




# **Presentation I**



# Career Development Report

Report On  
Relevant Skills Sets Prevalent in the Industry

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Skills Prevalent In  
Industry



How to Build  
Relevant Skills



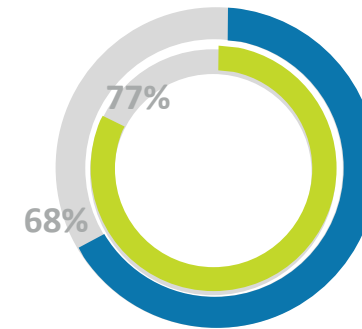
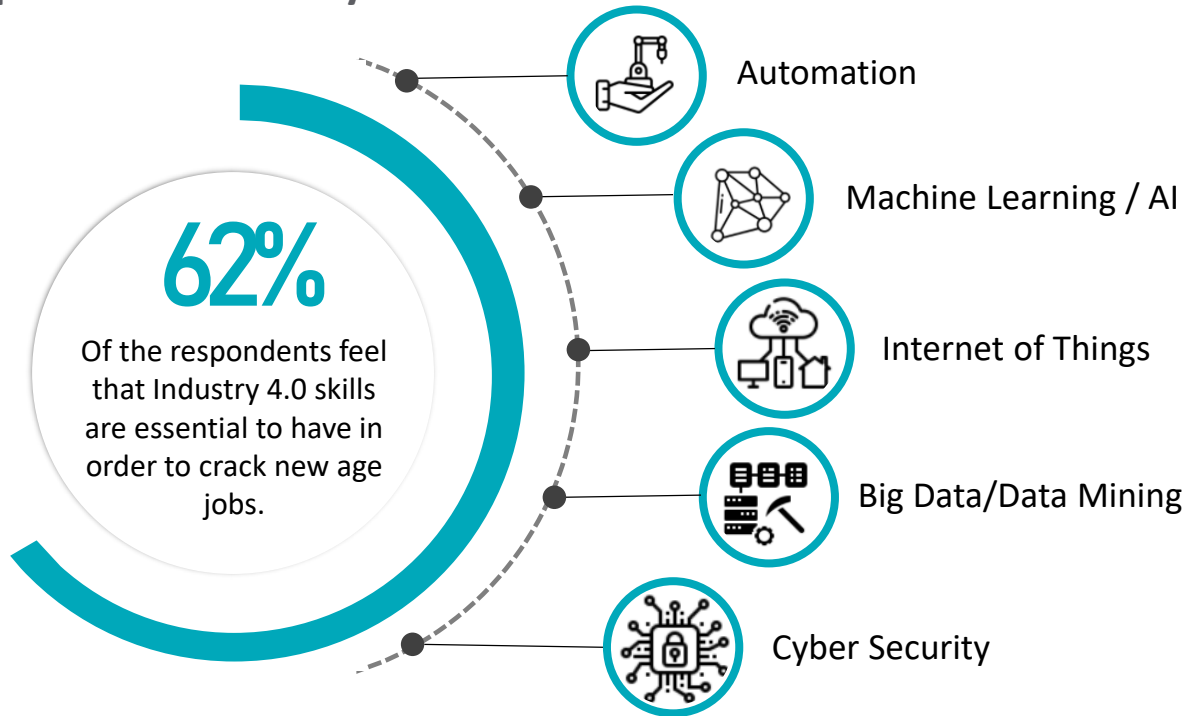
Correlation Between  
Upskilling and Cracking  
Dream Jobs



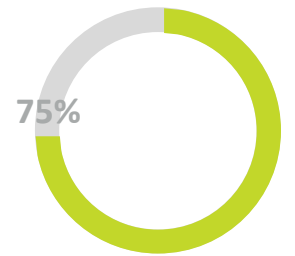
How CDC can play a role  
in student's journey



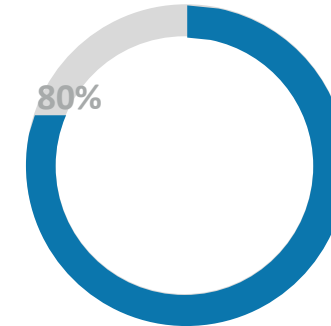
## Industry 4.0 skills can help you convert dream jobs irrespective of industry



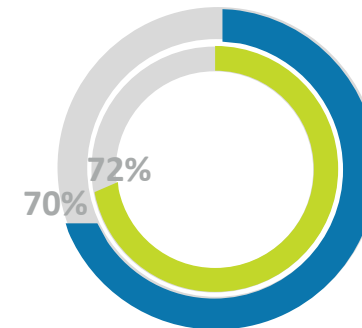
Respondents feel basic programming skills are necessary irrespective of the engineering or management course.



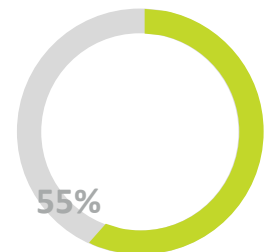
Recent Graduates who had to brush-up or learn programming skills after landing in the industry



Recruiters recognize the value of certification, others however feel it doesn't add much value.

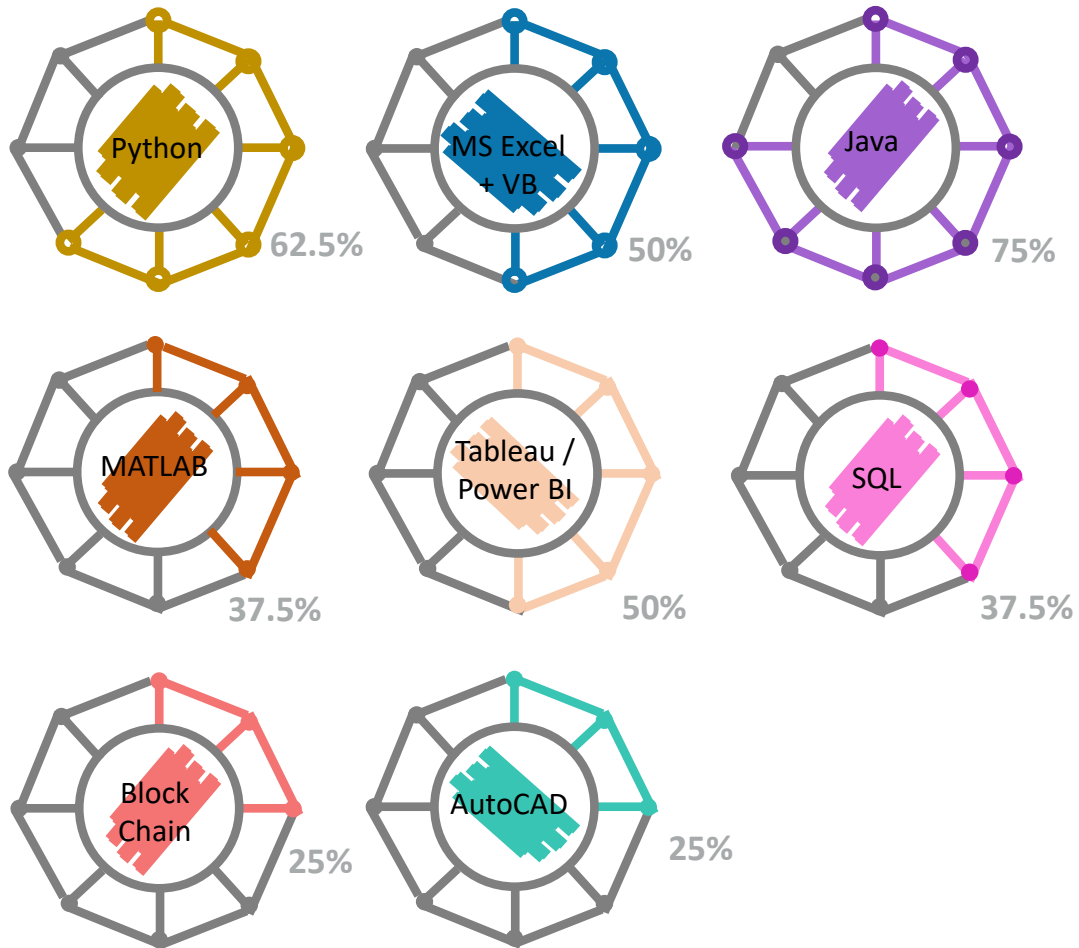


Respondents feel that basic programming skills increase the probability of getting better job.

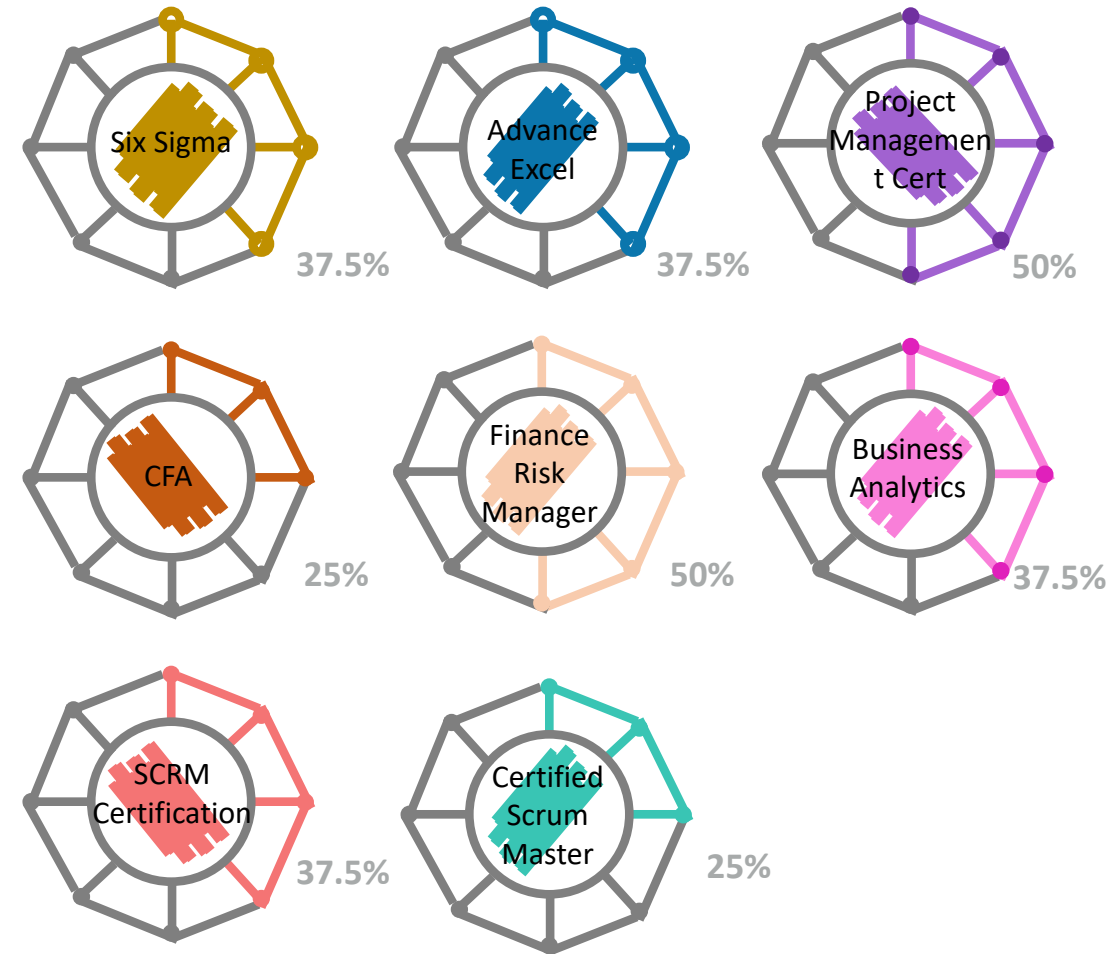


Respondents feel that college courses are suffice to learn programming languages.

## Some of the skills required by the industry



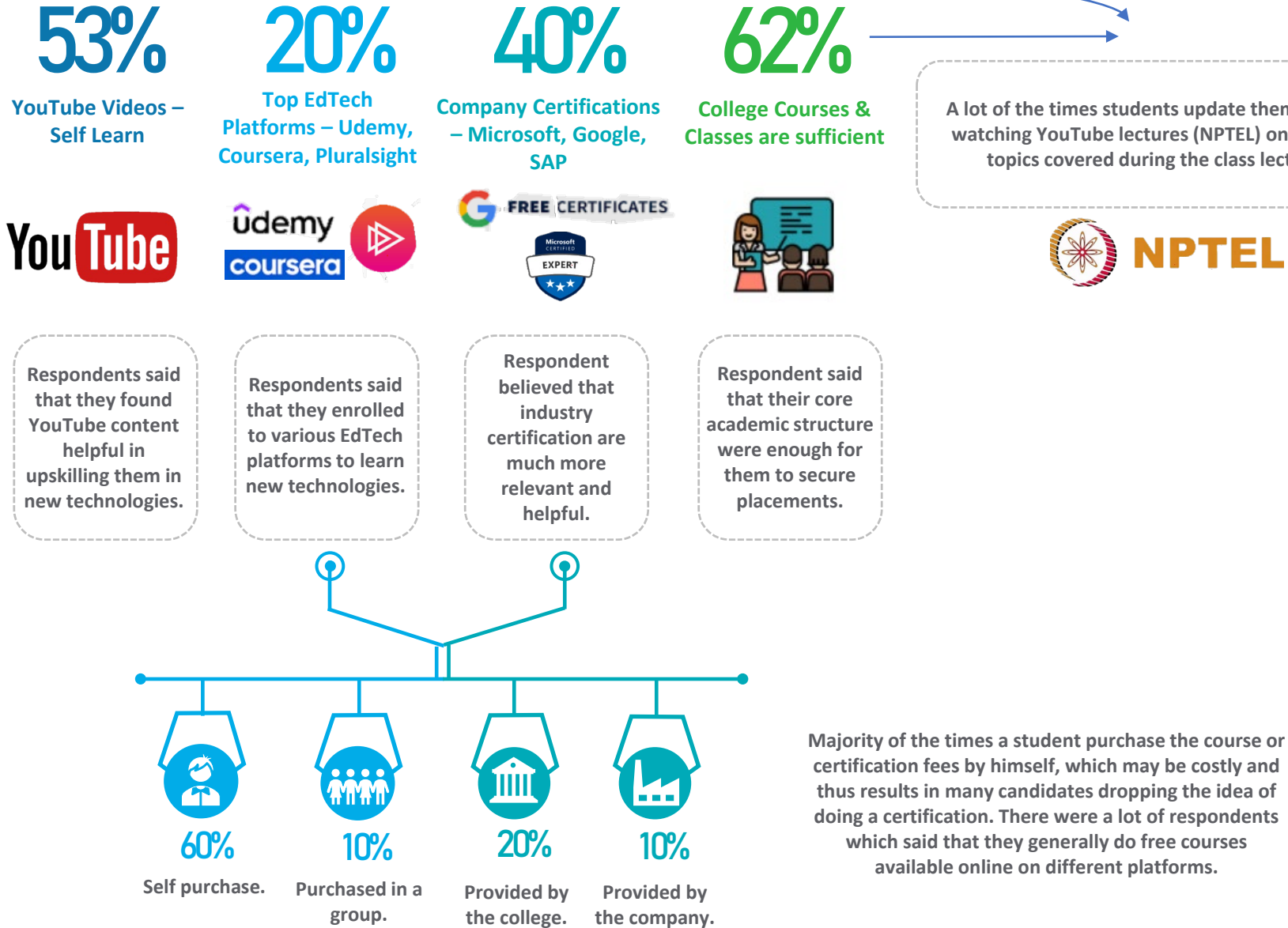
Engineering Skills



Management Skills

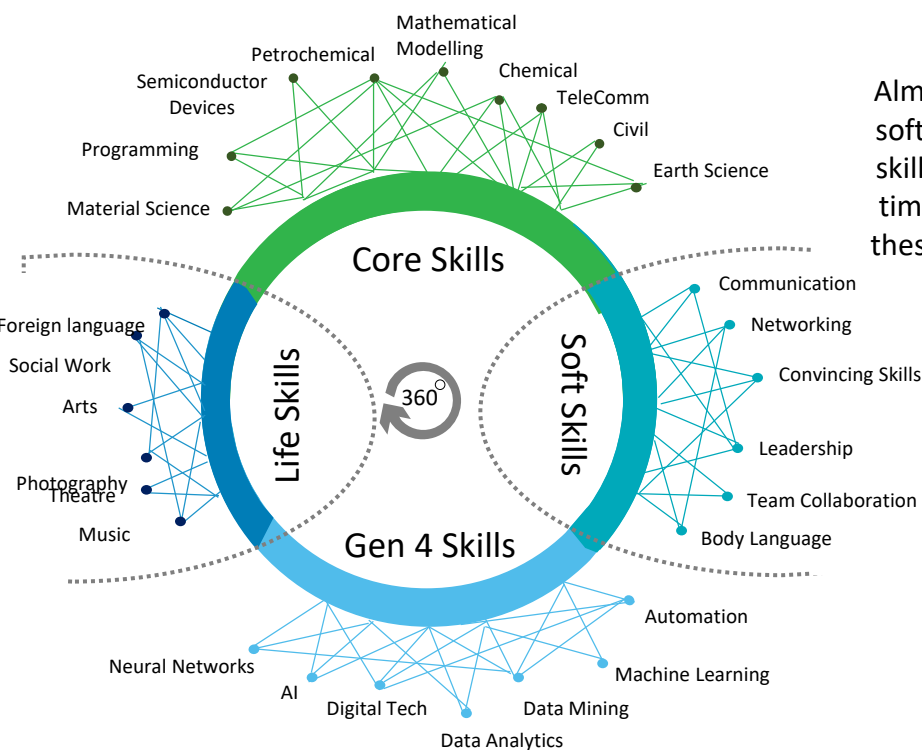
A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a green hijab and a white long-sleeved shirt. A gold bangle is visible on their left wrist. In the foreground, there is a smartphone and some papers. The background is blurred, showing what appears to be a library or study area with bookshelves.

## How to Build Relevant Skills





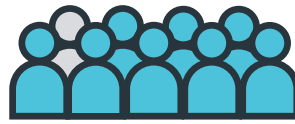
# How to enhance life skills & tackling real-world problems



Almost all the respondents believe that soft skills are equally important as core skills. They also added that most of the times students miss out on developing these skills due to lack of opportunities.

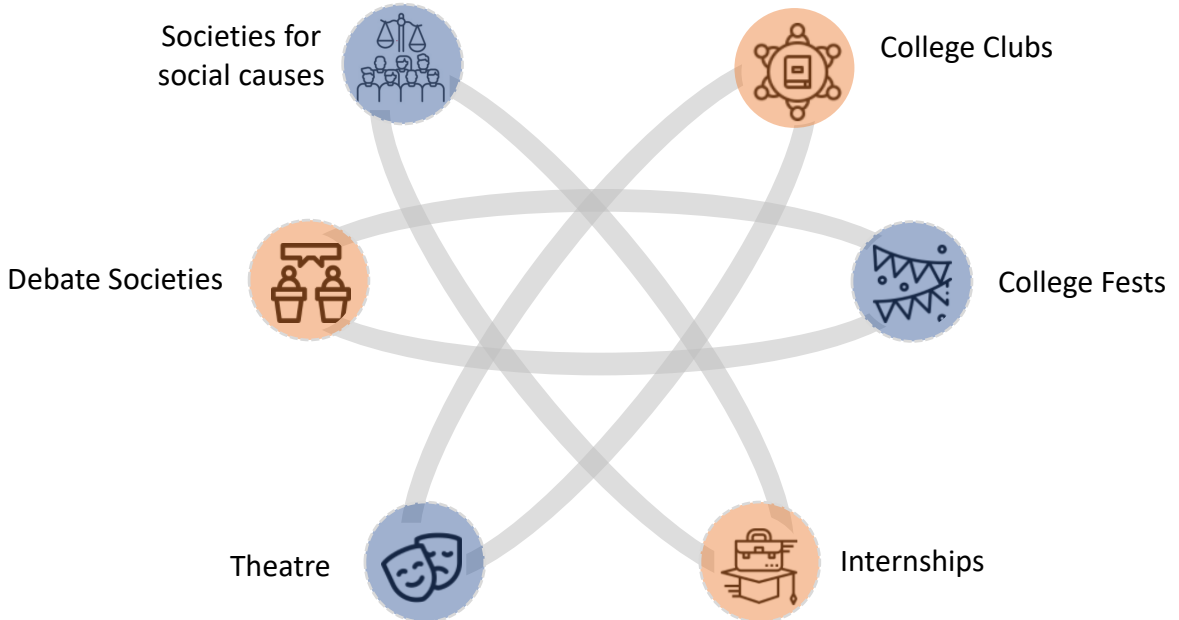
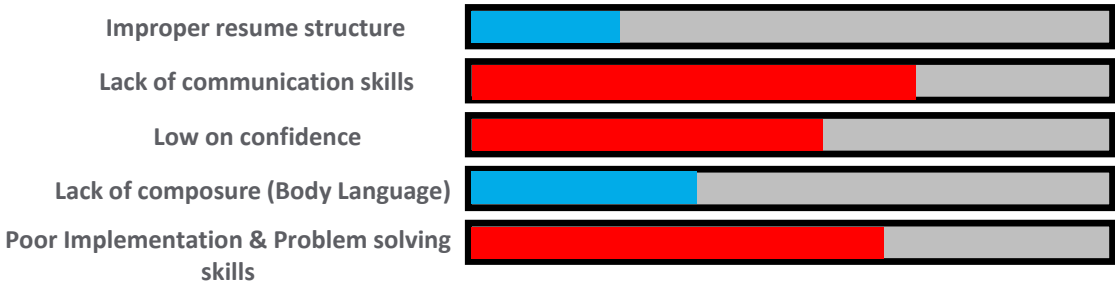


55% of respondents feel that subjects like – music , arts and craft, theatre , foreign language, human value would help them tackle real – world problems and find innovative ways to come up with interesting solution.

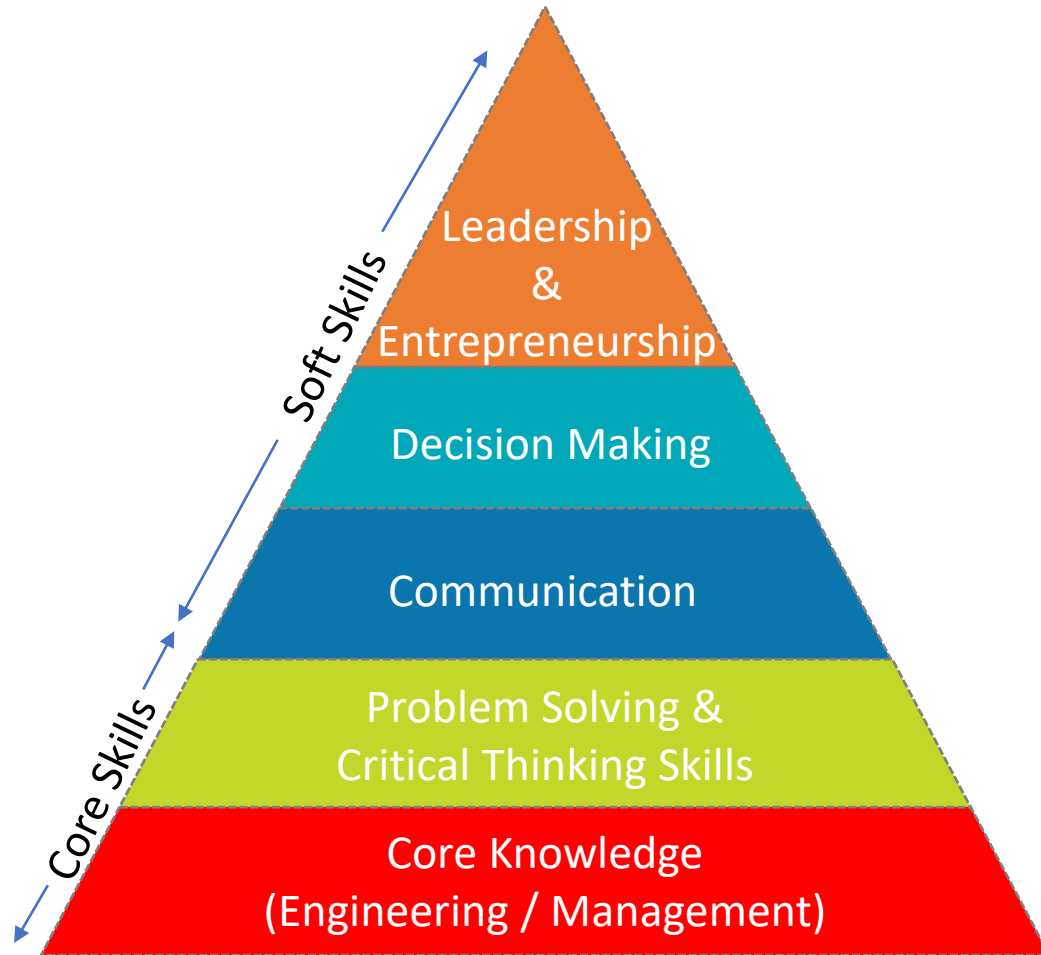


Most of the respondents told that people skills can be developed only when students participate in college activities like – clubs, fests, societies.

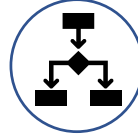
## Prominent reasons students are unable to convert opportunities despite possessing excellent tech skills



## Skills on which any candidate is tested during the recruitment process



People having the team management and negotiation skills are preferred by the companies. Those with the ability to convince others about their ideas.



Firms are trying to hire candidate having the ability to take position of responsibilities showcasing the ability to take critical decisions at the workspace.



As companies have shifted to digital workspace, they have increased the focus on interpersonal skills to communicate effectively in virtual work environment.



Case based scenarios where companies test overall understanding that a candidate possess. More emphasis is laid on approach rather than results.

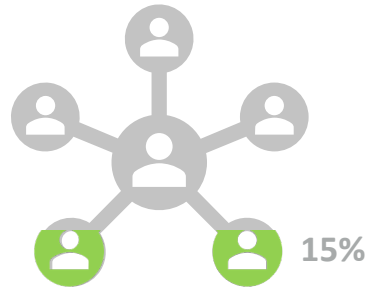


This forms the foundation of any recruitment process, where a candidate is judged on this basis of subject knowledge.

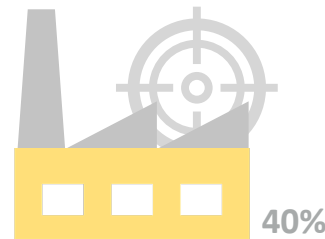


## Correlation between upskilling and cracking dream jobs

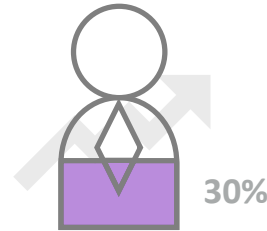
Networking with alumnus helps in gaining insights to the recruitment process. A student gets to know what type of candidate a company is looking for. Alumnus helps sharing anecdotes which may move beneficial for current candidates over the new recruitment process.



Upskilling also helps in finding the job in the industry of your choice. As most of the legacy industries are shifting to new technologies it is all the more crucial for students to keep themselves updated with latest technologies implemented in such industries – manufacturing , infrastructure, oil & petrochemical.




Resume act as a first point of reference before the recruiter has seen you in person in an interview. One increase it's chances of selection by structuring his resume in a better way as per the job description and requirements of the company.



As per the survey you increase your chances of selection in new age companies – Amazon, Facebook, Microsoft, Google. If you are updated with gen 4 technologies.



According to the survey , upskilling in the top technologies increases the probability of getting better package with a average salary hike of more than 20 %.

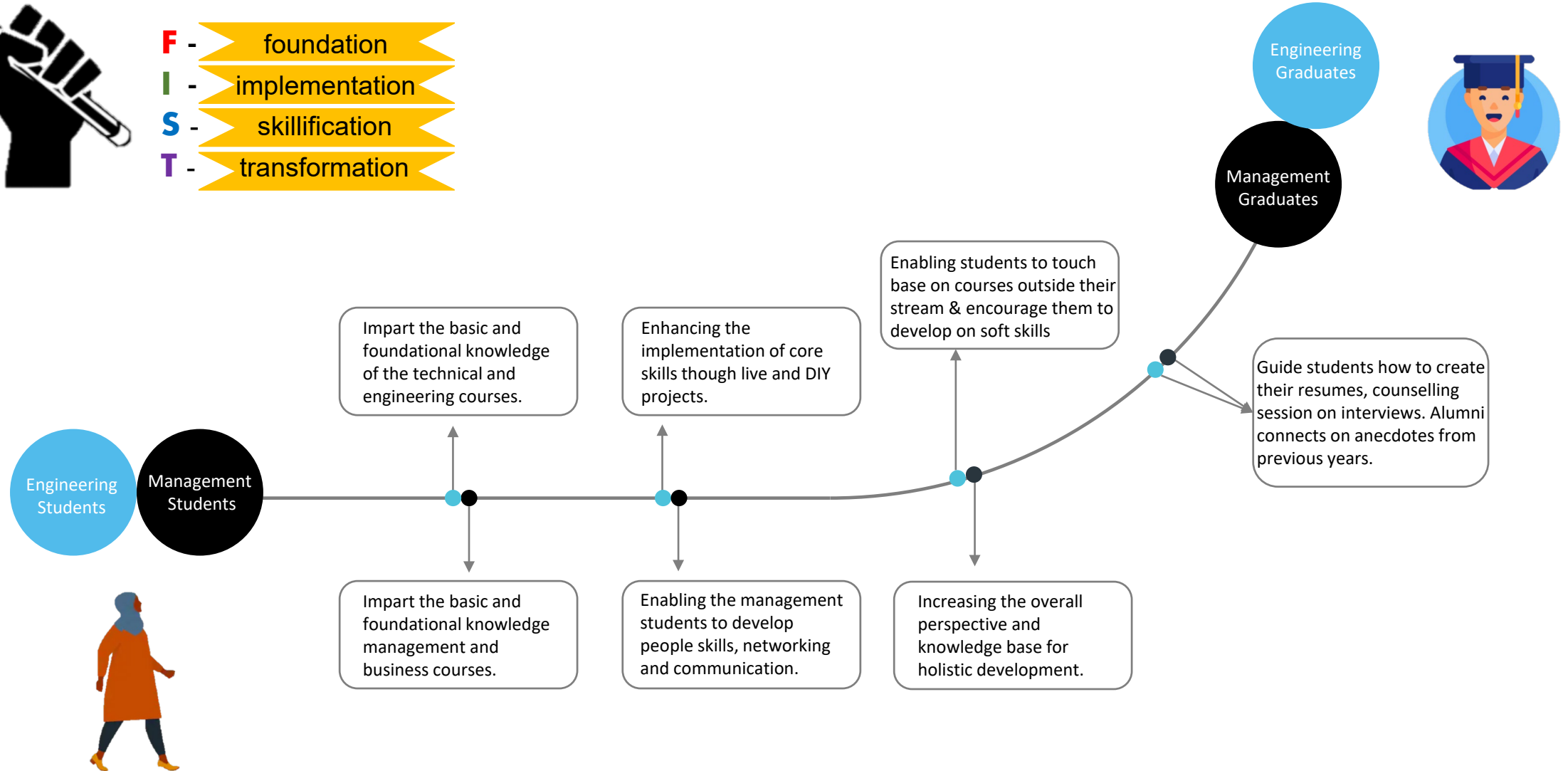
A photograph of a man in a dark suit, white shirt, and red patterned tie, wearing glasses. He is gesturing with his right hand while speaking to a student whose back is to the camera. The student is wearing a light blue shirt. They are sitting at a desk with papers. The background is a blurred office or classroom setting with a green wall and a window.

How can colleges play a role in student's journey

## Training & Placement Cell at various colleges walking parallel with student at every stage of his knowledge journey

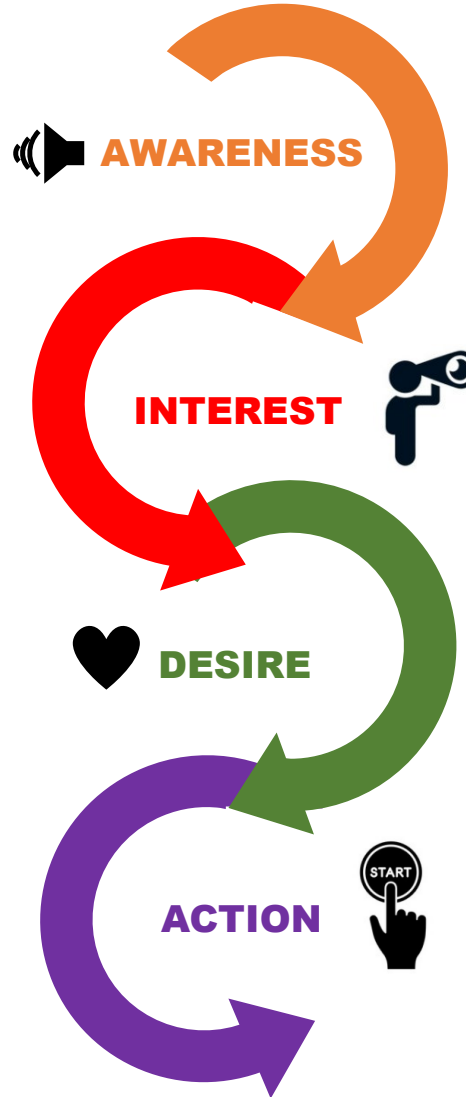


- F** - foundation
- I** - implementation
- S** - skillification
- T** - transformation



The Training Centers would conduct workshops, seminars and career counselling session which would enable the student to understand various career paths other than the ones belonging to their core field or stream. Also the critical part is to provide information to student what things they need to learn and upskill in order to get the specific roles within the industry.

Many times students showcase the desire to enrol in specific certifications and online courses, but they are not confident of paying course fee and the value addition it would have on their resume. The Training Centers should play a guidance role in order to transform this desire to concrete steps so that student can focus on learning rather than contemplating whether to enrol for the course or not.



## 4 Step Strategy to enhance interaction & engagement with students.

The next step is to make the students realize how they can gain the relevant skills, and how much of a difference it can make if they don't upskill themselves at right time. The Training Centers should provide the students with an easy & structured path where they can find fine tuned course material and the right strategy to learn new technologies.

With right strategy in place, directed focus on different branches and option to choose for different skill sets, students will be more entrusted with the feeling of undertaking the courses and certifications. The Training Centers must follow up and take feedback from students in order to understand the things that can be improved and facilitated next time.

## REFERENCES

### External Reports

<https://www.thehindubusinessline.com/news/education/iits-hone-students-soft-skills-to-make-them-job-ready/article20678796.ece>

<https://economictimes.indiatimes.com/jobs/how-the-new-age-student-can-develop-key-skills-to-be-job-ready-for-a-transformative-world/whole-new-set-of-skills/slideshow/81041326.cms>

<https://www.upgrad.com/blog/hottest-tech-skills/>

### Survey Data

[https://docs.google.com/spreadsheets/d/1\\_erbQaXrcmvuWlixVr4ohyGnQzXEvoLF69C27\\_wwe0s/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1_erbQaXrcmvuWlixVr4ohyGnQzXEvoLF69C27_wwe0s/edit?usp=sharing)





# **Presentation II**

The background is a vibrant, abstract collage of colors including orange, yellow, green, blue, and purple. It features stylized, overlapping shapes that suggest a group of people or figures in a dynamic, inclusive setting. The text is centered over this background.

# **QUEst Inclusion and Diversity Club**



## Problem Statement

Design, structure and launch a pan-IIM inclusion club program to bring in high quality Diversity and Inclusion initiatives to the entire IIM community; provide support services and create ally ship for students from marginalised community.

## Why is it Required

To increase awareness about the issues surrounding diversity and inclusion. IIMs being the prestigious B-schools in the country and training ground for future leaders want to **lead this social change** both within and outside its campuses.

## How to Overcome

Our philosophy is that **exposure creates inclusivity**, which can only be build though community based approach. Bring in like minded people together & build community via creative events which showcase problems that plague our society

### Why IIMs should lead this change ?

- Being amongst the top B-schools in the country, IIMs attract the brightest of talent in the country.
- Leader for the future. Alumnus go on to achieve leadership position and would lead this change in social and business org in future.
- Free and Open thought culture. Liberal mindset amongst students & faculty. Already has a cultivating and breeding ethos of inclusiveness.
- Lead this social change being an Institute of Eminence. Influence society and people at large.
- Can leverage its position – Easy to bring in corporate interaction, learn from influencers and social entrepreneurs .

### Building Awareness though ToolKit

- Provide e-toolkit to every new incoming candidate in IIM to increase the awareness & most importantly to make them realize the importance of diversity & equality.
- Provide information about the policies and frame works already in place inside IIMs that are specially focused to bring marginalized identities into main stream.
- Information about the government rules and regulations that are constituted in order to protect marginalised community.
- Information about the procedure to register complaints and grievances, contact details of authorized people to reach to during any incident which involves discrimination of any kind.



Toolkit Brochure for every incoming candidate in IIMs.



### Insights to ToolKit

#### **Women Initiatives :**

Clubs eccentric to women leadership and promotion. Platforms to showcase female alumnus success stories.

#### **LGBTQ Community Initiatives :**

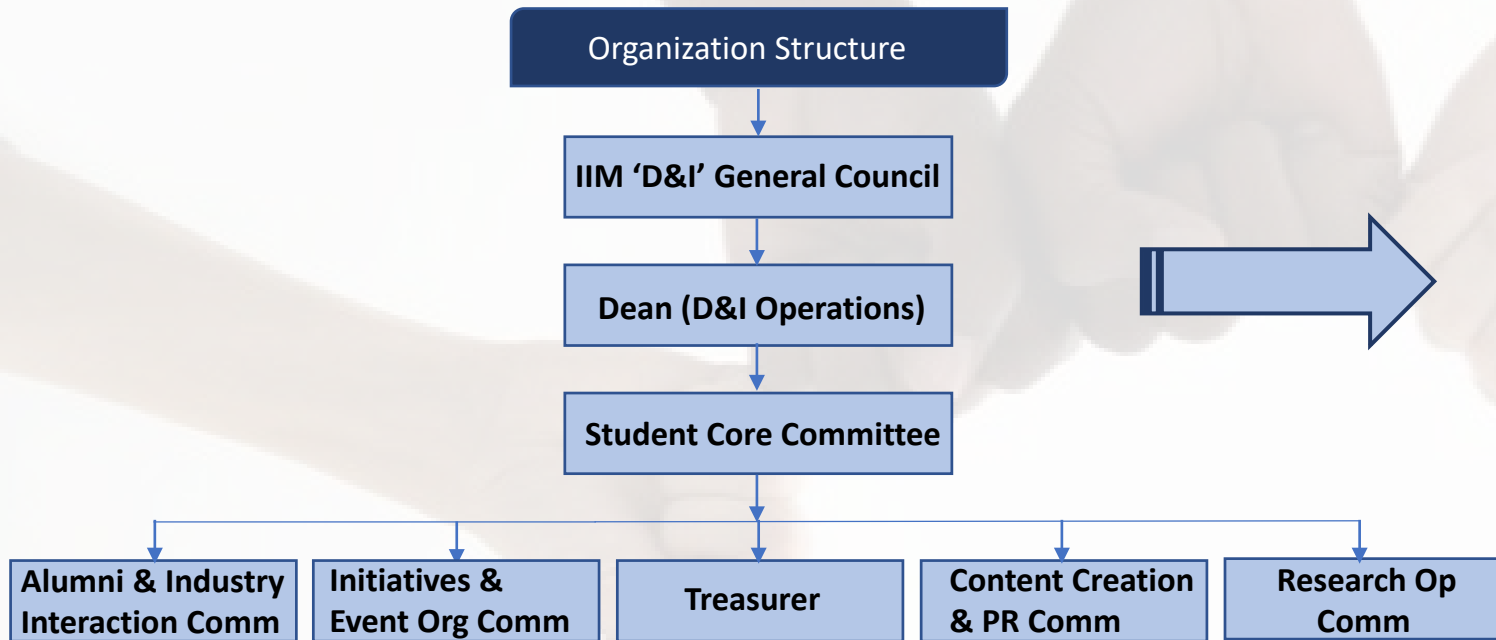
Platform to listen to view & thoughts of people belonging to LGBTQ. Incr access to support to start social organisation by students.

#### **People with Humble Backgrounds :**

Provide initial support to build confidence and soft skills. Help students to gain responsibility & leadership positions.

#### **Initiatives for Specially Abled :**

Provide correct infrastructure and facilities so as to make them feel comfortable inside the campus. Individual tutor to help visual impaired.



## Engagement Programs (Enrol Students/Faculty Members/Alumni/Industry Partners)

### Students –

1. Incoming batch will be provided with information fliers about the initiative, philosophy behind the society and its working details.
2. A Joint Briefing Session will be held where students will be provided clarity about benefits of joining the society – Leadership Skills, Resume Building (IAS, Foreign Studies, CSR) , Networking , Improve Soft skills.
3. Activities and Competitions will be organised to attract students towards the working of the society. These events will also working in as selection procedure.

**Faculty –** Professors will be invited to mentor new students. Become panellists in events organised and hosted by the D&I society. Professors will also be engaged during research activities.

**Alumnus –** Invite Alumnus in leadership and HR positions to be guest speakers on the subject of Diversity and Inclusiveness in modern organisations. Send newsletters in emails to keep them updated about the initiatives taken by D&I society.






**Industry Partners -** Make Industry Partners aware of the latest practices being followed up inside IIMs to celebrate diversity. Have joint collaborations around Case Studies and other sponsored competitive events.

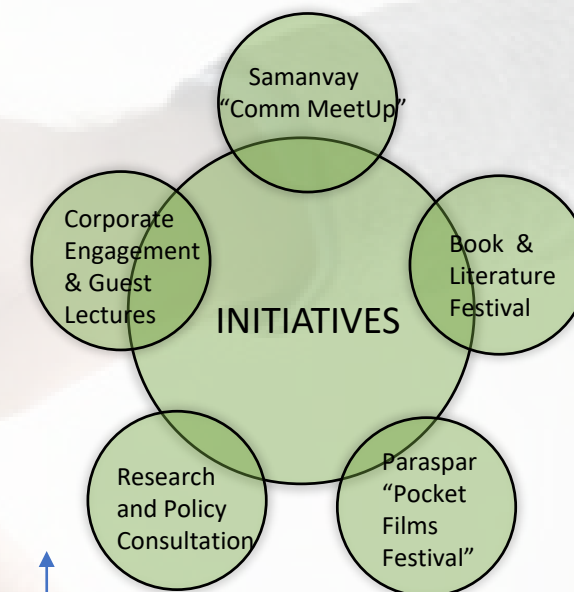
- General Council will head the organisation structure. It would consist of Directors from all IIMs, creating policy level decisions around diversity inclusion within various campuses.
- The second chain will have Dean associated to Diversity and Inclusion Operations. The Dean will oversee all the activities and engagement affairs within D&I society for respective institutes.
- The third vertical will consist of Student Core Committee which will consist of 5 elected members (heads of each council). These heads will be second year PGP students inside every IIM.
- The final vertical is distributed into 5 peripherals :
  - Treasurer – Overseeing funds and resource requirements.
  - Alumni & Industry Interaction Comm – Establishes Network with people inside the industry or involved in social welfare for marginalized community.
  - Event Organizing Comm – Manages all the D&I events that are talking place inside the college.
  - Content & Public Relations Comm – Oversee all the social media feed around the events. Assists with annual magazine (content creation).
  - Research Operations\* (Only second year student members)- Research team will be involved with college faculty and will be selected by the professors who will mentor the research paper or policy framework.

\* Only **Research Committee** needs faculty & dean approval prior to joining the program. For rest of the committees new candidates are selected by the Student Committees themselves.



## Activities and Initiatives (Service Deliverables)

Initiatives	Process	Impact
<b><u>Samanvay</u></b> Community meet up and talk session. 	Engage & Encourage meetups on diversified topics about discrimination. Induct new incoming batch students.	<ul style="list-style-type: none"> <li>Encourage people from marginalised community to speak their ideas and views.</li> <li>Increase sensitivity towards other communities.</li> <li>Help new students to feel comfortable during induction period.</li> </ul>
<b><u>Book and Literature Festival</u></b> Literature on social diversity. Read session & review talks. 	Engagement with authors who have deeply understanding, done research work or experienced social prejudices.	<ul style="list-style-type: none"> <li>Understanding cultural norms and believes held in different parts of the country.</li> <li>Early understanding help in taking informed decision as future leaders.</li> </ul>
<b><u>Paraspar Pocket Films</u></b> Short Documentaries, Plays and Drama inspired by real life stories. 	Help organize event on short films produced by students from inside and outside the institute. Social media channels to increase impact.	<ul style="list-style-type: none"> <li>Provide a platform for students to showcase their creativity and innovative story telling.</li> <li>An additional medium of communication for people from the marginalised community.</li> <li>Social media feed will increase the outreach and influence.</li> </ul>
<b><u>Research Papers &amp; Policy Consultation</u></b> Surveys and research studies focused on marginalised community. 	Initiate and provide assistance for research activities. Collaborate with government authorities or corporate to provide policy consultation to help marginalised community.	<ul style="list-style-type: none"> <li>Provide a breeding ground for research activities solely focused on social divide and marginalization.</li> <li>Help in increasing the research output of the institute.</li> <li>Surveys and research conducted by the institutes would help in building better and effective policies for social benefits.</li> </ul>
<b><u>Corporate/NGO Engagement &amp; Guest Lectures</u></b> Invite people from the industry & social organisations to share their learnings and experiences about diversity inclusion. 	Build network with different companies and social organisations that are leading the change. Leverage the alumni network and prestige associated with IIMs.	<ul style="list-style-type: none"> <li>Student will learn global best practices and partnerships that are strategized to encourage inclusiveness, diversity and equality in organisations across the world.</li> <li>Learn how companies are transitioning and exploring new methods to build better workplaces.</li> <li>Understand CSR activities at an early stage.</li> </ul>







### Financial and Revenue Model

- Initial Funds for operational requirement would be approved and provided by the IIM Finance council.
- Alumni funding can be a potential fund gathering source.
- Online events/ Competitions – Fees Levied for participation will be redirected to club resources.
- Crowd Funding in partnership with influencers who are ready to assist for social cause.

### Monetary Requirements

- Maximum financial flows will be required to host guest lectures or events at pan IIM level.
- Infrastructure and other logistics cost would be minimal.
- Cost for Publication and Printing of Annual Magazine and toolkit.
- Cost incurred during service delivery to new & baby IIMs.

### Potential Problems

- Students may feel more inclined to join other societies inside the college – PlaceComm, Consulting Society, etc.
- Many new IIMs (Amritsar, Jammu, Bodhgaya) may not have a robust D&I societies. It would hard to achieve immediate success at pan IIM level.
- There may be a resource crunch and fund issues inside new IIMs.
- It would be hard to synergise and coordinate similar activities across IIM at different points in time.

# THANK YOU

Filed By:



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MBA (BA) 2023

**Key Takeaways:** Context plays an important part in picking a company's growth strategy. The harshness, malleability and unpredictability of the business environment along with the diversity and dynamism of the number of environments a company operates in, all contribute to its growth strategy selection process.



# **Presentation III**



# Strategic Vision for Target Achievement @ 2012





# **CAVINKARE PRIVATE LIMITED**

The CavinKare story dates back to 1983, where we first set out as CHIK India Private Limited. Our humble beginnings saw us enter the market with one product, CHIK Shampoo. It was marketed in what was unheard of at the time, in sachets. Today, CHIK Shampoo has earned Iconic brand status. Cavinkare's brand deck now has 13 brands in the FMCG category and two salon chains.

Innovation led transformation from a pure Personal Care player to a FMCG conglomerate with Dairy, Snacks, Food, Beverages and Professional Care business

## **PRODUCT / SERVICES OFFERED**

### **HAIR CARE**

- Chik brand of shampoos
- hair wash
- powders
- hair oils
- hair dyes

### **SKIN CARE**

- Fairness creams
- Moisturizing lotions
- Face washes
- Cold creams
- Face toners
- Deodorants
- Talcum powders

### **HOME CARE**

- Toilet cleaners
- Dish wash bars

### **FOODS**

- Pickles
- Masalas
- ready to cook
- Candy
- dates

### **SERVICES**

- Beauty salon

## **MARKET SEGMENTATION**

### **GEO GRAPHIC**

- Metro city
- Urban
- Semi urban

### **DEMOGRAPHIC**

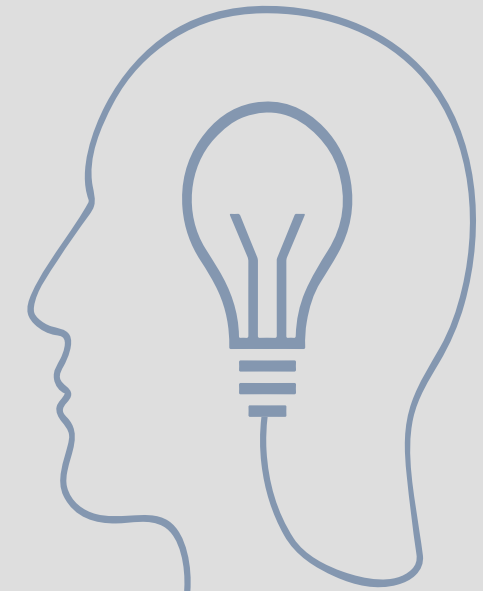
- All age people

### **PSYCHOGRAPHIC**

- Regions is not a matter ,fashion conscious

### **BEHAVIORAL**

- Customer stratification
- Periodic update



**SWOT ANALYSIS COMPANY**

<p><b><u>Strength</u></b></p> <ul style="list-style-type: none"><li>• Brand value</li><li>• Interaction with customer</li><li>• Communication between department</li><li>• Marketing strategy</li><li>• Innovation</li></ul>	<p><b><u>Weakness</u></b></p> <ul style="list-style-type: none"><li>• Lack of awareness of CavinKare products</li><li>• Lack Modern advertisement</li></ul>
<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"><li>• Mergers and Acquisitions</li><li>• Increased buying power</li></ul>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"><li>• Allegations</li><li>• New Innovative low-cost product development by competitors</li><li>• The market for highly lucrative goods is seasonal and any unexpected phenomenon</li></ul>



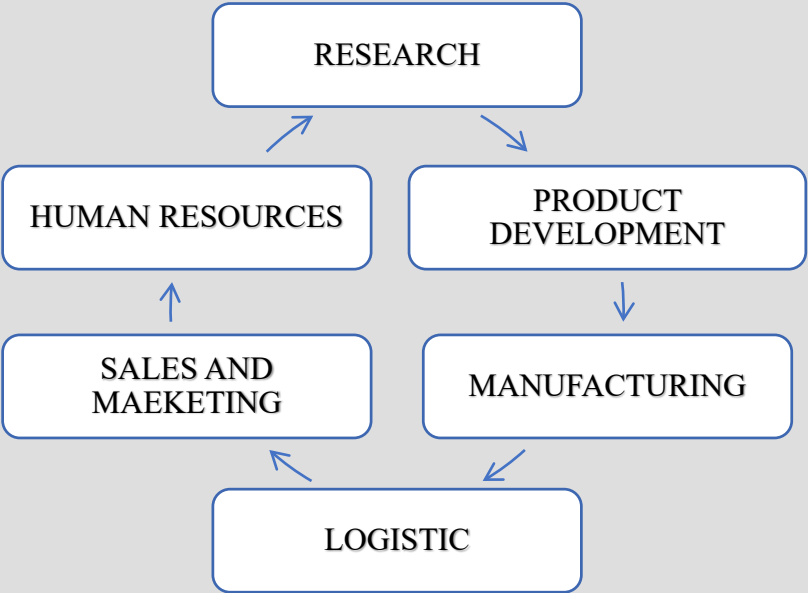
**OSERVATION**

By observing the SWOT analysis , company has band value and perfect strategy but now a days people are moving to digitalization so company has to change their advertisement strategy to digital market.

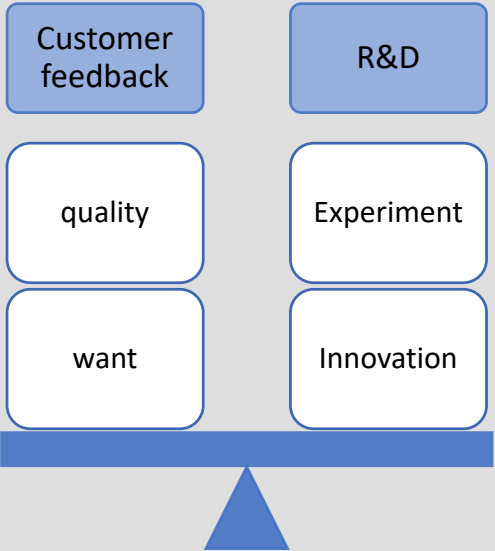
Need to improve the advertisement to increase consumer base.

Interaction with customer was the one important point to company became success so company have to hear the customer voice for men’s grooming product .

**COMPANY WORKING CULTURE**



**RESEARCH & DEVELOPMENT:**



**PRODUCT DEVELOPMENT:**

The new product development process went through six step process called **SIEMAL**

<b>S</b>	Started
<b>I</b>	Interested
<b>E</b>	Excited
<b>M</b>	Marketed
<b>A</b>	Advertised
<b>L</b>	Launched

## IDEAL STRATEGY

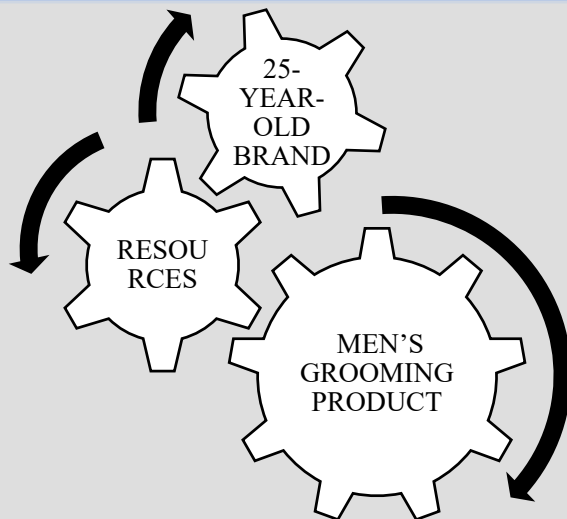
- Cavinkare private Limited's every strategy or idea purely rely on customer feedback and their research and development center –CRC are backbone of company they done all basic things also to make perfect product.
- Communication between each and every department in the company helps lot to survey in competitors.
- They are ready to change with surrounding of their ideal profile customer.

## MEN'S GROOMING PRODUCT

Introducing new product , very much necessary to increase or attract the customer more to buy our product. When come to the company flagship brands, **Chik and Meera**, were very strong, and with frequent updating of their advertising and communication strategy, they had sustained their brand strength. **We can use this product brand value for men's grooming product** , by this we can easily approach the target people.

Cavinkare private limited already had huge resource to distribute their product(29 depots across the country) ,so that we don't want to that much on distribution.

Moreover **Trends in vogue** salon is a better place to promote our men's grooming product.



## METRICS FOR EVALUATING SUCCESS

- Awareness about our product.
- Quality.
- Package & Pricing.
- Availability.

## RECOMMENDATION FOR METRICS

- Advertisement
- Distributing promotion pack with existing flagship product.
- Don't compromise with quality.
- Small size product with lower cost.
- With help of resource distribute the new everywhere for easy availability.

Objective	How to <b><u>reduce the wide margin</u></b> between industry leaders and CavinKare in various market categories. How to catch up with the leading FMCG brands and <b><u>increase our market share</u></b> in various segments of the industry. Analyse <b><u>new opportunities and shatter pre-existing domination</u></b> .
Current Situation	The current product portfolio of the company is very limited. There are limited set of opportunities that we can target with the existing set of product line. With limited options to choose from the customers are generally not aware of the other products that the company manufactures.
Constraints	The new product line would require <b><u>addition infrastructure and manufacturing capabilities</u></b> . Also an in-depth market research is required in order to validate the expectations before new product launch. <b><u>Greater financial resources</u></b> will be channelled in introducing new product.
Way Forward	Creating <b><u>multiple drivers of growth</u></b> while continue to <b><u>perform strong in our flagship brands, Chik and Meera</u></b> . Company must focus on features that average customer would be able to differentiate between other brands and CavinKare products (SIGWIN).



Objective	<b>Increased focus on men's care segment</b> ; widen the revenue and sales streams to increase our value share in the personal product FMCG market. <b>Increase the count of outlets of Trends in Vogue beauty salons</b> so as to increase our presence in Tier 2 and Tier 3 cities.
Current Situation	Sales numbers from many of our existing men's care product are either stagnant or are expected to decline due to rapid competitive products launch in the market. The limited reach of our market research in Tier2-3 cities is increasing being felt, Beauty Salons will play critical part in filling this gap.
Constraints	The men's grooming product market is competitive with pre-existing players enjoying a larger brand value. There are brands which specifically focus on men's grooming which makes it difficult in launch entry level products.
Way Forward	To increase the presence of new product in the market launch an effective marketing campaign, roping in fresh new face as a brand ambassador. Opening of new salon in new cities would help us assist our market research capabilities with inside reach covering new set of customers.

Men's Care Product Line	Leveraging Company's Strength to
<ol style="list-style-type: none"> <li>1. Shaving Cream, After Shaving Moisturizer.</li> <li>2. Men's Hair Wash &amp; Shower Gel.</li> <li>3. Anti Pollution Facewash.</li> <li>4. Oil Cleanser.</li> <li>5. Men's Deodorizer.</li> <li>6. Anti - Acne Facewash.</li> <li>7. Beard Cream.</li> <li>8. Beard Oil &amp; Serum.</li> </ol>	<p><b>R&amp;D (CDC) :</b> The company have the request knowledge of creating path breaking products. The inherent philosophy of innovation &amp; research; and the strong financial support to these new projects will have a critical role.</p> <p><b>Market Research Team :</b> The presence of strong marketing and product development team would also help us understand the current market trends and customer behaviour. The team has presence and an understanding of diverse regions of the country, helping us to adjust our product outlook immediately.</p> <p><b>Product Development :</b> The company has years of experience to build unique products that would attract the customers. The information shared from market research will help create new and affordable brands.</p> <p><b>Strong Intrapreneurship Company Culture :</b> The company has brewed strong entrepreneurship zeal amongst its employees for years and it is this free ideation and experimentation culture that will help the company to grow further.</p>

Key Takeaways

The company has shown tremendous growth in the past 5 fiscal years. It has gained a loyal customer base that helps it have a strong presence in the competitive FMCG market. Strong Balance sheet and the ability to support new product portfolio will make it grow further in coming years.





Marketing campaign of men's product line with new brand ambassador.



# THANK YOU

## Team Members:



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