

# Rai University Ahmedabad Organized

Workshop On

## My Story – Motivational Session by Successful Entrepreneur/Start-up Founder "Campus to Corporate"

17<sup>th</sup> October, 2023

### Workshop on **CAMPUS TO CORPORATE**

 **OCT 17, 2023**  
 **10:00 am onwards**  
**Venue : Seminar Hall**

Speaker:  
**Ms. Naisargi Shah**  
Founder & CEO,  
Indian Institution of Mind Evolution

**Organized By :**  
IIC, SSIP & Rai School of  
Management Studies,  
Rai University, Ahmedabad

[www.raiversity.edu](http://www.raiversity.edu)



**Workshop Conducted by**  
Institution's Innovation Council (IIC),  
Student Startup Innovation Policy (SSIP),  
Rai University

**Date:** 17/10/2023

**Mode of Workshop:** Offline

**Title of Workshop:** My Story – Motivational Session by Successful Entrepreneur/Start-up Founder "Campus to Corporate"

**No. of Students Participated:** 118

**No. of faculties Participated:** 18

**No. of external Participated (if any):** 01

### **Objective:**

The workshops aim to bridge the gap between academic knowledge and the practical skills and knowledge required in the corporate world, helping participants make a successful transition and launch their careers effectively.

### **Introduction:**

The transition from campus to corporate refers to the journey that recent graduates make when they move from their educational institutions (such as colleges or universities) into the professional workforce. This transition can be a significant change in a person's life, as it often involves adapting to a new environment, responsibilities, and expectations

### **About the Event:**

The workshop provide an idea about the phases of transition of a student from secure, comfortable and non-threatening life of a student to an extremely demanding, competitive and stressed life of a corporate job. This is often a sudden change as many students are directly pickup from campuses and made to wear the working gear almost immediately.

They hardly get time to think, plan or strategize. They may also be sent to locations unknown to them and their families, they may have to adjust with strangers of all age groups. So it is like life throwing all possible challenges to them in one go. Moreover, in spite of all these difficulties they may face, they are expected to perform, excel and give their best.

Now it is not too difficult to understand what these young guys may go through. Similar things happen in the arms forces training camps. No wonder we hear many recruits attempting to run away and go back to their comfortable lives during first few weeks itself. This phase is extremely crucial in any young boy or girl's lives. If they stay and somehow adjust they survive

but if they can't cope up they not only damage their careers but also end up shattering their confidence and self-esteem.

This brings us to the reason behind this campus to corporate programme. By this student's training, we try our best to prepare them mentally and help them with a better understanding of what may be coming ahead. We show them the real picture and prepare them well enough to be able to face the challenges of the job better. We share with them our corporate experiences and appraise them with the expectations and demands of strenuous corporate life. We equip them with the right knowledge, skills and attitude, so that they are ready to face the demands and excel in them.

### **Highlights of the Workshop:**

Rai University organized a workshop on "Campus to corporate" on 17th October 2023 at 10:30 am. The speaker of the workshop was an eminent personality Ms. Naisargi Shah, Founder and CEO, Indian Institute of Mind Evolution

The objectives of this workshop typically include:

- **Understanding Corporate Culture:** Help participants understand the values, norms, and expectations of corporate environments. This includes the dress code, professional conduct, and workplace etiquette.
- **Developing Professional Skills:** Focus on honing essential professional skills such as communication (both verbal and written), time management, problem-solving, and decision-making.
- **Building Confidence:** Boost the confidence of participants by providing them with the knowledge and tools they need to navigate the corporate world successfully. This can include interview skills, resume writing, and public speaking.
- **Adaptation and Flexibility:** Encourage adaptability to change and the ability to be flexible in a corporate setting. This might include coping with new technologies, evolving job roles, and changing responsibilities.
- **Setting Career Goals:** Assist participants in setting clear, achievable career goals and understanding the importance of long-term career planning.
- **Work-Life Balance:** Discuss strategies for maintaining a healthy work-life balance to prevent burnout and maintain well-being.
- **Financial Literacy:** Educate participants on managing personal finances, including budgeting, saving, and understanding employee benefits and retirement plans.

- **Conflict Resolution:** Provide guidance on dealing with workplace conflicts and difficult situations in a professional and constructive manner.
- **Continuous Learning:** Stress the importance of ongoing learning and professional development, including pursuing additional education or training as needed.
- **Practical Exercises and Simulations:** Incorporate real-life scenarios, role-playing, and case studies to help participants apply what they've learned in a practical setting.
- **Resume Building and Interview Skills:** Offer guidance on creating a compelling resume and performing well in job interviews.
- **Personal Branding:** Teach the importance of personal branding and how to market oneself effectively in the professional world.
- **Goal Setting:** Help participants set short-term and long-term goals for their careers and create actionable plans to achieve them.
- **Corporate Etiquette:** Educate participants on the do's and don'ts of corporate etiquette, including email communication, phone etiquette, and office behaviour.

### Benefits of attending the Workshop:

By attending the workshop participant will be able to gain knowledge about the following:

1. Smooth Transition
2. Skill Enhancement
3. Industry-Relevant Knowledge
4. Increased Employability
5. Networking Opportunities
6. Confidence Building
7. Career Advancement
8. Continued Growth
9. Adaptability and Resilience
10. Long-Term Success

