



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**NAAC ACCREDITED GRADE "A" INSTITUTE**  
 Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University  
 Recognized Under Sec. 2(f) of UGC Act 1956  
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## Training and Placement Cell Event Report

**TECNIA** INSTITUTE OF ADVANCED STUDIES  
 NAAC ACCREDITED GRADE "A" INSTITUTE

**TRAINING & PLACEMENT PROGRAM**  
**CAPABILITY ENHANCEMENT PROGRAM**

**SEMINAR ON**

**ORIENTATION PROGRAM: WHAT INDUSTRY DEMANDS?**

**SESSION**  
 02<sup>nd</sup>-MAR-2022  
 12 - 12:50 PM  
 Multi-Purpose  
 Hall PG TIAS

**Dr. Nivedita**  
**SPEAKER**  
 T&P HEAD  
 IIC Institutions Innovation Council  
 TIAS, DELHI

PROGRAM : BAJMC II<sup>ND</sup> YEAR

[www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in)

More info call us :  
 .011-27555121

<b>Event:</b>	Seminar
<b>Topic:</b>	Orientation Program: What Industry Demands
<b>Date:</b>	02.03.2022
<b>Time:</b>	12.00 PM – 12:50 PM
<b>Duration:</b>	50 Minutes
<b>Venue:</b>	MPH, PG Building, TIAS
<b>Program:</b>	BAJMC 2nd Year
<b>Coordinator:</b>	Mr. Mayank Arora, Assistant Professor of Mass Communication
<b>No. of Students:</b>	29

**Resource Person:**

Dr. Nivedita, Head Training and Placement Cell

## Objectives:

- To make the students understand the scope and opportunities after BAJMC.
- To make the students understand the hard skills that is in demand by the industry.
- To make the students understand the importance of soft skills and people's management skills.
- To motivate the students to work on their profile.
- To enhance the confidence of the students.

## Report:

A seminar was organized on 02.03.2022 on the topic, 'Orientation Program: What Industry Demands?' by Training and Placement Cell under the ambit of Capability Enhancement Scheme in MPH, PG Building TIAS for the students of BA(J&MC) 1<sup>st</sup> year. The resource person was Dr. Nivedita, Head Training and Placement Cell and In Charge IIC, TIAS. The purpose of organizing the session was to give an insight to the students as to what industry demands so that they can groom themselves for the same. The speaker discussed about the scope and avenues after completing BA (J&MC). She described that Covid 19 has changed the entire job scenario and the skill sets requirement. She further elaborated the new normal and how students can align themselves. She suggested the students to understand their strength and to master the technical skills of their desired field and also to go for live projects and internship to make their candidature strong, and also scope prepare students for group discussion. The speaker told the students that that not only hard skills like business analytics, craftsmanship, camera skills, output skills, animation design and graphics etc, the industry is putting more attention to the candidate's soft skills and people management skills like, loyalty, empathy, integration, adaptability, learnability, time management, risk takings, creativity etc. She gave tips to the students to adopt to groom themselves as she said that the expertise in all the skills come with the practice only. The one hour session was well coordinated by Mr. Mayank Arora, Assistant Professor, Department of Journalism and Mass Communication and was well received by the students.

## Learning Outcome:

- Students understood the scope and opportunities after BAJMC.
- Students understood the hard skills that are in demand by the industry.
- Students understood the importance of soft skills and people's management skills.
- Students got motivated to work on their profile.
- Students' confidence was enhanced..

Geotags:



Resource person giving tips during the session



Resource person interact with the students during the session

Tecnia Institute of Advanced Studies  
 NAAC ACCREDITED (GRADE A INSTITUTE)  
 Training & Placement Cell  
 Attendance Sheet - BAIM

Sl. No.	Name	Reg. No.	Enrollment No.	Phone No.	Signature
1	Arshad Ali	I	A	00221302420	7928010818
2	Arshad Ali	I	B	00221302420	7928010818
3	Arshad Ali	I	C	00221302420	7928010818
4	Arshad Ali	I	D	00221302420	7928010818
5	Arshad Ali	II	B	01411302420	7928010818
6	Arshad Ali	I	B	01411302420	7928010818
7	Arshad Ali	II	A	04521302420	854639653
8	Arshad Ali	I	A	05021302420	9624303010
9	Arshad Ali	II	B	07221302420	171144370
10	Arshad Ali	II	A	03121302420	9998848015
11	Arshad Ali	II	A	00321302420	1303703025
12	Arshad Ali	III	A	00721302420	7488971795
13	Arshad Ali	I	B	00721302420	7488971795
14	Arshad Ali	I	B	00721302420	7488971795
15	Arshad Ali	I	A	00417002420	7928010818
16	Arshad Ali	I	B	50417002420	8368516600
17	Arshad Ali	I	A	05517002420	7928010818
18	Arshad Ali	II	A	06021302420	8392834576
19	Arshad Ali	II	A	05521302420	7928010818
20	Arshad Ali	II	A	05821302420	8521001300
21	Arshad Ali	II	A	01923302420	662001270
22	Arshad Ali	I	B	00721302420	7488971795
23	Arshad Ali	I	B	00721302420	7488971795
24	Arshad Ali	II	A	01221302420	335175658
25	Arshad Ali	II	B	03021302420	8787100
26	Arshad Ali	I	B	01521301420	187304001
27	Arshad Ali	II	B	06721302420	7928010818
28	Arshad Ali	I	A	01421302420	715512001

Signature

Signature  
 Nivedita  
 OFFICER  
 TIPS STUDIES