



## **ALUMNI RELATIONS AND OUTREACH CELL**



### **About the Cell:**

Alumni Relations and Outreach Cell (AROC) is the official alumni engagement and networking cell of Shaheed Sukhdev College of Business Studies, University of Delhi. Our college has made a mark in the Higher Education Sector of the country, transforming it to match international standards. With a rich legacy of more than 30 years, S.S.C.B.S. boasts of a proud alumni base. And maintaining good relationships with alumni over time is crucial to the success of any higher education institution. Alumni serve many valuable roles, such as helping to build and grow an institution's brand through word-of-mouth marketing. Colleges also rely on alumni to provide mentoring, internships, and career opportunities to students. The cell plays an integral role in maintaining these relations and keeping our Alumni connected to the college. Unlike any other cell/society AROC closely works with the Alumni Community and strives to provide the current students access to the knowledge and experience of our Alumni which proves fruitful for them in their careers at the same time we build a community of Alumni through Almachines - The official Alumni Portal of SSCBS where the alumni can interact amongst themselves share their thoughts, opinions and also any of their works which they want to share. Apart from the above-mentioned activities we also conduct an Alumni Meet every year which is a one-day networking event in which Alumni gather on the college campus to interact and network with each other this meet also provides the students with an opportunity to network with the alumni and strengthen their connections

## Activities Conducted during 2021-22

### Knowledge Sharing Sessions

Post Recruitment of the Organizing Committee Members, various Knowledge sharing sessions were conducted by the Coordinating Committee Members to **boost their business acumen and relevant skills**. Concepts of Excel and Canva were covered in these sessions.

### Speaker Sessions

1. We conducted a consulting workshop with **Mr. Aaditya Agarwal** on 11th September 2021 the major topics covered during the session were **Case Solving Frameworks, Solving Live Cases, Guesstimates, and some interview tips**. The session was quite fruitful for the students and we received overwhelming participation from the students.
2. On 9th October 2021, we conducted a session with **Ms. Apoorva Bansal the credit risk manager at IDFC First Bank** on the topic of Risk Management. The session was quite insightful and it gave the students a lot of learning on how to manage their risk and the session was followed by a QnA round in which miss Apoorva cleared all queries of the students.
3. We also organized a session with **Mr. Akshay Bansal, the director of business development for hydraulic power solutions and a former McKinsey & Company-employee**. The five main topics on the schedule were an introduction to consulting, how to get into consulting, preparing for consulting interviews, guesstimates, and lastly open floor QnA. As part of our webinar series.
4. On 19th December we had a session with **Ms. Rhea Khurana on delving into data analytics**, where she highlighted essential skills and courses, higher education to pursue a career in data analytics, and preparing for an analytics interview.
5. Hearing motivational stories always stirs up the same spirit in our hearts and helps us take the lead. AROC invited **Ms. Shreyaa Kapoor** on 12th February 2022 for a workshop on **Sneak Peek into Investing**. The agenda of the workshop was to give an introduction to investing, a guide to investing in mutual funds, and managing personal finance.

## **Internship and Placement Opportunities**

Apart from helping the students in upskilling themselves and providing them with knowledge and experience about corporate life and various industries. The Alumni Relations and outreach cell also helped with onboarding a few of the companies for providing internship and job opportunities to the students as well as to the alumni. These companies included **Everest Group, UrbanCompany, MamaEarth, Metlife Acquity KP, Northern Arc Capital**, etc.

## **Alumni Meet 2022**

The alumni relations and outreach cell of Shaheed Sukhdev College of Business studies



organized ALUMNI MEET 2022 on 30th April 2022. The alumni meet aims to foster a sense of community among alumni while supporting a sense of connectedness back to the institution. Over 100 alumni (across batches) attended this meet and reconnected with old friends and acquaintances. The guest list included alumni ranging from the first batch of 1990 to the most recent graduates of 2019, networking and sharing anecdotes. As most of the guests were more familiar with the Jhilmil Campus, the

members of the AROC escorted the alumni on college tours. The program began with an address by Mrs. Poonam Verma ma'am in the auditorium. It was followed by the performances of Blitz – The dance society of the college and Dhvani- The music society of the college. Alumni also interacted with the students and gave career guidance regarding higher studies and placements. Alumni answered questions of students regarding current job opportunities and how they should prepare for aptitude and technical interviews. Alumni and students had an excellent interactive session. The Wall of memories and Photobooth were also major highlights. Event sponsorship is a powerful type of advertisement, that provides brands with an opportunity to raise awareness and generate new leads in exchange for financial or in-kind support. We associated with Monster Energy and Wild Power Energydrink limos for the event.



## **Plan of Action**

### **Care Initiative Phase II**

After the huge success of the first phase of the care initiative which helped a lot of students in their career paths and guided them on their way to finding success, we plan on initiating the second phase of the care initiative. The care initiative majorly comprises 3 Activities:-

#### **1. Alumni Webinar Series**

Alumni webinar series is an initiative in which our Alumni from various walks of life provide their valuable insights on a predecided topic ranging from consulting, finance, and marketing and share their experiences which is very beneficial for the students as they receive first-hand experience of what it's like working in a particular industry and what are its prospects.

We plan to conduct around 6 Webinars in the upcoming session.

#### **2. Fireside Chat**

Fireside chat gives the students a platform to ask the questions they had in mind and get them answered by specialists in the industry. During this session, we have a predetermined set of questions that are asked by the students before the session, and the alumni answer those questions for the benefit of all.

We are aiming to conduct around 4 Fireside chats in the upcoming session.

#### **3. Personalized Mentoring Session**

This is one of our most innovative initiatives in which we act as a mediator between the students and the Alumni of our college and schedule a one on one mentoring session for the students with the experts from their area of interest which helps our students to gain first-class mentorship for the benefit of their careers.

#### **4. Panel Discussions**

Under this initiative, we set up a panel of 3-4 of our Alumni who come from a similar industry and they through their discussions educate the students regarding their industry incomplete details and also solve any queries of the students.

We plan to conduct around 2 Panel discussions in the upcoming session.

### **Expansion of the Almashines Portal**

We have been able to onboard a good number of our Alumni on the Almashines portal and now to keep their interests in the portal ignited and keep them closely connected we aim to expand the Almashines portal and provide the alumni with a more engaging and interactive platform.

#### **1. Newsroom Corner**

We plan on implementing a newsroom section in the almashines portal wherein we will post any achievements of our alumni and also any other news related to the college be it an improvement in infrastructure or achievement of any other societies on a national level

#### **2. Blogspot**

We Aim to add a Blogspot section on the portal as well where the alumni can post their writings, research, thesis, or any other works they wish to share with their fellow alumni they can also share their thought or opinions on any particular topic through this section

### **Social Media Series**

#### **1. Alum Says**

We plan on initiating a new series on our social media handle titled Alumn Says in which Alumni will share their advice or learnings for the students in short capsule sized posts which would be packed with immense knowledge and learning for the benefit of the students

#### **2. Alumni Achievements**

We also plan on posting any achievements of our Alumni on our social media handle through posts so that the students and also other alumni can keep updated with the success of their friends and batchmates

### **Alumni Meet 2023**

This year we saw an enormous responsibility for our Alumni Meet and it was a huge success. Seeing the overwhelming response from our Alumni for such a networking event we also plan to conduct an Alumni Meet next year with an even bigger footfall. This would also give the students more opportunities to network with the corporate leaders and learn from them.

Along with the above mentioned initiatives we also plan to keep on incorporating new methods to engage the alumni and keep them connected to the college so that the students can gain from the knowledge and experience of the Alumni and also the Alumni get attached to their roots.