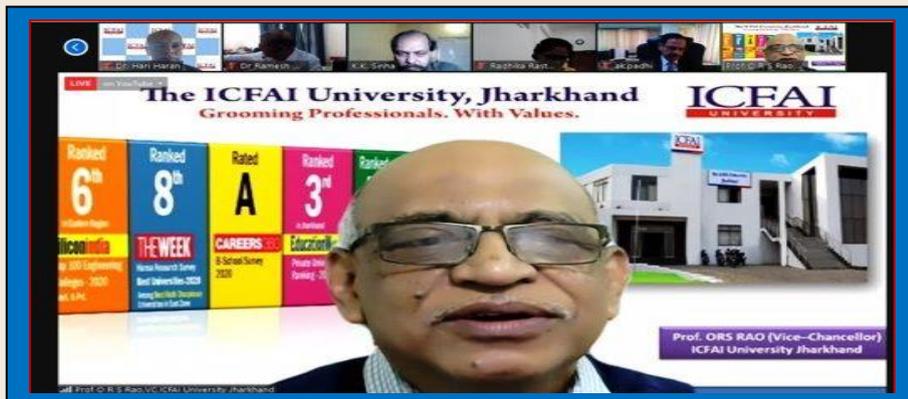


Editorial Members.....



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-Vol2-Issue8.pdf>

Highlights: In the Current Issue

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

Higher Studies: Competitive

In Campus

Placement Opportunity

Padhhigh (Edu Tech)

www.byjus.com

- Selection Process

HR interview

Job Title – BDA

Education Requirement – BBA/B.Com

Location- Across India

- Bajaj Finserv Health

www.bajajfinservmarkets.in

Selection Process

HR Interview

Job Title- BDE

Education Requirement: MBA (HR),BBA,B.Com

Location: Pan India

- IMCS Group

<https://imcsgroup.net>

Selection Process

Preliminary Screening

Technical Face to Face interview

HR interview

Job Title – Jr Bench sales

recruiter

Education Requirement :

MBA,BBA,B.Com

Location- Pan India

Upcoming Company.....

Shopper Stop

Selection Process

Preliminary Screening

HR interview

Education Requirement-

MBA,BBA,B.Com

- ✚ SRM Joint Engineering Entrance Examination or SRMJEEE is conducted by SRM Institute of Science and Technology (SRMIST) once in a year for admission to M.Tech programmes offered by the institute. SRMJEEE is a university-level exam that acts as a common entrance examination for all SRM Group institutes and universities located at Kattankulathur, Ramapuram, NCR – Ghaziabad, Ramapuram Part – Vadapalani, Amravati, Haryana, and Sikkim.

Starting date of application form: 15th May 2021

Last date to submit application: 31st May 2021

- ✚ <https://applications.srmist.edu.in>

VITEEE is conducted by the Vellore Institute of Technology every year for admission to undergraduate engineering courses (BTech) of participating institutes. Every year, VITEEE is held to enrol students for various undergraduate courses. Around two Lakh students apply for VITEEE every year.

Starting date of application form: 20th Feb. 2021

Last date to submit application: 30th April 2021

- ✚ <http://www.vit.ac.in/>

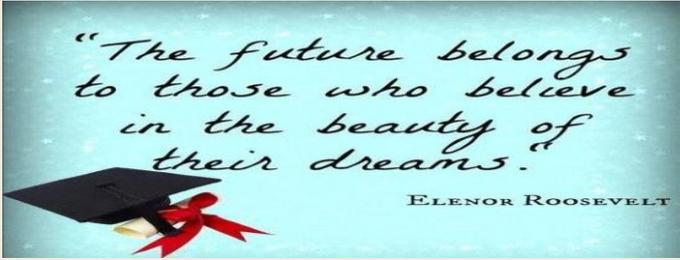
Siksha 'O' Anusandhan Admission Test (SAAT), a national level entrance test is conducted by Siksha 'O' Anusandhan Deemed to be University every year to select bright students from different parts of our country. The test is being conducted for different programs offered in constituent institutes / schools of Siksha 'O' Anusandhan. SAAT-2021, the eleventh edition of this entrance test, will be held online format at centers across various cities of India.

Starting date of application form: 5th Feb2021

Last date to submit application: 31st May 2021

<https://www.admission.soa.ac.in/saat>

CAMPUS PLACEMENT CONDUCTED DURING MARCH'2021



TENTATIVE CAMPUS PLACEMENT ACTIVITY DURING APRIL '2021



Do **not** wait for a perfect opportunity. Instead, grab **any** opportunity and **make it perfect.**

Off Campus Placement Opportunities

International Business Machines Corporation (IBM)

Job Profile: Multiple Job Profile

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

Job Location: Across India

Website: www.ibm.com

Barracuda Networks, Inc.

Positions: Associate Software Engineer

Job Location: Bangalore

Qualification: MCA, B.Tech

Website: www.barracuda.com

Bain & Company

Positions: Associate, Information Services

Job Location: Gurgaon

Qualification: Any Degree/MBA

Website: baincapabilitycentrecareers-bain.icims.com/

McAfee Software India Private Limited

Positions: Software Engineer

Job Location: Bangalore

Qualification: B.Tech

Website: <https://www.elitmus.com/jobs/>

Swiggy Careers

Positions: Software Dev Engineer

Job Location: Bangalore

Qualification: B.Tech

Website: www.swiggy.com

TVS

Positions: Various Post

Job Location: Across India

Qualification: Any Graduate, Any Post Graduate

Website: www.tvsmotor.com

Work hard

If you want to be the best, you have to do things that other people are not willing to do.



Michael Phelps is the most decorated Olympian of all time, with 28 medals. He set the goal at the age of eight: I would like to make the Olympics. He trained 365 days a year for six years to prepare for the 2004 Olympic Games. He worked on Christmas, New Year, and birthdays. He swam an average of 12 kilometers a day during his six hours of swimming in peak training phases. His net worth is 60 Million.

ADVANCE YOUR CAREER

1. Commit yourself to advance your career
2. Dare to ask for what you want
3. Make your boss look great
4. Expand your network
5. Expand your skill set
6. Embrace new challenges at work
7. Seek out a mentor
8. Join a professional organization
9. Dress for the job you want, not the job you have
10. Get more confident

THERE IS NO ELEVATOR TO SUCCESS. YOU HAVE TO TAKE THE STAIRS.



Job Opportunities in Government/Public Sector

- CDAC Mohali Officials released CDAC Mohali Project Engineer Jobs 2021 Notification for 23 Project Engineer, Project Manager, Project Associate Vacancies, the CDAC Officials are inviting the applications.
Eligibility: Any Graduate
Application last date: 8th April 2021
w.w.w.cdac.in

- HMT Machine Tools Limited officials have released a notification for the profile of the Company Trainee. The company has vacancies for 21 posts for Diploma, ITI/ NCVT+ NAC students.
Eligibility: Diploma
Application last date: 10th April 2021
www.hmtindia.com

- The National Technical Research Organisation Officials have recently issued the **NTRO Technician Jobs 2021 Notification** for 45 Technician jobs.
Eligibility – Diploma
Last date of application: 12th April 2021
ntro.gov.in

- National Mineral Development Corporation (NMDC) is released the NMDC Junior Manager Notification 2021 on their official website
Last date of application: 12th April 2021
Eligibility – MBA
www.nmdc.co.in

- NBCC (India) Limited has released a notification with 35 posts on Management Trainee. Interested candidates can apply for the NBCC Vacancies 2021 with respect to their eligibility criteria
Last date of application: **21st April 2021**
Eligibility – Any graduate
nbccindia.com

- North Central Railway officials have released 480 Apprentice Jobs 2021 Notification.
Last date of application: 16th April 2021
Eligibility – Diploma
ncr.indianrailways.gov.in

'Job Market News/ Updates'

THE GUIDING LIGHT

Right mentoring can work wonders for an entrepreneur and his business. We try to find out what some of the most successful entrepreneurs feel about mentorship

Pallavi Chakravorty
@timesgroup.com

I was in July 1991 when Bill Gates met Warren Buffet for the first time, reluctantly though. 30 years later, Buffet is one of Gates' closest friends and mentors. The duo bonds over business, economics, politics, world events, and philanthropy. For Mark Zuckerberg, Steve Jobs was the go-to person during his initial days as an entrepreneur. On Jobs' insistence, Zuckerberg visited a temple in Uttarakhand and travelled in India for a month to see how people connected. The experience helped him understand the relevance and importance of his venture even better.

The above examples are proof that even the world's greatest entrepreneurs need mentoring for them to shine better. Even Navene Tewari, Founder and CEO, InMobi Group, India's first Unicorn, was coached by his Harvard Business School Professor Dr. Tarun Khanna. "Prof. Khanna has studied how entrepreneurship can drive social and economic development in

When you run a startup, you are beset with doubts every second day. That's where mentors come in - you learn from their experiences, you build upon them, and you feel more capable of achieving your big dream.



emerging markets. His ideas taught me to see the larger impact of the work we did. It taught me the value of dreaming big as an entrepreneur and solve the big problems when driving InMobi," says Tewari. The learning that began a decade ago has continued with Prof. Khanna coming on InMobi's board. "The experience and expertise of a long-time mentor like Prof. Khanna is invaluable for the company."

But why is mentoring important? Most successful entrepreneurs believe that a good mentor is a bouncing board - both in good and in bad times. They are also someone who challenge your thinking and have an unbiased take on the situation. "Mentors behave like check metrics in decisions you take. It is like having someone watch over you and that is an invaluable contribution. The most important role that a mentor plays is to trust and reassure you when you are struggling with decision making," says Vivek Gupta, Co-Founder, Licious, who was mentored by Kamaljeet Singh from Fliedside Ventures and Nikhil Khattar from Mayfield (also the biggest investor in the five-year-old startup) in a big way during his early days as an entrepreneur. He regards Mohandas Pai, a Padma Shri award and a current Chairman of Manipal Global Edu-

BENEFITS OF MENTORING

- HELPING TRUST YOURSELF**
Mentors are like standing boards who listen to you, encourage you and help you have faith in your own ideas.
- NETWORKING OPPORTUNITIES**
Business mentors have been there and done that. They've already built up that circle of professionals that you may need. They can help expand your network.
- SKILL GROWTH**
They can teach you what skills you actually need to acquire. This saves you time and money in the long run.
- ENCOURAGEMENT**
They can relate to your struggles, and can push you to do more than you might let yourself do.
- BETTER BUSINESS OUTCOME**
A successful endeavour can never be solved by one person. Your mentor can help you find new methods to solve a problem and come up with strategies to give you better business outcomes.



cation as a father figure and a great guiding force behind building Licious. Studies, too, underline the importance of mentoring for entrepreneurs. According to SBA (US Small Business

Administration), 30 per cent of new businesses may not survive past the first 24 months and 50 per cent of those who do may not make it past five years. However, 70 per cent of mentored businesses survive

longer than five years. Studies also reveal that millennials and Gen Z demand mentorship in the workplace and feel more valuable when someone takes the time to invest in their leadership skills. While there can't

be an alternative to a good mentor, choosing the right person is equally important. "One should be clear about his/her objective and expectations. Also, it's important to understand that your needs as a mentee may shift over time, so do not get stuck with the idea that you will need only one mentor," says Gupta.

Sandeep Aggarwal, Founder of Shopclues and Droom, agrees. "When I was in the US, contemplating about becoming an entrepreneur in India, Narendra Bakshi, a successful entrepreneur and one of my associates in the Silicon Valley, helped me decide when to take the plunge. I often asked him when will I be ready. He said, when you stop asking that question," says Aggarwal. He also advised Aggarwal to build a story around his journey, like embracing entrepreneurship on Father's Day so that he remembers to nurture his business as raising a child. Aggarwal also credits his attorney in mentoring him while setting up Shopclues a decade back.

While mentees are critical to entrepreneurs, the success of mentoring depends a lot on the mentee's temperament as well. "These days, people in their twenties are becoming entrepreneurs. They are driven but do they have the patience to listen to the mentor? Some do, but those who don't

shouldn't reach out to a mentor," says Ganesh Krishnan, a successful serial entrepreneur and investor. He also cautions that a mentor should not be on the board of a company that he has mentored or an investor in that because if that happens, his advice will be unbiased. Trust between the mentor and mentee is of utmost importance, he points out. "Before choosing a mentor, one should ensure if he will be able to dedicate that much time and energy to you. One shouldn't do lipservice because mentor-



ship requires a lot of time and emotional involvement in the initiative." Mentoring accelerates the learning curve for an entrepreneur. So, what is the advice for budding entrepreneurs looking for mentorship? "Surround yourself with people who tell you how it is. Drive honest relationships, find mentors and build support systems that will result in a feedback loop that is reflective of reality. Meet people," says Tewari. Words of Wisdom, we say.

UP YOUR GAME



B-schools help students think like strategists, act like entrepreneurs, and learn ways to navigate through uncertain future

As management education is evolving an cognitive training for an increasingly digital world, it is also striving to make learning experiential. Students require the capacity to operate in a multicultural milieu and to appreciate the values that people from different backgrounds bring. On-line, team projects and an exchange programme for a semester at a school abroad enhance such capabilities. Programmes that are residential and immer-

se with the day full of classes and events at clubs and societies on campus require students to set priorities, structure their time and be organised, and importantly, learn how to manage their work-life balance. Attributes such as planning, doing things on schedule, and staying self-motivated are some of the helpful traits picked up in the process. As organisations part together cross-functional teams to address their goals, they

Academic institutions educate people in the subjects that society deems valuable. In the nineteenth century the industrial world required scientific and agricultural colleges. The twentieth century witnessed the ascent of professional degrees that catered to the corporate economy. The future of management schools is intertwined with their ability to train executives and entrepreneurs who can manoeuvre through future involving rapid changes in technology as well as in the social and political realm. Machine learning now enhances our capabilities and is omnipresent. As chatbots machines interact amicably with customers and order them as to what to buy, as co-bots they work alongside as in workplaces to enhance our productivity. While they assist in the building of autonomous, they may drive them soon. The serious shift in the world of work is that the three growth of computing power along with AI and robotics has enabled machines to improve labour efficiency and displace employees from jobs as cognitive and manual tasks that people understand tacitly have been visualised.

Management schools that have a curriculum that provides tools to navigate uncertain futures will be the preferred destination for students. Students as managers will need to think like strategists and act like entrepreneurs. Their capabilities is assessed as a jumping board for the next opportunity gives the self-confidence

RECRUITMENT TRENDS

The increased demand by recruiters for diversity in the workplace has made schools look for more female MBA applicants. There are new business opportunities in retail, healthcare, IT, law and regulation with a shift in recruitment away from finance and consulting. As entrepreneurs, they are prepared for failure and welcome it as a foundation and lifeline for the next opportunity. A layoff that requires one to take a job that is unideal or one that is not a good fit for one's capabilities is viewed as a jumping board for the next opportunity gives the self-confidence

school. An entrepreneurial mindset puts them in a position to invent anti-failure ways to deliver value for themselves and the organisations they work for.

Understanding the Return on Skills Training Models in India

In the post-Covid world, employability and skills will determine the future of millions of youth. Revamping the existing skill development initiatives is the only hope

With a population of 1.3 billion and a major chunk of growing young population in the working age bracket, India has the potential of becoming the world capital for providing a skilled workforce. However, does the country have the right skillful infrastructure in place? It was in 2014 when India's skill agenda got a big push. The government introduced the Ministry of Skill Development and Entrepreneurship to focus on enhancing the employability of the youth through skill development. However, little was done to understand how skill development programmes need to be tailored in order to increase their profitability for the stakeholders. This is also the reason why most skill training programmes are still to see success that was anticipated at the beginning. Clearly, there has been a lack of emphasis on calculating the return on investment on the skill programmes and increase their commercial viability.

SKILL DEVELOPMENT FOR A BETTER FUTURE To address this gap, Satyam Consulting and InMobi Foundation supported by IPolygon have recently introduced their study, 'Understanding the Return on Skills Training Models in India'. The study, conducted between April 2020 and February 2021, gives an overview of the needs range of return on investment of the skill development programmes offer today and provide insights on key levers that have a strong impact on the salaries of young trainees. The



TECHNOLOGY IS KEY Post Covid-19, technological advancements are reshaping the roles of skill development in every

THE ECONOMIC TIMES, NEWSPAPER/CLIPPING, PUBLISHED MARCH 30, 2021

Understanding the Return on Skills Training Models in India

In the post-Covid world, employability and skills will determine the future of millions of youth. Revamping the existing skill development initiatives is the only hope

study also highlights how the skill development ecosystem has been able to pivot and adapt to the Covid-19 pandemic. The study highlights a key key lesson that play a critical role in influencing the ROI. For instance, the data highlights how graduate students gain significant leverage through an advanced skill training programme integrated into their college curriculum by attending a core-based training programme post their graduation.

"Having an aspirational return on investment of about 40 per cent of India's population. The potential factors that influence a candidate's return on investment are: quality of training, industry demand, and government support. Factors that we create a tailored ecosystem for India's economic progress. Through our platform, we support the strategic efforts of our partners to modernise skills-based training and education integrate them with the current educational skills training that ensures better placements and more career options in high growth sectors for our youth. The \$1 trillion partnership with the World Bank for school-to-work programme is a great example of our commitment to help low- and middle-income communities develop the skills needed for the country's future workforce," the report said.

TECHNOLOGY IS KEY Post Covid-19, technological advancements are reshaping the roles of skill development in every

India Inc Homes in on Hybrid Work Plan

Cos are getting staff back to office in a phased manner but WFH option also stays

Kala Vijayraghavan
& Anand Chandrasekhar

Mumbai: Top corporate houses including the Birla group, RPG group, Kotak Mahindra, Tata Motors, TCS, Cognizant and Infosys have finalised a hybrid work model that will see employees returning to offices in a phased manner. This comes at a time when vaccinations against the Covid-19 outbreak have picked up and an evolving situation where experts have not ruled out a second wave of the pandemic. The survey of many employees have settled down to a work from home (WFH) routine, though several - especially women struggling with home-related de-

mands - have also sought to return, seeking better infrastructure and collaboration with teams. To unlock the potential of Technology Services, India's largest IT services provider by revenue, said it plans to take a graded approach in bringing most of its workforce back to offices. It has, for now, extended the remote work option given to the bulk of its 47,000 employees till June end, but up to 5% of staff are checking in to TCS campuses across the country each day. "All offices are open for any associate who wishes to work from office, and they do come to office if required, especially for work that requires team collaboration," said Sathya Narayana Mehta, global head, People & Talent Transformation at TCS. "We will be taking a phased approach going forward based on risk factors and the needs of our clients," Mehta said.

A Mix & Match Approach

India Inc says hybrid model will stay post pandemic. Cos calibrated this model after studying feedback, advantages and global practices. Most cos plan to get employees back to office in July post vaccination, but return not mandatory

Special protocols in place for executives working from clients offices

Some firms also offering conveyance reimbursement, allowance for setting up home offices

CONSUMER CONNECT INITIATIVE

- Opportunities for implementing organisations to adopt cost-effective delivery models.
- To unlock the potential of the skills ecosystem, these factors must be understood. The study points out that graduates trained through academic institutions get 52 per cent higher salaries compared to those undertaking training directly through training academies.
- While training through academic institutions, affluence-person training, showed 1.5 times higher salary compared to blended training (mix of online and in-person). Further, more time devoted to the 'practical' component of the course leads to better salaries.
- As per a new report by International Labour Organisation (ILO) and Asian Development Bank (ADB), out of a 1 million estimated job losses, four million entry-level roles have already been lost so far. At the same time, there is an emergence of more than 25 new and changing job roles across industries such as BFSI, IT, healthcare, retail, and construction (60 per cent of private sector jobs) across the industry. However, changes in content development leads through a dedicated academic trainee, learners on based on NSRF, India did not reflect the salaries covered by the candidates.
- In these trying times, 90% of organisations faced challenges in the transition due to the availability of internet and the quality of the candidate's end. Some of the steps taken to overcome these challenges were:
 - Investing in MSME SMCs and devices for candidates.
 - Establishing direct networks to keep students motivated.
 - Setting up learning management systems to provide training.
 - Setting up call centres to provide guidance to the students on employability, job design etc.
 - Post placement, the organisations formed strong infrastructure for the candidates to ensure they reach home.
 - Candidates placed in field roles like delivery personnel, provided special safety trainings.
 - Developed monitoring mechanisms to track out of job workforce and helping them get placed in jobs again.

CHANGING LANDSCAPE

There is a dearth of quality data across training partners on both, candidate-level outcomes and costs. Comprehensive analysis of cost and benefits of models looked on the same sector or students is difficult even when funded by the same donors. This includes the cross-learning.

Training programs conducted online provide significant benefits across all sectors for graduates.

Average return on investment in academic institutions: 40%

Average return on investment in industry training: 35%

Average return on investment in blended training: 25%

Average return on investment in field training: 15%

Advanced technical training has enabled higher salary earnings compared to traditional in-person training.

Average return on investment in advanced technical training: 45%

Average return on investment in traditional in-person training: 30%

Blended training (mix of online and in-person) shows higher return on investment compared to traditional in-person training.

Average return on investment in blended training: 35%

Average return on investment in traditional in-person training: 25%

Expert Opinion

**Author: Divya Jain,
Founder & CEO,
Safeducate & SafeJob**



Learning must remain a continuous process for young people, whether it is through classroom education, e-learning, or even teaching oneself out of interest. Industries across the world are undergoing rapid transformation in line with the proliferation of advanced technologies, which is making world economies go fully digital.

While the Covid-19 pandemic has restricted our movement, with even employers directing their staff to work from home, it is a perfect opportunity even for job seekers to invest in learning new skills.

By remaining in the comfort of their homes, students and job seekers can assess the importance of each suitable skillset, learn them, and plan how to approach the job market.

Below are some quick tips for job seekers to be aware of while up skilling from home:

1. Research online courses properly

Young professionals must actively research the courses of online learning platforms. Several EdTech companies are integrating technology to offer personalized learning opportunities to young professionals, which helps them pick up skills at the pace of their choosing.

It allows them the flexibility to learn as per the availability of time.

2. Interact with your peers in your online course

Contrary to the prevalent opinion about online learning being restrictive and indirect, aspirants can reap more benefits from e-learning courses.

Unlike traditional classroom learning, applicants get to interact with fellow participants through online communities, take an active part in Q&A sessions, and online group discussions.

Such opportunities allow graduates to practice their skills, preparing them for the interview process.

3. Plan your up-skilling journey well

It is essential to set achievable goals to learn any skill. Every job aspirant is unique in terms of his/her area of interest, knowledge, and proficiency over a topic. Therefore, they should plan their learning as per their abilities and circumstances that surround them.

4. Look for mentors and expert guidance

Following graduation, students often feel directionless in terms of pursuing careers. It makes their learning aimless, further affecting their chances of landing a suitable job.

It is essential to receive mentorship from noteworthy and high achieving professionals who can guide students through their careers. At the very least, they must speak or listen to experts speak on issues close to an individual's area of interest.

It brings fresh perspectives and allows one to learn significant insights through the click of a button.

5. Connect with other professionals in your field

Professional social media platforms such as LinkedIn provide ample opportunities for aspiring job seekers to network with experts. It will help individuals understand the nuances of the job roles they are interested in applying, and improve their interpersonal skills.

Moreover, it is an impeccable tool to understand the skills required and identify successful professionals across industries.

6. Look out for free learning opportunities

As large gatherings remain restricted due to Covid-19, job seekers must avail of the scores of free opportunities on offer. Over the past few months, experts in all industries have taken part in hundreds of free seminars, and everyone stands to benefit from acquiring freely available knowledge and resources.

Industry Overview

Retail Industry In 2021

The COVID-19 world, largely characterized by hesitance, careful consumers, home deliveries and social distancing, has been nothing short of a nightmare. Given that measuring the magnitude of the impact on the retail sector accurately is difficult. This global health crisis is bound to have a continued impact on economies across the world and this is set to last beyond 2021. Nevertheless, coping with the evolving circumstances and coming at par with the 'new normal', the retail industry has been resilient and has chalked out newer strategies, revamping the industry. During the crisis, the industry has managed to re-align itself to the changing consumer behavior and evolving business environment.

Despite the uncertainties, there are some trends certain to prevail in the year 2021 and here's a quick lowdown of the emerging trends that's going to dominate the retail industry this year.

Omni channel to Rule the Roost

The year 2021 will witness advanced technologies such as Robotics, AI, IoT and AR-VR moving from backend support function to frontend. It is expected to dominate the industry this year, as most retailers resort to omnichannel approach. These technologies will aid retailers in offering best of both the worlds - online and offline. These technologies will bring the comfort of online shopping in brick-and-mortar shops and the lively experience of offline shopping through e-commerce.

Prevalence of AI

As discussed, Artificial Intelligence is going to be one of the most dominant technologies to watch out for in the year 2021. Along with being used at the backend for various inventory management and logistics to drive efficiency, it will also be extensively used in the front-desk for better customer engagement with chat bots and virtual assistants. However, what's going to be revolutionary this year is the use of Artificial Intelligence in stores as well. Retailers will be seen leveraging the power of AI marketing outreach, in view of the changing customer behavior, where they mostly prefer to stay indoors. Over and above that consumers will also be seen using AI backed voice recognition technology for get more information on their purchases both in-store and online shopping apps.

Improved Delivery Services

As the industry goes through the various phases of unlock and the competition in the market once again starts increasing, all brands will continue to thrive to be the best. With that the customer expectations are also increasing, not only in terms of excellent products, but also associated services. And the shoppers are willing to pay the extra buck. Post lockdown, faster and better delivery became an important parameter to gauge a retailer. Given that brands are leveraging this trend and are integrating delivery robots and various other order fulfillment technologies. Adding some insight, expectations of same day delivery or even faster delivery is also catching up.

Authentic Influencer Marketing

The year 2020 also observed a massive shift in the approach of influencer marketing by brands. Ditching the popular practices of carefully constructed captions and heavily edited product photos, the year 2020 witnessed a new trend of raw and real aesthetics. This trend of authenticity is likely to stay in the year 2021, factoring in the dominance of Gen - Zs in social media. Furthermore, videos will continue to garner more engagement over unanimated posts in the year 2021.



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.....

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- HIGHLIGHTS**
- Strictly, as per UGC Regulations 2016 & 2018.
 - Flexible program, designed to suit the convenience of Working Professionals, without sacrificing quality.
 - Flexibility in Choice of Topic, as per your area of interest.
 - 31 Ph. Ds awarded, so far.
 - Scholars of earlier batches have been working in reputed organizations like Accenture, Amazon, BPCL, Cap Gemini, Coal India, Cognizant, Dr. Reddy's Labs, Ministry of Defence (Army, Air Force), IBM, IIM (Ahmedabad), Infosys, HSBC, HDFC Bank, HP, Mahindra & Mahindra, Microsoft, Novartis, Reliance Energy, RBI, SAIL, St. Xavier's College, TCS Vodafone etc.

Selection Process

Last Date for receipt of Applications : April 12, 2021
Online Research Aptitude Test : May 08, 2021
Personal Interview : June 1, 2021 onwards
Course Work Classes from : June 14, 2021

Rated **AA** among Top MBA Colleges in India
Careers 360, 2021

Campus: The ICFAI University, Jharkhand,
2065, Daladali Chowk, Ring Road, Simlala,
Near Ring Road, Ranchi - 835 222.

City Office: The ICFAI University, Jharkhand,
315/B, Road No 3, Ashok Nagar, Ranchi- 834002

For any clarification, Contact:
Dr. Rumna Bhattacharyya (94307-72319) or
Dr. Bhagbat Barik (94386-80013 / 99059-55854) or
admissions.phd@iujharkhand.edu.in

Apply Online: www.iujharkhand.edu.in

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Ranked 6th In Eastern Region siliconindia Top 100 Engineering Colleges - 2020 Govt. & Pvt.	Ranked 8th THEWEEK Hansa Research Survey Best Universities-2020 Among Best Multi-Disciplinary Universities in East Zone	Rated A CAREERS360 B-School Survey 2020	Ranked 3rd in Jharkhand EducationWorld Private Universities Ranking - 2020	Ranked 48th INDIA TODAY GROUP among General Universities of India - 2020 INDIA TODAY - MDRA UNIVERSITY SURVEY 2020 - Private
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When you focus on the good, The good gets better.

BE ADDICTED TO BETTERING YOURSELF.

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.