

Industry Academia Partnership

Flash Back.....Online Live Projects: Yet another demonstration of the University to protect the interests of its students.....

Congratulations our students for successfully completed their Online Live Project



The ICFAI University, Jharkhand
Grooming Professionals, With Values

Congratulations !

MEDHA
MBA (2019-21)

for Commencing her Online Live Project on Marketing with



In order to provide experiential learning ,despite COVID-19, the University arranged for Online Live Projects in Industry



The ICFAI University, Jharkhand
Grooming Professionals, With Values

Congratulations !



SWATI KUMARI
MBA (2019-21)

TANHU PRIYA
MBA (2019-21)

for Commencing their Online Live Project on Human Resource Management with



In order to provide experiential learning ,despite COVID-19, the University arranged for Online Live Projects in Industry



The ICFAI University, Jharkhand
Grooming Professionals, With Values

Congratulations !



AMANJOT KAUR
MBA (2019-21)

for Commencing her Online Live Project on Marketing with



In order to provide experiential learning ,despite COVID-19, the University arranged for Online Live Projects in Industry

Flashback: online Internship

Congratulations to Ms.Shobhana Samarth of MBA for successfully completing her Online Internship and receiving Certificate of Excellence by Shriram Life Insurance.



sunday pioneer
MARCH 1, SUNDAY 1 JULY 18, 2020

IN BRIEF

ICFAI STUDENTS COMPLETE ONLINE INTERNSHIP

Students of ICFAI University, Jharkhand completed Online Summer Internships in Industry and presented their reports during online Viva Voce through Video Conferencing. Prestigious Companies that offered Online Internships to the University's students include Larsen & Toubro, Capgemini, Genify Technologies etc. A number of IT Companies and leading advocates and legal services companies also offered online internships to the students of the University. A number of students received subject and performance rewards for good performance during the internship. Shobhana Samarth, MBA student of 2019 batch emerged as the best Online internships in India. Shri Ram Life Insurance also was invited to the award distribution function to be held at Hyderabad, in due course.



SHRIRAM LIFE INSURANCE: DIGITAL BUSINESS

CERTIFICATE OF EXCELLENCE

This is to certify that Mr / Ms Shobhana Samarth from ICFAI Banohi has achieved excellent performance rating during the virtual-online internship program. His / Her performance was exemplary during the internship.



33-06-2020

Date



SUBODH BISHNOI, SOUTH ZONE - IIC

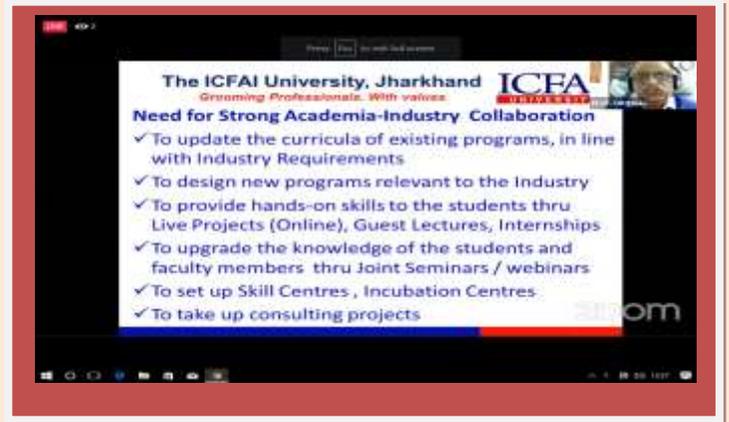
At a glance Companies that offered online internship to our students !!

Shriram		Sterlite Technologies Ltd.	
Larsen & Turbo		BRISTUL INDIA	
Extramarks		Niladvantage Technologies Pvt Ltd	
Edusaksham		Class Plus	
Dalmia Cement		Kajaria Ceramics Ltd	

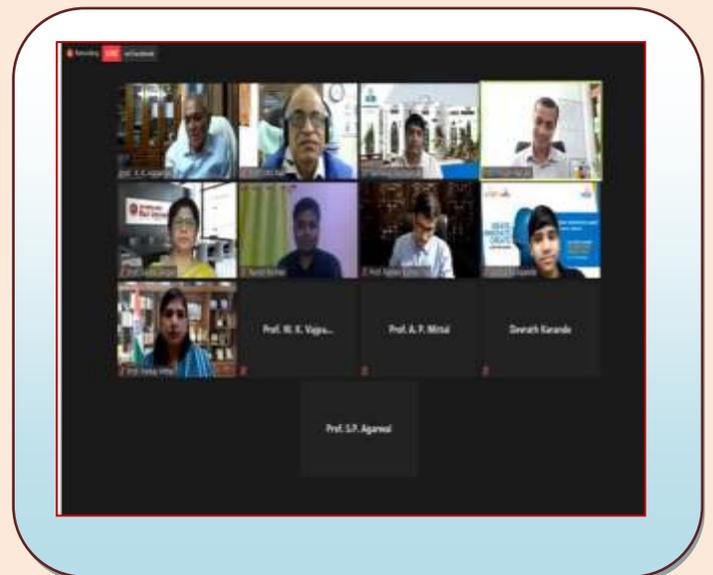
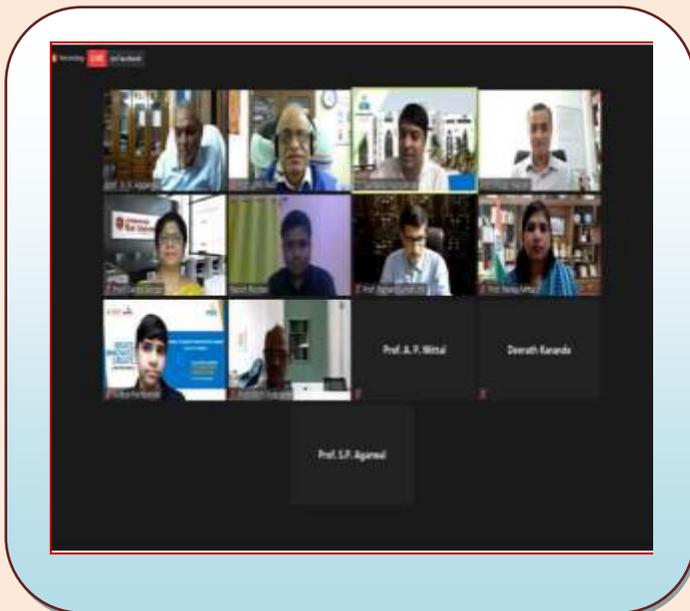
ICFAI University Jharkhand sincerely thanks the following Organizations which has been providing Online Internship.



Need for Academia-Industry Collaboration to enhance employability of students



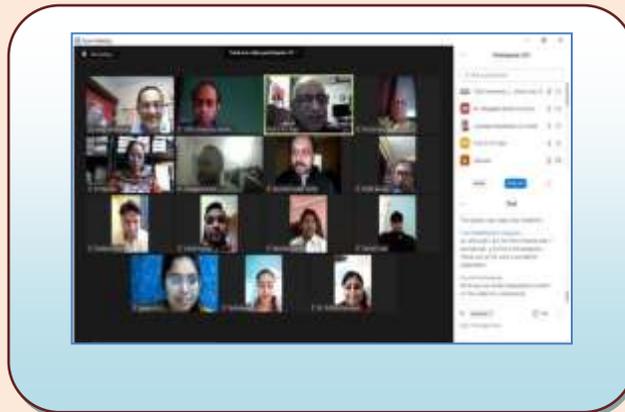
Prof. O. S. Rao addressing the participants at the Jharkhand Education Summit, highlighted the importance of Academia-Industry Collaboration to enhance employability of the students.



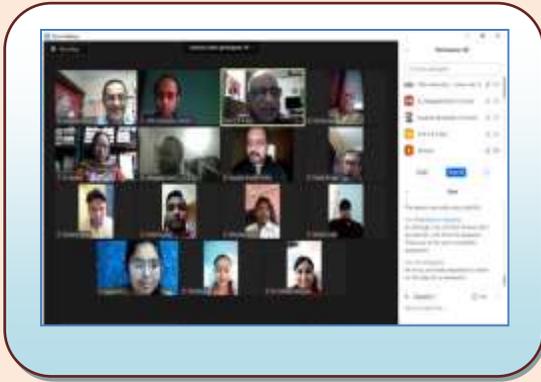
*ICFAI University Jharkhand organized a corporate guest lecture on
"Corporate Governance"*



The ICFAI University Jharkhand organized a Corporate Lecture on "Corporate Governance". The Key Speaker was Mr. Joydeep Mookerjee, Chief Finance Officer, Vision Rx Lab, Kolkata, a subsidiary unit of Essilor International S.A., a French Multi National Company dealing with Ophthalmic Optics. All the faculty members and final year students of MBA, BBA and B.Com actively participated in the program.



Welcoming the participants to the first Corporate Talk, Prof. O.R.S. Rao, Vice Chancellor of the University said, "Good Corporate Governance is critical for short term sustenance and long term growth of Organizations. All of us have seen real-life examples of how companies with poor Corporate Governance collapsed, whereas those with good governance performed well even during COVID-19 times". "As it is the honesty and integrity of the Individual Managers that make the difference, it is important that every one of the students imbibe those qualities", Prof Rao added.



Explaining the fundamentals of Corporate Governance, Mr. Joydeep Mookerjee said, "Corporate Governance is the structure of rules, practices, and processes used to direct and manage a company. Good corporate governance helps companies build trust with investors and the community." He highlighted the importance of Corporate Governance giving examples of how poor governance destroyed value of all the stakeholders of Enron and Satyam Computers. "While Accountability, Transparency, Responsibility and fairness are the pillars of Corporate Governance, Core Values of Honesty and Integrity of the Senior Managers are important to deliver good governance.", said Mr. Mookerjee. The Corporate Talk was coordinated by Dr. Bhagabat Barik, Assistant Dean and Prof. Sumit Kumar Sinha, Faculty-in-charge, Corporate Relations under the guidance of by Prof. Arvind Kumar, Registrar of the University.



To view click the url : <https://youtu.be/FmgvzfcBJxY>

Upskilling.....

We do not have a choice! Upskilling has become extremely critical for all professionals.

- Digital Transformation has evolved in a disruptive manner. Across organisations, Digital Strategy needs to be in place.
- Technologies like Artificial Intelligence and Chatbots are actively contributing to the generation of Revenue.
- Blue-chip corporates use Artificial Intelligence, and Chatbots allow many businesses to retain their customer base. In this hyper-competitive world, Customer Retention is a very challenging task and technologies like AI, Software tools involving Predictive Analytics and also Data Science are contributing in a significant way. These tools help in churn rate predictions.
- Marketing Gurus have increasingly become dependent on tools evolving around Predictive Analytics. Corporates are actively using tools like 1) Upselling and Cross-Selling 2) Detailed Lead Scoring, 3) Understanding Product Fit, 4) Targeted Content Distribution, 5) Lifetime Value Prediction, 6) Lead Segmentation for Campaign Nurturing to name a few.
- Great Marketing makes the consumer feel enriched. The memory recall factor has increased due to active Digital Marketing. Today, cutting-edge innovations are capturing consumer experience. Some of these tools are 1) Hubspot, 2) Ahrefs, 3) Proof, 4) Survey Anyplace, 5) Yoast, 6) Slack, 7) Trello, 8) Google Adwords, 9) Google Analytics, 10) MailChimp, 11) Asana, 12) BuzzSumo
- A mega partnership between Technology and Finance has culminated into disruptive technologies in both FinTech and InsurTech.

Upskilling in the areas, as mentioned above, is the need of the hour.

From the VUCA perspective, complete uncertainty and ambiguity are looming large on us. Nobody knows what will happen to the global economy in 2021 and the job market associated with it. To be ready and to be prepared for the uncertain future is what separates professionals from amateurs.

Several corporates and critical industries have taken sweeping setbacks from this global pandemic, and have resulted in Covid layoffs and also hiring freezes. Some of the major industries affected include Capital Goods, FMCG, restaurants, Aviation, hospitality.

It is time to spend money on upskilling for individuals. Corporates are promoting upskilling as it helps them develop a workforce that is ready for the future. Professionals must have relevant skills and thus be ready for the future. Making deliberate, meaningful learning investments will ensure that organisations and professionals possess the relevant skills and capabilities required to operate efficiently in a digital environment and to develop and absorb AI-powered insights.

Disruptive technologies like AI, robotics, Chatbots have already changed the job descriptions of Managers and Senior Leadership team members. Soon, supported AI solutions would be prevalent, and the role of managers would undergo a massive change. Such disruptive changes in a VUCA world would necessitate managers to be re-trained (upskilled) in the working of technology. Survival in the post COVID scenario depends on how much of upskilling is done by the Professionals.

Mr. Joydeep Mookerjee, CFO, Vision Rx Lab, a subsidiary of Essilor-Luxottica Group

<https://blog.iujharkhand.edu.in/upskilling/>

An interactive meeting of all the final year students of the ICAI University, Jharkhand was organized, wherein Career Preparation Plans were discussed and useful tips were provided by the Vice-Chancellor, Faculty Members, Industry Professionals, Entrepreneurs and Alumni.

Plan for preparing final year students for campus placements

- ✚ Organizing Corporate expert session
- ✚ GD Class on current Topics
- ✚ Organizing Mock Interview with internal and external expert.
- ✚ Organizing Quiz on General Knowledge / Domain/specific tests



Morning India

www.sanmanglive.com

Ranchi, Thursday
12 November 2020

Corporate Talk on 'Corporate Governance' held at ICAI University

Today, the ICAI University, Jharkhand organized a Corporate Lecture on "Corporate Governance". The Key Speaker was Mr. Joydeep Mookerjee, Chief Finance Officer, Vision Rx Lab, Kolkata, a subsidiary unit of Essilor International S.A., a French Multi National Company dealing with Ophthalmic Optics. All the faculty members and final year students of MBA, BBA and B.Com actively participated in the program.

Welcoming the participants to the first Corporate Talk, Prof. O.B.S. Rao, Vice-Chancellor of the University said, "Good Corporate Governance is critical for short term sustenance and long term growth of organisations. All of us have seen real-life examples of how companies with poor Corporate Governance collapsed, whereas those with good governance performed well even during COVID-19 times". "As it is the honesty and integrity of the individual Managers that make the difference, it is important that every one of

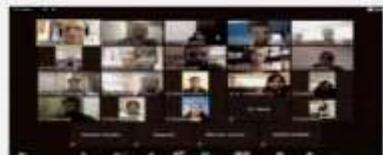
the students imbibe these qualities". Prof Rao added: Explaining the fundamentals of Corporate Governance, Mr. Joydeep Mookerjee said, "Corporate Governance is the structure of rules, practices, and processes used to direct and manage a company. Good corporate governance helps companies build trust with investors and the community". He highlighted the importance of Corporate Governance giving examples of how poor governance destroyed value of all the stakeholders of Enron and Satyam Computers.

EXPLAINING THE FUNDAMENTALS OF CORPORATE GOVERNANCE, MR. JOYDEEP MOOKERJEE SAID, "CORPORATE GOVERNANCE IS THE STRUCTURE OF RULES, PRACTICES, AND PROCESSES USED TO DIRECT AND MANAGE A COMPANY. GOOD CORPORATE GOVERNANCE HELPS COMPANIES BUILD TRUST WITH INVESTORS AND THE COMMUNITY."

"While Accountability, Transparency, Responsibility and fairness are the pillars of Corporate Governance, Core Values of Honesty and Integrity of the Senior Managers are important to achieve good governance", said Mr. Mookerjee.

The Corporate Talk was moderated by Dr. Bhagabati Barik, Assistant Dean and Prof. Sumit Kumar Saha, Faculty-in-charge, Corporate Relations under the guidance of by Prof. Arvind Kumar, Registrar of the University.

- ✚ The ICAI University Jharkhand organized a Corporate Lecture on "Corporate Governance". The Key Speaker was Mr. Joydeep Mookerjee, Chief Finance Officer, Vision Rx Lab, Kolkata, a subsidiary unit of Essilor International S.A., a French Multi National Company dealing with Ophthalmic Optics.
- ✚ All the faculty members and final year students of MBA, BBA and B.Com actively participated in the program.



Placement @ICFAI

Corporate Relationship Cell

The Corporate Relationship Cell is managed by a committee which consists of Student Representatives and Faculty Members. The activities of the committee include coordinating Summer Internship Program, briefing the students on the Career opportunities in Industry, counselling the individual students on the right career choices. It coordinates with the prospective employers, arranges Pre- Placement Talks and Placement Interviews on campus and provides all the facilities required by the visiting companies.

Placement Committee 2020

Placement Committee Members

Faculty Members

Prof. Sumit Kumar Sinha	Prof. Manohar Kumar Singh
Dr. Goutam Tanty	Prof. Viranshu Kumar
Dr. Sudipta Majumdar	Prof. Satya Prakash
Dr. Sweta Singh	Dr. Pritha Chaturvedi
Dr. Vishal Kumar	Mr. Pratik Biswas
Dr. Samir Pandey	

Student Members

Ms. Shobhana Samarth	Mr. Anket Mondal
Ms. Harshita	Mr. Anurag
Ms. Swapnashi	Mr. Mayank Kumar
Mr. Bhushan	Mr. Anupam Charan Pahari
Mr. Bhushan	Mr. Piyush Kumar
Ms. Indrani Roy	Ms. Somi Priyadarshi
Mr. Larsen Alex toppo	

Alumni Partners

Mr. Chandan Kumar	Mr. Asif
Mr. Abhijeet Sinha	Mr. Debolina M
Ms. Afsha Khan	Mr. Rishi Raj
Ms. Sneha Giri	Mr. Akinchan B Sinha
Mr. Kaushal Singh	Mr. Ashutosh Vimal
Mr. Shubham	Mr. Rajesh Prasad

Industry Guides

Mr. Joydeep mukherjee	Mr. Bishnu Parida
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Mentors

Dr. Bhagabat Barik	Dr. Rajesh Kumar Prasad
Dr. Rumna Bhattacharyya	Dr. Abhay Kumar Sinha
Prof. Mithilesh Kumar Mishra	

Tanuka Bhattacharya

(Manager HR)



As the interviewee, you can take the interview in the direction you want, talk about the subjects that you are confident about. Sell yourself but do not brag. Be subtle and allow them to know you. Be humble, firm and confident. If you do not know something do not beat around the bush. Do not lie in your CV to look good. It is important that you know the organization you are appearing for the interview.

Research about the company before the interview. Nonverbal communication cues are a major part of the impression you make. A weak handshake, for example, shows a lack of authority. An averted gaze signals distrust or disinterest in the job. You can show assertiveness by sitting up straight and leaning slightly forward in your chair. Maintain eye contact. Do your best to enjoy the interaction as much as possible. Keep it professional at all times.

At the end of the interview, any good interviewer will ask if the interviewee has any questions. It is advised that you have at least one question prepared. It can be - How would you describe the responsibilities of the position? How would you describe a typical day in this position? What are the prospects for growth and advancement? Avoid questions like - Am I selected for the position? What will be my salary?

Most importantly, be confident and display positivity. The vibe you project during the interview will get you ahead and help in the selection process.