



# Maharaja Agrasen Institute of Management Studies

Affiliated to GGSIP University; NAAC A++ Accredited; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001 : 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA [www.maims.ac.in](http://www.maims.ac.in)



Date:11<sup>th</sup> March

## JOB EXPO 2025 Academic Year: 2024-25

**Name of Event:** Job Expo' 2025

**Organizing Unit:** Training and Placement Cell

**Faculty Coordinators:**

Dr. Bharti Chaudhary, Associate Professor, Department of Business administration

Ms. Shifali Ahuja, Assistant Professor, Department of Journalism & Mass Communication

Ms. Kamana Vaid, Assistant Professor, Department of Economics

Dr. Kamal Gupta, Assistant Professor, Department of Commerce

Dr. Sanam Sharma, Associate Professor, Department of Business administration

**Date of the Event:** 3<sup>rd</sup> to 7<sup>th</sup>, March,2025

**Time of the Event:** 10:00am to 4:30pm

**Location:** 9<sup>th</sup> Block, MAIMS

**Number of Students participated:** 400 +

The Job Expo 2025, organized by the Training and Placement Cell of Maharaja Agrasen Institute of Management Studies (MAIMS), proved to be a significant career-building opportunity for students. We sincerely grateful for the invaluable contributions of Dr. Bharti Chaudhary (Training and Placement Officer, BBA), Ms Shifali Ahuja (BA(JMC), Dr. Kamal Gupta (Training and Placement Officer, (B. Com Hons), and Ms. Kamna Vaid (Training and Placement Officer, BA Eco Hons).in ensuring the smooth execution of Job Expo 2025. Their dedicated efforts in facilitating industry collaborations, guiding students, and overseeing logistical arrangements played a pivotal role in the success of the event. Their commitment to fostering professional growth and creating meaningful opportunities for students has been truly commendable. Held from March 3rd to March 7th, 2025, the five-day job fair attracted a large number of students eager to explore professional opportunities. The event served as a bridge between academia and industry, allowing students to interact with recruiters, understand corporate hiring processes, and secure job or internship offers.

The primary objective of Job Expo 2025 was to provide a platform for students to connect with top recruiters, gain industry insights, and take their first steps into the professional world. This year, the event witnessed participation from over 70 reputed companies, offering a variety of roles across different sectors, ensuring that students from BCom, BBA, BAJMC, and BA(Eco) had access to relevant opportunities.

A wide range of companies took part in Job Expo 2025, representing industries such as journalism, digital marketing, public relations, media, fashion, e-commerce, business development, finance, and technology. Some of the prominent names included The Education Tree, Digital Sampark, Millennial GenZ, SEO Design, Career Sudharo, Pragmatic Solutions, Travelojo, Famous Path, Knodicks, Antica Ceramica, Metll.Inc, Wayspire, Growth Yogi,

TechShark Internet Services Pvt. Ltd., Aaj Tak, DMG Studio, Alliance PR, Ancient Media,,Mashooriwala Pvt. Ltd., ifortis Worldwide, Pedrish Media, EaseMyTrip, Snapdeal, Reslink, Just Dial, Pehchaan, Lenskart, Wishfin, and RegisterKaro. These companies provided students with opportunities in diverse domains, ensuring a well-rounded job fair experience.

The companies provided students with opportunities for both internships and full-time roles in various domains such as media, marketing, public relations, business development, human resources, sales, finance, travel, and fashion. Some of the most sought-after positions offered included news reporter, anchor, camera operator, social media executive, social media marketing intern, content writer, content creator, graphic designer, video creator, SEO executive, Google Ads specialist, media research intern, PR intern, business development associate, management trainee, HR executive intern, sales coordinator, domestic chat process, international voice process, digital sales counsellor, associate export engagement, social entrepreneurship intern, holiday sales intern, fashion stylist intern, and brand face. These diverse opportunities ensured that students could explore various career paths based on their skills and interests.

The job fair saw an overwhelming participation, with many students registering in advance and others opting for walk-in registrations. The structured hiring process allowed recruiters to assess candidates based on their skill sets, experience, and industry knowledge. Students actively participated by presenting resumes, portfolios, and work samples, gaining first-hand exposure to corporate hiring practices.

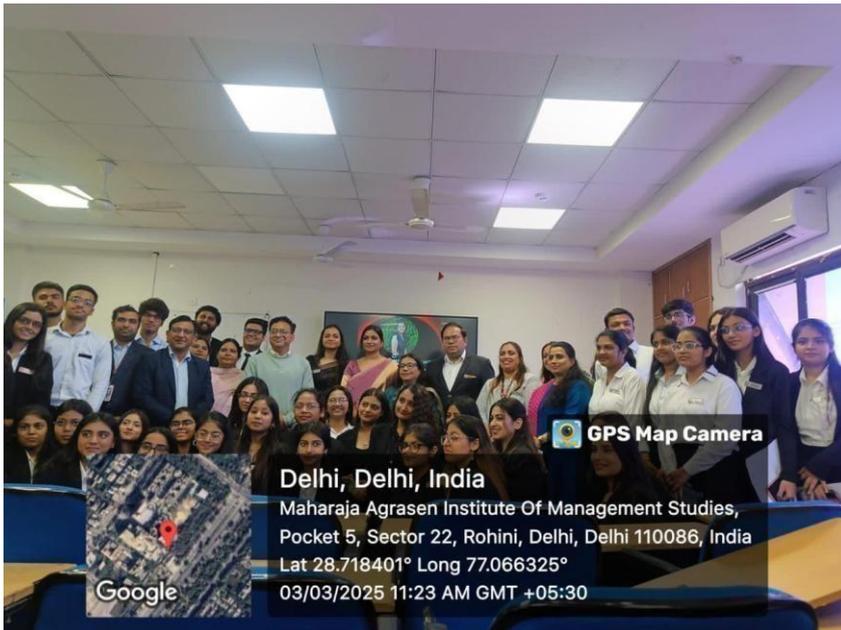
Beyond recruitment, Job Expo 2025 served as a learning experience, as company representatives shared valuable industry insights. Discussions focused on emerging job market trends, employer expectations from freshers, the growing demand for professionals in digital marketing, influencer collaborations, and content creation. These insights helped students understand industry expectations and prepare for future job opportunities.

The event played a pivotal role in shaping students' career trajectories. One of the most significant takeaways was the real-world hiring experience students gained. By participating in interviews and recruitment processes, they developed a practical understanding of corporate expectations and hiring dynamics.

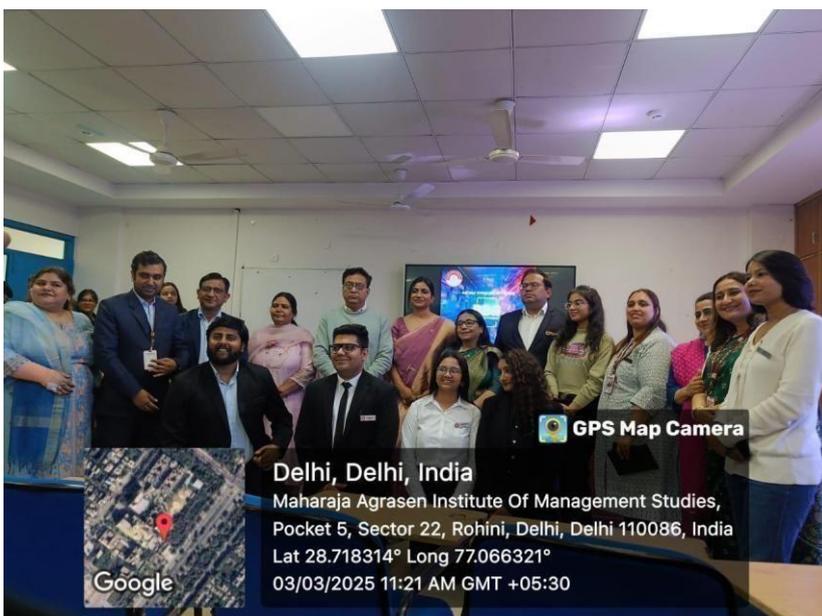
Moreover, networking opportunities at the event allowed students to build professional relationships with recruiters and industry experts, which could benefit them in their long-term careers. Many students received on-the-spot internship offers, while others were shortlisted for final interview rounds, further increasing their career prospects.

The fair also helped students enhance their resume-building, communication, and job application skills. Employers provided constructive feedback, allowing them to improve their professional presentation. Additionally, the diverse range of companies present gave students exposure to multiple career paths, helping them make informed decisions about their futures.

Job Expo 2025 was a highly successful event, offering students a perfect blend of career opportunities and industry exposure. The enthusiastic participation from both students and recruiters highlighted the event's significance in bridging the gap between education and employment.



Training and Placement Cell, MAIMS alongside Director Ma'am and Heads of Departments, MAIMS



Training and Placement Cell Faculty Coordinators and Student Representatives alongside Director Ma'am and Heads of Departments, MAIMS



Training and Placement Cell, MAIMS, Faculty Coordinators felicitating guests



MAIMS management extends gratitude to company recruiters with a special felicitation ceremony



Help Desk – Assisting with queries and registrations, ensuring a seamless experience for all attendees.



Students giving interviews for companies with professionalism and focus.