



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
 Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



TRAINING & PLACEMENT CELL

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	1. Suhail Wahid Khan

	2. Sachin Kaushik
Date*	29/12/2025
Time*	10:00 – 04:00 P.M.
Venue	Incubation Cell - TIAS



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Ref. No: TIAS/TP/Campus/BAJMC/Notice/2025-26/17

Date: 29.11.2025

NOTICE

Subject: Internship Opportunity at TradeFlock Magazine through SDAD Technology : 29-11-2025

Dear All,

Interested students can apply through the link below latest by 01-12-2025 upto 11:00 AM.

Apply Link: <https://forms.gle/2vHzW741vXeU4kjM6>

We are delighted to introduce an exciting internship opportunity for your students at TradeFlock Magazine, a leading voice in India's business media landscape. This role is ideal for candidates passionate about content creation, storytelling, and editorial journalism.

Position Details

- **Role:** Content Writer – Intern
- **Brand:** TradeFlock Magazine
- **Location:** Sector 132, Noida (Work from Office)
- **Stipend:** ₹15,000 per month
- **Revision:** Based on performance after 6 months
- **Duration:** 6 months minimum
- **Start Date:** Immediate or as per mutual agreement
- **Openings:** 4

Eligibility Criteria

- Pursuing or recently completed: BAJMC
- Excellent writing, editing, and research skills
- Creative mindset with attention to detail
- Interest in business, entrepreneurship, and editorial writing

Key Responsibilities

- Research and write high-quality editorial content for TradeFlock's magazine and website
- Assist with business profiles, industry features, and interview-based stories
- Work closely with editors, designers, and senior journalists
- Participate in brainstorming sessions and meet publishing deadlines
- Ensure accuracy, originality, and quality in all written work

What We Offer

- Real-world editorial and content writing experience
- Opportunity to work with industry professionals and top entrepreneurs
- Letter of Recommendation & Internship Certificate upon completion
- Potential to convert into a full-time opportunity based on performance
- Fast-paced and collaborative work culture



Coordinator –T&P

Cc : Chairman, Director, Dean academics, Dean IQAC, Dean ICT, HoD BAJMC, Placements BAJMC, All BAJMC students 2025 & 2026 Pursuing and Passed out .



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TRAINING AND PLACEMENT CELL
in association with
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
is organising a

CAMPUS PLACEMENT DRIVE

TRADE FLOCK

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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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 questions (current affairs, industry trends, logical reasoning).

Basic knowledge of media, marketing, or business concepts was missing for many candidates.

5. Language Command

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.

1. Mr. Suhail Wahid Khan

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.

This isn't just a platform. It's our way of giving India's next million entrepreneurs a fair chance at

Recourse Person Profile

success.

2. Sachin Kaushik

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.

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Frequent grammatical errors, weak sentence structure, and lack of fluency in English.

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Areas of Improvement

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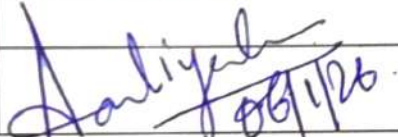
Interviewers noted this as a deal-breaker for client-facing roles.

- **Action Required** : Mandatory “Professional Communication & Etiquette” workshop for JMC & Mgmt. students

Owner : Placement Office + Language Lab

- **Action Required** : Introduce “Mock

Suggestion from Industry Advisor

	<p>Interview + STAR Method” training with faculty judges</p> <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>
Attendance Sheet*	Attached
Report Submitted by Event Coordinator	Ms. Aarti Yadav
Signature of Event Coordinator	

<p><u>offer letter of Selected student</u></p> <p><u>List of Candidates</u></p>	<p>Offer Letter Link :</p> <p>https://drive.google.com/drive/folders/15HKH1QHgcswt50OZ78VQ5xYn5HOe00F</p> <p>List of candidate:</p> <p>https://docs.google.com/spreadsheets/d/1NKjTXjj5iyBDsHhj0s_dbDSXXChmVNY4CVc-uw_Snlq/edit?usp=sharing</p> <p>https://docs.google.com/spreadsheets/d/1_ktbKNai3X</p>
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haring

Short Note

- **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

Name of the selected students

- **Enrolment no –2417002423 / Tias id - TIAS/BAJMC/2023-26/17705/ Tanishka Jain**
- **Enrolment no – 71117002423/ Tias id – 1676/ Manya Khurana**
- **Enrolment no 70321302023 – Tias id - TIAS/BCA/2023-26/2011/ Charu**
- **Enrolment no - 70421301723 Tias id - TIAS/BBA/2023-26/27627/Divesh**
- **Enrolment no – '05517001723/ Tias id - TIAS/BBA/2023-26/27321/ Gracy Bhayana**



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Ref No. T&P/2025-26/Placements/Notice/16

Date: 06.01.2026

Congratulations!!

For being placed in TradeFlock

TRADEFLOCK TM
JOURNEY OF LEADERS

S. No	Name	Program	Roll No.
1	Abhinav Gupta	BAJMC 2023- 2026	00717002423
2	Tanishka Jain	BAJMC 2023 - 2026	2417002423
3	Digonto Banerjee	BAJMC 2023 - 2026	00621302423
4	Harshita Gupta	BAJMC 2023 - 2026	02117002423
5	Manya Khurana	BAJMC 2023 - 2026	71117002423

All the best!!!

T&P Officer – TIAS

Cc: Director, Dean Academics, HoD BAJMC ,IQAC, Website Incharge, Social Media Inchar
Notice Board.