

**Workshop on “NaeDisha-Career Guidance Workshop” at  
Maulana Abul Kalam Azad University of Technology, West Bengal  
(Formerly, West Bengal University of Technology)**

United Nations Development Program (UNDP) has initiated project Disha in India, as part of which it plans to reach out 1 million girls in the next three years.

Leading corporate such as Pepsico, Nestle, Airtel, Honda etc. as part of their CSR initiatives have joined hands with UNDP to offer Career Guidance and Placement support to young girls completing their college and project NaeDisha has been lunched for the same. This project is being implemented across the country for over 10,000 girls this year.

As part of this project, a workshop would be conducted with 250-500 girls in a college, followed by a brief assessment and certification for girls who successfully quality the assessment.

- This workshop would be organised for students pursuing their final year as well as pass out students from our college.
- They propose to have around 400 students in this workshop, 300 final year girls and 100 pass out girls who would like to take up a job.
- This would be a 2-3 hours' workshop which will orient girls on emerging employment opportunities in India across leading sectors such as Fast Moving Consumer Goods (FMCG), Retail, Telecom, Automobile etc. In addition to brief sectorial overview, they will also share with the students different career options across Supply Chain, Logistics, Sales, Marketing, Customer Support etc.
- The workshop would be followed by a 30 minutes multiple choice question assessment which shall be administered as a Pen & Paper test or mobile based IVR test.
- The girls who pass the assessment shall be given a certificate of 'Career Assessment Test' by UNDP and partner Corporate Partners.
- The corporate Partners of this project including Pepsico, Nestle, Airtel, Honda etc. have identified suitable job openings for girls across various departments including marketing, operations, sales, customer support etc. in the region of your college. Post this workshop, they will help to connect the certified girls to these identified job openings based on their area of interest and competence.

The girls shall also have the options to capture their professional details in a special job portal and all the girls who want to seek a job in future can connect to employers through this portal.

This workshop will be supported by TEQIP-II which will be held on 28<sup>th</sup> October, 2016 at Maulana Abul Kalam Azad University of Technology, West Bengal (formerly West Bengal University of Technology) auditorium from 1 pm onwards. The registration will be started from 11.00 am at TEQIP-II (Room No: 202).

Therefore, this is to inform the students who are interested to take part in this unique initiative for a bright career.