

# PERFORMANCE LAUNCHPAD PRE PLACEMENT TALK AND CAMPUS DRIVE 28<sup>TH</sup> JANUARY 2026 (WEDNESDAY)



On 28th January 2026 (Wednesday), Performance Launchpad conducted a Pre-Placement Talk followed by a Campus Drive for the students of BBA 6th Semester who had registered or expressed interest in job opportunities with the organization. The event was organized as part of the institution's ongoing placement initiatives, aimed at preparing students for corporate recruitment processes and familiarizing them with industry expectations.

The session commenced with an introduction to the company's mission, vision, and core values. The talk was delivered by Ms. Jagriti Makhija (Manager – Human Resources). During the session, Ms. Makhija provided a comprehensive overview of Performance Launchpad and its core business operations. She explained how the company is dedicated to elevating brands to new heights through effective customer acquisition by creating unique, data-driven strategies aligned with the specific needs and goals of its clients.

The speakers further shared detailed information about the job roles, responsibilities, eligibility criteria, and performance expectations. Emphasis was placed on the key skills, competencies, and professional qualities required to succeed in the organization, enabling students to better align their academic learning with industry needs.

The session concluded with an interactive question-and-answer segment, during which students actively inquired about career growth opportunities, work-life balance, organizational culture, and the recruitment process. The speakers addressed all queries thoroughly, providing students with clarity and confidence regarding future career prospects at Performance Launchpad.

Following the pre-placement talk, the campus drive was conducted, marking a valuable opportunity for students to begin their professional journey with a reputed organization. Overall, the session was informative, engaging, and highly beneficial for the participating students.

**FLYER OF THE EVENT**



<b>TYPE OF EVENT</b>	Co-curricular
<b>VENUE</b>	GIBS Seminar Hall(Ground Floor)
<b>TIME &amp; DURATION</b>	January28 <sup>th</sup> 2026, 11:30 am onwards
<b>CONDUCTED BY</b>	IIPC
<b>ORGANISED FOR</b>	BBA(2023-2026)(Morning and Evening Shift)
<b>NAME OF THE COORDINATOR</b>	Dr. Manisha Kaushal Arora
<b>ATTENDANCE</b>	12
<b>RESOURCE PERSON</b>	Jagriti Makhija(Manager-Human Resource)
<b>OBJECTIVES OF THE EVENT</b>	<ul style="list-style-type: none"> <li>To inform students about the job profiles, roles, and responsibilities offered by the organization, enabling them to understand what is expected from them in a professional work environment.</li> </ul>

	<ul style="list-style-type: none"><li>• To familiarize students with the recruitment and selection process, including eligibility criteria, interview rounds, assessment methods, and overall hiring practices followed by corporate organizations.</li><li>• To guide students on the key skills and competencies required by employers, such as communication skills, problem-solving ability, teamwork, time management, and professional behavior.</li></ul>
<b>LEARNING OUTCOME</b>	<ul style="list-style-type: none"><li>• Students learned how to align their academic knowledge with industry requirements, helping them prepare better for future employment opportunities.</li><li>• Students gained exposure to corporate work culture, including performance expectations, career growth opportunities, and work-life balance.</li><li>• Students enhanced their interview readiness and professional awareness by participating in the campus drive and Q&amp;A session.</li></ul>
<b>SHORTFALL DURING EVENT</b>	NA
<b>LINK OF ONLINE VIDEO</b>	<a href="https://youtu.be/iEkoxsyybI4">https://youtu.be/iEkoxsyybI4</a>

**PREPARED & SUBMITTED BY: MS. SHREYA GHOSH, ASSISTANT PROFESSOR  
CUM PLACEMENT OFFICER**