

PLACEMENT CELL

V.M.SALGAOCAR COLLEGE OF LAW

ACADEMIC YEAR 2022- 2023

NAME OF THE COORDINATOR –

**1. DR. RANJANA FERRÃO SOUZA CORDEIRO
ASSOCIATE PROFESSOR**

ACTIVITIES ORGANIZED

ACTIVITY -1

TRAINING ON DIGITAL SKILLS

Month fo August

Digital Skills Development - Digisaksham

V.M.Salgaocar College of Law I n Association with Directorate of Education Government of Goa organized a Digital Skill Development program. This Digital Skill is an initiatives organized by Ministry of Labour and Employment and Microsoft called DigiSaksham. It is program under the ageis of National Career Service and Microsoft. The students must enroll for this program. The classes were conducted in the online modes through online lectures and videos. After the completion of the course the students who completed the assignments and examination were awarded a certificate issued by Microsoft.

Programs offered to the students.

- 1.Essentials of Security.
- 2.Python
- 3.HTML 5
- 4.Java
- 5.Excel

Duration of the Course – 1 Month

Examination – Certificate granted my Microsoft on completion of Exam

NO OF STUDENTS ENROLLED - 240

NO OF TEACHERS ENROLLED – 10

Name of the Coordinator – Dr.Ranjana Ferrao Souza Cordeiro

Interactive Workshop On Startup Marketing

Date – 4th OCTOBER, 2022

**Speakers – 1.Siddhant Srivastava,
Owner of Carasid
2.Darshan Sardessai**

Total number of students who benefited – 140

Class of the students – 5th year B.A. LL.B

Venue- Hall No 10 of the College

**Coordinator of the Workshop – Dr. Ranjana
Ferrao Souza Cordeiro**

REPORT OF THE ACTIVITY

Speaker 1

Siddhant Srivastava

- The speaker explained his story of how his family with a few saving started Carasid and has been successfully running it for last twenty years. He said you should prepare thoroughly before starting a business, but realize that things will almost certainly go awry. To run a successful business, you must adapt to changing situations.
- Conducting in-depth market research on your field and the demographics of your potential clientele is an important part of crafting a business plan. This involves running surveys, holding focus groups, and researching SEO and public data.
- In addition to selling your product or service, you need to build up your brand and get a following of people who are interested in what your business offers. Regardless of which option you choose, it's vital to understand the reasoning behind your idea.
- The best small businesses have differentiated products or services from the competition. This significantly impacts your competitive landscape and allows you to convey unique value to potential customers.
- It's also a good idea to consider an exit strategy as you compile your business plan. Generating some idea of how you'll eventually exit the business forces you to look to the future.

Speaker 2

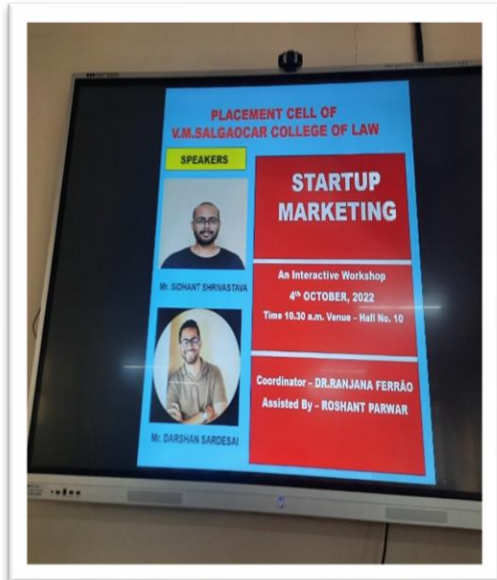
Darshan Sardessai

- Look around you and pick a problem that you yourself experience. If this is your first experience with building a startup, this may be the best place to start. What you need to do after is figure out if more people are having the same problem. How many of those people are out there? Are they willing to pay to have that problem go away? How many of them are willing to pay? How much are they willing to pay? Once the business side of it makes sense, then you got yourself an idea worth pursuing. It's all about learning how to validate ideas than about ideas themselves.
- You do not require a huge budget to create a niche for your business or to make it credible. All you need is to find opportunities to increase awareness

for your business and let your potential customers get a look on the inside. Some good opportunities include blogs, podcasts, webinars and YouTube videos. For instance, it does not cost you anything to start a YouTube channel and promote your products. All you need is a smart branding strategy and creativity. Videos reach more audience, take less time to create, and are easy to understand. Therefore, you may upload videos to give your target audience an insight of your upcoming products.

- It is very important to understand what your “why” is, since it tells your reasons for starting the business. People will always want to know why and how you started your business. Telling them that you were born an entrepreneur or it just happened is boring and does not catch their attention.
- You need to have a good, unique story about why and how your business came into existence. The story should differentiate you and your company from other businesses and will prompt people to ask questions and want to know more about you and your business. Tell them how the idea came about, how you started and why you decided to pursue it.
- From time to time, industries host special events. Such events present you with an excellent opportunity to market your company. Often, face to face marketing is more effective than emails or the social media. The opportunities to network and meet new people to connect are worth the price of sponsorship. Therefore, the next time you hear about an event in your industry, consider seeing if there’s a chance to co-sponsor the event or present during the event. If you get the opportunity, seize it and take full advantage of it by ensuring that the audience learns about your company by the time the event ends.

PHOTOGRAPHS OF THE INTERACTIVE WORKSHOP





Dr. Ranjana Ferrao Welcoming the Speakers and setting the theme of the Lecture





Students who attended the lecture



Ms. Pooja Kutiya introducing the speakers



Mr. Darshan Sardesai speaking on the Topic Startup Marketing and the need to have a Startup.





Mr Siddhant Srivastava explaining the opening of Carasid his own company and the challenges faced by Entrepreneurs



Question and Answer Session



Mr. Siddhant Shetye proposing the Vote of Thanks

GROUP PHOTOS OF THE LECTURE





ACTIVITY NO - 2

CAREER DEVELOPMENT PROGRAM

Date – 14th March, 2023

Speaker – Dr. RANJANA FERRAO SOUZA CORDEIRO

Total number of students who benefited – 90

Class of the students – T.Y.LL.B DEGREE

Venue – Hall No 14 of the College

Course Details

The course was carefully designed keeping in mind the diverse roles law students play in society. This course is aimed at helping

students acquire soft skills, professional skills and legal skills which will help them to get a job and also pursue entrepreneurship should they desire to do so,

Dr. Ranjana Ferrao Souza Cordeiro discussed various themes like Career Opportunities, Electronic job-search tools, Technology for Law students , Oral presentation skills , Body language, vocal patterns, and mannerisms, Developing performance skills, Writing Professional Emails, Creating Curriculum Vitae, Creating Visume , Interview Practice and Mental Wellness and Discipline

PICTURES OF THE CAREER DEVELOPMENT PROGRAM









ACTIVITY NO - 3

CAREER DEVELOPMENT PROGRAM

Date – 16th March, 2023

**Speaker – Dr. RANJANA FERRAO SOUZA
CORDEIRO**

Total number of students who benefited – 90

Class of the students – T.Y.LL.B DEGREE

Venue – Hall No 10 of the College

Course Details

The course was carefully designed keeping in mind the diverse roles law students play in society. This course is aimed at helping students acquire soft skills, professional skills and legal skills which will help them to get a job and also pursue entrepreneurship should they desire to do so,

Dr. Ranjana Ferrao Souza Cordeiro discussed various themes like Career Opportunities, Electronic job-search tools, Technology for Law students , Oral presentation skills , Body language, vocal patterns, and mannerisms, Developing performance skills, Writing Professional Emails, Creating Curriculum Vitae, Creating Visume , Interview Practice and Mental Wellness and Discipline

Coordinator of the Workshop – Dr. Ranjana Ferrao Souza Cordeiro



ACTIVITY 4 CODING FOR LAWYERS

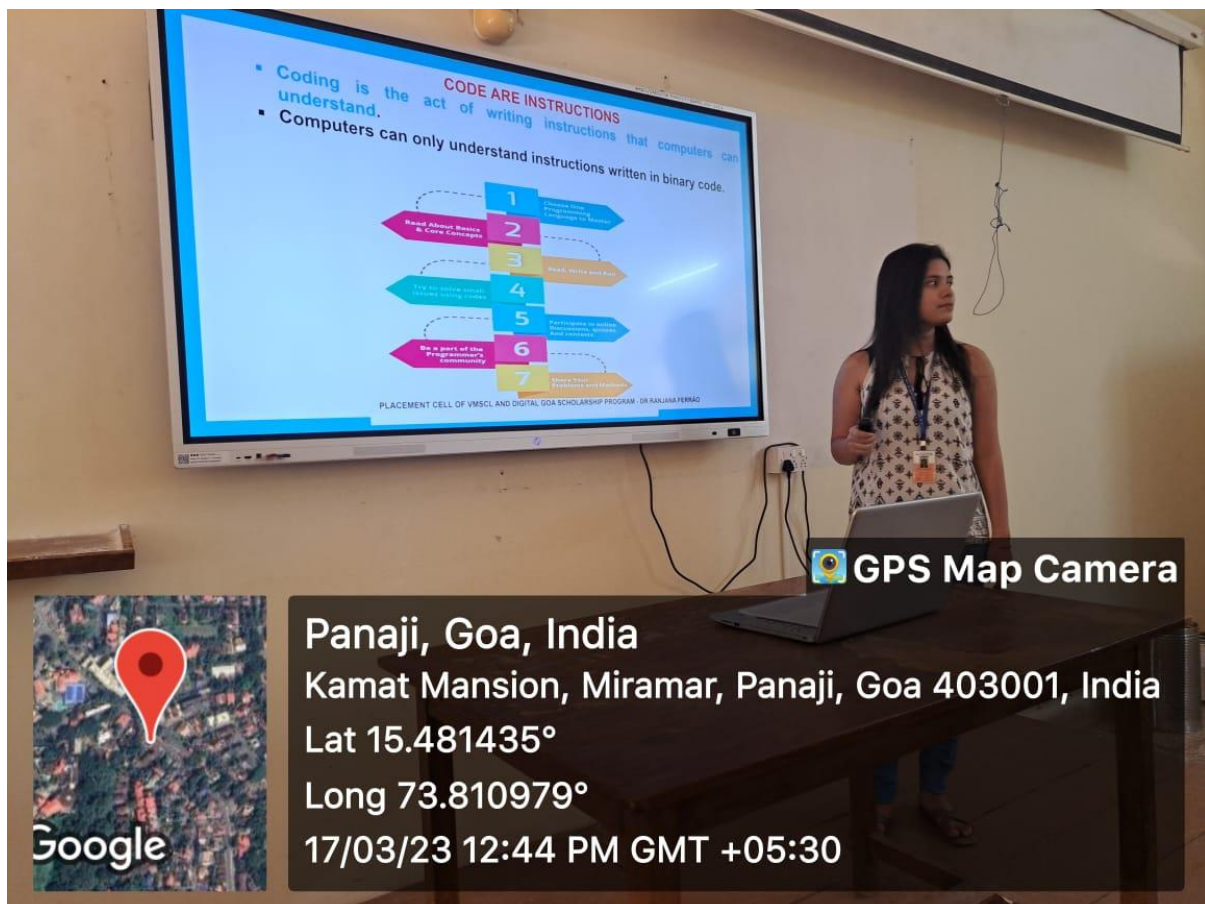
Date – 17th March

Venue – Hall No 2


Speaker – Dr. RANJANA FERRAO SOUZA CORDEIRO , Pooja Kutiyal ,Jonus DSouza

Speaking on the Occasion Dr. Ranjana Ferrao said A code is a language which computers can understand coding is the act of writing instructions for the computer. Lawyers use different kinds of applications. Coding is important for lawyers to enable them to find judgments, criminal profiling of offenders and for online dispute resolutions systems.

The students who have studied various languages of coding Pooja Kutiyal and Jonus DSouza explained the use of coding and illustrated how coding can be studied.





 GPS Map Camera


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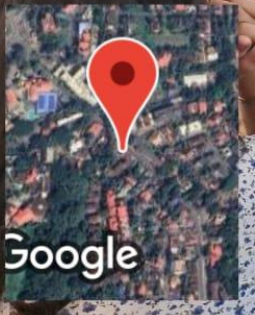


Google



TECHNOLOGY FOR LAWYERS - Why lawyers make good programmers.
Enhancing innovation and programming is key to building a more efficient practice
What is the impact of AI on the legal profession?
Why lawyers make good programmers?
What are the most common programming languages used in legal practice?
The following topics are covered in this presentation:
- AI in the legal profession
- Robotic technology, GPS & GIS systems, databases for DNA profiling, automatic license plate recognition systems, use of flying drones
- Legal Creation

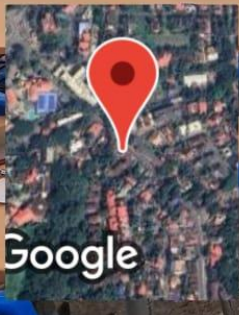
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GPS Map Camera



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ACTIVITY 5 DIGITAL GOA YOUTH SUMMIT

HELD ON 28TH MARCH, 2023

VENUE – SHAMA PRASAD MUKHERJEE STADIUM





Directorate of Higher Education Training, Internship and Placement cell and Goa State Higher Education Council organized the Digital Goa Youth Summit. Ten students from the college along with DR.RANJANA FERRAO attended the summit. During the summit the student were introduced to different successful startup founders and their cases studies were illustrated to inspire the students to start their own ventures. The New School also offered the students a boot camp by which they would be able to enrol in the program and study coding for free.