

REPORT ON SHRAMIKA UDYOGA MELA

FOREWORD

The Shramika Udyoga Mela is organized and conducted with the intent to provide the job opportunities to the needy of rural areas of Belthangady region. The concern about the job opportunities was discussed by Shri Harish Poonja, MLA, Belthangady Constituency with Mr. Vivek Alva, Managing Trustee, Alva's Education Foundation as the Alva's is known for its Mega job fair called "**Alva's Pragati**" conducted for 11 times and along with that various other Udyoga Mela such as Chikkaballapur Udyoga Mela, Mangalore Udyoga Mela were also conducted by Alva's Pragati team.

The Job fair was planned along with the orientation program for all the aspirants belongs to different location of Belthangady region by various trainers. The drive was successfully executed on 20 Jan & 21 Jan 2022 in which 330 students (Day – 01 online drive), 1269 students (Day – 02 offline drive) and 75 companies took part, out of which 963 students shortlisted and 301 students selected.

PREPARATION OF DRIVE

Under the guidance of Mr. Vivek Alva, Managing Trustee, AEF, the Alva's Pragati team is divided in to five team to contact and coordinate with companies of five sector. The company contact initiation was took place in the month of November 2021, the sectors as follows:

1. IT & ITES sector companies
2. Banking and Finance sector companies
3. Sales and Retails sector companies
4. Manufacturing sector companies
5. Pharmaceutical sector companies

To the final drive 75 companies have confirmed the participation out of which 22 companies from IT & ITES sector, 18 companies from Banking and Finance sector, 20 companies from Sales and retail sector, 13 companies from Manufacturing sector and 02 companies from Pharma sector. To provide clarity and conduct the drive smoothly, the team had prepared the booklet & posters of companies participating in

drive with all the necessary details which were distributed to the participants at the drive. The booklet and posters sample is provided in annexure – I.

ORIENTATION FOR ASPIRANTS

Or concern was always about the training and orientation aspect of the students appearing for interview. In this regard, an orientation/training program was scheduled at four different locations of Beltangady region. The details are provided in the table below:

Table 1.1: Statistics of students appeared for orientation/training session

Sl. No.	Date	Location	No. of Aspirants
1.	19 Dec 2021	Alangade	74
2.	26 Dec 2021	SDM College, Ujire	368
3.	02 Jan 2022	Vani PU College, Belthangady	223
4.	09 Jan 2022	Sacred Heart PU college, Madyanthar	206

1. Orientation at Alangade:

The first orientation was conducted on 19 Dec 2021 at Alangade, at which 74 students witnessed the training imparted by the Mr.Vinaychandra Jain, Mr.Azman, Mr.Vishal (additional resume training), Mr.Punith (MSW student), Mr.Varun Katti on soft skills, Interview preparation followed by orientation about the companies attend in the drive by sector in-charges on nature of job, job location, CTC and soon in the morning session.

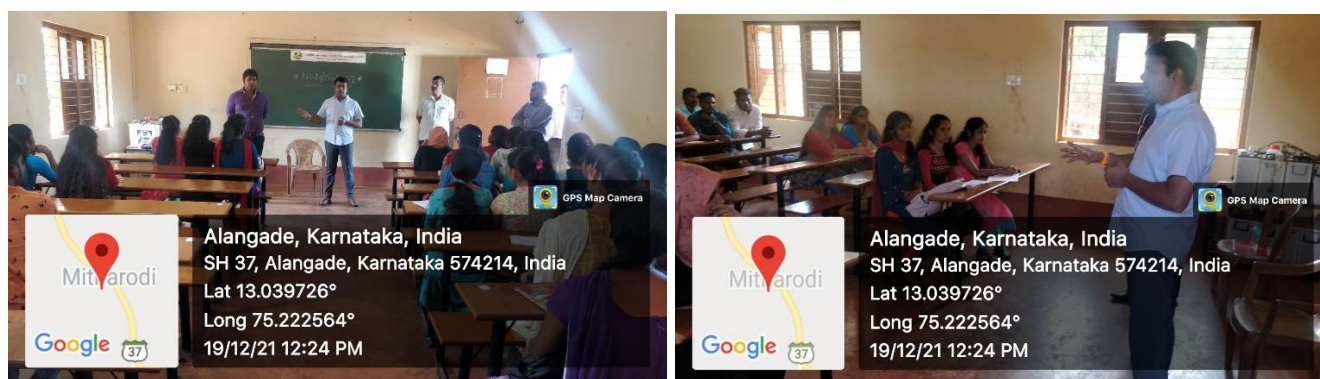


Fig. 1: Shri Harish Poonja briefing candidates about the importance of drive



Fig. 2: Training imparted by trainers to aspirants

In the forenoon session, the aspirants were given the color coded cards with registration number based on qualification. The template of registration cards are shown below.

Company Interview attended List	
Sl. No	Company Name

SHRAMIKA Udyoga Mela	
Degree Arts	
Reg No.	
Name	
Age	
Qualification	
Place	

SHRAMIKA Udyoga Mela	
Degree Commerce	
Reg No.	
Name	
Age	
Qualification	
Place	

THIS CARD IS COMPULSORY TO ATTEND INTERVIEWS

Fig. 3: Color coded cards for BA & B.com candidates

Company Interview attended List

Sl. No	Company Name

Company Interview attended List

Sl. No	Company Name

SHRAMIKA Udyoga Mela

Degree Science

Reg No.	
Name	
Age	
Qualification	
Place	

THIS CARD IS COMPULSORY TO ATTEND INTERVIEWS

SHRAMIKA Udyoga Mela

SSLC / PUC

Reg No.	
Name	
Age	
Qualification	
Place	

THIS CARD IS COMPULSORY TO ATTEND INTERVIEWS

Fig. 4: Color coded cards for B.Sc & SSLC/PUC candidates

Company Interview attended List

Sl. No	Company Name

Company Interview attended List

Sl. No	Company Name

SHRAMIKA Udyoga Mela

ITI

Reg No.	
Name	
Age	
Qualification	
Place	

THIS CARD IS COMPULSORY TO ATTEND INTERVIEWS

SHRAMIKA Udyoga Mela

Diploma

Reg No.	
Name	
Age	
Qualification	
Place	

THIS CARD IS COMPULSORY TO ATTEND INTERVIEWS

Fig. 5: Color coded cards for ITI & Diploma candidates

Company Interview attended List

Sl. No	Company Name

Company Interview attended List

Sl. No	Company Name

SHRAMIKA Udyoga Mela

B.E/B.Tech

Reg No.	
Name	
Age	
Qualification	
Place	

THIS CARD IS COMPULSORY TO ATTEND INTERVIEWS

SHRAMIKA Udyoga Mela

Post-Graduate

Reg No.	
Name	
Age	
Qualification	
Place	

THIS CARD IS COMPULSORY TO ATTEND INTERVIEWS

Fig. 6: Color Coded cards for BE & PG candidates

The session is followed by Mock interview by trained students of Alva's placement team to understand the strength and weakness of aspirants. The various data has been recorded in aspiration sheet, the sample data entry is show below in table 1.2.



SHRAMIKA UDYOGA MELA 2021-22

Table 1.2: Data entry from the Mock interview

Timestamp	NAME	REGISTRATION NUMBER	AGE	PHONE NUMBER	Highest Qualification	COLLEGE NAME	Current Location	LANGUAGES KNOWN	PARENTS OCCUPATION	COMMUNICATION SKILLS	ENGLISH PROFICIENCY	CONFIDENCE LEVEL	GROOMING	INTERVIEW PREPAREDNESS	COMPUTER	DOMAIN INTEREST	COMPANIES INTERESTED 1	COMPANIES INTERESTED 2	COMPANIES INTERESTED 3	COMPANIES INTERESTED 4	COMPANIES INTERESTED 5	SALARY EXPECTATION (PER MONTH)	READY TO RELOCATE	INTERESTED IN HIGHER STUDIES	DO YOU HAVE DRIVING	DO YOU HAVE PASSPORT	READY TO WORK IN	If others, Specify the language	If others, kindly mention the	Work Experience	Education Pursuing /	Describe the work experience if any.	Marks	
12/19/2021 16:02:55	A Ashok	0004	27	7760110390	Others	Government College	Kuthlur	English, Kannada, Tulu, Malayalam, Hindi	Working for wages	4	5	5	4	5	3	Others	Swiggy	Zomato	Vk Furniture				12000	No	No	Yes	No	No				4		9
12/19/2021 16:06:16	Akshitha	1939	20	9900808231	Bcom	GFGC punjalatte	Venur	English, Kannada, Tulu, Hindi	day worker	4	2	4	3	3	1	Banking & Finance	st.Milagres credit souhardha co-operative Ltd	Good Will wealth	PNB Metlife india	Muthoot Finance Limited	RNS Motors		20000	Yes	no	No	No	Yes				0		24
12/19/2021 15:04:55	Ankitha	1909	21	9606610794	Bcom	Gvt First Grade College punjalakatte	venur	English, Kannada	Agriculturist	3	2	3	4	3	4	Sales & Retail, Banking & Finance	Pai Interantional					20000	No	No	No	No	Yes		general		0		18	
12/19/2021 15:36:11	Anusha	1930	21	7411746781	Bcom	Government college	Mallant habettu	English, Kannada, Tulu, Hindi	Farmer	2	3	2	2	2	2	Banking & Finance	Oracle						20000	Yes	No	No	No	Yes				0		19
12/19/2021 14:24:21	Anusha Kumari B	3453	23	9611903064	Msc	SDM Ujjire	haladan gadi	English, Kannada, Tulu, Hindi, Other	agriculturer,	3	3	4	3	4	2	IT & ITES	gumbi	icici	good will health management	tvsv	relaince nippo n		20000	Yes	no	No	No	Yes	telgu		0			21
12/19/2021 15:09:00	Ashwath	1917	23	7349418723	Bcom	Government College	Gardady	English, Kannada, Tulu, Hindi	Kuli	3	3	3	3	4	5	Sales & Retail, Banking & Finance	Amazon	Nandi Toyota	VK furniture	Swiggy	Zomato		12000	Yes	No	Yes	No	Yes				0		18



Fig. 7: Trained students of Alva's Pragati team conducting Mock interview to the aspirants



Fig. 8: Alva's Pragati team photograph by the end of the day

2. Orientation at Ujire

The second orientation program was conducted at SDM College, Ujire on 26 Dec 2021, at which 368 aspirants attend the orientation. In the morning session, all the aspirants were given training on soft skill, resume writing, interview skills the by various trainers Mr.Vinaychandra Jain, Mr.Azman, Mr.Vishal

(additional resume training), Mr.Punith (MSW student), Mr.Varun Katti, Mr. Ramani Venkat followed by orientation about companies.

In the forenoon session, the trained students of Alva's Placement team conducted the mock interview to the aspirants and various parameters are recorded in the aspiration sheet as shown in table 1.2. The students are issued with the color coded registration cards with which they can attend interview at the drive.

Shri Harish Poonja, MLA, Belthangady region visited the place and interacted with all the aspirants, explained about the importance of Udyoga mela.



Fig. 9: Shri Harish Poonja briefing candidates at second location.



Fig. 10: Sector in-charge briefing about the various sector companies



Fig. 11: Mr. Vivek Alva briefing candidates the companies



Fig. 12: Training session by Mr. Ramani Venkat



Fig. 13: Candidate registration and issue of color code cards



Fig. 14: Mock interview process to aspirants



Fig. 15: Team photographs after the end of training session at the second location

3. Orientation program at Belthangady

The third orientation program was conducted on 02 Jan 2022 at Vani PU College, Belthanagady in which 223 aspirants took part. In the morning session, the aspirants were given training on soft skill, resume writing, interview skills. In the forenoon session, the aspirants were mock interviewed and various data is recorded as shown in table 1.2. The aspirants were given the color coded cards along with registration numbers.

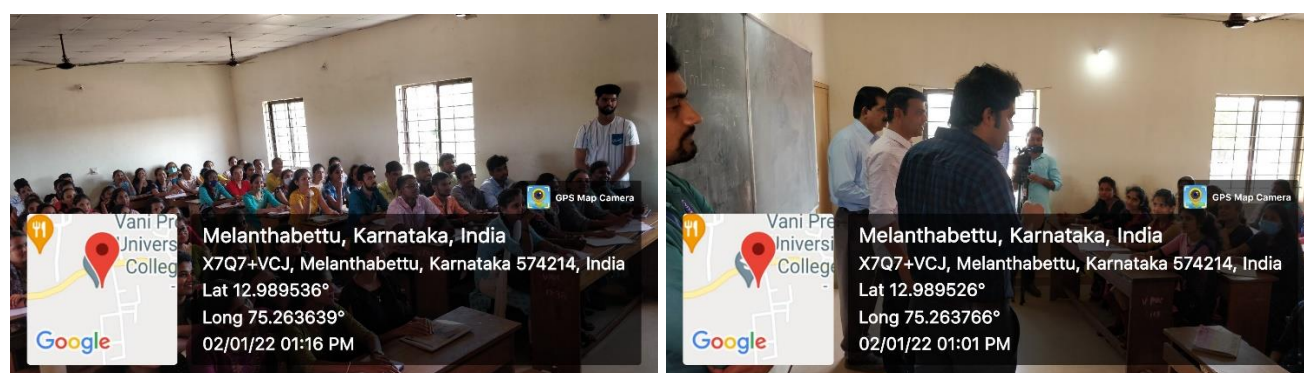


Fig. 16: Shri Harish Poonja & Mr. Vivek Alva briefing candidates about the importance of drive at third location



Fig. 17: Mock interview process for aspirants



Fig. 18: Training imparted by trainers for the aspirants at third location



Fig. 19: Team Photograph at the end of session at Vani PU College

4. Orientation Program at Madyanthar

The fourth orientation program was conducted on 09 Jan 2022 at Sacred Heart PU College, Madyanthar in which 206 aspirants took part. In the morning session, the aspirants were given training on soft skill, resume writing, interview skills. In the forenoon session, the aspirants were mock interviewed and various data is recorded as shown in table 1.2. The aspirants were given the color coded cards along with registration numbers.



Fig. 20: Shri Harish Poonja briefing the candidates about the importance of drive



Fig. 21: Training imparted by trainers at fourth location



Fig. 22: Sector in-charge briefing about the companies to candidates

ONLINE DRIVE 20 JAN 2022

In this udyoga mela, companies were given an opportunity to take through online mode (specifically for IT & ITES sector and Banking and Finance sector). The **total of 12 companies** participated through online on 20 Jan 2022 held at SDM Engineering College, Ujire (i.e., Oracle, Amazon, Accenture, Byjus, Mphasis, Extra Marks, 24x7, Gumbi software, Prixgen, Equalize RCM, No Broker, Stanza living). For the online drive on the first day, 330 aspirants footfall is recorded. A registration center consists of NCC cadets to mark the attendance of aspirants, followed by employability center consists of trained students of Alva's Pragati team to guide the students to respective companies based on qualification. The glimpse of event is shown below.



Fig. 23: NCC cadets conducting registration process of aspirants for online interviews



Fig. 24: Shri Harish Poonja witnessing the online interview process



Fig. 25: Online interview process by Byjus

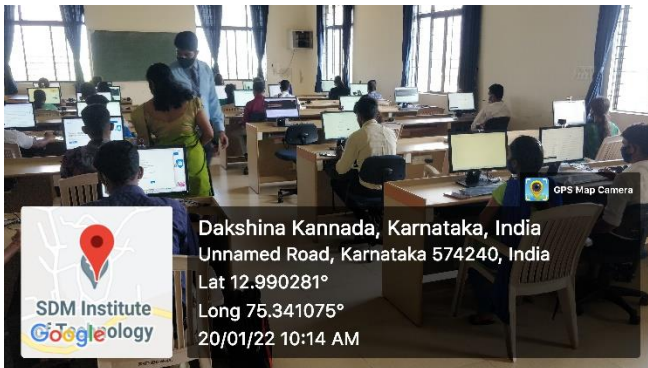


Fig. 26: Online interview process of Amazon

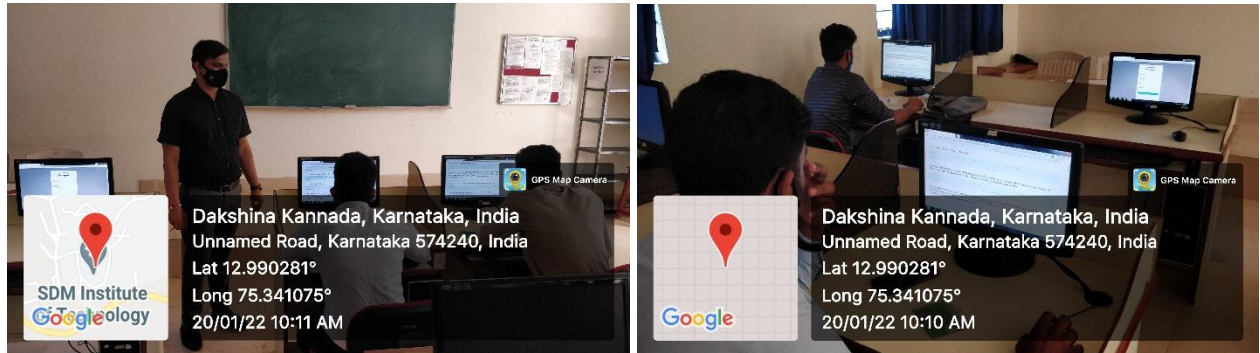


Fig. 27: Online interview process by other companies

OFFLINE DRIVE – 21 JAN 2022

The program was officially inaugurated on 21 Jan 2022, the chief guest for the program was Dr. M Mohan Alva, Chairman, Alva's Education Foundation, Presidents was Shri Harish Poonja, MLA, Belthangady and invitees were Dr. Joseph, Principal, Sacred Heart Degree College. A total of 61 companies from Bangalore, Mysore and Mangalore took part in the offline drive held at Sacred Heart PU College, Madyantar on 21 Jan 2022. The companies were placed in three different blocks (Block – A, B, C). The company interview venue was provided in the booklet which helped the candidates to report to the respective company without any hassle. To companies reported to the drive were registered at the Employment registration counter, and to assist the processes the companies were detailed with two NCC/NSS volunteers. Above the volunteers, each faculty are allotted for three companies. To overlook the entire process, one faculty in-charge is allotted for each block.

With all these systematic arrangement, the drive was conducted steadily. A total of 330 candidates took part in online drive and 1269 candidates took part in offline drive, out of which 301 candidates were selected and 963 candidates were shortlisted for the further rounds of interview process. The glimpse of event is shown below.



Fig. 28: Inauguration Program of offline drive



Fig. 29: Inauguration Program

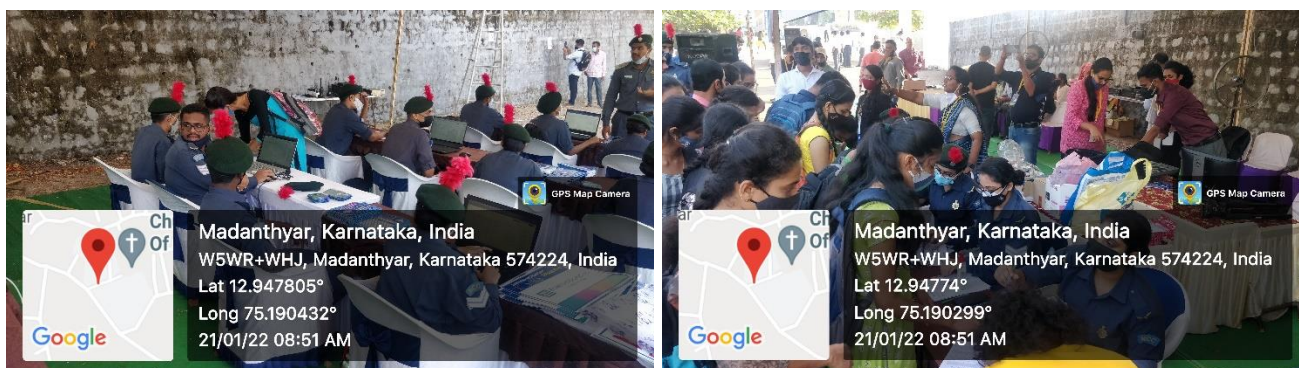


Fig. 30: Registration process of candidates for offline drive



Fig. 31: Candidates reporting to respect companies for interview process



Fig. 32: Companies conducting interview process



Fig. 33: Companies conducting interview process



Fig. 34: Mr. Vivek Alva briefing about the event to the press



Fig. 35: Photograph with all the company HRs



Fig. 36: Photograph of selected candidates



CONCLUSION

After two and half years of pandemic, it was a great come back for Alva's Pragati team to conduct Belthangady udyoga mela, prior to Alva's Pragati which is considered to be the Mega job fair with 300+ companies participating along with 20,000+ aspirants around South India.

In this Belthangady udyoga mela, the team has come-up with lots of new methods to percolate the information to aspirants such as Information Booklet, Orientation programs at different locations and so on. The team henceforth decided to amend policy with new practices mentioned above. The Alva's Pragati team has also decided to collaborate with various institutions through MoU's for orientation programs before drive.

The Belthangady udyoga mela had been focused on only 05 sectors, but it is also learnt that construction companies could have been invited/participated as there were aspirants from civil engineering qualification.

We would like to thank Shri Harish Poonja, MLA, Belthangady, a great visionary for giving us an opportunity to bring his dream to reality through Belthangady udyoga mela. We also thank employment enhancement center team to orient the students on both days of drive. We finally thank to all the company HRs for taking part in the drive. We expect your participation in upcoming Alva's Pragati event.

Annexure – I: Booklet Sample

SHRAMIKA BELTHANGADY

Udyoga Mela

Under the Guidance of



ALVA'S
EDUCATION FOUNDATION (R.)

In Collaboration with



S.D.M.
INSTITUTE OF TECHNOLOGY, UJIRE



SACRED HEART
COLLEGE, MADANTHYAR



SHRAMIKA
SEVA TRUST



Shri Harish Poonja
MLA, Belthangady Constituency

INFORMATION BOOKLET

ONLINE DRIVE

Date : 20th January, 2022
Location : S.D.M. Institute of Technology, Ujire

OFFLINE DRIVE

Date : 21st January, 2022
Location : Sacred Heart College, Madanthyar

ONLINE DRIVE

Date : 20th January, 2022

Location : S.D.M. Institute of Technology, Ujire

Company Name	No of Vacancies	Designation	Qualification	Job Location	CTC	Nature of Work	Pursuing/ Non pursuing
Oracle	15	Project Accounting Analyst	MBA - Finance, Mcom - Minimum 60% in MBA and Mcom	Bangalore	3.75 LPA	They are hiring for their Global Finance Information Centre, As a Project accounting Analyst candidate is working with contracts, operations, revenue recognition and other internal departments to support consulting/ cloud line of business within Oracle	Completed
		Project Accounting Analyst	BCom, BBM - Minimum 60% in Bcom and BBM	Bangalore	3.4 LPA	They are hiring for their Global Finance Information Centre, As a Project accounting Analyst candidate is working with contracts, operations, revenue recognition and other internal departments to support consulting/ cloud line of business within Oracle	
Amazon	50	Transaction Risk management Services	Any graduates	Bangalore	2,9 LPA	Eliminating payment risks	Completed
Accenture	50	TECH VOICE SUPPORT, ASSET SUPPORT	Any Graduation, BCA, BSc, B.E. (Only BPL card holders)	Bangalore	2,4LPA	Tech Voice Support, Asset Support	Completed
BYJUS	100	Buisness Development Executive	Any graduates	Bangalore	10LPA	Buisness Development Executive	Completed
Mphasis	50	Voice and Non Voice Process	Any graduates	Bangalore	2,25LPA	Voice and Non Voice Process	Completed
Extra Marks Education	50	Sales	GRADUATES (800M+ EXPERIENCE)	Bangalore , Belgaum, Hubli	2LPA	Sales	Completed
		Buisness Development Executive	BE - any	Bangalore , Belgaum, Hubli	4LPA	Buisness Development Executive	
			MBA	Bangalore , Belgaum, Hubli	4,5LPA		
24x7	25	Voice and Non Voice Process	Any graduates	Bangalore	2,7 LPA	Voice and Non Voice Process	Completed
Gumbi Software Pvt Ltd	20	Content writer	BE - any	Bangalore	6LPA	Content Writing For Products	Completed
	20	PRESENTER	Any graduates	Bangalore	6LPA	Product Presentation	

OFFLINE DRIVE

Date : 21st January, 2022

Location : Sacred Heart College, Madanthiyar

Company Name	No of Vacancies	Designation	Qualification	Job Location	CTC	Nature of Work	Pursuing/ Non pursuing	Room No
ICICI Bank	20-30	Business Development Officer/ Relationship Manager- General Banking/Relationship Manager - Value Banking	MBA, Mcom, Any post graduates	Across Karnataka	As per grade selected	Opening various types of accounts, sales of various types of bank products, Customer Relationship Management	Completed	A-04
			Graduates - Bcom, BBM, BA, BSc with experience	Across Karnataka	As per grade selected	Opening various types of accounts, sales of various types of bank products, Customer Relationship Management		
HDFC Bank	100	Sales Officers	Any Graduate and Post Graduate	Bangalore and all parts of Karnataka	15K to 20K	Opening various types of accounts (Current and Savings Account) It is outside sales	Completed	A-03
Muthoot Finance Limited	200	Junior Relationship Executive -After 2 years promoted as Asst. Managers	Any Commerce Students - B.com, BBM, BBA, BSW BA, BHM, BMS etc (Only Male)	All Parts of Karnataka	2 to 2.5 LPA	Selling various products of Muthoot like gold loan, mutual funds etc inside and outside sales	Completed	A-05
	100	Probationary Officer - After 1 year promoted as Asst. Manager	MBA - 60% cut off in MBA / Mcom - 70% cut off in Mcom (Only Male)		2.3 to 2.7 LPA	Selling various products of Muthoot like gold loan, mutual funds etc, inside and outside sales Managing branch operations		
	100	Internship for 6 months -After 6 months candidates will be promoted as Junior Relationship Executive	Any Graduate (Male/Female)		10K Stipend per month	Selling various products of Muthoot like gold loan, mutual funds etc inside sales		
St. Milagres Credit Souhardha Co-operative Ltd. Karwar	25	Jr. Assistant /Senior Assistant / Branch Manager / Recovery Officer / Assistant Branch Manager 1.	Graduates and Post Graduates (Any Stream)	Entire part of karnataka	1.2 L up to 2,00	Operations +outside sales, account maintenance etc	Completed	A-08
HDB Financial Services Ltd (HDFC Bank)	50	Jr. Officer - Phone Banking	Any Graduate and Post Graduate	Bangalore	1.98 LPA - 2.4 LPA	Solving customer queries regarding different products of HDFC bank over phone call and explaining new products of HDFC Bank	Pursuing and Completed	B-17
	50	Jr. Officer - RPM - Retail Portfolio Mgt.	Any Graduate and Post Graduate	Bangalore	1.98 LPA	Reminding HDFC Bank customers regarding outstanding loans over a phone call		

Annexure – II: Pamphlet




SHRAMIKA BELTHANGADY Udyoga Mela

Under the Guidance of



ALVA'S
EDUCATION FOUNDATION (R.)


In Collaboration with

S.D.M.
INSTITUTE OF TECHNOLOGY, UJIRE

SACRED HEART
COLLEGE, MADANTHYAR

SHRAMIKA
SEVA TRUST
















Shri Harish Poonja
MLA, Belthangady Constituency

COMPANIES PARTICIPATING






















































ONLINE DRIVE

Date : 20th January, 2022
Location : S.D.M. Institute of Technology, Ujire

OFFLINE DRIVE

Date : 21st January, 2022
Location : Sacred Heart College, Madanthiyar


						
						
						
						
						
						
						
						

COLOUR CODING DETAILS

SSLC / PUC	Red	ITI	Orange	DIPLOMA	Pink	Degree Science	Dark Green	Degree Commerce	Light Green	Degree Arts	Blue Green	B.E / B.Tech	Grey	PG	Yellow
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Please check the complete details of companies based on your colour card & qualification, scan the QR code for complete details

Contact : +91 6366167733, 9741440490, 6361725806, 9480658045



Annexure – III: Sample Feedback by Employers

“Alvas Placement Cell - Pragati”

[Please return the form to the volunteer or the Company Registration counter]

Feedback Form – Shramika Belthangady Udyoga Mela-2022

Thank you for participating in Shramika Belthangady Udyoga Mela-2022. Your feedback will not only help us improve but also help us organize better in the future. We will be obliged if you could spare a few minutes to answer the questions given below.

1. My objective(s) for participating in Shramika Belthangady Udyoga Mela-2022 were completely achieved.

Completely Agree	Agree	Somewhat Agree	Neither Agree not Disagree	Somewhat Disagree	Disagree	Completely Disagree
------------------	-------	----------------	----------------------------	-------------------	----------	---------------------

2. If your response is “somewhat agree”/“neither agree nor disagree”/“somewhat disagree”/“disagree”/“completely disagree” provide the reason(s) for the response.

3. I would recommend my peers in the industry to participate in Udyoga Mela.

Completely Agree	Agree	Somewhat Agree	Neither Agree not Disagree	Somewhat Disagree	Disagree	Completely Disagree
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4. If your response is “somewhat agree”/“neither agree nor disagree”/“somewhat disagree”/“disagree”/“completely disagree” provide the reasons for the response

5. My organization will be participating in Pragati Udyoga Mela (Largest Job Fair) scheduled in the month of Aug-2022

Completely Agree	Agree	Somewhat Agree	Neither Agree not Disagree	Somewhat Disagree	Disagree	Completely Disagree
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6. How can we make Udyoga Mela, a better mass placement drive in the future?

Bit more efficient and organized.

"Alvas Placement Cell - Pragati"

[Please return the form to the volunteer or the Company Registration counter]

7. Please specify the month of the year when your placement season begins.

..... Depends as per the requirement

8. For which of the activities can we consider associating with your organization?

Activity	Preferable Month	Name of Contact Person /Department	Telephone /Mobile	e-mail id
Summer Internship – 10 weeks				
Industrial Visit/1-2 weeks				
Project Work of students	Any time	[Redacted]		
Exclusive Campus Placement.				
Departmental Sponsorships				

9. Profile of the respondent :-

Name of the Respondent	[Redacted]			
Designation of the Respondent	Btgg H.R. MANAGER			
Name of the Organization	[Redacted]			
Telephone / Mobile Nos. of the Respondent	[Redacted]			
Details of the Team members	Name of the member	Designation	Contact Number	Email ID
	1.			
	2.			
	3.			

...Thank You...