

Event Details	
Event Name	Carrer Counselling
Topic	Career Counselling Workshop on CONNECTING THE DOTS- Bridging Academia and Industry
Date	2024 -02-20 to 2024 -02-20
Mode	Offline
Venue	LH-1
Organizer Name	Dr.Subodh Saluja and Dr.Reet Kaur
Resource Person	Mr.Ishu Kumar Senior Acquisition Talent Manager
No. of Participants	40
SDG No	SDG 4: Quality Education , SDG 9: Industry , Innovation and Infrastructure , SDG 17: Partnership for the Goals

### Objective :

- To facilitate a deeper understanding of industry dynamics
- To bridge the gap between academia and industry
- To empower students with real-world insights
- To encourage active engagement and participation
- To provide networking and mentorship opportunities

### Description :

The Career Counselling Workshop , "CONNECTING THE DOTS: Bridging Academia and Industry for BBA Retail Management Students ," proved to be an illuminating event , distinguished by the presence of Mr. Ishu Kumar, a seasoned professional from V-Mart Retail Ltd. Mr. Kumar's involvement was pivotal , offering a profound blend of expertise and practical insights gleaned from his extensive tenure within the retail industry . With meticulous detail , Mr. Kumar navigated through the intricate landscape of retail , providing students with a panoramic view of industry dynamics and real-world applications of academic theory . From elucidating emerging trends to dissecting consumer behaviour analytics , supply chain intricacies , and strategic marketing manoeuvres , his presentations were not just informative but transformative , imbuing attendees with a deeper understanding of the retail sector's nuances . However , Mr. Kumar's impact transcended mere knowledge dissemination ; his presence served as a conduit between academia and industry , catalysing a symbiotic relationship wherein theoretical frameworks met pragmatic exigencies head-on. Beyond the lecture hall , Mr. Kumar fostered an environment ripe for engagement and collaboration , encouraging students to actively participate in discussions , pose probing questions , and leverage his expertise for personal and professional growth .

### Outcomes :

- Enhanced understanding of industry intricacies
- Bridging theoretical knowledge with practical application

- Increased confidence and preparedness for the job market
- Expanded professional network and mentorship connections
- Strengthened academic -industry collaboration



Speaker-student interaction



Speaker Delivering lecture - 1



Speaker Delivering lecture - 2



Felicitation of the guest



Group photo