

Editorial Members.....



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Previous issues of *i-Nowkri* can be viewed at
<https://www.iujharkhand.edu.in/i-Nowkri/i-Nowkri-Dec-2020-Issue-02.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

Higher Studies: Competitive Exam Calendar

In Campus Placement.....

- Digit rand Softech Pvt. Ltd.
<https://www.digitrand.in/>
Selection Process
 - Telephonic Round
 - Online test
 - HR RoundJob Title- Net / PHP Programmer
DME

Education Requirement - BCA & MCA
Location- Jharkhand

- Vedantu
<https://www.vedantu.com/>
Selection Process
 - online
 - Technical (Interview) Round
 - HR RoundJob Title - BDE

Education Requirement - MBA/BBA/B.Com/
Location- Jharkhand

- Toppr Technologies Pvt. Ltd
<https://www.toppr.com/>
Selection Process
 - Online Test
 - HR RoundJob Title -Demand Manager
Education Requirement - MBA/BCA/B.Com
Location- Jharkhand/Bihar

- ✚ BITSAT 2021 Application Form will be released in second week of January 2021. BITS, Pilani organizes the Birla Institute of Technology and Science Admission Test (BITSAT). BITSAT is a university level examination which is conducted every year.

Starting date of application form(Tentative):2nd week of January 2021

Last date to submit application(Tentative): last week of April 2021.

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

- ✚ JEE Main 2021,Entrance Exam (JEE) is conducted by National Testing Agency (NTA). It is a national level entrance exam conducted every year for admission into B.Tech, B.E, B.Arch, B.Plan programmes..

Starting date of application form: 16th December 2020

Last date to submit application: 16th January 2021

<https://jeemain.nta.nic.in/webinfo2021/Page/Page?PagelD=1&LangID=P>



Off Campus Placement Opportunities

Amazon

Job Profile: Programmer Analyst- Intern

Eligibility: B.Tech, BCA, MCA

Job Location: Pan India

Website: www.amazon.jobs/en/jobs/1375720/programmer-analyst-intern

Bajaj Allianz

Positions: Junior service engineer

Job Location: Pan India

Qualification: B.Tech/Diploma

Website <https://jobs.bjaz.in/#/!job-view/junior-service-engineer-motor-dealer-mumbai-2020121116243858>

Digijet Technology

Positions: Business development executive

Job Location: Ranchi

Qualification: BBA/B.com

Website: www.digi-jet.com



Tell me about yourself

- Start With your name
- Give your place information
- Education in short
- Job experience if any
- Family details in short

Example:

My name is Shreyas I live in Mumbai. I have done B.E in electrical & MBA in HR. I have 2 years experience in HR & I live with my family in Mumbai.

What do you know about the company?

Create an answer with the following:

1. Company information (in line with the job position)
2. Major competitors and where they stand in comparison with the company.
3. Possible Challenges
4. Their individual processes and market outlook.
5. Possible questions

The ICFAI University Jharkhand organized Blankets Distributed program in Simalia village under “Maanavata” initiative



Job Opportunities in Government/Public Sector

- ❖ **Maha Metro Rail Recruitment 2020-21 for fresher and experienced Engineers, ITI, Diploma and Degree holders.** Maharashtra Metro Rail Corporation Limited (MAHA Metro) invites online applications from eligible Indian Nationals for recruitment of Supervisory and Non-Supervisory posts Operation and Maintenance (O & M) department of Pune Metro Rail Project on regular basis.
 - Eligibility: B.tech (CS, Mechanical)
 - Application last date: 21th January 2021
 - <https://www.punemetrorail.org>

- ❖ **The Cotton Corporation of India Limited, Navi Mumbai invites online applications from eligible candidates for recruitment of Management Trainee, Junior Commercial Executive and Junior Assistants**
Eligibility- MBA/B.Com/BCA/MCA
 - Last date for payment of application fee: 7th January 2021

www.cotcorp.org.

- ❖ **Airports Authority of India AAI Recruitment 2020 – Airports Authority of India AAI Are Invited to Online Form for the Recruitment Post of Junior Executive and Manager 2020. There are 368 Posts for Junior Executive and Manager Jobs in various disciplines.**
 - Last date for payment of application fee: 14th January 2021

Eligibility – B.Tech, MBA, BBA, B.Com

www.aai.aero

- ❖ **NDA 2021 Application Form is releasing from 30th December 2020. Exam Dates have been released. NDA is organised by UPSC (Union Public Service Commission). It is a national level entrance exam which is held every year. Through NDA exam, the qualified candidates will become eligible for selection into training academies of Indian Navy, Indian Military and Air Force.**
 - Last date for payment of application fee: 19th January 2021

Eligibility – Minimum qualification Intermediate

<https://www.upsc.gov.in/>

'Job Market News/ Updates'

MSMEs likely to create five crore new jobs in next five years: Gadkari

FE BUREAU
New Delhi, December 15

MICRO, SMALL AND medium enterprises (MSMEs) are likely to create five crore new jobs in the next five years, minister for MSMEs Nitin Gadkari said on Tuesday.

"Until now, we (MSMEs) have created 11 crore jobs and we are now planning to create five crore new jobs in the next five years," Gadkari said at a CII event.

The minister said he envisions the MSME sector to contribute 40% to the country's gross domestic product (GDP) from around 30%; at the same time, the sector's contribution to the country's export to go up to 60% from 48% now.

Gadkari said while the Covid-19 pandemic has adversely affected the sector, government extended support to the sector with various policy



changes that should enhance their risk-taking abilities, leading to increase in investment.

Gadkari, who is also the minister for road transport and highways, said the government was targeting ₹25 lakh crore investment in the road development sector, but he did not give any timeline.

He said toll income on the national highways, despite disruptions, might go up to ₹34,000 crore in the current fiscal from ₹24,000 crore in the last fiscal. Toll income might go up to ₹1 lakh crore a year in five years.

Down to earth

Microsoft founder Bill Gates stands in line for a burger, fries and Coke at drive-in food store at the Wallingford location, 111 NE 45th St. in Seattle like the rest of us in January 2019. His net worth is **96 Billion**.



ETPrime

Indians most optimistic in APAC about job and pay rise prospects in 2021: Indeed Global Survey

By Sreeradha Basu, ET Bureau | Last Updated: Dec 21, 2020, 01:23 PM IST

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Synopsis

64% and 56% Indian workers respectively said they were optimistic about their chances at better career opportunities, and a pay rise in 2021. Yet, 54% said they would not pursue other job opportunities even if approached by other employers, some citing current workplace satisfaction, with most citing job insecurity.

Link for full news: <https://economictimes.indiatimes.com/jobs/indians-most-optimistic-in-apac-about-job-and-pay->

Primary Digital Marketing Activity Flow & Structure

Traffic Sources → Landing → Lead Capturing → Lead Management

Paid Advertising: Ashiana, Action
 Organic: Ashiana, Action
 Emails: Ashiana, Action
 Social: Ashiana, Action
 Others: Ashiana, Action

A CRM tool powered by AI to automate email management. Sales automation and lead management software.

Rishi Dwivedi, Prof. O R S Rao, Dr. Bhagabat Bork, Dr. Ramesh

Expert Opinion



**Author: Mr. Raja Ghosh,
AGM (F&A) WBSEDCL,**

The First thing important is to Set your Goals and focus on your actions on a daily basis. Competitive edge arises from well set goals. Give a broad, balanced coverage of all important areas in your life as you think necessary, & try to set goals for them. **The Second important area is your Communication Skills.** It is an art and also a science that can be articulated with zeal, practice and diligence. So, Communicate, Communicate, and Communicate on a regular basis. Now let us come to **Confidence.** It is the invisible booster that comes from within and that emboldens you to feel "Yes I can do it". The Next important area to concentrate is **Good time management.** Good Time management is very important to keep pace with the work burden in the time constraints.

Recall the age old saying '**First impression is the best impression**'. It is a combination of your dress, attire, expressions and confidence level. Also remember that you should have a clear understanding of the functioning of the Indian Economy and the world economy in brief, the financial Institutions, the functioning of the Government both at the Centre and the States, current affairs, the basic echelons of Management like HR, Finance, Operations, Marketing, Technology Management & whatever be your domain or specializations. Always keep your cool and be positive. Be updated on current developments.

Education and degrees alone will not make you successful in life, although it does help to some extent.

Edison was successful because he was creative and had a strong willingness to learn new things and did not fear failure. You are no less than Edison. Are you?

Industry Overview : Online Gaming Industry

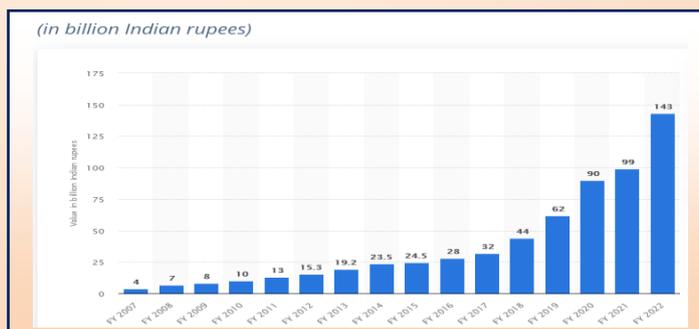
India is a country that keeps rapidly growing and has a population of 1.3 billion people. This has allowed many industries to turn to India for success. It's only in the last few years that India has taken a liking for online gaming. The online gaming industry is still quite an unexplored area in India but the companies that have taken the leap are flourishing, and are now expected to grow by 144 billion in 2022.

A career in Gaming Industry is exciting but a strikingly competitive field with a combination of creativity, technology, and fun. It is always an interesting and unique career for those who are passionate about gaming and commit their lives to creating new and improved games. There are zillion opportunities available in the gaming industry as it is a happening career for youngsters. And, for those who want to be a part of the exciting of creating a new video but it is done by a team of skilled individuals and their work profile vary according to their designations. Candidates securing a job in the Gaming industry must have knowledge of designing, programming, fine arts, software development, and framing.

Career options in the gaming industry:

Developing and designing all these types of games is a step by step process, where the variety of tasks are performed. Some of the common job prospects in the gaming industry are:

- Game Developer
- Game Designers
- Game Artists
- Game Programmers
- Network Programmer
- Game/ Script Writers
- Audio/ Sound Engineers
- Game Testers
- Game Management



In the gaming industry, one can secure a job in small or large organizations. Online game designers may work as freelancers.

Campus Activities

Corporate Lecture on "Digital Marketing Key Skills, Competence, and Career Opportunities" by Dr. Rishi Dwesar, Associate Professor, IBS, Hyderabad

During the lecture, Dr. Rishi Dwesar explained the digital marketing landscape which is interconnected by Publishers, Facilitators, Advertisers, Digital Marketing Agencies and the customers. He also described the concept of 'Internet Marketing Tree', 'Behavioral Targeting' and how digital marketing works in the stiff competitive scenario. He briefly lectured on the job opportunities in digital marketing area under in house, Agency side, Publishers and consulting. He also advised the students to grab the job opportunities in this sector and to build the key skills required to succeed and manage in the long run. He cited examples of Google, Facebook and other successful players in this domain and urged the students to understand and learn their digital marketing fundamentals.



Corporate Lecture on "Financial Awareness and Career Opportunities in Capital Market" by Mohammad Shahid, Chartered Accountant, AGM, SEBI

During the session Mohammad Shahid addressed to the students and discussed about the SEBI, NSE, BSE, NSDL, CDSL and MF. He highlighted importance of saving and investment and source of safe returns. Moreover, he also emphasized the importance of awareness against financial frauds. Skills required to pursuing a career in capital markets such as sound knowledge of financial market, good negotiation, communication and good listening skills. He depicted the career options regarding capital market like relationship manager, stock broker, capital market consultant, portfolio manager and commercial bankers.



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.