

EVENT DETAILS	
EVENT TYPE	SKILL DEVELOPMENT PROGRAM
TOPIC	LINKEDIN LEARNING
DATE	2025-03-19 to 2025-03-19
MODE	OFFLINE
ORGANIZER NAME	DR. PRIYA, DR. ANITA, DR. GURPREET & DR.NEHA
NO. OF PARTICIPANTS	82
SDG NO	SDG 4: QUALITY EDUCATION, SDG 17: PARTNERSHIP FOR THE GOALS

OBJECTIVE:

1. To educate students on the strategic importance of LinkedIn as a professional networking and career development platform beyond social media use.
2. To guide students in creating impactful LinkedIn profiles that highlight their academic achievements, skills, internships, and certifications relevant to their career goals.
3. To encourage proactive networking by connecting with industry professionals, alumni, professors, and peers to build a strong professional support system.
4. To introduce students to LinkedIn's advanced features such as LinkedIn Learning and professional groups for continued skill development and industry engagement.

DESCRIPTION:

An insightful session was recently conducted to highlight the importance of LinkedIn as a vital career development and networking tool for university students. The event, aimed particularly at first-year students, focused on empowering them to build a strong and professional online presence through LinkedIn. Attendees were provided with detailed guidance on creating and maintaining an impactful online resume and portfolio that effectively showcases their experiences, skills, and accomplishments. The session emphasized that LinkedIn is much more than just another social media platform. It is a powerful resource that allows students to present their academic achievements, internship experiences, certifications, and skills tailored to their target industries. By curating a comprehensive and well-organized LinkedIn profile, students can significantly increase their visibility among recruiters, hiring managers, and industry professionals, thereby enhancing their credibility and standing in an increasingly competitive job market. One of the key takeaways from the event was the importance of strategic networking. Students were encouraged to actively connect with industry professionals, recruiters, alumni, professors, and peers. These professional connections can play a pivotal role in future career advancement by opening doors to job opportunities, internships, mentorship programs, and valuable career advice. It was emphasized that the professional relationships built through LinkedIn often prove beneficial well beyond graduation, providing ongoing support and guidance throughout one's career journey. In addition to building a strong network, students were encouraged to join LinkedIn groups related to their fields of interest. These groups provide a platform for participating in industry-specific discussions, asking questions, sharing knowledge, and learning from experienced professionals. Active engagement in such communities not only enhances knowledge but also helps students stay informed about the latest industry trends, emerging opportunities, and hidden job or internship openings that may not be advertised elsewhere. The session also highlighted the benefits of following industry leaders, organizations, and educational institutions on LinkedIn. By doing so, students can stay updated with the latest news, research, and innovations in their fields. This practice was recommended as a way to improve industry awareness and maintain a competitive edge in today's dynamic and fast-evolving job market. Moreover, the use of LinkedIn Learning — an integrated educational platform — was recommended as an excellent resource for students looking to acquire new skills or deepen their expertise in specific areas. Offering a wide range of free and paid courses, LinkedIn Learning can help students enhance their employability by building additional competencies that complement their academic backgrounds. Mr. Sharvan Medempudi, the keynote speaker of the event, delivered an inspiring address, stressing the significance of early engagement with LinkedIn for university students. He urged first-year students to view LinkedIn not just as a social tool but as an essential component of their career-building journey. He emphasized that students who begin cultivating a professional presence early on gain a significant advantage when applying for internships and entry-level jobs. Overall, the session served as a comprehensive guide on how to effectively leverage LinkedIn to unlock a wide range of professional opportunities. By being proactive, continuously updating their profiles, and meaningfully engaging with the platform.

OUTCOMES:

Link 1. Students gained practical knowledge on how to build and maintain a professional LinkedIn profile that enhances their visibility to recruiters and :



Speaker discussing about the opportunities on LinkedIn Platform on 19.03.2025



Industry Engagements benefit discussed on 19.03.2025



unlocking and exploring via LinkedIn world on 19.03.2025



Group Picture with the students on 19.03.2025



Picture with Speaker on 19.03.2025



Deep discussions about the legal framework of LinkedIn in India on 19.03.2025