENTS
PARTICIPATED

15000

EMPLOYERS
PARTICIPATED

235

STUDENTS
SHORTLISTED

8188

New Courses

1

New
Educator
Program



2

Coding



3

Digital
Marketing



4

Agriculture
Skilling





Employability Skills – 40Hrs Offline

Day 1

Arts & Science And Engineering & PG (40 Hrs)

Life Skill-I am Unique
Soft Skill - Body Language & Professional Grooming
Communication Skill-Importance of English

Day 2

Life Skill - Good health for good life
Soft Skill - Goal Setting & Time Management
Interview Skill - Job Opportunity (Input Session)

Day 3

Communication Skill- Professional Communication
Life Skill - Digital Identity
Soft Skill - Money Management

Day 4

Soft Skill- Professional Ethics
Life Skill - Critical Thinking
Interview Skill -Presenting a Project

Day 5

Life Skill- Problem Solving
Presentation Skills - Group Presentation (Output Session)
Presentation Skills - Group Presentation (Output Session)

Day 6

Interview Skill - Acing a Group Discussion
Life Skill- Conflict Management
Interview Skill - Interview Readiness1

Day 7

Interview Skill - Interview Readiness2
Recap & Closing