

Editorial Members.....



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Previous issues of i-Nowkri can be viewed at

<https://www.iujharkhand.edu.in/i-Nowkri/i-Nowkri-Sept-Vol-2-Issue-15.pdf>

ICFAI University, Jharkhand, signed an MOU with BOSCH to set up a centre of excellence in skill development. "As a part of this initiative, a Skill Entrepreneurship program is being launched by our University, in association with BOSCH, wherein the aspiring youngsters will be trained to set up skill development centers across Jharkhand."



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

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

ICFAI 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	Rated A CAREERS360 B-School Survey 2020
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ICFAI University, Jharkhand
Grooming Professionals. With Values.

Ranked 1st

Among Top BBA Institutes in Jharkhand

Times B School
BBA Edition 202

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ICFAI UNIVERSITY JHARKHAND

BA English (Hons.) | B.Com (Hons.)
B.Tech. | BBA | B.Sc | B.Tech. (LE)
BBA-LL.B (Hons.) | LL.B
Dip. in Technology (Polytechnic)
MBA | MCA | BCA

Higher Studies: Competitive

In Campus Placement.....

- **Subex**

- <https://www.subex.com/>

Selection Process- Soon it will communicate.

Job Title – Software Engineer (C++ role)

Education Requirement – BCA /B-Tech (CS)

Location- Bangalore

- **Berger Paints India Limited**

- <https://www.bergerpaints.com>

Selection Process :Online HR Interview

Job Title- Senior Sales Officer Trainee

Education Requirement: MBA

Location: PAN India

- **Pepcoding Pvt. Ltd**

- www.pepcoding.com

Selection Process :Online HR Interview

Job Title- Product engineer

Education Requirement:

BTech - all branches, BCA, MCA,

Location: PAN India

- **LSAT 2022:** The application process of LSAT India 2022 was out on October 18, 2021. The exam will be conducted in the months of January and May. Candidates who register before December 15, 2021 can avail the early bird discount on the application fee.

Starting date of application form :October 18th 2021

Last date to submit application :January 3rd, 2022

<https://www.lsat.org/lsat>

- **CLAT 2022:** Common Law Admission Test (CLAT) is a centralized national level entrance test for admissions to twenty two National Law Universities (NLU) in India.

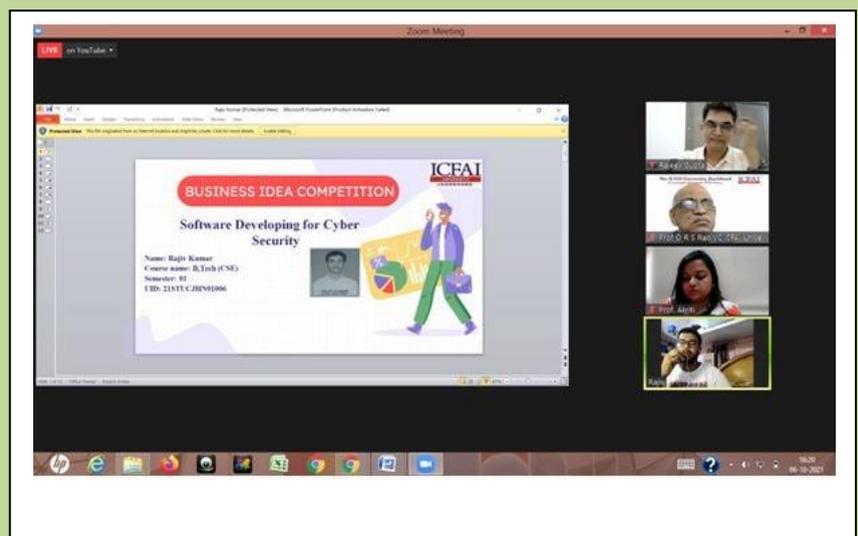
Starting date of application form :January 10th 2022

Last date to submit application :March,30th 2022

<https://consortiumofnlus.ac.in/>



Business Idea Competition to showcase the talent and skills of students of ICFAI University Jharkhand



Off Campus Placement Opportunities

Micro Focus Software India Pvt. Ltd

Job Profile: Java Developer
Eligibility: Any Graduates / Post Graduates, BE, B.Tech, MCA, ME.
Location: Pan India
Website: <https://jobs.microfocus.com/global/en>

TCS

Positions: Various Post
Job Location: Across India
Qualification: B.E, B.Tech, and MBA
www.tcs.com

Wipro

Positions: Various Post
Location: Patna
Qualification: BE, B.Tech, MBA, MCA,
www.wipro.com

Tech Mahindra

Positions: Various Post
Job Location: Pan India
Qualification: BBA/MBA/B.Com/MCA/B.Tech
www.techmahindra.com

Cognizent

Positions: Various Post
Job Location: Pan India
Qualification: Any Graduates/ Post Graduates
Website: www.cognizent.in



POSITIVE BODY LANGUAGE	NEGATIVE BODY LANGUAGE
Enthusiasm to contribute	Resistant to contribute
Confidence in our abilities	Doubtful of our abilities
Comfortable in taking on challenges	Uneasiness to take on challenges
Passionate to drive results	Indifferent and uncaring attitude
Present to recognise future demands	Disconnected from reality to handle future potential

Tips for Participating in a GD

- ❖ Be a voracious reader
- ❖ Carry pen and paper
- ❖ Listen to topic carefully
- ❖ Do not haste to initiate
- ❖ Speak clearly and confidently
- ❖ Do not speak for longer duration
- ❖ Listen attentively and critically
- ❖ Be open to criticism
- ❖ Show good group behavior
- ❖ Practice good interpersonal skills

List of Strength & Weaknesses

<p>Strengths</p> <ol style="list-style-type: none"> 1. creativity 2. versatility 3. good 4. communication skills 5. discipline 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Insecurity 2. I Enjoy my work 3. Detail oriented 4. open to criticism
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Job Opportunities in Government/Public Sector

- **IBPS PO 2021:** The recruitment notification for 2021 for the post of IBPS PO (Probationary Officer) has been released by IBPS on 19th October 2021. Each year, several vacancies are announced, and many lakhs of people join the recruitment process.
Eligibility: B.Tech, BCA, BBA, B.Com, Any Graduate
Application last date: 10th November 2021
<https://ibps.in>
- **IBPS Clerk Recruitment 2021:** BPS Clerk 2021: The Institute of Banking Personnel Selection or IBPS is responsible for recruiting the aspirants in different Public Sector Banks, State Bank of India and its associate banks, SIDBI, Reserve Bank of India, NABARD, etc.
Eligibility: Any Graduate
Application last date: 30th October 2021
<https://ibps.in>
- **HP Police Recruitment 2021–** The aspirants who are looking out for Constable vacancies, then do check out this latest HP Police Constable Recruitment 2021 Notification
Eligibility–Any graduate
Last date of application: 31st October 2021
hppolice.gov.in (or) www.recruitment.hppolice.gov.in
- **FSSAI Recruitment 2021:** Food Safety and Standards Authority of India (FSSAI) has been released a recruitment notification for various posts. FSSAI Online Application Form will be started from **8th October 2021**. Interested Candidates can apply for the Application form from the Official website -fssai.gov.in.
Last date of application: 12th November 2021
Eligibility–Bachelor's degree from a recognized University
<https://fssai.gov.in>
- **SSC CHSL Recruitment 2021 :** SSC CHSL (10+2) includes Lower Division Clerk, Junior Secretariat Assistant, Postal Assistant, Sorting Assistant, and Data Entry Operator posts. SSC will select and recommend candidates for Assistants / Clerks posts through a computer-based test, descriptive paper, and skill test, or typing test.
Last date of application: 30th October 2021
Eligibility–Any Graduate
<https://sscchsl.in>
- **SSC CGL Recruitment –** SSC CGL 2021 (Tier-I): If you are wishing to join central government services, then Staff Selection Commission Combined Graduate Level exam is the most anticipated exam of the year. It is an All India Entrance Exam & if you are a graduate then you can apply & appear for these exams.
Last date of application: 31st January 2022
Eligibility–Any graduate
<https://sscgl.in>

Cos Step Up Tech Campus Hiring by Up to 100%

Sreeradha D Basu
& Prachi Verma Dadhwal

Bengaluru | New Delhi: Companies across sectors are stepping up hiring from engineering colleges by up to 100% on the back of huge demand for tech talent, high attrition and soaring salaries for lateral hires.

From technology firms such as Cognizant, Infosys, Tata Consultancy Services (TCS) and Byju's to Goldman Sachs, Tata Steel and PwC, Indian and multinational companies are aggressively hiring freshers both through on- and off-campus routes this year as the pace of digital adoption and transformation has accelerated amid the Covid-19 pandemic.

Cognizant will make offers to 45,000 graduates from the Class of 2022, up from 30,000 in 2021. PwC will double its campus intake, Goldman Sachs plans to hire 600 engineers, and Infosys will hire 24,000 fresh engineers compared to 15,000 last year.

ET had earlier reported that the country's top four software exporters - TCS, Infosys, HCL Technologies and Wipro - will hire over 120,000 freshers in FY22, primarily in India.

Demand for Tech Talent

Cos across sectors plan to step up hiring tech talent from engineering campuses



Some increasing hiring by up to 100%

Taking both the on-campus and off-campus route

Some recruits will be trained/groomed for roles like data scientists, AI/ML developers, cybersecurity specialists where there is a talent crunch

While companies are recruiting for roles such as software development, they are also seeking candidates who are quick to learn new-age skills where talent is in short supply.

"In the current year, we are focusing on hiring a large number of students with advanced programming skills who can further be groomed for niche roles such as full stack engineers, data scientist, AI/ML developers, cybersecurity specialists," said Shantanu Jha, senior vice-president, HR, at Cognizant India.

A Tata Steel spokesperson said some of the tech hires would be deployed in roles such as analytics and insight, artificial intelligence, and machine learning, which

are currently facing a talent crunch.

Goldman Sachs will focus on the Indian Institutes of Technology (IITs) and National Institutes of Technology (NITs) for specialised engineering roles, while simultaneously focusing on off-campus recruiting efforts like 'Engineering Campus Hiring Program' to reach and recruit engineering students across India.

"We remain focused on our campus hiring efforts for strong engineering talent in India, aligned with our business requirements, with ~600 engineering campus hires planned for this year," said Deepika Banerjee, co-head of human capital management at Goldman

Sachs Services in India.

It is hiring extensively for roles across 'developer families' - software development, cloud engineering, technology risk and product engineering.

While IT/ITES firms, startups and software/product companies are leading the rush for fresh engineers, demand is rising across sectors including banks and consultancies.

"Our hiring plans are in line with our commitment to create 10,000 additional jobs over the next five years," said Padmaja Alaganandan, chief people officer at PwC India.

For full report, go to www.economictimes.com

Making graduates job-ready in the midst of the pandemic

Dr. Pankaj Sharma

forerun@indiaexam.com

We have almost reached that time of the year when the college students are all set to graduate. This time period is usually filled with excitement, anticipation and also a dash of nervousness about the future. But this year, it is more anxiety-ridden as compared to the previous times. The economic slowdown due to the ongoing coronavirus pandemic has made India's industry leaders and corporate houses reel under recession-like scenarios again.

In these unprecedented times, they are looking for such candidates who have job-specific skills besides knowledge of that particular domain. Therefore, it is essential that students should utilize sharpen their job-specific skills and become future-ready so that they can be completely ready to hit the floor. Institutions should also be working more with corporate to ensure that students' skills sets match their job requirements. There will be more partnership between enterprise training companies and universities so that companies too can bridge the tech-talent gap in their workforce. There will be an emergence of using CBE curriculum for many institutions. It will offer many benefits including improved completion rates and easier access to the programs.



Practical training makes a candidate job-ready 67DC08A010

Following are the areas, where job seekers can work upon:

Personality development and communication skills

Resiliency and congeniality are two most pertinent traits companies are looking at in their candidates besides how brilliant a worker you are. Similarly, the art of communicating and interpersonal skills are another set of skills essential for people, especially whose work also needs client servicing.

Therefore, enrolling yourself in a short-term personality development and communication skills programs can provide

you the requisite platform and realize your true potential.

Organise mock telephonic/ video interviews and tests

Since one-to-one interviews are mostly not happening, one needs another game plan. The trend is leaning towards video and phone interviews. They both have their positives and negatives. It's difficult to get social cues, whether the interviewer likes the answers. In a telephonic interview, it's easy to fall back on your casual tone. Don't forget the fact that it's an interview and you need to keep it formal and professional. Therefore, you need to practice

telephonic or video interviews at home to learn the etiquettes of such interviews.

Virtual Internship Training

Practical training that involves how a particular industry works is pivotal for making an individual job-ready. So, students should look out for those companies now which are providing such training. Even college should have an advanced syllabus module, focusing more on projects. In order to prepare for the same, students should enroll themselves in various virtual internship programs during the course of their education.

These programs are the biggest source of gaining practical knowledge and also give them an edge of getting recruited. E-commerce firm Amazon India has revealed once that they convert 60% of their summer interns into full-time employees through pre-placement offers as when the candidate works for them for a while, they know exactly what to

expect from him/her.

Problem-solving skills

These skills require using your own logic and imagination to sense the situation well and coming up with relevant solution to deal with the challenge. In reality, the problem solvers have the innate potential of anticipating future problems and solutions to prevent them or to mitigate their effects. Problem-solving abilities are connected to a number of other skills, including analytical skills, innovative and creative thinking, a lateral mind-set, adaptability and flexibility.

Learn to keep calm

In light of Covid-19, it's likely that your job search may take longer than the graduates of years past. So, you will have to develop a thick skin. You need to stay mentally and emotionally strong. It's understandable to feel badly that after working so hard, you now have to face such a job market.

Temper your expectations so that you won't get disappointed if this takes a long time. You need to think about the bigger picture rather than worrying about the temporary phase. Utilise this phase to build a stronger version of yourself as unforeseen problems will keep coming in future too.

RESILIENCE AND CONGENIALITY ARE TWO OF THE MOST PERTINENT TRAITS THAT COMPANIES ARE SEEKING

The author is Dr. Arun Adarsh, JK Lakshmi University, Jaipur

Expert Opinion

Author: Andy Jassy
CEO, Amazon



For people who like to have an impact on the world, its hard to find a place that's more exciting to work than Amazon, said Andy Jassy, chief executive officer of the world's largest online retailer, as career advice for young professionals.

"We hope a lot of people thinking about new opportunities will think about Amazon," said Jassy,at a fireside chat with Linkedin Editor at Large Business and Finance Devin Banerjee, at professional networking platform's Career day Event.

In India, Amazon is hiring more than 8,000 direct job openings across 35 cities. These opportunities are spread across corporate, technology(tech),customer services and operational roles. Looking at Amazon in the first 25 odd years, the firm has been inventing and changing customer lives every day. Globally it is hiring55,000 technical and corporate employees and is adding another 125,000 employees to its fulfillment centre network. These roles are spread across a broad array of functions, ranging from software development engineers, product managers, marketing, machine learning and artificial intelligence practitioners to research scientists.

Amazon likes people who are strategic and can see the big picture and passionate, who are missionary than mercenary, who care most about the mission of the team and the company. all the best ideas that are talked about are put on a white board and where rubber meets the road are details.

Jassi joined the e-commerce giant Amazon 24 Years ago, as an alumnus of Harvard University, he joined Amazon as part of the eight people marketing group after taking his final exam in1997.In the beginning he was told to lead competitive intelligence and customer retention of the firm. Later he was asked to project where the company explored other product categories .

Jassy went back to build customer relationships and also led product management, music business and marketing.

Industry Overview

Retail Industry Overview :

"The retail companies are found to be rising in India at a remarkable speed with the years and this has brought a revolutionary change in the shopping attitude of the Indian customers".

In last one and half decades, many corporate giants have entered into retailing and have successfully professionalized this business. Many international retailers have entered Indian market and many are about to enter to explore retailing opportunities.

Interestingly, apart from a unique industry, retailing has been emerging as a discipline, a branch of study. In almost all B-Schools, many students specialize on retailing field every year. Even, primary and secondary schools have introduced retailing related topics in their curricula in one or other form. Now, retailing activities have transformed into promising business worldwide. Retail business occupies an important place in the world economy.

Retailing industry, accordingly to Global Industry Classification Standard (GICS), is growing at the rate of 5%. In year 2009, total turnover of retail industry in the world is estimated to be \$12,104 billions. It is one of the major sources of employment, too. It enjoys 6% to 7% share in total employment in India and China.

In some developed countries, its contribution in total employment much higher than India. For example, share of retail in total employment in Brazil, U.S.A., Korea, and U.K. is 15%, 12%, 18%, and 11% respectively. Wall-Mart Stores is ranked first in terms of revenues (\$ 287989 millions, 2004), and number of employees (1700000 employees in 2005) among leading multinational retailers across the globe.

Indian retailing system exhibits considerable variety. We find giant shopping malls and a small retail shops operating simultaneously in nearby area. Interestingly, some small sole proprietary retailers are competing successfully with retail corporate giants in neighboring areas.

Medium and large departmental stores also operate in retailing field amidst many small retailers and a few corporate retailers. In the same way, service sector retailing business is also booming. Most service sectors, including banking, stock markets and securities, insurance, healthcare, communication, tour and travels, hotel and restaurants, and so forth, have started concentrating their attention on effective retailing to survive and grow.

Retail Sector is the most booming sector in the Indian economy. Some of the biggest players of the world are going to enter the industry soon. It is on the threshold of bringing the next big revolution after the IT sector. Retail market is expected to grow manifolds by the year 2010. The sector contributes 10% of the GDP, and is estimated to show 20% annual growth rate by the end of the decade as against the current growth rate of 8.5%.



Campus Activities

Events at ICFAI



Program to facilitate entry-level jobs in health care conducted in association with BOSCH

A three-month long Paramedics Training Program for imparting entry level skills in healthcare to rural youth was inaugurated at ICFAI University, Jharkhand. The program is organized by the University in association with BOSCH India Foundation. Mr. Manish Kumar, Senior Officer, BOSCH India Foundation, Jharkhand Zone, Ms. Soni and Ms. Shalini from Shree Sai Nursing Training School, Ranchi were the Guests of honour on this occasion. A huge number of students, aspiring for entry level healthcare services, from villages around Daladali participated in the program.



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 toward 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.