



AMRITA
VISHWA VIDYAPEETHAM



CIR
CONCEPTS IN RESEARCH

utkarsh

NEWSLETTER



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SEP
2021



Sadguru Mata Amritanandamayi Devi
Chancellor, Amrita Vishwa Vidyapeetham



Message from Director

Instinct for survival is inherent in all living things, more so in humans. The COVID-19 pandemic has only reinforced the obvious. Scientists came up with vaccines of all hues, to combat the menace. Work from home became the norm, though for a brief period. Members of the family who could never find time to be together, started living under one roof for months on end, even yearning to be on their own, for a change.

For us in CIR, the challenge has not been easy either. But thorough planning and co-ordinated execution, both in the areas of career competency development and placement, saw us through the crisis, unscathed and why, even surpassing some of our records, set in more peaceful times.

Feedback from students were equally satisfying. Students, who otherwise were reticent in their demeanour, came forward to ask pertinent questions and clear their doubts, through chat boxes. Uninhibited, their understanding became more sound and expressions became more pertinent. On the whole, crisis in the form of the pandemic, could not suppress the indomitable spirit of the Homo Sapiens.

We are now celebrating one year of existence of Utkarsh, CIR quarterly newsletter. I hope readers have found the content of the earlier 3 issues, informative and entertaining. There are some accomplished writers among the CIR family and it is my fervent hope that they will come forward to present their views, ideas and suggestions to make Utkarsh, not only entertaining but also thought-provoking and capable of triggering positive responses from the readers.

C.Parameswaran

Celebrating

st

Anniversary Edition

Amrita again proves her grit on Placement 2022

The pandemic that erupted in mid March'20 played havoc across the globe in all walks of life, adversely affecting the entire social strata and demolishing geographical boundaries with its long lasting effects!!

None was/is untouched by the spread of the pandemic. One of the worst hit sectors was education; the whole world was caught unaware rather unprepared to face and deal with this invisible challenge.

However, Amrita once again proved her grit. "What lies behind us and what lies ahead of us are tiny matters to what lies within us" (Ralph Waldo Emerson).

The consistent upward movement of placement for 2020-21 & 2021-22 batches are evidence of how Amrita, even before the pandemic could take its toll, geared up to face any challenges thrown open to her.

The strong presence of Corporate & Industry Relations (CIR) across all campuses ensured that students of not only out going batches but also the 2nd and 3rd year students got hand holding during these trying times to wade through successfully shaping their future and career.

Like the 2021 batch; placement for 2022 batch also started with a promise to touch new highs!

Glimpses of the 2022 batch placement, commenced at the end of June'21

Average Salary: 10.30 LPA

Highest Salary: 45.00 LPA

Number of offers per student: 1.08



Prominent Corporates so far visited Amrita

Microsoft, Oracle, SAP Labs, CISCO, Intuit, Atlassian, Amazon, Volvo, PwC, EY, Caterpillar, Nokia, ABB, Intel, Dell, AMD, Philips, Continental, GE, Alstom, Robert Bosch, VMware, Razorpay to name a few.

This is just the beginning! Much more is to happen, and that has been happening constantly.

We wish all the very best to batch 2022 for its successful placement seasons ahead.

Industry Interaction by L&D (MBA), CIR

For the last few years, we have been witnessing some changes in the recruitment processes and the selection patterns for MBA graduates by the industry recruiters. There are some emerging changes in the industry expectations from the aspiring MBA students and that is being reflected in the selection processes and the outcomes. In order to understand this better and to do some data collection from the industry, the senior L&D team comprising of Dr. Madhu Menon, Mr. Jithesh M, Mr. Ajith Kumar Nair and Mr. Sreekumar U. Warrior conducted interactions with various industry leaders and experts of different verticals and levels. The experts were from diverse fields like analytics, retail, digital marketing, wealth management, IT selling, and consulting and most of them were professionals with more than 15 years of experience at General Manager and Vice President levels.

Seven such interactions were conducted virtually through MS Teams during the first half of this year. The fundamental purpose of these interactions was to identify the changes in the outlook of the industry in terms of the expectations from the fresh/experienced MBA graduates and to listen to the viewpoints of these leaders as to how to prepare the graduates for a better adaptation to the respective industries. The experts were asked specific industry related questions pertaining to their areas of expertise.

The following inputs were received from these interactions with regard to the changed outlook in terms of fresher hiring:

- The volume of traditional MBA hiring requirements is unpredictably fluctuating in the market
- There are drastic changes in the role expectations of the traditional operational roles in HR, Finance, and Supply chain
- Contract staffing is booming and “the 9 to 5 jobs” are going out. This suggests that the students have to be flexible
- Gig working is booming- especially women who have taken career breaks are benefitting – companies do prefer recruiting Subject Matter Experts for a short duration for a specific project
- Expertise will attract more money; generalists are not in much demand. Hence, the student's CV should showcase expertise through certifications, projects and work experience. It is imperative that the students build a portfolio of unique certifications right from the beginning of their course
- Though mass certifications are an easy way to upskill, students should be able to identify certifications related to their area of study /interest to create a differentiation while attending interviews
- Students should develop the ability to demonstrate the functional application of a certain theory/concept that they have learned. The companies value a candidate's ability to apply knowledge rather than having the conceptual understanding
- Campus hiring decisions are being made based on the digital reputation of the school/organisation
- Students need to conduct thorough research about the role before applying and prioritize between companies, job roles or salary while applying

The following are the general observations from the inputs received from the experts

1. We need to provide industry-ready candidates than just freshers who do not have knowledge about real-world scenario. For example:
 - a. A Digital Marketing student should be able to clearly demonstrate his/her ability to put in practice the key concepts such as conceptualising and running social media campaigns, Search Engine Optimisation, etc
 - b. An applicant for a Data Analyst position should be able to demonstrate basic or intermediate skill in using a Data Visualization tool (Tableau, Power BI)
2. The MBA courses should provide more number of industry oriented assignments and practices
3. Functional mock interviews with industry experts will help the students to develop business acumen
4. The students need to be (trained to be) proactive to learn and fit themselves into the careers they want using the available resources
5. There are 2 types of MBA candidates- the ones who can do strategic roles and the ones who are freshers. Hence, the students should decide what kinds of roles they are preparing themselves for
6. Many companies do not have robust campus-to-corporate system. Hence, we need to provide the same to the students for them to become more successful in their corporate lives. For example:
 - a. A student joining a sales organisation should be able to know beforehand how a typical sales review meeting happens and how performance is measured in such organisations
 - b. Students may also be exposed to the performance pressure they need to expect as they join an organisation
7. Companies are moving into internship mode hence it is essential to get a “mentor” for every student and make them familiar with the corporate expectations vis-à-vis the capabilities of the students
8. Most of the MBA roles are moving towards technologies, hence, the students should identify the skills and technologies they need to master before applying for a job

Conclusion

Based on the inputs received from the experts during the industry interaction, L&D (MBA) team of CIR would be giving additional focus on mentoring the MBA students in the upcoming trimesters to create the right mindset for industry readiness. They will be mentored for roles and companies and to make expectations by understanding the real job content/activities. The students will be given more opportunities for industry interactions and will be provided specific and focussed training for technically oriented roles like digital marketing, analyst, IT related selling etc. Suggestions will be given to include more industry relevant projects in the curriculum and to impart the domain knowledge in a more practical manner making sure the students acquire the required levels of knowledge and skills. Additional emphasis will be given to promote relevant certifications and in building expertise in domain specific tools and techniques.

Online Summer Training (Pre-Placement Training) June 2021

Owing to the current pandemic created crisis, CIR L&D decided to conduct the summer training for the B.Tech. 2022 pass out batch in the online mode integrating all the 3 campuses (Coimbatore, Bangalore and Amritapuri). The sessions were conducted from 14th June 2021 to 26th June 2021.

The objectives of the training were

To provide the best inputs to the students to prepare them for the upcoming placement process even when they are not able to attend the physical classes

To make the best out of the digital technologies to give the benefits of the sessions taken by any resource person from anywhere to all the students across campuses

To start experimenting with the hybrid model of training

To archive and use the recorded versions of the technical sessions for future training practices

To collect the responses and feedback from the students across campuses and to understand and plan further training strategies

The participants

There were only 1864 eligible B.Tech. students who registered for placement across the campuses. However, 1893 students (101%) showed their willingness and readiness to attend the pre-placement training. This meant there were a few students who were not currently eligible for placements because of their CGPA but showed interest in attending the summer training.

The Framework of the summer training

The training was planned for 2 weeks. The primary focus of the first week was on the basic programming and coding skills. These sessions were primarily conducted by the CIR technical team. Sessions on the life skills areas like numerical aptitude and reasoning, interview preparation skills, motivational sessions, and verbal skills were also conducted in the first week by the life skills faculty members. During the second week, the focus was more on the core skills specific to the specialisation of the students. These sessions were handled by the faculty members from the corresponding departments, CIR technical team and industry experts

Creation of MS Teams classes and assigning group owners

The classes were planned in MS Teams. For the first week the entire group of students were divided into 8 batches. For the second week the entire group of students were divided into 12 batches. Each batch was assigned a batch owner from Coimbatore CIR L&D and they were overall responsible for the smooth conduct of all the sessions for their batch, recording the sessions, taking attendance, resolving technical issues, etc.

The total number of sessions conducted across the two weeks training

Sl.No.	Sessions	No. Hours
1.	CIR Life Skills Sessions	163.5 (145.5 + 18)
2.	CIR Technical Sessions	256.5
Total CIR sessions (Technical + Life Skills)		420
3.	Departments' Sessions (Core)	204
4.	Industry Experts	10.5
Total No. of hours of sessions conducted		634.5

Recording and Attendance Tracking

All the technical sessions were recorded and were downloaded by the respective group owners and are uploaded into an assigned OneDrive for future company-specific trainings.

Attendance

There was an excellent response from the students for the online summer training. The overall average attendance percentage of each day is provided below

Day wise Attendance Average

First Week		Second Week	
Date	Average %	Date	Average %
14-06-2021	80.69	21-06-2021	71.40
15-06-2021	74.45	22-06-2021	63.48
16-06-2021	71.47	23-06-2021	60.16
17-06-2021	72.49	24-06-2021	65.37
18-06-2021	72.36	25-06-2021	63.81
19-06-2021	66.10	26-06-2021	61.10

Collection of Student Feedback and Analysis

At the end of the second week of the training, an anonymous feedback link was shared with the students to collect their feedback and suggestions regarding the summer training. Out of 1893 students 968 students (51.1%) responded to the same. Among the respondents, 70-80 % of the students were happy with the number of sessions and the quality of inputs and methodologies.

Conclusion

Overall, the online summer training was well received by the students across the campuses in terms of their percentage of participation. The same was also reflected in the excellent qualitative and quantitative feedback received. The training was yet another example of the excellent commitment of the CIR team as well as the support and contribution of the engineering department faculty members towards the career excellence of Amrita students.

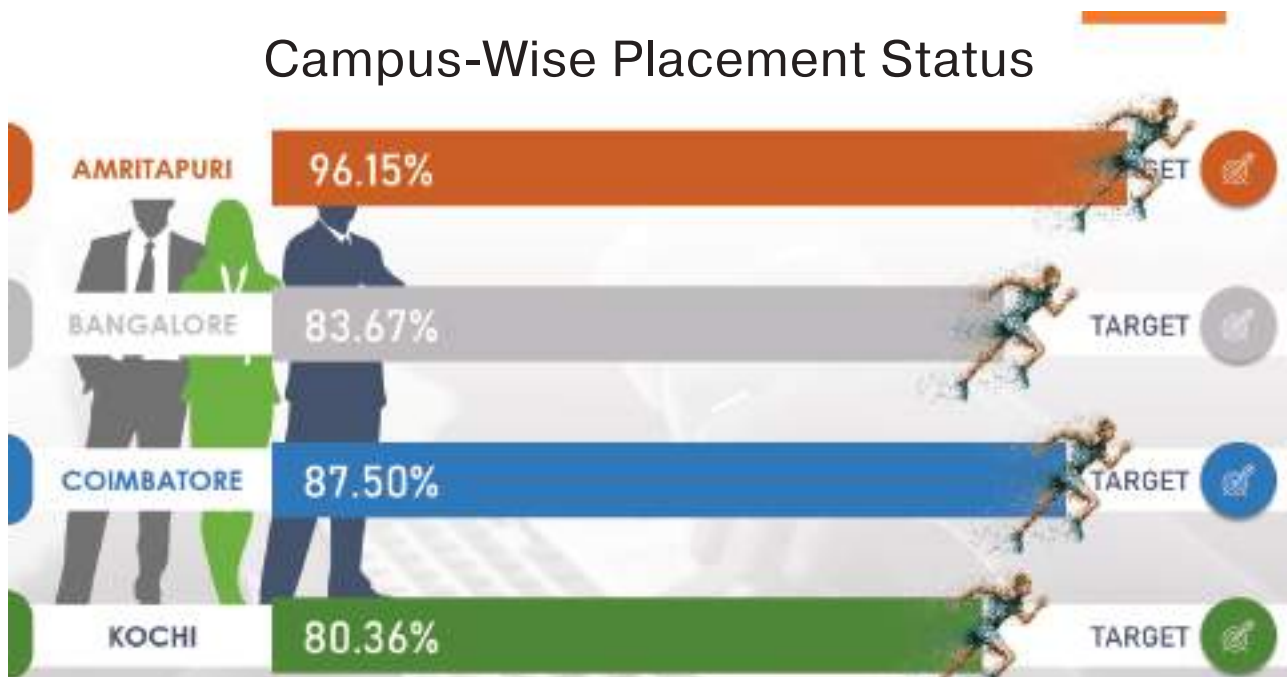
MBA Placements

Campus placements are one of the biggest events in every student's life. Grabbing a lucrative campus placement offer is a milestone that every MBA student strives hard to achieve. It is a milestone which isn't easy to achieve given the cut-throat competition in today's time.

During campus placements, more often than not, students may not get an opportunity to receive constructive feedback from recruiters. As a result, students may miss out on crucial tips that can help them not just crack campus interviews but also interviews later in their careers.

The overall MBA Placements for the batch of 2019-21 stands at 87.09% with a few companies yet to announce the results.

Campus-Wise Placement Status

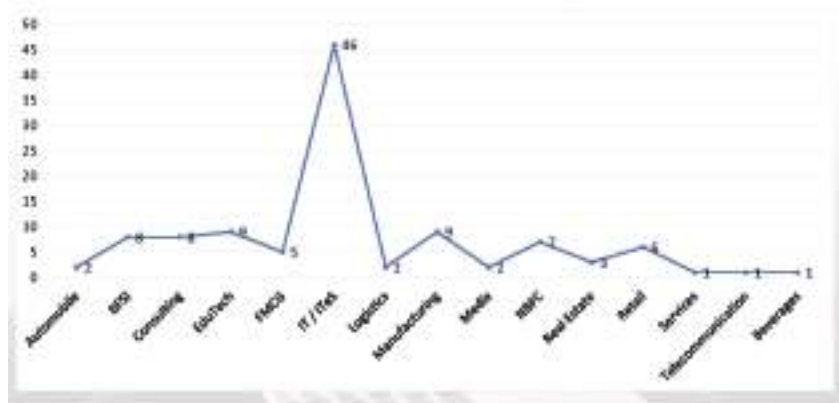


Campus-Wise Placement

Amritapuri	Bangalore	Coimbatore	Kochi
Total Strength - 56	Total Strength - 57	Total Strength - 183	Total Strength - 60
Opted Out - 4	Opted Out - 8	Opted Out - 7	Opted Out - 4
Registered - 52	Registered - 49	Registered - 176	Registered - 56
Placed - 50	Placed - 41	Placed - 154	Placed - 45
Unplaced - 2	Unplaced - 8	Unplaced - 22	Unplaced - 11

This placement season, unlike the apprehension that whether companies would hire MBAs during this pandemic, it was a plethora of companies that had conducted the virtual campus drive for the batch with more than 170 companies that had shared the JD out of which, approximately 134 companies had completed the drive. The chart below depicts the sector-wise number of companies that visited Amrita.

Number of Companies: Sector-Wise



Few of the top companies that had completed their campus drive:

Automobile: MRF Limited

BFSI: ANZ Bank, Axis Bank, City Union Bank, Federal Bank, ICICI Bank, IDFC First Bank, Kotak Mahindra Bank, South Indian Bank, etc.

Consulting: CareerNet Solutions, CIEL HR, Deloitte, EY GDS, KPMG, Mphasis.

EduTech: Byju's Hike Education, PlanetSpark.

FMCG: Adani Wilmar, Colgate-Palmolive, Perfetti Van Melle.

IT/ITeS: Accenture, Almagest, Anexas, AppViewX, Beroe Inc, CRMIT Solutions, Finesse IT Labs, Kantar IMRB, Mobius, Nallas Software, Northern Arc Capital, TCS, TheMathCompany, Zafin, etc.

Manufacturing: Asian Paints, Craftsman Automation, Exide Industries, Ramco Cements, Robert Bosch, etc.

Media: Naukri.com

NBFC: Bajaj Finserv, HDFC Ltd, HFFC, ICICI Securites, Tata AIG, etc.

Retail: Ferrero India, Reliance Digital, Signify (Philips), etc.

ACE Head in Global Webinar on Virus, Vaccine and Economic Recovery

Mr. R. Krishnan, Head - Entrepreneurship Development, Amrita Centre for Entrepreneurship (ACE), CIR, was a keynote speaker and panelist at the Global Webinar on the topic, 'Coronavirus waves, vaccines and economic recovery: The road ahead', conducted on 22nd August, 2021 by Sri Sharada Institute of Indian Management - Research (SRISIIM). The programme, was anchored by Prof. Amlan Ray, Senior Director and Dean, SRISIIM, and began with a welcome address by Prof. K.K. Ahuja, Academic Advisor and Chairman, Academic Senate of SRISIIM. The other panelists included Prof. Rui Alexander Verde, Research Professor, Oxford University; Prof. Rui Alexander Verde, Research Professor, Oxford University; Prof. R. K. Dubey, Ex-CMD, Canara Bank; Prof. O.P. Bohra, Noted Economist and Former Economic Advisor, Ministry of Finance, Govt. of India; and Dr. Swati Maheshwari, Noted Internal Medicine Expert and Former Observer, Westmead Hospital, Australia.

Global Webinar on **CORONAVIRUS WAVES, VACCINES & ECONOMIC RECOVERY: THE ROAD AHEAD**

22nd August 2021

New Delhi : 4:30 PM
London : 12:00 PM
New York : 7:00 AM
Australia : 9:00 PM



The video link to the recording of the session is available in two parts as given below:

Part-1 <https://youtu.be/NSJU996LsNU>

Part-2 <https://youtu.be/t-gnwzuOnyU>

KEYNOTE SPEAKERS



Prof. Rui Alexander Verde
 Research Professor, Oxford University, UK & Director, Executive Programme, Delhi Academic Union



Adv. Bishwajit Bhattacharyya
 Sr. Advisor, Supreme Court of India, Pres. Adv. Solicitor General of India



Prof. R. K. Dubey
 Ex-Chairman & Managing Director, Canara Bank, Governing Director, IIG, SRISIIM Research Foundation



Prof. O.P. Bohra
 Noted Economist, Fin. Economic Advisor, Ministry of Finance, Govt. of India.



Dr. Swati Maheshwari
 Noted Internal Medicine Expert and Versatility in Public Health Issues, Former Observer at Westmead



Mr. R. Krishnan
 Head - Amrita Centre for Entrepreneurship, Corporate & Industrial Relations, Amrita Vishwa Vidyapeetham, Coimbatore



ACE-IIC Panel Discussion on 'Entrepreneurs during the Pandemic'

The Institution Innovation Council (IIC) of Amrita along with the ACE Club organised an online panel discussion on the interesting topic, 'Entrepreneurs during the pandemic' on 24th August, 2021 on MS Teams. This was an appropriate activity designed around World Entrepreneurs Day, celebrated on August 21, 2021.

The panelists included the following persons:

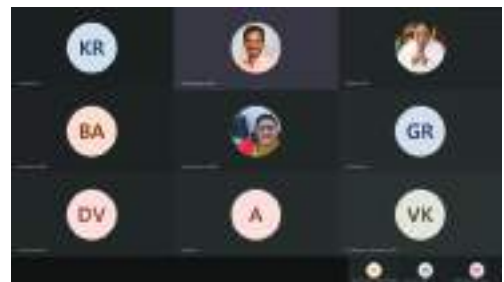
1. Wg Cdr (Dr.) A Balachandran, Joint Director (Corporate Relations), Corporate & Industry Relations
2. Dr. S. Balamurugan, President – IIC and Chairperson – EEE, Amrita School of Engineering
3. Dr. R. Sunitha Kumari, Manager-L&D, Corporate & Industry Relations

The session was moderated by Mr. R. Krishnan, Head – ACE, and included some interesting interactive questions and observations by Mr. Janarthanan, Dr. Dalia Vishnudasan and Mr. Gokul Ramasamy. The key takeaways for the audience from the panel discussion included: How to survive this pandemic, the positives and negatives of the pandemic on the startups, how the pandemic has brought in a change in an entrepreneur's life, how to start a career in the coming days, and entrepreneurship in the Covid times and its challenges. The feedback for this session was fantastic, with 100 % of the participants rating it as either "Good" or "Excellent". When asked to describe the session in one word, they used the following adjectives: "Wonderful", "Engaging", "Insightful", "Knowledgeable", and "Informative".



Please find below the link to the recorded video of the interactions:

<https://youtu.be/GFHfw88qRUQ>



Talk by Startup Founder on Life of a Campus Entrepreneur by Mr. Harish SG, Founder, ScoopML

ACE, along with IIC conducted an interaction with Mr. Harish SG, Founder, ScoopML, on 24th August, 2021, which was titled, "Talk by Startup Founder on Life of a Campus Entrepreneur".

Mr. Harish SG, a campus entrepreneur, founded ScoopML, an AI Assistant for data analysts to build ML models without coding. He is a passionate programmer and product enthusiast, who believes that a good product just solves your problem, whereas the best product will change your life.

The feedback for his session was fabulous, with 100 % of the respondents rating it as "Excellent". When asked to describe the session in one word, they used the following adjectives: "Amazing", "Inspiring", "Engaging", and "Insightful".



Welcome you to a
Talk by Startup Founder
ON
Life of a
Campus Entrepreneur

 4:45 - 5:30 PM
Aug 24, 2021

MS Teams link to join:
<https://bit.ly/3B4LUTR>



Please find below the link to the recorded video of the interactions:

<https://youtu.be/KbmO14UF4Yc>



Webinar on 'A New Age to Entrepreneurship' at SIMS by ACE Resource Person



A webinar on the topic 'A New Age to Entrepreneurship' was conducted for the MBA students of Sankara Institute of Management Science (SIMS) on 4th June, 2021. Mr. R. Krishnan, Head - Entrepreneurship Development, Amrita Centre for Entrepreneurship (ACE), CIR, was the resource person. The programme, which was coordinated by Dr. Priya Kalyanasundaram, Head of Department, SIMS, was professionally organised by the team. The students were very participative and interactive. After the session, Dr. Priya wrote back that the webinar was received well by the participants and the programme was a great success.



World Entrepreneurs Day Celebration: Poster-Making and Essay Writing Competition

AMRITA
VISHWA VIDYAPEETHAM

INSTITUTION INNOVATION COUNCIL

Amrita Centre for Entrepreneurship

Presents

Poster Making & Essay Writing Competition on the topic: "The Entrepreneur I Admire Most"

to celebrate World Entrepreneurs Day on Aug 21, 2021

Rules For Participation

Poster Making	Essay Writing
1. Handmade or Digital	1. Word Limit: 750
2. A-4 size, Portrait or Landscape mode	2. Hand written or typed

General Instructions

1. Entries must not be Plagiarised.
2. Open to all students of Amrita Vishwa Vidyapeetham, Coimbatore.
3. Email your entries to aceclubcoimbatore@gmail.com
4. Mention Name, Course enrolled, Full Roll No., Phone No. and Email ID during submission.
5. File size: Less than or equal to 2 MB.
6. Submit on or before 29 August 2021.
7. E-certificates will be provided to participants.

As part of World Entrepreneurs Day celebration falling on August 21, 2021, the ACE Club along with the Institution Innovation Council (IIC) at Amrita, organized a Poster-Making and Essay Writing Competition on the topic: "The Entrepreneur I Admire Most" on 24th August, 2021. The students were given a deadline of 5 days to submit their entries.

The participants in the essay writing category included the following students:

1. Aathira Sivakumar [CB.SC.I5PHY20001]
2. Abhishek T Varghese [CB.SC.I5DAS20101]
3. Buradakavi Manoj [CB.EN.U4ECE20014]
4. J. Sneha [CB.SC.I5CHE19038]
5. Megha Mohan [CB.SC.I5DAS20020]
6. Snekha L. [CB.EN.U4ECE19162]
7. Swathi P. [CB.EN.U4CSE19353]

The participants in the poster-making category included the following students:

1. G. Karishni [CB.EN.U4ECE19116]
2. Harini V. [CB.EN.U4CCE19025]
3. R Lakshman Kumar [CB.EN.U4MEE19253]
4. Rahul Krishna R. [CB.EN.U4EEE20044]
5. Shaik Sana [CB.EN.U4EEE20047]
6. Varadharajan K. [CB.EN.U4CSE19257]

The selected poster submissions are displayed here





Successful NITTT Course Completion on Communication Skills

National Initiative for Technical Teachers Training (NITTT) conducts various certification courses and Faculty Development Programmes under the MOOCS platform of Swayam. One such course titled, “Communication Skills, Modes and Knowledge Dissemination” is a module developed by AICTE – NITTT, and offered as an approved FDP course by National Institute of Technical Teachers Training and Research, Chandigarh. The module contents include Classroom Communication, Listening and Speaking, Reading and Writing, Barriers to Classroom Communication, Active Learning, Role of Media in classroom Communication, Use of Board (Whiteboard/Blackboard), and Feedback.

After attending the course and writing the proctored exam conducted by SWAYAM in person at the designated exam centre, R. Krishnan, the Soft Skills faculty, has successfully completed the course. He received his certificate recently.

YOLO Skill-Building Workshop on Entrepreneurship Development

Youth Online Learning Organisation (YOLO) conducted a skill-building workshop on Entrepreneurship Development for its management team and interns on 19th July, 2021, using the Zoom platform. The trainer was Mr. R. Krishnan, a life skills coach and Head - Entrepreneurship Development at ACE, CIR, Amrita Vishwa Vidyapeetham. He began the session by asking the thirty-five odd participants to introduce themselves and encouraged everyone to make the session interactive by asking questions.

In the first part, he explained the concept, principles and best practices of new age entrepreneurship followed by a brief description of top 10 successful young Indian entrepreneurs that inspired and stirred the budding entrepreneurs among the interns. The list proved that age was no barrier in the journey of these Young Turks. He gave a preview of the present scenario of entrepreneurship and explained how students can leverage the ecosystem from Higher Educational Institutions (HEIs). He then briefed about the activities and programmes conducted by ACE towards developing entrepreneurship among students, faculty members, and young graduates.

In the second part of the session, Mr. Krishnan explained to the participants the importance of being enterprising and explained the meaning of the terms - entrepreneurial mindset, entrepreneurial competencies, and entrepreneurial motivation. He then shared the link to the General measure of Enterprising Tendency (GET) test, which he suggested that each and every one could take to find the enterprising quotient in oneself. Lastly, he put forward the 10 important soft skills that would help anyone become enterprising.

At the end of the workshop, Mr. Krishnan responded to some great questions from the audience. With a presentation rating of 4.36 on a 5-point scale, 93% of the respondents said they could understand the concept of an Entrepreneurship. Overall, the interactive workshop was a great success in imparting entrepreneurial skills and encouraging the innovative minds to start being enterprising. The video link to the recording of the session is available in the link below:



<https://bit.ly/3AYdaEc>

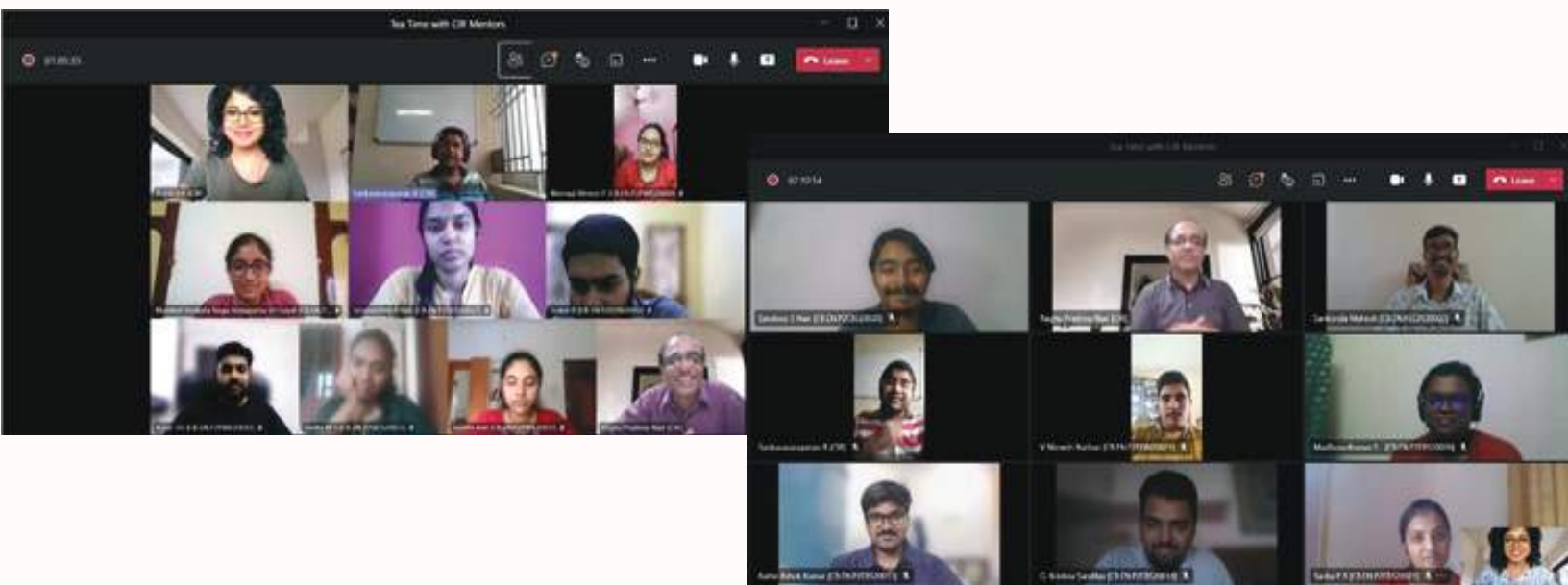
Tea-Time with CIR Mentors- Group Mentoring Activity for M.Tech. Students



A group mentoring activity titled 'Tea-Time with CIR Mentors' was hosted online for the 3rd semester M.Tech. students (2020-2022 batch) from 02.08.2021 to 17.08.2021 by CIR's PG faculty members Mr. Raghu Pradeep Nair, Mr. Sankaranarayanan B., and Ms. Anjali B.K. This was in continuation to the Career Planning Guide Workshop which was conducted in June 2021. The group mentoring activity facilitated peer-feedback during the ongoing recruitment process. While the students yet to be placed shared and discussed the preparation framework and action plan for getting placed, the already successful students spoke at length about the strategies that helped them get an internship/placement and underscored the importance of the following placement preparation tactics:

- Building a good CV/resume and demonstrating knowledge of contents
- Leveraging professional networking on LinkedIn
- Focusing on Engineering fundamentals
- Acquiring coding skills irrespective of specialization
- Practicing on Gamified Assessment Tests
- Focusing on soft skills on the eve of recruitment process
- Remaining calm, composed, and confident during the recruitment process
- Initiating collaborative preparation for recruitment process amongst students

The CIR mentoring sessions opened-up a great new opportunity to get updated insights on the placement processes for students who were preparing for placements. It gave the much-needed peek into the training needs of the students as well.



Digitization of Verbal and Communication Skills Learning Materials (PG)



Verbal and Communication skills play a key role in a student's acquisition and honing of life skills. Hence, Verbal is one of the verticals in which all Amrita students are trained while they undergo the CIR training. Without language skills, any learning is incomplete. Language skills are important to comprehend and to create. Continuous revision and practice are the keys to improve a person's verbal and communication skills. One of the biggest challenges that the pandemic posed during the verbal skills training was sharing the learning materials to students in an organized fashion so that they can use them for revision and practice. In order to tackle this, the verbal and communication skills faculty for PG programmes, Ms. Anjali B.K., Deputy Manager-L&D, created a website titled "Verbal and Communication skills Lab" (<https://anjalielt.wordpress.com/>) which is a repertoire for students to access the verbal learning materials, all in one place. The website has got different menus such as 'Modules', which is a repository of all the topics discussed during the training, 'Useful Links' which is a topic wise compilation of the additional materials and links, and 'Additional Activities' which includes the details of the additional activities conducted as part of verbal and communication skills training. The website is being used effectively in training and development of the verbal skills of post graduate students of Amrita Vishwa Vidyapeetham, Coimbatore and is upgraded regularly with updated materials.

Practical Assignment of Communication Skill for MBA 2020-2022 Batch

Objectives

- To measure the communication skill of the students and to categorize their performance into three broad categories: Good, Average and Poor
- To help the students improve their confidence in communication in an interview and in a professional workplace
- To provide a performance feedback to the students to help them understand their areas of improvement and to gradually mentor them to become effective communicators

The Background

Communication skill plays a pivotal role in determining the success of a candidate while appearing for an interview and it is also a very popular and demanding skill in the modern workplaces as well. Although the science of communication can be learnt very easily but in order to master the art of communication, one needs to actively participate with a lot of patience and perseverance.

The written assignments test the ability of a student to recall and apply the technical concepts which are taught in the class and it also assesses the ability of a particular student to express his/her ideas through effective writing skills. On the other hand, a practical assignment acts like a laboratory experiment to measure the learning outcomes in terms of real time application of a skill by focusing more on kinesthetic learning.

The practical assignment on communication skill is aimed at improving the speaking ability of a particular student by providing them different topics to speak within a limited period of time. This would serve as a platform for the students to practice their communication skill and develop an understanding of their areas of strength and their areas of weakness through a feedback. This would also lead to an overall improvement in the confidence levels of the students during the different rounds of an interview and in their professional career.

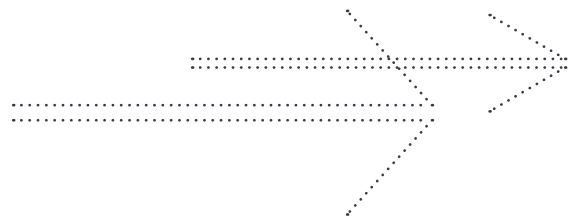
The Process

Each student in the MBA batch (Second trimester) will be provided different topics to speak for a maximum time duration of five minutes. The Soft Skills faculty will also provide two – minute time for each individual student to think on a particular topic which will be provided on the spot. As a student begins to talk on the given topic, the faculty will measure his or her performance on the following five parameters:

- a. Relevant Points
- b. Articulation
- c. Body Language
- d. Dressing and Grooming
- e. Background

Based on the performance of a student on the different parameters provided above, a score will be allotted and a performance analysis report will be created to understand the level of communication skill for the entire batch. These performances will also be categorized into three levels: Poor, Average and Good so that the faculty can adopt different approaches to mentor different students falling in each one of these three categories. The faculty will also announce the Performers of the Day among a group of students who will participate in this session. These students will be awarded a Certificate of Achievement by the CIR department as a token of appreciation to motivate them in their journey towards excellence.

The Certificates of Appreciation was awarded to the following students from the MBA 2020 batch for their excellent performance in the practical assignment of communication skill conducted in the month of January 2021



Certificate of Achievement - Practical Assignment CIR

MBA 2020-2022 Batch : Trimester 2

Aparna Jayakumar
CB.BU.P2MBA20019



Lakshmi Ranganath
CB.BU.P2MBA20074



Martin John
CB.BU.P2MBA20077



Abhijith Nair
CB.BU.P2MBA20002



Meera M.
CB.BU.P2MBA20078



Nair Kartika B. B.
CB.BU.P2MBA20081



Pratyush Bhowmik
CB.BU.P2MBA20095



Nithya R Menon
CB.BU.P2MBA20090



മികച്ച പഠ്യപദ്ധതികളും ജോലിസാധ്യതകളും



Presents

Webinar on
Latest trends in placements and future of Jobs,
Curriculum embedded with soft skills

Date : 3rd August | Time : 4 PM



Ms. Darsana V

Faculty - Soft Skills
Corporate and Industry Relations
Amrita Vishwa Vidyapeetham



Jaykumar Hariharan

DED & Chief Coach,
Blue Fire Coaching Consultants
Author: RoWire - How to be the leader of your own life

Webinar

Ms. Darsana V, Faculty-Soft Skills, delivered a session on latest trends in placement and future of jobs: curriculum embedded with soft skills. The webinar was jointly organised by Asianetnews.com and Amrita Vishwa Vidyapeetham, Amritapuri campus.

Technical

Code Hour program from CIR trains the 3rd Year B.Tech. students on Problem Solving+Coding Skills and Programming Aptitude to crack the company coding tests. Obj tests (Obj1, Obj2 etc.) are a new initiative to provide monthly, 20 min MCQ tests, to equip our students to perform well in the "programming aptitude" section of company test. These are time-limited tests to give necessary speed practice. It has been received well. The scores in these tests are used towards the internals of SSK coursework.

Placement Training

CIR Amritapuri has conducted two placement training sessions in the current academic year.

Jay's Academy, Trivandrum had organized a placement training session from August 28–30 for S7-ASE and S4-MCA students. The session was conducted for 4 hours per day for a total of 3 days focusing on the CTS and Wipro patterns. In 2 separate batches, around 300 students attended the session.

On September 10, an exclusive training session was conducted focusing on the CTS pattern with the help of FACE for S7-ASE, S4-MCA and S9 Integrated MSc Physics and Chemistry. The session had both aptitude and technical training. The six-hour long session was divided into two sessions each: the morning session for aptitude and afternoon for coding and technical training. Around 150 students benefitted from the training.

Special sessions on Quantitative Aptitude and Verbal Aptitude were conducted by CIR faculty on 17th & 19th Aug'21 to familiarize the students with the Deloitte pattern questions. A test based on Quantitative & Verbal Aptitude of KPMG pattern was given to M.Com. students on 12th Sep'21. as practice session for the ensuing written test on 18th Sep'21. Individual sessions were provided for the shortlisted students from Deloitte and PwC online tests for the interview preparation.

Paper Publication

K. Vidya Sree, A. Rishika Reddy, P. Mihira, S. Rishitha Reddy, G. Meghana, Sri Kiran Kumar. B, Dr. Balachandar .S General Education on Implicit Problems for Adolescents, IOSR Journal of Humanities And Social Science (IOSR-JHSS) Volume 26, Issue 6, Series 13 (June. 2021) 18-23.

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

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www.iosrjournals.org

General Education on Implicit Problems for Adolescents

K. Vidya Sree, A. Rishika Reddy, P. Mihira, S. Rishitha Reddy, G. Meghana, Sri Kiran Kumar. B, Dr. Balachandar .S

Date of Submission: 15-06-2021

Date of Acceptance: 30-06-2021

I. INTRODUCTION:

1.1. Background:

Today adolescents face some personal issues quite often since it happens to be the most difficult stage of their lives. Teens are subject to a variety of external and internal challenges during this phase such as Hormonal changes, puberty, social and parental forces, work, and school pressures, and so on are all aspects they must deal with. Many teenagers believe that they are misunderstood, their feelings and emotions must be supported, particularly if the affirmation comes from their parents. The fact is they should be capable enough to

Faculty Achievement

Dr. Balachandar S, Senior Faculty - Soft Skills has become certified trainer for ISTD - NEW DELHI (<https://www.istd.in/>), given the responsibility to conduct classes as a “Train the Trainers” online class initiative by ISTD. In the recent semesters, he is appointed as one of the evaluators and also been given the responsibility to set question papers.

Dr. Balachandar S, participated in Six-day National online FDP on “Manah Prabodhanam: Empowering Teaching Professionals - A wellness Initiative “ jointly organized by IQAC & Department of Languages, Amrita Vishwa Vidyapeetham, Mysuru Campus from June 14-19, 2021.



Faculty Achievement



Ms. Indira Namboodiripad Faculty- Soft Skills, did a certification on International Studies Counselor. She can guide students who aspire to go abroad for studies. This includes conducting psychometric tests, helping them to choose the course and college/university, prepare SOP and LOR.

Ms. Indira Namboodiripad Faculty- Soft Skills, did a course on Advance Career Counselling to help the students of class 10 and 12 to choose their subjects and career. This again includes conducting psycho metric tests and guiding them.



Alumni Interaction

Alumni Interaction for S7 CSE-C Batch was conducted on 13th Aug 2021 at Amritapuri campus. Invited speakers are from 2020 pass out students.

Ms. Arya Nimmi Raju - Robert Bosch- working as Associate Software engineer.

Mr. Athul Krishna - Nokia - Working as Applied R&D Engineer.

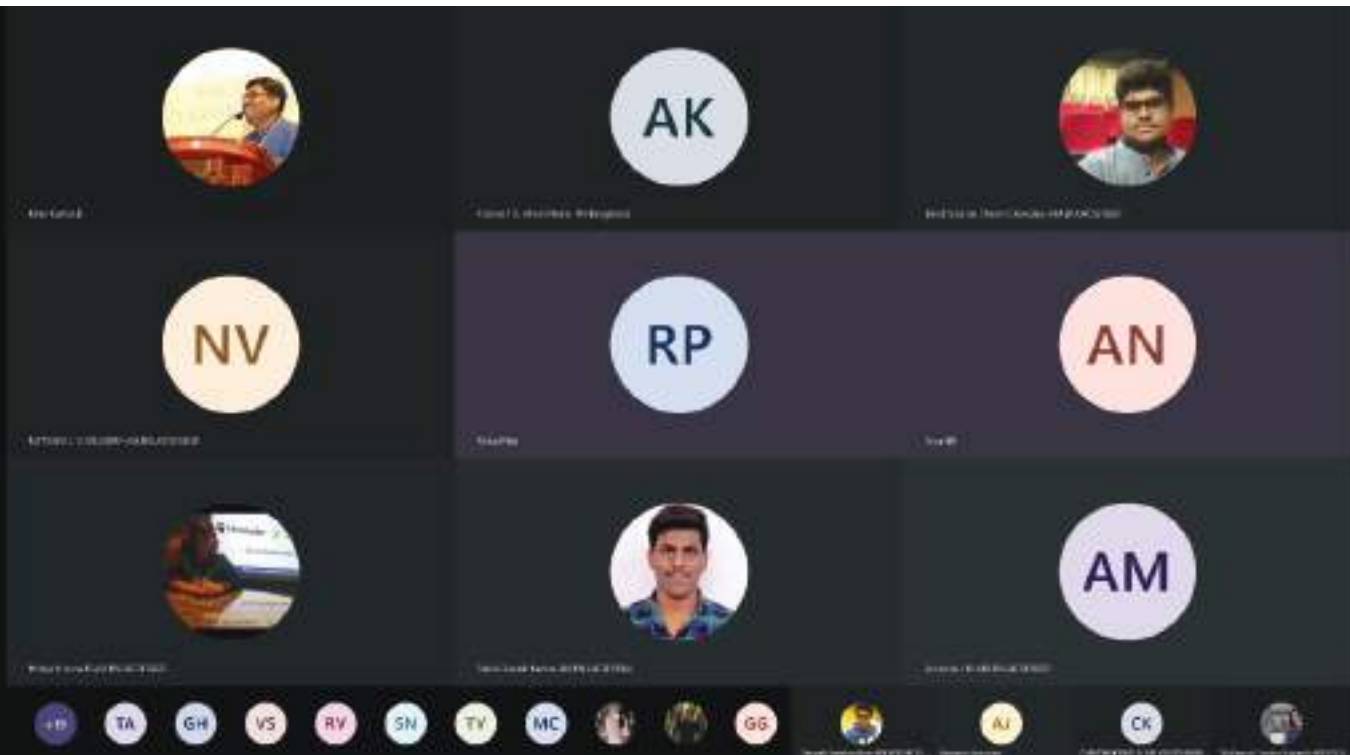
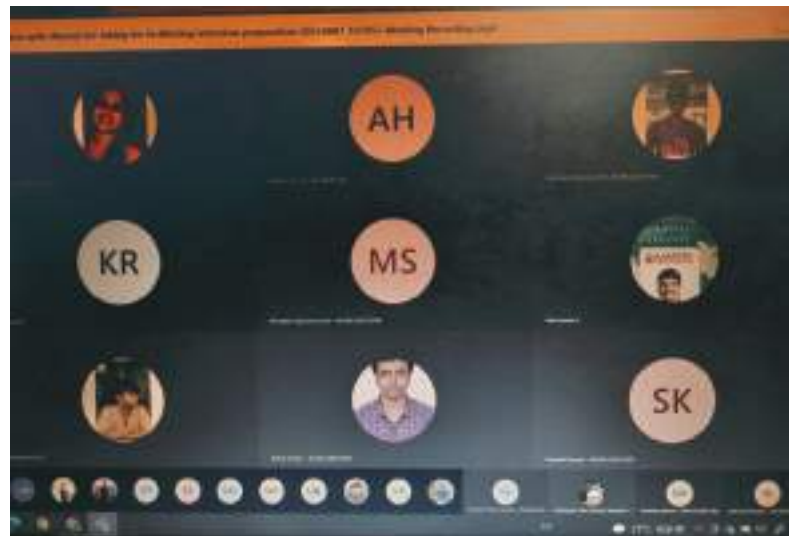
Ms. Ritika Pillai - Cerner - Working as Software Engineer.

Ms. Apoorva - Cerner - Working as Test and automation engineer.

The session was for 1 hour including Q&A session.

Alumni Interaction for S7-ECE: A&B Batches were conducted on 8th July 2021. The speaker was Mr. Hariharan Krisnamoorthy of 2021 pass out, who had secured the highest placement offer, Rs.48laks per annum in ATLISSIAN, apart from APPview ex internship.

He inspired all the students and had a very good interactive session, with all their queries answered.



BENGALURU CAMPUS

Placement Highlights

- Scheduling and coordinating multiple hiring Process on a single day successfully
- Managing the term schedules and campus hiring's in parallel without disturbing the flow and executing successfully with Multi-tasking skills
- Presenting and associating the brand AMRITA to the corporates and maximizing the opportunities for the entry level graduates.
- Increase in number of Offers /Selections as compared to yester years, during the time frame (July / August)
- Increase in the number of companies / opportunities than the last placement season.
- More number of new companies participated in the campus season.
- Virtually coordinated the campus placements flawlessly.
- Increase in the number of high paying companies. (CTC 9.0 LPA and above)

नास्ति मातृसमा छाया नास्ति मातृसमा गतिः।

नास्ति मातृसमं त्राणं नास्ति मातृसमा प्रपा ॥

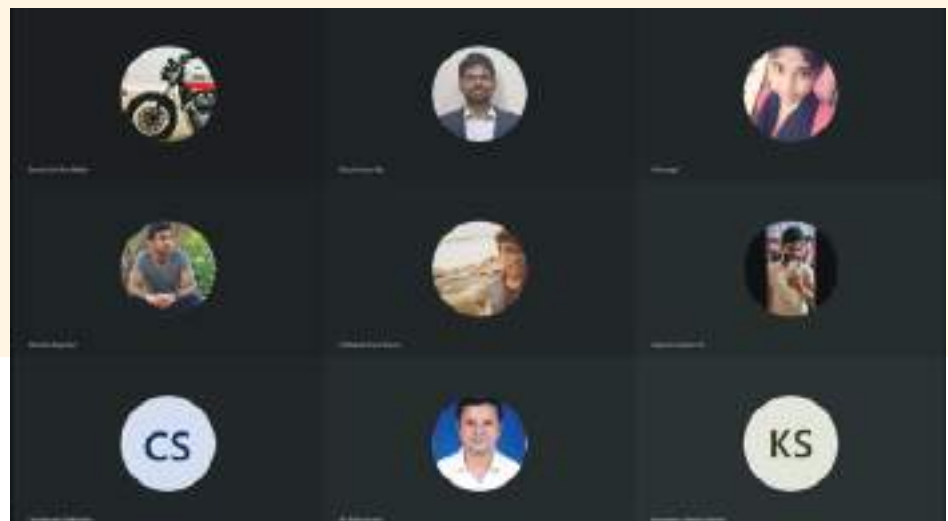
ओम् अमृतेश्वरी नमः

Soft Skill is an important ability which is required in all walks of life. Certain recruitment process such as Group Discussion, Management Interview and Personal Interview are the ways by which companies try to identify a candidate's soft skills.

At CIR Bangalore campus, the Soft Skills training program is conducted meticulously. In addition to the classroom training, several practice sessions are organized. Activities such as **'Know Your Employer', and 'Recruitment Simulation Program'** are conducted so that our students are thorough with the company's requirements. In order to improve thinking skills and problem-solving skills of our students **'Brain Storming', 'Desert Survival'** exercises are conducted. Additionally, **quizzes and puzzles** are conducted in the class.

In the pre-final year, the focus is put on Resume building, Group Discussion, Just a minute, and Personal interview. Keeping in mind that practice is required for success in GD/Interview many **mock GD and interviews** are conducted outside the classroom. In these interviews, **experts from industry, and our college alumni** are also invited to guide the students.

Overall, it is the hard work and dedication of our faculty, trainers and students that results in the success of our students.



CIR, with its diversity both in culture and varied courses, presents umpteen opportunity to undertake myriad of extra - curricular activities. With the encouragement from the senior leadership the following activities were undertaken by Ms. Rashmi Verma as part of CIR team both professionally and personally.

- Enrolled and successfully completed the course by TISSX on - Mentoring for Teacher Professional Development - June 2020.
- Attended FDP on Personal Effectiveness from AICTE Training & Learning Academy (ATAL) which was a week-long intriguing session highlighting various ways to reduce stress and be effective.
- Judged TUG of WORD's WAR, a debate competition.
- Facilitated Live Session by Amrita Alumni - Neele Upadhyay (SAP Labs) & Sudarshan Reddy (Robert Bosch) for Final Selects of Amrita students. This interaction proved very helpful for the students for their performance in interviews.
- Inducted in the Internal Complaint's Committee and IQAC at Amrita Bangalore Campus.



CIR has been a place for inculcating practices which are conducive for achieving innovative and creative pursuits.

In order to keep my creative and vernacular fire alive I authored a Poem - PALCHIN

Inspired by: plalchin, palchin, tere mere jeevan ki yahi buniyaad. "these moment make the foundation of our lives".

पलछनि

तुझे देख कर याद आया वो कल
जब मिलने को तरसते थे हम हर पल

तुम कितने सच्चे, जीवन कितना सरल
कितना अच्छा था हमारा तुम्हारा वो कल

ना आज की चिंता ना कल की फिक्र
स्ट्रेस और बोरियत का हमारे कल में था ही नहीं कोई ज़िक्र

चलो, कल चल के फिर से चुरा लाएं वो पल
जल्दी करना.... नहीं तो हमारा आज बन जाए ना कहीं कल

सूरज गिर गया समंदर में
चांदनी छिटक के फैल गई जमीं पे

ना कल था, ना जाने कब होगा कल
पल भर में ये पल भी जायेगा
आ जी ले इस पल

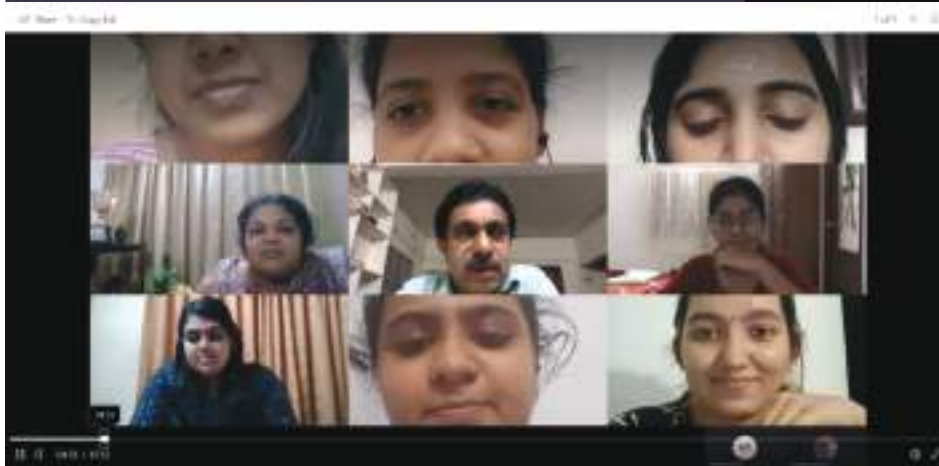
by Rashmi Verma



New Soft Skills Faculty at ASAS

Mr. Raamnath, a human resources professional with about 16 years of work experience, joined CIR at ASAS as the new Soft Skills faculty. He has experience in ITES and Media Industries and has worked for companies like Cognizant and Wipro. He holds PGDM (HR) , Executive PGD (IB). He has started Soft Skills training and Placement preparation training for the UG and PG students.

Training and Placement Highlights at ASAS



Feedback session with the students who got selected in Deloitte

During the last three to four months CIR has taken up student's placement preparation on a very rigorous path along with the regular activities. This includes addressing the CS&IT, Commerce and Management and Mathematics students on placement opportunities and expectation from companies, benefits of additional certifications, fifteen plus individual sessions in Aptitude, Verbal and Soft Skills for companies like Cerner, Dell, Deloitte, TCS, Capgemini, Zifo, PWC, Infosys etc., five VERSANT test sessions in the areas of LSRW, five company specific mock tests, game based aptitude test, mock interview for the fifty plus MCA students, resume preparation drive in general and specifically for Deloitte and KPMG, six rounds of GDs for M.Com students, domain specific sessions for commerce students, pre interview sessions for the shortlisted students in Deloitte and PwC, post interview analysis session with Deloitte selects etc.

The above is helping in securing break-through placement offers from multinational companies by the Arts and Science students. Recently six M.Com. students secured placement offers from Deloitte as US Tax Consultant and one M.Sc. Mathematics student secured internship and placement offer from PwC as Associate Consultant.

Interactive session with the M.Sc Maths students shortlisted for PWC final interview





New Soft Skills Faculty at AIMS

Ms. Smitha Gopalakrishnan joined CIR at Amrita School of Medical Sciences as Soft Skills faculty. Smitha holds a Master's Degree in Life Sciences and is a Google Certified educator. She has undergone Master Trainer training program by Academy of Creative Teaching, Bangalore. She has started the Soft Skills training sessions for the students at the schools of Pharmacy, Medicine, Nursing, Allied Health Sciences, and Dental.

CIR at School of Pharmacy

A webinar on "Career Options in Pharmacovigilance" was jointly organized by CIR and School of Pharmacy. The webinar was conducted by Dr. Avinash R Kakade, Global Head- Pharmacovigilance , Lupin Pvt. Ltd., who is a Medical Doctor and a certified Project Management Professional with 19 years of industry experience. The webinar was attended by final year B.Pharm and Pharm D students and faculties.

A webinar on "Career prospects of Sales and Marketing in Pharmaceutical Industry" was organized by CIR and School of Pharmacy. The webinar was conducted by Mr. Jijo Raju, AVP Alkem Laboratories. The webinar was attended by 3rd Year and 4th Year B.Pharm students and faculties.

AMRITA School of Pharmacy
Pharmaceutical Sciences

Webinar:
Date: 29-08-21 (Saturday)
Time: 11:00 am
Microsoft Teams Link:
<https://tinyurl.com/4h7833d5>

DR. AVINASH R KAKADE
GLOBAL HEAD - PHARMACOVIGILANCE
LUPIN PVT. LTD.

Title: "Career options in Pharmacovigilance"

AMRITA School of Pharmacy
Pharmaceutical Sciences

Webinar:
Date: 07-08-21 (Saturday)
Time: 11:00 am
Microsoft Teams Link:
<https://tinyurl.com/22ujt0p>

MR. JIJO RAJU
ASSOCIATE VICE PRESIDENT
ALKEM LABORATORIES

Title: "Career prospects of sales and marketing in pharmaceutical industry"

CIR and School of Pharmacy jointly organized webinars on

- “The rising threat of antimicrobial resistance and novel strategies for antibiotics discovery” by Dr. Anutthaman Parthasarathy, Rochester Institute of Technology.
- “Characterization of sub visible particles in drug products” by Dr Rishi Gupta, Application specialist, Anton Paar with 12 years of experience in the field of catalytic reactions and analytical instrumentations.

A few of the companies that conducted recruitment drive in the School of Pharmacy are IQVIA, Covance India Pharmaceutical Services, Navigant, GlaxoSmithKline, Reliance Pharmacy, Zifo R&D Solutions, Tata Consultancy Services, Cognizant, Medreich, Apollo Hospital, ICICI Prudential Life Insurance, Novo Nordisk, Syngene International, Alembic Pharmaceuticals, Mankind Pharmaceuticals, Aster Hospital etc.

CIR at Department of Management

At Dept. of Management, the CIR team of Mr. Sreekumar U. Warriar & Ms. Jaya Radhakrishnan conducted sessions during the “Pre-Orientation of the 2021-'23 MBA batch”, conducted to orient the newly joined towards curriculum, academics etc. Six sessions out of ten were conducted by CIR, which included introduction to L&D curriculum, orientation on placement process, details of L&D training and placement preparatory activities. The sessions were conducted online and included various activities which were mostly participative and well received by the students.

The overall feedback from the pre-orientation session revealed 80% of the students rating “Very Good” for the sessions by CIR.

Aishwaria Reghukumar

Guidance For Success

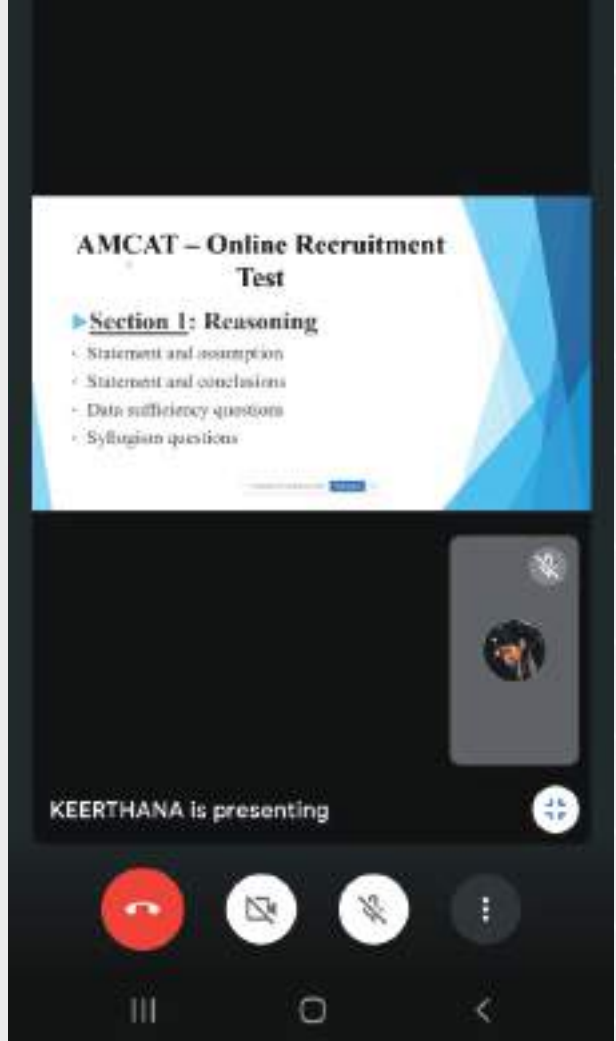
by Ms. Keerthana MV, KPMG.

Ms. Keerthana MV, 2021 passed out M.Com student of Amrita, Mysore campus and currently serving KPMG rendered a very vibrant session to the final year M.Com. students who are scheduled to have the campus recruitment by KPMG in the near future.

The guidance session was delivered on 12th Sept'21. Ms. Keerthana effectively briefed the selection process and also the provided various tips to enable the students to ensure their success in the ensuing campus drive by KPMG.

The session has very much motivated the students and encouraged them to put their best effort to ensure success in the campus placements.

Nisarga V



Power Seminar on Interview Skills

by Mr. Vikram T, Sr. Analyst, Capgemini

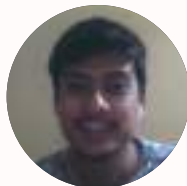
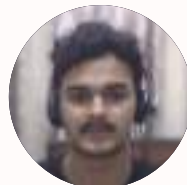
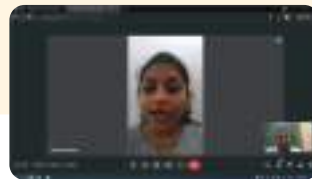
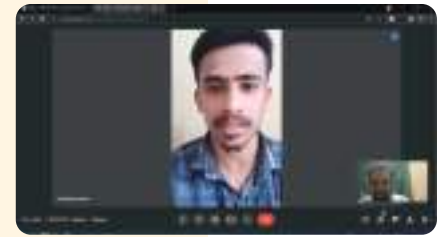
Mr. Vikram delivered a very informative session on interview skills to the MCA final year students on 12th Sept 21. Mr. Vikram signified the various critical aspects related to the resume, self introduction, soft skills and technical competence that are to be very much taken care by the students to come out successful in interviews.

Feedback from the students was very encouraging.



Mock Interviews by IT Professionals
 Ms. Manasa Gowda, HR Manager, Oracle
 and
 Mr. Vikram T, Sr. Analyst, Capgemini

Ms. Manasa and Mr. Vikram rendered mock interviews to MCA final year students on 12th Sept'21. Interviews were conducted from 10 AM to 1 PM and in all 17 students were benefitted. Individual feedback was given to the students to facilitate their best performance in the upcoming campus recruitments.



Self Empowerment by Volunteering

MCA students in the final year rendered mock interviews to their batch mates on 11th Sept'21. In all, 14 students volunteered to be the interview panels and 14 students volunteered to be the candidates. Interviews were conducted from 7.30 PM to 9 PM and every panel could render four interviews. Altogether 56 mock interviews were conducted by the panels.

Panel members were given prior grooming by our alumni to ensure effectiveness of the mock interviews. The panel members had given feedback in the required format to the interviewees. Also, feedback from the interviewees were taken.

Both panel members and the interviewees had significant improvement in their confidence and felt very much empowered to face the campus recruitments with confidence.



Orientation for Campus Placements

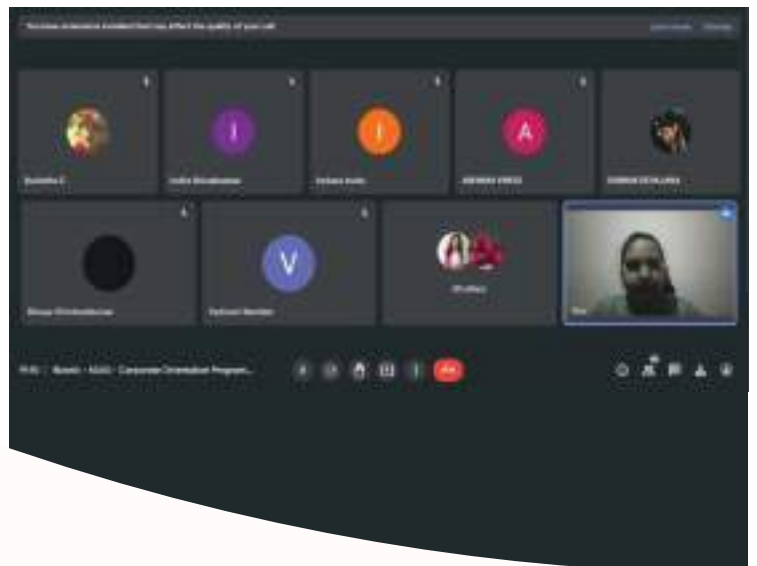
by Ms. Apeksha Brahma Prasad
Operations Manager, Bizotic Talent Solutions

Ms. Apeksha, Operations Manager, Bizotic Talent Solutions, delivered a session on Orientation for Campus Placements on 14th Sept'21 for the final year UG, M.Com and MSc VM students.

Ms. Apeksha depicted a clear picture of the current campus recruitment scenario, expectations of the industry, skill sets required, significance of certifications, resume building and the various recruitment processes. She also aired the stiff competition in the campus recruitment space and emphasized the need for the concerted effort by the candidates to become industry ready.

The session was quite impactful and could sensitize and motivate the students very much. It could also kindle the students to approach the campus recruitments with dedication.

In all, around 100 students got benefitted by the session.



Message from Director



D. Rajanarayanan
Director
Corporate & Industry Relations

A newsletter is intended to inform the readers of the developments that have taken place in the past, that is, happening presently and what is planned in the near and distant future, in a department, institution or organization. However, it will make a dull reading, if it is limited to just these three phases alone. It has also to contain articles of interest from experts who can speak with authority on their domain of expertise, articles from innovators, entrepreneurs, technicians and social scientists, who have novel ideas that can transform possibilities into opportunities. A well-presented newsletter should make a reader think, that crosses the pages unopened. I am sure, the contributors to the newsletter will remember that vigorous writing is concise and probably is not a virtue. Any good newsletter should educate, entertain and enlighten the readers.

I hope, this one will serve the intended purpose.

Our Mission

"To facilitate holistic career development of students through comprehensive and systematic training on Life Skills and build competencies in core areas through extensive exposure to innovative practical applications"

Motto

योगः कर्मसु कौशलम्

"WORK DONE TO PERFECTION IS INDEED YOGA"

Corporate and Industry Relations | Issue 04 | 26th Oct 2020



Positives of the
Pandemic

Visit:

<https://intranet.cb.amrita.edu/newsletter/utkarsh>


utkarsh
NEWSLETTER

1st
Anniversary Edition

SEP
2021



CIR
CORPORATE & INDUSTRY RELATIONS

Corporate & Industry Relations,
Amrita Vishwa Vidyapeetham,
Amritanagar P.O., Ettimadai, Coimbatore,
Tamil Nadu. Pin - 641 112
Ph: 0422 268 5005
Email: cir@amrita.edu