



**AMRITA**  
VISHWA VIDYAPEETHAM  
AMRITA VISHVA VIDYAPEETHAM



**CIR**  
CORPORATE & INDUSTRY RELATIONS

# utkarsh

NEWSLETTER

**FEB**

2022

## ACE Head Inaugurates Entrepreneurship Development Cell at CKPC

The Entrepreneurship Development Cell at Christ the King Polytechnic College (CKPC), Othakkalmandapam, Coimbatore, was inaugurated on Friday, 17th December, 2021 by Mr. R. Krishnan, Head – Entrepreneurship Development, Amrita Centre for Entrepreneurship (ACE), CIR, Amrita Vishwa Vidyapeetham. He was the chief guest for the function, which was attended by over 200 final year students from various branches of the polytechnic college along with a few faculty members.



The programme was graced by Dr. A. Antony Fernandez, Principal; Mr. Robert Bellarmin, Coordinator of the Entrepreneurship Development (ED) Cell; Mr. Suresh, Dy. Coordinator; the student coordinators, other faculty members and students at CKPC. Highlights of the session included an initial pep talk on the importance of entrepreneurship for the budding technocrats. This was followed by an idea contribution activity through which every student came up with a suggestion for the ED cell, like calling alumni entrepreneurs or MSME founders they were in touch with. The next activity was one in which the participants learnt from a team formation based on their branch and competing in a ring-toss competition, as strategized by the leader / CEO of the team.



The video of the session is available in the following

URL: <https://youtu.be/zglT1gaeIVw>

## Amrita Alumnus and Wadhvani Foundation Power-Up ACE Club Induction

The induction programme by Amrita Centre for Entrepreneurship (ACE) Club for the 1st year students, was conducted on 6th November, 2021. The session featured Amrita alumnus entrepreneur, Mr. Pradeep Menon and professionals from National Entrepreneurship Network, Wadhvani Foundation.

**AMRITA**  
VISHVA VIDYAPEETHAM

**Amrita Centre for Entrepreneurship**

# Join the ACE Club Induction Program

**6<sup>th</sup> November**  
3.30 - 4.30 PM

Amrita Centre for Entrepreneurship (ACE)  
- Expanding the Power of Choice:  
As students get a wide range of courses and programmes to choose from while entering the university, likewise they have a set of choices even before graduating successfully from Amrita.

According to Prof. C. Parameswaran, Senior Director – Corporate & Industry Relations, “The Directorate of Corporate & Industry Relations of the University facilitates students with three options – Placements, Higher Studies, and Entrepreneurship”.

Thus, one of the options for students passing out of Amrita who have the urge to start something is to become an entrepreneur. To nurture the entrepreneurial spirit among youngsters who dare to innovate and initiate, Amrita Centre for Entrepreneurship (ACE) was established by CIR in June, 2011.

ACE has so far obtained a funding of over INR 23.97 lakhs for promoting entrepreneurship from Department of Science & Technology (DST).

This e-club has a membership base of 1232 members comprising students, alumni, and EDP participants.

ACE has conducted 8 Entrepreneurship Awareness Camps (EACs) impacting 790 students and 5 EDPs resulting in 43 ventures from 129 graduates.

ACE has effectively organized 5 Faculty Development Programmes (FDPs) on Entrepreneurship for 106 faculty members.

<https://bit.ly/tojoinaceclubinduction2021-22>

**B**ecome **E**nterprising: Keep pace with ACE.

The first speaker was Amrita alumnus, Mr. Pradeep Menon, Director at Zacco - Digital Trust, who spoke about his entrepreneurial journey. A serial entrepreneur in the Cybersecurity / Information Security space, over the years, Mr. Menon has built and exited multiple organizations in this space. He has an all-round experience in setting up a start-up and growing the organization to mid-size. In his career, Mr. Menon has worked in varied geographies across the globe such as North America, Europe, Middle East, Africa and India. He has acquired marquee clientele across industry verticals such as Banking, Finance, and Insurance, Telecom, Healthcare, Retail, Oil and Gas, Manufacturing and Government. His current pursuits include AI-based research and development in Cybersecurity, Cybersecurity in RPA, Human aspects of Cybersecurity, Cyber Anthropology and Organic Farming.

The next speaker was Ms. Sanghamitra Bhasin, Sr. Associate and Wadhvani Entrepreneur at Wadhvani Foundation. Having been a senior consultant, strategist, executive and eventually a serial entrepreneur, Ms. Sanghamitra has worked with organisations like

The Oberoi Hotels and The Taj Hotels and educational startups like Frankfinn Institute of Air Hostess Training, Metamorf, and Upgrade Management Services. A PG Diploma holder from Symbiosis Pune, Ms. Sanghamitra has used her experience in business operations, training, sales and marketing and synergized them into her entrepreneurial stint wherein she pivoted service oriented startups to set up and get moving. She explained about the 14-week NextGen Activate (Idea to IPO) programme and the Ignite programme offered by Wadhvani Foundation’s National Entrepreneurship Network (NEN) which was accepting applications from aspiring and budding entrepreneurs. Along with Ms. Prarthana, her colleague, Ms. Sanghamitra explained how students could apply as teams of two to three members.

After this, Mr. R. Krishnan, Head – ACE, explained about ACE, its activities, its programmes, and membership benefits to the 250 odd participants of the session. Mr. D. Sakthivel, Coordinator – Corporate Relations, who also manages the ACE membership desk, shared the registration link for ACE club membership with the participants.

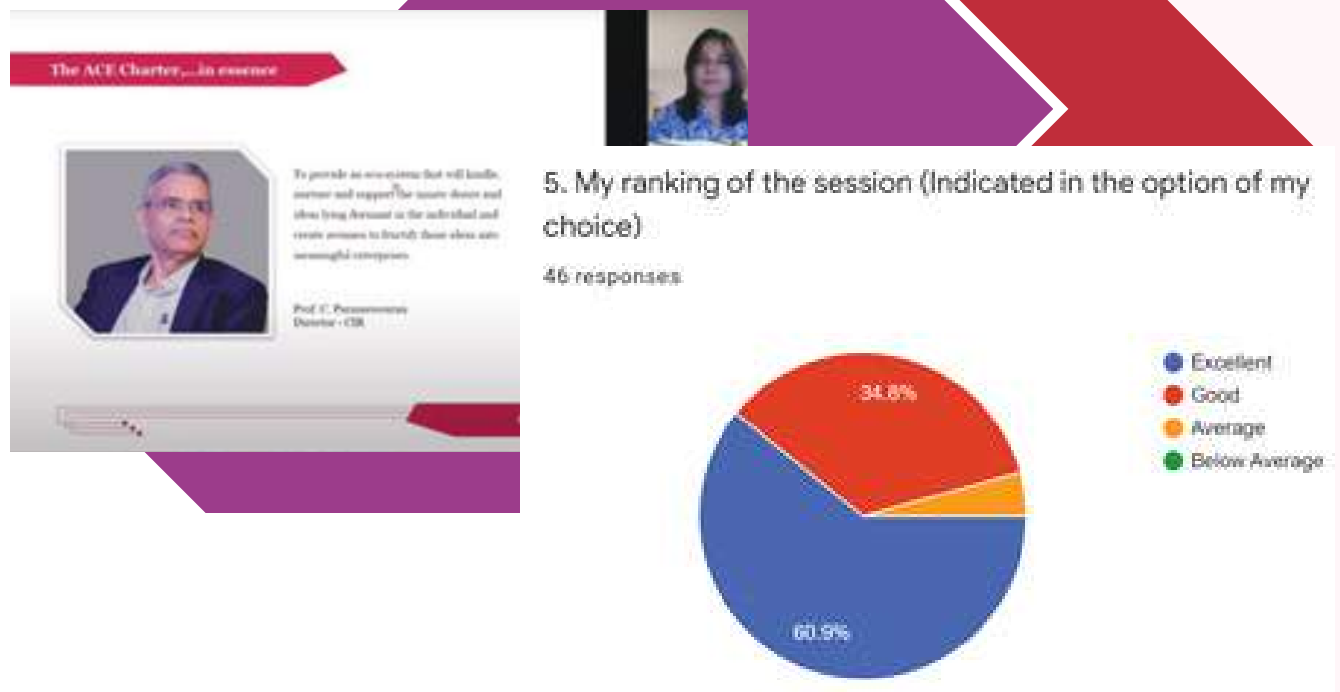


The feedback for the club induction programme was fabulous, with 95.7 % of the participants rating it as either “Good” or “Excellent”. When asked to describe the session in one word, they used the following adjectives: “Amazing”, “Great”, “Informative”, “Inspiring”, “Excellent”, “Wonderful”, “Engrossing”, “Knowledgeable”, and “Useful”.



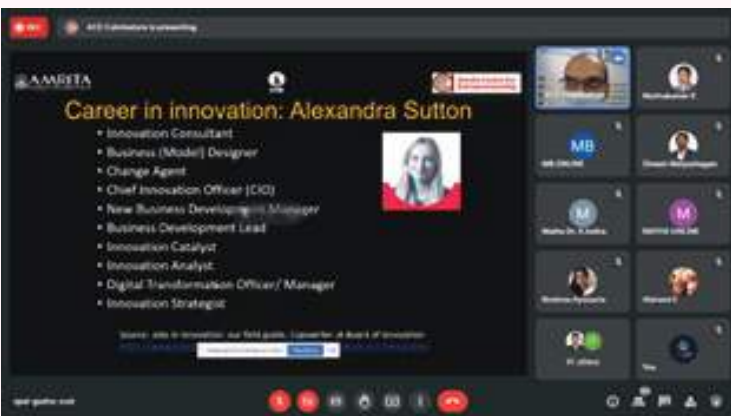
The link to the video recording of the session is given below:

<https://youtu.be/hVi5cG9mjxs>



## Entrepreneurship and Innovation as Career Opportunity: at SNMV

A workshop on “Entrepreneurship and Innovation as Career Opportunity” was conducted by the Institution’s Innovation Council (IIC) of Shri Nehru Maha Vidyalaya (SNMV) College of Arts and Science, Coimbatore on Friday, 8th November, 2021. Mr. R. Krishnan, Head – Entrepreneurship Development, Amrita Centre for Entrepreneurship (ACE), CIR, Amrita Vishwa Vidyapeetham was the first speaker at the event followed by another speaker, Ms. A. Reshma, Director, Microbolite R & D Pvt. Ltd. The online workshop was attended by over 100 students from the college along with faculty members. The programme was coordinated by Dr. A. Vijaya Chitra, IIC Convener and Associate Professor, Department of Microbiology, at SNMV. The event, which was presided by the Principal, Dr. B. Subramani, had the presidential address delivered by Dr. M. Muthukumar, Director MBA and Startup Coordinator. This was followed by an introduction by Mr. Dinesh, Internship Coordinator and Placement Officer. Mr. Krishnan explained about careers in innovation and entrepreneurship; understanding, principles and best practices of new age entrepreneurship; and present scenario of entrepreneurship in India.



The overall feedback shared by the Convenor was that the session was excellent and that the participants were happy that they got an input to move towards “Entrepreneurship”. One of the feedbacks from the participants included: “Now I not only hope, but I am also fully confident that I will be able to use the guidance and knowledge received through this goal oriented webinar as per future needs and circumstances”. Another attendee said, “No more suggestions for the webinar / workshop because its best and all is excellent.” While one participant remarked that adding some more videos could make it interesting, the other responses were like: “Very Fruitful session”, and “The webinar was very informative, excellent, wonderful and knowledgeable for me”.

A video of the session is available in the following URL: <https://youtu.be/4AR5YYMiTp0>





## Team Amrita was the topper in the Finals Prize Money INR 2 Lakh

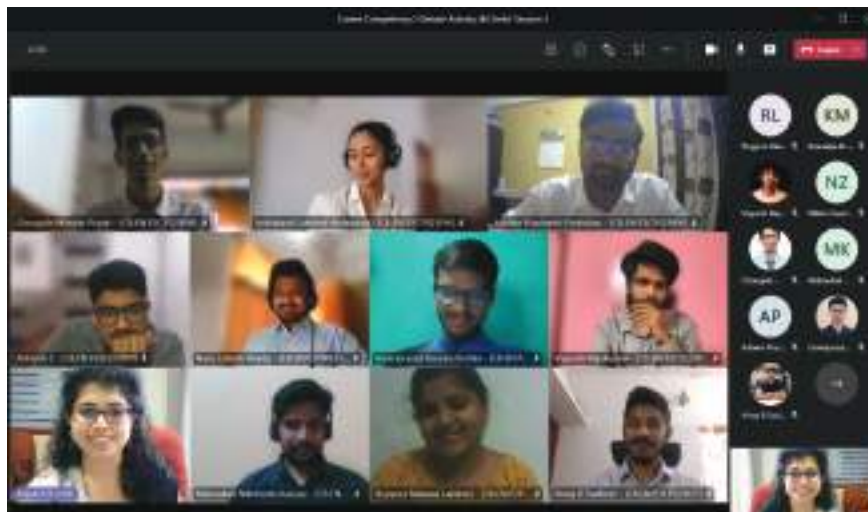
GE HACK-E-LTH hackathon was a 8 week program conducted between the months of September 2021 and December 2021. The winning project focused on exploring the use of Amazon Personalize to upgrade the current GE Healthcare E-Commerce website. The project showcased a personalized recommendation system that showed relevant recommendations to users based on their past browsing history. The result showed that the project improved user experience tenfold and increased customer retention. The project was built using Amazon Personalize, AWS Lambda functions, Next.js on the frontend and various other aws tools. Finally, after 3 rounds of judging, Amrita project emerged as the winning project.

The project was about using AWS Personalize for giving recommendations about products for the customers. If a customer is a new customer (cold) then it shows a list of popular products. If a customer is visiting the GE Healthcare website again the it uses the past browsing history of the customer to decide on the recommendations. This idea was implemented by our students, Vighnesh Shankar, Samyuktha T. H., Arun Joshua Thomas and Sandeep Rajakrishnan. This can be worked on further to include it into the GE Website. The advantage of using Personalize is that it simplifies the entire process. Unlike traditional Machine Learning algorithms where we have to train the model here we just feed the data and choose a recipe (algorithm). This project could result in improved sales and customer delight for GE Healthcare.

## Innovative use of ‘Debate’ as a Tool for Building Multiple Competencies

Conventionally debate is used as an item of competition to test various skills of students. At CIR we have tried to use it as an effective strategy to improve and measure the competencies in communication and critical-thinking of our students. Improved articulation, improved research skills, quick thinking, resolution of conflict, greater empathy, emotional control, improved presentation skills and even public speaking skills are just a few of the many benefits that come with learning to be a good debater.

As part of improving the debating skills of the PG students of Amrita Vishwa Vidyapeetham, Coimbatore, an online debate activity was conducted for all first year (2021-23 Batch) M.Tech, MA and MSc students between 18th November 2021 and 13th January 2022 by Ms Anjali B K, Deputy Manager-Verbal & Communication skills, CIR. There was a pre-session conducted for the students to demonstrate and educate them about the different competencies that one can learn through varied debating approaches and to enable the participants to use debate as a unique tool (different from the usual approach of discussing and proving their views) to practice and master the different competencies mentioned earlier.



310 students from 1st year M.Tech branches and 104 students from 1st year MA and MSc branches participated in the activity. The activity was conducted during post-class hours between 3.00 PM and 5.00 PM based on the slots booked by the students upon their convenience. Each debate team had up to 12 members and a new topic was given on each day to maintain the freshness of the discussion. The activity was completed in 33 days. The students were evaluated based on their key arguments, language and grammar, rebuttal points, presentation style and body language, and online etiquettes followed. The students displayed a lot of enthusiasm and meticulousness in participating in the activity and each session was concluded with a half an hour feedback session for each group by the faculty member.



## Workshop on Writing Technical Resume for MTech I (2021-2023)

An intensive Resume Building Workshop for writing technical resume was conducted for all MTech (2021-2023) Semester I (Odd) students on 20.12.2021 by the PG Team.



The main aim of the Resume Building Workshop was to help students create a professional technical resume that reflects their skills, knowledge and education that are relevant to the job that they are seeking. The pre- and post- workshop activities conducted between 07.12.2021 to 29.12.2021 resulted in the creation of over 500 resume drafts and templates by the students that can be customized based on Job Description.

The workshop focused on giving students insights on current HR trends and practices in the area of technical resume writing. During the workshop, all aspects of writing technical resume were elaborately discussed and demonstrated. Students were guided through different important sections of the resume/CV with relevant examples and illustrations. They were shown how to create impact statements using action verbs

based on job description. It was demonstrated as to how hard skills and soft skills should be shown on the resume. Various tools for creating and analysing resume were introduced. Students were familiarized with the Dos and Don'ts of using colour palettes. Further, students were familiarized about video resumes and their pros and cons. The workshop concluded with Q&A and feedbacks.

A technical resume is a document listing work history and skills that prove an engineer's ability to successfully fill a technical position. Hence, writing a resume that captures a hiring manager's interest is hard work that can lead to an interview and a new role. The workshop helped in creating greater self-awareness among students that when applying for jobs, creating a resume tailored to each position takes time and effort.



## Company Specific Training For MBA Students

CIR Coimbatore campus, has been conducting Company specific training for MBA students to help them get placed in the company of their liking. On this front, a team of CIR under the guidance of Dr.K B Madhu Menon has conducted company specific training for companies like Deloitte, Khimji Ramdas, PwC, Beroe, Naurki.com, Aon Global, Federal Bank ,Tata Capital etc. The training, among other things includes the following processes:

1. Company Specific Aptitude Tests including special training sessions for revision and practice.
2. Group Discussions on topics that were asked in the previous years for the respective companies
3. Talk by the ex-students who previously got selected in the respective companies and are now working there. For instance Mr.Marcus Raja, an Officer working in the Federal Bank spoke to the Group Discussion shortlisted students and gave them some important insights on how to crack it.
4. Conducting special classes on the analysis of the Job descriptions of each company to help students clear the interview.
5. Mock Interviews

While the COVID-19 pandemic restricted us to stay put in our homes, the team at CIR utilized this opportunity to innovate itself and come up with creative methods of pedagogy to ensure the quality of training provided does not decrease. For instance, Mr.Abhilash Nair conducted mentoring sessions for students for placements in DHL, Silicon Labs and some other companies through WhatsApp and MS Teams Platform. This was at the time when all the colleges were shut down due to rising COVID cases. Mr.Sankaranarayanan conducted online Company specific Aptitude tests for companies like Deloitte, Khimji Ramdas, PwC, Federal Bank etc.

Continuing this trend, the team plans to conduct more such Company Specific trainings for companies like Oracle, Holcim Group etc to ensure that students are well prepared for the recruitment process and the probability of them getting selected improves significantly due to the quality training provided by the CIR team.



## Industry Academia Collaborations



### Meeting with TATA Elxsi

Mr. Anu Manappuram, Manager, Corporate & Industry Relations, Amritapuri campus in correspondence with Mr. Arun of Tata Elxsi explored possibilities of collaborating with the company to benefit our students with value addition courses for our students.

The company readily agreed for a Renaissance Program to benefit our students. It is an industry-academic collaboration program to facilitate interaction between students and the company. As a part of this program students will get an opportunity to participate in various programs and get hands on experience to hone their talent in technical as well as in soft skills. CIR has expressed a desire to sign MOU with the company.

### Meeting with LionsBot International

LionsBot International, one of the leading smart-robotics companies from Singapore expressed their interest in collaborating with Amrita Vishwa Vidyapeetham. LionsBot has contributed to the robotic industry by innovating a diverse range of deep technology solutions for the commercial cleaning industry.

Br. Vishwanathamrita Chaitanya, Chairperson, Corporate and Industry Relations, Amritapuri Campus and Mr. Anu Manappuram, Manager, Corporate and Industry Relations, Amritapuri Campus met with Mr. Tushar, Product Head, LionsBot International, to discuss the various possibilities of a collaboration that aids in the mutual improvement of research and development. After the introduction session by Mr. Tushar, the potentiality of this collaboration was studied. Along with the assistance provided for various research and projects, our students will also get the opportunity to complete their internships with LionsBot International. This will also be beneficial for their placements.

## Paper Publication

Dr. Balachandar. S, Mr. Kiran Kumar, and Mrs. Lekshmi LalJ of CIR along with our students Vidya Suresh, Sahana Rangasrinivasan, Ananthalekshmy A, Anamika Murthy, and Aswini V Pai, presented the paper titled “COVID-19 Impact on the Student Community: A Survey” at the 4th International Academic Conference on Research in Social Sciences.

This paper was based on the Student Social Responsibility (SSR) Project.

### COVID-19 Impact on the Student Community: A Survey

Vidya Suresh<sup>a</sup>, Sahana Rangasrinivasan<sup>a</sup>, Ananthalekshmy A<sup>b</sup>, Anamika Murthy<sup>b</sup>, Aswini V Pai<sup>b</sup>, Lekshmi Lal J<sup>c</sup>, Kiran Kumar<sup>c</sup>, Dr Balachandar.S<sup>c</sup>

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#### Abstract

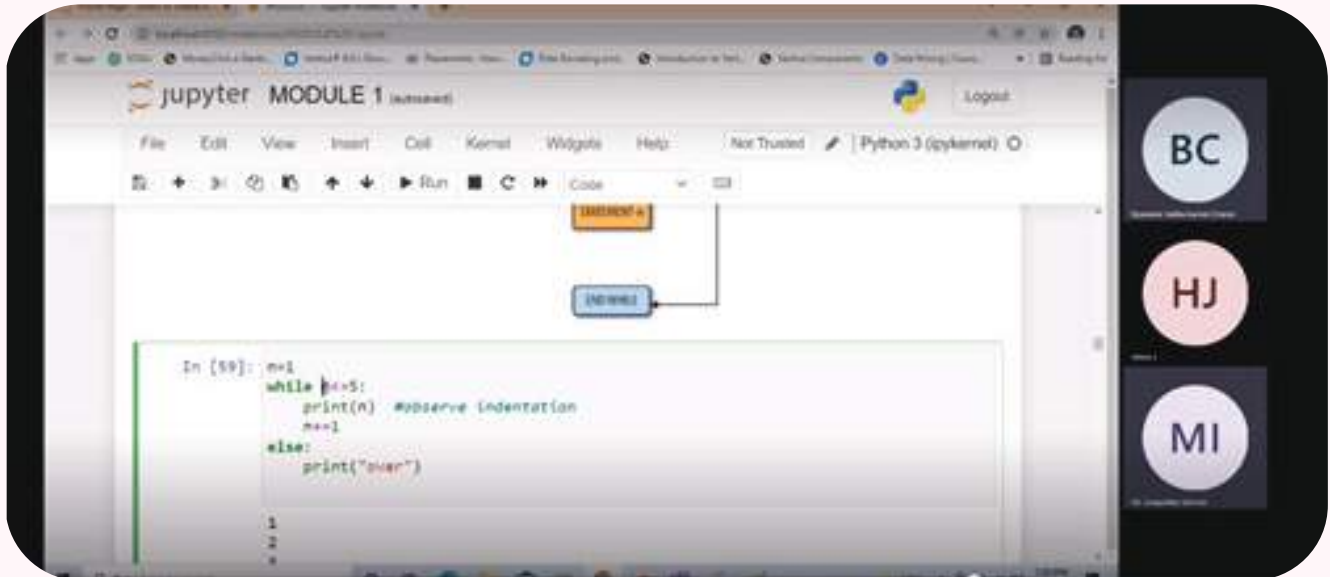
The COVID-19 pandemic has brought about a change in the lives of many, leading to physical and mental repercussions. An online survey was distributed among students from various educational institutions to understand the effects of COVID-19 on the student community. The results indicated that the pandemic disrupted student lives due to the increased social isolation and quarantine, hampering normal day-to-day activities ranging from eating habits, sleep patterns, and the ever increase of screen time. Webinars were conducted to offer aid and guidance to those combating these issues. This paper aims to analyze the issues faced by the student community during the pandemic.

**Keywords:** COVID-19, Student Community, Survey, Impact, Health, Online Education



## Winter Training Programme for B.Tech.

A Winter Training programme for B Tech students was conducted from 21 December 2021 to 31 December 2021. It was planned according to the needs of the students. The CIR Faculty called up all the 42 B Tech students who were yet-to-be-placed on their contact numbers in the third week of December. A total of 20 hours of rigorous training was delivered which included two Verbal online tests, Four hours and a half of Quantitative Aptitude training, four hours of Soft Skills training, nine hours and a half of Technical training. A Google form on feedback was floated after the programme. The students were satisfied 100% with the training and counselling.



### Placements and Internships

61 companies hired Amrita B.Tech. students for placements and 9 companies for internships from October 2021 to Dec 2021. The highest CTC is 31.80 LPA (Swiggy) during this period.

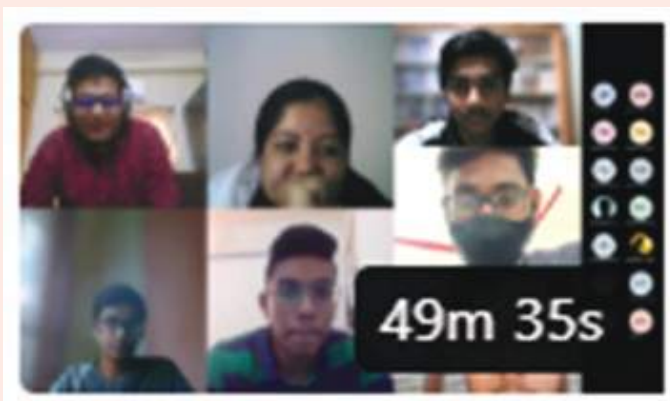
A total of 57 companies hired 25 MBA students from October 2021 to December 2021. The highest CTC is 12 LPA.

#### MBA ASB Bengaluru Placements (2022 Batch)

No. of Students Placed	25
Placement percentage	51%
Highest CTC	Rs. 12.00 LPA
Average CTC	Rs. 7.27 LPA
Median CTC	Rs. 7.25 LPA
No. of companies visited	57

## Alumni Guest Lecture Series

Amrita School of Engineering, Bangalore, organised a guest lecture for CSE students in Oct 2021. A meritorious alumna from 2017 batch Sreeja Sridhar (CSE), currently working with Hitachi, delivered a talk as part of an effective alumni engagement guest lecture series. The speaker spoke on the topic “My Days at Amrita”. She also went on to encourage students to ask questions specifically from domain areas and answered each of them enthusiastically. Such talks help students get fresh perspectives and opinions relevant to job market and opportunities in corporate environment.

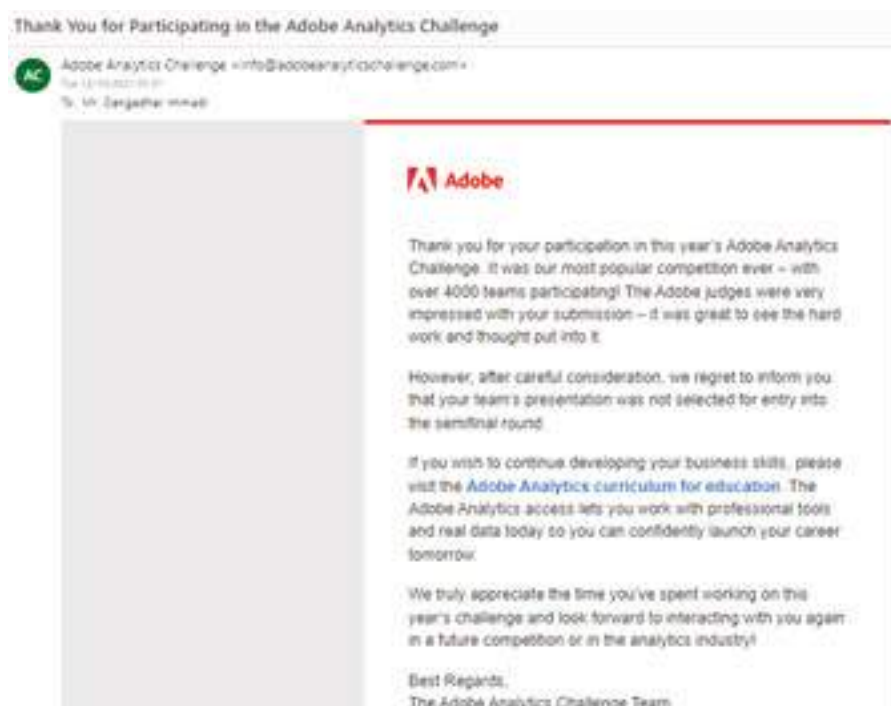


## The Sanskrit Club

The Sanskrit club organized a debate in collaboration with Dhvani Club on 28th October 2021 and invited Mr Manish Walvekar, Assistant Professor and Centre Coordinator, Amrita Darshanam, ASEB and Ms Rashmi Verma to be the judges for the event. The debate was inundated with passionate speakers and equally thought-provoking topics.

## Adobe Analytics Challenge - 2021, 23 Sept 2021 to 6 Oct 2021

For more than 15 years, the Adobe Analytics Challenge has been hosted and limited to students in North America. This year it opened the competition on a global scale. 5 Teams consisting of a total of 15 students from Bangalore & Coimbatore campus participated and gained the knowledge of international events in the field of Machine Learning



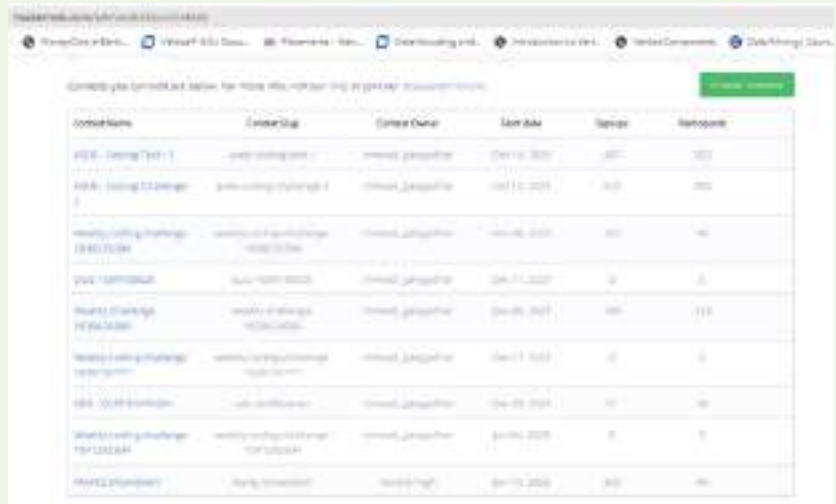
## Certification course on 'Applied Data Science with Python' 04 Sept 2021 to 19 Nov 2021

Corporate & Industry Relations (CIR), Bengaluru conducted a certification course on 'Applied Data Science with Python'. A total of 39 students completed the course successfully. The students learnt the Basic concepts of Python programming, Data Science concepts like Exploratory Data Analysis. The students also learnt to apply Data Science related algorithms to real world problems, develop Regression, Classification and Clustering models and also to solve real world problems and build the solutions.

Video Recording Link <https://drive.google.com/drive/folders/1dS49VvJumwa-gVIVO6UnjBleIx66Daw-P?usp=sharing>

## Weekly Coding Challenge - 2021, 23 Sept 2021 to 6 Dec 2021

A total of 1758 students participated in 6 different events of Coding challenge organized between 23 September 2021 and 6 December 2021. These events were coordinated by Mr.Gangadhar Immadi, Manager – Learning ( Technical ), CIR, Bengaluru campus. The purpose of these events was to motivate & engage the students of Circuit and Non-Circuit branches to participate with a healthy and transparent competitive environment. This sort of engagement gave them a positive attitude to solve more and more problems to improve the coding skillets to participate in coding competitions.



Event Name	Event Date	Event Owner	Start Date	Signups	Participants
WCC - Coding (Part 1)	23-09-2021	Immadi_Gangadhar	23-09-2021	407	303
WCC - Coding (23 Sept)	23-09-2021	Immadi_Gangadhar	23-09-2021	330	200
Weekly coding challenge (18 Oct 2021)	18-10-2021	Immadi_Gangadhar	18-10-2021	60	46
WCC - Coding (20 Oct)	20-10-2021	Immadi_Gangadhar	20-10-2021	0	0
WCC - Coding (27 Oct)	27-10-2021	Immadi_Gangadhar	27-10-2021	66	119
WCC - Coding (3 Nov)	03-11-2021	Immadi_Gangadhar	03-11-2021	0	0
WCC - Coding (10 Nov)	10-11-2021	Immadi_Gangadhar	10-11-2021	67	46
WCC - Coding (17 Nov)	17-11-2021	Immadi_Gangadhar	17-11-2021	0	0
WCC (Final)	06-12-2021	Immadi_Gangadhar	06-12-2021	60	46

Each coding challenge consisted of 2 – 4 coding questions with beginner level complexity. All participants were to solve the problem on Hacker Rank platform. As the event met with a great positive response, CIR at Bengaluru campus plans to continue this activity next semester also.



**Weekly Challenge 1639635089**  
[www.hackerrank.com/weekly-challenge-1639635089](http://www.hackerrank.com/weekly-challenge-1639635089)

Details | Challenges | Advanced Settings | Moderators | Notifications | Signups | **Statistics**

Signup Count:	186
Total Cumulative Signups:	189 (includes signups after the end of the contest)
Login Count:	162
Login Conversion Rate:	87.10 %
Number of Users Who Submitted Code:	133

[View all contest submissions](#)

## CIR @ ASAS Kochi

CIR's focus at ASAS Kochi during the last quarter has been company specific training and placement, besides the regular classes. We have conducted company specific training, tests, and mock interviews for companies such as Deloitte, KPMG, PWC, Zifo RnD Solutions, Neilson IQ, Capgemini, Cognizant, TCS, Infosys, Wipro Step-up, etc.

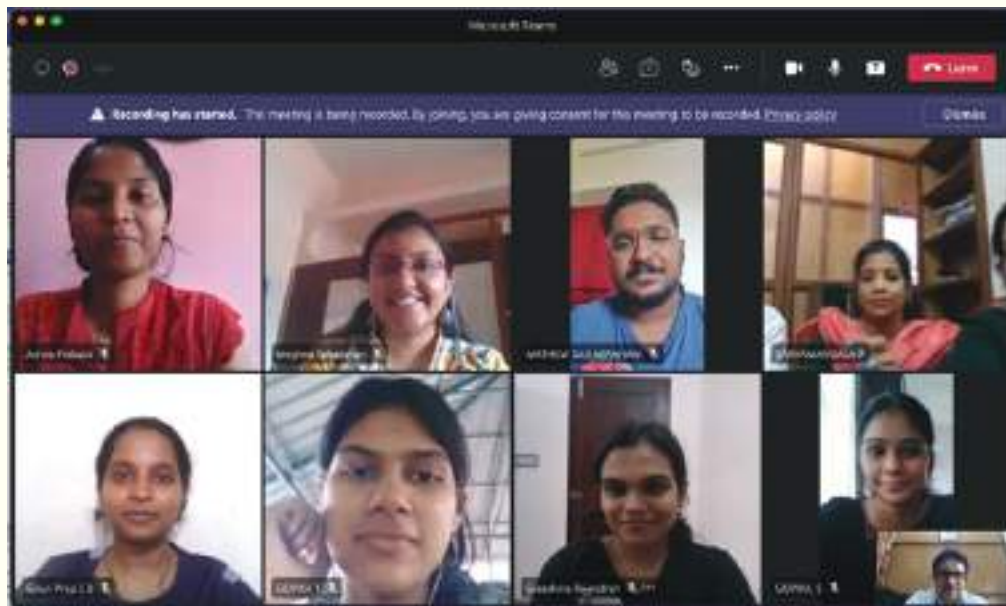


CIR Pre-interview briefing session for TCS Ninja

Mr. B Ganapathy, CA,  
 Manager (Finance) IFFCO  
 conducting online mock  
 interview for M.Com  
 Students







CIR Addressing the students shortlisted after online test – Federal Bank

Placement process for the 2022 passing out students is in progress with many companies still lined up. The prominent recruiters so far are Capgemini, Cognizant, Dell Technologies, Deloitte USI, Deloitte India, IBM, Infosys, KPMG, Neilson IQ, PWC, PWC Accelerator, TCS, Zifo RnD Solutions etc. and the key placement datapoints are

No of Offers: 97

CS & IT: 57.7%

Commerce: 24.7%

Mathematics: 13.4%

No. of Students Placed	80
Highest CTC	Rs. 8 LPA (Dell Technologies)
Average CTC	Rs. 4.13 LPA
Median CTC	Rs. 3.82 LPA

Maximum offers by Deloitte  
 17 M.Com.- 6 (US Tax Consultant)  
 B.Com. - 9 (Associate Analyst, Risk and Financial Advisory)  
 B.Sc. Maths - 2 (Associate Analyst, Consulting)

## Gearing Up for Transformation at AIMS, Kochi

“ People will forget what you said, people will forget what you did, but people will never forget how you made them feel ”, as worded by Maria Angelou. Experiential learning through sessions for soft skills prepares students for life and profession.

At AIMS, Kochi, the module on presentation skills helped the students of the School of Allied Health Sciences, to prepare well for the departmental seminars and speak confidently to the patients. Each student prepared and did presentation on topics of their choice and were given positive feedback for the same.



Presentation by students of B.Sc. Allied Health Sciences



Conversations with empathy-prepared by students of School of Dentistry

Sessions on developing communication and interpersonal skills as well as grooming towards professionalism helped the first year students of the School of Dentistry to be flexible towards the transition from school life to professionalism.



Ssshhh....the Chinese whisper, played by students of school of Dentistry

The students of the School of Medicine found the sessions on time management, presentation skills and interpersonal skills to be extremely useful in managing their schedule as well as interacting with patients.

The students of the School of Nursing received training sessions on effective communication skills and interpersonal skills.

Students from different streams of the School of Pharmacy (B.Pharm, M.Pharm and D.Pharm) are being trained to give their best performance in placement interviews.



Connecting the students with concepts through games at Nursing College

## CIR @ School of Pharmacy and Centre of Nano Sciences and Molecular Medicine, Kochi

Amrita School of Pharmacy conducts high quality educational programmes and research in pharmaceutical sciences. The courses offered are B Pharm, M Pharm, Pharm D and Pharm D(PB). CIR has been putting the best effort for the training and placement of the students.

In discussion with the Director CIR and Principal, School of Pharmacy, CIR has started full-fledged Life Skills training for the B.Pharm, M.Pharm and Pharm D students from last academic year onwards. Lots of effort were put in to arrive at the CIR Life Skills syllabus for the Pharmacy students

CIR participated and addressed the students of B.Sc. Molecular Medicine of Amrita Center for Nano Sciences and Molecular Medicine (ACNSMM) as part of the function organized to welcome the students to the campus. CIR is in discussion with ACNSMM for starting the Life Skills classes for the B.Sc. Molecular Medicine students.

## CIR @ Department of Management, Kochi

### Smrithi2K21 - DoM Kochi Virtual Alumni meet Dec 05, 2021

DoM Kochi organized its first Virtual Alumni meet in the online platform, through MS Teams after 2 years, as the meet was suspended due to the COVID pandemic. The yearly Alumni meet usually conducted at DoM Kochi campus premises was last organized in 2019 which was attended by 52 Alumnus and 4 Alumnus attended through Skype.

The online edition of Smrithi conducted on Sunday, 5th Dec 2021; from 02:00PM till 09:00PM. There were 87 registrations and 64 Alumnus participated. Prof. Sunanda Muralidharan, ASB Kochi's former Chairperson inaugurated the meet, Dr. Rajiv Prasad, the current Principal of the campus delivered Principal's address and Dr. Raghu Raman, Dean ASB (Kochi and Amritapuri campuses) was the Chief Guest.

Alumnus from the very first batch (2009-11) till the last pass out batch (2019-21) participated. Alumnus from USA, Canada, UAE and New Zealand attended the meet. They also offered mentoring to the current students, assistance in Summer Internships and Campus Placements.

The event being a students' initiative, supported by Faculty and Staff was organized by Niyukti, the student PlaceComm team; assisted by Omkara, the student Cultural team and other students.

Mr. Sreekumar U. Warriar, Centre Manager and Faculty Soft Skills (CIR), was the coordinator for the event.

### Campus Placements

Campus placements at DoM Kochi campus has reached new heights with the campus leading in percentage of students placed (74%), the highest among all 4 campuses; and the achievement has come without compromising in Average CTC (the benchmark considered for ROI), being 6.41 Lacs PA (as on 21st January 2022).

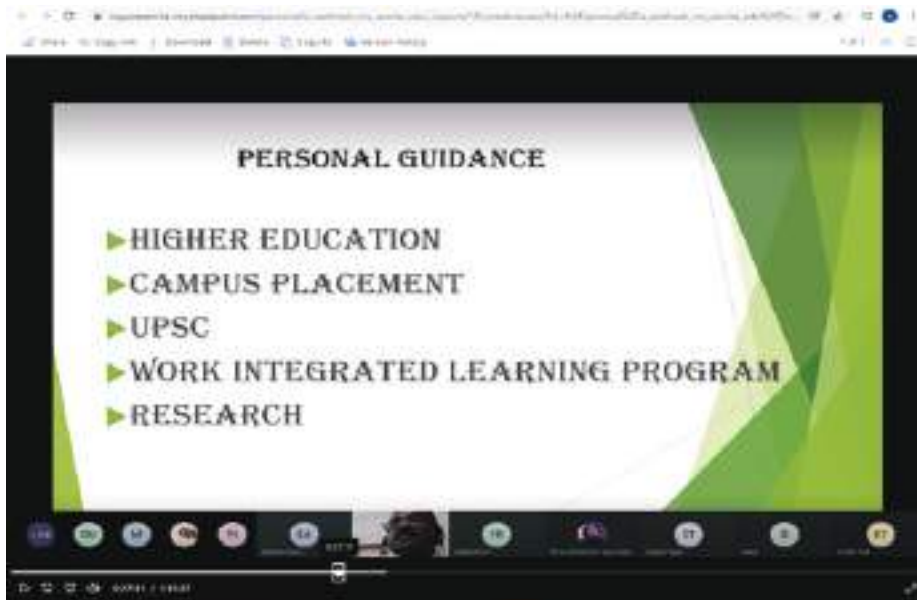
Major recruiters were TCS IT, BNY MELLON, ICICI LOMBARD, EpikIndiFi, Jio BP, Beroe etc.

## Orientation for Freshers

CIR had organised ‘Orientation for Freshers’ on 8th Sept’21 for the UG students who took admission for the computer science courses in the year 2021. Session was delivered by Mr. Satish Kumar.V, Center Head, CIR.

The session primarily covered the role of CIR in helping the students to identify the various career options. Students were especially sensitised and motivated to take up research as a career option.

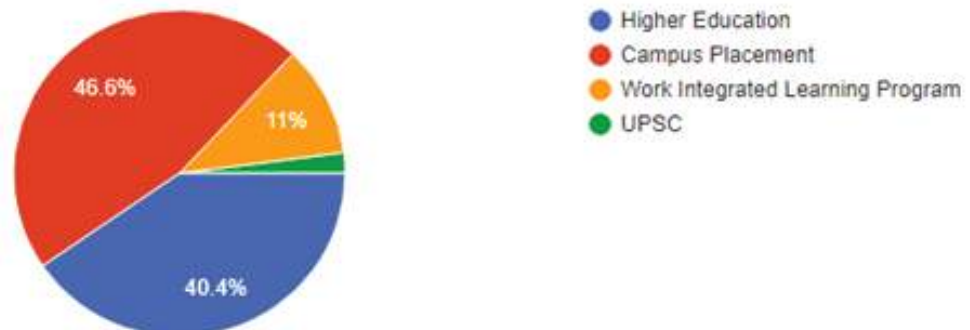
The session also dealt in detail about the specific areas of support that CIR will offer to promote their career aspirations.



Feedback on ‘Orientation for Freshers’ taken from UG students of Computer Science and Management & Commerce Departments [combined] is given below.

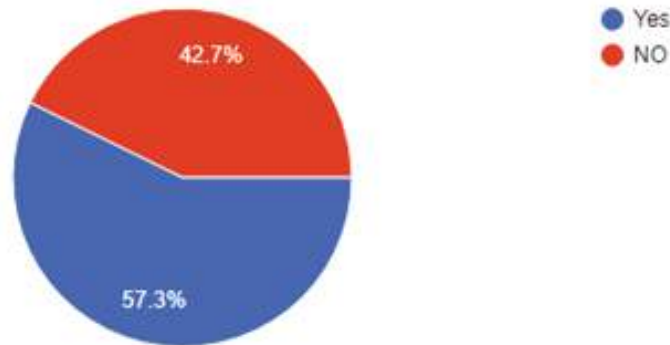
What do you want to do after completing your UG program?

292 responses



Will you be interested in pursuing research in future?

295 responses



Was the orientation program by CIR helpful in improving your overall confidence?

300 responses



## Corporate Expectations

A Webinar on Corporate Expectations was delivered by Mr. Satish Kumar.V, Center Head, CIR, on third of Jan'22 for the students of 2023 passing out MCA batches. The webinar dealt with the leadership qualities expected by the corporates especially during hiring.

The webinar stressed on the need to indulge in Selfless Service to get oneself transformed into a true leader. The webinar also highlighted the specific dynamics associated with Selfless Service in detail.

The students were motivated to take up Selfless Service to help themselves develop leadership qualities.

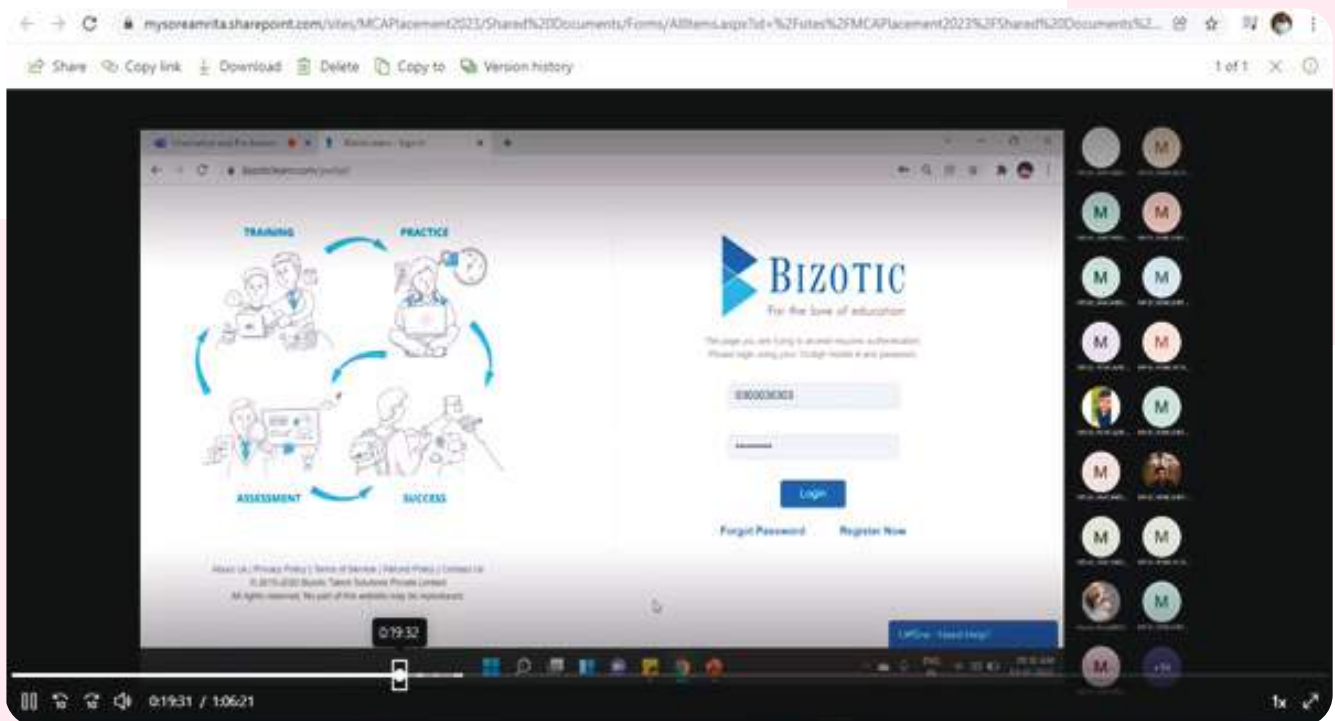


## Empowerment for Employability

Ms. Apeksha Prasad, Operations Manager, Bizotic Talent Solutions delivered a session on Empowerment for Employability on 4th Jan'22 for MCA 2023 passing out students. Ms Apeksha clearly depicted the various modules and processes involved in the Pre-Placement training program in general.

The session signified the need to undergo well-structured pre-placement training program to achieve success in the fiercely competitive campus recruitments. Ms. Apeksha could effectively relate the various pre-placement training modules to the specific selection processes involved in the campus recruitments.

The session was very much motivational and could instil confidence among the students.





**CIR**  
CORPORATE & INDUSTRY RELATIONS

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