

EVENT REPORT
ON
PLACEMENT INPUT SESSION (ONLINE)

28th August 2021

The School of Management at the Central University of Punjab, under the patronage of Vice-Chancellor Prof. Raghavendra P. Tiwari, organised an Online Placement Input Session on “Expectations of FMCG Industry from Management Students”. The programme commenced with the welcome address by Dr. Anand Thakur, Dean, School of Management.

Dr. Thakur introduced the keynote speaker and the theme of the session to the audience and highlighted its importance for the aspiring students. While highlighting the achievements of the keynote speaker, Dr. Thakur mentioned that Mr. Ankur Rana is currently working as BDM at Loreal India. He has also served Pepsico.

Keynote speaker, Mr. Ankur Rana opened the session by focusing on the key attributes that FMCG companies desire. He mentioned five main qualities of the FMCG Company employee: Aggressiveness, Enthusiasm, Good Communicator, Decision Maker, and Team Player. He also shed light on how to be a good listener and become a good communicator. He described the importance of being an effective team player and a leader. Furthermore, he explained the need to understand the role of each attribute and its effect on the working situations. Towards the end of the session, Mr. Rana educated the young mind of the audience with his real-life work experiences gained at Pepsico and Loreal.

During the session, scholars and students of the university showed their active participation in the Question-Answer session. Lastly, the students of the School of Management extended the vote of thanks to the keynote speaker and the organising committee.