



TRAINING AND PLACEMENT CELL
COLLEGE OF AGRICULTURAL ENGINEERING AND TECHNOLOGY
ANAND AGRICULTURAL UNIVERSITY
DHOLAKUVA, GODHRA

INAUGURAL CEREMONY OF T&P CELL ACTIVITIES
(AY 2023-24)



A SPECIAL TALK ON SALES MASTERY

Training and placement (T&P) cell play a vital role in shaping the career goals of students. Every engineering student's dream is to get placed in an organization visiting their campus for recruitment. Considering this vital note, different kinds of training that help the students to be equipped with the latest technological interventions impacting society are important for students to know and are required to enhance their employability skills and achieve good placement in various industries. As a part of the same, T&P Cell planned different counseling and training activities for the academic year 2023-24.

The inaugural session of all those events, i.e., the inaugural ceremony of T&P cell activities was organized on 13th October 2023. The ceremony was presided over by Dr. R. Subbaiah, Principal and Dean, CAET, Godhra. After the welcome address by Dr. D.K. Vyas, HOD, Dept. REE, Er.J.Sravankumar, T&P officer, presented the T&P activities report for AY 2022-23 and the scheduled activities of T&P for AY 2023-24.

At the inaugural ceremony, a special talk by Shri Shailendra Singh, Managing Director, Agristar Farm Services, Anand, Gujarat on "SALES MASTERY" was organized to enable the students to choose their career path and start building the skills required for their future. The key emphasis of the talk was on the 8 proven ways of the sales process for becoming a sales superstar. More than 60 students and 20 faculty and staff members benefited from this session.

