

**Sarvajanik Education Society**

**S. R. Luthra Institute of Management**

**Report on Final Campus Placement of Craft lab at SRLIM, Surat**

**Craft lab offered 1.8 lacs p.a. to final year students of S. R. Luthra Institute of Management (SRLIM), Surat**

The logo for CRAFT LAB features the word "CRAFT" in large, blue, 3D block letters with a grey shadow effect. To its right, the word "LAB" is written in smaller, yellow, 3D block letters with a black outline and a grey shadow effect.

Craft Lab is provider of new system of financial education introduced by ministry of finance joint with National Skill Development Corporation. CA Manish Jajoo (Director – Craft Lab) has a vision to make Surat a hub for commerce. Company offered designation for Counsellor or Cum Marketing Executive with package of Rs.1.8 lacs p.a. to final year students of SRLIM, Surat. It was wonderful opportunity for those students who Eger to work in counselling or cum Marketing Executives. Company expect that candidates should have convincing power and knowledge about marketing tactics.

Campus interview of Craft lab was organized on 8<sup>th</sup> May, 2014. CA Manish Jajoo (Director – Craft Lab) conducted first round at company premise; students were asked questions to assess their communication, work experience, marketing tactics. Two students are shortlisted after two rounds of personal interview.