



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

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DEPARTMENT OF TRAINING & PLACEMENT

REPORT ON CAMPUS DRIVE WITH TRADEFLOCK

Title of Activity*	CAMPUS DRIVE
Values	<ul style="list-style-type: none"> ❖ Respectfulness ❖ Harmony ❖ Dedication ❖ Commitment ❖ inclusiveness
Learning Outcomes	<ul style="list-style-type: none"> ❖ Enhanced Communication & Soft Skills ❖ Understanding of Industry Tools & Tech Basics ❖ Insight Into Corporate Culture & Expectations ❖ Self-Assessment & Goal-Setting ❖ Networking & Mentorship Opportunities
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	TRAINING AND PLACEMENT CELL
Program Theme*	"CAMPUS DRIVE"
External Expert	<ol style="list-style-type: none"> 1. Suhail Wahid Khan 2. Sachin Kaushik
Date*	29/12/2025
Time*	10:00 – 04:00 P.M.
Venue	Incubation Cell - TIAS



TECNIA

INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

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G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956 act 1956.

TRAINING AND PLACEMENT CELL

in association with

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

is organising a

CAMPUS PLACEMENT DRIVE

TRADEFLOCK

RECRUITMENT FOR:

EDITORIAL /CONTENT WRITER

 29th December 2025, Monday

 TIME: 09:00 AM

 VENUE: TECNIA INSTITUTE
of ADVANCED STUDIES

ORGANIZED BY

TRAINING AND PLACEMENT CELL

Head of Training:

Ms. Meenakshi Azad

 9718562964

Training & Placement Officer:

Ms. Aarti Yadav

 9315213953

Faculty Placement Coordinator:

Dr. Ashish Kumar

 7991153753

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TRAINING AND PLACEMENT CELL



TECNIA

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DEPARTMENT OF MANAGEMENT SCIENCES

CAMPUS PLACEMENT DRIVE

TradeFlock

Recruitment for:

Business Development Executive

DATE 29th December 2025, Monday

TIME: 09:00 AM

VENUE: TECNIA INSTITUTE
OF ADVANCED STUDIES

ORGANIZED BY

TRAINING AND PLACEMENT CELL

Head of Training:

Ms. Meenakshi Azad

☎ 9718562964

Training & Placement Officer.

Ms. Aarti Yadav

☎ 9315213953

Faculty Placement Coordinator:

Ms Amarpreet Kaur

☎ 7082476822

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	31
No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	02
No. of External Participants (students + Interviewer) [write NA if not applicable]	02

Photograph*



“Landing Your First Big Break — TradeFlock Campus Drive Is Where Careers Take Off”



“From Monument to Movement – Dr. Sushma Bahuguna kicks off the TradeFlock Campus Drive with HR Manager – Suhail Wahid Khan & Operation Manager – Sachin Kaushik, lighting the path for student success”



“Future Founders in the Making — Ship Your Career Forward with TradeFlock”



“Landing Your First Big Break — TradeFlock’s Campus Drive Is Where Careers Take Off”

Report: Description in (min 250 to max 800 words)*

The TradeFlock Campus Drive held on 29 Dec 2025 at TIAS wasn't just another recruitment day—it was a high-impact learning & hiring event that turned theory into real-world readiness. Here's why it worked so well for our students:

1. Attitude & Job Readiness

- Many students displayed low seriousness about the role — unclear about joining dates, job scope, or company expectations.
- Did not prepare basic FAQs like “What does a Business Development Exec do?” or “Why this company?” — came across as unprepared.

2. Communication Skills

- Rated 70/100 overall — needs to hit 90+ for next drive.
- Frequent grammatical errors, weak sentence structure, and lack of fluency in English.
- Missed opportunities to articulate thoughts clearly — especially under pressure.

3. Answer Quality

- Casual tone on serious questions — e.g., “What's your biggest weakness?” or “Why should we hire you?” — answers were vague, generic, or overly personal.
- No use of STAR method or structured response — made it hard to assess competency.

4. General Awareness & Aptitude

- Scored 50/100 on general IQ/awareness

	<p>questions (current affairs, industry trends, logical reasoning).</p> <ul style="list-style-type: none"> - Basic knowledge of media, marketing, or business concepts was missing for many candidates. <p style="text-align: center;">5. Language Command</p> <ul style="list-style-type: none"> - Major concern — many struggled to express ideas coherently. - Frequent hesitations, incorrect tenses, and inability to paraphrase or expand on answers. - Interviewers noted this as a deal-breaker for client-facing roles.
<p>Recourse Person Profile</p>	<p>1. Mr. Suhail Wahid Khan</p> <p>As of 2026, Suhail Wahid Khan is a prominent leader associated with TradeFlock, primarily identified as its Founder. While some professional listings have previously categorized him in Senior Human Resources management roles within the parent group, his primary executive function is overseeing the strategic direction of TradeFlock and its parent entity, SDAD Technology. That's why we built Lorrigo — to give every small business the power to ship like a big one. Whether it's one order or a hundred, we're here to simplify logistics so our users can focus on what truly matters: growing their business.</p> <p>This isn't just a platform. It's our way of giving India's next million entrepreneurs a fair chance at</p>

	<p>success.</p> <p>2. Sachin Kaushik</p> <p>As of 2026, Sachin Kaushik is the Sales & Operations Manager at TradeFlock, a position he has held since March 2021. In this role, he is a key leader responsible for transforming the publication into a significant industry player.</p>
<p>Areas of Improvement</p>	<p>1. Attitude & Job Readiness</p> <ul style="list-style-type: none"> - Many students displayed low seriousness about the role — unclear about joining dates, job scope, or company expectations. - Did not prepare basic FAQs like “What does a Business Development Exec do?” or “Why this company?” — came across as unprepared. <p>2. Communication Skills</p> <ul style="list-style-type: none"> - Rated 70/100 overall — needs to hit 90+ for next drive. - Frequent grammatical errors, weak sentence structure, and lack of fluency in English. - Missed opportunities to articulate thoughts clearly — especially under pressure. <p>3. Answer Quality</p> <ul style="list-style-type: none"> - Casual tone on serious questions — e.g., “What’s your biggest weakness?” or “Why should we hire you?” — Answers were vague, generic, or overly personal. - No use of STAR method or structured response — made it hard to assess competency. <p>4. General Awareness & Aptitude</p> <ul style="list-style-type: none"> - Scored 50/100 on general IQ/awareness

	<p>questions (current affairs, industry trends, logical reasoning).</p> <ul style="list-style-type: none"> - Basic knowledge of media, marketing, or business concepts was missing for many candidates. <p>5. Language Command</p> <ul style="list-style-type: none"> - Major concern — many struggled to express ideas coherently. - Frequent hesitations, incorrect tenses, and inability to paraphrase or expand on answers. - Interviewers noted this as a deal-breaker for client-facing roles.
<p>Suggestion from Industry Advisor</p>	<ul style="list-style-type: none"> • Action Required : Mandatory “Professional Communication & Etiquette” workshop for JMC & Mgmt. students <p>Owner : Placement Office + Language Lab</p> <ul style="list-style-type: none"> • Action Required : Introduce “Mock Interview + STAR Method” training with faculty judges <p>Owner : Dept. HODs + Placement</p> <ul style="list-style-type: none"> • Action Required: Circulate “Common Interview Q&A + Sample Answers” doc to all students <p>Owner: Placement Office</p> <ul style="list-style-type: none"> • Action Required: Host “Industry Insights Session” with Tradeflock HR (live Q&A) <p>Owner: Placement + Student Council</p> <ul style="list-style-type: none"> • Action Required: Track improvement via pre/post-test scores on communication & aptitude <p>Owner : Dept. HODs</p>
<p>Attendance Sheet*</p>	<p>Attached</p>
<p>Report Submitted by Event Coordinator</p>	<p>Ms. Aarti Yadav</p>

Signature of Event Coordinator	
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<p style="text-align: center;"><u><i>offer letter of Selected student</i></u></p> <p style="text-align: center;"><u><i>List of Candidates</i></u></p>	<p>Offer Letter Link : https://drive.google.com/drive/folders/15HKH1QHgcswt50OZ78VQ5xYn5HOe00F</p> <p>List of candidate: https://docs.google.com/spreadsheets/d/1NKjTXij5jyB DsHhj0s_dbDSXXChmVNY4CVc-uw_Snlq/edit?usp=sharing https://docs.google.com/spreadsheets/d/1_ktbKNai3XQf_IBnfPvcTCK8O_iWEnebsOfxWgxeH6k/edit?usp=sharing</p>
<p><u><i>Short Note</i></u></p>	<ul style="list-style-type: none"> • Total No of opportunity offered by Company : 05 (DJMC – 03/ DICT-02) Associate of Operation Management -02 Associate of Digital marketing -01 Associate of Full stack Developer -02 • Total No of candidate applied: DJMC – 21/ DICT-59 • Total No of candidate selected after 1st round (For DMS – CV Screening / DICT – Technical Written Test) : DJMC – 8/ DICT-7 • Total No of selected student : DJMC – 2/ DICT-2 Total Offer letter received : 4
<p><u><i>Name of the selected students</i></u></p>	<ul style="list-style-type: none"> • Tanishka Jain– Enrolment no – 2417002423 / Tias id - TIAS/BAJMC/2023-26/17705 • Manya Khurana – Enrolment no – 71117002423/ Tias id - 1676 • Charu- – Enrolment no 70321302023 – Tias id - TIAS/BCA/2023-26/2011 • Divesh- – Enrolment no - 70421301723 Tias id - TIAS/BBA/2023-26/27627 • Gracy Bhayana- Enrolment no

	<p>– '05517001723/ Tias id - TIAS/BBA/2023-26/27321</p>
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