

Rukmini Devi Institute of Advanced Studies

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(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

Demo of “Industry Linked Program” with SecureNow

On

January 31, 2018



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FORM A

Proposal:

- **Name of the event to be organized:** Demo of “Industry Linked Program” with SecureNow
- **Date:** January 31, 2018
- **Time:** 11:20 AM – 12:10 PM
- **Venue:** Lecture Theater, RDIAS
- **Motivation for the activity:** The Lecture was conducted to acquaint the students with the knowledge about LinkedIn program. LinkedIn is a business- and employment-oriented social networking service that operates via websites and mobile apps. It is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.
- **Resource Person:** Mr. Manish Dev; Partner- Sales in SecureNow
- **Organized by:** Department of Management Studies, RDIAS

FORM B

Part 1

Aim of the event:

Industry linked program is a course which emphasizes upon the overall development apart from the course curriculum. It helps to make participants ready for job by acquiring the necessary skill set needed to become an efficient employee. The objective of the institute of making the students not only academically brilliant, but also aiming to make them true leaders and better team players is well achieved through such Lectures.

Part 2

Abstract:

Industry linked program was delivered by Mr. Manish Dev, Partner- Sales in SecureNow. He has over 9 years of domain experience in Business Development, Marketing, Sales, Strategy and Channel Partnerships across Education, Training and Manufacturing Industries. Mr. Manish Dev along with SecureNow team visited and delivered a lecture on Industry linked program. SecureNow a young insurance broking firm, is bridging a vital gap by distributing pure-risk, commercial insurances to small and medium enterprises. These small companies do not have access to quality insurances on their own. SecureNow is able to distribute commercial insurances in a sustainable manner by effective use of technology. It is a full service firm that provides excellent claims support to small companies in addition to placing quality insurances. The company's success can be gauged by the fact that it has over 3000 clients and acquires new clients rapidly.

LinkedIn is a business- and employment-oriented social networking service that operates via websites and mobile apps. It is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. Most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. LinkedIn allows members both workers and employers to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships. Members

can invite anyone to become a connection. The "gated-access approach" where contact with any professional requires either an existing relationship or an introduction through a contact of theirs is intended to build trust among the service's members.

Industry linked program is a course which encompasses on the overall development apart the course curriculum. It helps to make participants ready for job by meeting the skill set needs of prospective employers. The course has been developed with an emphasis on lending practical knowledge rather than just theoretical knowledge rather than just theoretical knowledge.

The SecureNow team discussed a model to be taught the students of RDIAS which will be of 100 Hours. The main aim of the module is to create a bridge between SecureNow and Rukmini Devi Institute of Advanced Studies.

The demo was indeed an interactive and knowledgeable. The SecureNow team answered all the queries well and the participants were completely satisfied. Participants found the demo to be really productive and a wonderful learning experience.

Part 3

Conclusion

Attending the session was not just educative and informative, but also an exposure for our young students. It helped the students understand the Industry Linked Program. Such lectures play significant role in shaping careers and making of correct choices. The fruitfulness of the activity was visible by the fact that the students were already looking forward to attend more such sessions.

Snapshots of the Lecture



RDIAS welcomes company official from Secure Now



Student's interaction with delegate



Students were fully engrossed



Chairperson, Industry Institute Cell presenting token of thanks to delegate.