

Editorial Members.....



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

Previous issues of i-Nowkri can be viewed at <https://www.iujharkhand.edu.in/i-Nowkri/i-Nowkri-July-Vol-2-Issue-13.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

Prof. ORS Rao, Vice-Chancellor of ICF AI University Jharkhand was invited as Chief Guest for the inauguration of the 6 day-Faculty Development Program organized by Jharkhand Government Tool Room, Ranchi on 'Teaching Methodology for Technical Education.'



Ranked 63 in India & Ranked 2 in Jharkhand
Among Private Universities
EducationWorld

ICFAI UNIVERSITY
The ICF AI University, Jharkhand
Grooming Professionals. With Values.

Ranked 2 nd in Jharkhand EducationWorld Private Universities Ranking - 2021	Ranked 6 th in Eastern Region siliconindia Top 100 Engineering Colleges - 2020 Govt. & Pvt.	Ranked 6 th THE WEEK Hansa Research Survey Best Universities-2021 Among Best Multi-Disciplinary Universities in East Zone	Ranked among top 10 Indian Universities for Quality of Education Times Higher Education 2021	Rated A CAREERS360 B-School Survey 2020
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ICFAI UNIVERSITY
The ICF AI University, Jharkhand
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Ranked 1st

Among Top BBA Institutes in Jharkhand

Times B School
Your Road-map to Success
BBA Edition 2021

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Higher Studies: Competitive

In Campus Placement.....

■ Zomato

<https://www.zomato.com/>

Selection Process

Written test HR interview
 Job Title – Business Analyst
 Education Requirement – BBA MBA
 Location- Across India

■ Himatsingka Hasaan

Vinod.koonam@himatsingka.com

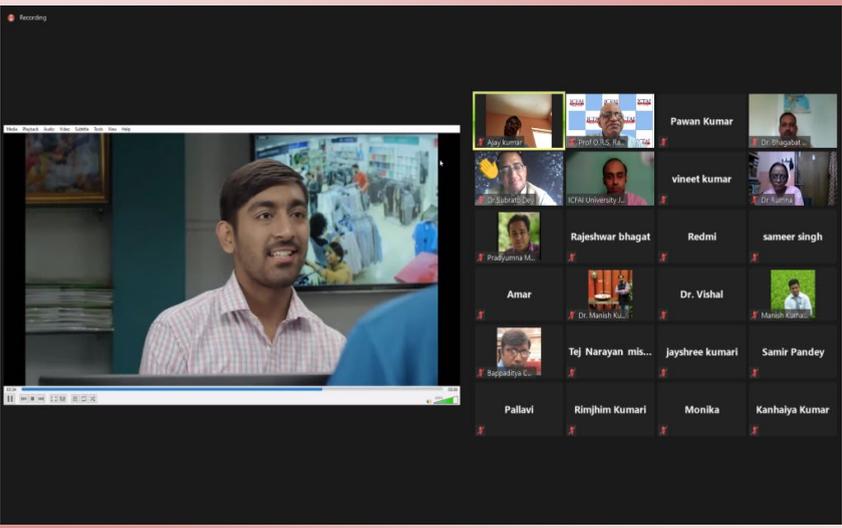
Selection Process: Hr Interview
 Job Title- Management trainee
 Education Requirement: MBA,B.Com,BBA
 Location: Jharkhand

■ Happiestminds

Nithin.kurian@happiestminds.com

Selection Process HR interview
 Job Title – Recruitment Coordinators
 Education Requirement :BBA/B.Com
 Location- Bangalore

- **GATE: The Graduate Aptitude Test in Engineering** is an examination that primarily tests the comprehensive understanding of various undergraduate subjects in engineering and science for admission into the Masters Program and Job in Public Sector .Companies.
Starting date of application form: August 30th 2021
Last date to submit application: September 24th , 2021
<http://gate.iitd.ac.in/>
- **Management Aptitude Test (MAT)** is a standardized test being administered since 1988 to facilitate Business Schools (B-Schools) to screen candidates for admission to MBA and allied programmes. Any B-School - national or international - can consider MAT Score as an admission input based on the Score Cards issued to the candidates.
Last date to submit application: 29th Aug2021
<http://bit.ly/MAT2K21>
- **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: August 10th 2021
Last date to submit application: September,5th 30, 20219(Tentative)
<https://ugcnet.nta.nic.in/>



ICFAI University Jharkhand sincerely thanks the organization which supported in arranging online internship for our students.



The ICFAI University, Jharkhand
 Grooming Professionals. With Values.

Sincerely thanks the following Organizations for providing Online Internship



List of exam postponed due to covid-19

S. No	Name of the Exam	Actual Date	Revised date	Link of Notification
1	(BITSAT) 2021	June 24 to June 29, 2021	30 August 2021	https://www.dnaindia.com/education/report-bitsat-2021-exam-postponed-due-to-covid-19-registration-date-extended-upto-this-date-2890463
2	SSCMulti Tasking Staff	01 – 20 July 2021	Available soon	https://www.mprnc.org/ssc-mts-exam-date/
3	UPSC Civil Services Prelims 2021	June 27, 2021	October 10, 2021	https://www.upsc.ac.in

Off Campus Placement Opportunities

Deloitte

Job Profile: Various Post
Eligibility: B.Tech/BBA/B.Com/BCA
Location: Pan India
www2.deloitte.com

HCL

Positions: Various Post
Job Location: Across India
Qualification: B.Tech, MBA, MCA
www.hcltech.com

DXC Technology

Positions: Senior Assistant Service
Delivery Coordinator
Location: Across India
Qualification: B.Tech, MBA, MCA, B
www.dxc.technology

Yes Bank

Positions: Relationship manager
Job Location: Pan India
Qualification:
BBA/MBA/B.Com/MCA/B.Tech
www.yesbank.in

IDFC First Bank

Positions: Sales officer
Job Location: Pan India
Qualification: Any Graduate
www.idfcfirstbank.com

Aditya Birla

Positions: Trainee
Job Location: Maharashtra
Qualification: BBA/B.Com/MBA
www.adityabirla.com/

Frugality

**Luxury is buying what you want, not
what you think you should have.**



**Warren Buffett purchased a five-
bedroom house for \$31,500 in 1958 in
Omaha, Nebraska, where he still lives.
His net worth is 92 Billion.**

12 things to always remember.

1. The past can't be changed.
2. Opinions don't define your reality.
3. Everyone's journey is different.
4. Judgements are not about you.
5. Overthinking will lead to sadness.
6. Happiness is found within.
7. Your thoughts affect your mood.
8. Smiles are contagious.
9. Kindness is free.
10. It's okay to let go and move on.
11. What goes around, comes around.
12. Things always get better with time.

**You only fail
when you stop
trying.**

—Albert Einstein

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

Congratulations !



Aniket Kumar Sinha
BBA (2018-21)



Nitish Kumar Azad
MCA (2019-21)



Aryan Bharadwaj
BCDM (2018-21)

for being placed at



As

Business Development Executive

Job Opportunities in Government/Public Sector

- **CIL Management Trainee Jobs 2021 – 588 Posts:** Aspirants who are eagerly waiting for the Management Trainee Recruitment in CIL can apply. The officials have opened **Coal India Job Openings 2021** for Management Trainee positions. And as for the vacancy count, the total CIL Management Trainee Vacancies count is 588 posts.
Eligibility: B.Tech
Application last date: 9th September 2021
www.coalindia.in
- **Income Tax Department Mumbai- Recruitment 2021 Notification for filling up 155 Inspector of Income Tax, Tax Assistant, MTS posts.**
Eligibility: Any Graduate
Application last date: 25th August 2021
incometaxmumbai.gov.in or www.incometaxmumbai.in
- **BEL Ghaziabad Graduate Apprentice Jobs 2021 – 50 Posts:** The Officials from Bharat Electronics Limited have Officially released a Notification for the 50 Graduate Engineering apprentices under the Apprentices Act 1961.
Eligibility – B.Tech
Last date of application: 29th August 2021
portal.mhrdnats.gov.in
- **IAF Recruitment 2021 – 197 Posts -Passionate about joining India Air Force? Then here is the perfect opportunity for you!** The higher authorities of the Indian Air Force have released an IAF Recruitment 2021 Notification PDF stating that they are looking for eligible Indian Citizens.
Last date of application: 31st August 2021
Eligibility – Any graduate
indianairforce.nic.in
- **BECIL Jobs 2021 – 162 Posts-** The Broadcast Engineering Consultants India Limited has issued a notification for the Senior Research Fellow (SRF), Research Associate (RA), Research Associate, Research Coordinator, Scientist C, Biomedical Engineer, Scientist E, Medical Lab Technologist, Sangyahan Specialist, Assistant Professor, Public Relation Officer (PRO), Admin. Executive, Senior Program Manager, Junior Program Manager.
Last date of application: 22th August 2021
Eligibility – B.Tech, Diploma, MBA, MCA, BBA, B.Com
becil.com
- **RRC Western Railway Jobs 2021 – 21 Posts-**The officials of RRC Western Railway has released the RRC Western Railway Jobs 2021 Notification for filling up of 21 RRC Western Railway Posts in different disciplines against Sports Quota through Open Advertisement for the year 2021-2022 over Western Railway.
Last date of application: 3rd Sept.2021
Eligibility – Any graduate, Diploma
rrc-wr.com
- **UKPSC Upper PCS Jobs 2021 – 224 Posts:** Those who are eagerly looking forward to Uttarakhand Combined State Civil/ Upper Subordinate Services Examination – 2021 can check about UKPSC Upper PCS Jobs 2021. As per the Latest UKPSC 2021 Vacancy, the UKPSC Upper PCS Vacancies count is 224 posts. Further, interested candidates can start submitting their online UKPSC Upper PCS Application Form.
Last date of application: 30th August 2021
Eligibility – Any graduate
ukpsc.gov.in

'Job Market News/ Updates'

Pellavi Chakravarthy
@imengroup.com

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 Valuates Reports, the Global Predictive Analytics Market size – valued at USD 3.32 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 Sidharth Roy, Practice Lead – Digital, Thoucentric. The startup is a management consulting firm.

The segment has also started evolving to address integrated solutions rather than 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 become 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 Sajang Yur, 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 resiliency 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 continually monitor crop health and other natural events, apart from getting alerts on pests or disease.

KRISHNA KUMAR
Founder & CEO, Croph



The assets we built in Thoucentric, are offered as platforms across industries. Leveraging the power of Cloud and Big Data, We created a product subsidiary called Thoucentric Labs to develop full-fledged platforms for demand sensing, predictive quality & reliability engineering, commodity price forecasting and predictive business planning.

SIDHARTH ROY
Practice Lead – Digital, Thoucentric

HINDUSTAN TIMES (P-MAGAZINE 2), 18 AUGUST 2021

Common mistakes by students that can impact careers

Gaurav Bhagat

letters@hindustanimes.com

College goes are incessantly full of zeal, energy and the impending desire to turn the world around. However, most of them fail to land a good job despite several unpaid internships. Some get lucky right from the start and their dream job is right there on a platter. And then there are those who undergo multiple internships and training sessions to join their dream companies. In either case, there are some mistakes that one must avoid at all costs; let's dive straight into them.

Being unresponsive to e-mails and calls

In an era of social-media lunacy, most college graduates are highly engaged in texting one another and pay no heed to e-mails and calls. However, employers actively monitor these channels of communication and not responding to their attempts may just cause an amazing opportunity to pass by and knock on the next person's door.

Pro Tip – make it a point to respond to all calls and employer emails to ensure that you miss nothing.

Choosing other social platforms and ignoring LinkedIn

By the time one finishes college, spending time on achieving professional goals must take precedence. Most college students claim to network with their peers on mediums they are most comfortable with, and that is usually Facebook or Instagram. A very small proportion of all graduating students have ever been on LinkedIn and by the time they realise how

important it is, many opportunities have already passed.

Pro Tip – Network with the right people on LinkedIn; they can help you get a job faster than your friends.

Assuming that no response means rejection

Sending out resumes to recruiters indubitably feels like one is communicating with a black hole – nothing seems to come back. It is a common experience among most of us and we recommend that students must continue swimming in those waters until a connection leads them to the recruiter. A personal connection or common connection who can vouch for you works best in such situations. While it is true that the competition is intense, stand out with your persistence.

Pro Tip – Don't give up easily. If the job is the right fit for you, chase it to the end.

Not leveraging the college network

While students are more informed these days, their college network must not be underestimated. Sometimes students do rely more on online listings and forget the power of an established network and its credibility.

Pro Tip – One must maintain casual conversations with seniors, professors and alumni about their own interests. Associations can lead you to good opportunities.

Presenting a cluttered and unrefined resume

Just like the appearance of a product, your resume is a peripheral glimpse of your personality. Common misnomers lead students to create longer resumes which are often mis-



Some students know exactly where they want to be

FILE/HT

representative of their true experiences. They are also seldom grammatically correct and concise.

The entire focus that should be on the employer's needs is lost in self-promotion on a piece of paper. Self-centredness must not be overflowing in a resume, and it must be designed with brevity.

Pro Tip – Tailor your resume to suit the needs of the employer. Spend time researching the business of the organization to identify its requirements.

Assuming you know everything that you need to know

Graduating from a university with flying colours is not indicative of your true performance capabilities. It does not entitle one to a glamorous or lucrative job in the very first attempt. Employers are more interested in your attitude and who you are as a person. Your CGPA rarely matters, but your communication, critical thinking abilities and creativity go a long way in proving your worth.

Pro Tip – Acknowledge what you don't know and be open to learning newer skills on the job. Most jobs require industry-relevant training to get you aligned

with the business.

Expecting high salaries as freshers

Students graduating from reputed colleges feel entitled to higher pay packages in their very first job. It would be a crime to ignore a job just because it pays less. When kick-starting your career, the experience and your growth trajectory are the two most important factors of consideration. Pro Tip – Focus on what you can gain instead of what you are paid. Prioritise personal and professional growth over money.

Deficient career focus

Many graduates lack the dedication that is needed to excel at their jobs. Be open to continuous learning and keep exploring opportunities that allow you to gain an in-depth understanding of your domain. Keep researching and assimilating knowledge so that you aren't tongue-tied when conversing with your superiors about it.

Pro Tip – Plenty of alternate sources of knowledge are available digitally. Leverage them and gain domain expertise to accelerate your growth.

Geographically limiting

oneself

While we cannot deny that job locations closer to home are favourable, job opportunities away from home must not be ignored either. Prioritise your career path over the location of work. Some of the best opportunities may take you far away but the overall experience fosters personal growth.

Pro Tip – Be open to multiple locations such that your career is not stalled over a decision so trivial.

The dream job conundrum

While some students know exactly where they want to be, most are usually speechless when asked about their dream jobs. It is okay to not know where exactly you would like to shine, but in that case, you need to be open to any opportunity that comes your way. It is also possible that your dream job is not your first job, take it anyway. The road may be long, but the path is leading you in the right direction.

Pro Tip – Have an open mind and do not discount any possibilities. Try multiple options and embrace what comes your way.

Every college student should bear in mind that each interview is an opportunity to learn about the corporate culture and the associated opportunities in the field they aspire to be in. They are expected to ask questions, be inquisitive about the role and show an interest in the process concerning one of the most important decisions of their lives. It is okay to turn down opportunities; there is always another one down the road.

The author is Founder, Gaurav Bhagat Academy

Expert Opinion

**Author: Navneet Singh,
Founder & CEO
Avsar HR Services**



The very thought of appearing for your first interview is enough to give those jitters. After all, this usually happens to be a fresher's first encounter with the professional world, and that can be overwhelming for many! However, interviews are no rocket science and can be cracked with some wit and skill. In fact, interview skills are among the foremost things that even the smartest of job seekers need to be aware of.

Here are a few handy hiring tips for fresher that you should follow to shine through the recruitment process:

1. Keep your resume short and crisp'

It is a common misconception that longer, more detailed resumes make better impact on the interviewers. Especially as a fresher, candidates are often tempted to write long paragraphs in order to make it competitive. However, no one has the time to go through long-winded essays to discern a candidate's potential. Highlight the skills that the respective job profile requires and get multiple versions of the resume ready.

2. Curate your online presence

Given how social media is steadily gaining momentum as one of the most effective channels for people to express their views in recent times, it is also emerging as a key factor for consideration during recruitment. Hence, maintain your LinkedIn profile even if you do not have a prior work experience. It comes to your aid in more ways, as other companies will be able to find you for off-campus placements.

3. Research about the company

This is the most basic step which a candidate needs to take care of before walking into an interview. Even if you are among the most skilled candidates, knowing about the company will give you that extra edge over the rest. You should explore and find out the basics like inception of the organization, its primary work, its market value etc. before appearing for an interview to get that brownie point!

4. Study the past trends

Numerous companies visit the campuses every year for various openings. While some companies hire only for selected roles, a lot of them hire in bulk. Get in touch with your college's placement cell so as to get an idea of these trends and the competition you would be facing, and prepare yourself better for it.

5. Maintain a balanced attitude

Whether you are appearing for your first job or are a decade into your professional journey, always remember to strike a fine balance between professionalism, confidence, and modesty in your attitude while sitting for the interview.

For instance, usage of inappropriate slang words or any reference to race, religion, age, politics, or sexual orientation can prove to be fatal for the respective interview and your career ahead.

6. Don't be afraid of rejections

It is completely okay if you do not get selected in some of these interviews. Feeling low during such times is quite obvious, but tries not to take these rejections to your heart.

Remember that there are lots of other companies who will visit your campus and who you can even reach out to on your own (off-campus placements).

After all, you are just embarking on your professional journey and you have an entire life ahead of you!

Industry Overview

E-commerce Industry

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2019. Much of the growth for the industry has been triggered by an increase in internet and smart phone penetration. As of year 2020, the number of internet connections in India significantly increased to ~760 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless.

Propelled by rising smart phone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31% to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall. Smartphone shipments in India increased by ~8% y-o-y to reach 50.0 million units in the first quarter of 2020, driven by positive shipments of all smart phone vendors in the market. Samsung led the Indian smart phone market with 24% shipping share, followed by Xiaomi at 23%.

Some of the major developments in the Indian e-commerce sector are as follows:

- In November 2020, Amazon India announced collaboration with Hindustan Petroleum Corporation Limited. Under this partnership, customers will be able to book and pay for their LPG cylinders until the delivery.
- In November 2020, Reliance Retail Ventures Ltd. (RRVL), a subsidiary of Reliance Industries (RIL), acquired a minority stake of Urban Ladder Home Decor Solutions Pvt. Ltd. for Rs. 182.12 crore (US\$ 24.67 million).
- In November 2020, Flipkart acquired Scaptic, an Augmented Reality (AR) firm, to boost user experience.
- In October 2020, Flipkart acquired a 140-acre land at Rs. 432 crore (US\$ 58.87 million) to establish their largest fulfilling centre in Asia, in Manesar, Gurgaon, in a bid to scale their fulfilment infrastructure to cater to increased demand post COVID-19.
- In October 2020, Amazon India invested over Rs. 700 crore (US\$ 95.40 million) into its payment unit, Amazon Pay.

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term. Rise in smartphone usage is expected to rise 84% to reach 859 million by 2022.



Campus Activities

Event @ ICAI



Workshop for aspiring entrepreneurs, who want to set up Skill Development Centres in Jharkhand, was held at ICAI University, Jharkhand, in association with BOSCH India Foundation, through an online video conference. Mr. Pradyumna Mohanty, Regional Head-BRIDGE, BOSCH India Foundation (BOSCH), part of the German MNC, was the Guest of Honor on this occasion. A large number of aspiring entrepreneurs from Jharkhand, Bihar and UP participated in the workshop. They include some alumni of the University. Mr. Pradyuma Mohanty said, "BOSCH developed 3 models of skill development- long term, medium term and short term. We tied up with ICAI University to enhance the reach of our Skill Development initiatives. This Program consists of 2 months of classroom training and one month of hands-on training in industry."



About ICAI University Jharkhand

ICFAI 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.