

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-Vol-2-Issue-11.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



THE PREMIER GLOBAL EVENT ON INNOVATION IN EDUCATION

SPEAKER
PROF. O R S RAO
Vice Chancellor
ICFAI University Jharkhand

VICE CHANCELLORS' ROUND TABLE DISCUSSION
NEP 2020 and Post Covid Era: The challenging mission of Universities over time

DISTINGUISHED SPEAKERS

Prof. Vikas Singh, Prof. O.R.S. Rao, Prof. Abhay Kumar, Prof. Meena Rajesh, Prof. N.C. Talukdar

Moderator
Dr. Prateeti Barman

SATURDAY 10 AM - 11:30 AM
12 JUNE 2021

Ranked 63 in India & **Ranked 2 in Jharkhand**

Among Private Universities

EducationWorld

The ICFAI University, Jharkhand
Grooming Professionals. With Values.

Congratulations faculty, staff and students !!

University Rankings 2021 by Education World

Ranked 2nd Among Private Universities in Jharkhand

Ranked 63rd Among Private Universities in India

icfaijharkhand
 www.ijharkhand.edu.in
 info@ijharkhand.edu.in

The ICFAI University,
Jharkhand Plot No. 2065,
Daladali Chowk, Simalia,
Near Ring Road,
Ranchi-835222.

Higher Studies: Competitive

In Campus Placement.....

■ Softech Private Limited

<https://softtech.com>

Selection Process

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

■ Vodafone

www.vodafone.com

Selection Process

HR Interview Job Title- TA Funcgion
Education Requirement: MBA (HR),BBA,B.Com
Location: Pune

■ Cognizant

www.cognizant.com

Selection Process

Preliminary Screening
HR interview
Job Title – FTE
Education Requirement : MBA
Location- Hyderabad

Upcoming Company.....

PWC India

Vijaya.bose@owc.com
Preliminary ScreeningHR
interview
Education Requirement : MBA

- Birla Institute of Technology & Science (BITS), Pilani a leading Institute of Higher Education and a deemed University under section 3 of the UGC act offering degree programmes in Engineering, Sciences, Technology, Pharmacy, Management and Humanities. .

Starting date of application form: 23rd February 2021

Last date to submit application: 30th June 2021

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

- SRM University conducts SRM Joint Engineering Entrance Examination (SRMJEEE). This is a university level entrance examination. It is conducted every year to provide admission in B. Tech programmes. Admission will be offered in SRM institutes.

Starting date of application form: 12 Dec 2020

Last date to submit application: 20th June 2021

<https://mat.aima.in/may21/>

- The National Institute of Foundry and Forge Technology (NIFFT), hereafter referred to as the Institute, offers doctoral research programmes leading to the award of Degree of Doctor of Philosophy (PhD) in Engineering and Science

Starting date of application form: 20th Feb 2021

Last date to submit application: 30th June 2021

List of exam postponed due to covid-19

S.No	Name of the Exam	Actual Date	Revised date	Link of Notification
1	JEE Main	April 27 to 30, 2021	To be notified	https://jeemain.nta.nic.in/webinfo2021/File/GetFile?FileId=40&LangId=P
2	CLAT	2021 June 13, 2021	To be notified	https://consortiumofnlus.ac.in/clat-2021/notifications/CLAT-2021-Notification-2021-05-15.pdf
3	UP B.EdJEE 2021	May 19, 2021	To be notified	https://www.lkouniv.ac.in/site/writereaddata/siteContent/202104180921347181perss_note_170421.pdf
4	NEET PG 2021	April 18, 2021	To be notified	https://nbe.edu.in/
5	NATA 2021 (Phase 2)	June 12, 2021	July 11, 2021	https://www.nata.in/NATA_2021_Posponement.pdf

The Induction for the students of ICFAI University Jharkhand for Online Summer Internships by the respective organizations commenced from 1st June,2021.

Over 50 organizations from various industries offered online internships to the students including Aircrews Aviation , Central Coalfield(CCL), Dalmia Cement , Niladvantage Technologies, Pepsico, R.V. Web, Shriram Life Insurance, Surya International, Technest, Toppr Technologies, Vedantu, VOLT Technologies, Whitehat A number of IT Companies, leading advocates, legal services and legal Tech companies also offered online internships to the students of the University.

Off Campus Placement Opportunities

Wipro

Job Profile: Project Engineer
Eligibility: B.Tech
Location: Chennai
Website: www.wipro.com

BYJU'S

Positions: Business development Associates
Job Location: Across India
Qualification: MBA, B.Tech
Website: byjus.com

TVS

Positions: Various Post
Location: Pan India
Qualification: B.Tech, MBA, MCA, BBA, B.Com
Website: www.tvsmotor.com

Paytm

Positions: Trainee Engineer, Entry-level Engineer
Job Location: Pan India
Qualification: BBA/MBA/B.Com/MCA/B.Tech
Website: paytm.com

Birlasoft

Positions: Various Post
Job Location: Pan India
Qualification: Any Graduate
Website: www.ckbirlagroup.com

Robert Bosch

Positions: Various Post
Job Location: Across india
Qualification: Any Graduate, Any Post Graduate
Website: www.bosch.com

Career Opportunities in Electric Vehicles

CAREER OPPORTUNITIES IN ELECTRICAL VEHICLE SECTOR

Moderator
 Prof. O R S Rao
 Vice Chancellor
 ICFAI University, Jharkhand

Industry Experts
 Sri Pandu Ranga Rao
 Sr. Vice President,
 Altair India.

Sri Ashutosh Dugal
 Head Customer Care
 Electric Vehicles,
 Mahindra & Mahindra

18th June 2021 at 3:00 PM

The ICFAI University, Jharkhand
 Grooming Professionals. With Values.

ICFAI UNIVERSITY

Prof. O R S Rao (Vice-Chancellor)
 ICFAI University Jharkhand

Re-defining last mile mobility!

ALT AIR

#OnlyForward

ALL OUR DREAMS CAN
 COME TRUE - IF WE HAVE
 THE COURAGE TO PURSUE
 THEM.
 ————— WALT DISNEY —————

ELECTRIC VEHICLES

Presenter: Mr. Ashutosh Dugal

Head – Customer Care Electric Vehicles,
 Mahindra & Mahindra Ltd.

18th June 2021

Job Opportunities in Government/Public Sector

- **The Union Public Service Commission (UPSC)** officials have planned and released the UPSC NDA 2 Exam 2021 Notification on 9th June 2021 on its official site. .
Eligibility: Any Graduate
Application last date: 29th June 2021
upsc.gov.in
- The officials from Power **Grid Corporation of India Limited** have released a Notification for the Diploma Trainee (Electrical) posts. Candidates who are having the Full-Time Regular 3 Years Diploma are eligible to apply for these posts.
Eligibility: Diploma
Application last date: 29th June 2021
careers.powergrid.in
- Officials of **National Highways & Infrastructure Development Limited** released the NHIDCL Jobs 2021 for selecting the new candidates.
Eligibility – MBA/BBA/BCA/MCA/B.Tech
Last date of application: 30th June 2021
nhidcl.com
- **The IBPS Common Recruitment Process (CRP) Regional Rural Bank (RRB)** has released an official notification for CRP X having 11872 vacancies for different posts.
Last date of application: 28th June 2021
Eligibility – Any graduate
www.ibps.in
- **The Bureau of Indian Standards** has issued a Notification for the 28 Scientist 'B' Posts in the Various Disciplines.
Last date of application: 25th June 2021
Eligibility – B.Tech
bis.gov.in
- **The Indian Air Force** has released a Notification for the Commissioned Officer in Flying and Ground Duty (Technical and Non-Technical), Meteorology Branches for the AFCAT 02/ 2021/ NCC Special Entry/ Meteorology Entry Course.
Last date of application: 30th June 2021
Eligibility – Graduate
afcat.cdac.in
- The **Cement Corporation of India Limited** has released a notification for 46 Posts in the Executive Cadre.
Last date of application: 30th June 2021
Eligibility – MBA/BBA/B.Com
www.ccilttd.in

'Job Market News/ Updates'

● **INTERVIEW: NITIN SINGHAL, MD, Digital Experience, Adobe India**

Digital fuels every aspect of how we live, learn, work, and play

The pandemic has triggered a digital-first world, driving businesses to accelerate their digital transformation plans towards delivering exceptional customer experiences across every touchpoint. "The ability to deliver great customer experiences is no longer just a nice-to-have—it is a competitive requirement in a digital-first reality," says Nitin Singhal, managing director, Digital Experience, Adobe India. "Adobe's mission to change the world through digital experiences has never been more relevant," he tells Sudhir Chowdhary in a recent interview. Excerpts:

The pandemic has forced even the most traditional businesses to pivot and transform digitally. What is the next step for businesses to ensure success?

The pandemic has not only forced companies to move into a virtual setting, leaving digital as the preferred option to reach audiences, but has also accelerated the need for teams to move quickly, assess, and adapt, making agility a central business principle. The ability to monitor and quickly identify shifts in the marketplace and customer base, rapidly respond and shift direction, reskill and bring in new talent, and consistently monitor results and measure impact in real-time are now requirements for all.

But, agility isn't enough. The most suc-

cessful, digital-first companies are authentic, transparent, and intent on doing good for their customers and communities. Focused on innovation with their people, processes, and technology, they never lose sight of their purpose. It's these companies that will thrive most in the future.

With digital taking centre stage, where do you see the opportunity in India?

A key differentiator for Adobe India is its contribution to both—the company's intellectual property (IP) creation and business growth, and I am bullish about our growth outlook in India. Having established itself as a leader in customer experience management solutions and demonstrated the success of its own digital transformation journey, taking a very profitable packaged software business to a subscription business in the cloud—Adobe was well-equipped to handle the disruptive impact of Covid-19 and is uniquely positioned to offer a play-book to businesses that are looking to leverage the power of digital to stay ahead in the marketplace.

Customer experiences have now become more important than ever before, and digital is what enables businesses to stand out. As digital strategy becomes core to the success of every company, we are committed to

work as a strategic and trusted partner for many brands in India. Let me touch upon an example here. Financial institutions have had to reimagine customer transactions in a digital-first world. Using the power of Adobe Experience Cloud solutions, HDFC Bank curated seamless digital journeys for customers with innovative offerings like 10-second personal loans, Insta Account, etc., and was able to deliver zero-touch online experiences to customers, anytime and anywhere, offering next level of personalisation services and enhancing their digital journey.

ICICI Home Finance Company used Adobe Experience Cloud solutions to revamp its website last year and become one of the first in the industry to deliver it in six localised languages. It also delivered a platform for housing marketplace with search and compare feature to help customers



make the right choice and improve fixed deposit loan application journey, resulting in decrease in drop-offs.

Where do you want to take the business by 2025?

Our strategy of unleashing creativity, accelerating document productivity and powering digital businesses is mission-critical and will continue to drive our top- and bottom-line growth. We are now focused on the much broader experience business opportunity—with three key tenets driving our strategy.

■ People buy experiences, not products. Businesses need a service mindset—every customer is making a decision to renew or cancel with every interaction. We will help companies transform how they operate—always-on, knowing the past, and anticipating the future.

■ Put art and science to work. Great content is key to breaking through the noise, and data is required to understand the customer's context. We put content and data to work at scale, helping businesses deliver consistent and exceptional experiences, everywhere and everywhere.

■ Architect for action. The velocity, variety and volume of consumer experience data is outstripping capabilities to derive actionable insight. Through our data platform and AI, we will help businesses orchestrate, deliver and optimise customer journeys across all channels.

As a company, we have always been relentlessly focused in looking around the corner and driving the next big market opportunity so we can anticipate and solve customer pain points—we are looking forward to continuing to innovate in a post pandemic world and capture new opportunities.

Startups

● **HESA**

Last mile rural connect to buy and sell

This rural tech startup is redefining rural commerce and making lives easy amidst the pandemic

SUDHIR CHOWDHARY

MEET VAMSI UDAYAGIRI who is doing his bit to bridge the rural divide for businesses and consumers. His latest venture is Hesa, a Telangana-based rural startup that is connecting Bharat with India physically. "It is redefining rural commerce by providing last mile physical and digital connect to rural areas," says Vamsi, founder and CEO, Hesa. "Our primary objective is to enable brands to reach the last mile customers in remote Bharat physically."

Hesa's integrated B2B marketplace connects both the ends and enables buying and selling with an almost 'doorstep access'. Hesa's physical approach is a physical network of village level entrepreneurs called Hesaathis, assisted by a digital commerce platform at every village to enable businesses to reach, showcase, convince and transact with their rural target audience, says Vamsi.

Hesa's aim is to be the connector and provide end-to-end access to brands, an opportunity to rural consumers, create micro-entrepreneurs and hence enable multiple livelihoods at scale. Commencing operations in April 2020, Hesa closed the year with ₹30.12 crore as gross revenue. It has witnessed 25% average monthly growth and 65% retention rate. "In the process, Hesa has been able to decode the unit economics model for rural ecosystems," he says.

Businesses in rural India thrive on trust and relationships, he says. Hesa's deep understanding of the rural customer and the

presence of a tech-savvy, local village level entrepreneur, the Hesaathi makes Hesa the go-to rural connector. Hesa is currently operating in 11 districts, with presence in the states of Andhra Pradesh, Telangana, Karnataka and Maharashtra and more than 7000 Hesaathis, of which over 50% are women. Vamsi says that Hesa has catered to more than six lakh customers with 40 brands on Hesa's platform in a short span of one year.

In March 2021, Hesa emerged as one of the two winners among the 200-plus startups across the country in the "Road to Elevate Competition" by IIT Madras' Entrepreneurship Cell. In Feb 2021, Hesa was recognised as one of the top five startups amongst 1000-plus startups in India and five other countries at the Innovators Startup Contest.

Hesa offers every business a space to ride its network and reach the remotest corners to offer its products and/or services. In a Hesa powered village, rural cus-



tomers can buy or sell a range of products, avail banking and other financial facilities and also pay utility bills from the corner of their village. All that is needed is a visit to the local village level entrepreneur (Hesaathi) who logs in to the Hesa digital platform and transacts on their behalf.

In the midst of the Covid-19 crisis, Hesa

has been acting as a bridge between the brands trying to reach the rural marketplace and the customers in need of the services and products. It has recently launched a #savingsinhood initiative which will enable employment opportunities to those who have lost their jobs/employment amidst the crisis. It has already onboarded 500 people through the initiative in a very short span of time.

Hesa has been delivering an essential ration kit worth around ₹400 for Covid patients. It has been selling around 1000 kits every day. Since the Central and state governments have come up with Covid insurance, Hesaathis have been selling around 4,000 such policies every month.

Farmers in small villages have not been able to sell their produce due to lockdown restrictions. Hesa has helped in reselling produce such as onion, potato, tomatoes, paddy worth ₹7-8 lakh," says Vamsi, adding, "We are actively helping rural customers in vaccination registration and have helped 1,000 people."

"For the rural population, we are providing access, enablement and employment opportunities at scale, leading to empowerment."

— VAMSI UDAYAGIRI, FOUNDER & CEO, HESA



This is how you become your own boss
Thinking about working for yourself? There may be no better time to get started than the ongoing pandemic

Maybe you're dreading the thought of going back to an office, or the seed of a business idea has been floating around in your head between work calls. Or perhaps you were laid off during the pandemic and forced to work for yourself, and now you're wondering if you should continue down this path.

Here are some tips to help you decide:

Evaluate your abilities

Deciding if self-employment is right for you depends on your personality, your financial situation and your ability to adapt.

Freelancers need to be self-motivated, work independently, be organised, learn how to market their services well and be comfortable with a certain level of uncertainty.

Make a financial plan

Before deciding whether to freelance, become a consultant or turn your side hustle

into a business, take a closer look at your finances. From your budget, identify regular costs and isolate what you can put toward a business. Small costs like purchasing a domain name, buying the premium version of a software or membership fees for a networking group can add up. Know what you need to earn to meet commitments and translate that into a time schedule.

Get the timing right

You may need to keep your day job for a while, but you can still build your business muscle by looking for resources, attending networking events, signing up for a business bank account or creating your own website. Taking small steps can make the process less overwhelming.

Seek support

Approach a mentor or someone who's already in the industry who can help guide you as you set up.

— AP

Expert Opinion

Author: Vikram Kumar

Co-founder and Director of SRV Media and Ease Buzz “Digital marketing for Entrepreneur”



In today's times, Digital Marketing tools like Google Analytics enable us to trace the rate of conversion on each page of the website. There are also platforms like Google AdWords and Facebook Ads enable us to bid for the sales and leads. Hence, many a time, the importance and value of branding are overlooked or forgotten by marketers. A powerful brand image can prove to be a powerful weapon to utilize in the battle of Digital Disruption. No number of persuasive ads or promotions can take the place of the effect that a well-established brand image has on the audience. It is the often-ignored side of digital marketing despite being a strategy which produces the actual results over the duration of months, years and decades. It forms the entire identity of any business. It's a time-taking, traditional and long-term process which makes it a digital outlier. Branding may not produce the instantaneous results of a PPC campaign but, it is one of the most valuable assets of marketing. A trusted and established brand attracts new consumers in large numbers which can propel the business to the top of the industry. In a technology-driven era, each passing day the number of consumers that are getting on the internet, for various reasons, is rapidly increasing. In such a scenario, leveraging the strategies and services of digital marketing becomes almost mandatory in order to reach the modern audience in the right way.

In the Indian context, there has been a huge shift in the world of advertising and marketing. In the past decade, it has transitioned from analogue to digital. Around 34 per cent of India's population uses the internet, according to the statistics presented by the World Bank.

How Digital Marketing Boosts your Brand?

➤ Go Viral!

The concept of going viral has been ingrained in the world of the Internet. It has grown too large to describe in a single phrase. There's so much content on the internet today- memes, trending posts, buzz, hashtags, click-baits and more. The major goal is to spread out content rapidly right through the Internet world by making it shareable. The concept is the key that represents the brand online. In the world of the Internet, a large number of consumers will come in contact with the brand through its most shared and popular content. It makes digital marketing the ground zero to seek new leads and attract them to the business.

➤ Profile Power

This may come as a surprise to some but, another key aspect of digital marketing is the business profile. It is integral to the brand because while making purchase decisions it is the content that is judged by the consumers. This especially holds true in current times, when Google is delivering the local business profile at the top of its SERPs. Furthermore, all the information related to the profiles, straight from Google to Facebook, are being tapped in to impact the SEO and page rankings. Based on the brand profile, customers make quick decisions. They judge based on the information and connected reviews and will see the profile more often based on what they search.

Industry Overview

Digital Marketing Industry

The growth of digital marketing has been very impressive and the numbers show that the growth is going to see an upward trend in the future. Simply put, the future of digital marketing looks secure and bright. More and more opportunities will keep coming in and thus, being creative, innovative, and updated with the latest trends is the basic principle of every digital marketer. The growth that we have witnessed on the Internet over the years especially since covid, is here to stay. People are adapting to the new normal and in fact are now very comfortable with carrying out things online, be it for shopping, ordering food or medicines, or even carrying out banking transactions online! Hence, to cater to these new-formed demands of the consumers, digital marketing is extremely essential. In addition to this, an important aspect to consider is the future generation will be a part of the already digital world and will be accustomed to everything being online. So to be able to deliver to these future consumers, companies must make digital marketing efforts starting today. An important takeaway from all this is that the future of careers in digital marketing is very promising and if you have an inclination towards digital marketing, now is the time to grab this opportunity to your advantage.

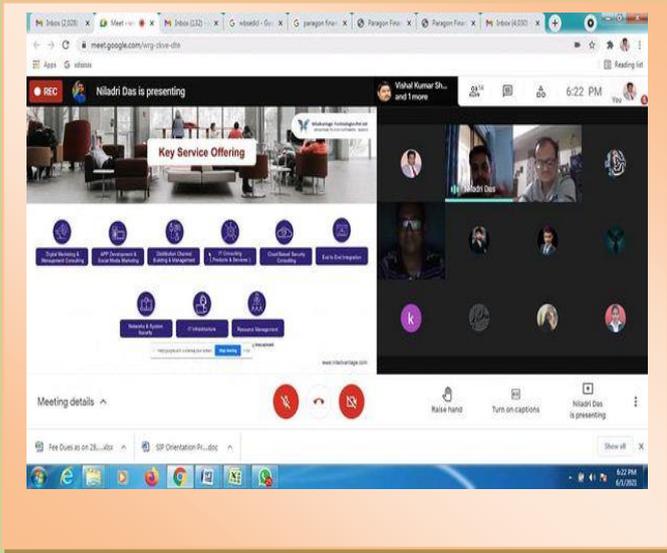
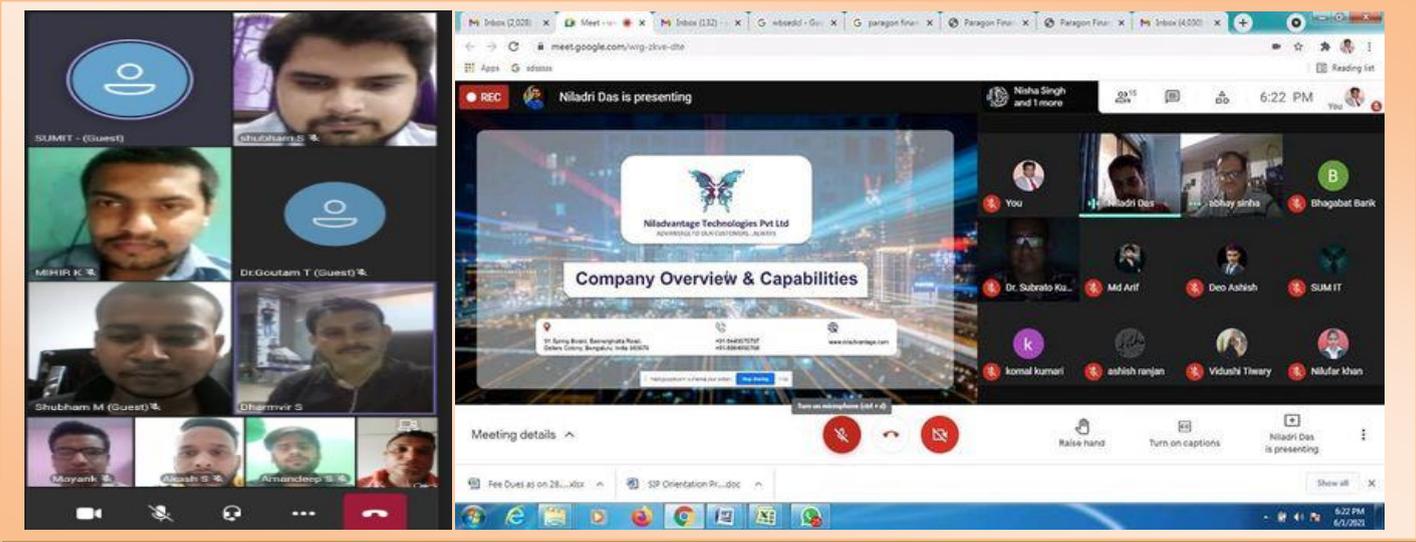
The role of experts in digital marketing

Digital marketing is a big umbrella under which the technical, as well as non-technical skills to create a wave of popularity over the internet, is covered. The industry has created a variety of job roles for individuals to seek employment and display their talents. It takes experts from the field of web designing, web development, social media consultants, brand consultants, content writers, graphic designer, artists, etc to come together and collectively work towards creating a visual representation of ideas that is easy to plant into the minds of the audience. As the industry grows, the demand for creative experts in the field is rising too generating more employment in India and making India a hub for IT activities.

Careers in Digital Marketing

With the rising popularity of digital marketing, companies are demanding digital marketing professionals and experts. Especially considering the current coronavirus crisis, the job market will increasingly focus on digital and technology skills as it will enable them to work remotely. Thus, companies are looking for people who are skilled to handle digital marketing jobs. Thus, it is highly recommended that you start learning digital marketing skills and pave a career in digital marketing. Another perk of entering this field is that if you're a skilled digital marketer, you can expect to bag high-paying jobs at top companies. The digital marketing career scope in the Indian internet industry alone is going to be worth \$160 billion by 2025, according to a Goldman Sachs report, which is three times its current value. Many companies are shifting their focus from traditional marketing to digital marketing. In terms of the job scope of digital marketing, the kind of jobs that are available in the digital marketing sector, one of the biggest jobs includes Social Media Marketing. Social Media Marketers not only take care of digital ads which we see on social media platforms like Facebook and Instagram but the organic posts on these social media sites as well. Within Social Media Marketing, there is a further division of jobs which include Digital Ads Manager, Content Strategist, and Video Marketers. Looking at videos, Google-owned YouTube announced that India was its largest and fastest-growing audience in the world with more than 265 million monthly active users. It is also expected that 500 million Internet users in India will consume online video both for entertainment, sharing, and learning, making YouTube an extremely lucrative place for Indian companies to advertise. Along with Social Media Managers, SEO experts and Google Ads experts are also in high demand. SEO refers to Search Engine Optimization, which is where certain links rank on search engines like Google. Google receives over 63,000 searches per second on any given day.

Internship program for 2021



Campus Activities

ICFAI University Jharkhand is organized an Online Panel Discussion on Career Opportunities in Digital Marketing as a part of Charcha Manch Series on 12th June, 2021

CAREER OPPORTUNITIES IN DIGITAL MARKETING

Moderator
Prof. D R S Rao
 Vice Chancellor
 ICFAI University Jharkhand

Industry Experts

Dr. Rishi Dwesar
 Associate Professor,
 IBS Hyderabad, IFHE

Mr. Joydeep Mookerjee
 Chief Financial Officer,
 Vision Rx Lab, Kolkata

Registration Link - <https://forms.gle/rdCgdjnBAXhBA3IA6>
 12th June 2021 at 11.00 AM

Event at ICFAI

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

LIVE WEBINAR
 Join our Charcha Manch

JUSTICE DELIVERY - OPPORTUNITIES AND CHALLENGES

Moderator
Prof. D R S Rao
 Vice Chancellor
 ICFAI University, Jharkhand

Keynote Speaker
Mr. Chandan Kumar Singh
 Special Public Prosecutor
 CBI Cyber Cell,
 New Delhi

Keynote Speaker
Mr. Bireswari Kumar
 Registrar
 TELECOM Disputes Settlement
 & Appellate Tribunal,
 Govt of India

Date: 19th June 2021 at 3:00 PM



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.