GOVT. OF WEST BENGAL
GOENKA COLLEGE OF COMMERCE & BUSINESS ADMINISTRATION
210, B.B. GANGULY STREET,
KOLKATA-700 012

Office Circular 37 **Date : 11.05.2022**

This is of information for all students of B.Com (H) Sixth Semester that an emerging nation-wide financial institution **The Leading Solution** is organizing a **Summer Internship Programme** for our students. The relevant information about the Internship is given at the end of this Circular for your reference.

The students are requested to fill in the following G -form before registration.

https://forms.gle/pBnTQ2V4wsZm4jqB8

The online registration link for this Internship programme is as follows:

https://forms.gle/jTa7MRVtTdPCzcpAA

Last date of registration: **May 13, 2022**.

The interested students are requested to register immediately to avail of this opportunity.

Principal
GCC&BA

Company Profile: THE LEADING SOLUTIONS

Website: www.theleadingsolutions.com

The Leading Solutions is the single stop solution provider for all your financial needs serving 35000+ clients in just 4 years. Our objective is to serve the customers with the best solution for directing their finances in the most profitable direction. Our motive is to upgrade the perception of investors moving them from traditional investment decision making to diversified one. Our economy is dynamic so it is better to diversify your funds. We work on the core mentality of investors and try to shift their interest from traditional to modern mind set by providing them greater choices to invest. Since, we have a large client's base in banking sector consisting more of public sector banks. So, we are looking out for passionate employees to make their career in the area of HR/ marketing/ finance.

Why Summer Internship?

A summer internship is a period of work experience offered by an organization for a limited period of time. The term is used for a wide range of placements in businesses, non-profit organisations and government agencies. They are typically undertaken by students and graduates looking to gain relevant skills and experience in a particular field.
A summer internship consists of an exchange of services for experience between the intern and the organization. Winter Internships are used to determine if the intern still has an interest in that field after the real-life experience. In addition, a winter internship can be used to create a professional network that can assist with letters of recommendations or lead to future employment opportunities. The benefit of bringing an intern into full-time employment is that they are already familiar with the company, their position, and they typically need little to no training. Winter internships provide current college students the ability to participate in a field of their choice to receive hands on learning about a particular future career, preparing them for full-time work following graduation.

Eligibility Criteria

- **M.B.A. (Marketing compulsory)**
- **B.B.A. (General)**
- **B.Com**

Skills Required

- ✓ **Good Personality.**
- ✓ **Excellent communication skills and networking ability.**
- ✓ **Leadership qualities and teamwork skills.**
- ✓ **Proficiency in MS Office.**

Summer Internship Schedule

At initial days of joining the firm provides training and inductions to interns in field of Marketing, Finance, HR, Operations and Marketing Research. After completion of training interns will be getting practical exposure for next few days.

Inclusions

Total tenure of the Summer Internship will be 2 months (as per the campus policy) and Students will be getting a work experience certificate from the company. TLS provides Domestic and International Exposure for which students will be selected on the basis of their summer Internship.

The Leading Solutions has come up with a unique '**Summer Internship Program'** to train and develop the knowledge and resource based skills in the candidates to fill the void of the business environment, the firm also looks forward to the successful placements of the interns by providing them '**Pre-placement Offer – PPO'.**

EXPERTISE IN VIRTUAL PROGRAM

A **virtual internship** is a work experience program **where the participant (intern) gains experience while working in a remote professional setting and is not physically present at the job location**. Virtual interns communicate with their employer online through various means including email, Skype, Whatsapp, instant messaging, phone conversations, webinars, project management tools, SMS messaging, etc. Virtual internships are currently rare, they are growing in popularity due to improving technology, the growth of social media and most importantly in the **COVID-19 pandemic situation**. In this current pandemic situation **TLS has successfully certified 1000+ students** and also providing students the real life exposure of the corporates by just sitting at home. The virtual classroom is the heart of internship programme in the pandemic- a convenient, central place where your internship training unfold. Although there are many fundamental similarities between a traditional physical internship and the virtual internship experience, learning through a virtual classroom offers many benefits that traditional physical internship college degree programs don't provide. Here are a few that made our list of top benefits:

- **Access to internship schedule from anywhere at any time**
- **Combination of structure and freedom**
- **Effective time management**
- **Expanded world view**

- **Asynchronous discussions with managers**
- **Immediate feedback on assignments**
- **Sharpened digital skills**

Opportunities given to students in COVID Pandemic (Lockdown):

- Certified **1000+** students
- **80+** Pre placement offers given till date
- **20+** laptops awarded to the students
- Sponsorships
- Stipends
- National/International Convention (which will be held in 2021)
- Vouchers
- Subscriptions

Work flow for Summer Internship

Day 1 to Day 15

Interns would be familiarised with the basic knowledge of corporate world and how every department work with basic information about HR, marketing, finance and taxation.

Day 16 to Day 35

Interns required to apply the training provided to them in the real world, where they have to perform their skills and learnings, work with the employees in a team and present their ideas. Also they are given a chance to interact with the customers as well.

MARKETING

- **Research & report work**
- **Product marketing & selling**
- **Client relationship management**
- **Lead generation**
- **Portfolio suggestion & Marketing**
- **Business Development Strategy**
- **Team Leading Profile**

Day 36 to Day 49

HUMAN RESOURCE

- **Interns will be given a chance to explore college placement drives. (If Physical)**
- **Opportunity to observe recruitment and selection process. (Virtual/Physical)**
- **Database management. (Virtual/Physical)**
- **Experience on HRIS software. (Virtual/Physical)**
- **Payroll Management. (Virtual/Physical)**
- **Cross selling. (Virtual/Physical)**
- **Interaction with old associates. (Virtual/Physical)**
- **Relationship Management with existing clients. (Virtual/Physical)**

FINANCE

- **FSA Analysis (Virtual)**
- **Risk and Returns (Virtual)**
- **Cash Flow Analysis (Virtual)**
- **EBIT/PAT Analysis (Virtual)**

Day 50 to Day 60

-Students would be winding up with the projects allotted.

-Report submission to company guide.

-Award & certification ceremony and PPO announcement.

Stipend Criteria – 4.5*k* – 25*k* (*Performance Based*).

Number of vacancies: 30

Campus drive date: As soon as fixed with the campus..

Month of joining: As per the college policy.

Selection criteria:

- **Telephonic Drive followed by Skype Interviews as per the number of registrations.**

Selection Process

If it will be telephonic drive

- **Final interview.**