

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE



CELL : PLACEMENT

ACTIVITY : CAMPUS DRIVE

YEAR : 2023-2024

PLACEMENT CELL

DATE	TIME	VENUE	MODE
12.03.2024	02:00 p.m. to 04:00 p.m.	EMG Yadava Women's College	Offline
Theme	Recruiting based on Knowledge and Communication Skills		
Nature of the Activity	Spot Selection of the students		
Title	Campus Drive for BPO and Marketing		
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		
Recruitment Company	Muthu Marketing, Madurai		
Participants	Students - 20		

ON CAMPUS RECRUITMENT

Objective:

The Placement Cell of E.M.G. Yadava Women's College organized a Campus Drive in collaboration with Muthu Marketing, Madurai, to provide final-year students with career opportunities in the fields of BPO (Business Process Outsourcing) and Marketing. The drive was conducted on 12.03.2024 at the college premises.

Highlights:

The event commenced with a welcome address by the Placement Officer, who emphasized the importance of campus drives in bridging the gap between academic learning and industry demands. Representatives from Muthu Marketing introduced the company, its vision, and the job roles available, focusing on the growth opportunities in the BPO and marketing sectors.

Students were briefed about the job profiles, including the required skillsets, work environment, and career progression. Candidates underwent aptitude test to assess their analytical and communication skills. Shortlisted students participated in a group discussion to evaluate their teamwork, leadership, and articulation abilities. The final round included one-on-one interviews to assess the candidates' suitability for the roles.

Outcomes:

A total of 20 students participated in the drive, showcasing their enthusiasm and readiness to embark on professional careers. The event provided invaluable exposure to real-world recruitment processes, preparing students for future endeavours.

The Placement Cell extends heartfelt thanks to Muthu Marketing, Madurai, for their collaboration and to the college administration for their unwavering support in making this event a success. This campus drive was a stepping stone for many students toward fulfilling their professional aspirations.

Photograph:



The Placement Cell, EMGYWC organized a Campus Drive on 12.03.2024

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

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 Campus Drive on **12.03.2024**.

I would like to bring to your kind notice that the placement cell is organizing Campus Drive in our college premises at Class room on **12.03.2024** from 2.00 pm - 4.00pm Noon by our college premises. Hence, I Request you to kindly permit us to use the venue.

Thanking You

Date: 24.01.2024
Place: Madurai

Yours Sincerely,
(Dr.B. Kavika Shree)



b. Invitation

 **EMG Yadava Women's College, Madurai -14.** 
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)
Re - accredited (3rd Cycle) with Grade A+ & CGPA 3.51 by NAAC

**Placement Cell Organizes
On Campus!
Placement Drive**

Position: BPO/Marketing

Date: 12.03.2024 Time
2.00 pm - 4.00pm

**Company Name: Muthu Marketing
Madurai**

Organizing Committee
Dr. J. Chinna
Mrs. T. Raja Sangeetha
Dr. B. Kavika Shree
Ms. R. Hari Dharani


Convenor
Dr. MRS. V. Pushpalatha
Principal (i/c)

All are Cordially Invited

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

c. Nominal Roll of Participants

Student participants from EMGYWC:

 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 – 12.03.2024			
S.No.	REGISTER NUMBER	NAME	CLASS
1.	21ENA01	K. Abinaya Sarawathi	III English
2.	21ENA02	A. Afrin	III English
3.	21ENA04	R. Anida Shajini	III English
4.	21ENA12	V. Jeevitha	III English
5.	21ENA47	V. Yazhini	III English
6.	21ENB01	V. Abirami	III English
7.	21ENB02	R. Amitha Bhagavathy	III English
8.	21ENB03	K. Bawadharani	III English
9.	21ENB04	A. Chinna Thayee	III English
10.	21ENB05	M. Deepika	III English
11.	21ENB07	T. Gayathri	III English
12.	21ENB08	S. Hari Priya	III English
13.	21ENB18	M. Muthu Subashini	III English
14.	21ENC01	S. Abinaya	III English
15.	21ENC02	R. Chella Mari	III English
16.	21ENC03	M. Deepajothi	III English
17.	21ENC04	A. Ganga	III English
18.	21ENC05	S. Kalaivani	III English
19.	21ENC06	B. Kaleeswari	III English
20.	21ENC08	B. Krishna Veni	III English


Coordinator:


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