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Empowering Growth through licenses.

CAMPUS RECRUITMENT & ENTREPRENEURSHIP DRIVE (CRED)

Empowering Students. | Enriching Institutions. | Building Futures.

A Value-Added Entrepreneurship & Career Opportunity Initiative

CMPTL CRED is designed to connect educational institutions with opportunities that help students explore:

- Entrepreneurship
- Independent Career Pathways
- Business Opportunities
- HR & Talent Opportunities
- Practical Industry Exposure
- Professional Networking



CONNECT → EDUCATE → IDENTIFY → ENROLL → ACTIVATE

CREATING OPPORTUNITIES.
DEVELOPING TALENT.
BUILDING A BETTER TOMORROW.

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CONNECT. EDUCATE. IDENTIFY. ENROLL. ACTIVATE.

Empowering students with entrepreneurship opportunities and career pathways through **CMPTL's ecosystem.**



From Campus to Entrepreneurship

Your Journey Starts Here!

THE CRED JOURNEY

1. CONNECT
HR candidates connect with nearby colleges and placement officers.

2. EDUCATE
Conduct Entrepreneurship Workshop and present CMPTL ecosystem and opportunities.

3. IDENTIFY
Engage students, understand their interests and identify potential future leaders in IBA and IHR profiles.

4. ENROLL
Interested students register and get enrolled into the relevant CMPTL programs.

5. ACTIVATE
Provide training, tools, mentorship and support to help them grow and succeed.

6. GROW
Members build their career, create impact and become part of a growing ecosystem of entrepreneurs & leaders.

PROGRAM HIGHLIGHTS

- Industry-relevant workshops
- Entrepreneurial mindset development
- Career and business opportunities
- Flexible participation for students
- Practical training and mentorship
- Pathway to financial and personal growth

For Students
Real opportunities.
Real growth.

For Colleges
Value-added programs.
Stronger placements.

For CMPTL
A continuous pipeline of driven and capable talent.

Together, Let's Build
a Future of Entrepreneurs, Leaders & Changemakers.

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WHY CRED?

THE CAREER LANDSCAPE IS CHANGING

Students today need more than academic qualifications.
They need exposure to **multiple dimensions of growth.**



SKILLS
Practical, industry-relevant capabilities.

OPPORTUNITIES
Multiple pathways beyond conventional employment.

ENTREPRENEURSHIP
The ability to create opportunities rather than only seek jobs.

NETWORKS
Connections with professionals, businesses and the industry.

EXPERIENCE
Real-world exposure before entering the workforce.

> "CRED prepares students to create opportunities, not just seek jobs."

CRED OBJECTIVE

To introduce students to alternative career and entrepreneurial pathways and help them discover opportunities aligned with their interests, skills and aspirations.

FOR THE INSTITUTION

CRED complements the institution's efforts in:

- Career Development
- Employability Enhancement
- Entrepreneurship Promotion
- Industry Exposure
- Future-Ready Talent

> "CRED is not just about careers.
> It's about discovering possibilities and creating a better tomorrow."

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WHAT WILL STUDENTS DISCOVER?

Beyond the conventional career path, students will discover multiple **pathways to grow, lead and create impact.**



IBA
INDEPENDENT BUSINESS ASSOCIATE

For students interested in business development, entrepreneurship and creating value in the marketplace.

FOCUS AREAS

- **Business Development** — Identify and develop business opportunities.
- **Networking** — Connect with professionals, businesses and industry.
- **Market Opportunities** — Understand markets, customer needs and solutions.
- **Entrepreneurial Thinking** — Think independently, act proactively and create impact.
- **Client Engagement** — Build relationships and create long-term value.

Empowering students to build businesses, create opportunities and achieve growth.

IHR
INDEPENDENT HR

For students interested in people, talent and building careers for others.

FOCUS AREAS

- **Talent Identification** — Identify, engage and connect the right talent.
- **HR Networking** — Connect with HR professionals, organizations and communities.
- **Recruitment** — Understand recruitment processes and best practices.
- **Talent Ecosystem** — Be a part of the talent development ecosystem.
- **Candidate Engagement** — Build meaningful relationships and ensure experience.

Empowering students to build people-centric careers and create impact in organizations.

AND MORE...

Students can explore other suitable models within the CMPTL Ecosystem.

- Training & Development
- Marketing & Outreach
- Sales & Relationship Management
- Digital & Technology Opportunities
- Community Building
- And Many More

Multiple pathways.
One goal – Your Growth.

> **Our objective is not to put every student into one model – it is to help every interested student discover the model that fits them.**

Explore. Learn. Engage. Grow.

Opportunities are everywhere. We help you discover them.

Start your journey today. Create your tomorrow.

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VALUE FOR THE COLLEGE & STUDENTS



CRED creates a meaningful impact for both students and institutions by opening doors to **opportunities, skills and growth.**

VALUE FOR STUDENTS

01	**Entrepreneurship Exposure**	Understand entrepreneurship as a practical and viable career pathway.
02	**Career Awareness**	Discover multiple career and business opportunities beyond conventional jobs.
03	**Practical Industry Orientation**	Gain insights into how businesses, markets and professional ecosystems actually work.
04	**Professional Networking**	Start building connections with professionals, mentors and industry experts.
05	**Real-World Skills**	Develop communication, leadership, business, HR and networking skills.
06	**Opportunity Creation**	Learn to identify opportunities, solve problems and create value.

VALUE FOR THE INSTITUTION

01	**Value-Added Student Initiative**	Enhances the college's portfolio of student development programs.
02	**Entrepreneurship Awareness**	Encourages an entrepreneurial mindset across the student community.
03	**Industry Interaction**	Provides students additional exposure to industry practices and opportunities.
04	**Career Readiness**	Broaden students' understanding of careers and improve employability.
05	**Additional Pathways**	Provides interested students access to alternative career and business opportunities.

> CRED bridges the gap between education and opportunity, helping students **discover, develop and drive their future.**

CRED PROMISE:

Empowering students to discover possibilities. Enabling institutions to create greater opportunities.

Student-Centric Approach | Practical & Interactive | Mentored Engagement | Industry Connected | Future Focused

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WHAT HAPPENS AT THE COLLEGE?



THE CRED CAMPUS JOURNEY

A structured approach that connects your institution with opportunities that empower students and build their future.

01 CONNECT

CMPTL-trained professionals connect with the college Placement / T&P Division and understand the institution's objectives.

02 PROPOSE

A CMPTL Entrepreneurship & Career Opportunity Workshop is proposed for suitable students.

03 EDUCATE

An interactive workshop introduces students to entrepreneurship, career opportunities and the CMPTL ecosystem.

04 IDENTIFY

Students who demonstrate interest in entrepreneurship, business development, HR or other opportunities are identified.

05 ENROLL

Interested students can register for suitable CMPTL ecosystem opportunities.

06 ACTIVATE

Selected participants receive appropriate orientation, training, mentoring and engagement.

THE CRED EXPERIENCE

CONNECT with your Institution › EDUCATE your Students › IDENTIFY Potential & Interest › ENROLL Interested Participants › ACTIVATE Future Opportunities

PARTNERSHIP THAT CREATES POSSIBILITIES.

Together, let's empower students to explore, grow and succeed.

CMPTL CRED

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Enriching Institutions.
Building Futures.

Student-Focused Approach | Practical & Interactive | Opportunity Driven | Industry Connected | Future Oriented

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Typical CRED Team interaction with Students.



Typical CRED Team interaction with Students.



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- EMPOWERING STUDENTS
- ENRICHING INSTITUTIONS
- BUILDING FUTURES
- CREATING OPPORTUNITIES

INVITE CRED TO YOUR CAMPUS

LET'S CREATE PATHWAYS BEYOND CONVENTIONAL CAREERS

We invite your institution to host a

CMPTL ENTREPRENEURSHIP & CAREER OPPORTUNITY WORKSHOP



WORKSHOP DETAILS

DURATION
45–60 Minutes

MODE
On-Campus / Online

CONDUCTED BY
CMPTL-Trained Professionals

AUDIENCE
Final Year / Pre-Final Year / Interested Students

FORMAT
Interactive Presentation + Student Engagement

GROUP SIZE
Flexible – As per the institution's preference

WHAT YOU GET

- A value-added student development initiative
- Entrepreneurship & career exposure for students
- Industry insights and practical learning
- Inspiration to explore new opportunities
- Access to the CMPTL ecosystem for interested students

THE CREQ EXPERIENCE

CONNECT
We connect with your institution.

EDUCATE
We conduct an engaging entrepreneurship & career opportunity workshop.

IDENTIFY
We identify interested and potential students.

ENROLL
Students register for suitable CMPTL opportunities.

ACTIVATE
We provide orientation, training, mentoring and ongoing engagement.

READY TO BRING CRED TO YOUR CAMPUS?

Let's collaborate to empower students and build future entrepreneurs, professionals and business leaders.

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CONTACT US | [Name] | [Mobile Number] | [Email Address] | [Website]

CONNECT. EDUCATE. IDENTIFY. ENROLL. ACTIVATE.

CREATING OPPORTUNITIES. DEVELOPING TALENT. EMPOWERING TOMORROW.

Thank You!

We appreciate your time and consideration.
Together, let's empower students, create opportunities and build a brighter future.

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- EMPOWERING STUDENTS
- ENRICHING INSTITUTIONS
- BUILDING FUTURES

WE LOOK FORWARD TO PARTNERING WITH YOUR INSTITUTION.

CONNECT	EDUCATE	IDENTIFY	ENROLL	ACTIVATE
with your Institution	your Students	Potential & Interest	Interested Participants	Future Opportunities



> "Empowering students to discover possibilities. Enabling institutions to create greater opportunities.

Let's collaborate to create impact and build futures.

CRED@CMPTL.com

www.CMPTL.com

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