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PC
THE PLACEMENT CELL

Strategic Roadmap

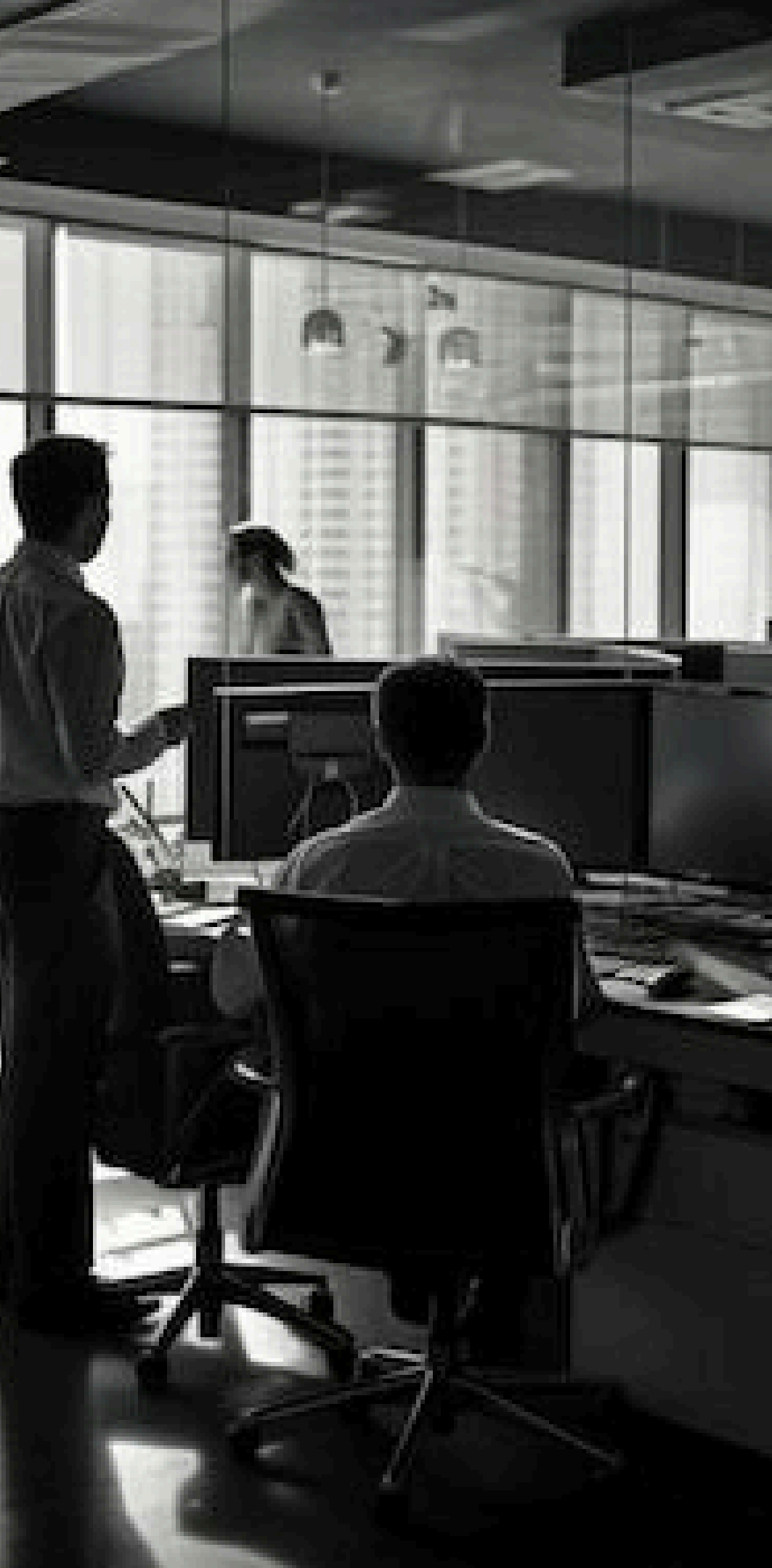
CONSILIUM

to Career Excellence

2024-25

MIRANDA HOUSE

THE PLACEMENT CELL
2024-25



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FROM THE PRINCIPAL'S DESK

For decades, Miranda House has been a vibrant space where creativity, intelligent rigor, and leadership have thrived in equal measure. Excellence here is not just an aspiration but a lived reality- reflected in the achievements of our students and faculty across academics, research, and co-curricular arenas. What makes our institution truly distinctive is its seamless blending of tradition and innovation, shaping an environment that nurtures both individual and collective growth.

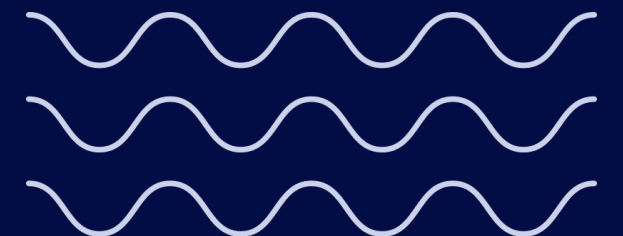
The Placement Cell embodies this spirit by serving as a bridge between classroom learning and the world of work. Through internships, pre-placement talks, training, training sessions, and recruitment drives, the Cell equips students with the skills, confidence, and exposure they need to navigate professional landscapes with competence and purpose. Its efforts are not just about securing opportunities but about preparing our students to become thoughtful, responsible, and resilient leaders who will make meaningful contributions wherever they go.

Our alumnae, who continue to leave an indelible mark in diverse fields - be it academia, industry, governance, or social service - stand as shining examples of what a Miranda House education makes possible. Their journeys remind us that every student here carries with her the potential to inspire and transform.

I take this opportunity to extend my warm appreciation to the editorial team of Consilium for curating this magazine with such dedication. It reflects the dynamism and aspirations of our students community and offers a window into the future-ready spirit that defines Miranda House.



Prof. (Dr.) Bijayalaxmi Nanda
Principal



FROM THE CONVENOR'S DESK

At Miranda House, the Placement Cell nurtures students' growth by offering them global opportunities that prepare them for the rapidly changing job market. Anchored in the vision of “स्वाध्यायात् मा प्रमदितव्यम्”, the Cell emphasizes self-learning and introspection, while providing an enabling space for skill-building and professional readiness.

This year (2025–26) marked the introduction of a structured placement registration process, where 3rd and 4th-year students underwent a rigorous CV vetting exercise.

This not only streamlined the recruitment process for companies but also enhanced the professionalism of students. Alongside this, pre-placement seminars, counselling, motivational sessions, and workshops on hard and soft skills gave students the confidence and energy to pursue opportunities in both national and global markets.

The outcomes speak for themselves: 24 companies participated in the drive, offering a highest package of 24 LPA and a median package of 8.2 LPA, reflecting the strong preparedness of our students.

The Cell also contributes to social empowerment. In collaboration with National Skill Development Corporation (NSDC) under Prime Minister Kaushal Vikas Yojana (PMKVY), two Skill Hubs have been set up at Miranda House, offering training in Green Jobs and Artificial

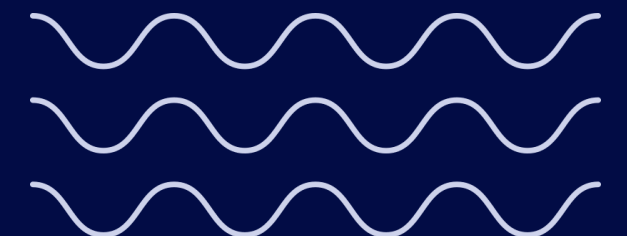
Intelligence to school dropouts, girls, and women aged 15–40.

A notable initiative, Utkrisht Miranda, showcased products by underprivileged women at the Khadi Festival, further promoted through a stall at Dainik Jagran.

It is a matter of pride to see the Cell managed so efficiently by a dedicated team of young students, whose initiatives strengthen not only professional growth but also community development.



Prof. (Dr.) Hena Singh
Convenor



FROM THE PRESIDENT

There are some ideas that begin as simple conversations, thoughts shared after long meetings, reflections spoken almost casually and slowly grow into commitments. The first-ever Placement Workbook of Miranda House is one such idea.

Since my very first year in the Placement Cell, this was something we spoke about often. We felt the gap ourselves. We experienced the confusion firsthand. We understood how overwhelming the placement process could feel, the uncertainty, the pressure, the unspoken expectations that everyone seems to know but no one really explains. Every batch carried the same thought forward: one day, we will build something that makes this journey clearer for those who come after us. Today, that day is finally here.

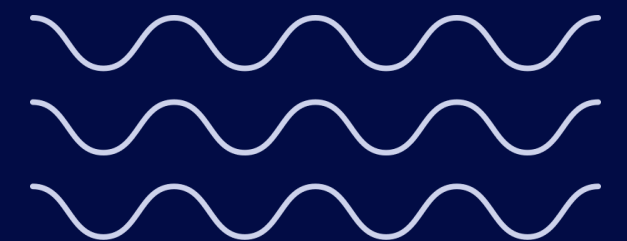
This workbook is deeply personal to me because it is something I once wished we had when we were navigating the process ourselves - a single, honest, structured guide that answers questions before anxiety sets in; a resource that turns chaos into clarity; a document that quietly reminds every student: you are not alone in this. The Placement Cell has always stood for more than recruitment drives or statistics. It stands for empowerment, for building systems that outlast individuals, and for ensuring that every student, regardless of background, has access to information, mentorship, and opportunity. This workbook is our step toward building institutional memory, something that will serve not just this batch, but every batch that follows. It represents continuity, care, and collective effort.

I am deeply grateful to our convener and faculty advisors for their constant guidance and unwavering support, for believing in this vision and giving us the space to bring it to life. To my core team and coordinators, thank you for making this possible by putting your best forward and transforming an idea into something real and tangible. And to our seniors, who shared their experiences so that our journey could be a little clearer and a little less overwhelming, this would not have been possible without you. This achievement belongs to each one of you.

As we move forward, I hope this workbook becomes more than just a guide. I hope it becomes reassurance in moments of doubt, preparation in moments of uncertainty, and a reminder that our college equips its students not only with degrees, but with direction. It is the foundation of a legacy we hope will continue for years to come.



Suriddhi Negi
President



PAST RECRUITERS



PLACEMENT STATISTICS

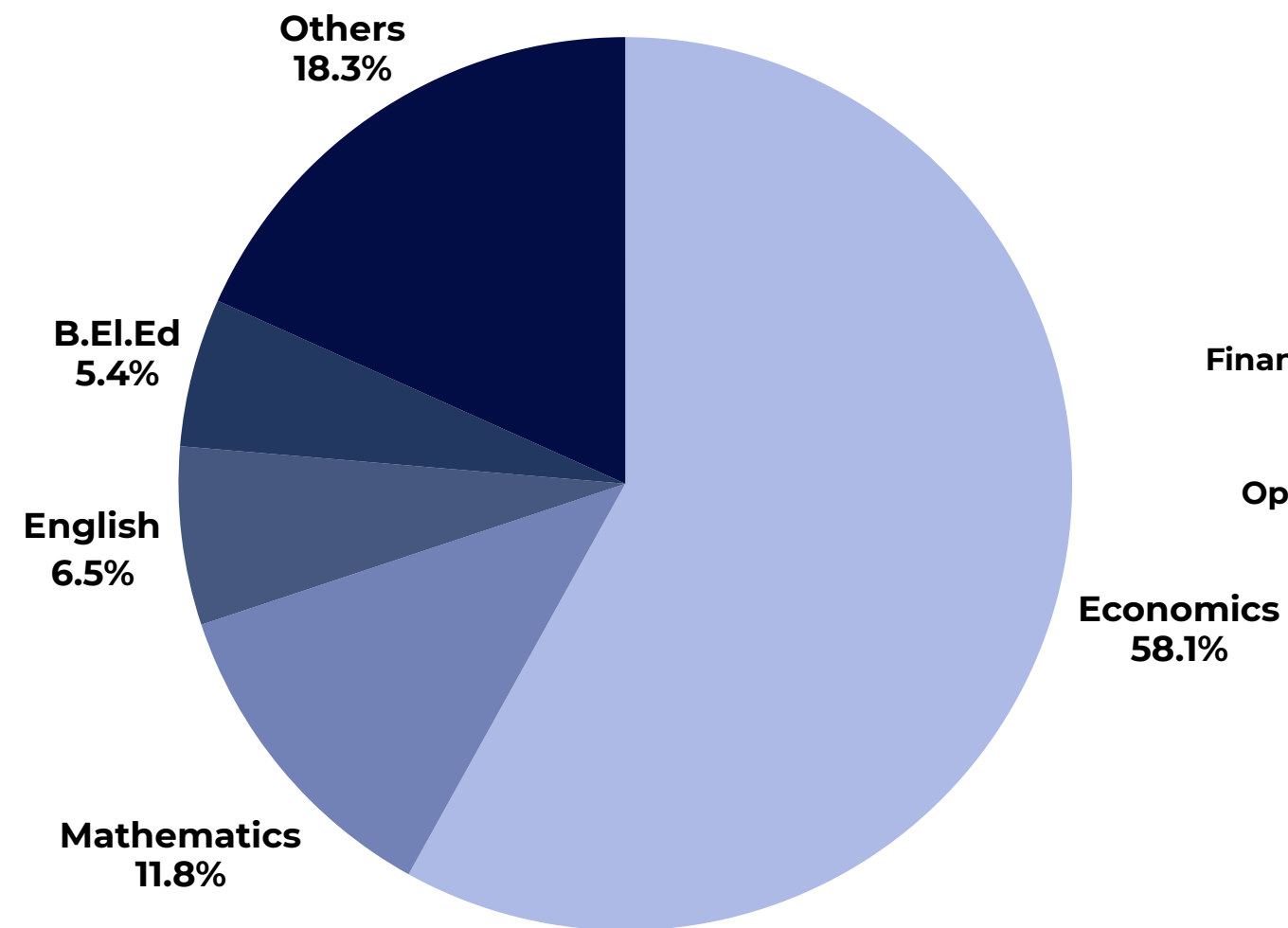
**HIGHEST
PACKAGE** **24**
LPA

**MEDIAN
PACKAGE** **8.8**
LPA

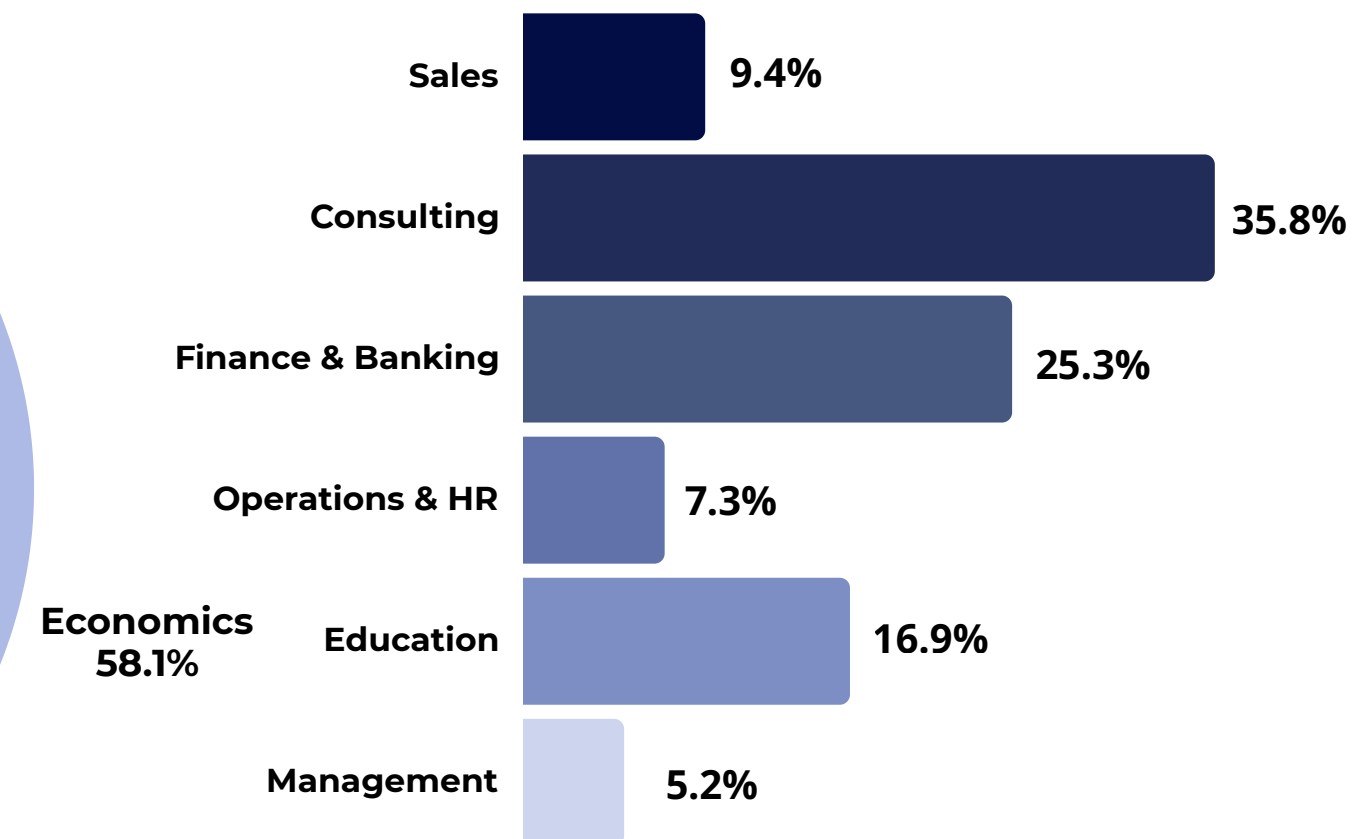
**AVERAGE
PACKAGE** **9**
LPA

**STUDENTS
PLACED** **200+**

COURSE WISE OFFERS



INDUSTRY WISE OFFERS



Basic Terms Related to Placements: A Concise List of Corporate Jargon

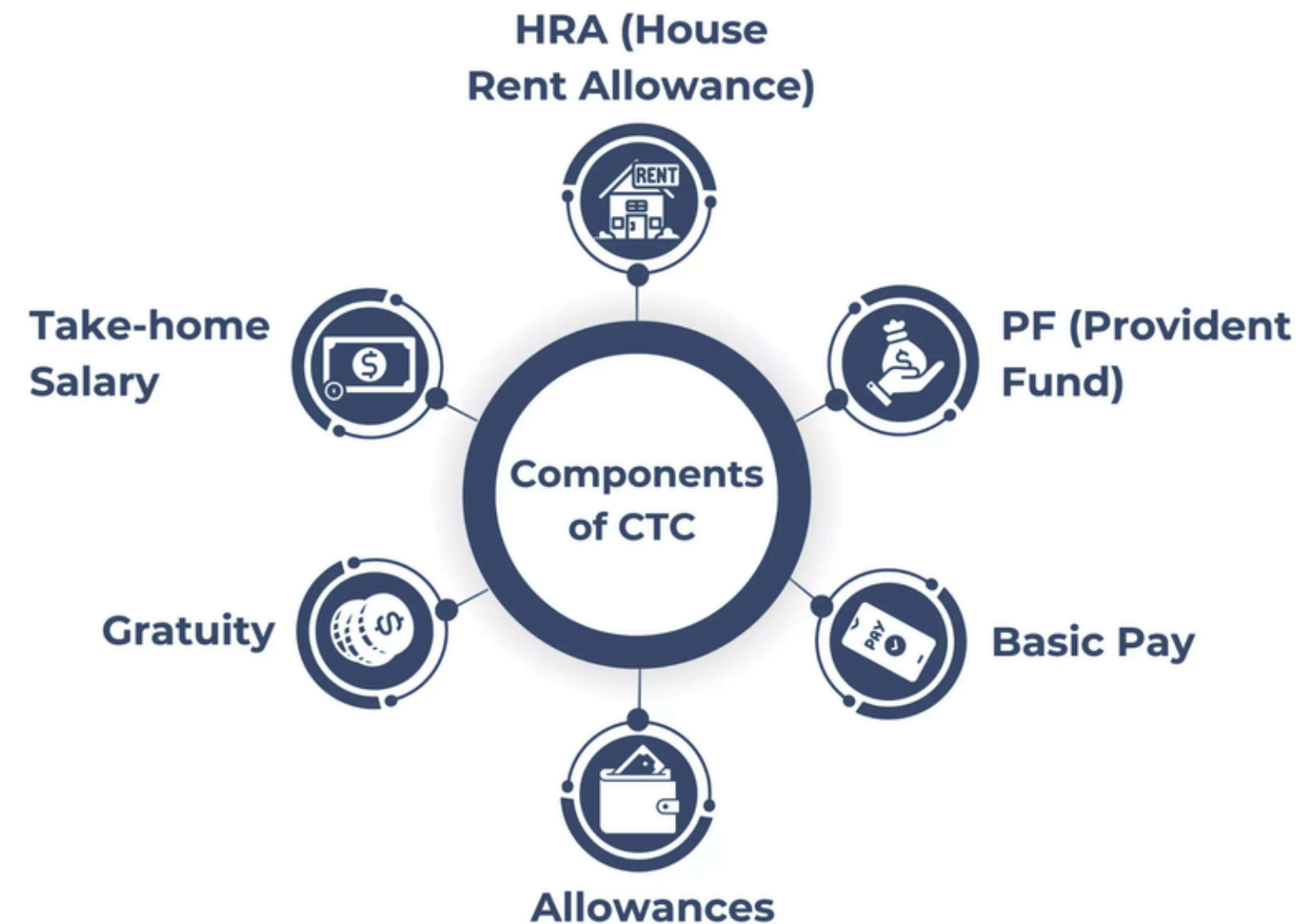
CHECKPOINT 1

1. Cost to Company (CTC).

Cost to Company (CTC) refers to the total annual expenditure incurred by an organisation on an employee. It represents the complete cost borne by the employer for hiring and retaining an employee and includes both direct monetary payments and indirect benefits. It is important to note that CTC is not equivalent to the take-home (in-hand) salary.

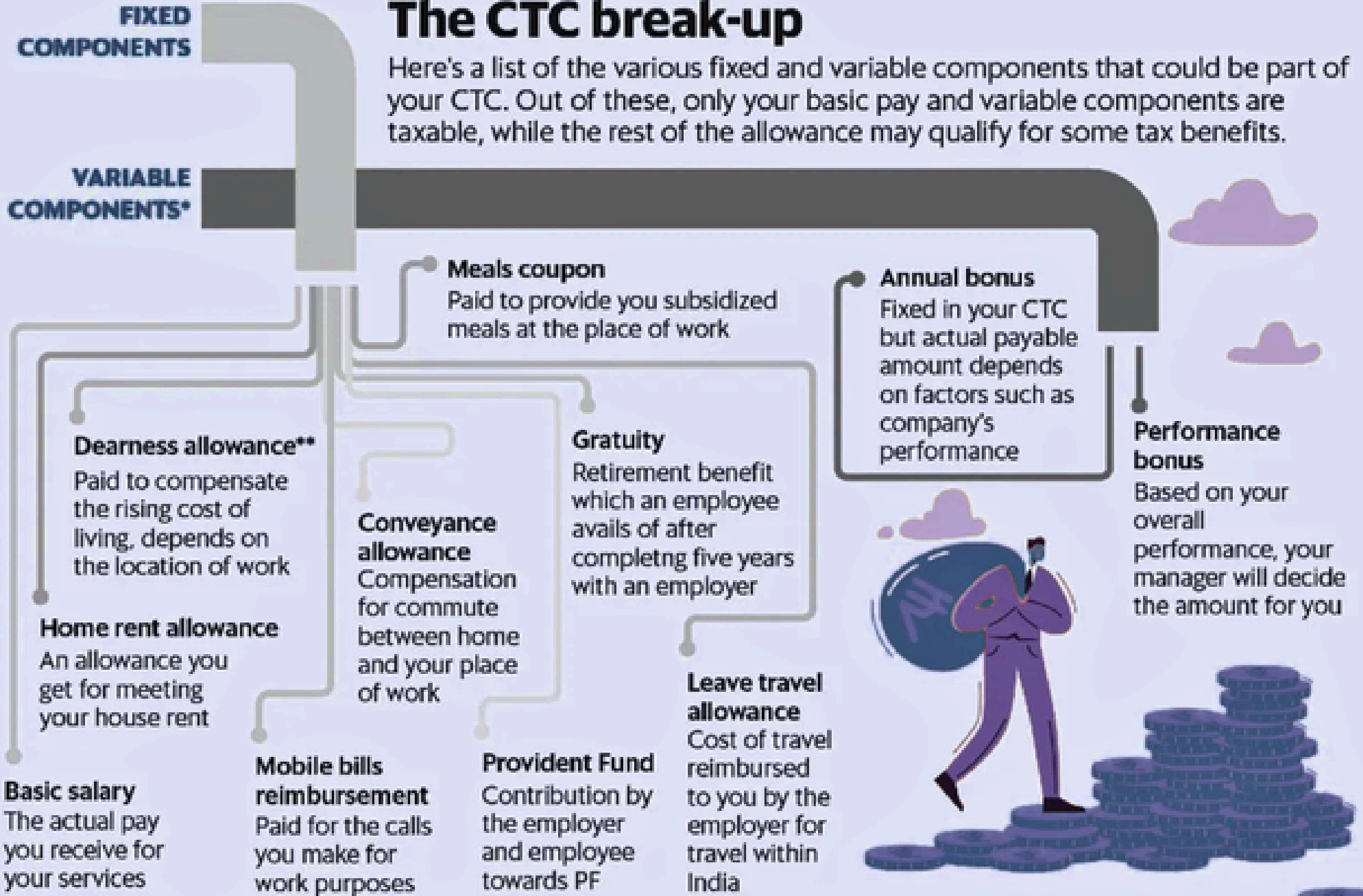
Components of CTC:

1. Fixed Salary Components	2. Employer Contributions & Benefits	3. Variable Pay & Bonuses
<p>These are the regular salary elements paid to the employee, usually on a monthly basis. It includes:</p> <ul style="list-style-type: none">• HRA (House Rent Allowance)• Take Home Salary• PF (Provident Fund)• Basic Pay• Gratuity• Allowances	<p>These are statutory or additional benefits provided by the employer and are included in CTC, although they are not paid directly to the employee as cash. It includes:</p> <ul style="list-style-type: none">• Employer's contribution to Provident Fund (PF)• Gratuity contribution• Health insurance premium• Life insurance or pension contributions	<p>These components are performance-linked or policy-based and may not be paid monthly. This category includes:</p> <ul style="list-style-type: none">• Performance bonus• Incentives• Sales commission• Joining or retention bonus



The CTC break-up

Here's a list of the various fixed and variable components that could be part of your CTC. Out of these, only your basic pay and variable components are taxable, while the rest of the allowance may qualify for some tax benefits.



Basic Terms Related to Placements: A Concise List of Corporate Jargon

CHECKPOINT 1

2. Dream Tier, Tier I, Tier II

Companies offering a compensation of more than ₹12 LPA or possessing significant brand value, irrespective of the exact package offered, are classified under the Dream Tier.

Placement in this tier concludes the student's participation in the placement process.

Tier I

Companies offering a compensation package ranging between ₹7 LPA to ₹12 LPA fall under Tier I. Students placed in this tier may be eligible for limited upward movement as per placement rules.



Tier II

Companies offering a compensation package ranging between ₹4 LPA to ₹7 LPA are categorized under Tier II. Students placed in this tier may move upward to higher tiers subject to the placement policy.



3. Externship

An externship is a brief, usually unpaid career-learning opportunity where you mainly observe a professional to gain insight into the day-to-day operations of a workplace. Consider it an "extended informational interview" that can take anywhere from one day to eight weeks. In contrast to an internship, heavy deliverables are typically not your responsibility. Rather, your role is to watch, enquire, and "test-drive" a career path before committing to it.

Who should Target Externships?

- **Undergraduates (Freshmen & Sophomores):** If you are still deciding on a major or want to see if your chosen field actually matches your personality, an externship is the perfect low-risk experiment
- **Career Changers:** If you are an established professional considering a jump to a new industry (e.g., moving from Marketing to UX Design), an externship allows you to see the "behind-the-scenes" of that new world without quitting your current job.

Basic Terms Related to Placements: A Concise List of Corporate Jargon

CHECKPOINT 1

4. Fellowship

A fellowship is a distinguished, merit-based award that gives someone financial assistance (typically a stipend) for a predetermined amount of time so they can pursue further education, research, or professional development. A fellowship is an investment in you as a person, supporting your potential to make a major contribution to your field, whereas a scholarship helps you pay for your education.



FELLOWSHIP V/S EXTERNSHIP

**D
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Goal	Professional development & research	Career exploration & shadowing
Duration	Long-term (6 months to 2+ years)	Very short (1 day to 4 weeks)
Structure	Highly structured and competitive	Informal and flexible
Typical Stage	Graduate, Post-graduate, or Professional	Highschool or undergraduate

Basic Terms Related to Placements: A Concise List of Corporate Jargon

CHECKPOINT 1

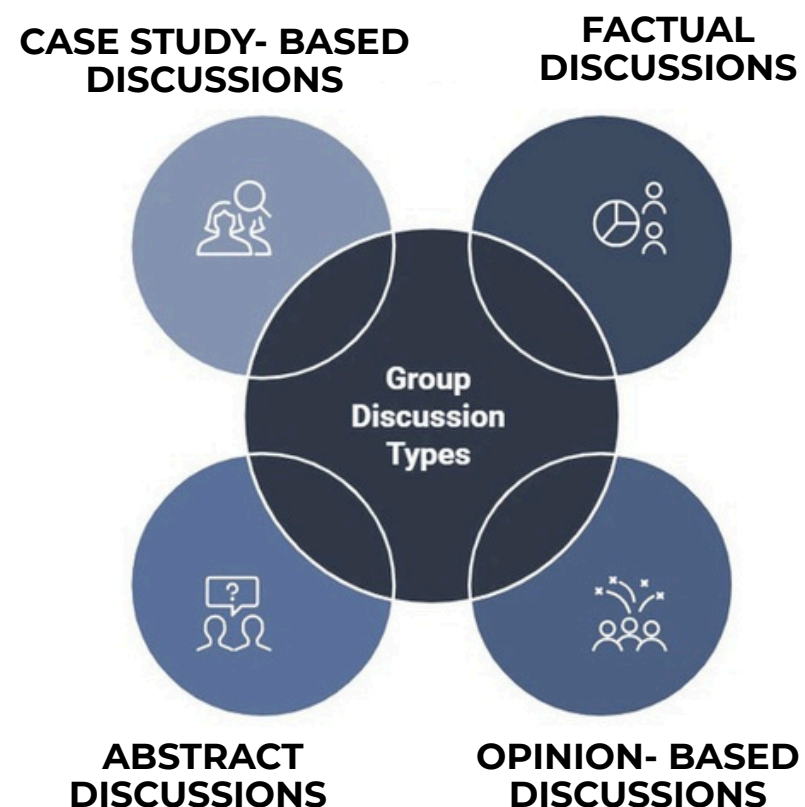
5. Group Discussion (GD).

The Group Discussion is like a pop-up café conversation where recruiters get a 20-minute window into your mind. They watch how you think, listen, disagree and collaborate. Recruiters are not looking for just good speakers, they also want clarity of thought, team spirit, creativity and situational leadership.

How to 'Stand Out' without shouting?

- Start with a hook, like an analogy or a data point.
- Don't marry your points —i.e, acknowledge other peoples' good ideas
- Don't be repetitive
- Stay civil even when the topic isn't

Types of Group Discussions



6. HR Interview Round

If the technical round checks what's in your brain, the HR round checks what's in your behaviour. At the end of the day, companies do not hire a CV, they hire a person, an efficient mind. This is why they will first check for consistency, whether your story matches your CV. Then they will analyse your self-awareness, so it's always recommended to be honest about strengths and weaknesses. And finally, your motivation. It's not just why they should choose you, but why you chose them? As per StandOut CV, 2026, out of every 100 applicants, only 2-3% typically make it to the first human-led HR Interview.

How to leave 'an impression' with your answers?

- Tell micro-stories: “In my internship, I handled a chaotic client...”
- Growth is more valued than perfection
- Keep your energy warm and human, not robotic.
- Remember the three prongs of : Past → Present → Future
- What shaped you → What you're doing now → Where this company fits in.

Basic Terms Related to Placements: A Concise List of Corporate Jargon

CHECKPOINT 1

7. In-Hand Salary

In-hand salary is what actually gets credited to your bank account on payday. In-hand salary includes the basic pay and allowances without deductions and excludes employer contributions like ESI (Employee's State Insurance) and EPF (Employee's Provident Fund). CTC includes all this. Moreover, while In-Hand salary is paid monthly after all deductions, CTC is not, as it includes non-cash components and annual benefits too.

Why In-Hand \neq CTC

Companies break your salary into different components:

- Basic Pay
- Allowances like housing and transport
- PF (Provident Fund) - your contribution + employer's contribution
- Gratuity
- Taxes

For example:

If your CTC is ₹6,00,000: About ₹70,000–₹1,00,000 could be PF (Provident Fund), gratuity, etc. Taxes, mainly professional tax, might take away another big chunk. Finally, your monthly in-hand might somewhat range from ₹38,000–₹43,000 depending on corporate structure.

8. Internship

An internship is a short-term, professional development experience that provides significant, relevant work in a student's academic discipline or area of vocational interest. An internship is like a "test drive" of a career, a way to fill the gap that exists between the classroom and the world

Key Characteristics

Duration: Typically lasts for several weeks to a few months (usually during summer/semester break).

Purpose: The emphasis is on learning, which means you are there to acquire skills and not simply to do labor.

Supervision: This involves supervision by another individual who could be a mentor or a manager.

Why do you need an internship?

Building a Resume: You are much more "hirable" than someone with just a degree if you have practical experience. Through networking, you may come across experts who can provide guidance, recommendation letters, or even a full-time job offer in the future.

Basic Terms Related to Placements: A Concise List of Corporate Jargon

CHECKPOINT 1

9. Job Description (JD).

An official document that lists the obligations, responsibilities, and standards of a particular position within an organisation is called a job description (JD). It functions as a sort of contract for the employer and a road map for the employee. If a fellowship is an "investment" and an externship is a "sneak peek," then a job description is the "blueprint" for a long-term or permanent position.

Key Pillars of a Job Description:

Job Title & Summary: A succinct title for the position along with a "hook" of three to four sentences outlining its purpose and how it advances the company's goals.

Key Responsibilities (The "What") is a list of daily duties and long-term projects in bullets. In contrast to tasks (like "Call customers"), many JDs in 2026 now concentrate on outcomes (like "Increase customer retention by 15%").

The "Who" (qualifications): "must-haves" versus "nice-to-haves." Education, years of experience, and technical abilities (such as Python, CRM tools, or particular certifications) are all included in this.

Reporting Structure: Whether the individual oversees a team of their own and to whom they report (e.g., "Reports to the Director of Marketing").

Pro-Tip: Read Between the Lines

When reading a JD, look for "hidden" clues about company culture:

"Must handle ambiguity" often means the company is disorganized or a fast-paced startup. "Wear many hats" usually means it's a small team where you'll do tasks outside your official title. "Competitive environment" often signals a high-pressure, sales-heavy, or commission-based culture.

Basic Terms Related to Placements: A Concise List of Corporate Jargon

CHECKPOINT 1

10. Off Campus Placement

Off-campus placement is a job-seeking process where you apply for positions directly to a company without the mediation or involvement of your college's training and placement cell. In 2026, this has become a dominant path for students in Tier-2 and Tier-3 colleges or those aiming for "dream" roles at companies that don't visit their campus.

The Off-Campus Process: A Step-by-Step Guide

The journey of an off-campus candidate is self-driven.

- Preparation is what one terms as the "Portfolio" phase. Unlike the campus drives, where a high GPA might be sufficient, the off-campus recruiters look for proof of work. A strong GitHub profile, special certifications, and a "one-page" ATS-friendly resume are what you need.
- Sourcing: This involves actively monitoring job portals. The most effective channels in 2026 include:

11. On Campus Placement

On campus placements refer to the recruitment process conducted within the premises of a college or university. It's like bringing the job market directly to your doorstep. Various companies and organizations collaborate with educational institutions during on-campus placements to conduct interviews, assessments, and recruitment drives exclusively for their students. These placements typically occur within a designated time frame, often called placement season, where students can showcase their skills and secure job offers without leaving the familiar grounds of their campus.

The placement cell acts as a bridge, facilitating direct communication and collaboration between students and potential employers. This means you have access to a pool of job openings that have been specifically curated for students within your institution.

Basic Terms Related to Placements: A Concise List of Corporate Jargon

CHECKPOINT 1

12. Offer Letter

An offer letter is a letter from an employer to a potential employee that states the terms of the employee's offer of employment. The letter usually includes the starting salary, benefits, and other important terms and conditions of employment. It is a formal way of making an offer of employment to a potential employee and serves as a written record of the agreement between the employer and the employee.

An offer letter is important because it helps to protect both the employer and the employee. It ensures that both parties have agreed to the same terms and that there are no surprises down the road. It can also be used as a basis for future negotiations if the employee decides to leave the company.

13. Pre-Placement Offer (PPO)

A Pre-Placement Offer is a job offer extended to interns before they officially complete their internship or finish their studies.

Companies use PPOs to hire interns who have shown strong performance, skills, and potential during their internships, making them an ideal fit for full-time roles. Instead of going through the usual hiring process, these companies reward outstanding interns by offering them a job early, allowing them to skip traditional application rounds.

For students, a PPO can mean a secured job offer before graduation, reducing the stress of job hunting and allowing them to focus on their higher studies.

Receiving a PPO means that a company sees potential in an intern's skills and wants them on the team full-time, which provides early job security. However, while PPOs are beneficial, they are not the only path to success; consistent learning, experience, and networking also contribute greatly to long-term career growth.

Basic Terms Related to Placements: A Concise List of Corporate Jargon

CHECKPOINT 1

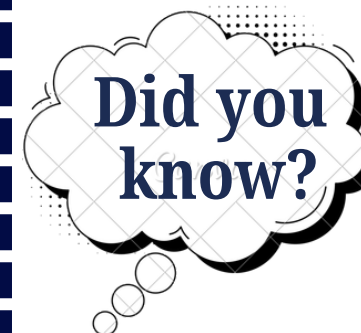
14. Psychometric Test

Psychometric tests are standardized, scientifically developed instruments that measure mental attributes such as cognitive ability, personality traits, aptitudes and job-related competencies; they're grounded in measurement theory and validated for reliability and fairness. Psychometric testing has evolved from a niche tool used by a handful of major companies to a multi-billion dollar cornerstone in global recruiting. *Approximately, 75% of Fortune 500 companies now use this tool at some stage of their recruitment process.*

METHOD	PREDICTION ACCURACY (VALIDITY)	SUCCESS RATIO
Standard Interview	Low (0.10-0.20)	6 candidates for 1 successful hire (6:1)
Psychometric Testing	High (0.40-0.60)	2 candidates for 1 successful hire (2:1)
Combined (Test + Interview)	Very High (0.65+)	Most reliable hiring outcome

15. Technical Rounds

- The technical round is an interview stage during campus placements where recruiters assess a candidate's domain-specific knowledge, problem-solving skills, and hands-on technical ability.
- In placement drives, after an initial screening (like written test or aptitude test), selected candidates go through the technical interview.
- This round can include: questions on core subjects, programming, data structures/algorithms, projects, or role-specific technical problems.
- The aim is to check if one is technically fit for the job role you are being considered for.
- If one passes the technical round, they typically move to the HR round, where soft skills, motivation, and fit are evaluated

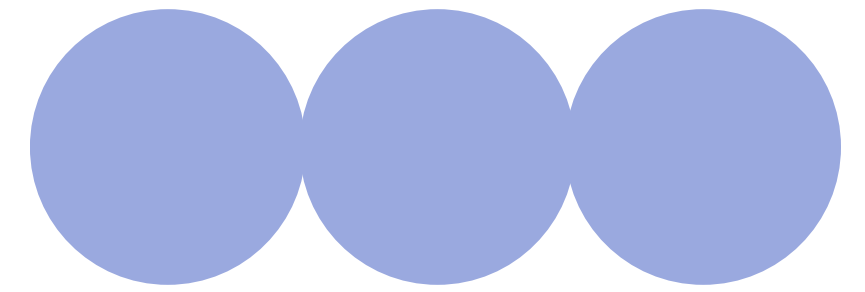


The "Whiteboard Paradox"

In many high-level technical interviews, the problem given is intentionally designed to be unsolvable within the time limit or contains a "hidden" constraint that makes a standard solution fail. Interviewers use this to observe your metacognition—basically, your ability to think about your own thinking.

The background is a dark blue color. In the top-left and bottom-right corners, there are geometric patterns of overlapping triangles in shades of light blue and white. In the top-right and bottom-left corners, there are white concentric circles of varying radii.

INDUSTRY PRIMERS

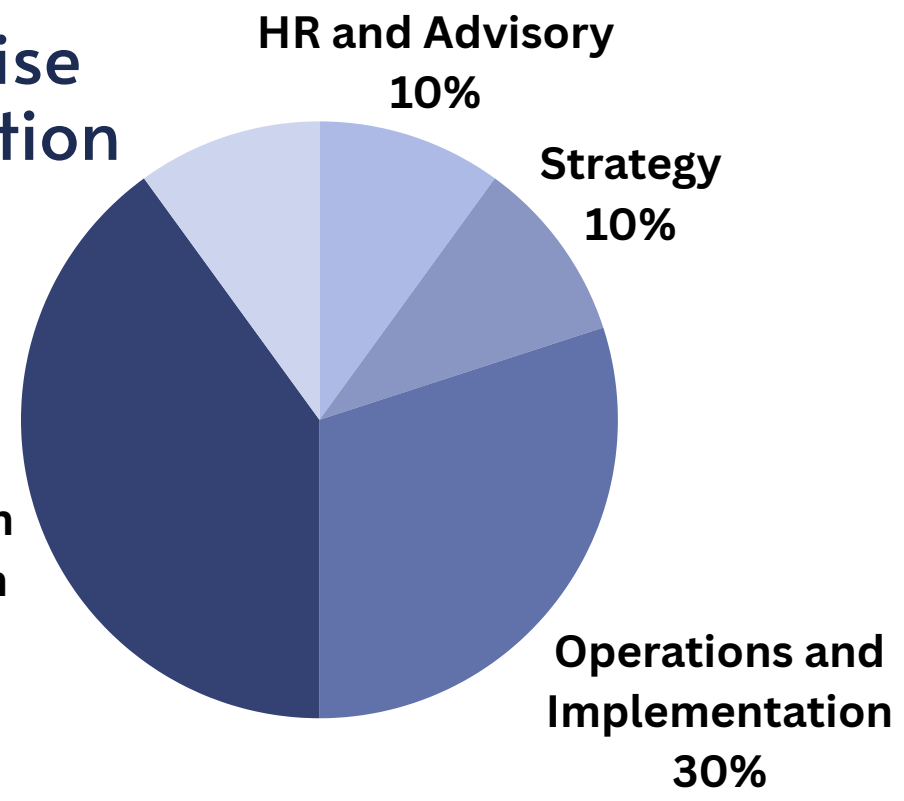


CONSULTING INDUSTRY

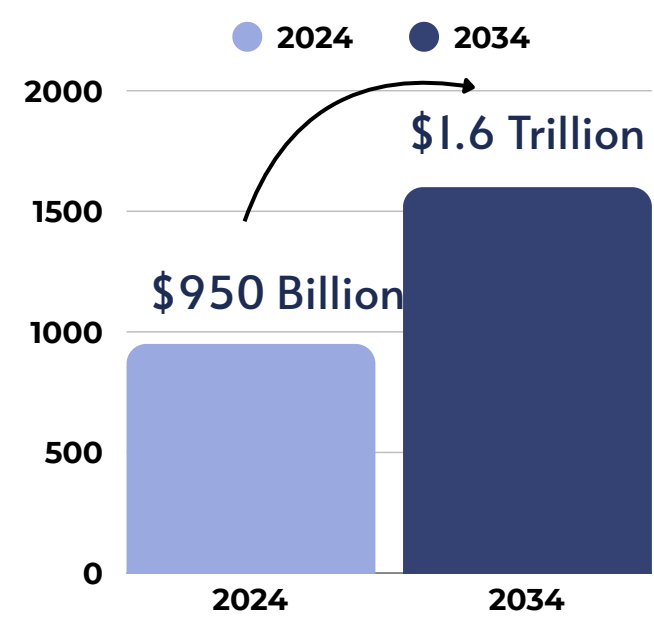
Management Consulting Industry

INDUSTRY OVERVIEW

Sector Wise Segmentation



Market Size



Global Strategic Consulting Hubs



Market Forecast

- TAM (Total Addressable Market): >\$1.2 Trillion
- SAM (Serviceable Addressable Market): \$450 Billion
- SOM (Serviceable Obtainable Market): \$80 Billion

SWOT ANALYSIS

STRENGTH



- Brand Equity: High prestige & trust (BIG4/MBB).
- Global Reach: Scalable expert networks across regions.

WEAKNESS



- Premium Cost: High billable rates vs. client budget cuts.
- Implementation Gap: Difficulty moving from strategy to execution.

OPPORTUNITIES



- AI Strategy: Leading GenAI adoption & governance.
- Outcome Models: Shifting to value-based or success fee billing.

THREATS



- In-house Teams: Clients building internal strategy arms.
- AI Automation: Tech replacing junior-level research tasks.

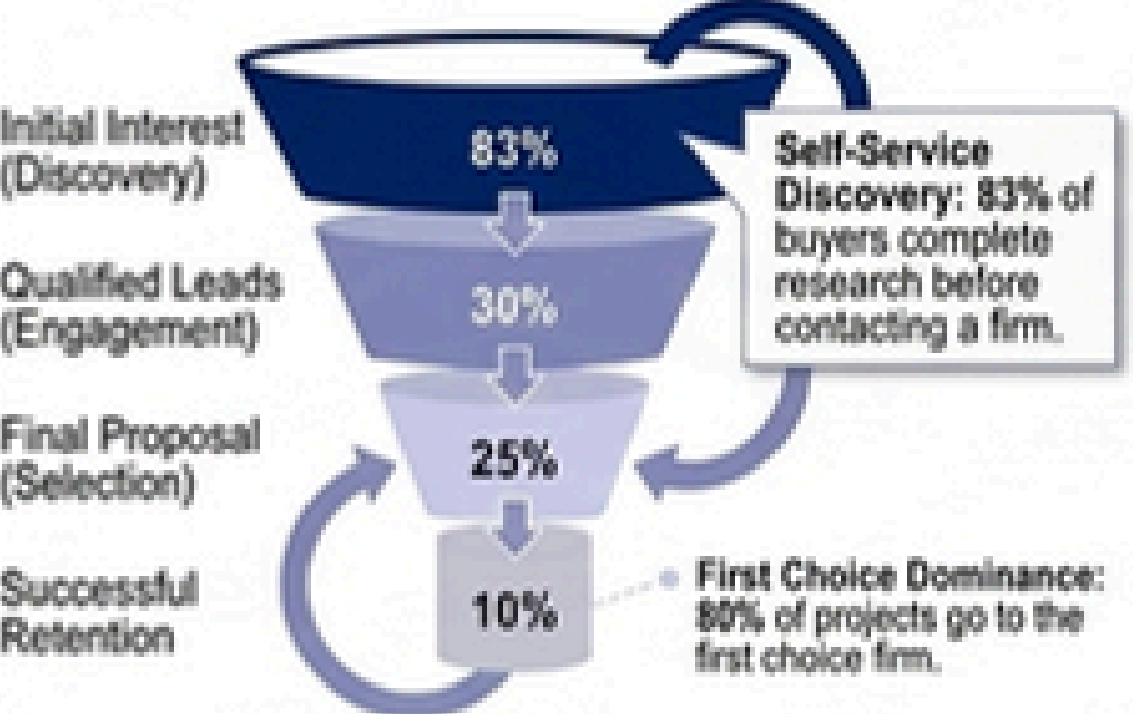
KEY PLAYERS

Management Consulting Industry

CONSUMER INSIGHTS

CLIENT ACQUISITION FUNNEL

BUYING COMMITTEE COMPLEXITY (2026)



COST DRIVERS

- Human Capital & Compensation
- Digital Infrastructure & AI R&D
- Business Development & Marketing

REVENUE STREAMS

- Advisory & Strategy Fees
- Implementation & Execution
- Performance-linked revenue

PESTEL ANALYSIS

POLITICAL

- Trade Protectionism: High demand for "Sovereign Supply Chain" & de-risking advisory.
- Policy Shifts: Public sector revenue fluctuates based on government outsourcing cycles.

ECONOMIC

- Value-Based Billing: Market pivot from "Billable Hours" to ROI-linked "Success Fees."
- Margin Squeeze: Rising compensation for AI talent vs. client demand for lower fees.

SOCIAL

- The "Flex" Mandate: High attrition in firms failing to offer hybrid/ people-first cultures.
- Ethics First: Clients vetting consultants for internal Diversity & Responsibility metrics.

TECHNOLOGICAL

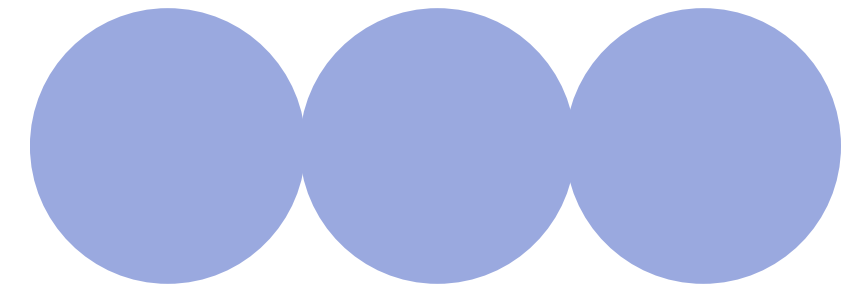
- Agentic AI: Transition from manual research to AI-automated data synthesis and drafting.
- Tech-Plus-Human: Success defined by selling proprietary software alongside advisory.

ENVIRONMENTAL

- Mandatory ESG: Carbon reporting shifts from "nice-to-have" to a high-revenue legal mandate.
- Net-Zero Delivery: Growth in operational consulting to physically decarbonize supply chains.

LEGAL

- AI Regulations: Surge in compliance advisory due to global laws (e.g., EU AI Act).
- Data Liability: High risk/reward in managing cross-border client data privacy (GDPR/DPDP).

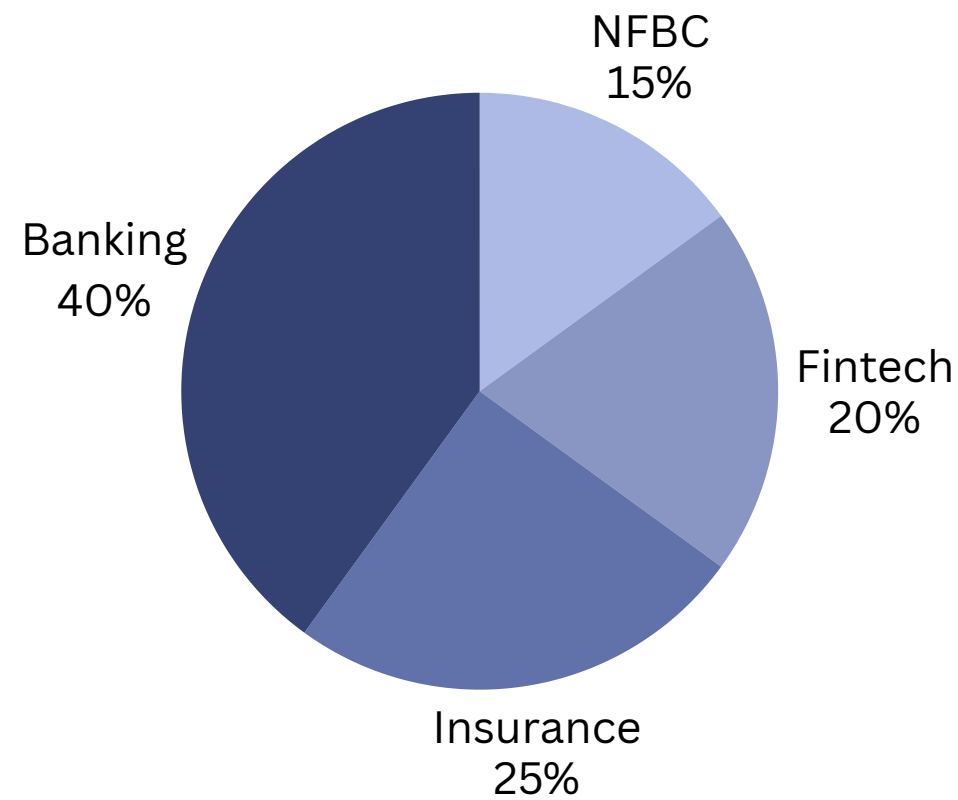


BANKING INDUSTRY

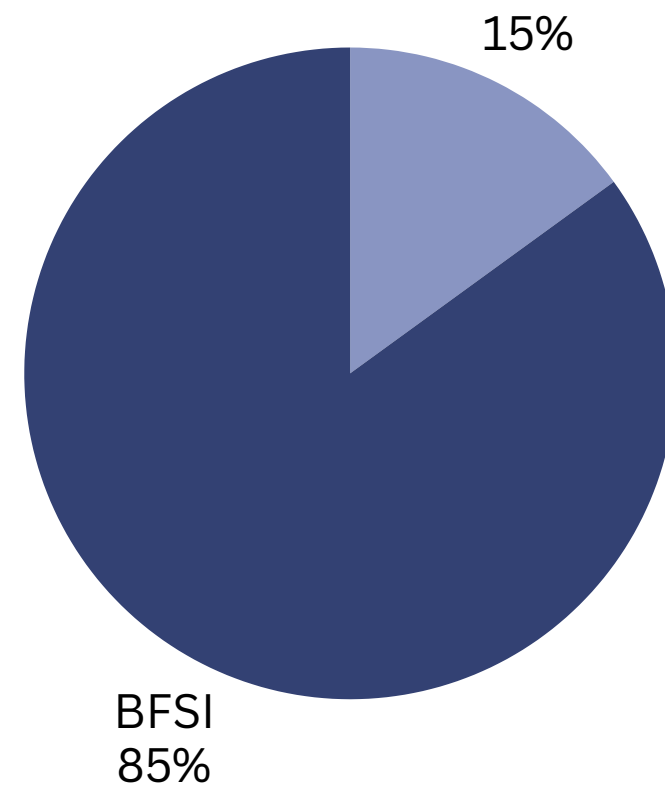
Banking, Financial Services, and Insurance

INDUSTRY OVERVIEW

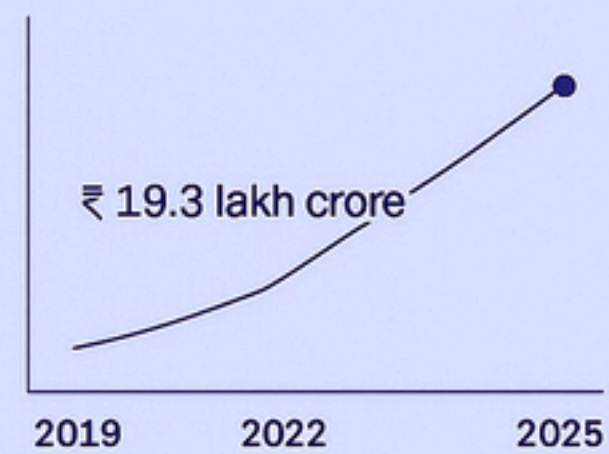
Segment-wise Market Share



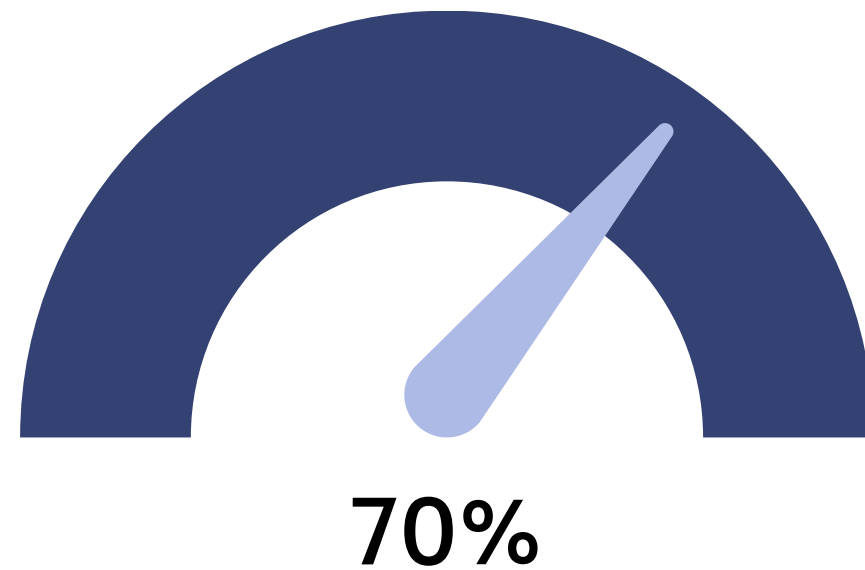
Employment Distribution



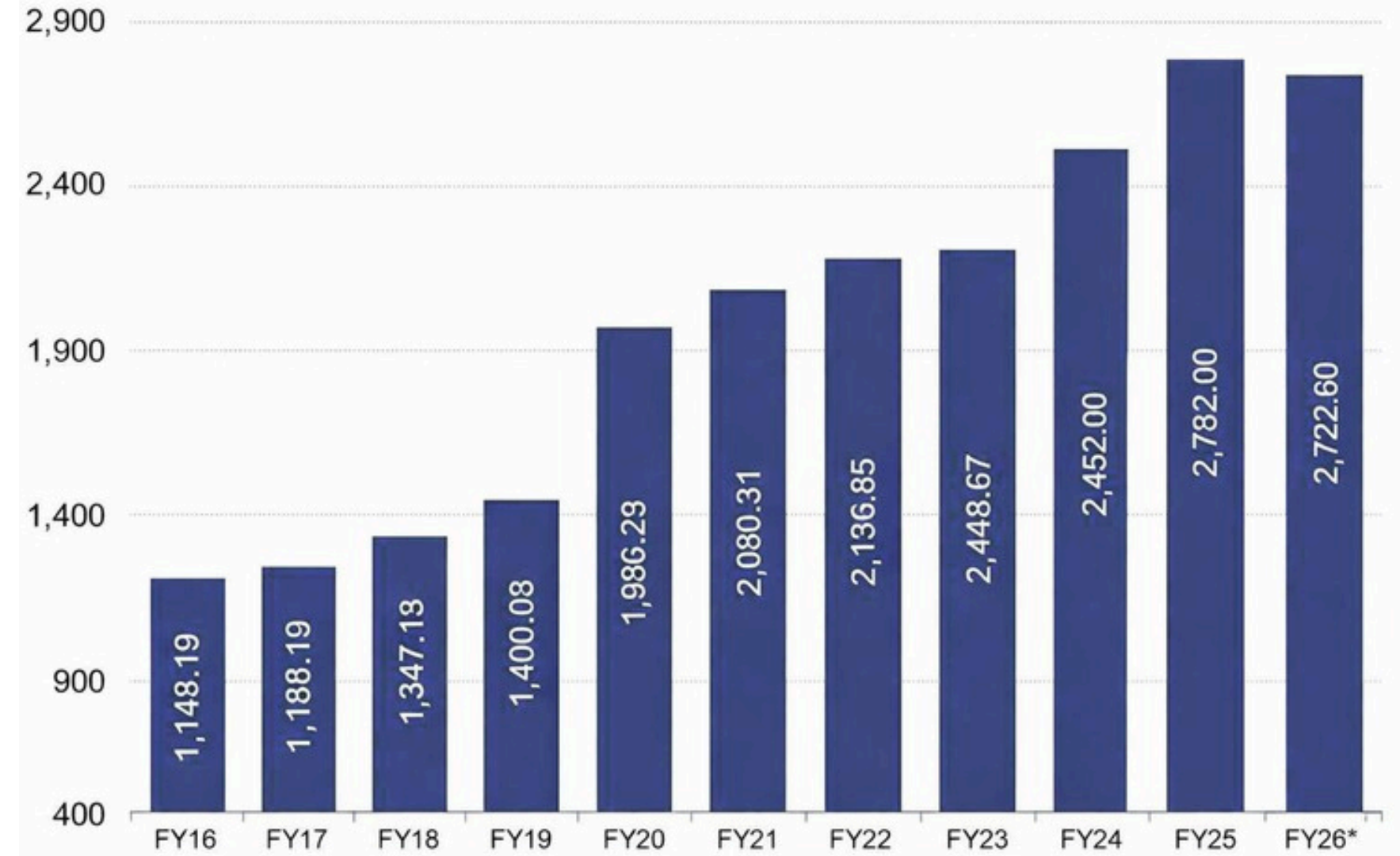
Digital Transaction Growth



ESG Adoption



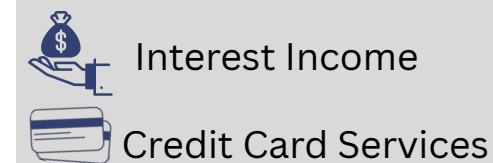
INDIA'S GROWTH IN DEPOSITS (USD BILLION)



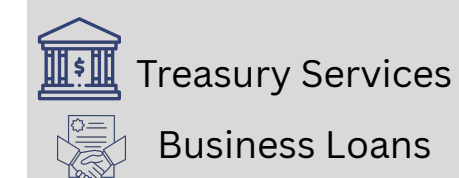
Source: RBI. * Until July 2025

REVENUE STREAMS

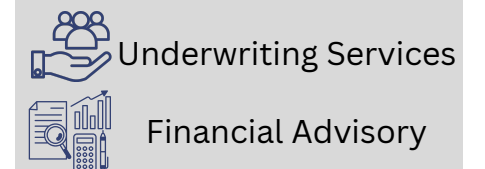
Retail Banking



Corporate Banking

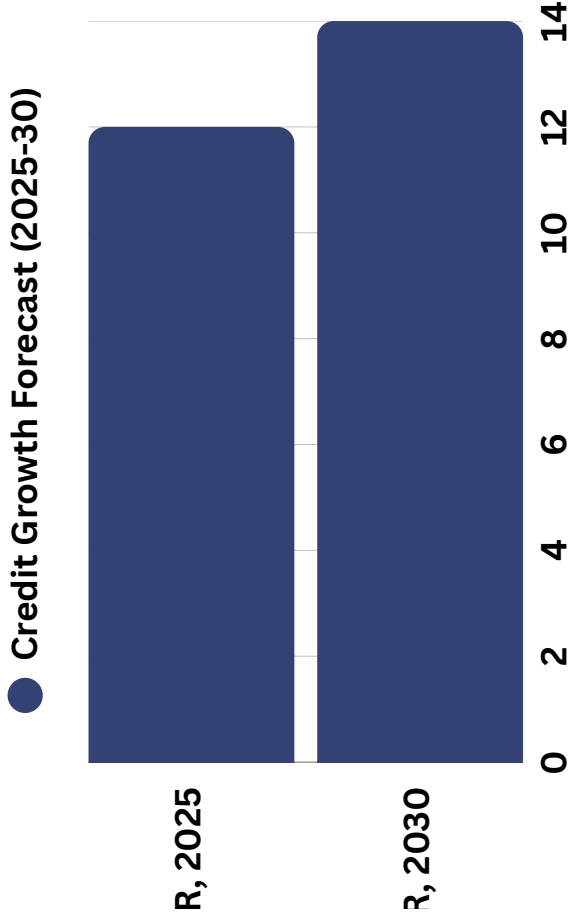


Investment Banking



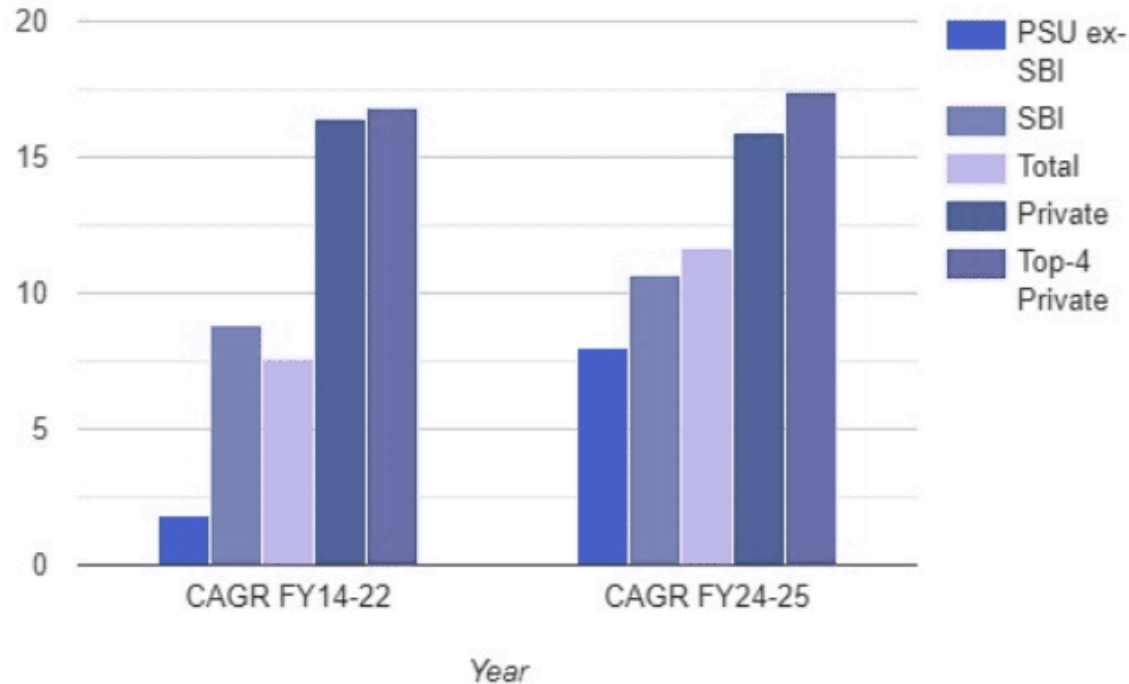
Banking, Financial Services, and Insurance

MARKET FORECASTS



- FINTECH MARKET SIZE = \$420 B by 2029 at 31% CAGR**
- INSURANCE PREMIUM CAGR = 7.3%**
- PRIVATE WEALTH ASSETS = \$5T+ by FY30**

Bank Segment wise growth in Credit

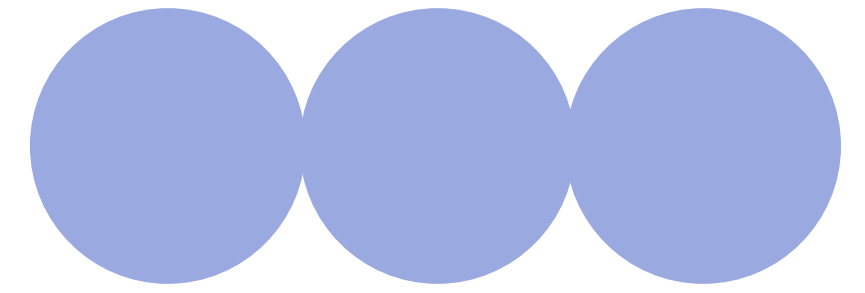


Emerging trends

- Financial products integrated into e-commerce / non-bank platforms
- Micro-insurance, parametric covers, digital claim filing
- Green bonds & sustainability-linked loans seeing 2x YoY growth

PESTEL ANALYSIS

- P** Political Stability, Fiscal Policies, Corruption, Legislative changes, Recapitalization of Banks, Impact on political and country conflicts
- E** Interest Rates, Unemployment Rates, Inflation, Wage Growth, Commodity Prices, Public Debt Levels, Exchange rates, House market conditions
- S** Demographic Changes, Education Levels, Employment Patterns, Family Patterns, Lifestyle trends, Social Networks
- T** AI, Blockchain, IoT, AR and VR, Big Data Analytics, Cloud Computing, Cybersecurity, 5G technology,
- E** Climate Change, Renewable Energy, Carbon Footprint Consumer preferences for green initiatives, green building practices,
- L** Compliance Requirements, Labour Laws, Consumer Protection Laws, Bankruptcy Laws, Consumer Protection Laws

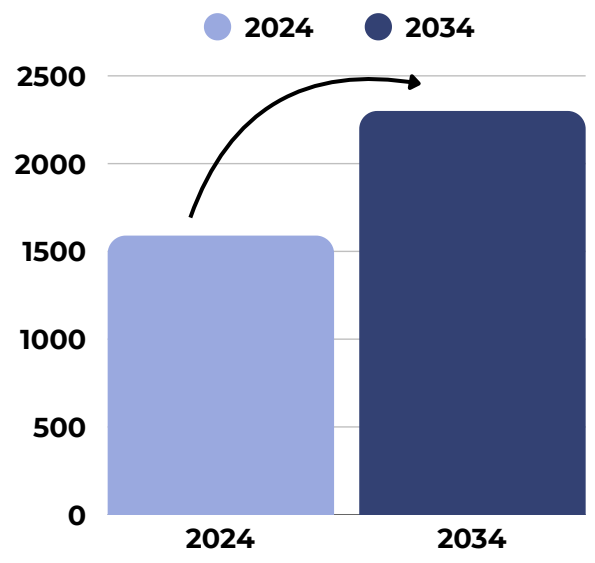


IT & ITES INDUSTRY

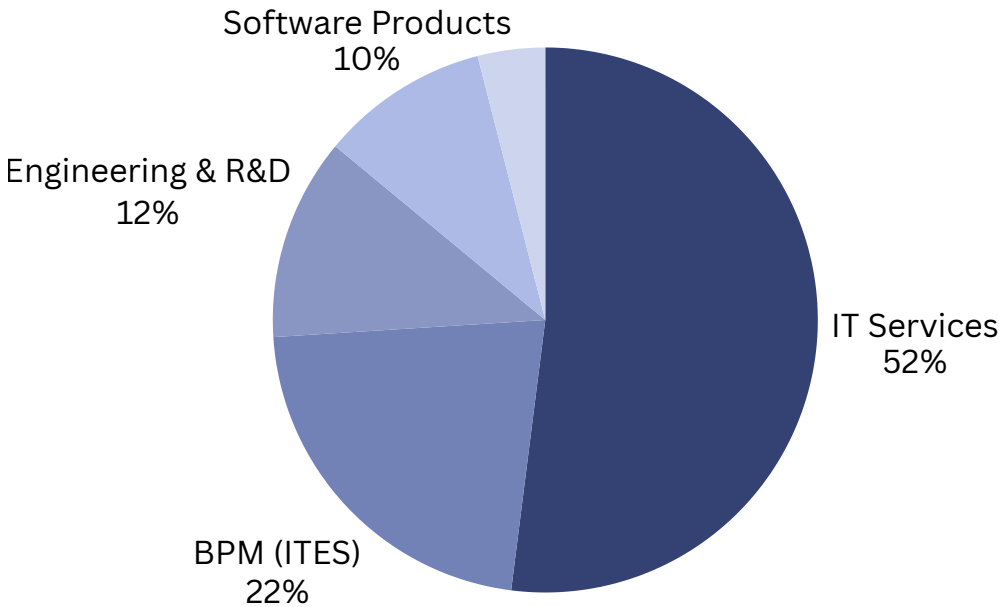
Information Technology & IT Enabled Services (IT/ITES)

INDUSTRY OVERVIEW

Market Size



Domestic Market Share (2025)



SWOT ANALYSIS

S STRENGTHS: Significant wage difference (up to 70-80%) compared to Western counterparts, large, educated, English-speaking workforce, time Zone Advantage

SW

W WEAKNESSES: High Telecom costs, over reliance on US & European markets for revenue, rising attrition, high rates due to competition

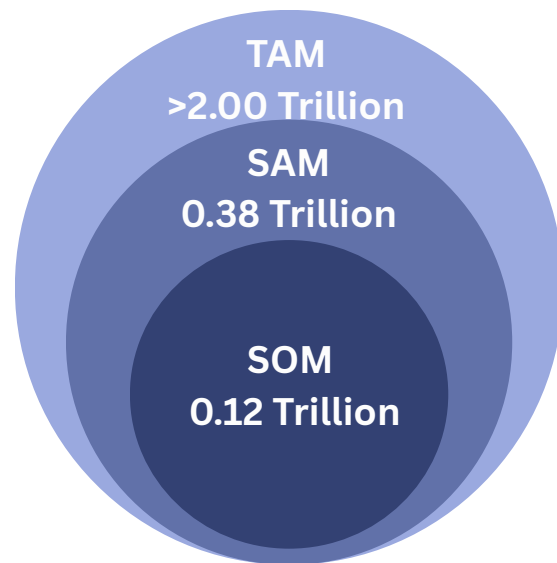
O OPPORTUNITIES: Cloud & AI Adoption, massive opportunity in migration and AI integration across all industries, BFSI & Healthcare Growth

OT

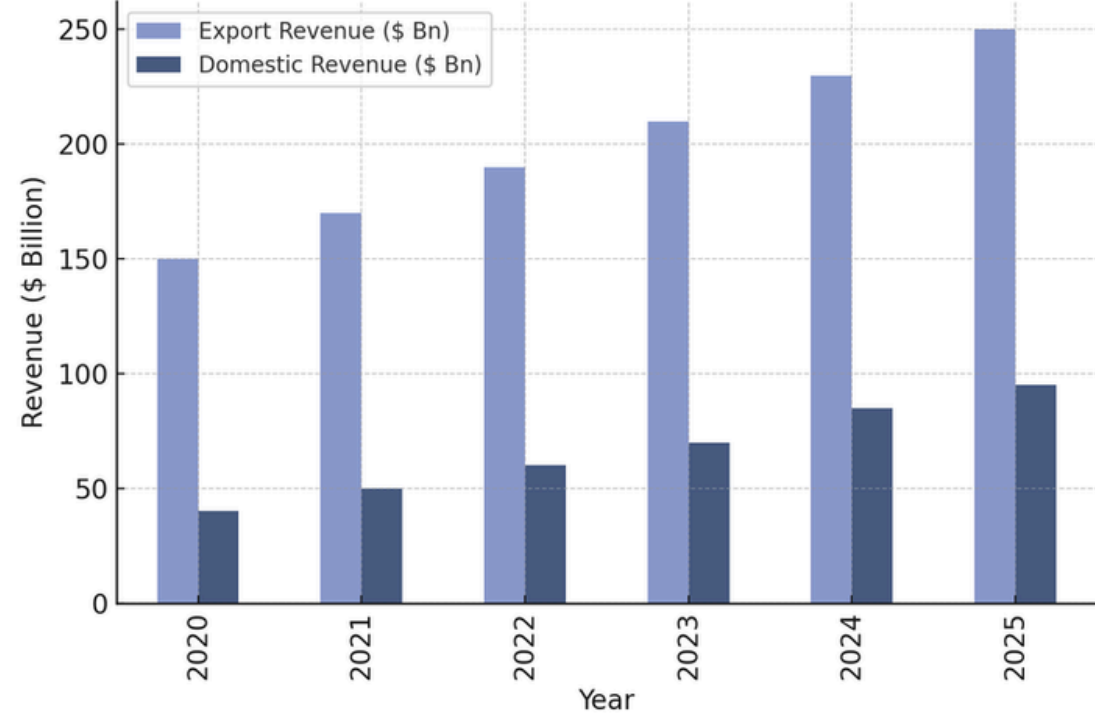
T THREATS: Global Economic Slowdown, impact on discretionary IT spending by clients in core markets, Geopolitical Protectionism,

MARKET INSIGHTS

Market Forecast



Export-Import Revenue



MARKET TRENDS

India's Major IT Hubs



Key Trends

- Outsourcing & Innovation
- Rise of specialty firms : focused on AI, Cloud
- India's data center capacity is expected to exceed 4500 MW by 2030, a massive infra investment opportunity

Key Challenges

- Talent and skill gap
- Geopolitical risks
- Margin squeeze
- Overcrowding
- Global competition from foreign IT giants

KEY DOMESTIC PLAYERS



IT & ITES- DIFFERENTIATION

Category	IT (Information Technology)	ITES (IT Enabled Services)
	Technology design, infrastructure, and development	Business process execution through technology
	Cloud, Cybersecurity, AI, DevOps	BPO, KPO, Digital Customer Support, Analytics
	Innovation & Digital Modernization	Operational Efficiency & Scale
	Consulting, Managed Services, SaaS	Outsourcing, Offshoring, Nearshoring

Segment	2025 Market Size (USD Trillion)	Expected CAGR	Key Growth Drivers
	1.52	9.26%	Cloud, AI, Data Analytics, Cybers ecurity
	0.52	7.80%	Process Outsourcing, Automation
	0.18	6.90%	Data Intelligence, Research, Compliance
	0.45	10.20%	Cloud Platforms, 5G, Edge Computing

WAY FORWARD

Core Trends Reshaping IT/ITES in 2025

Multi-Cloud Ecosystem Dominance
87% of enterprises have transitioned to hybrid or multi-cloud environments, demanding orchestration and vendor-agnostic IT services.

AI Governance and Compliance Frameworks
Over 55% of large corporations have established AI governance boards to oversee ethical use, compliance, and algorithmic fairness.

Cybersecurity Embedded by Design
With global cyberattacks up 38%, ITES firms now embed continuous monitoring and zero-trust architecture into application design.

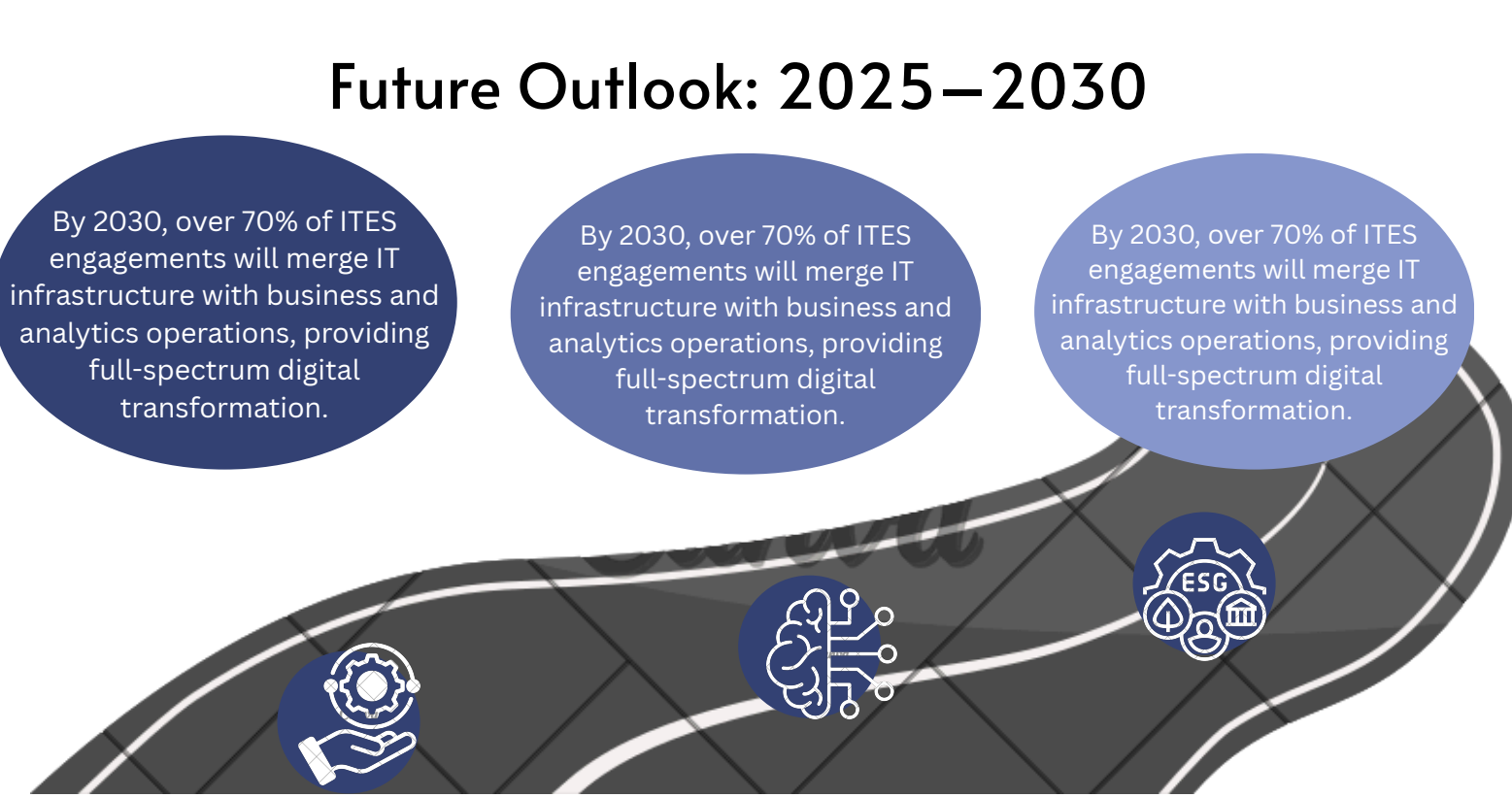
Rise of Nearshore and Offshore Delivery Models
To balance cost with operational continuity, nearshore delivery is now growing at a rate of more than 10.6% CAGR, favored for time-zone-aligned

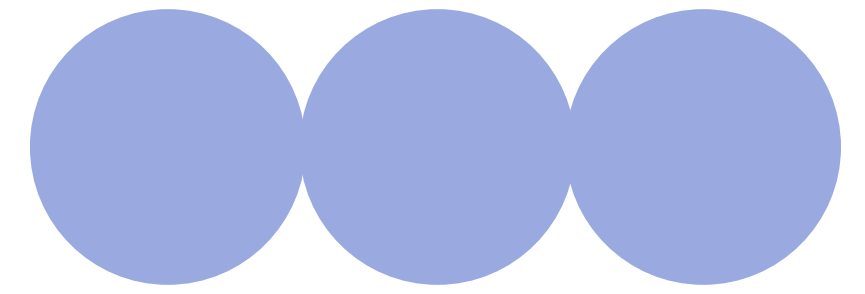
Future Outlook: 2025–2030

By 2030, over 70% of ITES engagements will merge IT infrastructure with business and analytics operations, providing full-spectrum digital transformation.

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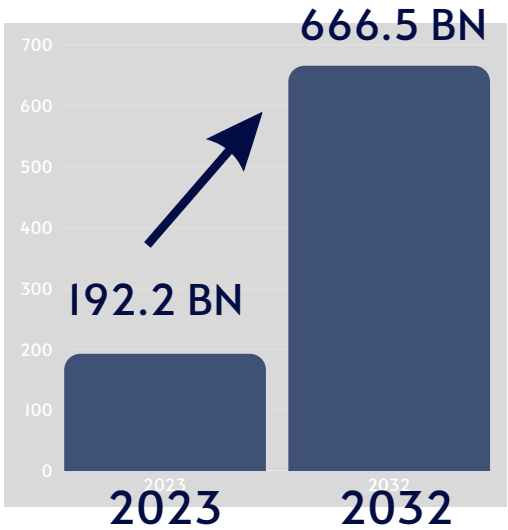


FMCG INDUSTRY

Fast Moving Consumer Goods (FMCG)

INDUSTRY OVERVIEW

MARKET SIZE



CAGR: 14.80%

FASTEST GROWING GLOBAL MARKETS



India, China, Indonesia, Singapore, and South Korea

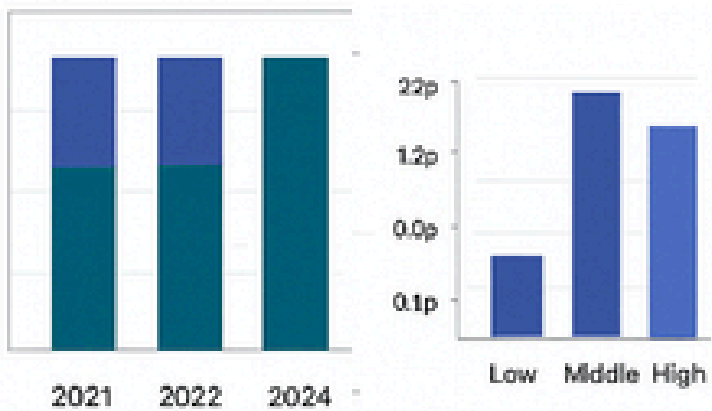
MARKET TRENDS

- Market size: Rs 54 Tn. by FY27
- Digital Boost: 17% sales from e-commerce
- Rural Lead: Rural markets outpace urban growth
- Value-driven choices: Smaller packs gaining popularity

KEY PLAYERS



CONSUMER INSIGHTS



Income-Tier Spending: Tier-2 and Tier-3 cities are witnessing increased spending, due to rising disposable incomes and premiumization trends.

Urban vs. Rural Consumption: FY24 FMCG Sales- Urban India: 62%, Rural India- 38%. Rural demand has been outpacing urban demand. Q1 2025- Rural volume growth: 8.4%, Urban volume growth: 2.6%

Online Purchase Behavior: E-commerce is gaining traction. Companies like ITC reporting that 31% of their FMCG sales now come from digitally enabled channels

SWOT ANALYSIS

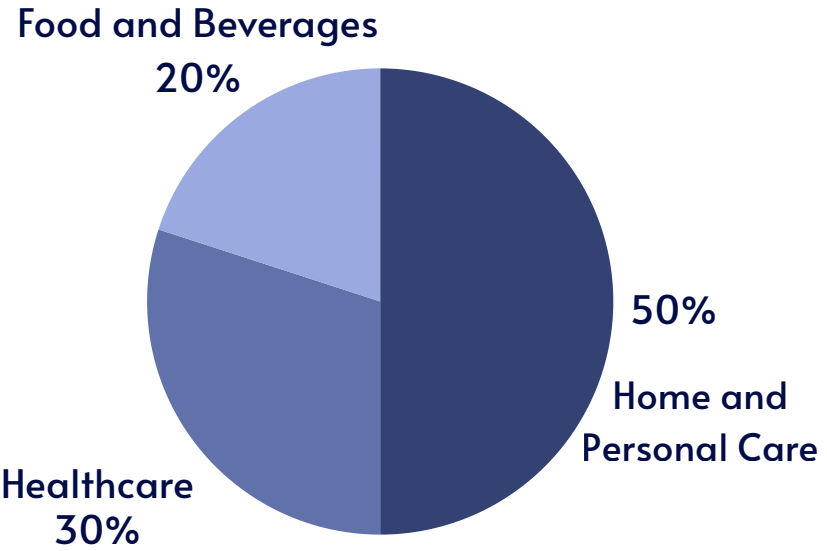
STRENGTHS: Large Consumer Base, Significant Growth Rate, Technological Investments, Growth of E-Commerce, Brand Loyalty and Recognition

WEAKNESSES: Distribution Challenges, Counterfeiting, Price-Sensitive Consumers, Fragmented Market, Regulatory Hurdles

OPPORTUNITIES: Increasing Disposable Income, Increasing Urbanisation, Global Investments, Digital Transformation, Government Schemes

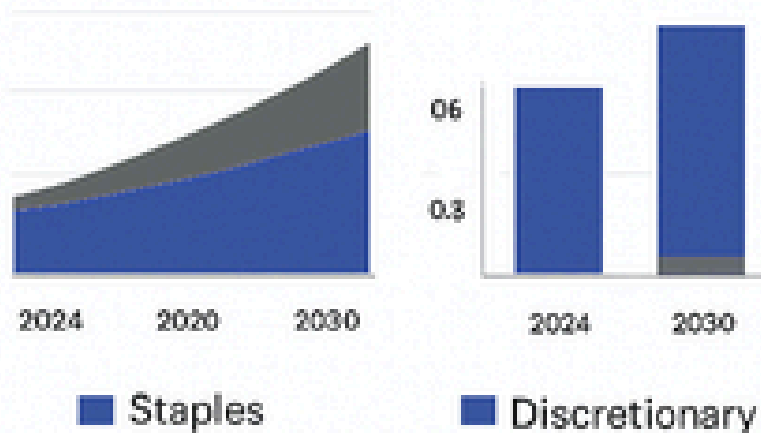
THREATS: Economic Uncertainty, Environmental Concerns, Supply Chain Disruption, Stiff Competition, Seasonality and Demand Variability

SEGMENT WISE SHARE



Sources: sns insider, India Business Journal, zion market research, Beacon Global Food Consultancy, India Brand Equity Foundation, ET Brand Equity, Mordor Intelligence, Times of India

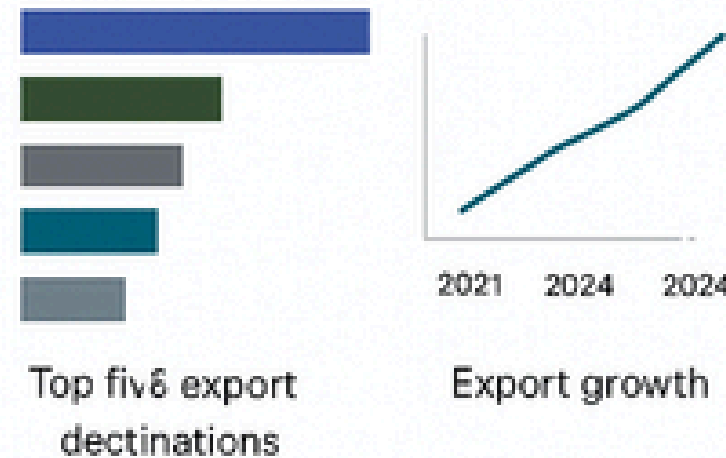
MARKET FORECAST



2030 Market Projection: The Indian FMCG market- projected to reach USD 1.2 billion by 2030, with CAGR of 4.5% from 2024 to 2030

CAGR by Segment: Staples expected to grow at a 7–9% CAGR, discretionary categories expected to see a 4–6% CAGR through 2030

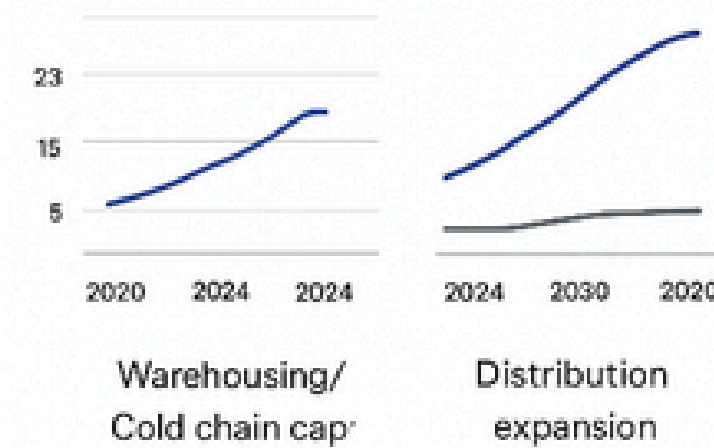
EXPORT-IMPORT DATA



Export Growth: Export of FMCG products from India increasing due to demand from the Indian diaspora and competitive pricing

Top 5 Export Destinations: In 2022, India's top food export destinations were the United States, Bangladesh, Indonesia, the United Arab Emirates, and Sudan

SUPPLY CHAIN AND LOGISTICS



Distribution Expansion: ColdStar Logistics opened a new distribution hub in Vizag, enhancing its support to FMCG sectors with last-mile delivery solutions nationwide

Warehousing/Cold Chain Capacity: India's cold chain logistics market- worth USD 23.28 billion in 2025, with projected reach of USD 30.98 billion by 2030 (5.88% CAGR)

PESTEL ANALYSIS

POLITICAL FACTORS



- Political Equilibrium
- Government Policies
- High FDI rate

ECONOMIC FACTORS



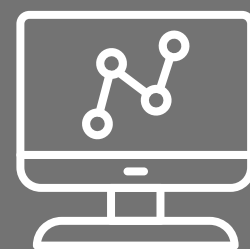
- Recession
- Inflation
- Cost of Production
- Rate of Unemployment

SOCIAL FACTORS



- Rising Population
- Health Factors
- Social Climate
- Preferences

TECHNOLOGICAL FACTORS



- Online Presence
- Digital Payment
- Use of Big Data
- Artificial Intelligence

ENVIRONMENTAL FACTORS



- Recycled Content
- Carbon Footprint Reduction
- Water Reduction
- Water Conservation

LEGAL FACTORS



- Licensing Requisites
- Food Quality Laws
- Health and Safety Standards

GOVT INITIATIVES



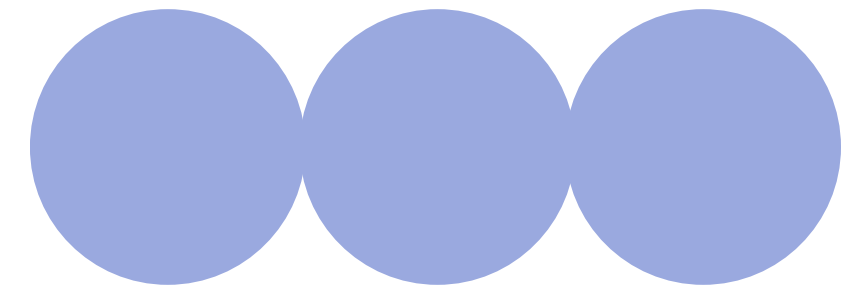
PLI Scheme for the Food Processing Industry



SETU Scheme



FDI in Organised Retail



EDTECH INDUSTRY

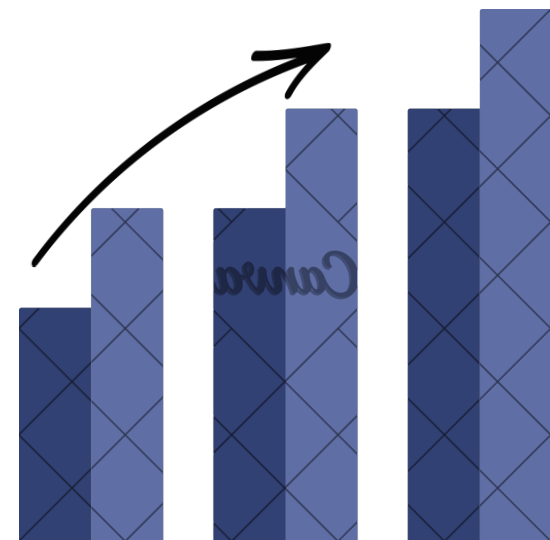
INDUSTRY OVERVIEW : SIZE & GROWTH

Value of market (2024)



USD 193.7 billion

Projection by 2033



USD 721 billion

Long-term Forecast

USD ~348B (2030)

USD ~470B (2035)

USD ~348B (2030)

CAGR
(for next 5-10 years)

~12-17%

TOP ED-TECH APPS



BYJU'S



unacademy

UNACADEMY



PW



TOPPR



DOUBTNUT



KHAN ACADEMY



VEDANTU



UPGRAD

PESTEL ANALYSIS

POLITICAL



supported via policies

strict rules on data
privacy & accreditation
affect operations

ECONOMIC



Growing investments
+ demand for digital
skills boost Edtech

affordability issue

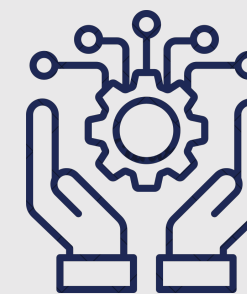
SOCIAL



Increased acceptance
of online learning

issues : screen time &
rural-urban digital divide

TECHNOLOGICAL



Invention : AI, AR/VR,
cloud solutions drive

Challenges : cybersecurity
threats & fast tech shifts

ENVIRONMENTAL



Digital learning
reduces paper &
physical campus
impact

LEGAL



Strong compliance to
child safety, data
protection &
copyright laws

MARKET INSIGHTS

TAM
(2025 baseline) **USD 300–400B+**

SAM **USD 200–300 billion**

SOM **USD 2–15B (per top player)**

COST DRIVERS

Technology & Platform Costs

Content Creation & Academic Costs

Marketing & Customer Acquisition Costs

Sales & Distribution Costs

REVENUE DRIVERS

Course & Subscription Fees

Test & Competitive Exam Courses

Corporate & Enterprise Training

Certifications & Credentials

PROFIT MARGINS

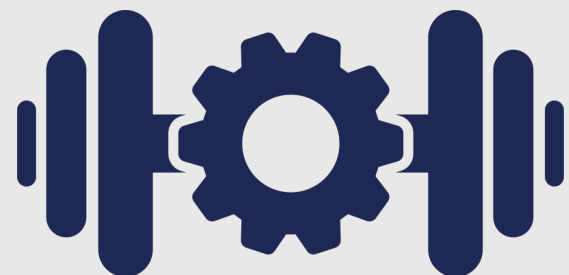


Gross Profit Margin : 60% - 80%

Net Profit Margin : -20% to -40%
(Indian Ed-Tech firms)

SWOT ANALYSIS

STRENGTH



Wide accessibility & reach
Personalised learning
Cost-effective education
Diverse learning formats

WEAKNESS



Digital divide
Low student engagement
Quality control challenges
Limited practical exposure

OPPORTUNITIES

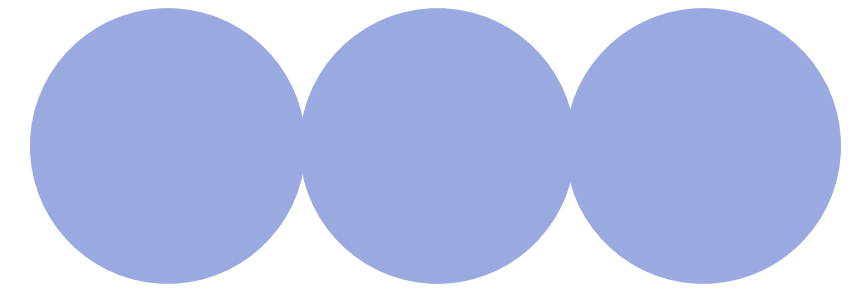


Demand : upskilling & reskilling
Integration with formal education
Growth in emerging markets
Technological advancements

THREATS



Data privacy & cybersecurity risks
Market saturation
Declining investor confidence
Preference for traditional learning

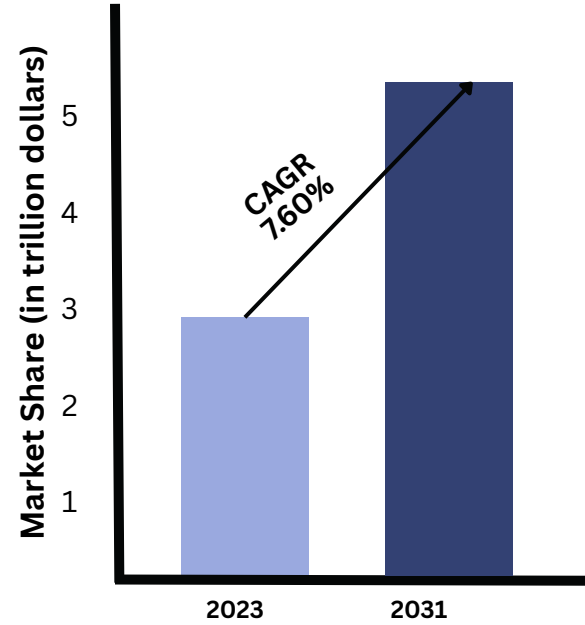


MEDIA & MARKETING INDUSTRY

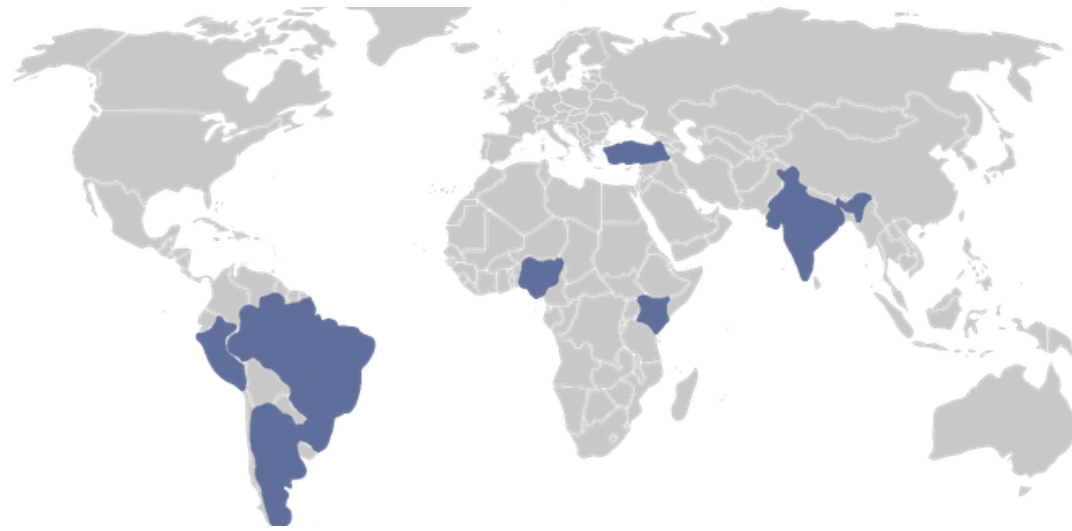
Media & Marketing

INDUSTRY OVERVIEW

CAGR (forecasted)



Fastest growing global markets



India, Kenya, Nigeria, Peru, Argentina, Brazil, Turkey

Domestic Trends

India's **Digital Advertising Market**: 15.6% CAGR
INR 85,000 crore by 2028

India's **Entertainment & Media Industry**: 8.3% CAGR
INR 3,65,000 Crore by 2028

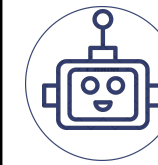
Global Trends

2024 → 2030

Global **Digital Advertising Market**: 15.4% CAGR

Global **Entertainment & Media Industry**: 12.8% CAGR

GROWTH DRIVERS



AI & Machine Learning Integration
for hyper personalization, data analysis and content creation, campaign optimization



Video Content Dominance
short form videos, live streaming, and ad-supported video-on-demand (AVOD) are becoming increasingly popular



Influencer & User Generated Content (UGC)
leveraging creators and authentic UGC by brands to build trust and engage with niche (often younger audiences like GenZ)

CHALLENGES



Content Saturation



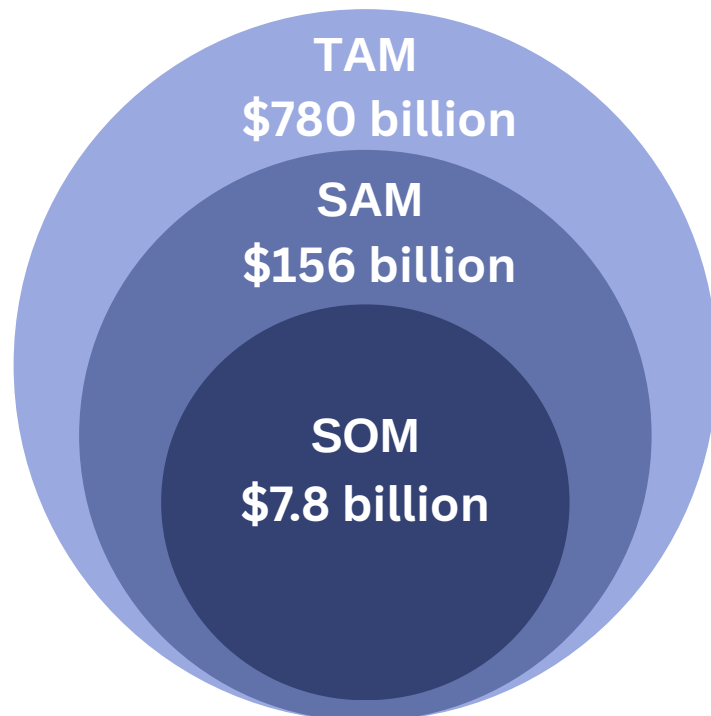
Data Privacy & Regulation



Proving ROI

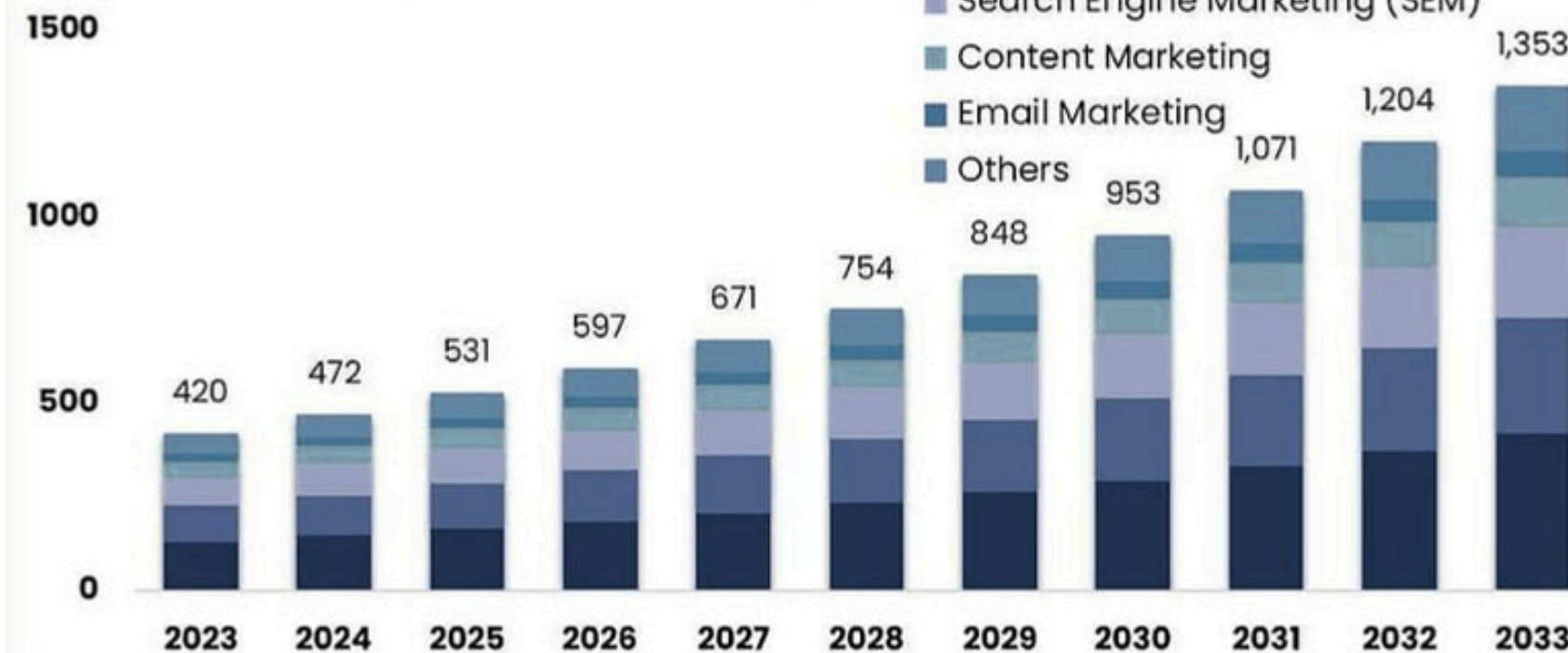
MARKET INSIGHTS

Market Size



Digital Marketing Market

Size, By Digital Channel, 2024-2033 (USD Million)

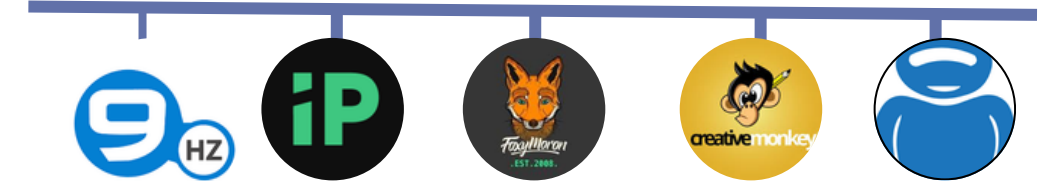


Key Players

Media



Digital Marketing



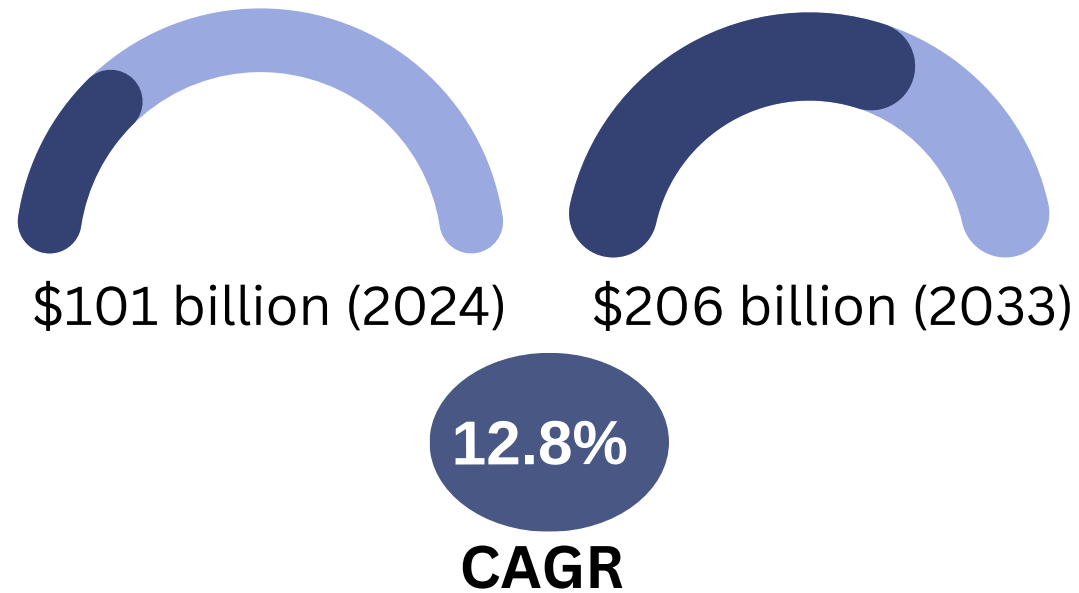
Advertising



Customer Relationships Management (CRM)

INDUSTRY OVERVIEW

Macroeconomic Data



KEY TRENDS

- Social CRM
- AI powered automation
- Omnichannel Customer Experience
- Data Privacy & compliance

COST DRIVERS

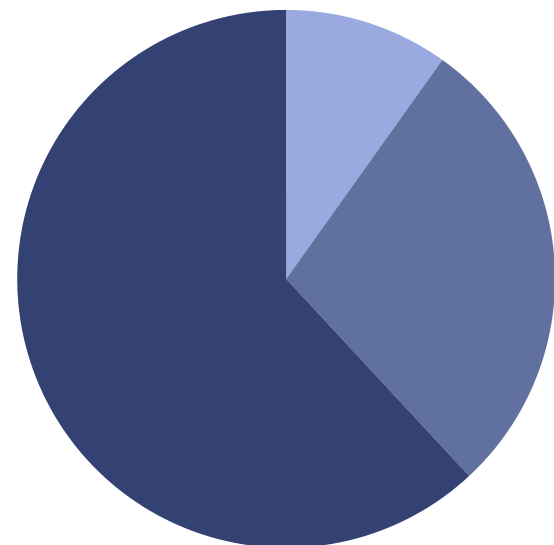
- Software Licensing
- Customization and Integration
- Staffing Requirements

REVENUE DRIVERS

- Professional Services
- Integration of Advanced Tech
- Expansion across industries

MARKET SEGMENTS

- AI CRM Market
- Mobile CRM Market:
- Other CRM Segments



Aspect	Media	Marketing	CRM
Market Size (USD)	520	620	112
AI Adoption Rate	75	85	90
Personalization	65	90	80
Mobile CRM Users	55	60	91
Social Commerce	80	85	70
Consumer	12	15	10
Data Privacy	70	65	75

MARKET INSIGHTS

AI Adoption & Automation

In CRM, AI integration powers predictive analytics, lead scoring, and automated outreach—AI-backed workflows now account for over 65% of daily CRM actions

Marketing uses generative AI to create ads, analyze engagement, and optimize media spend

Marketing uses generative AI to create ads, analyze engagement, and optimize media spend

Social Commerce Transformation

In media, integrated shopping and influencer commerce deliver 80–85% penetration among younger demographics.

Brands now sell within stories, shorts, or live streams—a trend accelerated by TikTok and Instagram's in-platform store ecosystems.

CRMs integrate with social APIs to track engagements directly from these sales avenues.

Article 1: How to Build a CV?

CHECKPOINT 3

Everything you need to know about perfecting your CV and scoring an interview

INTRODUCTION

The curriculum vitae, also known as a CV or vita, is a comprehensive statement of an applicant's educational background, teaching, and research experience. It is the standard representation of credentials within academia. A CV is your first chance to promote yourself. Most professions and job applications require a CV that outlines your previous experience and suitability for the role. While writing your first CV can feel daunting, it forms a quintessential prerequisite for entering the job market. Whether you're applying for your first part-time job as a student or you're looking for your first full-time position, ensuring that your CV is professional and well-formatted can assist the application process.

It's important to have a CV for first job applications as prospective employers use them to identify potential candidates, making these documents your personal marketing tool for your career. CVs provide employers with the first impression of you and your skills. A well-written CV can help you to reach the interview stage. If your CV for your first job feels somewhat short and lacking, you can still use your experience so far to assist your application. There are certain criteria which make up a good CV, such as formatting, length and the sections you include.



Your CV in the contemporary job market is a strategic marketing document besides being just a historical record of your employment. It is the main link between your past accomplishments and your future dreams. The readability of the document and the power of its story are often the factors that determine if one gets an invite to an interview or if one is rejected; the role of the recruiter doing an initial "six-second scan" is very crucial.

Following are the key requisite elements in making a competitive CV that stand out:

Article 1: How to Build a CV?

CHECKPOINT 3

Everything you need to know about perfecting your CV and scoring an interview

1. THE STRATEGIC FOUNDATION: LAYOUT AND DESIGN



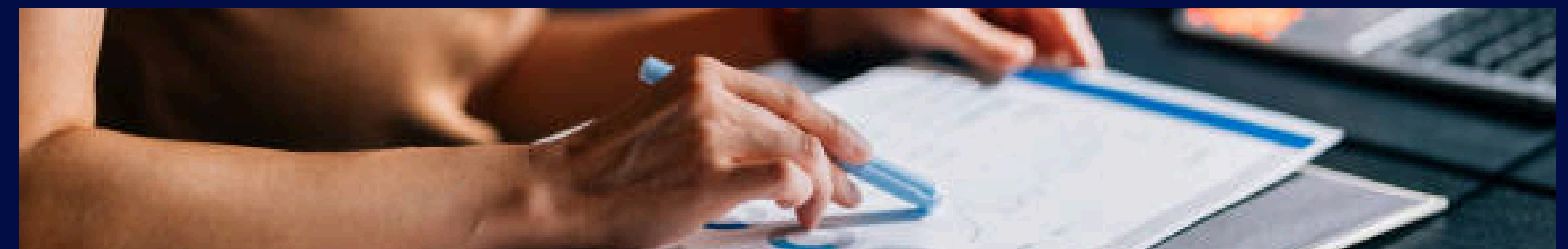
The structure of a professional CV starts with a well-organized layout that is very attentive to the reader's experience. Before the recruiter starts reading, they have already formed an opinion about the document based solely on its visual presentation. A clean header that includes your name, an email address that sounds professional, phone number, city and state (location), and a link to your LinkedIn profile that is personalized, just the basic facts, gets everything ready for you.

Using a font that is standard and of sans-serif type like Arial, Calibri, or Helvetica in the size of 10–12 points makes sure that the document is easy to read regardless of the digital platform being used. Besides, the use of "white space" is very important. A text-heavy document that is very difficult to read and is also intimidating. The margins should be kept at least 0.5 to 1 inch to help the reader's eyes easily move across the sections without getting tired

2. THE PROFESSIONAL SUMMARY

Your Executive pitch after the header, the Professional Summary comes in as your "elevator pitch." This has significantly taken over from the obsolete "Objective" statement. Even though an objective informs the employer about your expectations, a summary communicates the value you can deliver to the organization.

In 3–4 striking lines, summarize your work experience, and your core area of expertise in the industry. For example, a professional summary would present "Digital Marketing Specialist with over 7 years in e-commerce, verified to lift ROI by thirty percent through analytics-based SEO techniques and leadership of cross-departmental teams" instead of simply reporting "Looking for a marketing position." It draws in the recruiter right away, making them more curious to read the rest of the resume.



Article 1: How to Build a CV?

CHECKPOINT 3

Everything you need to know about perfecting your CV and scoring an interview

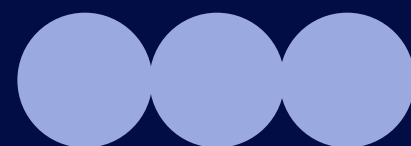
3. EXPERIENCE: FROM RESPONSIBILITIES TO RESULTS

The "Professional Experience" part of your CV is usually the most important section and is often organized in Reverse Chronological Order. The most frequent mistake that applicants make is that they only include their job descriptions. The list of duties only tells the recruiter what you were supposed to do, but it does not tell them how good you were at it. To make your CV better, you must change from "tasks" to "achievements" by using the STAR Method (Situation, Task, Action, Result) or the Google Formula: "Accomplished [X] as measured by [Y], by doing [Z]." Ineffective: "Managed the company's social media accounts and grew the following." Professional: "Spearheaded a multi-channel social media strategy that grew the follower base by 25,000 (40% YoY) and generated \$150k in direct-referral revenue." When you use action-oriented language and quantify your successes, you are providing solid proof of your competence. Numbers (percentages, currency, timeframes) give the hiring manager the scale and context required to imagine your impact in their company.

4. NAVIGATING THE DIGITAL GATEKEEPER: THE ATS

In today's world, it is scarcely a case that a human reads your CV first. An Applicant Tracking System (ATS) is employed by most companies of a medium or larger size to weed out the candidates. To make sure your CV gets through this digital gatekeeper, you will have to be very thoughtful about the keywords used.

Make a thorough examination of the job description for the position you are aiming for. Point out the exact skills, software, and terminology the company is stressing. So if the job ad says "Project Lifecycle Management" and your CV states "Managing projects from start to finish", the ATS may not see the link between the two. You have to use the employer's words. But don't get caught up with "keyword stuffing"—the listing of words without providing any context—as this will be immediately detected by the human recruiter once you get through the initial filter.



Article 1: How to Build a CV?

Everything you need to know about perfecting your CV and scoring an interview

CHECKPOINT 3

5. EDUCATION, SKILLS, AND CONTINUOUS LEARNING

Experience takes the crown, nonetheless, the Education and Skills sections are your necessary proofs. Indicate your top diploma first, with the name of the college and obtaining year. If you have been working for over five years, your education should be a short paragraph at the end.

The Skills area should be divided into the following categories:

- **Hard Skills:** Tech knowledge like Python, Salesforce, or Financial Modeling.
- **Soft Skills:** Embedded in your experience bullets (e.g., "Led a team" instead of just mentioning "Leadership").
- **Certifications:** Add up-to-date training from online resources like Coursera, AWS, or PMI. This proves you are a "lifelong learner" and you keep up with the industry's changing trends.

6. THE PROFESSIONAL CHECKLIST: ESSENTIAL DO'S AND DONT'S



DO'S

- Use numbers (\$50k, 20%, 5 teams).
- Use bolding and bullet points for clarity.
- Export as a PDF to lock formatting.
- Keep it to 1–2 pages maximum.
- Link to LinkedIn or a Portfolio.

DONT'S

- Use vague terms (many, several, large).
- Use photos, charts, or progress bars.
- Send as a Word (.docx) or Pages file.
- Include every job since high school.
- Include age, religion, or marital status.

NAME
Email id | Mobile no. | LinkedIn Id URL

EDUCATION			
Institution	Course/ Examination	Year	GPA/%
Miranda House, University of Delhi		2020-2023	
ABC School	(Exam Name) (Class XII)	2020	
XYZ School	(Exam Name) (Class X)	2018	

ACADEMIC ACHIEVEMENTS (OPTIONAL)
(skills could also be added in this category)

ADDITIONAL COURSES AND CERTIFICATIONS (OPTIONAL)

HEADER 1 (INTERNSHIP EXPERIENCE (preferable) / RESEARCH PROJECTS/ POSITIONS OF RESPONSIBILITY etc.)

Company Name/ Society Name/ Project Name (company headline) **Duration (example- Apr'21– May'21)**

- Bullet point no. 1
- Bullet point no. 2
- Bullet point no. 3

Company Name/ Society Name/ Project Name (company headline) **Duration (example- Apr'21– May'21)**

- Bullet point no. 1
- Bullet point no. 2
- Bullet point no. 3

HEADER 2 (INTERNSHIP EXPERIENCE / RESEARCH PROJECTS/ POSITIONS OF RESPONSIBILITY (preferable) etc.)

Society Name/ Company Name/ Project Name (company headline) **Duration (example- Apr'21– May'21)**

- Bullet point no. 1
- Bullet point no. 2
- Bullet point no. 3

Society Name/ Company Name/ Project Name (company headline) **Duration (example- Apr'21– May'21)**

- Bullet point no. 1
- Bullet point no. 2
- Bullet point no. 3

HEADER 3 (RESEARCH PROJECTS/ SOCIAL WORK/ EXTRA CURRICULAR/ ACHIEVEMENTS etc.)

RESEARCH PROJECTS/ SOCIAL WORK/ ACHIEVEMENTS/ EXTRA CURCILLAR	Description	Year
	Description (As many can be added)	Year
	Description (As many can be added)	Year

NAME
Email id | Mobile no. | LinkedIn Id URL

EDUCATION			
Institution	Course/ Examination	Year	GPA/%
Miranda House, University of Delhi		2020-2023	
ABC School	(Exam Name) (Class XII)	2020	
XYZ School	(Exam Name) (Class X)	2018	

ACADEMIC ACHIEVEMENTS (OPTIONAL)
(skills could also be added in this category)

HEADER 1 (INTERNSHIP EXPERIENCE (preferable) / RESEARCH PROJECTS/ POSITIONS OF RESPONSIBILITY etc.)

Company Name/ Society Name/ Project Name (company headline) **Duration (example- Apr'21– May'21)**

- Bullet point no. 1
- Bullet point no. 2
- Bullet point no. 3

Company Name/ Society Name/ Project Name (company headline) **Duration (example- Apr'21– May'21)**

- Bullet point no. 1
- Bullet point no. 2
- Bullet point no. 3

HEADER 2 (INTERNSHIP EXPERIENCE / RESEARCH PROJECTS/ POSITIONS OF RESPONSIBILITY (preferable) etc.)

Society Name/ Company Name/ Project Name (company headline) **Duration (example- Apr'21– May'21)**

- Bullet point no. 1
- Bullet point no. 2
- Bullet point no. 3

Society Name/ Company Name/ Project Name (company headline) **Duration (example- Apr'21– May'21)**

- Bullet point no. 1
- Bullet point no. 2
- Bullet point no. 3

HEADER 3 (RESEARCH PROJECTS/ SOCIAL WORK/ EXTRA CURRICULAR/ ACHIEVEMENTS etc.)

RESEARCH PROJECTS/ SOCIAL WORK/ ACHIEVEMENTS/ EXTRA CURCILLAR	Description	Year
	Description (As many can be added)	Year
	Description (As many can be added)	Year

HOW
A
CV
TEMPLATE
SHOULD
LOOK
LIKE

Article 1: How to Build a CV?

CHECKPOINT 3

Everything you need to know about perfecting your CV and scoring an interview

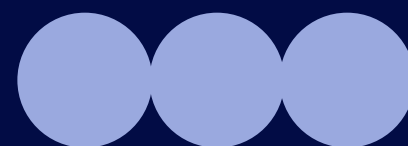
7. FINAL REFINEMENT: THE HUMAN TOUCH

The "Professional Experience" part of your CV is usually the most important section and is often organized in Reverse Chronological Order. The most frequent mistake that applicants make is that they only include their job descriptions. The list of duties only tells the recruiter what you were supposed to do, but it does not tell them how good you were at it. To make your CV better, you must change from "tasks" to "achievements" by using the STAR Method (Situation, Task, Action, Result) or the Google Formula: "Accomplished [X] as measured by [Y], by doing [Z]." Ineffective: "Managed the company's social media accounts and grew the following." Professional: "Spearheaded a multi-channel social media strategy that grew the follower base by 25,000 (40% YoY) and generated \$150k in direct-referral revenue." When you use action-oriented language and quantify your successes, you are providing solid proof of your competence. Numbers (percentages, currency, timeframes) give the hiring manager the scale and context required to imagine your impact in their company.

CONCLUSION

Constructing a professional CV is not a "one-and-done" affair; it is an iterative process of career architecture. You separate yourself from the pack of ordinary candidates by shifting from a generic list of responsibilities to a data-backed success story.

Your CV is your professional life story narrated through the perspective of the employer's needs. To sum up, a professional CV is a tactical connection between your previous success and your forthcoming potential. It is not just an outline of your past careers, but rather a carefully directed discussion of your worth. By mixing up a neat, ATS-friendly outline with quantifiable outcomes and a growth story, you can change an ordinary document into a very strong career instrument. Keep in mind that the excellence of any work is in the small points—the action verbs you decide on and the accuracy of your formatting. If you treat your CV as a live model of your professional brand, you will not just find a job but also be able to grab your next amazing opportunity.



Article 2: How to Build a LinkedIn Profile?

CHECKPOINT 3

Everything you need to know while building a perfect LinkedIn profile

INTRODUCTION

In today's hyper-connected world, your LinkedIn profile has changed from being a simple digital resume to being your Professional North Star. It works like a lighthouse that is always on, shining your credibility, expertise, and "social proof" to a worldwide audience of one billion professionals. In a situation where recruiters and CEOs check your online activities before meeting you, your profile becomes your Digital Manifesto. To go from being a passive player to becoming the one who attracts the most attention in your field, you need to go beyond the ordinary and create an existence that appeals to both human feeling and algorithmic accuracy.

In the present day, wherein professional professions continuously change, your LinkedIn profile is not just a digital resume but a Living Professional Manifesto. The concept of "social vetting" has come into play, which means that employers, financiers, and partners already have a clear psychological image of your skills even before the very first "hello" is spoken. Your profile is like a digital ambassador always on the job, a lighthouse that lets the whole world of over a billion professionals know about your qualifications.



If you assume your LinkedIn presence as a frozen storage box of old positions, you are taking the wrong step strategically. On the contrary, it should be regarded as the Architectural Blueprint of your future potential. A profile that can impact greatly combines the data-driven keywords' accuracy with the human storytelling's attraction, thus making it the case you do not only "appear" in the search results but you really resonate once being discovered.

Article 2: How to Build a LinkedIn Profile?

CHECKPOINT 3

Everything you need to know while building a perfect LinkedIn profile

I. THE VISUAL HOOK: MASTERING THE "FIRST SECOND"

The human mind is inherently attracted to visual storytelling. Even before the visitor sees the name, the visitor has already made a subconscious judgment of talent and skill relying on the visual materials presented.

- **Hero Image (Banner):** Banner space is usually the most overlooked area by the users whose first purchase is the common "network" graphic. This space can be used like a billboard. If you are a strategist, an image of an architectural blueprint or a clean, modern workspace that conveys order. If you are a public speaker, a shot of your mid-presentation gives you authority at once.
- **Executive Portrait:** Your headshot should be the perfect example of "approachable authority." The lighting should be high-key (no shadows over the face) and the background should be unobtrusive. Your clothing should adhere to the "one step up" rule-dress for the job you want next, not the one you have now.

- **Pro Pointer:** Use the "circular crop" tool to perfectly center your face. LinkedIn's mobile platform does not forgive; if your face isn't in the middle, you've lost the eye-contact-psychological connection

2. THE HEADLINE: YOUR 220-CHARACTER VALUE PROPOSITION

Your headline is your Propulsive Engine. It follows you across the platform like a shadow. If it only lists your job title, you are invisible. You must blend Keywords with Differentiators.

- **The "Power Trio" Formula:** [Core Identity] | [Specific Expert Skill] | [The "So What?" (Impact)]
- **The Transformation:** * Basic: Sales Manager at TechCorp.

Magnetic: Sales Director | SaaS Growth Expert | Driving \$10M+ ARR by Solving Complex Scalability Challenges for Fortune 500s.

Article 2: How to Build a LinkedIn Profile?

CHECKPOINT 3

Everything you need to know while building a perfect LinkedIn profile

3. THE ABOUT SECTION: CRAFTING A NARRATIVE MASTERPIECE

The "About" section is where you move from a candidate to a Character. This is the only place on your profile where you can speak directly to the reader in the first person. Do not write a boring summary; write a Manifesto.

The "I see you" Opening: Start by identifying a pain point your audience has. "In an industry where data is everywhere but insights are rare, I find the signal in the noise."

The Skill Synthesis: Connect your past to your present. Explain why you do what you do. This humanizes you and creates a "Cognitive Link" between your personality and your professional output.

The Call to Connection: Never leave the reader hanging. End with a specific invitation: "I'm currently exploring the intersection of AI and Ethics—if you're building in this space, let's exchange ideas."

4. EXPERIENCE: DESIGNING FOR HIGH-OCTANE IMPACT

The experience section is your Evidence Locker. To command respect, you must replace passive verbs with "Impact Verbs" and ground every claim in hard data.

The STAR+ Structure: For every role, describe the Situation, Task, Action, and Result, but add a Plus—attach a piece of rich media (a project link, a white paper, or a video).

Verb Optimization: Delete "Responsible for" or "Helped with." Replace them with:

- Orchestrated (Project Management)
- Negotiated (Sales/Procurement)
- Pioneered (Innovation)
- Catalyzed (Change Management)

1. Professional Headshot

Warm, professional photo (head & shoulders), clear background.

2. Custom Headline

Compelling title, keywords, value proposition (under 220 chars).

3. About (Summary)

Engaging narrative (first person), highlights achievements, achievements, skills, and goals.

4. Experience

Detailed roles (current and past), descriptions, impact (results, metrics), and skills used.

5. Education

Degree, institution, year, relevant coursework/honors (e.g., MBA, University of Boston).

LinkedIn

Sarah J. Thompson
Product Marketing Manager | Driving Growth through Strategic Campaigns & User Insights | MBA Candidate
Greater Boston Area · Contact@tlogmain.com

Greater Connection 982
Personal Info

Connections Activity More

3. About (Summary)

"Results-oriented Product Marketing Manager with an al prograts..." "Results-oriented Product Marketing Manager - with 8+ years experience, in omece creditversichowocustoriant were:"

- Results oriented Product Marketing Manager with 8+ years experience.
- Developer-Market strategies and growth and stream impats
- Promotive ecanom; product marketing and berning calls and enocore plans

4. Experience

Product Marketing Manager | Acme Corp. (5 yrs 3 mos).
"Product Marketing Manager | Acme Corp. (5 yrs 3 mos)..."

- Led Go-to-Market strategies, increased revenue by 25% and access the lone-among
- Led Go-to-Market strategies, increased revenue by 25% and impact markets govntments

5. Education

Degree, institution, year, relevant coursework/honors (e.g., MBA, University of Boston)

7. Recommendations

Written endorsements from colleagues/managers. "Sarah is an exceptional leader..." "Sarah is an exceptional leader, with 8+ years exerimed as an revenue seama different encompnies comomnations."

Tips for Success

- 💡 Use Keywords
- ★ Highlight Achievements with Metrics
- ✓ Regular Activity (Posts, Comments, Content)
- ✓ Expand Network Thoughtfully
- 🔗 Custom URL

6. Skills & Endorsements

Key skills (Product Marketing, Strategy, Analytics, Cross-functional Leadership) with numbers of endorsements (e.g., 85, 64, 42).

7. Recommendations

Written endorsements from colleagues/managers. "Sarah is an exceptional leader and his team professional."

Article 2: How to Build a LinkedIn Profile?

CHECKPOINT 3

Everything you need to know while building a perfect LinkedIn profile

5. THE "ALL-STAR" ALGORITHM: NAVIGATING THE TECH

LinkedIn grants privileges to profiles that are complete in its eyes. To become an All-Star, you have to feed the algorithm's hunger for data:

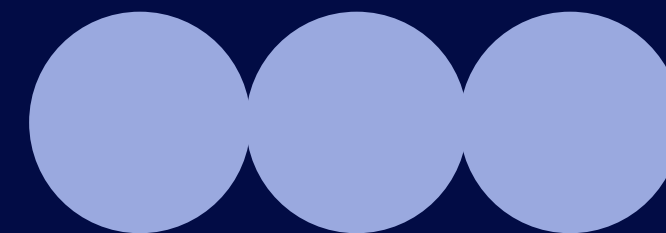
- **Skills Inventory:** Present not less than 5 skills but mark your top 3. The 3 skills should contain the most promising keywords of your niche.
- **Creator Mode:** If you want to become famous, turn on "Creator Mode." Your primary button will be changed from "Connect" to "Follow," and you will be able to display your top five hashtags, which will tell everyone what you are discussing.
- **Professional Skills Assessment:** If you are in tech or data, then take LinkedIn Skill Assessments. The "Verified" badge next to your Python or Excel skills will be a great help in getting better results in recruiter searches.

6. NETWORKING AS A VALUE EXCHANGE

A profile is a dormant asset without Active Networking. Treat LinkedIn like a huge, unending professional conference.

Content "Rule of Thirds": 1/3 your own expertise, 1/3 curated industry news, and 1/3 engaging with others' posts.

Micro-Engagement: It is more algorithm-friendly to set aside 10 minutes each day to make 5 thoughtful comments than to publish a long article monthly. This way, you stay "Top of Mind" with your network.



Article 2: How to Build a LinkedIn Profile?

CHECKPOINT 3

Everything you need to know while building a perfect LinkedIn profile

CONCLUSION



Creating a LinkedIn profile is no longer just an administrative task but rather the whole Orchestration of your Professional Legacy. That data-backed narrative shifting from just a list of duties to a lively one ensures that your digital handshake impresses and is as memorable as that of your

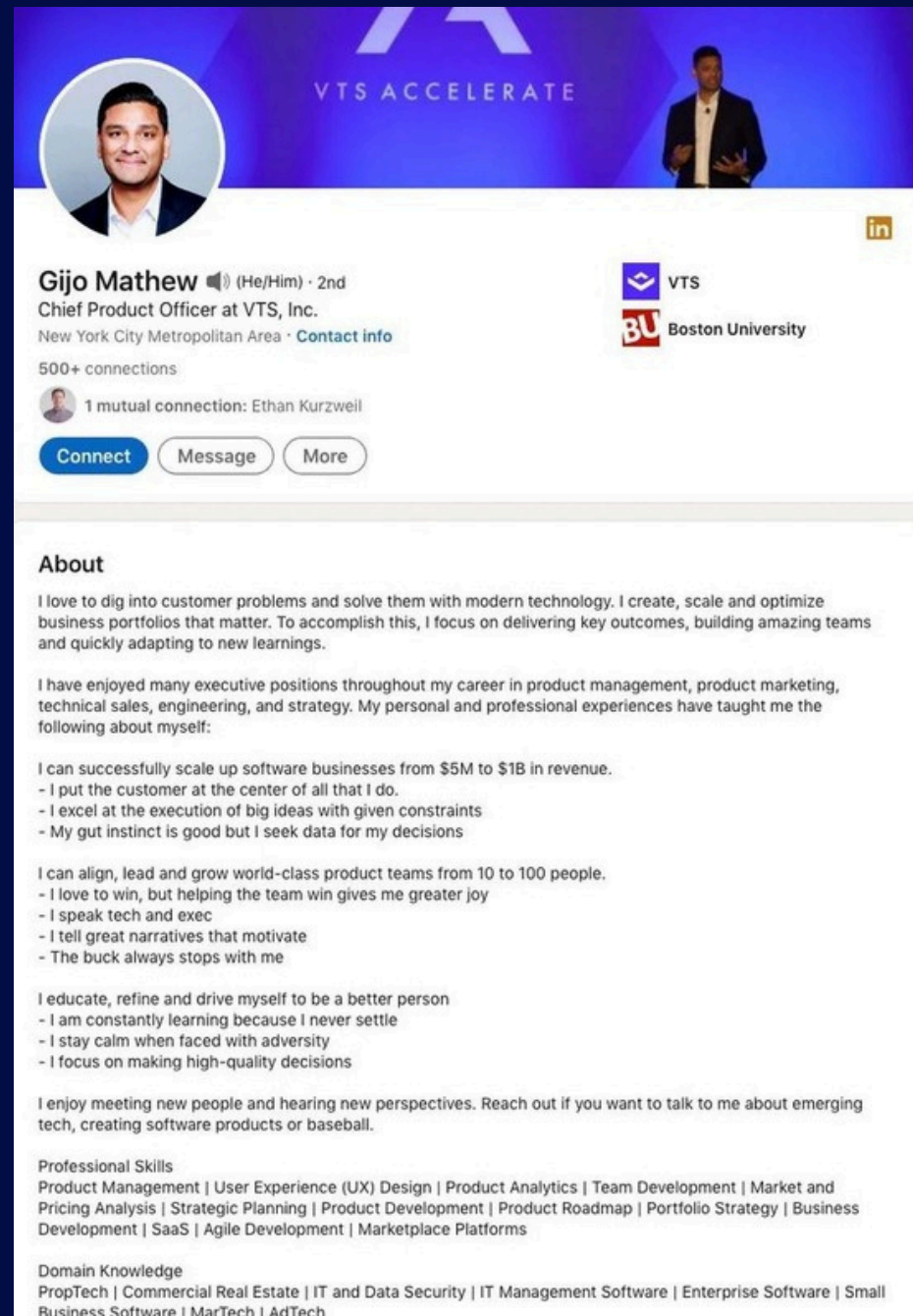
physical one. In an ocean of endless noise, a profile that fuses visual simplicity, strategic keywords, and authentic human storytelling becomes an undeniable magnet for opportunity. Your LinkedIn presence operates as your most potent weapon in the fight for career success.

The digital landscape is a noisy one by nature but clarity is the most decisive factor. Actually, a profile that combines human storytelling with machine optimization works like a quiet closer, getting wins and creating access that other non-optimized profiles do not even know exist. Your LinkedIn account is the strongest weapon you have in terms of being in control of your career. You must treat it with the highest respect, improve it with the mentioned tips, and then enter the professional world with a digital handshake that is both assertive and trustworthy. Everyone is watching—make sure that the narrative you are presenting is interesting enough to attract followers.

Article 2: How to Build a LinkedIn Profile?

CHECKPOINT 3

Everything you need to know while building a perfect LinkedIn profile



Gijo Mathew (He/Him) · 2nd
Chief Product Officer at VTS, Inc.
New York City Metropolitan Area · [Contact info](#)
500+ connections
1 mutual connection: Ethan Kurzweil

[Connect](#) [Message](#) [More](#)

About

I love to dig into customer problems and solve them with modern technology. I create, scale and optimize business portfolios that matter. To accomplish this, I focus on delivering key outcomes, building amazing teams and quickly adapting to new learnings.

I have enjoyed many executive positions throughout my career in product management, product marketing, technical sales, engineering, and strategy. My personal and professional experiences have taught me the following about myself:

- I can successfully scale up software businesses from \$5M to \$1B in revenue.
- I put the customer at the center of all that I do.
- I excel at the execution of big ideas with given constraints
- My gut instinct is good but I seek data for my decisions

- I can align, lead and grow world-class product teams from 10 to 100 people.
- I love to win, but helping the team win gives me greater joy
- I speak tech and exec
- I tell great narratives that motivate
- The buck always stops with me

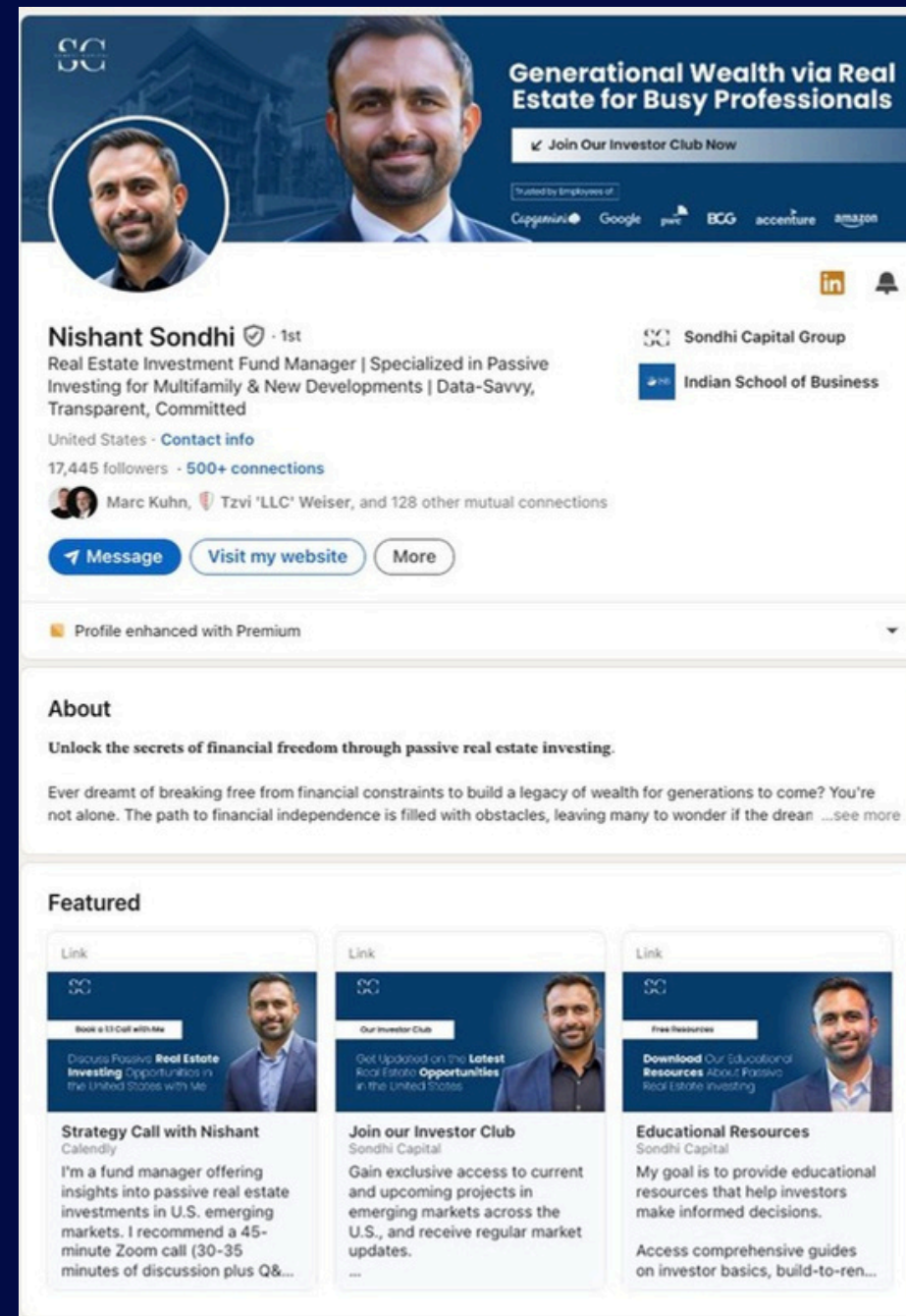
I educate, refine and drive myself to be a better person

- I am constantly learning because I never settle
- I stay calm when faced with adversity
- I focus on making high-quality decisions

I enjoy meeting new people and hearing new perspectives. Reach out if you want to talk to me about emerging tech, creating software products or baseball.

Professional Skills
Product Management | User Experience (UX) Design | Product Analytics | Team Development | Market and Pricing Analysis | Strategic Planning | Product Development | Product Roadmap | Portfolio Strategy | Business Development | SaaS | Agile Development | Marketplace Platforms

Domain Knowledge
PropTech | Commercial Real Estate | IT and Data Security | IT Management Software | Enterprise Software | Small Business Software | MarTech | AdTech



Nishant Sondhi · 1st
Real Estate Investment Fund Manager | Specialized in Passive Investing for Multifamily & New Developments | Data-Savvy, Transparent, Committed
United States · [Contact info](#)
17,445 followers · 500+ connections
Marc Kuhn, Tzvi 'LLC' Weiser, and 128 other mutual connections

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Profile enhanced with Premium

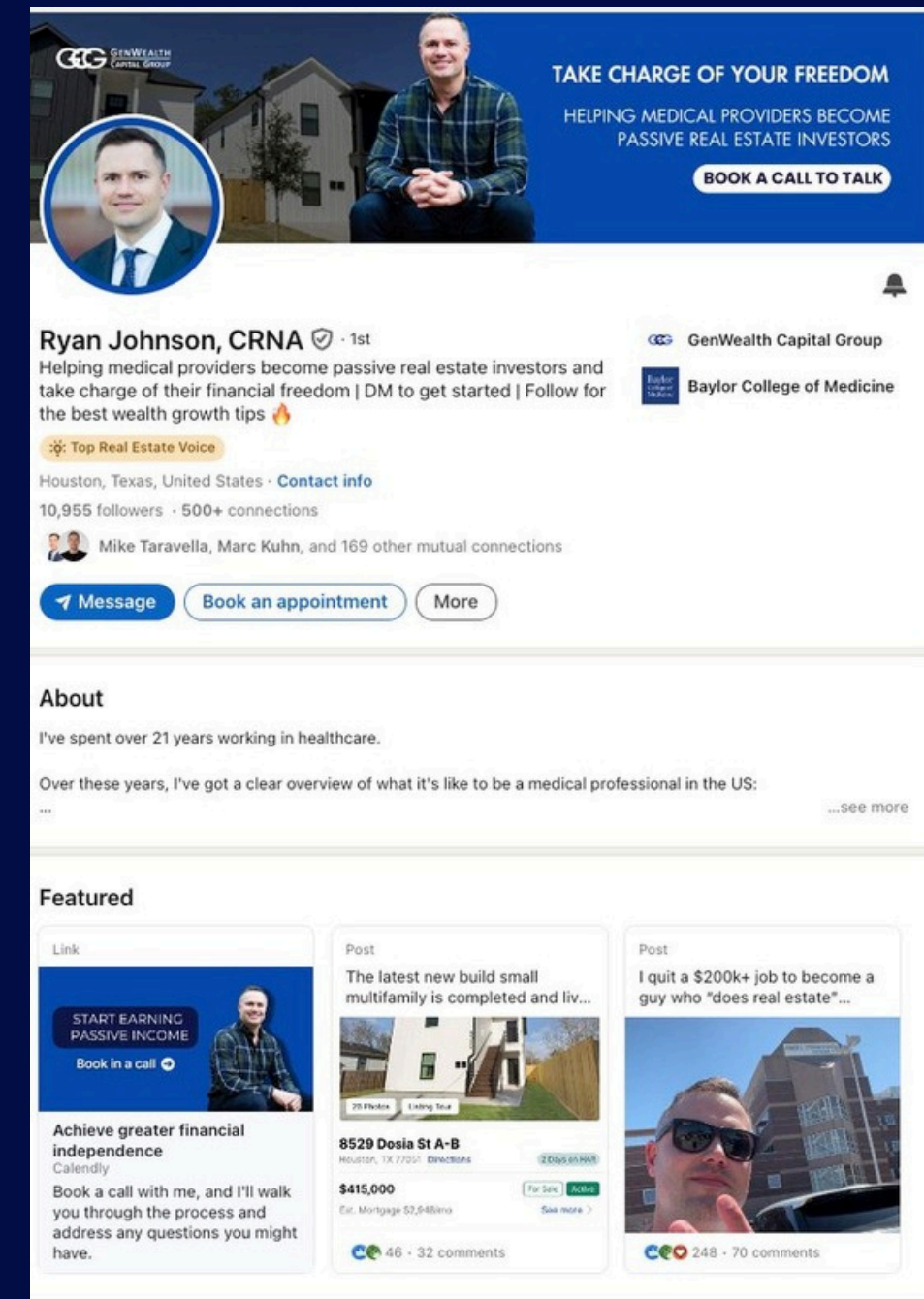
About

Unlock the secrets of financial freedom through passive real estate investing.

Ever dreamt of breaking free from financial constraints to build a legacy of wealth for generations to come? You're not alone. The path to financial independence is filled with obstacles, leaving many to wonder if the dream ...see more

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About

I've spent over 21 years working in healthcare.

Over these years, I've got a clear overview of what it's like to be a medical professional in the US: ...see more

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Article 3: How to Master the Art of Cold-Mailing?

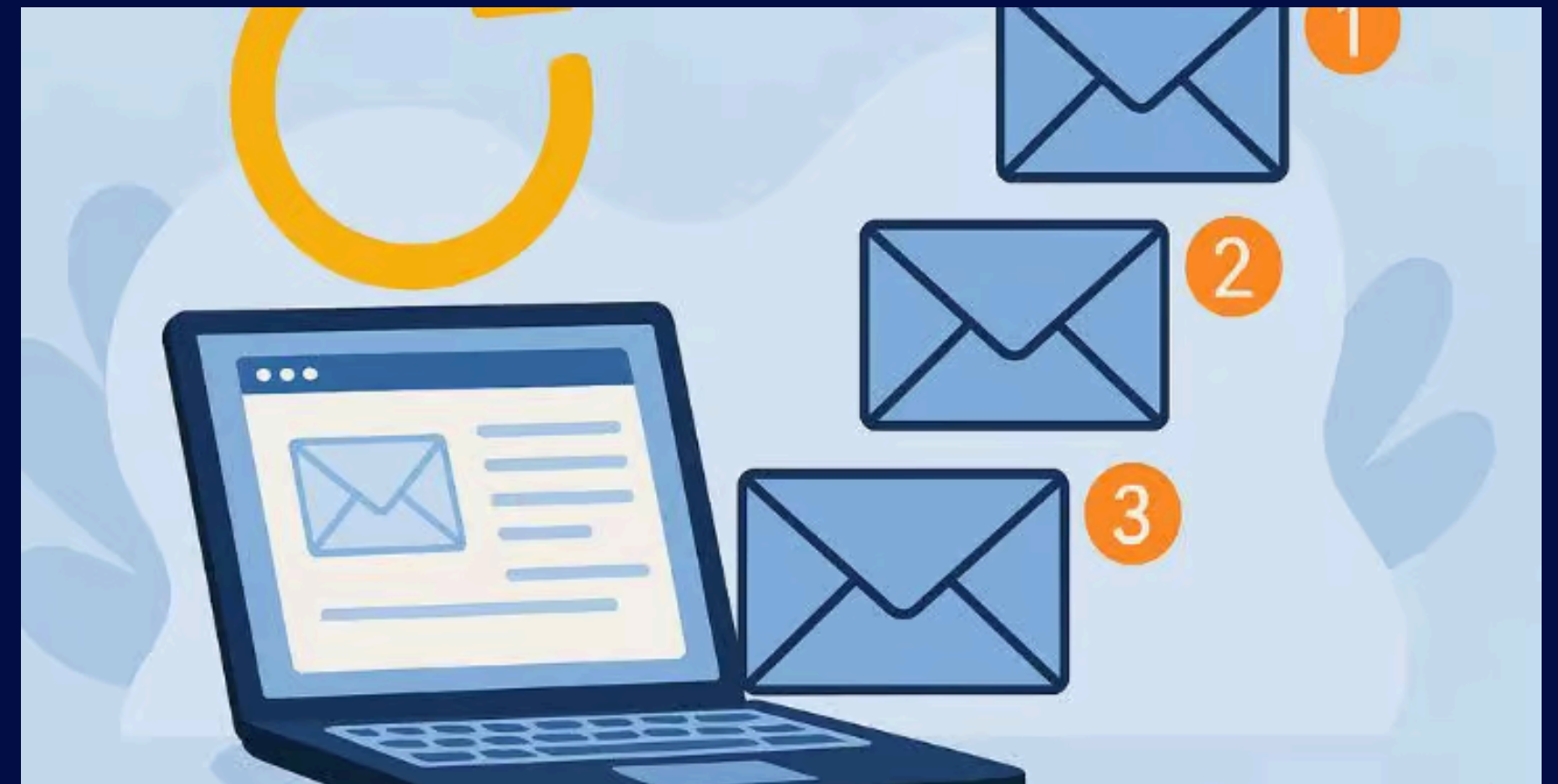
CHECKPOINT 3

Everything you need to know about cold-mailing

INTRODUCTION

To grab someone's attention in a professional setting through their inbox is undoubtedly a power that one can barely imagine having. Cold emailing gets a bad rap as a form of "digital shouting," however, when done correctly, it turns out to be a very sophisticated tool of Career Alchemy, making a cold connection a warm opportunity. No matter if your aim is to land a dream job, find a mentor who can value you, or present a product that could change the game, mastering this technique will call for a perfect mix of psychological insight, precision brevity, and absolute professional etiquette.

In the professional world of today, the inbox is considered a very private and noisy place. Cold emailing is seen by many as a waste of time; to the expert, it is an offering of Strategic Empathy. Even with the help of a template, this skill still takes the recognition of the psychological "delete" reflex of the high-value person as the winner. Every email you send is a monster of attention that you can't afford to lose, and in the midst of a digital noise, the strategies of brevity and personalization are the only currencies you have left. The following text illustrates the process of changing a non-asked-for intrusion into a welcoming chance by synchronizing your worth with their vision.



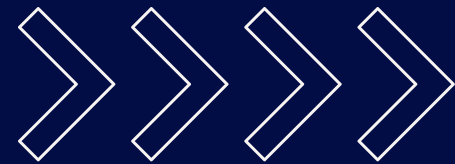
Cold mailing is a very strategic practice and is all about getting in touch with a business contact that you have no previous connection with. A well-made cold email is a one-to-one communication that is very carefully designed for a particular person, different from "spam," which is sent to thousands indiscriminately. It acts as a digital cold call, a stranger to another stranger in the field of networking, job hunting, or business partnerships.

Article 3: How to Master the Art of Cold-Mailing?

CHECKPOINT 3

Everything you need to know about cold-mailing

1. THE PSYCHOLOGY OF THE INBOX:



Typing a single character is not all there is to the process of sending an email and getting the recipient's attention. The person to whom you are sending the email is most likely to get dozens, if not hundreds of emails, every day. Besides, their filtering system is already set to "deletion." In order to pass the initial screening, your email must be different from the others and not like any of the usual templates sent to the masses; it should be a letter written just for them.

Empathy is the basis for the most effective cold emails. Consider this: What is the person interested in? What is the current "pain point" for him/her? What is the value added by my being in their inbox? If your email is all about you, it will be ignored. If it is all about the recipient, the value that he/she gets, then the door is open.

2. THE HOOK: CRAFTING THE IRRESISTIBLE SUBJECT LINE



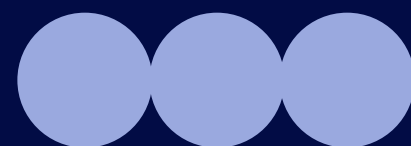
The subject line is the message's "packaging." If it is not good enough, then the greatest writing ever will never come to light. A business subject line must be concise (not more than 6 words), appropriate, and fascinating without being "clickbaity."

The Specific Reference: "Loved your recent piece on [Specific Topic]"

The Mutual Connection: "Referred by [Name] regarding [Topic]"

The Direct Value: "Idea for [Company Name]'s Q4 Growth"

The Golden Rule: Steer clear of ALL CAPS, overuse of exclamation points, or non-specific phrases such as "Checking in" or "Collaboration." These are indicators of spam, and the email will get deleted immediately.



Article 3: How to Master the Art of Cold-Mailing?

CHECKPOINT 3

Everything you need to know about cold-mailing

3. COLD EMAIL WITH HIGH IMPACT ANATOMY

A cold email that is artistically and skillfully executed does not deviate from the rigid yet graceful structural blueprint that is composed to respect the time of the recipient.

A. Warm Personalized Salutation

Instead of "To whom it may concern," go for it. A very simple "Hi [Name]" or "Dear [Name]" is enough. If you can't find their name, you haven't researched well enough to be emailing them.

B. The "Hook" (The Why)

In the beginning two sentences, give the reason for your particular emailing them. This is where you show that you have done your homework. Identify a recent accomplishment of theirs, a podcast they spoke on, or a new venture their company just started something. This indicates that this is a communication between two individuals.

C. The Value Proposition (The Bridge)

This is the central part of your communication. Give a brief introduction of yourself and, more importantly, point out how your skills or ideas coincide with their goals. If you have more than one point of value to share, use a bulleted list; this increases scannability.

D. The Call to Action (CTA)

Finish with a request that is "Low-Friction". Do not request a "quick hour-long chat" instead, request 10 minutes with a specific question that can be answered in one sentence.

Low Friction: "Are you open to a 10-minute talk next Tuesday at 10 AM?"

High Friction: "Tell me when you are available to talk" (This compels the receiver to do the task of looking at their schedule

Article 3: How to Master the Art of Cold-Mailing?

CHECKPOINT 3

Everything you need to know about cold-mailing

5. THE ART OF THE FOLLOW-UP: THE "GENTLE NUDGE"

Research shows that follow-up emails account for the majority of replies to cold emails. Still, there is a thin line between being persistent and being a nuisance. If there has been no answer after 5 to 7 work days, you can send a single, gentle reminder. This one should be even shorter than the original email.

For instance: "Hello [Name], I am just putting this to the top of your email as it might have been lost in the flood. I would still want to share those three ideas with your marketing team. Regards, [Your Name]."

If there is no reaction to the reminder, do not hesitate to change the focus. The absence of a response can be considered a response, and showing that you are capable of respecting it is an indicator of your professional maturity.

CONCLUSION

To master cold emailing, you need to switch your way of thinking from "intruder" to "asset." If your first contact is with someone's inbox and you show them the courtesy of respect for their time, you make a clear display of your worth, and you send a communication that is very precise, you are no longer a stranger but a possible partner.

To sum it up, cold emailing is the bridge connecting where you currently are to where you plan to be. It is a daring yet skillful approach that brings about rewards only for the bold but favors the precise. If you consider every recipient to be a person with feelings and not just a milestone, you develop a reputation for professional integrity before any face-to-face interaction takes place. A non-response should be seen not so much as a rejection of your value but rather as an indication of their busy schedule; the distinction between the amateur and the architect is that grace accompanies persistence. If you master these principles, you will learn that there are no locked doors—they just don't have the right knock on them yet.

Article 3: How to Master the Art of Cold-Mailing?

CHECKPOINT 3

Everything you need to know about cold-mailing

THE "BESPOKE CONNECTION" TEMPLATE

Subject: [First Name], question regarding [Specific Project/Goal]

Hi [Recipient Name],

I've been following [Company Name]'s recent work in [Specific Industry/Niche], and I was particularly impressed by [Specific Achievement, e.g., your recent launch of X / your feature in Y]. Your approach to [Specific Topic] really shifted my perspective on [Industry Challenge].

I'm reaching out because I specialize in [Your Core Skill/Value], and I've spent the last [Number] years helping organizations like yours [Main Result, e.g., increase efficiency by 20% / streamline their creative workflow].

Based on your current trajectory with [Specific Project], I put together three brief ideas on how you might [Benefit, e.g., further optimize your user acquisition / reduce overhead in department Y].

I've attached a one-page summary of these ideas (or a link to my portfolio) for you to glance at whenever you have a moment.

Would you be open to a 10-minute conversation next **[Day of the week, e.g., Thursday]** at **[Time, including Timezone]** to see if these insights could be useful to your team?

If not, no worries at all—I'll continue to be a fan of your work from the sidelines.

Best regards,

[Your Name] [Your Phone Number] [Link to LinkedIn Profile]

INTERVIEW

transcripts



Meet ***Ishita Singh***, a final year student of Political Science at Miranda House, who secured a Pre Placement Offer from Salesforce after an enriching internship experience. Known for her active involvement in college societies and her curious, down-to-earth nature, Ishita shares her journey, learnings, and advice for students aspiring to follow a similar path.

Interviewee: Ishita Singh
Course: B.A. (Hons.) Political Science
Organization: Salesforce
Role: Content



1

COULD YOU BEGIN BY INTRODUCING YOURSELF AND SHARING A BIT ABOUT YOUR ACADEMIC BACKGROUND & JOURNEY AT MIRANDA HOUSE?

Sure! I'm Ishita Singh, a final year student of Political Science at Miranda House. My three years here have been amazing. I've been a part of many societies in my first year and I am currently serving as the President of Tula. I've always enjoyed getting involved in different activities, whether it's through societies or events. Outside college, I love to travel and try new kinds of food. Those experiences have taught me a lot about people and life in general.

2

WHAT MOTIVATED YOU TO APPLY FOR THE CONTENT ANALYST ROLE AT SALESFORCE, AND HOW DID YOU GO ABOUT SECURING THIS INTERNSHIP OPPORTUNITY?

At first, it was the stipend that caught my attention, to be honest! But once I read more about Salesforce, I was really drawn to their work culture and the kind of environment they offer. It's a very inclusive company where everyone's ideas matter. I've always been interested in content, so this role felt like a perfect fit.

3

COULD YOU WALK US THROUGH THE RECRUITMENT AND SELECTION PROCESS FOR THE SALESFORCE INTERNSHIP? WHAT STAGES OR ASSESSMENTS WERE INVOLVED?

Yes, of course. The process had four elimination rounds. The first round was a group discussion where we had to introduce ourselves and then discuss the topic “Books versus Movies.” It was interesting because everyone came from different courses, so the conversation was full of different opinions and ideas. After that, we had a team activity. We were shown an Apple advertisement and asked to analyse it. We had to discuss what worked well, what didn’t, and how we would improve it. It was a group task, so it really tested how well we could think and work together. The next round was a technical interview with senior content marketing analysts from Salesforce.



They asked questions about AI in marketing and also a few fun situational ones like, “How would you explain Instagram to a three year old?” The final round was the HR interview with the Director of Content Marketing. She asked about my values, what motivates me, and even a time when I had to compromise on them. It was quite personal but it helped me reflect on myself as a person.

4

HOW DID YOU PREPARE FOR THE DIFFERENT STAGES OF THE INTERNSHIP RECRUITMENT PROCESS, AND WHICH RESOURCES OR STRATEGIES DID YOU FIND MOST EFFECTIVE?

I didn’t know there would be so many stages, so I started with basic preparation. I watched YouTube videos on how to do well in group discussions, talked to seniors who had gone through the process before, and read up about Salesforce as a company. I also made sure I knew my CV well. More than anything, I focused on being calm and genuine. I think that really helped me.



5

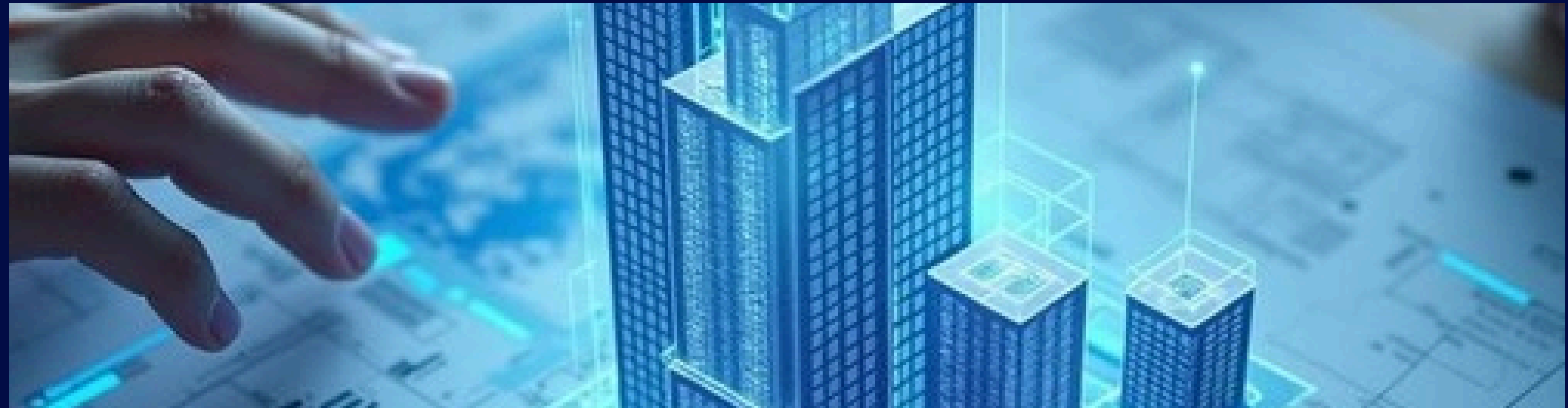
DURING YOUR INTERNSHIP AT SALESFORCE, WHAT WERE YOUR KEY RESPONSIBILITIES AND MAJOR AREAS OF LEARNING OR SKILL DEVELOPMENT?

I worked as a Content Analyst intern. My main tasks were writing blogs, social media posts, and carousels about the latest software updates at Salesforce. I also did research to understand what keeps people engaged on a website or a particular platform. It was interesting to see how much thought goes into creating content that connects with people.

6

FROM YOUR PERSPECTIVE, HOW WOULD YOU DESCRIBE SALESFORCE'S WORK CULTURE AND ENVIRONMENT? WHAT ASPECTS STOOD OUT TO YOU THE MOST?

The work culture is really good. There's no strict hierarchy, and everyone addresses each other by their first names, no matter what their position is. The environment is very flexible, and we don't have to work on weekends which gives a nice balance. What I really liked was how inclusive the space is. People at Salesforce even volunteer for small social causes. I remember one initiative where employees made fridge magnets to support the LGBTQ+ community. It's small things like these that make the company special.



7

NOW THAT YOU HAVE ACCEPTED THE PPO, HOW ARE YOU PREPARING YOURSELF FOR THE TRANSITION FROM CAMPUS LIFE TO A CORPORATE ENVIRONMENT?

Honestly, I'm not doing much right now! I'm just happy that I don't have to prepare for another competitive exam. I'm looking forward to joining Salesforce full time and experiencing the corporate world.

8

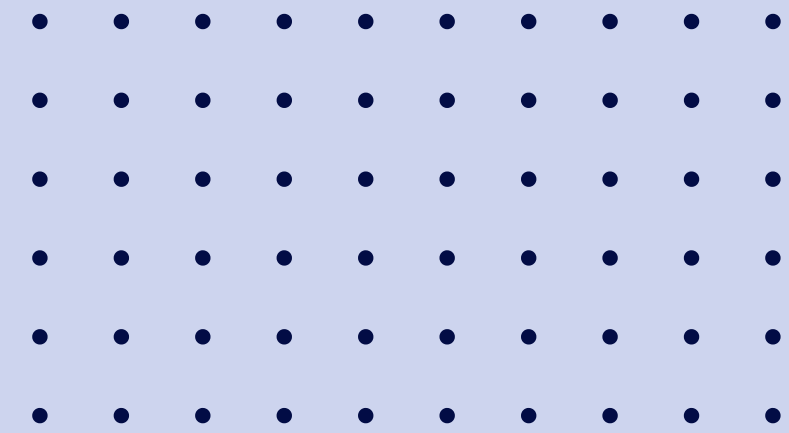
FINALLY, WHAT ADVICE WOULD YOU GIVE TO STUDENTS ASPIRING TO SECURE A PPO AT SALESFORCE OR IN SIMILAR ROLES?

I would say just be yourself. Be honest in your work, in your CV, and in your interviews. Don't try to act like someone else because they can tell when you're being genuine. Also, don't underestimate what you're capable of. Sometimes, even you don't know how much potential you have until you try.



INTERVIEW

transcripts



Meet *Ananya*, a B.A. (Hons.) Economics graduate from Miranda House who secured a position as a **Financial Assistant – Operations Analyst** at **Barclays** through campus placement. Known for her active involvement in college societies, particularly the Placement Cell, Ananya credits her time at Miranda House for shaping her professional skills and confidence.

In this interview, she reflects on her placement journey, shares insights into the Barclays recruitment process, and offers valuable advice for students preparing to enter the corporate world.



1 COULD YOU BEGIN BY INTRODUCING YOURSELF AND SHARING A BIT ABOUT YOUR ACADEMIC BACKGROUND & JOURNEY AT MIRANDA HOUSE?

I'm Ananya. I completed my schooling in Patna and later pursued B.A. (Hons.) Economics at Miranda House, University of Delhi. During my time at Miranda House, I was actively involved in two to three societies. Being a part of the Placement Cell played a significant role in my overall development — I genuinely believe many of the professional skills I have today were nurtured there. I was also associated with FIC and TEDx, which helped me enhance my communication skills and confidence.



While academics were a strong focus during my school years, Miranda House became a space for self-discovery. It helped me identify my strengths and prepare myself holistically for the corporate world.

2

WHAT ROLE HAVE YOU BEEN PLACED IN AT BARCLAYS, AND WHAT MOTIVATED YOU TO PURSUE A CAREER IN THIS COMPANY AND THE FINANCIAL SERVICES INDUSTRY?

I have been placed at Barclays as a Financial Assistant – Operations Analyst. I work under the Operations Division, specifically in the Unsecured Department dealing with Current Account Loans.

My role involves managing operational processes related to unsecured lending, handling documentation, ensuring regulatory compliance, and coordinating with internal stakeholders to ensure smooth functioning of account-related operations. Even before entering college, I had a clear goal of securing a campus placement.



I was inclined towards the financial services industry because of its analytical nature, structured environment, and global exposure. Barclays, being a globally recognized institution, offered the ideal platform for professional growth and long-term career development.

3

HOW DID YOU PLAN AND BEGIN YOUR PLACEMENT PREPARATION JOURNEY?

My preparation began with understanding what kind of roles aligned with my academic background and interests. Since I come from an Economics background, I focused on strengthening my conceptual clarity in subjects like finance, banking, and analytics.

I started preparing gradually rather than waiting for the final year. I worked on building consistency — keeping my academics strong, participating in extracurriculars, and gaining internship experience to build a well-rounded profile.

4

WHAT STRATEGIES OR RESOURCES DID YOU FIND MOST EFFECTIVE DURING YOUR PREPARATION PROCESS?

The most effective strategy for me was regular practice and exposure.

I worked on:

- Strengthening aptitude and logical reasoning.
- Revising core economics and finance concepts.
- Practicing mock interviews.
- Improving communication skills.

I also relied on online resources and peer discussions to clarify concepts. Mock interviews helped me structure my responses better and build confidence.



5 HOW DID YOU APPROACH CV BUILDING? ANY SPECIFIC TIPS FOR STUDENTS?

CV building is extremely important. I ensured my CV was:

- Concise and one-page long.
- Structured and neat.
- Free from unnecessary personal details.
- Focused on achievements rather than descriptions.

Instead of writing paragraphs, I used bullet points and action verbs. I highlighted measurable outcomes wherever possible.

My advice to students:

- Avoid clutter.
- Focus on relevant internships and roles.
- Mention concrete achievements.
- Keep formatting professional and consistent.

Your CV should reflect clarity and confidence.



6 COULD YOU WALK US THROUGH THE RECRUITMENT AND SELECTION PROCESS AT BARCLAYS?

The process involved:

1. Resume shortlisting
2. An online assessment test (including aptitude, logical reasoning, and technical basics)
3. Multiple interview rounds

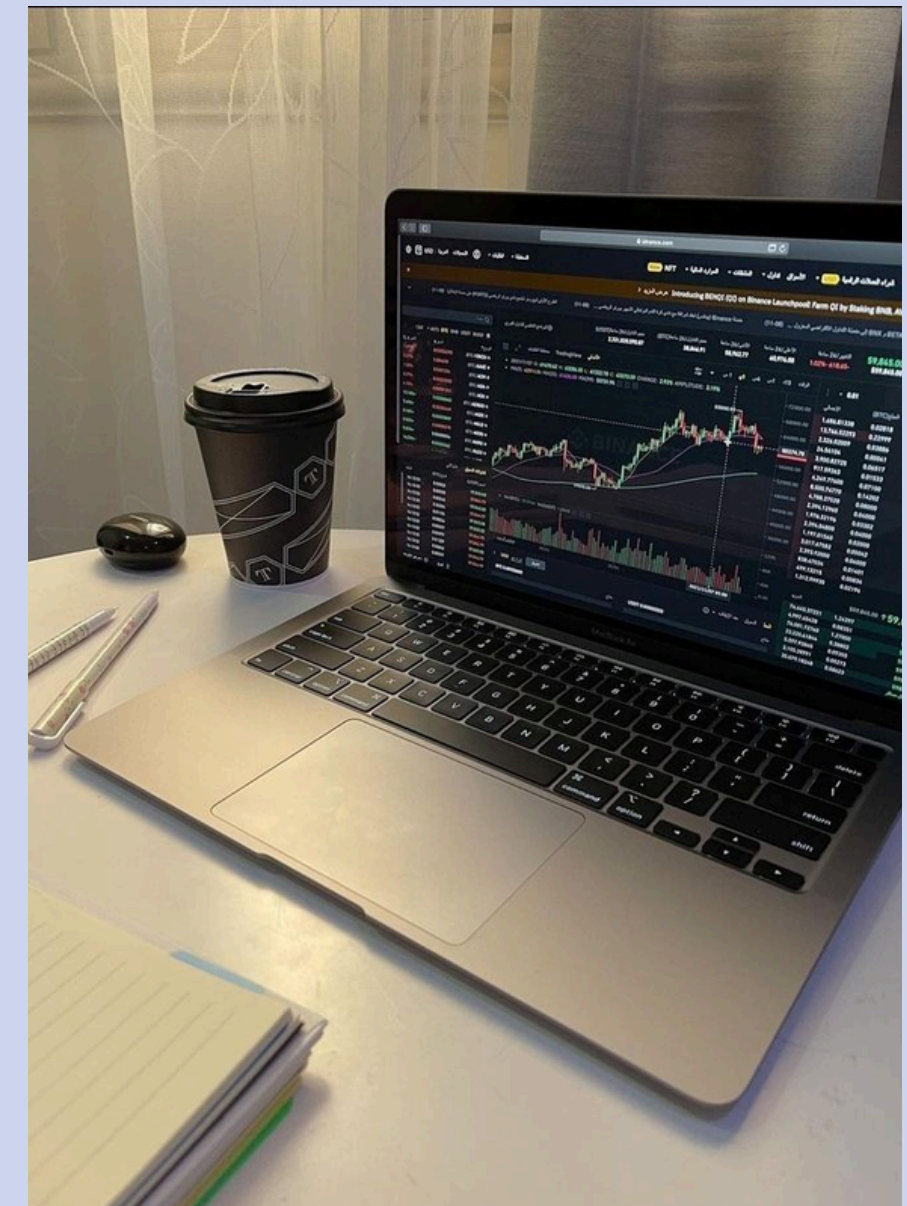
The interviews tested:

- Conceptual clarity
- Communication skills
- Problem-solving ability
- Cultural fit

They did not expect us to know everything but evaluated our willingness to learn and adapt.

7 HOW DID YOU HANDLE ANALYTICAL AND OPINION-BASED QUESTIONS DURING THE INTERVIEW?

For analytical questions, I focused on structuring my answers logically. I broke problems into smaller components and explained my thought process clearly. For opinion-based questions, I ensured that my answers were balanced and fact-based. Even if I had a personal opinion, I supported it with reasoning and data rather than emotional arguments.



8

HOW DID YOU BALANCE ACADEMICS, EXTRACURRICULARS, AND INTERNSHIPS DURING YOUR PREPARATION PHASE?

Time management was key. I maintained a routine and ensured that I was fully present in whatever I was doing at that moment -whether it was classes, internships, or society work. Academics were non-negotiable, but extracurriculars helped me build soft skills. Prioritization and consistency helped me maintain balance.

9

WHAT SKILLS DO YOU THINK ARE MOST IMPORTANT FOR SOMEONE ASPIRING TO BUILD A CAREER IN FINANCIAL SERVICES?

- Analytical thinking
- Attention to detail
- Communication skills
- Adaptability
- Basic financial and operational knowledge

You don't need to know everything from day one, but having foundational clarity and the willingness to learn makes a significant difference.

10

HOW WOULD YOU DESCRIBE THE WORK CULTURE AT BARCLAYS?

Barclays offers a structured and professional work environment. The learning curve is strong, especially in the initial months. There is emphasis on compliance, teamwork, and process efficiency. The exposure is valuable, and you interact with experienced professionals who help you grow.

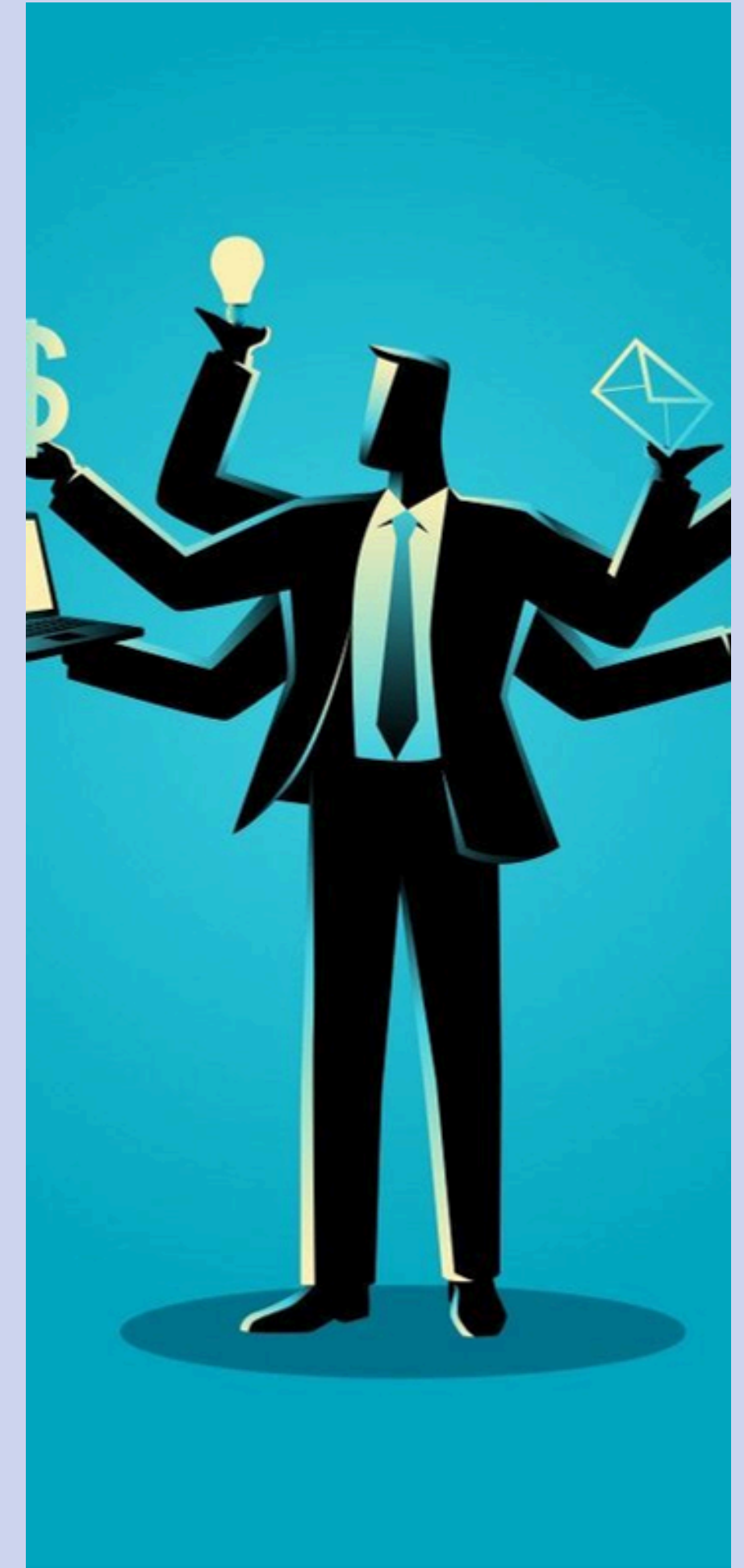
However, like any corporate role, consistency and discipline are required. You are expected to perform and take responsibility for your tasks.

11

WHAT ADVICE WOULD YOU LIKE TO GIVE TO YOUR JUNIORS ASPIRING FOR CAMPUS PLACEMENTS?

- Gain clarity on what you want.
- Build on your strengths.
- Keep your academics strong.
- Work on communication skills.
- Start early don't wait for the final semester.

Most importantly, believe that you are capable. Placement preparation is not just about getting a job it's about becoming industry ready.



INTERVIEW

transcripts



Meet *Pavani Bansal*, a B.A. (Hons.) Political Science graduate from Miranda House, who secured a position at **Nation with NaMo**, one of India's leading political consulting organizations. With a strong interest in politics, governance, and policy research, Pavani explored opportunities that aligned closely with her academic background.

In this interview, she shares insights into her placement preparation, discusses the recruitment process for political consulting roles, and offers valuable advice for students aspiring to build careers in the policy and political strategy space.



1 COULD YOU BRIEFLY INTRODUCE YOURSELF AND SHARE YOUR ACADEMIC BACKGROUND?

My name is Pavani Bansal. I graduated from Miranda House in 2024 with a B.A. (Hons.) in Political Science and a minor in Economics. I was placed at Nation with NaMo through the campus placement process and have been working here for approximately 1.5 years now. It has been a very enriching experience so far.

2 WHAT ROLE WERE YOU PLACED IN AT NATION WITH NAMO? COULD YOU DESCRIBE YOUR RESPONSIBILITIES?

I work as a Political Consultant. Our role involves advising and consulting political leaders across the country. To put it simply, my job is to convert chaos into clarity. Earlier, political spaces were largely unstructured and emotionally driven. Now, data analysis and strategic thinking play a key role in decision-making.

My responsibilities include:

- Policy research for specific geographical constituencies
- Designing campaign strategies and ideas
- Data analysis
- One-on-one consultations with senior political leaders

3

WHAT STRATEGIES OR RESOURCES DID YOU FIND MOST EFFECTIVE DURING YOUR PREPARATION?

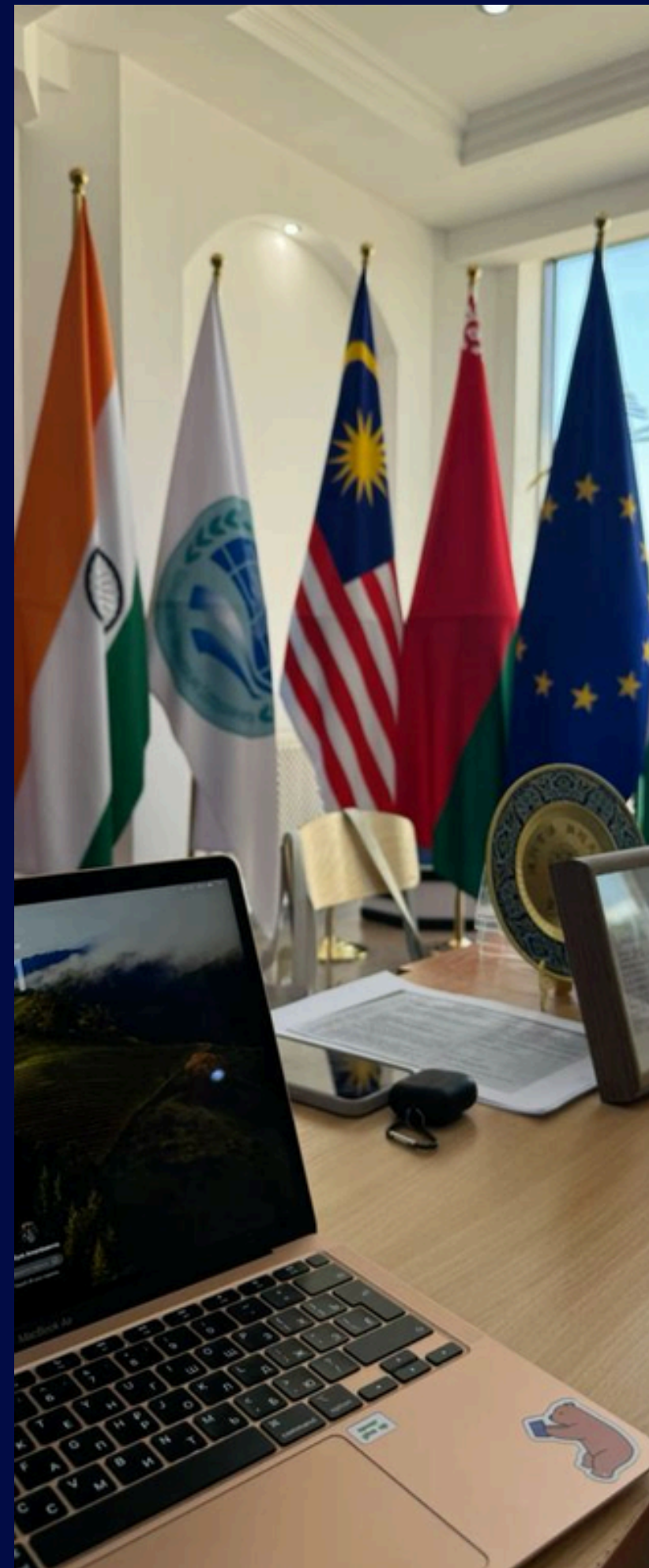
First, I identified what the role required. I realized there were two major areas I needed to prepare for:

1. Communication Skills
2. Case Study Analysis

As college students, we are not extensively exposed to case studies. I used online resources and materials from 360 Degree Consulting (a consulting club active in various DU colleges and IITs).

I practiced case studies two to three times a week for about an hour.

For communication skills, I did mock interviews and practiced speaking regularly. Today, AI tools also help simulate interview scenarios. No matter how prepared you are, if you cannot communicate effectively, it does not reflect well.



4

HOW DID YOU APPROACH CV BUILDING FOR YOUR ROLE? ANY SPECIFIC TIPS FOR STUDENTS AIMING FOR POLITICAL CONSULTING?

Having reviewed several resumes from Miranda House students, I noticed a common issue: presentation.

Students have excellent academics and strong experiences, but their resumes are often cluttered.

Key tips:

- Keep it to one page.
- Use a clean, professional format.
- Avoid long sentences or storytelling.
- Remove unnecessary personal details (e.g., parents' occupation).
- Focus on relevant skills and measurable achievements.

At Nation with NaMo, candidates are broadly evaluated on four parameters:

1. Academic excellence
2. Extracurricular involvement
3. Research experience
4. Internship experience

5

COULD YOU WALK US THROUGH THE RECRUITMENT PROCESS?

The recruitment process consisted of:

Stage 1: Resume Shortlisting

Based on academic record and resume quality.

Stage 2: Written Test

Included:

- Logical reasoning
- Data interpretation
- General knowledge/current affairs

Stage 3: Three Interview Rounds

The interviews assessed:

- Case study handling
- General awareness
- Communication skills
- Cultural and personality fit

Importantly, organizations do not expect you to know everything. They look for basic competence and, most importantly, the willingness and ability to learn.

6

HOW DID YOU HANDLE ANALYTICAL AND OPINION-BASED QUESTIONS?

For opinion-based questions:

Read extensively — newspapers, editorials, magazines, and news analysis. You may not always have a fixed stance, but you should be able to analyze both sides and present pros and cons backed by facts.

For example, on global conflicts or major political developments, basic awareness is essential. A lack of awareness on major ongoing issues can reflect poorly.

For analytical questions:

The written test included basic data interpretation. For case studies, I relied heavily on 360 Degree Consulting resources. Case studies require making logical assumptions based on available information.



7

HOW DID YOU BALANCE ACADEMICS, EXTRACURRICULARS, INTERNSHIPS, & PREPARATION?

I had been active in extracurriculars since school, so the transition wasn't very difficult for me.

Time management is key:

- Focus fully wherever you are — in class, at internships, or in extracurriculars.
- Maintain a routine.
- If overwhelmed, prioritize and schedule activities strategically.

College academics are manageable if you pay attention consistently.

8

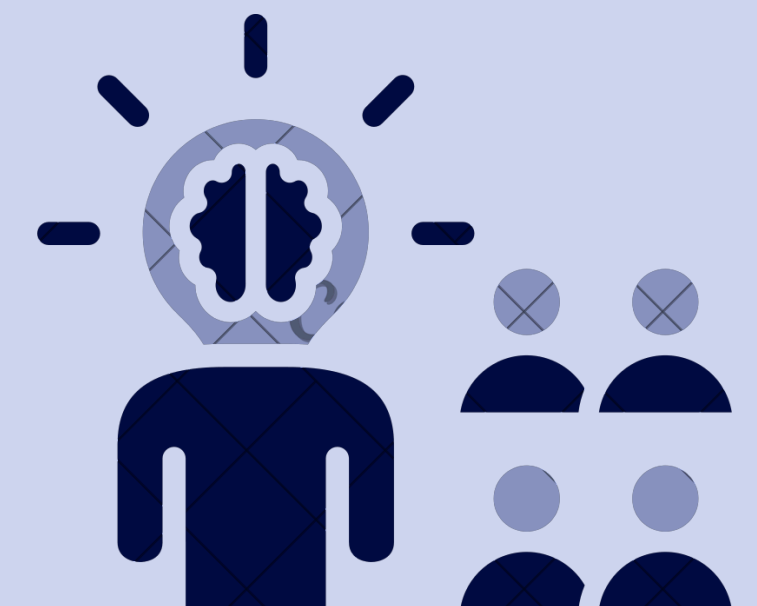
SHOULD STUDENTS SHARE THEIR GENUINE OPINIONS IN INTERVIEWS OR ALIGN WITH THE ORGANIZATION'S IDEOLOGY?

This is a mistake I initially made. I assumed the organization had a rigid ideological expectation and slightly altered my responses to fit that perception.

However, interviewers value authenticity. If you take a stance:

- Back it with facts.
- Avoid purely emotional arguments.
- Present reasoned analysis.

Do not drastically change your stance during the interview — that reflects poorly. Be honest, analytical, and well-informed.



9

WHAT SKILLS ARE MOST IMPORTANT FOR A CAREER IN POLITICAL CONSULTING?

Political consulting requires a mix of skills:

- Policy research
- Data analysis
- Strategic thinking
- Campaign design
- General awareness
- Communication skills
-

You do not need to be perfect in everything, but having a basic working knowledge across areas is important.

10

HOW WOULD YOU DESCRIBE THE WORK CULTURE AT NATION WITH NAMO?

Learning Environment:

- Very strong. Continuous internal learning sessions are conducted. Team members share models and frameworks openly.

Exposure:

- Exceptional. Young consultants interact directly with senior political leaders and decision-makers.

Corporate Environment:

- Open and professional. There is space for growth, but discipline and professionalism are expected.

Challenges:

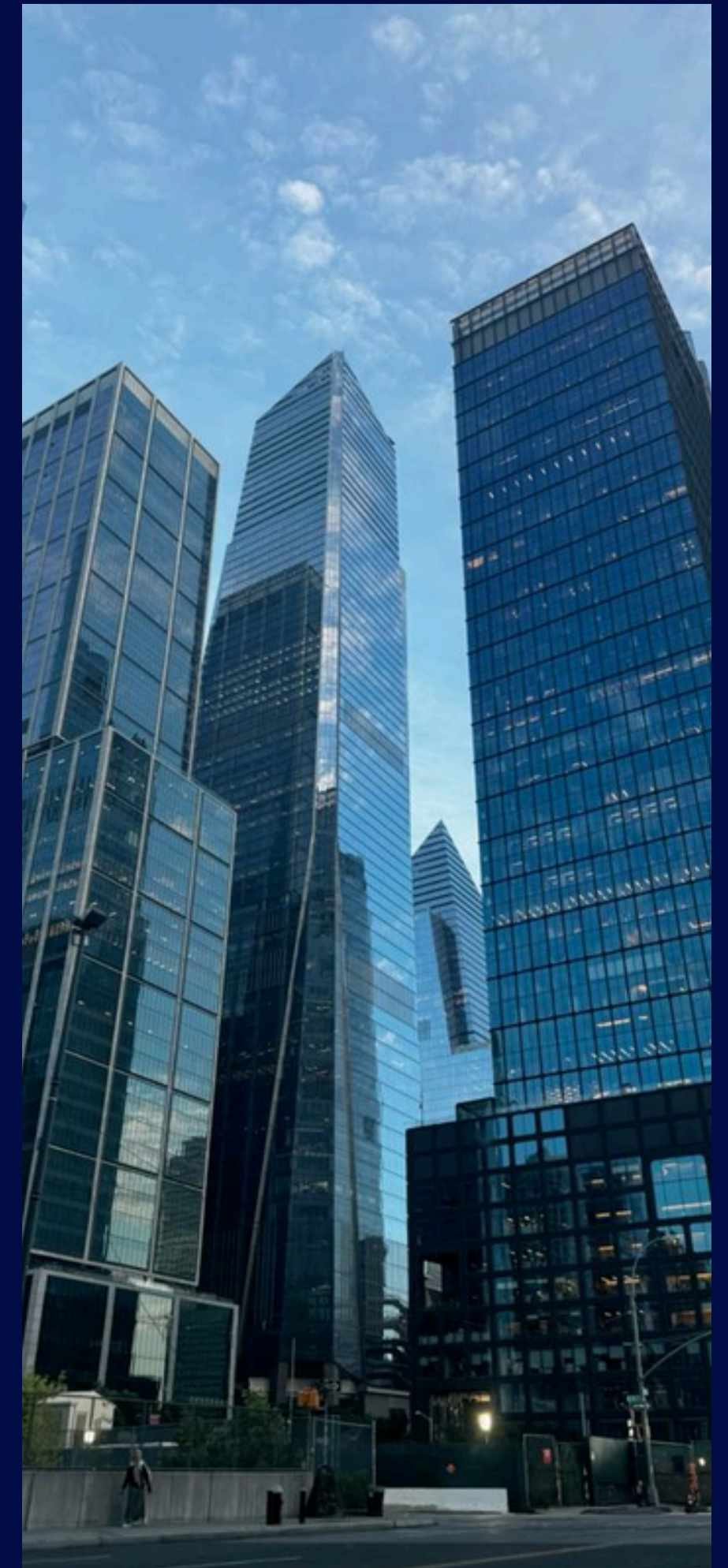
- Long and sometimes stressful working hours
- High effort required daily
- Groundwork in initial years, including field interactions
- For some, this is exciting; for others, it may feel demanding.

11

WHAT ADVICE WOULD YOU GIVE JUNIORS ASPIRING TO ENTER POLITICAL CONSULTING?

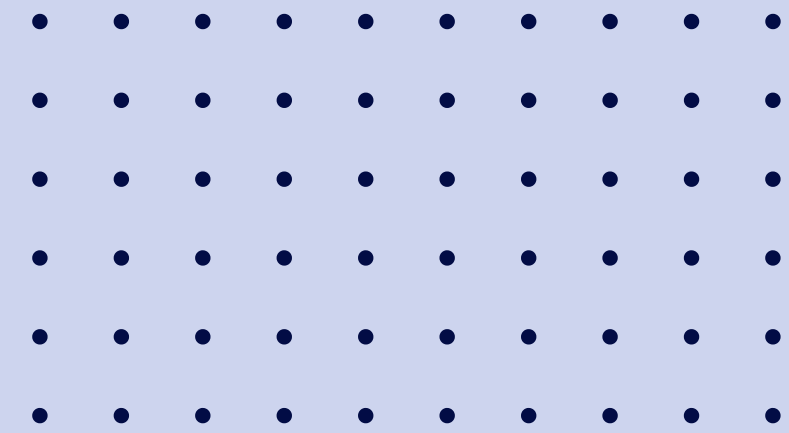


- Gain clarity about your career goals.
- Build on your existing strengths.
- Work on skill gaps relevant to your target role.
- Read extensively and stay aware of current affairs.
- Interact with diverse people to develop perspective and personality.



INTERVIEW

transcripts



Meet *Mehak Chadha*, a Zoology graduate from Miranda House who secured an *internship opportunity* at **Boston Consulting Group (BCG)**. Known for her proactive approach to networking and her ability to explore opportunities beyond traditional academic paths, Mehak combined strong academic commitment with active involvement in college societies.

In this interview, she shares her journey of securing internships through strategic networking, her experiences during the BCG recruitment process, and practical advice for students aspiring to build diverse career pathways.



1 COULD YOU PLEASE INTRODUCE YOURSELF AND BRIEFLY SHARE YOUR ACADEMIC BACKGROUND AT MIRANDA HOUSE?

My name is Mehak Chadha, and I pursued Zoology at Miranda House, University of Delhi. During my time at college, I was actively involved in several societies and extracurricular activities, which helped me build strong organizational and communication skills alongside my academics.

Although Zoology is known to be a demanding course, I made sure to stay consistent with my lectures while also participating actively in societies and skill-building activities.



My time at Miranda House helped me explore opportunities beyond the traditional academic path and prepared me to step into diverse professional environments.

2**WHAT ROLE DID YOU SECURE AT BCG, AND WHAT MOTIVATED YOU TO PURSUE THIS OPPORTUNITY?**

I secured an internship opportunity at Boston Consulting Group (BCG). The role involved working closely with stakeholders and supporting managerial processes such as calendar coordination and organizational communication. BCG attracted me because of its strong global reputation and the intellectually stimulating work environment it offers. I was particularly interested in experiencing how large consulting organizations function and how strategic decision-making happens within such institutions.

3**HOW DID YOU APPROACH FINDING INTERNSHIP OPPORTUNITIES DURING COLLEGE?**

One of the most effective strategies for me was cold emailing and cold messaging. I reached out to professionals across different organizations through platforms such as LinkedIn, email, and even Instagram. Although Instagram is not traditionally considered a professional networking platform, I approached people respectfully and acknowledged that it might not be the most formal medium. Surprisingly, many professionals responded positively. In fact, several of my internship opportunities came through these outreach efforts. The key was persistence and clarity in communication.

4**COULD YOU SHARE AN EXAMPLE OF HOW NETWORKING HELPED YOU SECURE AN OPPORTUNITY?**

One of the most interesting experiences I had was when I reached out to a well-known influencer through direct messaging. I introduced myself, shared my skills, and expressed my interest in working with her team. She eventually allowed me to collaborate with her, and once I had established a strong working relationship, I suggested that she pitch my profile to Nykaa. She recommended me internally, and that is how I ended up getting an opportunity connected with Nykaa. This experience taught me that networking is not just about reaching out - it's about building relationships and demonstrating value.

**5****WHAT TIPS WOULD YOU GIVE STUDENTS FOR WRITING EFFECTIVE COLD EMAILS OR MESSAGES?**

The most important rule is clarity and brevity.

- Keep the email short.
- Clearly state your intention in the first few lines.
- Avoid listing too many skills unnecessarily.
- Focus on explaining why you would be a good cultural fit.
- Mention your motivations and what you have contributed so far.

Professionals are extremely busy, so if your message is concise and purposeful, it is far more likely to receive a response.

6 HOW DID YOU MANAGE TO BALANCE ACADEMICS, EXTRACURRICULAR ACTIVITIES, AND SKILL-BUILDING?

Balancing everything required clarity of priorities. I made a conscious effort not to miss lectures despite being involved in multiple societies.

At the same time, I tried to manage society responsibilities efficiently by encouraging digital coordination with my teams. Instead of expecting everyone to meet physically on campus, we often worked through online communication channels, which made collaboration easier.

Another strategy was identifying a few reliable team members who could take responsibility when I was unavailable due to academic commitments. This ensured continuity in work without compromising my academic schedule.



7 HOW DID YOU APPROACH BUILDING YOUR CV?

I took guidance from experienced people while building my CV. My brother, who had experience reviewing CVs professionally, helped me understand what recruiters look for.

Some key lessons I learned were:

- Never include false information in your CV.
- Quantify your achievements wherever possible.
- Ensure each section clearly demonstrates impact.

For example, instead of simply mentioning that I handled sponsorships, I wrote that I helped raise ₹11 lakh in sponsorship funds for a college fest. Numbers make your contributions far more impactful.

Additionally, I ensured that my CV included some form of social impact or community engagement, since many organizations value candidates who contribute beyond academics and internships.



8 COULD YOU WALK US THROUGH THE RECRUITMENT PROCESS YOU EXPERIENCED AT BCG?

The recruitment process consisted of several stages.

- Resume Screening
- HireVue Round – This was an AI-based interview where questions were presented digitally, although the responses were later evaluated by human reviewers.
- Manager Interview
- Senior Manager Interview
- Director-level Interview
- Global Director Interview

In total, I went through four major interview rounds after the AI interview.

9 WHAT KIND OF QUESTIONS WERE ASKED DURING YOUR INTERVIEWS?

Many of the questions were situational. Since the role involved stakeholder management and calendar coordination, interviewers asked questions such as how I would handle scheduling conflicts or manage competing priorities. There were also moments when I did not immediately understand certain technical terms used in the questions. In such cases, I asked the interviewers to clarify the question. Being transparent about what you don't understand is much better than giving an incorrect answer.

One memorable moment was when the interviewer asked if I had any questions for them. Instead of asking typical questions, I asked:

"How do you think working at BCG will add value to my personal and professional growth?"

The panel appreciated the question because it showed that I was genuinely thinking about mutual value, not just getting the opportunity.

10 WAS THERE ANYTHING DISTINCTIVE ABOUT BCG'S HIRING PROCESS COMPARED TO OTHER ORGANIZATIONS?

Yes, BCG places a strong emphasis on cultural fit and communication skills. They carefully evaluate how well candidates communicate, their vocabulary, clarity of thought, and overall professional demeanor. While some companies may overlook minor communication gaps, BCG pays close attention to how candidates express themselves.

The organization is very particular about maintaining its culture, so they ensure that candidates align with their work environment and values.

11 WHAT ASPECTS OF WORKING AT BCG HAVE BEEN THE MOST EXCITING FOR YOU SO FAR?





The most inspiring aspect of working at BCG has been the people. Everyone around me is incredibly knowledgeable and enthusiastic about learning. Even professionals with decades of experience are open to learning new things and sometimes even ask interns for insights or help with certain tasks.

The organization is also extremely inclusive. As an intern, I never felt isolated or underestimated. Instead, the environment was welcoming and supportive. BCG also invests heavily in training and onboarding. My onboarding process itself lasted several months, which shows how much importance the organization places on nurturing new talent.

12 **LOOKING BACK, IS THERE ANYTHING YOU WOULD HAVE DONE DIFFERENTLY DURING YOUR PREPARATION JOURNEY?**

One thing I would change is gaining clarity earlier about the type of roles and companies I wanted to pursue. Before BCG, I had also been placed with Physics Wallah for a teaching role. Because I was exploring multiple paths simultaneously, I sometimes felt confused about which direction I truly wanted to pursue. Having a clearer focus earlier could have helped streamline my preparation process.

13 **WHAT ADVICE WOULD YOU GIVE TO MIRANDA HOUSE STUDENTS ASPIRING TO SECURE SIMILAR OPPORTUNITIES?**

First, I want to especially encourage students from science backgrounds such as Zoology, Life Sciences, and Chemistry to explore placement opportunities more actively. There are many career options beyond traditional academic or research pathways.

Second, stay actively engaged with the Placement Cell portals and communication channels. Many students miss opportunities simply because they do not keep track of updates.

Finally:

Keep your CV ready at all times. Follow the placement templates provided by the Placement Cell. Do not lose motivation after a rejection.


In fact, when BCG first visited campus, I was rejected in the initial round. When the opportunity came again later, I applied once more — and that time I was selected.

Rejections are a normal part of the journey. Persistence is what truly matters.



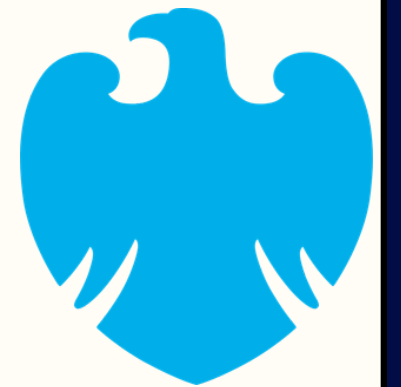
INTERVIEW

transcripts



Meet *Suriddhi Negi*, a B.A. Programme (Economics and Mathematics) graduate from Miranda House, who secured a position as an *Operations Analyst* at *Barclays* through campus placements. During her time at Miranda House, Suriddhi was actively involved in several societies and served as the President of the Placement Cell, where she coordinated across teams and played a key role.

In this interview, she shares insights from her placement journey, preparation strategies, and practical advice for students aspiring to build careers in the banking and financial services sector.



1

COULD YOU BRIEFLY INTRODUCE YOURSELF AND SHARE YOUR ACADEMIC BACKGROUND AT MIRANDA HOUSE?

Hello, I am Suriddhi Negi, and I am pursuing B.A. Programme (Economics + Mathematics) at Miranda House. During my time in college, I am actively involved in several societies, which help me develop both professionally and personally.

One of my most impactful experiences is being a part of the Placement Cell, where I serve as President. The role involves coordinating with multiple sub-cells and managing various placement-related initiatives. I also work as a District Coordinator, which helps me develop leadership, organizational, and communication skills.

2

WHAT ROLE HAVE YOU BEEN PLACED IN AT BARCLAYS, AND WHAT MOTIVATES YOU TO PURSUE THIS OPPORTUNITY?

I am placed at Barclays as an Operations Analyst. Barclays is a global organization with a strong presence in the banking and financial services sector. What attracts me to this role is the learning trajectory and career growth opportunities the company offers.

The banking sector provides a dynamic and rewarding career path. The role allows exposure to different operational processes, and after gaining experience for a year or so, employees often get opportunities to explore different domains within the organization.

3

WHEN DO YOU BEGIN PREPARING FOR PLACEMENTS, AND WHAT IS YOUR APPROACH?

I begin preparing for placements during my second year of college. The second year is the ideal time to begin preparation, as the third year becomes very hectic with placement processes and academic responsibilities. My preparation mainly focuses on improving my aptitude skills, particularly in areas like reasoning, quantitative ability, and verbal reasoning.

Consistent practice and early preparation help me feel more confident during the placement season.

4

WHAT STRATEGIES OR RESOURCES DO YOU FIND MOST HELPFUL DURING YOUR PREPARATION?



There are many online resources and websites available today that provide mock tests for aptitude preparation. I practice several mock tests, which help me understand the pattern of questions and improve my speed and accuracy. I also work on communication skills and interview preparation. Additionally, staying updated about general developments in the industry and the field helps me during interviews and group discussions.

5

HOW DO YOU APPROACH BUILDING YOUR CV?

One of the most important things while building a CV is to ensure that it is clear, concise, and well-structured.

I follow a one-page resume format and ensure that the grammar and formatting are correct. Instead of writing long paragraphs, I use bullet points to present information clearly.

I also highlight key achievements and experiences that are relevant to the role and tailor the resume according to the company I am applying to.



6

HOW DO YOU MANAGE YOUR TIME DURING PLACEMENT PREPARATION?

Time management is extremely important during placement season. I make sure to prioritize my tasks based on urgency and importance. Balancing academics, placement preparation, and extracurricular responsibilities requires planning and discipline. Setting clear priorities helps me stay organized and manage the busy placement period effectively.

7

COULD YOU WALK US THROUGH THE RECRUITMENT PROCESS?

The recruitment process involves several stages. First, there is a CV shortlisting round, where academic performance (CGPA) plays an important role.

After that, there is an aptitude test, which focuses on:

- Logical reasoning
- Quantitative aptitude
- Verbal reasoning

8 WHAT KIND OF QUESTIONS ARE ASKED DURING THE INTERVIEW?

The interviews are primarily focused on understanding the candidate's experiences and personality.

Most questions are based on my CV and the skills I mention. The interviewers want to see how well I understand my own experiences and how honestly I respond to their questions.

Overall, the role requires strong communication and clarity of thought.

9 HOW DO YOU HANDLE INTERVIEW QUESTIONS EFFECTIVELY?

The most important thing during interviews is to be honest and confident.

If I do not know the answer to a question, it is better to acknowledge it honestly rather than trying to fabricate a response. At the same time, it is important to present answers clearly and maintain a positive and professional attitude.

10 WHAT ARE YOU LOOKING FORWARD TO AS YOU BEGIN YOUR PROFESSIONAL JOURNEY?

As I begin my first job, I am excited about the opportunity to interact with new people, learn from experienced professionals, and develop new skills. Working in a large organization like Barclays allows me to gain valuable industry exposure and grow both personally and professionally.

11 WHAT ADVICE WOULD YOU GIVE TO STUDENTS PREPARING FOR PLACEMENTS?

One of the key aspects of placement preparation is group discussion practice, as many companies use GDs as part of their selection process. Regular practice helps improve communication skills, confidence, and the ability to express ideas clearly in a group setting.

12 WHAT FINAL TIPS WOULD YOU GIVE TO STUDENTS ASPIRING TO SECURE PLACEMENTS?

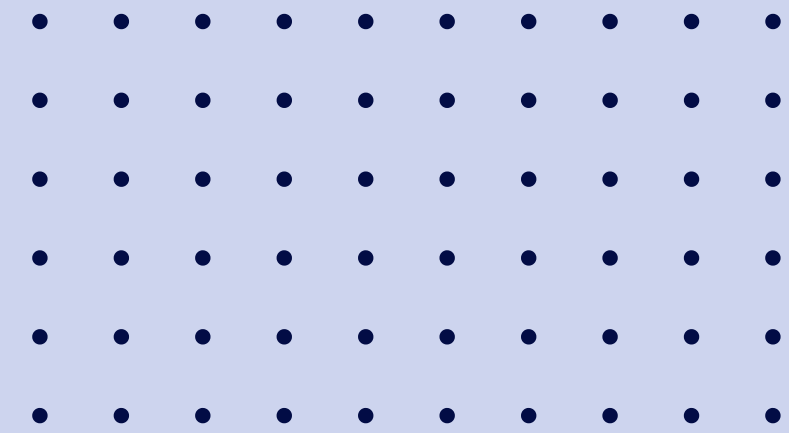
Practice aptitude questions regularly. Prepare well for interviews

Be clear about basic interview questions like "Why this organization?" and "Why this role?" Stay confident and honest during the process. Clarity of thought and consistent preparation can make a significant difference during placements.



INTERVIEW

transcripts



Meet **Pakhi**, a B.A. (Hons.) Economics graduate from Miranda House, University of Delhi, who secured a **position as an Analyst in Business Consulting at KPMG** through campus placements. During her time at Miranda House, Pakhi built a strong academic foundation while gaining valuable exposure through internships with reputed organizations such as NITI Aayog and Tech Mahindra.

In this interview, she shares insights into her placement journey, the consulting recruitment process, effective CV-building strategies, and practical advice for students aspiring to build a career in consulting and professional services.



1 COULD YOU PLEASE INTRODUCE YOURSELF AND BRIEFLY SHARE YOUR ACADEMIC BACKGROUND AT MIRANDA HOUSE?

My name is Pakhi, I am 22 years old, and I am based in Delhi NCR. I pursued my B.A. (Hons.) in Economics from Miranda House, University of Delhi, from 2022 to 2025, graduating in May 2025. Shortly after, in August 2025, I joined KPMG through campus placements. Prior to my undergraduate studies, I completed my schooling at Delhi Public School, Indrapuram.



2 WHAT ROLE DID YOU SECURE AT KPMG, AND WHAT ARE YOUR CURRENT RESPONSIBILITIES?

I currently work as an Analyst in the Business Consulting division at KPMG. Broadly, the role of an analyst in consulting involves supporting the project team by working with client data and contributing to decision-making processes.

However, my current role is relatively more client-facing than a typical analyst position. My responsibilities include handling client meetings, preparing presentations, and actively contributing to the execution of projects—responsibilities that are often associated with consultants or even senior consultants.

In terms of hierarchy, consulting roles typically progress from Analyst to Consultant, then Senior Consultant, and eventually Manager. While I do support consultants with data-related tasks, I am also directly

involved in client interactions and front-end execution, which has significantly enhanced my exposure and learning.

3 COULD YOU EXPLAIN THE PLACEMENT PROCEDURE FOLLOWED BY KPMG?

The placement process began with an aptitude test that assessed basic English, Mathematics, and logical reasoning—largely aligned with foundational CAT-level concepts.

This was followed by two rounds of interviews. The first round was conducted online and focused primarily on situational and behavioral questions rather than technical case studies. Candidates were evaluated on how they would respond to real-life workplace scenarios.

The second round was conducted on campus and included a structured case study, particularly aligned with my academic background in Economics. In

addition, there were general questions about my profile, prior experiences, and expectations from the role.

4 WHAT WAS YOUR PREPARATION STRATEGY FOR APTITUDE TESTS AND INTERVIEWS?

For the aptitude test, I did not undertake any specific preparation, as it primarily tested fundamental concepts.

For the interview rounds, I focused on practicing case studies and guesstimates using consulting preparation materials, including resources from IIM Bangalore, as well as online platforms such as YouTube.

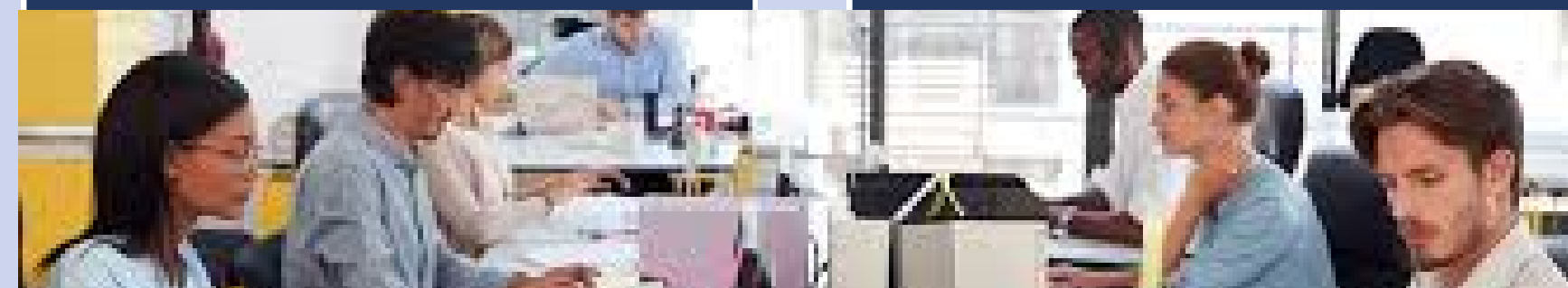
Most importantly, I dedicated significant time to preparing my CV. Interviewers tend to focus heavily on internship experiences,

so it is crucial to be thorough and confident about every detail mentioned. One must strike a balance—neither exaggerating nor underplaying their work—and build a strong, coherent narrative around their experiences.

5 HOW DID YOU APPROACH CV BUILDING FOR CONSULTING ROLES?

I created a single, well-structured CV that I used across all applications, rather than tailoring it to specific companies. My approach was to highlight my key skills at the top, followed by my internships listed in reverse chronological order.

I had completed internships with organizations such as NITI Aayog and Tech Mahindra, and I ensured that my contributions were presented effectively using concise



bullet points. I focused on highlighting impactful work and key achievements rather than including excessive detail.

It is important to keep the CV clean, visually appealing, and not overly text-heavy. Recruiters typically skim through CVs, so clarity, spacing, and strong keywords play a crucial role.

Detailed explanations can always be provided during the interview.

6

WHAT KIND OF INTERNSHIPS OR EXPERIENCES SHOULD STUDENTS PURSUE IF THEY ASPIRE TO ENTER CONSULTING?

Consulting firms generally do not expect freshers to have prior consulting-specific experience. Instead, they focus on how candidates present their existing experiences.



Regardless of the domain—be it marketing, research, or any other field—what matters is what you learned, how you approached your work, and the value you created. Candidates should demonstrate strong analytical abilities, effective communication skills, and adaptability. Since consulting often involves client interaction, being confident, presentable, and comfortable working with data is equally important.



7

WHAT TIPS WOULD YOU GIVE FOR HANDLING SITUATIONAL OR BEHAVIORAL INTERVIEW QUESTIONS?

It is important to take a moment to think before answering such questions. Candidates should avoid trying to appear overly unique or excessively assertive, as interviewers may probe deeper into their responses.



Rather than trying to stand out artificially, it is better to provide balanced and thoughtful answers. At the entry level, companies look for individuals who are adaptable, open to learning, and receptive to guidance, rather than those who come across as overly opinionated or rigid.

8 HOW DID YOU BALANCE ACADEMICS, EXTRACURRICULAR ACTIVITIES, AND PLACEMENT PREPARATION?

I was not heavily involved in multiple societies, which allowed me to maintain a better balance. My approach was to focus on extracurricular activities earlier in the semester and gradually shift my attention to academics as examinations approached.



For placement preparation, I would strongly recommend starting at least four to five months in advance, particularly for case studies and interview practice, as building confidence and clarity takes time.

9 ANY FINAL ADVICE FOR STUDENTS ASPIRING TO BUILD A CAREER IN CONSULTING?

For students targeting consulting roles, especially within Big Four firms, I would strongly recommend opting for India-based divisions rather than global or offshore divisions.



Global divisions often involve backend roles with limited client interaction and challenging work hours due to time zone differences. In contrast, India-based roles provide significantly more client-facing opportunities, better exposure, and hands-on experience.

Working directly with clients not only enhances learning but also builds confidence and professional competence at a much faster pace.



INTERVIEW

transcripts



Meet **Sneha Gupta**, a final-year BAP (Economics+Maths) student with a minor in Mathematics at Miranda House, University of Delhi, who secured the role of **Uniqlo Management Candidate (UMC) at Uniqlo** through campus placements. Throughout her college journey, Sneha actively engaged in leadership roles within societies while simultaneously strengthening her skill set through multiple certification courses in areas such as data analytics, project management, and programming.

In this interview, she shares her placement journey, preparation strategies, and key insights into the recruitment process at Uniqlo, along with practical advice for students aiming to build careers in the retail and management domains.



1 COULD YOU BRIEFLY INTRODUCE YOURSELF AND SHARE YOUR ACADEMIC BACKGROUND?

My name is Sneha Gupta, and I am currently a third-year student at Miranda House, University of Delhi. I am pursuing a major in Economics with a minor in Mathematics. I aim to build a career in finance and eventually pursue an MBA.

Throughout my college journey, I have been actively involved in societies and leadership roles, while simultaneously building my skill set through certification courses. This combined approach formed the foundation of my preparation for the placement process.

2 WHAT ROLE HAVE YOU BEEN OFFERED AT UNIQLO, AND WHAT MOTIVATED YOU TO PURSUE THIS OPPORTUNITY?

I have been selected for the role of Uniqlo Management Candidate (UMC), which is essentially a Production Management role.

Several factors motivated me to apply to Uniqlo. Firstly, it is a globally recognized brand under Fast Retailing, a leading retail group. Uniqlo itself is one of the most successful companies within the group and is growing rapidly in the global retail space.

Secondly, being a Japanese company, it offers a structured work culture and relatively balanced work-life dynamics, which was important to me as I plan to prepare for competitive exams and pursue an MBA in the future.

Additionally, the role aligns well with my long-term goals, as it provides managerial exposure and helps build a strong foundation in management—something that will strengthen my profile for future academic and professional pursuits.

The placement process itself was also appealing, as it involved multiple rounds, giving me the opportunity to showcase my strengths in interviews. The location—Bangalore—was another major factor, given its vibrant professional ecosystem and networking opportunities.



3 WHEN DID YOU BEGIN YOUR PLACEMENT PREPARATION, AND WHAT WAS YOUR OVERALL STRATEGY?

I began my preparation around July, when the placement cell initiated the process and asked us to prepare our resumes. From that point onwards, I became more focused and intentional about placements.

My strategy involved tailoring my CV slightly for each role by aligning my skills with job requirements. I practiced guesstimates, case-based questions, and commonly asked HR questions. Instead of memorizing answers, I created a mental framework or “blueprint” for structuring responses.

Additionally, I worked on aptitude preparation, including reasoning, quantitative ability, data interpretation, and English. Alongside this, I completed several certification courses on platforms like Coursera, including Google Project Management, Data Analytics, Marketing, Python (University of Michigan), and courses related to AI. These were extensive, multi-course programs that demonstrated consistency and academic commitment.

4 HOW DID YOUR INTERNSHIPS, PROJECTS, OR EXTRACURRICULAR EXPERIENCES STRENGTHEN YOUR PROFILE?

I did not have extensive internship experience during college; most of my internships were completed during school. However, I leveraged my leadership roles in college societies effectively.

I ensured that I could clearly articulate my responsibilities, contributions, and impact within each role. Additionally, I focused on demonstrating a strong understanding of the certification courses I had completed, as interviewers often assume that online certifications may not reflect deep knowledge.

I positioned my profile around initiative, leadership, and continuous learning. Even with limited internships, I was able to present a strong and cohesive narrative by highlighting my strengths effectively and tailoring my profile for each role.



5

COULD YOU WALK US THROUGH THE RECRUITMENT PROCESS AT UNIQLO?

The process began with a Pre-Placement Talk (PPT), where the company introduced the role and recruitment stages.

The first stage was an aptitude test, which was slightly different from typical MCQ-based tests. It involved interactive tasks such as completing graphs and pie charts.

This was followed by a color grading test, where candidates had to arrange colors in gradient order. While unique, it was relatively simple and not a major determinant.

The first interview round was primarily HR-based, focusing on motivations, background, and general questions.

Shortlisted candidates were then invited to Bangalore for the final stages, which included:



- A factory visit to understand operations
- A group discussion based on a production-related case study
- A final interview with senior leadership

The final round emphasized understanding from the factory visit, alignment with the role, and long-term commitment to the company. The process was detailed and multi-layered, with consistent evaluation across stages.

6

COULD YOU ELABORATE ON THE COLOR GRADING TEST?

The test involves arranging a series of colored blocks in the correct gradient order—for example, from the lightest shade to the darkest.

While the task is simple, it can be slightly tricky due to subtle differences in shades. The score reflects accuracy, with lower scores being better. However, it is not a decisive factor in the selection process.

7

HOW SHOULD CANDIDATES HANDLE SITUATIONAL OR UNEXPECTED INTERVIEW QUESTIONS?

For situational questions, I would recommend using the STAR Method—explaining the Situation, Task, Action, and Result. This provides a structured and coherent response.

If you are unable to recall a relevant example, it is perfectly acceptable to acknowledge that and instead explain how you would approach the situation hypothetically.

Honesty is crucial. Interviewers can easily identify fabricated responses, so it is better to be transparent and composed rather than attempting to give an unrealistic answer.

8 WHAT SKILLS ARE MOST IMPORTANT FOR SOMEONE ASPIRING TO WORK IN THE RETAIL INDUSTRY?

For management roles in retail, strong life skills are essential. These include:

- Communication and articulation
- Critical thinking and problem-solving
- Leadership and initiative
- Negotiation and persuasion skills

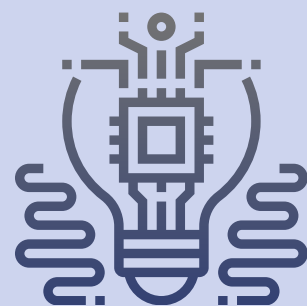
Since such roles are dynamic and multifaceted, individuals are often required to take on diverse responsibilities. Therefore, adaptability and a well-rounded skill set are extremely important.

9 HOW DID YOU BALANCE ACADEMICS, EXTRACURRICULARS, AND PLACEMENT PREPARATION?

Balancing multiple responsibilities requires strategic planning. Since placement processes are not continuous, prior preparation helps reduce pressure during active recruitment phases.

I managed extracurricular responsibilities by completing most tasks remotely and allocating specific hours weekly. On campus, I focused on academics and classes.

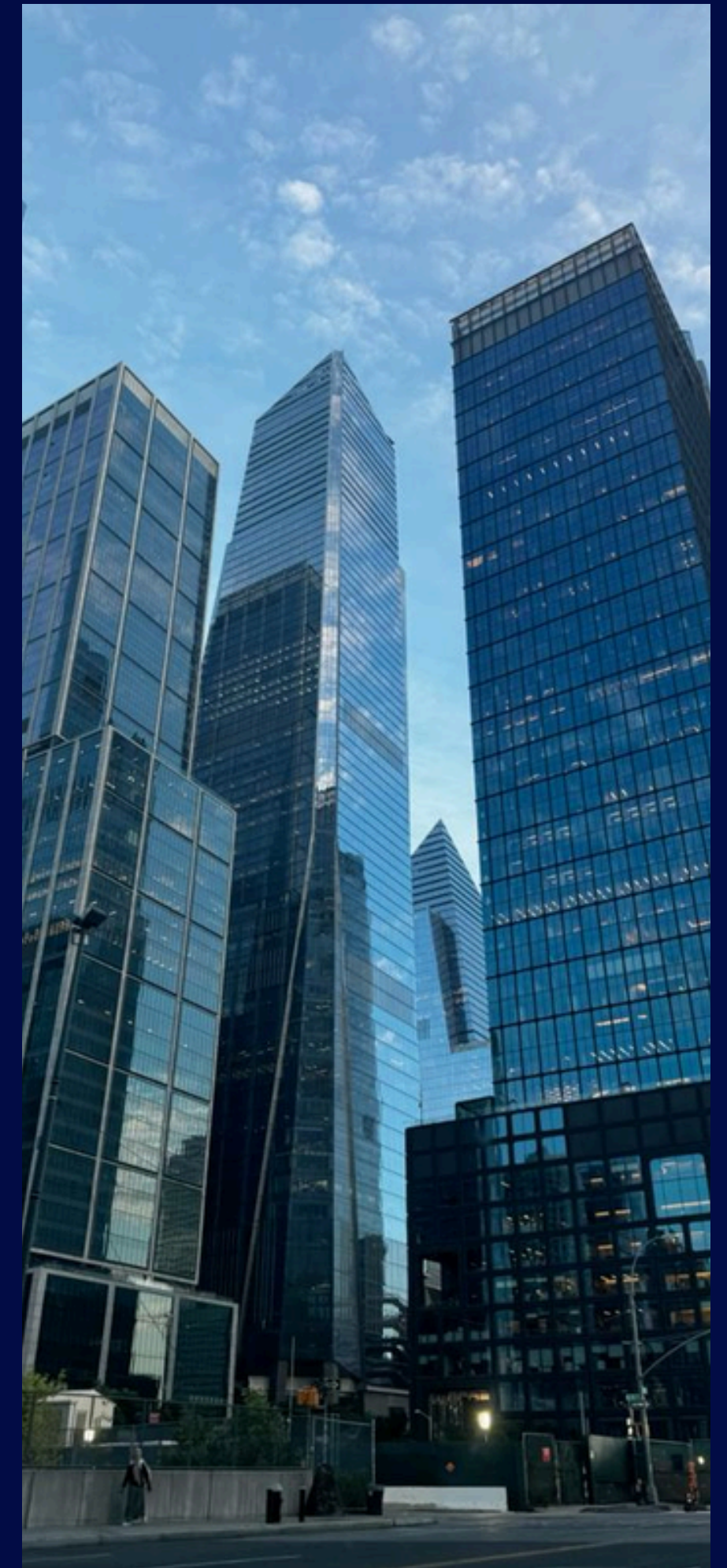
I would also recommend prioritizing quality over quantity—being meaningfully involved in a few activities rather than superficially participating in many.



10 WHAT EXCITES YOU MOST ABOUT STARTING YOUR JOURNEY WITH UNIQLO?

The work environment is one of the most exciting aspects for me. Visiting the head office and factory gave me valuable insight into the role and organizational culture.

Additionally, being based in Bangalore offers immense opportunities for networking and professional growth. The combination of a dynamic work environment, strong organizational structure, and a new phase of responsibility makes this opportunity very exciting.



11

WHAT ADVICE WOULD YOU GIVE TO JUNIORS PREPARING FOR PLACEMENTS OR TARGETING THE RETAIL INDUSTRY?

Firstly, avoid becoming overly attached to a single role. Rejections are a natural part of the process, and it is important to remain resilient.

Secondly, be thoroughly familiar with your CV. If you understand your experiences well, answering interview questions becomes much easier.

Creating structured “blueprints” for common interview questions can be very helpful, especially for those who may not be naturally confident in interviews.

Additionally, carefully read job descriptions before applying and avoid overloading yourself



with too many applications. Managing stress and maintaining focus is important during the placement season.

Lastly, avoid comparing yourself with others. Everyone has a unique journey, and confidence in your own abilities is key. The most important factor is your ability to present your profile authentically and effectively.

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