

Report on leveraging technology to find right career



The poster features the University of Lucknow logo on the left and the Counselling and Guidance Cell logo on the right. The central text is in Hindi and English, detailing the event's organization and details. It includes a photograph of Prof. Alok Kumar Rai, the Patron, and three smaller photographs of the other participants: Prof. M. Privadarshini, Prakhar Shrivastav, and Dr. Vaishali Saxena.

लखनऊ विश्वविद्यालय
University of Lucknow
(Accredited A++ by NAAC)

Counselling and Guidance Cell
And
Happy Thinking laboratory
Organizes a session on
“Leveraging Technology to find Right Career”

Patron:

Prof. Alok Kumar Rai,
Hon'ble Vice Chancellor,
University of Lucknow

Venue: HTL, ONGC BUILDING 3rd Floor.
Date and Time: 10 January 2024, 12:30 PM

Guest Speaker

Prakhar Shrivastav,
(Strategic Development and
Philanthropy Specialist, UK)

Convenor

Dr. Vaishali Saxena
Director, CGC

Prof. M. Privadarshini
Director, HTL

Leveraging Technology for Finding the Right Career: A Workshop Report

Introduction

The dynamic landscape of the job market necessitates proactive approaches from both employers and job seekers. In this evolving scenario, leveraging technology has become paramount for career

exploration and securing desired roles. Recognizing this need, the Counselling Guidance Cell and Happy Thinking Laboratory of Lucknow University co-hosted a workshop titled "Leveraging Technology to Find the Right Career" on January 10, 2024, at the ONGC Auditorium. The workshop, held under the esteemed patronage of Professor Alok Kumar Rai, the Hon'ble Vice Chancellor of the University, aimed to equip students and job seekers with the necessary skills to navigate the online job market effectively.

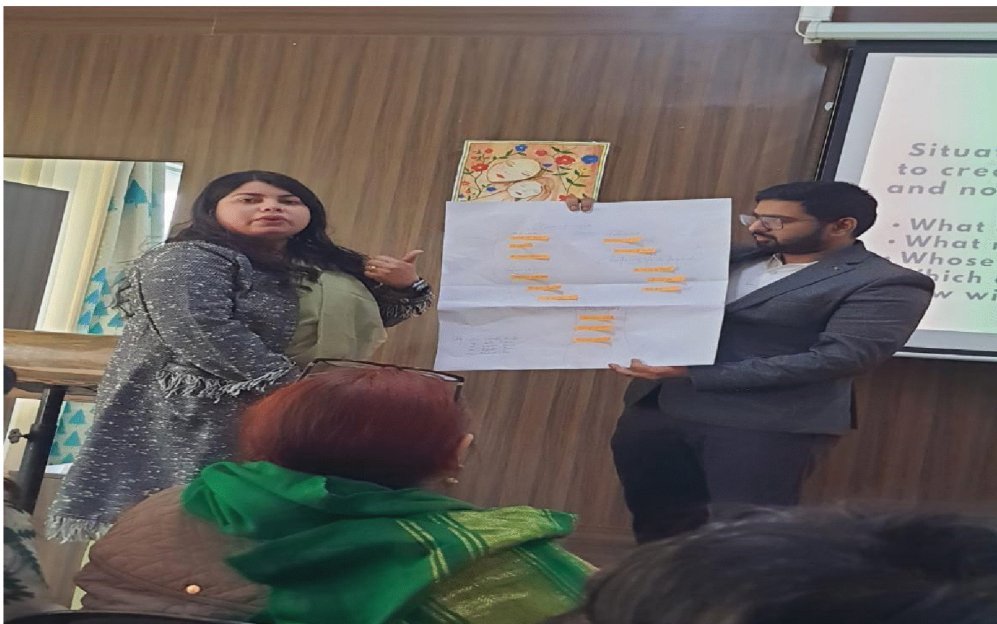




Keynote Address: Harnessing the Power of Online Platforms

The workshop featured Mr. Prakhar Srivastava as the keynote speaker. Mr. Srivastava's address delved into the crucial role of online platforms, particularly professional networking sites like LinkedIn, in today's job search. He likely emphasized the importance of building a strong online presence that showcases a candidate's skills, experience, and professional accomplishments.





Building a Compelling LinkedIn Profile

Mr. Srivastava likely offered valuable insights on crafting a compelling LinkedIn profile. This might have included:

- **Optimizing Keywords:** Tailoring profiles with keywords relevant to the desired career path to ensure discoverability by potential employers using search functions.
- **Crafting a Strong Headline:** Creating a concise and impactful headline that summarizes one's professional identity and value proposition.
- **Highlighting Skills and Experience:** Detailing relevant skills and experiences through impactful descriptions, including quantifiable achievements where possible.
- **Utilizing Visuals:** Incorporating professional photographs and visually appealing graphics to enhance the profile's appeal.
- **Seeking Recommendations:** Soliciting recommendations from colleagues, supervisors, or professors to add credibility and showcase professional strengths.

Beyond LinkedIn: Exploring Other Job Search Platforms

The session likely extended its focus beyond LinkedIn, guiding participants on utilizing other online resources for job hunting. Mr. Srivastava have discussed:

- **Leveraging Job Boards:** Exploring the features of popular job boards like Indeed, Naukri.com, or Monster to match skillsets with relevant job openings.
- **Advanced Search Techniques:** Mastering the use of filters and advanced search options to narrow down searches based on specific criteria like location, industry, or company size.
- **Company Research:** Utilizing company websites and social media pages to gain insights into an organization's culture, values, and career opportunities.

Networking in the Digital Age

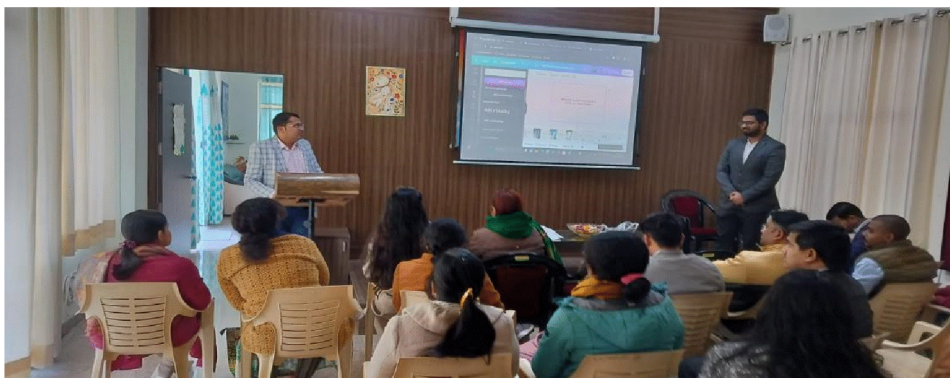
Mr. Srivastava emphasized the importance of networking in the digital age. This segment could have covered:

- **Building Connections:** Connecting with professionals in desired fields on LinkedIn or other online platforms to expand professional networks.
- **Engaging in Online Communities:** Participating in industry-specific online forums or groups to exchange knowledge, build relationships, and gain insights into current trends.
- **Following Companies:** Following companies of interest on social media to stay updated on potential openings and company culture.



Interactive Session and Vote of Thanks

The workshop likely welcomed an interactive session following Mr. Srivastava's address. Here, participants could ask questions related to their specific career aspirations and challenges in online job hunting. Dr. Utkarsh Mishra then delivered a thoughtful vote of thanks, expressing gratitude to the organizers, speaker, and participants for their contribution to the success of the workshop.



Overall Impact and Conclusion

"Leveraging Technology for Finding the Right Career" proved to be a valuable resource for students and job seekers at Lucknow University. By equipping participants with practical strategies for utilizing online platforms, the workshop empowered them to take a more proactive approach to navigating the competitive job market. The workshop's success underscores the growing importance of technology literacy in career planning and highlights the commitment of Lucknow University to guide its students towards fulfilling professional careers. This report concludes by acknowledging the contribution of the Counselling Guidance Cell, Happy Thinking Laboratory, and other organizers in fostering career development initiatives for students.



10/1/24 Career Development
 (Leveraging Technology To find Right Career)

Name	Contact/Class/Dep.	Sign.
Swati Varshya	9759630933 Ph.D. English & MEL	Swati
Animesh Giri	8026265810 Ph.D. English & M.E.L	Amish
Hanshika Gargun	7355713124 Ph.D. Public Administration	Hanshika
Shivani Singh	8874581268 Ph.D. - Public Admin.	Shivani
Sushrutha Chaudhary	9919289599 - Ph.D. - Pub. Adm.	Sushrutha
Dr. Bharti Rai	8299095586 - Asst Professor - English	Bharti
Akhilendra Yadav	9795756463 Public Administration (M.A)	Akhil
Shashwat Pandey	7275553277 B.A Semester V	Shashwat
Nimesh Singh	918362290 B.A Sem V	Nimesh
Shikhar Verma	9119066010 B.A Sem V	Shikhar
Swati Das	7985294270 Research Scholar (Pub Ad)	Swati
Gajendra Kumar	7071326982 Pub Ad (Research)	Gajendra
Rishabh Jain	87398332271 Pub Ad (Research)	Rishabh
Aisha Zaher	9554941094 DPA	Aisha
Aayush Chauhan	7081069000 MPA	Aayush
Amit Kumar	9953063095 Ph.D. Pub. Adm.	Amit
Manish Kumar	7510006737 Sociology	Manish
Vipin Pandey	9793124403, Dept. of English & M.E.L.	Vipin
Dr. Akhilesh Kumar	7860868722 " " "	Akhilesh
Dr. Ansh Sharma	8052979806 " " "	Ansh
Dr. Vinod M. Dandia	9506342254	Vinod
Dr. Paridhi Kishore	8187961991	Paridhi
Paridhi Anand	9125334906	Paridhi
Chitra Singh	7307252830 - Ph.D. public administration	Chitra
R.K. Chauhan	9891809390 scholar	R.K.
Dr. Uttam Mishra	8005335219 Faculty DPA.	Uttam
Kavishma Bharti	8398950386 English	Kavishma
Kausambi Singh	8787213447 Pub. Adm.	Kausambi
Pratyush Pandey	9451345445 (Ph.D English)	Pratyush

