

Editorial Members.....



*Dr. Vishal Kumar
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Previous issues of *i-Nowkri* can be viewed at
<https://www.iujharkhand.edu.in/i-Nowkri/I-Nowkri-Vol2-Issue6.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.....

- **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
- **Teleperformance**
www.teleperformance.com/
Selection Process
HR interview
Job Title – Customer Support executive
Education Requirement MBA,B.Com, BBA, BCA
Location- Bihar/ Jharkhand
- **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.....

Alex technology
<http://www.alextechnology.com/>
Selection Process
HR Interview
Education Requirement: MBA (HR)

Higher Studies: Competitive

- 📚 **MHT CET (MH CET) or Maharashtra Common Entrance Test** is conducted by the State Common Entrance Test Cell, Mumbai for admissions to first-year Engineering and Technology programmes (BE/BTech) and Pharmacy programmes (BPharma/Pharma D) in the state.
Starting date of application form: Last week of February 2021
Last date to submit application: 4th week of March 2021
www.dtemaharashtra.gov.in
- 📚 **The Sri Ramaswamy Memorial University Graduate Engineering Entrance Test** is commonly referred to as SRMGEEET. It is conducted by SRM University, now known as SRMIST (SRM Institute of Science and Technology). This entrance exam is available for students across India.
Starting date of application form: November 4, 2020
Last date to submit application: March 30, 2021
www.srmist.edu.in/
- 📚 **KIIT Entrance Examination (KIITEE)** is the All India Entrance Examination conducted by KIIT, Bhubaneswar for admission into various courses of KIIT
Starting date of application form: 23rd January 2021
Last date to submit application: 20th May 2021
<https://kiitee.kiit.ac.in/>

Off Campus Placement Opportunities

Altair

Job Profile: Digital Marketing Intern

Eligibility: B.Tech

Job Location: Across India

Website: www.altair.com/

Directi

Positions: HR Intern

Job Location: Bangalore, Mumbai

Qualification: MBA (HR)

Website: www.directi.com/

Amazon

Positions: Software Engineer

Job Location: Gurgaon

Qualification: B.Tech

Website: amazon.in

TCS

Positions: Trainee

Job Location: Pan India

Qualification: B.Tech, MCA, BCA

Website: www.tcs.com/

DBS Bank

Positions: Trainee

Job Location: Hyderabad

Qualification: Any Graduate, Any Post Graduate

Website: www.dbs.com/in/index/default.page

Verifone Inc

Positions: Software Engineer

Job Location: Bangalore

Qualification: MCA, B.Tech, BCA

Website: <https://www.verifone.com/en/us>

Virtusa

Positions: Various Positions

Job Location: Pan India

Qualification: Any Graduates/ Post Graduates

Website: www.virtusa.com

Follow your dreams

Live, learn, and love... the important things in life.



Larry Page worked with Sergey Brin from a garage in Silicon Valley to start Google Search Engine in 1998. Both Amazon and Google have one thing in common, they born in a garage empty of resources but full of dreams. His net is worth is 50 Billion.

PLACEMENT ACTIVITIES @ICFAI
Congratulations to our students!!!

The ICFAI University, Jharkhand **ICFAI**
Grooming Professionals. With Values JHARKHAND

Congratulations !

Ms. Sonal Kumari
for being
placed
at



BBA, Batch (2018-21)

As

Sr. Business Development Executive

The ICFAI University, Jharkhand

Campus:- Plot No. 2065, Daladali Chowk,
Simalia, Near Kathal Mode, Ranchi-834001

The ICFAI University, Jharkhand **ICFAI**
Grooming Professionals. With Values JHARKHAND

Congratulations !

Mr. Rajeev Kumar
for being
shortlisted
at



BBA, Batch (2018-21)

The ICFAI University, Jharkhand

Campus:- Plot No. 2065, Daladali Chowk,
Simalia, Near Kathal Mode, Ranchi-834001

Job Opportunities in Government/Public Sector

- The Indian Army is the land-based branch and the largest component of the Indian Armed Forces. The President of India serves as Commander-in-Chief of the army, and it is commanded by the Chief of Army Staff (COAS), who is a four-star general. Two officers have been conferred the rank of Field marshal, a Five-star rank, which is a ceremonial position of great honor.
Eligibility: B.Tech, BCA, MCA
Application last date: 2nd March 2021
<http://www.joinindianarmy.nic.in/>
- NDA is one of the most sought after defence entrance exams in the country. The exam is conducted for admission to Army, Navy and Air Force wings of NDA and Indian Naval Academy Course (INAC).
Eligibility: Passed Class 12
Application last date: 9th June 2021
<https://upsconline.nic.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

2021jpsc.gov.in
- Export-Import Bank of India, an all-India premier financial institution engaged in financing, facilitating and promoting India's international trade, having a network of 19 offices in India & overseas, invites applications from qualified and experienced professionals
Last date of application: 5th March 2021
Eligibility – B.Tech, MBA
<https://www.eximbankindia.in/>
- The Sagarmala Development Company Limited has released a notification for 13 Sr Manager (Finance), Company Secretary, Secretarial Officer (Corporate Compliance), Sr. Manager (Projects), Assistant Manager (Projects), Chief Manager (Traffic), Assistant Manager(HR), Consultant (Projects), Consultant (Finance & Accounts) Posts.
Last date of application: 22nd March 2021
Eligibility – B.Tech, MBA
sdclindia.com



'Job Market News/ Updates'

Pallavi Chakravorty
@pallavichakravorty

In 1689, the Lloyd company used predictive analytics to underwrite insurance for sea voyages. The company used data sets of past trips in order to evaluate the risk of voyages and predict patterns of liability. Today, powered by AI, ML, IoT and Big Data, predictive analytics is being used to understand consumer behaviour, offer farming solutions, aid predictive maintenance, and boost preventive healthcare.

While the use of analytics – using past data to predict future outcomes – has been around for years, the past decade, in particular, has witnessed a surge in the number of Indian startups offering predictive analytics solutions for better decision-making. A report by industry body Nasscom suggests that Data and AI – the basis of predictive analytics – can add \$450-500 billion to India's GDP by 2025. In fact, according to Values Reports, the Global Predictive Analytics Market size – valued at USD 7.52 billion in 2019 – is projected to reach USD 35.45 billion by 2027, growing at a CAGR of 21.9 per cent from 2020 to 2027.

"We help our brick and mortar retail clients ensure that the right product is in the right store at the right price. Our AI-driven SaaS products can predict how a customer will shop each season, when she will come back for a refill and

PREDICTING THE FUTURE

Predictive analytics startups are changing the way organisations would take future decisions, making them more simple and accurate

what additional item she may buy," says Prashant Agrawal, CEO and Founder, Impact Analytics. The company uses AI to power its forecasting engine which in turn allows accurate planning and pricing decisions for the future. So, how has predictive analytics evolved over the years? "This space has witnessed many advancements with organisations and data scientists using "deeper" techniques. These are better than the linear white box models, as they can uncover complex patterns, non-linearity, variable interactions, etc. and provide higher accuracy to forecasts and predictions," says Siddharth Roy, Practice Lead – Digital, Thouscentric. The startup is a management consulting firm. The segment has also started evolving to address integrated solutions rather than addressing bespoke point solutions. Some

of the recent advances have been around using IoT data to predict preventive maintenance of manufacturing equipment, using social media data to predict customer buying behaviour, using video analytics to predict fraudulent behaviour or using public videos of traffic patterns to predict crowd build-ups. "In terms of application, predictive analytics has moved from a



risk and marketing domain and became mainstream to all line and support functions across all industries," says Hari Kumar, Partner – Technology Consulting, EY. Adds American venture capitalist and founder of Draper Fisher Jurvetson, Tim Draper, "Broadly speaking, predictive analytics may affect many of our jobs in the future. We are using predictive analytics to

better anticipate what might be a good venture investment. I expect explosive growth in this industry going forward." ReCoSense, an AI transformation partner for customers focusing on content intelligence and customer data platform, developed AI frameworks to enable personalised engagement of a human-machine interaction. "In this process,



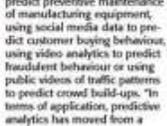
our indigenously developed Knowledge Graph builds three types of associations – content to content, user to content and user to user," says Amith Srinivas, Founder & CEO, ReCoSense Info Solutions. "The driving force in predictive analytics is to leverage AI and go beyond data manifestation to prediction, forecasting and cognitive intelligence."

Another startup, US-based Predictix, is taking preventive healthcare to a new level. It is the first DNA-based digital twin for health, to predict and prevent over 16,000 diseases, and simulate one's own reaction to hundreds of drugs and treatments. "We analyse the 20,000 genes of your genome, which is made possible by Next Generation Sequencing, and compare your gene variants to

the ones known to increase a disease risk or impact the action of a drug," says Sajung Yun, CEO, Predictix Care, one of the semi-finalists of the show, Meet The Drapers. The firm helped a girl (who lost both her parents to cancer) get her digital twin. "The digital twin helped her know the possible diseases she was at risk of acquiring." The segment has some challenges too. The biggest gaps – on the supply side – being easy access of good data and – on the execution side – difficulty in seamless integration to execution systems and feedback mechanisms. "Getting a seamless pipe of quality data is still a challenge and most modelers end up spending 50-70 per cent of their time getting the data right," says EY's Kumar. But, some like Krishna Kumar, Founder & CEO, Croph believe the real challenge is analysing the vast umbrella of data available. The platform helps growers adopt sustainable farming practices to build long term economic viability and readiness for local farming communities. "With predictive analytics and big data, it is possible to mold the future of the agricultural industry with greater precision. Looking at the bigger picture, it would provide food to billions of people worldwide and more significantly contribute to eliminating global hunger," he says.



The agricultural supply chain is slated to see some of the most transformative impacts of precision agriculture with predictive analytics capabilities. Farmers can now continuously monitor crop health and other natural events, apart from getting alerts on pests or diseases.



The overall we built in Thouscentric, we offered an platform across industries, leveraging the power of Cloud and Big Data. We created a product industry called Thouscentric Labs to develop full-fledged platforms for demand sensing, predictive quality & reliability engineering, commodity price forecasting and predictive business planning.



Siddharth Roy, Practice Lead – Digital, Thouscentric

IT Cos Focus on Outcome as Clients Reimagine Business

Saill Parekh, Thierry Delaporte, C Vijayakumar talk on emerging trends



Last quarter, we saw digital growing at over 30%... that's the critical element for us as we see enterprises emerging through all of these changes

Saill Parekh, CEO, Infosys



What matters the most is business issues, understanding them, and leveraging technology to address those business issues

Thierry Delaporte, CEO, Wipro



I think the value expectation has definitely changed multi-fold... we are at a time when there is so much business disruption happening

C Vijayakumar, CEO, HCL Technologies

Our Bureau
Bengaluru | Mumbai: India's IT industry will increasingly focus on outcomes and use platforms to deliver services on the back of rising demand from clients to reimagine their business models using technology, the CEOs of prominent Indian IT services providers said. Infosys CEO Saill Parekh, Wipro CEO Thierry Delaporte and HCL Technologies CEO C Vijayakumar discussed the key elements or changes in strategies that would shape the future of the industry at the Nasscom Technology and Leadership Forum, 2021, on Thursday. "We are called upon to be stewards of the changing landscape

In almost all the sectors and the technology and the industry thought leadership and reimagining the business models. I think that's truly the expectation," said Vijayakumar. "I think the value expectation has definitely changed multi-fold, because we have evolved and we are at a time when there is so much business disruption happening," he said, alluding to the changes in technology usage imposed on clients across sectors due to the Covid-19 pandemic. "Technology and businesses cannot be looked at in isolation anymore, he added. Parekh said digital technology products and services have also seen rapid growth in the last few months, adding that all large enter-

prises were looking at digital transformation and that is driving growth for IT services companies. "What we see today for example, last quarter, we saw digital growing at over 30%. And that's the critical element for us as we see the enterprises emerging through all of these changes," he said. Wipro CEO Delaporte said that technology conversations were no longer limited to chief information officers but extended to the entire C-suite. "What's very interesting is that the pandemic has accelerated the situation to a point now where you will no longer see a CXO not talking about technology. But where it becomes different for us is that we do understand technology we embrace technology," he said.

IT Cos Turn to Low-code Tech as Clients Seek Simpler Solutions

Interest in no-code technology rising in pandemic as cos rush to create easier apps for customers

All-in-One



ANANDI CHANDRASEKHAR & AYAN PRAMANIK

Mumbai | Bengaluru: Indian IT services providers are seeing increased traction for low-code, no-code technology solutions, as clients look to build and customise their own applications. Low-code, no-code solutions are ones that do not require coding to build an application. They allow non-technical professionals, or citizen developers, to quickly build apps through simple drag and drop functions and user-friendly layouts. According to industry experts, the Covid-19 pandemic heightened interest in low-code, no-code technology as companies scrambled to create digital applications for customers. Businesses have started using such technology as non-technical executives, or citizen developers, are creating applications at a time when entire workforces have shifted to a remote working model. "We're not seeing more and more of what we call low-code, no-code work. You see more and more automation, more machine learning, artificial intelligence. These technology elements are going to impact the business model, because the way they business with clients is going to be automated, is going to be driven by artificial intelligence," said Parekh, chief executive of Infosys, said at a Nasscom conference last week. Tanu Consultancy Services chief operating officer N Ganapathy Subramanian told ET in a recent interview that such technology has been useful when "small organisations to

or their domain-specific capabilities," said Mritul Rast, principal analyst at technology consulting firm ISG. "There are some exceptions though. Infosys has developed low-code capabilities specifically targeting the banking industry. Tech Mahindra offers its own Phenom solution for low-code HCL, announced Domingo Vito – a low-code capability solution," Rast added. According to a Gartner forecast, low-code will be responsible for over 50% of application development activity by 2024. Though these tools pose some threat to Indian service firms because they allow companies to build their own applications, analysts said help from services firms would be required to ensure that customer data is safe, especially when non-technical professionals work on this technology. "There is the argument that as low-code, no-code usage rises the need for technical expertise drops – but in reality there will always be a place for firms with talented developers to tackle the development of complex technology elements of the modern enterprise," said O'Donoghue, senior analyst at PAC. Society and governance issues will emerge when such technology is used, for instance when non-technical experts build applications that serve customer data. "A service provider that can help enterprises balance the benefits and risks of the technology in their environment to get the most value will be in high demand," O'Donoghue forecast.

Expert Opinion

Author: Devashish Chakravarty
CEO, Quetzal Verify
(HR solutions company)



Fitting in at Work

It's your first day at the new job. What you do now will determine your future with the firm. Get noticed for the right reasons and settling down will be easy. Draw attention for the wrong reasons and each day will be a burden. Just as important as your work is learning to adjust to the new workplace. So, how does one crack the culture code?

Start with building relationships. Begin with your team leader. Understand what his role is and what the team requires to achieve its goals. Learn how to fit in and what you can do to improve the picture.

Once you are confident of what your goals should be, discuss them. Use an official forum, such as the weekly team session, or schedule an individual meeting.

Determine the frequency and format of feedback required for each of your targets. If your boss needs a monthly feedback, make sure you discuss your progress fortnightly to avoid miscommunication. Learn to use the medium your manager prefers-mails, calls, messages or in person. Next, establish relationships with your colleagues. Your internal clients, those to whom you are a client and people who share your targets are all important. It would be a good idea to learn about how they work. Make sure you join them during their lunch and coffee breaks. It's a great way to meet and interact with your colleagues.

Now get familiar with the key ingredients of what constitutes the unwritten office conduct. The first of these is the attitude to time. Are things meant to be precisely on time or approximately within a time frame? If the former is the case, schedule all your internal deadlines 15 minutes prior to the actual ones, including the time you show up for work. Also, understand how much value each person in the office gives to planning. This will determine the structure of your feedback and presentations to your team.

It is also important to focus on grooming and understanding the dress code. How rigidly do people adhere to the dress code? Does formal or informal attire dominate the workplace? Are there days and events that strictly require formalwear? All of this is significant.

Be more patient and less aggressive than your usual self while learning the ways of the new place and building relationships. Your brilliant new ideas are only as valuable as the trust you have gained. Seek to establish your reputation as a professional and to integrate with the team first.

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Certificate Program in
DIGITAL AGRICULTURE
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Industry Overview

Food processing Industry

Food processing is a modern practice that improves distributional efficiency and enhances the marketing of the food products. It is considered as a branch of food science, where a set of methods and techniques are used to transform raw ingredients into food for safe consumption by humans or animals. Though food processing existed even during prehistoric period, the technology input to enhance preservation of food, flavour, etc and to reduce the toxins in the food product is relatively new and has revolutionized the entire food industry.

Despite the fact that food processing industry in India is at developing stage, it offers exponential career opportunities to trained professionals in food processing as there are nearly 500 million middle and upper class consumers and food processing companies do not want to miss the opportunity. Moreover, the Ministry of Food Processing Industries has ambitious plan to set up more than 500 food parks across India in every parliamentary constituency so that a real food revolution can be brought about and employment can be generated.

With aptitude to work and requisite skills one can find employment in companies, food research laboratories, catering companies, food wholesalers, hospitals, restaurants etc. Higher education and special qualification helps in getting attractive position within the food processing sector. Qualification in home science and specialisations in food technology, nutrition or food services management can help you climb up the ladder in the industry. Similarly, certification in dietetics, applied nutrition, food science and preservation helps candidates advance in career.

Like any industry, food industry too offers varied range of roles and positions to professionals.

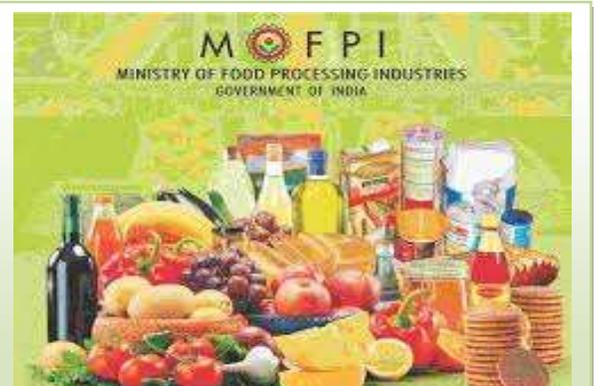
Research Scientists: Research scientists work towards enhancing yield, flavour, nutritive value, etc. of packaged food so that they have greater acceptance among consumers.

Food technologists: The fundamental work of food technologist is to offer techniques for preservation, conservation and processing of food items to be packaged. Additionally, they check the compliance of procedure during the food processing and ensure that there is no contamination and adulteration. Ensuring top quality nutritional value in the food products by putting quality raw materials is an additional job for a food technologist.

Engineers: The food processing industry is so broad that it employs the services of various engineers for planning, designing, improving and maintaining the entire processing system of a unit.

Home Economists: Ensuring congruency of the instructions on the containers and the food products contained in it is the job of home economists.

Managers and accountants: Besides technical professionals, non-technical jobs such as managers and accountants work towards the management of the processing unit and in the supervision of the production process.



Campus Activities

A panel discussion on "Digital Agriculture Management - Opportunities and Challenges"

A panel discussion on "Digital Agricultural Management - Opportunities and Challenges" was held at IFFAI University, Jharkhand. In this panel discussion, Drs. DK Srivastava (IFS), former Chairman of Jharkhand Public Service Commission (JPSC) and Principal Conservator of Government of Jharkhand, Shri Pradeep Hazari, Special Secretary cum Advisor, Department of Agriculture, Animal Husbandry and Cooperation, Government of Jharkhand and Shri Kaushal Kumar Sinha, Former CGM, The people of NABARD were involved. Mr. Pradeep Hazari stressed the need to introduce easy technologies like mobile application, hand operated devices technology in farming. He also described how digital technology can help improve connectivity between producers and markets so as to enhance the realities of value. He also suggested that the market model of dairy farming can be studied to identify their good practices in agricultural farming. Professor Kaushal Kumar Sinha praised the university's initiative to offer a certificate program, which can help professionals working in organizations associated with agriculture to build and enhance their careers.



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. ICFAI 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 ICFAI University Jharkhand

ICFAI University, Jharkhand is part of the ICFAI 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 ICFAI 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.