

**Sarvajanik Education Society
S. R. Luthra Institute of Management**

**Report on Final Campus Placement of U & I Resources Pvt. Ltd. at
SRLIM, Surat**

**U & I Resources Pvt. Ltd. offered INR 2.40 Lacs p.a. to final year
students of S. R. Luthra Institute of Management (SRLIM), Surat
on 7th April, 2016**



Mr. Sandeep Modi (Director) addressing Students at SRLIM

U & I Resources Pvt. Ltd. and its group of companies offer wide range of services like celebrity management, exhibition, AV marketing, award functions, live concerts, brand launches, experiential marketing, ad making, copy writing, social media marketing, web solutions etc. Founded in 2002, the name originates from the amalgamation of their work and from the people who have expectations from them and moreover, faith in them. Events are all about experiences and dreams and hence. "They make the difference" by making a larger than life reality and making their associates proud of their dreams with their experiences and efforts.

U & I Resources Pvt. Ltd. visited SRLIM for final campus placement on 7th April, 2016. The designations offered were “Social Media Manager” and “Management Trainee-Sales & Business Development” with maximum earning potential of INR 2.40 lacs p.a. Mr. Sandeep Modi (Director) conducted the pre-placement talk. He gave idea about the company, current trends, job profiles, compensation etc. Mr. S. K. Sharma (COO) and Ms. Vishwa Jardosh (Executive) also accompanied him for the campus placement.

The expectations from “Social Media Manager” role were to look out for new ways to market a brand in digital space and to maintain client’s presence on all digital media. The expectations from “Management Trainee-Sales & Business Development” role were to coordinate with existing and probable customers and to develop new customer base for the growth of the company. Fluency in English, Hindi and Gujarati was additional requirement from the candidates. 45 students attended the pre-placement talk.

Out of 45 students 24 candidates moved forward for group discussion round and personal interview round. Students were asked several questions to assess their communication skills, innovativeness and understanding about social media. They were also asked with situational questions to understand their capability to react to it.

It was a good opportunity for students to work in highly upcoming area of digital and social media marketing.