



CENTRE OF EXCELLENCE SALESFORCE



at
MIET



SPOC Details:

SHIVANI ROHILLA

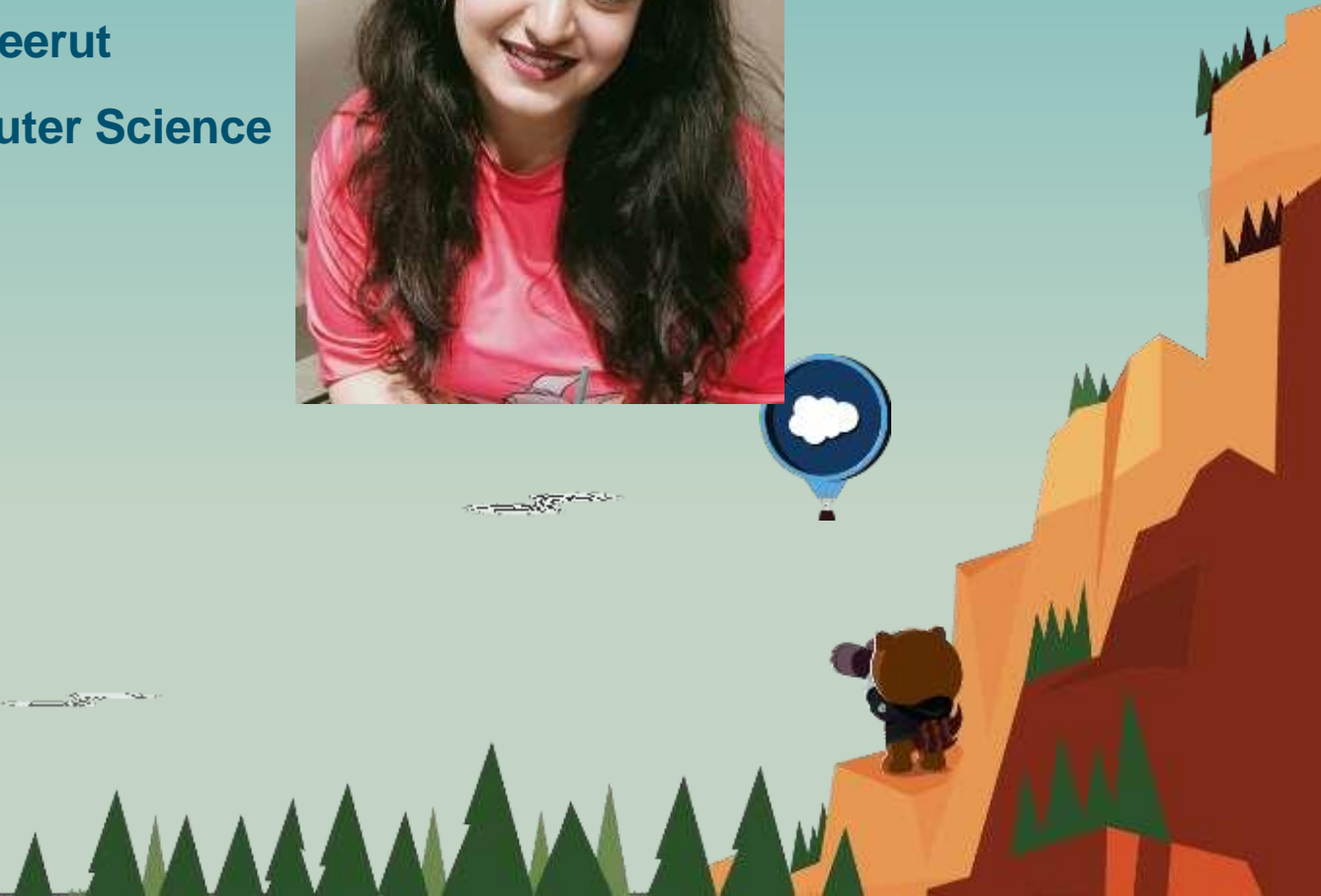
Leader

Salesforce Women in Tech Group, Meerut

Associate Professor & HoD, Dept. of Computer Science

shivani.rohilla@miet.ac.in

7060861545, 8077739294



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OBJECTIVES OF SALESFORCE

Centre of Excellence

- ❖ **To standardize Best Practices and enhance performance** of Salesforce deployments
- ❖ **To foster Innovation** by exploring and implementing new Salesforce features
- ❖ **To ensure Compliance** with industry regulations and internal policies
- ❖ **To support Training and Development** for Salesforce users

ACTIVE MEMBERS

2025

SHIVANI ROHILLA, SPOC & TRAINER (7060861545), Associate Professor, CSE

AKHILESH PANDEY, TRAINER (9389662873), Assistant Professor, CSE-AIML

SALESFORCE ROADMAP (2025-26)

SPOC: SHIVANI ROHILLA, ASSOCIATE PROFESSOR & HEAD, DEPT. OF COMPUTER SCIENCE



OUTCOMES : 2025

- MoU with AppyCrown Pvt. Ltd., updated course modules.
- 2. 25 students placed (2025 batch) And 65 students placed (2025 batch) till date.
- 3. 71 students certified through Udemy, MIET, Coursera, and others.
- 4. 57 students certified through internships (Smartbridge and ICT).

ACTIVITY AND EVENTS ROADMAP (JUL,25- DEC,25)



ROADMAP

(2019-20)

Oct-Dec

Assess student performance and gather feedback for course improvement.

Jul-Sep

1. Conduct mid-term evaluations and feedback sessions.
2. Organize guest lectures from industry professionals

Apr-Jun

1. Launch introductory workshops for students.
2. Initiate the first batch of Salesforce Admin training

Jan- Mar

1. Develop foundational course materials for Salesforce Admin and Developer tracks after foundation in 2018.
2. Conduct initial training sessions for faculty members.

ROADMAP

(2020-21)

Oct-Dec

1. Conduct certification preparation sessions.
2. Facilitate internships and industry partnerships

Jul-Sep

1. Implement hands-on projects and real-world case studies.
2. Organize hackathons and coding challenges.

Apr-Jun

1. Revise and update course materials.
2. Start new batches for Salesforce Admin and introduce Developer track.

Jan- Mar

1. Expand course offerings and enhance curriculum based on feedback.
2. Increase student enrollment and participation.

ROADMAP

(2021-22)

Oct-Dec

1. Conduct advanced training sessions and guest lectures.
2. Plan and execute a Salesforce career fair.

Jul-Sep

1. Organize student-led projects and presentations.
2. Introduce collaborative projects with industry partners.

Apr-Jun

1. Launch mentorship programs with Salesforce-certified professionals.
2. Begin specialized workshops on new Salesforce features and tools.

Jan-Mar

1. Achieve higher certification rates among students.
2. Foster a collaborative learning environment.

ROADMAP

(2022-23)

Oct-Dec

1. Assess impact and effectiveness of new initiatives.
2. Plan for the next academic year based on evaluation results.

Jul-Sep

Facilitate workshops on emerging technologies like AI and IoT in Salesforce.

Apr-Jun

1. Encourage student participation in Salesforce community events.
2. Introduce research projects focused on Salesforce innovation.

Jan- Mar

1. Partner with companies for internships and job placements.
2. Launch certification boot camps and intensive training sessions.

ROADMAP

(2024-25)

Oct-Dec

1. Conduct advanced training sessions and guest lectures.
2. Plan and execute a Salesforce career fair.

Jul-Sep

1. Organize student-led projects and presentations.
2. Introduce collaborative projects with industry partners.

Apr-Jun

1. Launch mentorship programs with Salesforce-certified professionals.
2. Begin specialized workshops on new Salesforce features and tools.

Jan-Mar

1. Achieve higher certification rates among students.
2. Foster a collaborative learning environment.

LIST OF PROJECTS

Real-time:

- ❖ Customer Relationship Management (CRM) Implementation
- ❖ Salesforce Service Cloud Deployment
- ❖ Marketing Automation with Salesforce Marketing Cloud
- ❖ Salesforce Community Cloud Portal
- ❖ Salesforce Integration with ERP Systems
- ❖ Custom App Development on the Salesforce Platform

.....and many more

Course Roadmap

1. INTRO

**2. What is
Salesforce?**

**3. Why is
learning
Salesforce
important?**

**4. How to learn
Salesforce skills?**

**5. What is the
Trailblazer
Community?**

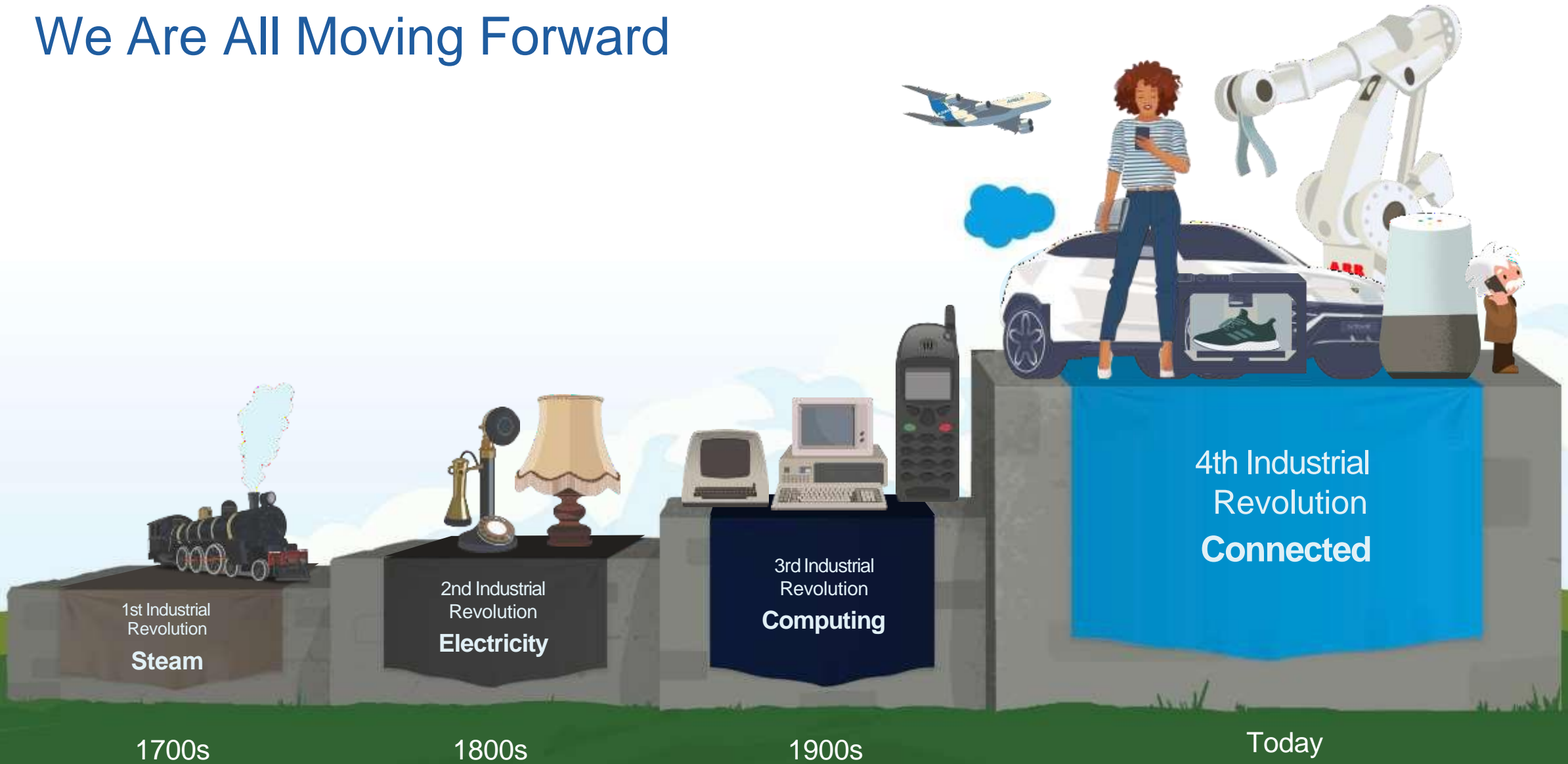
**6. How to perform
Hands-on Activity**

Introducing Salesforce

This session is intended to give a brief overview of:

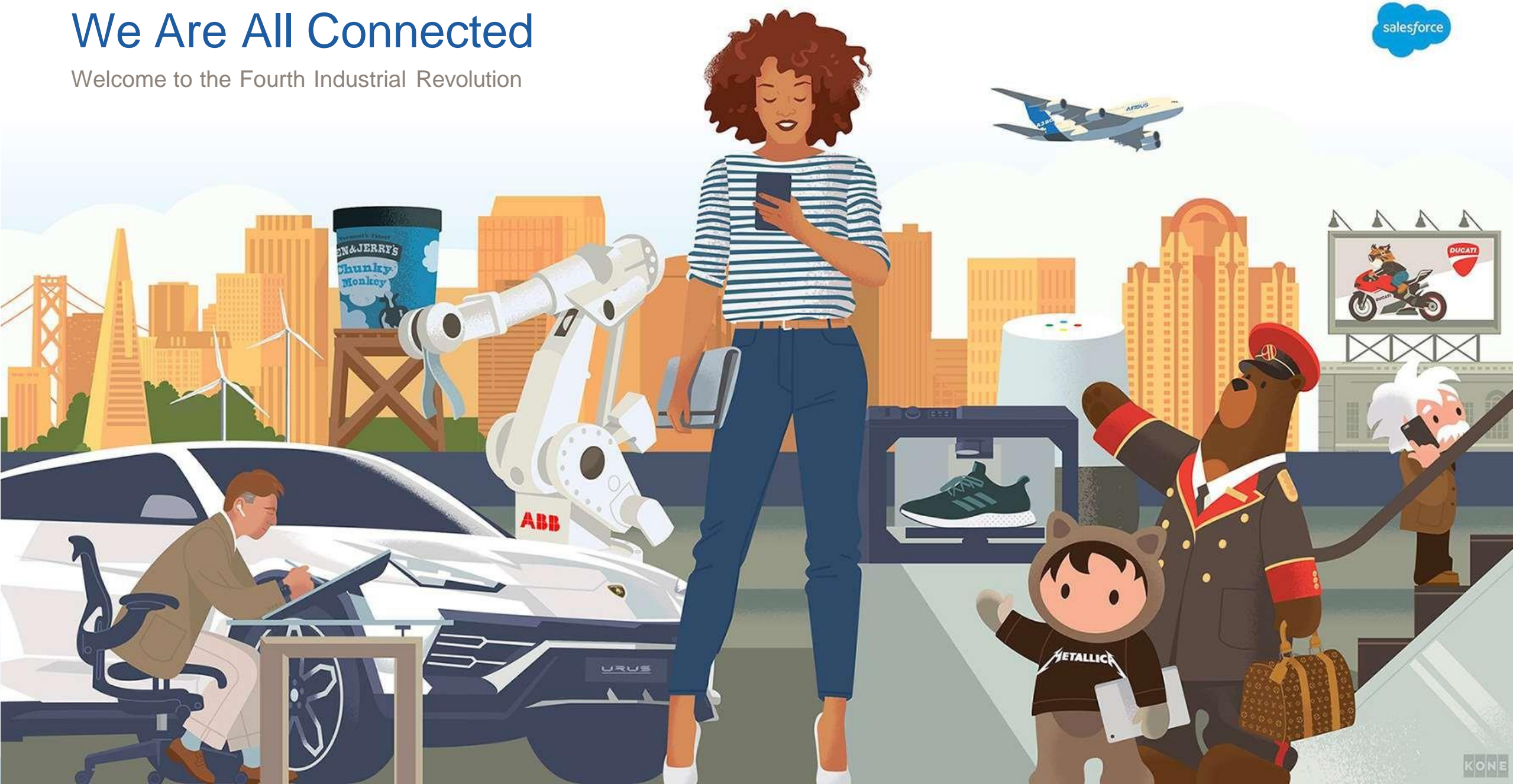
- * What Salesforce is
- * Why Salesforce skills are important
- * How to learn Salesforce skills
- * What the Trailblazer Community is
- * How to engage with the community and build network

We Are All Moving Forward



We Are All Connected

Welcome to the Fourth Industrial Revolution



The Customer Gap

Your Company



<1%

of customer data
has been analyzed

Your Customers



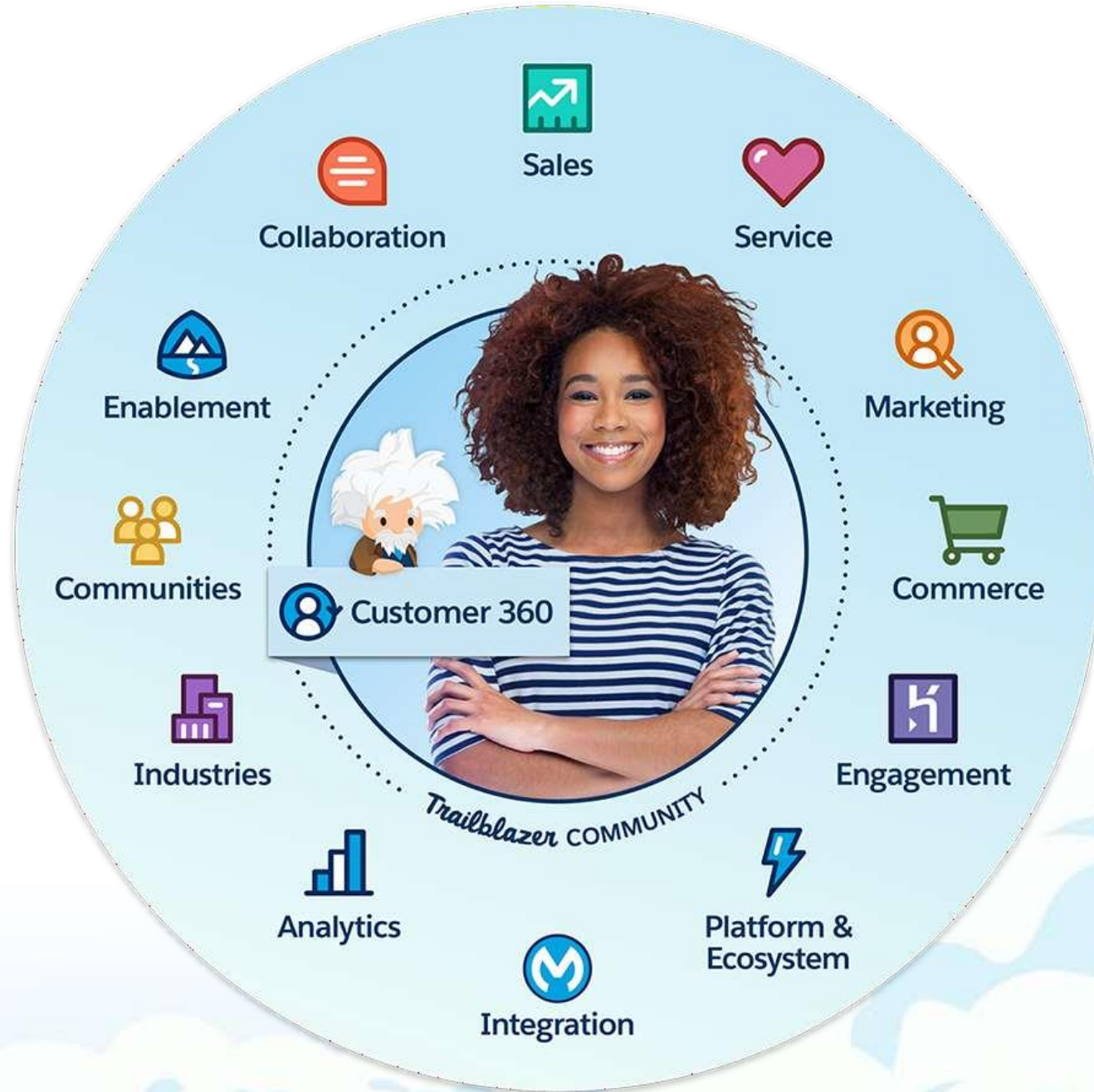
- Cloud
- Social
- Mobile
- IoT
- AI

77%

of customers are not
engaged with companies

Customer Success Platform

Connect to your customers in a whole new way



A Culture of Engaging All Stakeholders

Trust

Deliver the most trusted infrastructure and communicate openly.

Customer Success

Focus on customer success to drive mutual growth.

Innovation

Empower Trailblazers with technology to succeed in the Fourth Industrial Revolution

Equality

Respect and value a diversity of people.



Office of Ethical and Humane Use

The Salesforce Economy

Creating millions of jobs and millions of Trailblazers



3.4M

New jobs
by 2025



\$949B

GDP impact
by 2025



12M

Trailblazers
by 2025

1 in 3

Trailhead users
found a new job




And that demand extends across multiple career paths




Salesforce Administrator
Do you enjoy helping users get the most out of technology?



Salesforce Developer
Do you dream in code? Do inefficiencies keep you up at night?




Salesforce Technical Architect
Are you both a problem solver and big picture thinker?



Business Analyst
Are you a data nut and critical thinker?



Marketing Manager
Are you a people person, who loves helping customers succeed?



Sales Manager
Are you half artist, half scientist with an aptitude for technology?

For more info visit: trailhead.salesforce.com/career-path

Employers Struggle to Find People with Skills they Need

Employers



81%
of companies struggle
to find talent

Recent Grads



71%
of employers think
recent grads are unprepared



Source: Survey by Randstad US, 2016

Course Roadmap

1. INTRO

**2. What is
Salesforce?**

**3. Why is
learning
Salesforce
important?**

**4. How can I learn
Salesforce skills?**

**5. What is the
Trailblazer
Community?**

**6. Hands-on
Activity**

Trailhead is Empowering Trailblazers

The Fun Way to Learn Salesforce

- Guided Paths
- Hands-on
- Real-world
- Free



6M+

Badges
completed

400+

Badges
available

trailhead.salesforce.com

Tami Lau
CRM Developer



Trailhead Reinvents the Resume

- Skills-based view
- Points, badges, ranks
- Link social profiles
- Custom branded URL
Example:
- <https://trailhead.salesforce.com/en/me/shivani1991>

Shivani Rohilla
Developer at Salesforce centre of excellence- MIET
Uttar Pradesh, India

Trailblazing is love

salesforce.com/trailblazer/srohilla

Career Mode On

Employers can view additional career details you provided on the [Trailblazer Career Marketplace](#) and may contact you about jobs. Manage Career Mode in [Settings](#).

Trailhead

RANGER

192 Badges 106,618 Points 23 Trails

Earn 8 more badges to reach **Double Star Ranger rank**.

The Trailblazer Community Includes Everybody



Salesforce
MVPs

Community
Groups



Student
Groups

Vetforce

Women in
Technology

ISVs
& SIs

Strategy
Technology

Recommended trails to keep going...



Trailblazer Community Groups Module
<https://sfdc.co/TCGmodule>



Salesforce Career Exploration for Students
<https://sfdc.co/careerexploration>



How we started in 2018!!!

LEARN ALL THE SKILLS YOU NEED

Start taking trails on Trailhead and learn Salesforce Skills

<https://trailhead.salesforce.com>

START A SALESFORCE learner GROUP

Leaders should apply here:

<https://trailblazercommunitygroups.com/become-a-group-leader/>

CONNECT WITH FELLOW TRAILBLAZERS

Follow us in the Trailblazer Community, and on social.

Community: <https://trailblazer.salesforce.com>

Twitter: [@Trailhead](https://twitter.com/Trailhead)

Facebook: [/SalesforceTrailhead](https://facebook.com/SalesforceTrailhead)

OUTCOMES

Of SALESFORCE CoE @ MIET

A Salesforce Centre of Excellence (CoE) delivers several key outcomes, including

- ❖ Enhanced Skill Development
- ❖ Industry collaboration
- ❖ Innovative R&D
- ❖ Curriculum Enrichment
- ❖ Community and Networking

Placement Records

Latest in 2025:

360 Degree Cloud

Roll No	Name	Course
2000680100029	AKANSHA TOMAR	B.Tech CSE
2000680100041	AMARPREET KAUR REKHI	B.Tech CSE
2000680100083	ASHUTOSH RANA	B.Tech CSE
2000680100281	SEJAL TYAGI	B.Tech CSE
2102920109003	PRAGYA MOHAN	B.Tech CSE
2000680110013	AYUSHI MAVI	B.Tech CSIT
2100680109031	VISHANT SHARMA	B.Tech CSE

Offer letters

Dazeworks, Webkul, Nagarro, 360 Degree Cloud, Techmatrix and many more



Webkul Software Pvt. Ltd.
CIN: U72300UP2010PTC041790
Address: H-28 ARV Park
Sector 63 Noida 201301 (UP) India
Phone: +91 9870284067
Website: webkul.com



TSDC TECHNOLOGIES LLP
GST: 09AASFT2381012V | PAN: AASFT2381D
Consulting From Every Angle

Ph # 0120-4548949

TechMatrix IT Consulting Pvt Ltd
"Delivering business productivity in the cloud"

Offer Letter

Mr. Vishu Grade

04th February, 2021

Letter of Offer

Dear Vishu,

Congratulations!! We are pleased to appoint you as **Associate Salesforce Developer** and look forward to you being a part of our family.

We are glad to inform you that the appointment will commence from the day of joining i.e **Tuesday, March 2nd 2021** failing which this appointment will stand automatically withdrawn.

We are offering you annual entitlement of **Rs. 3,60,015/-** Details of other allowances shall be **as per enclosed in Annexure I.**

Welcome once again, may this be the start of a long, happy and successful association with Webkul.

Webkul Software Pvt Ltd
H-28, ARV Park
Sector 63 Noida- 201301



"GENERAL SERVICE AGREEMENT"

This agreement is made on this date **26-03-2024** and will be effective starting **27-03-2024** to **28-06-2024** at NOIDA,

BY AND BETWEEN

TSDC Technologies/Company, a company incorporated under the Companies Act, 1956 and having its principal place of business at **B-29, Sector 1, Noida, U.P. - 121002** (hereinafter "**TSDC Technologies/Company**") which expression, unless repugnant to the context, shall mean and include representatives, assigns, subsidiaries, successors, etc.

AND

Akansha Tomar S/O or D/O Mr. Manoj Kumar residing at **D/O Manoj Kumar, 155-D Saket , Meerut, Meerut Cantt, UP 250001 & Adhaar Number- 8863 1798 1743** at (hereinafter referred to as "Service Provider"), which expression shall, unless repugnant to the context or meaning thereof, be deemed to mean and include its successors).

1. BACKGROUND:

1.1 TSDC Technologies believes that the Service Provider has the necessary qualifications, experience, and abilities to provide services to TSDC Technologies.

1.2 The Service Provider is agreeable to providing such services to TSDC Technologies on the terms and conditions set out in this Agreement.

WHEREAS, TSDC Technologies wishes to have a Service Provider, provide assistance to TSDC Technologies

Date: Feb 25, 2019

Dear Mehul Tyagi,

Instituting to your skills evaluation and consequent to our discussions we are happy to offer you position of a **Jr. Salesforce Developer** with TechMatrix.

You will be on probation for initial six months. On successful completion of probation you'll receive a permanent employment status basis your performance and supervisor's feedback.

As part of our organization you will be rewarded with the following compensation:

BREAK- UP FIELDS		
Component A	Monthly	Annual
Basic	8167	98000
HRA	4083	49000
Conveyance	1600	19200
Medical	1250	15000
Project Allowance	6594	79126
TA	1667	20000
Food Allowance	2200	26400
Total Fix	25561	306726

Certifications

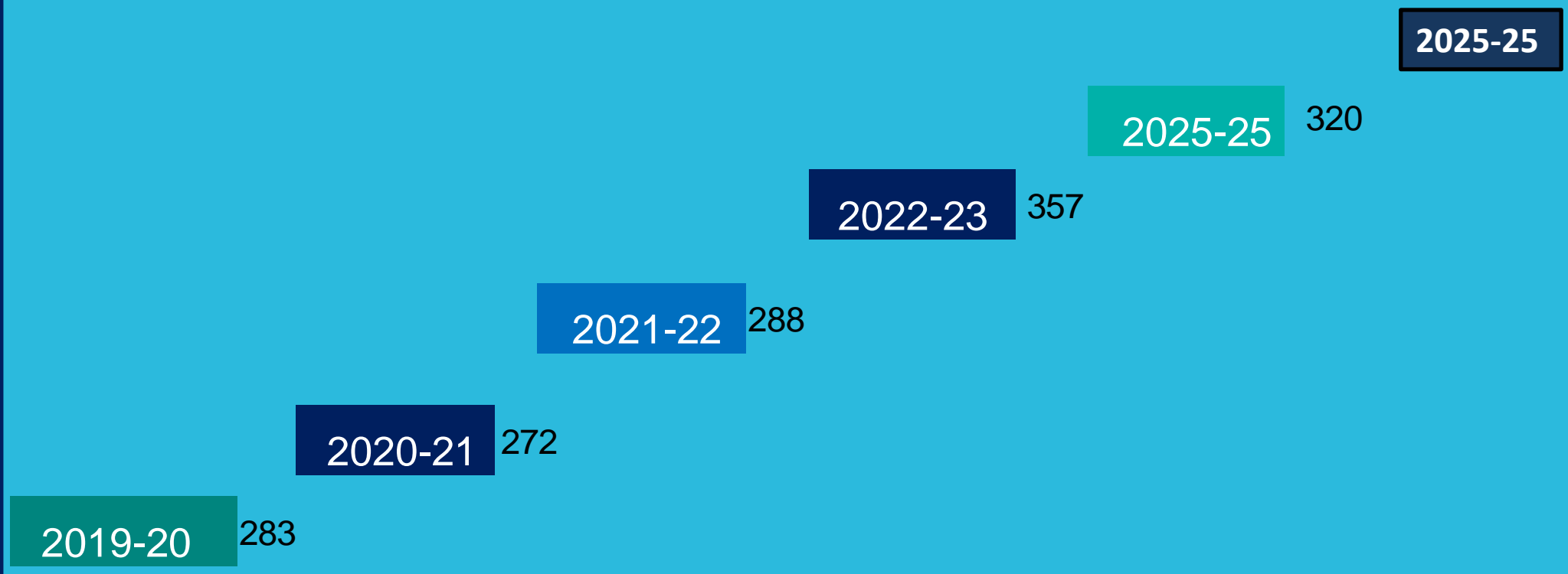
Training & Internships

- ❖ 120 students trained in-house every year
- ❖ 35 students ON for internships



Placement Records

Salesforce data: 25-27% of CSE and allied branch Salesforce-trained students contribute to the total number of placements.



Few glimpses of events and activities:

from 2018 till date

SALESFORCE FACULTY AWARENESS PROGRAMME

Key points of the One hour Session:-

- * What Salesforce is?
- * Why Salesforce skills are important?
- * How to learn Salesforce skills?
- * What the Trailblazer Community is?
- * How to engage with the community and build your network?

Please come and join us at
12:30pm on Saturday
(19th Jan,19)

Venue:

M - 311 (for CSE)
Audi-4 (for other departments)

TRAINERS:

1. SHIVANI ROHILLA
Co-Leader,
Salesforce Women in Tech Group
Meerut
shivani.rohilla@miet.ac.in

2. RAGHURAJ SINGH
Asst. Professor
CSE Dept.
MIET, Meerut
raghuraj.singh@miet.ac.in



Participation and Awards:

Salesforce Academic Awards 2018- BEST ACADEMIC PARTNER



Expert Sessions @ MIET

By Alumni, Aviral Aggrawal, December 2025

and

Trailblazer Chirag, April 2025



miet

salesforce academic alliance

Code with Chirag Sharma, "Business Administration Specialist"

13 APRIL, 2024 | SATURDAY
8:30PM - 10:30PM

MODE - ONLINE

DR. ANKUR SAXENA
(DEAN - CSIT)

DR. MUKESH RAWAT
(HOD - CSE)

MR. SHAILENDRA KUMAR SINGH
(T&P - COORDINATOR)

MS. SHIVANI ROHILLA
(TRAINER & SPOC - SALESFORCE)



SPEAKER :
CHIRAG SHARMA
(SALESFORCE TRAILBLAZER)

News coverage

2018-2019



WOMEN EMPOWERMENT THROUGH SALESFORCE

2019

वूमन इन टेक संगठन का शुभारंभ

मेरठ। अमेरिकी क्लाउड आधारित सॉफ्टवेयर कंपनी सेल्सफोर्स ने नवीनतम प्रौद्योगिकी कौशल और सॉफ्ट स्किल पर छात्रों को प्रशिक्षित और विकसित करने के लिए वूमन इन टेक संगठन का शुभारंभ एमआईईटी में किया। वाइस चेयरमैन पुनीत अग्रवाल ने बताया कि इससे छात्रों को नवीनतम तकनीकों का प्रशिक्षण मिलेगा। जिस प्रकार शिक्षा की दुनिया नवीनतम तकनीकी रुझानों की ओर बढ़ रही है, उसी अनुरूप आधुनिक युग से कदम से कदम मिलाते हुए एमआईईटी भी नवीनतम प्रौद्योगिक नवाचारों और आविष्कारों को अपने पाठ्यक्रम से जोड़ने का प्रयास कर रहा है। कोऑर्डिनेटर शिवानी रोहिल्ला ने बताया कि महिलाओं में नवाचार प्रौद्योगिक महिला सशक्तिकरण उद्यमशीलता को प्रेरित करने के लिए संगठन का शुभारंभ किया गया। इस मौके पर विभागाध्यक्ष डॉ. प्रदीप पंत, मुकेश रावत, शिवानी रोहिल्ला मौजूद रहे।

सशक्त बनाएगा 'वूमन इन टेक'

राहत

छात्रों को प्रशिक्षित करने के लिए किया शुभारंभ

मेरठ (प्रभात)

अमेरिकी क्लाउड आधारित सॉफ्टवेयर कंपनी सेल्सफोर्स ने नवीनतम प्रौद्योगिकी कौशल और सॉफ्ट स्किल पर छात्रों को प्रशिक्षित और विकसित करने के लिए 'वूमन इन टेक' संगठन का शुभारंभ एमआईईटी में किया।

इस दौरान संस्थान के वाइस चेयरमैन पुनीत अग्रवाल ने बताया कि जिससे छात्रों को नवीनतम तकनीकों का प्रशिक्षण मिलेगा। जिस प्रकार शिक्षा की दुनिया नवीनतम तकनीकी रुझानों की ओर बढ़ रही है, उसी अनुरूप आधुनिक युग से कदम से कदम मिलाते हुए एमआईईटी भी नवीनतम प्रौद्योगिक नवाचारों और आविष्कारों को अपने



कार्यक्रम के दौरान मौजूद छात्र-छात्राएं।

प्रभात

पाठ्यक्रम से जोड़ने का प्रयास पूरी प्रतिबद्धता के साथ करता रहता है। कोऑर्डिनेटर शिवानी रोहिल्ला ने बताया कि महिलाओं में नवाचार, प्रौद्योगिकी, महिला सशक्तिकरण, उद्यमशीलता को प्रेरित करने के

लिए संगठन का शुभारंभ किया गया है। इस दौरान 50 से अधिक छात्राओं ने भाग लिया।

इस दौरान विभागाध्यक्ष डॉ. प्रदीप पंत, मुकेश रावत, शिवानी रोहिल्ला मौजूद रहे।

संगठन के कार्यकर्ता

विभागाध्यक्ष

THANK YOU

