

Dr. Ayush Srivastava
Assistant Registrar
Nodal Officer-Training & Placement



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Ref: AKTU/UIIC/2021/361

09th Feb' 2021

To
Directors/Principals
Colleges affiliated/associated to Dr. APJ Abdul Kalam Technical University Lucknow, Uttar Pradesh

Subject: Regarding company SkillArena hiring & Internship opportunity for MBA student of 2020 & 2021 batch

Dear Sir/Ma'am,

Please to inform you that as part of hiring and Internship process for MBA candidates of 2020 & 2021 batch, company SkillArena wish to invite the students of AKTU affiliated colleges for this drive. Please find invitation and link for the participation of students as per the details attached herewith (Annexure A). You are requested to kindly go through and encourage the students for registration latest by **11-Feb-2021**.

ERP Link: erp.aktu.ac.in

If you have any concern, you are requested to feel free to write at tnp.aktu@aktu.ac.in

With warm regards,

(Dr. Ayush Srivastava)
Assistant Registrar
Nodal Officer – Training & Placement

Copy to:

1. Registrar, AKTU, Lucknow
2. Finance Officer, AKTU, Lucknow
3. Controller of Examination, AKTU, Lucknow
4. Dean Student Welfare, AKTU, Lucknow
5. Media Prabhari, AKTU, Lucknow
6. Technical Officer, AKTU, Lucknow
7. In-charge Placements, AKTU, Lucknow
8. Staff Officer, Hon'ble Vice Chancellor for kind information

(Dr. Ayush Srivastava)

Campus Placements 2021	
Job Notification Form	
COMPANY OVERVIEW	
Name of the Company	SkillArena
Website / Other source of Information	http://www.skillarena.in/
Company Type	Education
Brief write-up on the Company (50 to 75 words)	<p>In today's VUCA world, only theoretical learning will not prove to be enough. The hour of the need is to develop higher cognitive skills for an overall holistic development of an individual. At SkillArena we have re-engineered the conventional education system in India. "We believe in a youth which is independent and educated. We believe in a INDIA which is skilled." SkillArena is an integrated platform for the learners who are willing to enhance their skills and expand their horizon of knowledge by the advancement of science, methodology, technology and practical applicability.</p> <p>We at SkillArena believe that everybody should have the opportunity to make progress and develop the skills of tomorrow. Here, our education system is being re-engineered and rebuilt from scratch. We develop the skills that the world needs! We want the youngsters to travel their crucial journey from campus to corporate with our assistance and guidance at every point, in case they find themselves stuck between career choices. We aspire to become an arena that empowers and enhances the skills in an individual to give them a competitive advantage.</p>
JOB PROFILE	
Job Designation	Marketing & Sales – Intern Marketing & Sales – Executive
Job Description	<p>Part-time/Internship Opportunity</p> <p>Marketing & Sales – Intern Intern would be required to complete tasks assigned by the Executive, based on the following parameters like identifying business opportunities, managing email campaigns, generating sales lead, making cold calls, participating in meetings, and assisting the sales department wherever possible. At SkillArena, we seek Marketing & Sales Interns, willing to learn as much about the company as possible and be able to spot the opportunities that have been overlooked by others.</p> <p>Marketing & Sales – Executive Executive would be required to complete tasks assigned by the Manager, based on the following parameters like identifying business opportunities, managing email campaigns, generating sales lead, making cold calls, participating in meetings, and assisting the sales department wherever possible. At SkillArena, we seek Marketing & Sales Executive, willing to learn as much</p>

	about the company as possible and be able to spot the opportunities that have been overlooked by others.
Place of Posting	Work from Home
Key Responsibilities:	<p>Marketing & Sales – Intern</p> <ul style="list-style-type: none"> • Interacting with potential customers and informing them about the courses and services. • Go extra mile to attract the customers and achieve the targeted goals. • Demonstrating and presenting courses on social media platforms. • Lead generation for SkillArena via marketing and sales efforts. • Should have the ability to handle customers independently and strike a deal. <p>Marketing & Sales – Executive</p> <ul style="list-style-type: none"> • An executive is expected to manage a team of interns who would be joining as Marketing and Sales Interns with SkillArena Technologies. Thus, driving out marketing and sales related tasks from them effectively and maintaining overall team spirit. • Recruiting and training new interns for SkillArena Internship Program and thereby, enhancing the marketing network. • Should have the ability to handle customers independently and strike a deal. • Go extra mile to attract the customers and achieve the targeted goals.
Type of Placement	Internship & Part-time
SALARY DETAILS	
Cost to Company (CTC)	NA
Training Period	NA
Salary / stipend paid during training	<p>Marketing & Sales – Intern Up to 5k</p> <p>Marketing & Sales – Executive Up to 20k (Directly linked with 12% Team revenue)</p>
Bond or Service Contract (If Yes, give details)	NA
SELECTION PROCESS	
Shortlist from Resumes	Yes
Written Test (Technical / Aptitude)	No
Group Discussion	If required
Personal Interview	Yes
Minimum Number of Offers You intend to make	70 Total for both the profile (Marketing & Sales – Intern - 10 , Marketing & Sales – Executive – 60)
Eligible Department and Program	For Marketing & Sales – Intern Any Graduates

	For Marketing & Sales – Executive MBA Batch 2020 & 2021
Specific Eligibility requirement (Please mention)	NA
Date & Time of the Drive	Yet to be decided
Venue	Yet to be decided
Expected Joining (dd/mm/yyyy)	Immediate