



CELL : PLACEMENT

ACTIVITY : CAMPUS DRIVE

YEAR : 2023-2024

PLACEMENT CELL

DATE	TIME	VENUE	MODE
02.08.2023	11:00 a.m. to 01:00 p.m.	E.S.R. Alamelu Ammal Memorial Hall EMGYWC	Offline
Theme	Career Opportunities		
Nature of the Activity	Selecting students through Interview Basis		
Title	Campus Drive		
Convener	Dr.Mrs.V.Pushpalatha Principal i/c Head & Assistant Professor of Commerce EMGYWC		
Organizers	Dr. B. Kavika Shree Assistant Professor of English Mrs. R.Raja Sangeetha Assistant Professor of IT Dr.J.Chinna Assistant Professor of MCA Ms. R. Hari Dharani Assistant Professor of English		
Collaborating Agencies	Muthu Marketing Madurai		
Participants	Students - 40		

CAMPUS DRIVE

Objective:

The primary aim of the recruitment drive was to provide final-year students with employment opportunities and exposure to the recruitment process, enhancing their career prospects and industry readiness.

Event Highlights:

The event commenced with a welcome address by the Placement Officer, who highlighted the significance of on-campus recruitment in bridging the gap between academic learning and industry requirements. Representatives from Muthu Marketing introduced the organization, its values, and the nature of the job roles offered. They elaborated on the company's contribution to the marketing sector and its emphasis on innovative approaches.

Recruitment Process: The recruitment process included:

- Candidates were tested on their logical reasoning, numerical ability, and communication skills.
- Shortlisted candidates participated in a group discussion to assess their teamwork, problem-solving skills, and articulation.
- The final stage involved a one-on-one interaction with the recruiters to evaluate the candidates' suitability for the roles.
- A total of 40 final-year students from various departments registered for the recruitment drive. The students actively engaged in the process, showcasing their skills and enthusiasm.

Programme Outcomes:

The recruitment drive provided students with an excellent opportunity to gain professional exposure and secure employment prior to graduation. It also strengthened the college's relationship with Muthu Marketing, paving the way for future collaborations.

The Placement Cell of EMGYWC extends heartfelt gratitude to Muthu Marketing for their support and to the college management for facilitating this initiative.

Photographs:



The Placement Cell, EMGYWC organized a Campus Drive at EMGYWC on 02.08.2023

Enclosures:

a. Permission letter:

From
Dr. B. Kavika Shree,
Placement Co-Ordinator,
E.M.G. Yadava Women's College,
Madurai.

To
The principal,
E.M.G. Yadava Women's College,
Madurai.

Respected Madam,

Sub: Requesting permission to Conduct On campus Recruitment on **2.08.2023**

I would like to bring to your kind notice that the placement cell is organizing awareness programme on 2.08.2023 from 10.00 am - 1.00 Noon by the company Muthu Marketing from Madurai. Hence, I Request you to kindly permit us to use the venue.



Thanking You

Date: 2.08.2023
Place: Madurai


Yours Sincerely,
Dr. B. Kavika Shree



b. Invitation:

 **E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI**
'Kalleeri Theenthai' Thiru. E.M.G. Sundaresan Campus
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)
Re-accredited (3rd Cycle) with Grade A* & CGPA 3.51 by NAAC
Thiruppalai, Madurai-625014 

Career Guidance & Placement Cell
Organizes
ON - CAMPUS RECRUITMENT



COMPANY NAME : MUTHU MARKETING
JOB NATURE : TELECALLER
BATCH : 2022 TO 2023 PASSED OUT, AND
2024 FINAL YEAR (Arts)STUDENTS
DATE : 02.08.2023
TIME : 11.00 A.M
VENUE : Seminar Hall

Dr.(Mrs.)V. Pushpalatha
Principal i/c **Thiru. E.M.G.S.ArunPothiraj**
President **Tmt. E.M.G. S.Indirani**
Secretary & Correspondent

All are Cordially Invited

c. Nominal Roll of Participants:
Student participants of EMGYWC:

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 E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014. (An Autonomous Institution – Affiliated to Madurai Kamaraj University) Re-accredited (3 rd Cycle) with Grade A ⁺ and CGPA 3.51 by NAAC			
On-Campus Recruitment – 02.08.2023			
S.No.	REGISTER NUMBER	NAME	DEPARTMENT
1.	20CSA23	I. Preethiga	Computer Science
2.	20CCC22	A. Kowsalya	Commerce
3.	20CCC32	R. Sandhiya	Commerce
4.	20CCC38	N. Sowmiya	Commerce
5.	20CGA35	M. Madhumitha	Commerce
6.	20CGA23	D. Grace Jenifer Jeya Mary	Commerce
7.	21CGA30	R. Kausalya Devi	Commerce
8.	21CPA35	P. Selvameena	Commerce
9.	21CPA06	S. Dhanalakshmi	Commerce
10.	21CPA01	R. Abinaya	Commerce
11.	21CPA38	G. Sharmila	Commerce
12.	21CPA26	R. Ramya	Commerce
13.	21CCB04	J. Aashika	Commerce
14.	21CCB07	P. Anu Priya	Commerce
15.	21CCB40	P. Sarika	Commerce
16.	21CCCB30	S. Pavithra	Commerce
17.	21ENC27	G. Uma Maheshwari	English
18.	21CCC35	T. Shanmuga Priya	Commerce
19.	21CCC01	C. Abarna	Commerce
20.	21CGA65	P. Thiru Malini	Commerce
21.	21ENA47	V. Yazhini	English
22.	21CGA08	S. Aparna	Commerce
23.	21ENA45	M. Vijayalakshmi	English
24.	21ENA12	V. Jeevitha	English
25.	21ENA11	K Jeevaharini	English
26.	21ENA23	M. Menaga Devi	English
27.	21ENA04	R.R. Anida Shajini	English
28.	21CCCB41	S. Shajitha Afrin	Commerce
29.	21ENA17	K. Kaviya	English
30.	21ENA14	R. Jeya Shree	English
31.	21ENA 32	K. Reena Rajeshwari	English
32.	21ENA37	K. Shyamala Devi	English
33.	21CGA63	J.S Swetha	Commerce
34.	21CGA32	S. Krithika	Commerce
35.	21CGA38	A. Manisha	Commerce
36.	21CGA58	M. Sinthiya	Commerce

37	21CGB30	R. Mahalakshmi	Commerce
38	21CGB12	M. Divya	Commerce
39	21CCB11	M. Bhuvaneshwari	Commerce
40	21CCB10	M. Bharathi Kannama	Commerce


Coordinator:


Principal
PRINCIPAL I/C
E.M.G. YADAV WOMEN'S COLLEGE
MADURAI-625 014