

Virtual Internship Fair'21

Policy Statement and SOP

1. Introduction

- What do we intend to do?
 - Bridge the gap between students looking out for internship opportunities and organisations seeking out the interns.
 - Provide the platform for students to meet potential employers.
 - Provide the students with one-of-a-kind experience by applying to a plethora of internship opportunities, being provided under one roof and understand the opportunities awaiting the students even during the trying times.

2. Benefits of Internship fair:

- **Gain required experience** - Most employers want the candidates to have some experience before they will hire them. Having internship experience in the resume gives the students an edge over others.
- **Networking** - Internship fairs give one a chance to make connections with potential employers, mentors and peers.
- **Industry knowledge** - Such fairs offer a chance to learn general information about the chosen industry. Also, a fair can introduce students to alternative career paths they might not have thought about previously.
- **Exposure** - An internship fair not only broadens knowledge regarding companies, but it will also prepare students to land a desired position. They will even get practice answering spontaneous questions intelligibly.
- **Brand visibility** - This fair will help us keep at par with other Delhi University colleges which have Internship Fair annually. This way the visibility of our college increases which might bring us more opportunities in the future.

3. Groundwork to be done

- Get the invitations checked by the teachers and send invitation mails to various organisations offering internship opportunities after a brief background check.
- Draft MOUs after discussion with potential sponsors and faculty advisors.
- Prepare the brochure to be sent along with the invitation mail.

4. Seeking permission from Principal Ma'am and other teachers

- Prepare a document explaining the reason behind conducting the fair and how this will be an indispensable event. Also, include how conducting the fair virtually will help the students benefit greatly from the available opportunities even during the hard times.
- The document will also include pointers like how conducting a virtual fair will help in overcoming certain constraints of physical fair like lack of availability of proper space and infrastructure to open it for Delhi University and other specific colleges, funds etc.

5. Identifying the audience

- This time the internship fair will be open for Delhi University and other specific colleges across India.
- Reasons:

- Brand visibility : This will help us keep at par with other Delhi University colleges which have Internship Fair annually. This way the visibility of our college increases which might bring us more opportunities in the future.
- We will be able to cater to a larger audience: This will help us to get a large pool of registrants so that we will not end up having less registrations for the fair.

6. Contacting Companies to participate in the fair

- After carefully identifying the companies our students would like to intern with, contact them in order to get them on board.
- Understand that the number of companies has to be carefully thought of, they should not be very less and at the same time, not more than required.
- The number of companies to be brought on board will be 20 this time.
- A google form will be circulated along with the invitation mail to collect the required information from the companies regarding the internship opportunity.

7. Contacting Sponsors

- Why need sponsors?
 - They will help in promoting the fair on a larger scale as the fair is open for Delhi University and other specific colleges across India.
 - This in turn will attract more students to apply for the fair hence increasing the number of applicants
- Type of sponsors - Social Media Partners
- Their roles:
 - They will promote the fair on their social media handles to encourage and spread awareness among the students, other colleges and organisations.

8. Promotion strategies

To attract more students to apply for the Internship Fair, we will have the posters and messages circulated and posted, this will be done in the following way:

- Through sponsors
 - Posters and messages shall be posted and circulated on their social media handles
 - Delhi University and other colleges can have a message circulated on their WhatsApp groups.
- Facebook Event Page
 - Separate event page will be made in Facebook for easier circulation of messages. This will also help us in gathering attention.
 - Posters and messages regarding the Internship Fair shall be posted here.
- Social Media Handles
 - Posters and messages will be posted on our official Instagram and LinkedIn accounts.
 - Instagram and LinkedIn stories will also be posted.

9. Registration Process

- Rolling out registration forms
 - Questions in the form
 1. Name
 2. Email ID
 3. College Name

4. College Roll Number (First Years can write NA)
 5. Year
 6. Stream
 7. Programme
 8. Contact Number
 9. Whatsapp Number
 10. Resume (PDF only)
 11. College ID card
- The forms will be circulated one week before the fair.
 - Creating WhatsApp groups
 - All the registered candidates will be added to the Internship Fair group.
 - Communication regarding every opportunity and the results or any other details that has to be shared with the registrants will be done mainly through this group.
 - Separate WhatsApp groups will be formed for companies, only if Placement Cell will be mediating the selection process.
(**Note:** We will be mediating the selection process only if the company wants us to.)

10. Rules

The Candidates registering for the Internship Fair will be allowed to apply for a certain number of companies in the following manner:

- For Gargi students
 - Maximum 10 companies
- For other college students
 - Maximum 5 companies

11. Communication flow

- Whatsapp group
 - It will facilitate the communication process by adding the registered students to a particular group and informing them through the group about further procedures.
 - There will be 2 Whatsapp groups, out of which one of them will be the main group for the Internship Fair and the second group can be on the basis of different companies the students have registered with.
 - All the updates will be sent on the main group, and groups for companies will only be made, if needed, i.e if we have to oversee the selection process.
- Gmail
 - The information which will be communicated through the Whatsapp groups, will also be sent through Gmail, so that students do not miss out on any new opportunities.
- Social Media Handles
 - Social Media platforms will help us in projecting and promoting the different companies, through a wider platform and hence, making it available to all.

12. On the day of the event

- Circulating link for individual companies
 - For every opportunity that we receive, a separate message and link shall be circulated on the main group.

- Details regarding the company and the opportunity offered for Internship by them shall be mentioned in the message for a better understanding.
- A Google Form should be made for the same, asking the basic details like, Name, College, Roll Number, etc. The form should even contain questions, if any needed by the company. (For example: If ABC company requires details like, volunteering activities that a student has been a part of?)
- Creating Separate Groups
 - Separate groups other than the main group will only be formed, if we have to overlook the selection process.

13. After fair

- Update on the selection process and results
 - After receiving registrations for a particular internship opportunity, forward the responses to the company (duplicates should be removed and the responses should be sent in an excel sheet) and keep an update on when the selection process will begin.
 - If the company will keep us in loop while the selection process takes place, then ensure that the students are aware about when the selection process will begin.
 - Once the results are shared by the company, circulate a congratulatory message on the main group, and if there is no update on the results, kindly stay in touch with the company and make sure the results are shared.
- Formal thanks to Principal Ma'am and teachers
 - Thank you messages should be sent to Principal Ma'am and teachers expressing our gratitude for the constant support throughout the Internship Fair.
- Feedback Forms
 - 2 separate Google Forms to be made, where one will address the experience of each student throughout this Internship Fair and the second form will focus on the company's feedback of the Internship Fair.
 - Student feedback form will be circulated on the main WhatsApp group and the company feedback form should be shared with the company via an email.

14. Projected date for the fair

- Since the first year exams will commence from mid- March and second and third years will have their exams in the month of May, the Internship Fair has been scheduled in the last week of February.