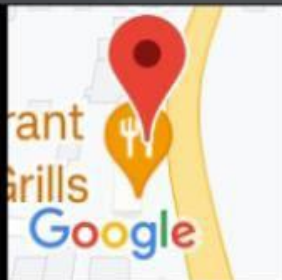


ASAP 2023-2024 Report

ASAP 2023-2024

1. 180 Students attended Wheebox National Employability Test at Thavanur ASAP Community Skill Park, Thavanur





Ayankalam, NH 66, Tavanur,
Kerala 679573, India

25 Sept 2023 02:58 pm

broken
clouds

29.0 °C

2. Students participated in an interactive session with Adv. Shajesh P Bhaskar at ASAP Community Skill Park, Thavanur



3. ASAP – WORK READINESS PROGRAMME

2023-2024

Date: 22/03/2024, 23/03/2024, and 25/03/2024

Venue: MES Keveeyam College, Valanchery (Room no. 312, 207, 312)

Conducted by: Muhsin K, Skill Development Executive, ASAP Kerala

The Work Readiness Programme conducted at MES Keveeyam College aimed to equip students with essential soft skills and knowledge necessary to transit smoothly into the workforce. Organized collaboratively by the ASAP Cell and Career Cell, the sessions spanned across three days and covered crucial aspects such as SWOT Analysis, Resume Building, Cover Letter Writing, Interview Skills, Mock Interviews, and Group Discussions (GD).



CONNECT CAREER TO CAMPUS

WORK READINESS PROGRAMME

Organized by ASAP CELL & CAREER CELL
In association with
KERALA KNOWLEDGE ECONOMY MISSION

22/03/2024
23/03/2024
25/03/2024

TIME: 9.30 AM - 1.30 PM
VENUE: 312 (III ZOOLOGY CLASS ROOM)

RESOURCE PERSON



MUHSIN K
SKILL DEVELOPMENT EXECUTIVE
ASAP KERALA

 **MES KEVEEYAM COLLEGE**
VALANCHERY | MALAPPURAM | KERALA | INDIA
NAAC RE-ACCREDITED WITH "A+" GRADE (3.44)
www.meskeveeyamcollege.ac.in

 KERALA KNOWLEDGE ECONOMY MISSION

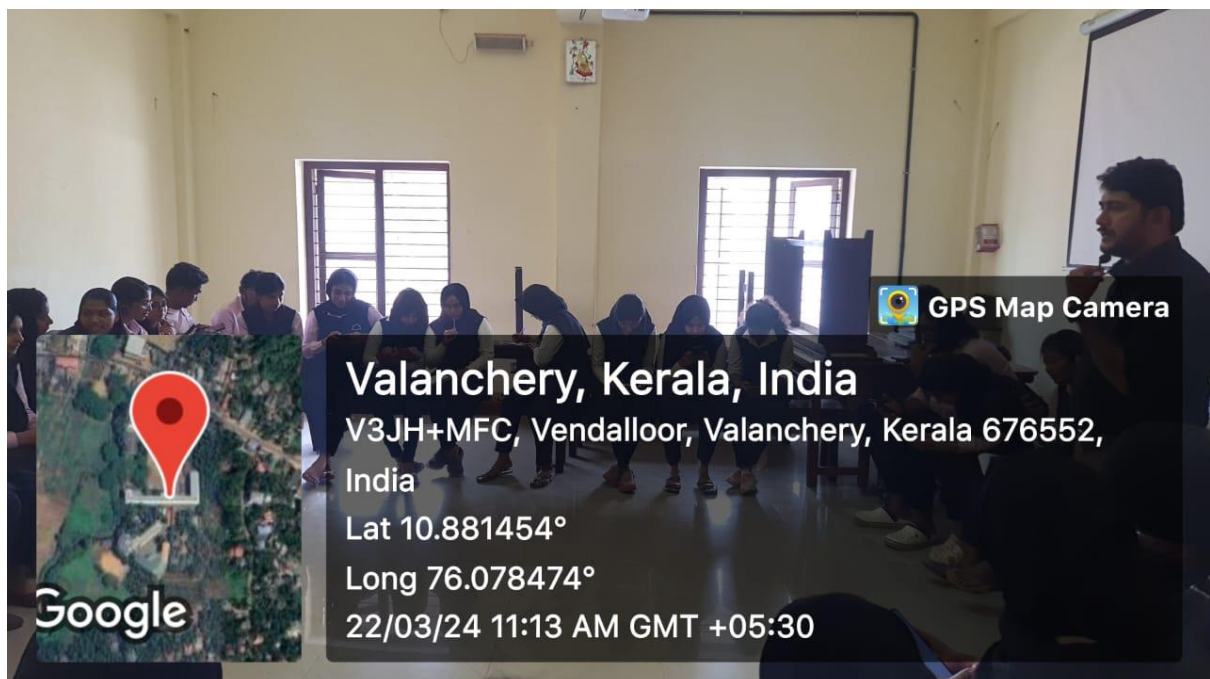
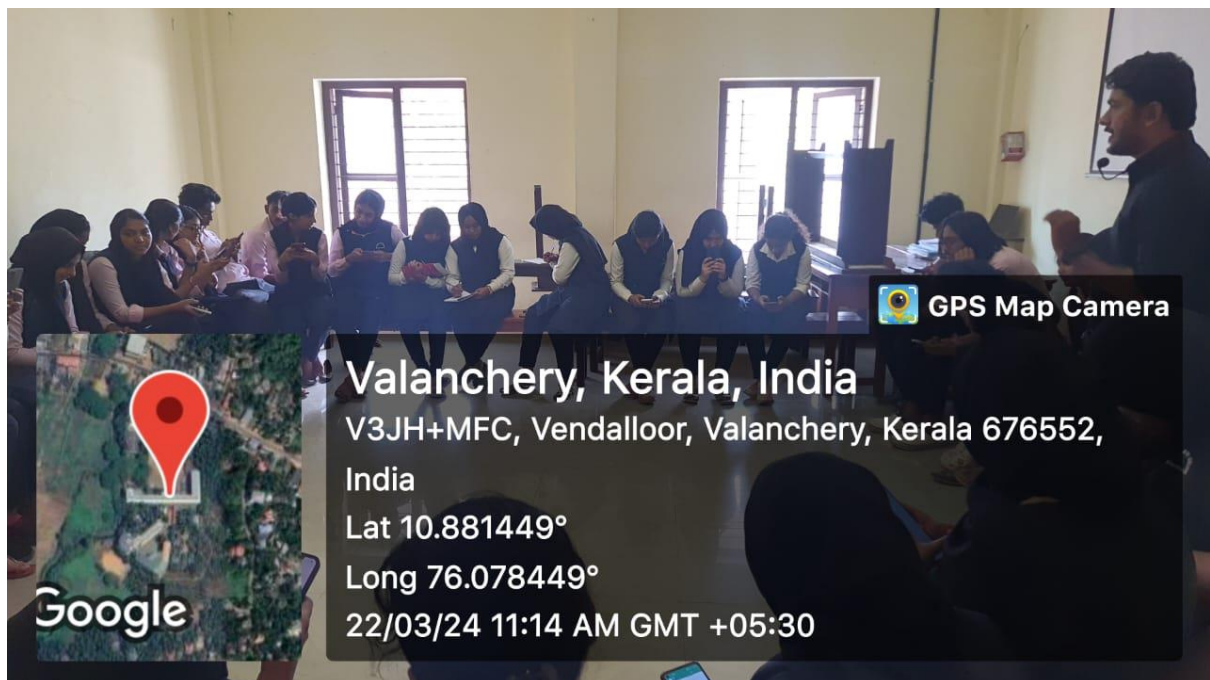
 **asap**

 **Higher Education Department**
കേരള വിദ്യാഭ്യാസ വകുപ്പ്

Day 1: SWOT Analysis and Resume Building (22/03/2024):

The first day commenced with a comprehensive session on SWOT Analysis, where students were guided to identify their strengths, weaknesses, opportunities, and threats concerning their career aspirations. This exercise laid the groundwork for self-awareness and personal

development. Following this, the session transitioned into Resume Building, where students learned the art of crafting impactful resumes tailored to highlight their strengths and achievements effectively.



Day 2: Cover Letter Writing and Interview Skills (23/03/2024):

The second day delved into the intricacies of Cover Letter Writing, emphasizing the importance of customizing cover letters to reflect individual aspirations and suitability for specific job roles. Students were provided with templates and examples to guide them in creating compelling cover letters. Subsequently, the focus shifted to Interview Skills, where essential techniques such as body language, communication, and articulation were discussed and practiced through interactive sessions.



Day 3: Mock Interviews and Group Discussions (25/03/2024):

The final day of the programme saw students participating in Mock Interviews, offering them practical exposure to real-life interview scenarios. Feedback from the interviewers, coupled with constructive criticism, enabled students to identify areas for improvement and refine their interview techniques. Additionally, Group Discussions were conducted to enhance students' ability to express opinions coherently, listen actively, and collaborate effectively within a team setting.

Conclusion:

The Work Readiness Programme at MES Keveeyam College, spearheaded by Muhsin K, Skill Development Executive from ASAP Kerala, proved to be instrumental in empowering students with essential employability skills. By incorporating a holistic approach encompassing SWOT Analysis, Resume Building, Cover Letter Writing, Interview Skills, Mock Interviews, and Group Discussions, the programme provided students with a comprehensive toolkit to navigate the competitive landscape of the job market successfully. The collaborative efforts of the ASAP Cell and Career Cell ensured the seamless execution of the programme, fostering a conducive environment for learning and growth among the students. Moving forward, it is imperative to sustain this momentum by offering continued support and guidance to students as they embark on their professional journeys.

