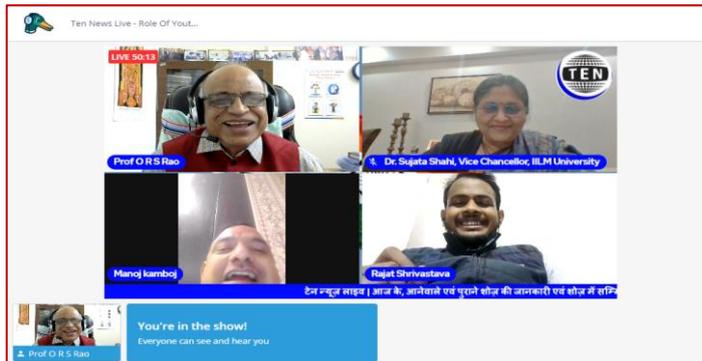


Editorial Members.....



*Dr. Vishal Kumar
Dr. Pallavi Kumari
Prof. Viranshu Kumar*



Previous issues of *i-Nowkri* can be viewed at
<https://www.ijharkhand.edu.in/i-Nowkri/I-Nowkri-Jan-2021-Volume-2-Issue-5.pdf>

Highlights: In the Current Issue

- Competitive Exam Calendar
- In Campus Placement Opportunity
- Off Campus Placement Opportunity
- Job Opportunities in Government/Public Sector
- Job Market News/ Updates
- Expert Opinion/ Industry Overview
- Campus Activities

In Campus Placement.....

- **Teleperformance**
<https://www.teleperformance.com>
Selection Process
1st round at (Telephonic)
- 2nd round with the Operation team and HR for salary discussion at University campus.
Job Title- Customer Support Executive
Education Requirement – Any Graduate
Location- Chandigarh (Work from Home)
- **Reliance Retails**
<https://relianceretail.com>
Selection Process
Preliminary Screening
Technical Face to Face interview
HR interview
Job Title – Asst store Manager
Education Requirement - B.Com/ BBA/ BCA/ BA
Location- Jharkhand/Bihar
- **Vivo (Huijin Electronics India Pvt Ltd)**
<https://www.vivojh.com>
Selection Process
Online
F2F (Technical) Interview
F2F (HR) Interview
Job Title – Management Trainee
Education Requirement
MBA/B.Com,BBA
Location- Ranchi, Dhanbad and Jamshedpur.

Upcoming Company.....

IFFCO Tokio
<https://www.iffcotokio.co.in/>
Selection Process
Technical Interview
HR Interview
Education Requirement: MBA,BBA,B.Com

Higher Studies: Competitive

- ✚ **The National Eligibility Test, also known as UGC NET or NTA-UGC-NET, is the examination for determining the eligibility for the post of assistant professor and/or Junior Research Fellowship award in Indian universities and colleges. Starting date of application form: 4th January 2021**
Starting date of application form: 02nd February, 2021
Last date to submit application: 02nd March, 2021
<https://ugcnet.nta.nic.in/>.
- ✚ **Common Law Admission Test (CLAT) is a national level law admission test. It is conducted every year by the Consortium of National Law University (NLU's). Through this examination, admission will be offered into UG and PG law programmes. Students qualifying this exam get admission in various government and private law colleges.**
Starting date of application form: 1st January 2021
Last date to submit application: 31st March 2021
<https://consortiumofnlus.ac.in/>
- ✚ **All India Law Entrance Test (AILET) is a national level entrance examination. It will be conducted by the National Law University (NLU) only once in a year. Candidates will get admission in LL.M, 5 year B.A LL.B and Ph.D. programmes.**
Starting date of application form: 23rd January 2021
Last date to submit application: 20th May 2021
<https://nludelhi.ac.in/home.aspx>

Off Campus Placement Opportunities

Mindtree

Job Profile: Various profile

Eligibility: B.Tech, MBA, MCA, B.Com, BBA, BCA

Job Location: Across India

Website: www.mindtree.com

Barracuda

Positions: Associate Software Engineer

Job Location: Bangalore

Qualification: B.Tech, MCA

Website: www.barracuda.com

Deloitte

Positions: Various Positions

Job Location: Pan India

Qualification: Any Graduate

Website: www2.deloitte.com

DXC Technology

Positions: Various Positions

Job Location: Pan India

Qualification: Any Graduate, MBA, MCA

Website: www.dxc.technology

Bajaj Auto

Positions: Various Positions

Job Location: Pan India

Qualification: Any Graduate, Any Post Graduate

Website: www.bajajauto.com

Robert Bosch

Positions: Various Positions

Job Location: Pan India

Qualification: B.Com, BBA, MBA, MCA, B.Tech, BCA, MCA

Website: www.bosch.com

Virtusa

Positions: Various Positions

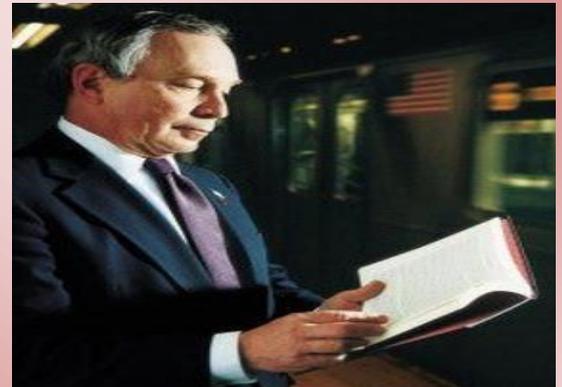
Job Location: Pan India

Qualification: Any Graduates/ Post Graduates

Website: www.virtusa.com

Learn a lot

Whatever field you choose for starting a career or business, be a



Michael Bloomberg reads a lot, mostly non-fiction. He has little patience for TV. He has seen only 10 movies in his life. He has written six books.

Best Mobile Apps for Placement Preparation

There is an even more convenient way to prepare for your placements than internet websites applications – mobile applications. Today, there is an app for everything. So, why not an app that will help you with placement preparation.

Here are some apps for aptitude tests you can download.

Quantitative Aptitude Formula

Smart Think Aptitude Test

GATE Aptitude

Pocket Aptitude

Learn Aptitude

Best Sites for Placement Preparation

You can always find a lot of help online when it comes to placement preparation. There are many websites you can check out. But not all of them will be helpful.

Here is a list of the best sites for placement preparation that you should visit.

Geeks for Geeks <https://www.geeksforgeeks.org/>

Experts Global – <https://www.expertsglobal.com/>

My AMCAT – <https://www.myamcat.com/>

Engineering Eckovation

<https://engineering.eckovation.com/>

Job Opportunities in Government/Public Sector

-
- CAG Recruitment 2021 for Auditor and Accounts: Government of India, Ministry of Finance, Comptroller and Auditor-General of India (CAG) has published recruitment notification for the post of Auditor/ Accountant in the field offices of the Indian Audit and Accounts Department, CAG.
Eligibility: B.Com, BBA, BCA, MBA
Application last date: 19th February 2021
<https://www.indgovtjobs.in/2019/05/CAG-Recruitment.html>
- NPCIL careers for both fresher and experienced 10+2, ITI, Diploma, Degree candidates apply online / offline for various level of positions in NPCIL units. The Nuclear Power Corporation of India Limited (NPCIL), a premier Public Sector Enterprise under Department of Atomic Energy, Government of India.
Eligibility: B.Tech, Diploma, BBA,B.Com,
Application last date: 23rd February 2021
www.npcilcareers.co.in
- Jharkhand Public Service Commission (JPSC) has released the applications for recruitment to the post of Deputy Collector, PSI, Jail Superintendent and Others through Combined Civil Services Exam 2021.
Eligibility – Any graduate
➤Last date of application: 15th March 2021

jpsc.gov.in
- Hindustan Aeronautics Limited (HAL) has invited applications for the 165 Graduate/Diploma Apprentice posts on its official website. .
➤Last date of application: 25th February 2021

Eligibility – Diploma, B.Tech
hal-india.co.in
- THDC India Limited has published a recruitment notification for the post of Junior Engineer (JE) Posts
➤Last date of application: 28th February 2021

Eligibility – B.Tech, Diploma
thdc.co.in.
- Indian Oil Corporation Limited (IOCL), one of the largest commercial undertaking in India and a Fortune “Global 500” Company, is inviting applications for recruitment of Technical Apprentice and Non-Technical Trade Apprentice in Western India.
➤Last date of application: 7th March 2021

Eligibility – B.Tech, Diploma

'Job Market News/ Updates'

'Internet startup leaders' total value at \$180 billion by 2025'

The country's internet startup leaders are now on the cusp of listing, a HSBC Global Research report said, putting their combined value at \$180 billion by 2025

Over \$60 bn has been invested in India's internet start-ups in the past five years, with around \$12 billion in 2020 alone

\$180 bn
Total sector value (ex-Fintech) by 2025

KEY DRIVERS OF GROWTH:

- Mobile penetration
- Demographics
- Consumer awareness
- Convenience

42% of retail spending is on grocery, compared to 15% in China and 10% in the US

42 | Unicorns in India, as per the report

LISTING PLANS:

Many of these leaders, which operate businesses ranging from food delivery, e-commerce to online insurance, are now on the cusp of listing

E-COMMERCE is the largest opportunity, worth an estimated \$67 billion by 2025, it said adding this was worth \$31 billion 2019 after expanding at an impressive five-year CAGR of 39 per cent

AMAZON AND FLIPKART control over 80 per cent of the industry today but the contours of the competitive landscape are still evolving

ED-TECH is the second-largest opportunity with a market size of \$48 billion by 2025. Although still quite fragmented, it is one of the most profitable segments

Source: HSBC Global Research/PTI

Ride-sharing faces significant challenges, travel is the most penetrated market and hotels are an untapped opportunity, the report said adding ride sharing has fallen 40 per cent from pre-pandemic levels

Govt to Make Apprenticeship Act Employer Friendly

The government will soon revise the definition of establishments to widen its coverage, while allowing third-party aggregators to manage apprentices for the companies.

The changes will be a part of the amended Apprenticeship Act, 1961, and are aimed at further enhancing apprenticeship opportunities for Indian youth. It wants to make apprentice hiring and training more employer friendly.

The Ministry of Skill Development and Entrepreneurship would finalise the changes to the Apprenticeship Act in two weeks, after which the draft would be put up in the public domain for comments from the stakeholders, the ministry said in a statement. This would be followed by a draft Cabinet note in April on amendments to the Apprenticeship Act, after which it would be tabled in Parliament for approval.

According to a note prepared by the ministry and shared with the Prime Minister's Office, the new definition of establishment under the amended act would include "any place where any trade, commerce or industrial activity is tak-

ing place, including educational and training institutions. This will further expand the institutions available for apprenticeship."

Further, the ministry has proposed to relieve industry from the burden of paperwork for apprenticeship by enabling empanelled third-party aggregators (TPAs) to support employers in all functionalities of apprentice engagement, stipend payment and other paperwork. Even mandatory provisions of signing of apprenticeship contracts by employers may be replaced.

Proposals are being firmed up to allow part-time apprenticeship to even students under the formal education system, while replacing the provision of contract approval by authorities. It will also permit virtual training, instead of the physical mode prescribed in the present act, in select sectors such as IT.

Further, there will be no monetary penalty on employers while allowing industries registered in India to send apprentices abroad as far as the health, safety and welfare measures for apprentices are maintained under the relevant labour codes. —Our Bureau/New Delhi

TRAINING TOOLS

MSDE will move amendments to Apprenticeship Act

Says changes needed to align to changing nature of work

Proposes to open up apprenticeship to more sectors

This would require widening the definition of establishments

Third-party aggregators proposed to manage apprentices

Proposes to do away with monetary penalty on employers

A Financial Revolution

Rise of digital assets and increasing eminence of blockchain technology has yet again turned the focus on the merits of this novel technology

By Anand Narasimhan

Digitisation of assets is the way forward. Several nations have realised the potential of blockchain technology and the rewards it can reap for enterprises and businesses. When it comes to blockchain, for a layman, words like 'blockchain', 'cryptocurrency' are being sounding terms. Are blockchain, cryptocurrency and tokens inter-related? Can they be used interchangeably? These and many such questions often surface in conversations related to blockchain.

The simplest explanation is the growing arcade analogy. When one enters a gaming arcade, they are expected to buy tokens for a certain amount. These tokens mostly called coins are used to play games. However, these coins have their value outside the arcade. The tokens or coins here are the cryptocurrencies, while the gaming arcade is the blockchain.

The blockchain, a decentralised database continuously records a growing list of transaction details. The ledger is built around a chain of blocks, each of which contains a set of transactions. All these transactions are validated by the network in a certain timeline. Blockchain serves as a network of computers and bypasses the need for traditional third parties to carry out transactions. It also ensures security services like anonymity, confidentiality, integrity and transparency.

Initially, blockchain was launched as technical support to the digital currency defined purpose. At present, the technology is being harnessed all over for the vast potentials that can make it invaluable in sectors like finance, healthcare, supply chain, etc.

THE RISE OF DIGITAL ASSETS
Throughout history, the monetary system around the world, has undergone massive transformations. From barter to cashless payment systems—the financial infrastructure has evolved. At present, the blockchain technology is making its mark with several nations adopting it into their payment systems, banking or them, and utilising them for the secure operations of their businesses. Australia, Japan, US, UK, and Canada have embraced the blockchain technology in various capacities. According to reports, after cloud computing, blockchain is the next technological marvel. It is expected to herald a new era in the digital asset management space. In India, the blockchain has been widely discussed ever since the Reserve Bank of India issued circular disallowing banks from trading cryptocurrencies, interest and Mobile Association of India (MAAI) had challenged the circular in the Supreme Court of India. In 2020, the Supreme Court struck down RBI's

president, Center for Capital Markets Competitiveness, US Chamber of Commerce. The perception regarding blockchain and digital assets is gradually changing with more and more stakeholders opening up to its untapped potentials. With respect to the sector as an investment opportunity and technology enabling digital assets, implementation of an outright ban not to be responsible. For a government to have full oversight and have also implement appropriate controls, the legal framework must provide dealing in digital assets and regulate all services providers who facilitate entry and exit through. Regulation and digital asset platforms can work together to weed out bad actors in the space. Regulations around the world have taken considerable time to study digital assets, and create a regulatory framework, which

is of public importance and will be a boost for India, led experts. Integrating blockchain technology solutions will be a boost for India, led experts. "The government is extremely bullish on blockchain technology. In 2019, Finance Minister had said the interest of Finance, Blockchain, and Big Data hold potential to take India to newer heights. In fact, Mr. Arun Jaitley's team has been working on India's first ever blockchain project to develop a nationwide blockchain network. Recently, a blockchain project named 'Vidya', designed for various payment companies providing various transactions on their online platforms or mobile applications, shows that the government is taking an initiative to support blockchain. With the recent news of government planning CBDC, confirms that the government is planning to integrate blockchain in the financial ecosystem," shares Sanku Gupta, CEO of CoiCo.

FOSTERING CONFIDENCE
According to experts, US, Japan, Canada, etc., have expeditiously their existing laws, whether they are money transmission laws, payment systems laws, KYC and AML laws. They have extrapolated them and applied them to crypto asset activity. India can follow suit by updating crypto-asset intermediaries. The immediate way to do this would be for the government to notify these intermediaries as reporting entities under the Prevention of Money Laundering Act. This is already done for banks, stock exchanges, etc., and does not require a new law. Subsequently, a new licensing regime can be introduced. These steps will ensure consumer protection, and increase the confidence of law enforcement authorities, while at the same time not hampering innovation," says Indradya Madhy technology lawyer, who represented ANM

provides them adequate control while allowing entrepreneurs to innovate and investors, traders to find their alpha," stresses Anand Narasimhan, a thought leader in the Indian cryptocurrency space.

REGULATION AND LEGISLATION
When it comes to regulating cryptocurrency, several nations across the world have called for proper blockchain regulations. Some of the nations have even extrapolated their existing laws for blockchain. Indian crypto community has been raising their hand and working towards bringing crypto regulations since the last couple of years. According to experts, India needs start and sensible crypto regulations, which can lead the crypto revolution and contribute to India's growth.

PROSPECTS FOR INDIA
Nascent blockchain companies in India are hopeful and have been continuously showing interest in the technology and its potentials with digital assets. The major positive outcome of the Covid-19 pandemic has been the push for digitalisation. India has been witnessing a considerable rise in the digital assets. Throughout 2020 and into the New Year, India has pursued conversations around a regulatory framework for the digital assets ecosystem, signalling an opportunity for entrepreneurs in the space. Digital assets have the potential to build innovative capital while lowering domestic economies and creating jobs, which is beneficial to many countries



Expert Opinion

Author: Ajitabh Dubey
DGM, Reliance Jio Infocomm Ltd
Patna



CAREER PROSPECTS IN MARKETING

Marketing as a discipline is having broadest areas for career. Jobs are easily available and are available across geographies. For marketing career, academic degree and knowledge just ensures entry into a job and later on a person's overall behavior and ability matters the most to grow in their professional life. Marketing job is having lot of challenges every day but positive attitude will help in doing things right, and good inter-personal skill ensures speedy growth in marketing career.

In corporate world everyone likes an employee who comes with solution, no one wants to hear only the problem and that is very much applicable in marketing jobs also. Don't leave job just for salary and short term growth. You must look at how your career graph will have impact on it. As far as career opportunities is concern-If we do Google search following are career opportunities in area of marketing.

Career Opportunities in Marketing-Google search:

- | | |
|-------------------------------------|-----------------------------------|
| ✓ Marketing Manager | ✓ Sales Manager |
| ✓ Marketing Research Analyst | ✓ Public Relations Specialist |
| ✓ Advertising or Promotions Manager | ✓ Meeting/Event Planner |
| ✓ Social Media Manager | ✓ Marketing Coordinator |
| ✓ Digital Marketer | ✓ Customer Service Representative |
| ✓ Product/Brand Manager | ✓ Sales Representative |
| ✓ Media Planner | |

With my large experiences (20 Years) are in the area of Sales, Distribution and marketing in various industries I found following areas of marketing in which jobs are easily available in every geography of our country.

Career Opportunities in Marketing-My Suggestions

- | | |
|---|---|
| ✓ Channel Sales/Distribution Management | ✓ Promotion Management/Visual Marketing |
| ✓ Procurement & Vendor Management | ✓ Trade Marketing Management |
| ✓ Supply chain Management | ✓ Training & development/Sales Training |
| ✓ Inventory Management | ✓ Sales Planner & Co-ordinator |
| ✓ Product Management | ✓ Business Analyst |
| ✓ Merchandising | |

And finally following are my key suggestions for students to get them job ready in the area of marketing.

Suggestion for getting job ready:

- | | |
|--|---|
| ✓ Develop good communication ability | ✓ Keep doing on-job trainings while doing professional courses and make good repo with employers |
| ✓ Develop good writing ability | ✓ Do good work/quality work during internship or OJT so that employer can shortlist you for future job options |
| ✓ Good computer skill/Develop Digital Skill | ✓ 1st Job will be most difficult to get hence rather than waiting for right opportunity grab opportunities which comes to you and start building career on that |
| ✓ Must develop good presentation skill | |
| ✓ Keep adding new skills with the help of short term courses | |

Industry Overview

Video streaming industry

“India is the fastest growing entertainment and media market globally and is expected to keep that momentum. Our research shows that in the next five years India will see significant growth in over-the-top (OTT), online gaming and Internet advertising. The soon to arrive 5G networks will create further use cases, enhance user experiences and create disruptions leading to newer business opportunities.

Companies are leveraging the ability of artificial intelligence to understand people’s individual tastes and consumption habits to offer up the content individual users find most compelling. With consumers moving to the centre of their own world of media experiences, their personal data from the music they stream and the news they read to the products they buy is taking a central role.

Largest chunks of the total industry revenue in India by 2023, the report says, will come from traditional TV and home video that will record growth rate of 11.83% to reach Rs. 1,23,047 crore and Internet access that will rise by 16.02% to reach Rs. 1,16,843 crore over the same period.

Apart from OTT, the other fast growing segments will be video games and esports and Internet advertising that will notch up rates of 18.89% and 17.75% to touch Rs. 17,891 crore and Rs. 18,446 crore respectively.

Cinema, on the other hand, will grow by 8.51 % to get to Rs. 17,789 crore. Box office collections notched up by films in the country will rise by 8.54% to reach Rs. 17,292 crore while cinema advertising will grow by 7.37% to reach Rs. 497 crore. The emergence of digital streaming services has posed new challenges to the enduring appeal of big-screen movie experiences.

To be sure, the big numbers will come from digital services. As of 2018, India is the tenth largest market for OTT in the world with overall revenue standing at Rs. 4,462 crore. Subscription-based video-on-demand platforms are projected to grow at a CAGR of 23.33% to reach Rs. 10,712 crore between 2018-2023. The 34 players present in the cluttered OTT market comprise both American platforms such as Netflix and Amazon Prime Video as well as local Indian services like ZEE5, VOOT, Eros Now and ALTBalaji. Akash Banerji, head of advertising video-on-demand business at VOOT, said the OTT market is clearly tilted towards advertising right now.

Advertising-led platforms are a Rs. 4,500 crore industry compared to ₹1,500 crore for subscription services which are incidentally, growing faster.

The field of video streaming offers an exciting career with incredible opportunities. There are multiple career options in the field such as anchoring, advertising, audio engineering, broadcasting engineering, radio jockeying, disc jockeying, video editing, print, graphics and website designing, event planning etc. A career in some of these areas might even constantly keep you on your toes. Depending upon your career choice and interests you can choose a profession of your choice from the wide range of professions available in the field.



Campus Activities

Campus placement

Surya International

https: www.groupssurya.co.in

Selection Process:

- Group discussion
- HR Round

Job Title- Management Trainee

Location- Bihar/Jharkhand



Surya International

Surya International Company is a group of Companies which consists of EPC of Solar projects as well as water treatment projects, a complete setup of Manufacturing (Products like WTP, HDPE Water Tank, HDPE Pipe, FRP Vessels, Lithium Batteries, pole erection machine, transit mixture, solar structure, solar street light & many more), Fincorp (P2P Company) & etc. We have more than 300 skilled employees all over India with us, 90 employees only in our Head Office Bhubaneswar, Odisha. We are geographically present in various states of India like Delhi, Haryana, UP, Bihar, Jharkhand, Assam, Tripura, Mizoram, Karnataka, Andhra Pradesh & many more locations.

About i-Nowkri

"A Step towards Career Design and Job Placement Support"

Amid an increasingly demanding economic and business climate, job placement support has become an important duty for universities. ICAI University, Jharkhand makes efforts toward career design and job placement support from the early stages of students' education, based on a clear understanding of the types of job candidates who are sought by employers, and who are in step with times. The university provides students with the information needed in the search for employment, internship opportunities including company profiles, job listings all of which can be used for researching prospective employers, ready to move ahead professionally.....

About ICAI University Jharkhand

ICAI University, Jharkhand is part of the ICAI Group, known for its quality of education and ethics. The University was established as per the Jharkhand Government Act and the University is empowered to award degrees, as per Sec 22 of UGC Act, 1956. The University is committed to develop a new cadre of professionals, with a high level of competence and deep sense of ethics and commitment to the code of professional conduct. The ICAI University, Jharkhand has undertaken the challenge of moulding students with different backgrounds by providing them Quality Higher Education, which includes not only sound knowledge of the subject but also hands-on professional skills and soft skills, so as to make them not merely employable but successful in their careers. At the same time, Job Market, particularly for fresh graduates has been undergoing a paradigm shift, in terms of the profiles of the Recruiting Companies as well as the Roles. It is in this context that the University felt the need to communicate to the students on a continuous basis, the changing trends in the Job Market and prepare the students accordingly. i-Nowkri News Letter is intended to fulfill the need by way of sharing the Job Market trends, Information on Campus Placements as well as Off-Campus placement opportunities (both in Private and Government Sectors) and advice to the students on how to prepare themselves to face the entire selection process. Besides, it serves as a communication channel for experience sharing by the students that successfully cracked the placement interviews.