

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

September, 2021 | Volume-2, Issue-15

Editorial Members.....



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Previous issues of i-Nowkri can be viewed at
<https://www.iujharkhand.edu.in/i-Nowkri/i-Nowkri-August-Vol-2-Issue-14.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

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.



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

ICFAI UNIVERSITY
The ICFAI University, Jharkhand
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Ranked 1st Among Top BBA Institutes in Jharkhand - 2021 Times School	Ranked 2nd Private Universities Ranking - 2021 EducationWorld	Ranked 6th Top 100 Engineering Colleges - 2020 Govt. & Pvt. siliconindia	Ranked 6th Best Universities-2021 Among Best Multi-Disciplinary Universities in East Zone THE WEEK	Ranked among top 10 Indian Universities for Quality of Education Times Higher Education
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BBA Edition 2021

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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

- **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/>

- **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 2021

<https://ugcnet.nta.nic.in/>



E-Induction program for newly admitted students inaugurated at ICFAI University



List of exam postponed due to covid-

S. No	Name of the Exam	Actual Date	Revised date	Link of Notification
1	UPSC Civil Services Prelims 2021	June 27, 2021	October 10, 2021	https://www.upsc.ac.in
2	SSCMulti Tasking Staff	01 – 20 July 2021	Available soon	https://www.mprnc.org/ssc-mts-exam-date/

Off Campus Placement Opportunities

CGI

Job Profile: Various Post
Eligibility: Any Graduates / Post Graduates, BE, B.Tech, MBA, MCA, ME.
Location: Pan India
www.cgi.com

BYJU'S

Positions: Various Post
Job Location: Across India
Qualification: B.E, B.Tech, MBA and Other Graduates / PG
www.byjus.com

TVS

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

Yes Bank

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

OLX

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

IBM

Positions: Trainee
Job Location: Across India
Qualification: B.Tech, MBA, MCA
www.ibm.com



Interview tips



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

What are your strengths?

- Adaptability
- Hard working
- Honest
- Flexibility
- Optimistic
- Fast decision making
- Persistence
- Self motivated



For Example:

I am a honest, self motivated and hardworking girl with positive attitude towards my career and my life.

Job Opportunities in Government/Public Sector

- **NIOS Recruitment 2021:** As per the NIOS Vacancy 2021, the NIOS Vacancy count is 115 posts for various Group A, B & C posts. Interested & eligible applicants have to make sure to submit their applications through NIOS Recruitment 2021 Apply Online link.
 - Eligibility: B.Tech, BCA, BBA, B.Com, MBA, MCA
 - Application last date: 10th October 2021
 - recruitment.nios.ac.in
- **CSIR NML Recruitment 2021:** The officials of the National Metallurgical Laboratory (NML) have released the NML Recruitment 2021 Notification for 61 Project Assistant, Project Co-ordinator, Senior Project Associate, Scientific Administrative Assistant/ Field Worker posts.
 - Eligibility: Any Graduate
 - Application last date : 21st September 2021
 - nmlindia.org
- **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
- **NCRTC Operations, Maintenance Staff Jobs 2021:** The National Capital Region Transport Corporation (NCRTC) is inviting applications from the eligible candidates for the posts of Maintenance Associate (Mechanical), Maintenance Associate (Electrical), Maintenance Associate (Electronics), Maintenance Associate (Civil), Programming Associate, Technician (Electrician), Technician (Electronic Mechanic), Technician (Air-conditioning & Refrigeration), Technician (Fitter), Technician (Welder), Station Controller/ Train Operator/ Traffic Controller Posts. The Application Mode is Online.
 - Last date of application: 30th September 2021
 - Eligibility – Diploma
 - ncrtc.in
- **AP High Court Recruitment 2021 :** As per the notification, the AP High Court Vacancies are for the posts of Assistant and Examiner in high court service having vacancies of 100 posts. Aspirants who are eligible and interested can submit their applications through AP High Court Recruitment 2021 Apply Online link
 - Last date of application: 30th September 2021
 - Eligibility - B.Com, LLB
 - hc.ap.nic.in
- **TISS Non Teaching Jobs 2021**– The officials of Tata Institute of Social Sciences (TISS) have released TISS Non Teaching Jobs 2021 Notification for 26 Assistant Manager Publications, System Analyst and programmer, Health Officer, Assistant Engineer, Section Officer, Programmer, Senior Technical Assistant (SM&CS), Stenographer Grade-II, and Lower Division Clerk (LDC) posts. The direct link to apply for TISS Non Teaching Openings 2021 is given to the end of this page. Go through the below sections for more additional details.
 - Last date of application: 3rd October 2021
 - Eligibility – Any graduate
 - tiss.edu

'Job Market News/ Updates'

India is on Track to Add More than 50 Unicorns This Year, Says Report

NASSCOM-ZINNOV REPORT Country adds 12 unicorns, 1,600+ tech startups even in a pandemic year

Our Bureau

Mumbai | Bengaluru: India added a record 12 unicorns – the highest ever in a single year – and more than 1,600 tech startups overall in 2020 despite the adverse economic impact of the Covid-19 pandemic, a new report showed.

Deep-tech startups and new startup hubs are expected to grow at 40-45% this year, from the 8-10% expansion seen last year, the joint report by IT industry lobby group Nasscom and technology consultancy Zinnov showed.

While the investments in 2020 were significantly lower than in 2019, recovery in deal pace and investments are expected to return to 2019 levels, and may even exceed in 2021, according to the report – Indian Tech Start-up Ecosystem – On the March to Trillion Dollar Digital Economy.

The bounce back comes after a grim first quarter for Indian tech startups last year.

According to the report, 70% of tech startups had less than three months of runway left, and close to 40% had halted operations. The re-

Stepping up

REPORT SAYS...

- India is on track to have more than 50 unicorns in 2021
- M&As and public listing pipelines are expected to accelerate this year

19% of tech startups also used deep-tech solutions to build product competencies in 2020

87% OF ALL DEEP-TECH INVESTMENTS WERE IN AI/ML START-UPS

TOTAL FUNDING IN DEEP TECH FIRMS

2020	14%
2019	11%

covery was driven by digital maturity, a shift to Software as a Service-based solutions, and government initiatives such as Vocal for Local and Atmanirbhar Bharat.

In terms of total number of unicorns – companies with valuations of over \$1 billion – India is on track to have more than 50 such in 2021, it said, adding that mergers and acquisitions as well as public listing pipelines are expected to accelerate this year.

Seed-stage investments recovered at a good pace as investor activity at lower ticket sizes increased

In 2020. As a result, there was increased interest from venture capital firms (VCs) and funding agencies to invest in deep-tech startups, the report said.

Up to 14% of total investments in 2020 were in deep-tech startups, from 11% in 2019. Further, 87% of all deep-tech investments were in AI/ML startups.

The way in which startups embraced the remote work culture and accelerated the pace of global expansion contributed to the improvement, according to Debjani Ghosh, president of Industry body Nasscom, and Parit Natarajan, CEO of Zinnov.

"I think the change we started seeing is that more and more founders today are thinking of global expansion from Day One. So, it is build local but for the global market, which is a great thing to happen," Ghosh said. There will be a massive innovation in the supply chain and logistics owing to the impending vaccine rollouts across the world, she added.

Despite a lower number of total startup deals in 2020, seed-stage investments recovered at a good pace as investor activity at lower ticket sizes increased, according to the report. Seed-stage funding in 2020 recovered to more than 90% of 2019 levels. Early and late-stage investments are also recovering steadily, it noted. Close to 55 potential unicorns, with total funding of over \$50 million, are in the pipeline, the report said, which will drive growth stage funding in 2021.

The long-term growth opportunity 2021 presents



K V KAMATH

Before we look ahead to 2021, let us pause and look at the current year. Corporate numbers were a positive surprise. If we consider Q1 and the monthly performance thereafter, we saw a steady improvement on all parameters.

Particularly noticeable was the top line of corporate India broadly recovering to pre-Covid levels and the remarkable improvement in absolute EBITDA numbers and margin. Similarly, GDP numbers were a positive surprise coming in much better than the expectations, indicating that we are most likely to be in a V-shaped recovery, giving us plenty to do in 2021.

What will drive growth in 2021 and the future? We have a huge opportunity to modernise and drive agriculture and animal husbandry, and harness water. In this process lies the possibility to move value-added agro-industries to rural India, providing employment and improving livelihoods.

On the infrastructure front, it is clear that India is yet to be

built: Providing housing for all; expanding and modernising health and education; rebuilding urban India; connecting India, be it through vastly improved road networks, rail networks, high-speed railways, modern metro and other transportation systems in cities, new ports, expansion of existing ports; improving airports and power supply; and in particular making India clean and green. In short, a 25-year opportunity to grow.

On the manufacturing front, we are in an exciting phase. The pandemic taught manufacturing India to extract efficiencies and productivity gains. Other parts of the economy will leverage these learnings into their future operations and prosper from it.

The next growth driver is possibly the most exciting of all: The services sector. The learnings from this sector and what is possible are already visible, be it in e-learning, e-health, work from home in the areas of information technology, banking and financial services and parts of government. These would grow at a rapid pace as they are scaled.

While we are doing all this, in parallel lies the task to prepare ourselves for the digital super cycle by laying the foun-

ation of a digital India.

The digital super cycle will encompass progress in all areas and will accelerate further on advancements in machine learning and artificial intelligence. We are boarding this super cycle at an opportune and affordable time. To understand this, we only have to see the cost of access in India. Broadband cost in our country is the lowest anywhere in the world. This gives everybody, be it a person in the village or a person in urban India, equal access to the benefits of the super cycle.

In India, the digital super cycle will grow by also leveraging the vast pool of technology workers who can be redeployed for this effort. We will most likely now see products and applications and indeed platforms that will originate in India for use in India and for the world.

We will also see a vast number of start-ups in these areas. It would be right to say that the digital super cycle will be driven by what I would like to call start-up India. These firms would be fully capable of leveraging technology into a vast array of business applications.

Are there going to be any losers in this. Indeed, any business which is not capable of resetting its mind, adapting to the new normal and leverag-

ing learnings at a never before pace, will be under challenge. In a way it is going to be a David and Goliath story. The small but nimble and agile challenger, able to build scale and capability and mount a challenge is going to be the winner in this race.

We have so far looked at early advances in the digital super cycle using the phrase fintech. My belief is that fintech is going to be just a small part of this super cycle, which will encompass almost every area of life.

We will be helped in this effort by the global backdrop, which is benign, our external account, which is surplus, and a low interest rate scenario where, at this point in time, the entire T-bill yield curve is below policy rates. We are also in a period of ample liquidity, both global and local. The global liquidity allows us to scale up our FDI significantly. India's financial system is now well-placed with years of responsible growth to fuel an accelerated economic upcycle.

If we work together with dedication, concentration and effort, we should be able to achieve our aspirational growth target of double-digits for a very long period of time. While we do all this, we need to remember that there is still a degree of pain in the system and those who need a helping hand, be it at the individual level or at the corporate level, continue to get the support they need.

The author is a veteran banker

The digital super cycle will encompass progress in all areas and will accelerate further on advancements in machine learning and artificial intelligence

Expert Opinion

Author: Dr. Ratikanta
Dash Head- HR&IR
Larsen & Toubro
Limited Kansbahal



The entire world witnessed unprecedented, disruptions, testing time with fear & chaos. Millions of people have lost their jobs , many are losing hopes , the lockdown /shut down / containment zone / restricted movement / Covid guideline etc are now became way of life . The power of virus changed the entire world both economically & socially.

Having this backdrop in mind, let us hope soon new normal, back on track of every activity. Students suffered a lot, Education has come to an HALT. The virtual mode of learning has been tested as alternative but not effective. While we witness more &more challenge, now the education trend will change rapidly, business continuity will move faster, are we prepared?

Hence this is the time we need to accelerate the change in mind, body, to look forward a new normal with lot many challenges & changes.

- *The institutions to gear up with quick coverage of course.*
- *The students to hope best to happen in terms of academic result well in corporate placement.*
- *Corporate to quickly bring back normalcy on track, to achieve the target.*
- *Business to move multifold, but with change in work place & working style.*

While it will so happen, the mind set of students pursuing professional courses be aligned to what are the changing need & requirement by corporate at this juncture.

- *Corporate needs analytical minds & skills, be it called business animistic / or data analytics.*
- *Skill to convert challenges to opportunity*
- *Skill to adopt any situation , including work from remote*
- *How quickly learn from virtual mode , make use the same*
- *Preparedness with solid foundation to cope any adverse situation, low salary /deferred salary / multi task orientation / result orientation etc .*

With the above few lines, let us stay safe, healthy, happy, blessed, let almighty bless all to be safe all times ahead.

Industry Overview

Food processing Industry

Food processing is a modern practice that improves distributional efficiency and enhances the marketing of the food products. It is considered as a branch of food science, where a set of methods and techniques are used to transform raw ingredients into food for safe consumption by humans or animals. Though food processing existed even during prehistoric period, the technology input to enhance preservation of food, flavor, etc and to reduce the toxins in the food product is relatively new and has revolutionized the entire food industry.

Despite the fact that food processing industry in India is at developing stage, it offers exponential career opportunities to trained professionals in food processing as there are nearly 500 million middle and upper class consumers and food processing companies do not want to miss the opportunity. Moreover, the Ministry of Food Processing Industries has ambitious plan to set up more than 500 food parks across India in every parliamentary constituency so that a real food revolution can be brought about and employment can be generated.

With aptitude to work and requisite skills one can find employment in companies, food research laboratories, catering companies, food wholesalers, hospitals, restaurants etc. Higher education and special qualification helps in getting attractive position within the food processing sector. Qualification in home science and specialisations in food technology, nutrition or food services management can help you climb up the ladder in the industry. Similarly, certification in dietetics, applied nutrition, food science and preservation helps candidates advance in career.

Like any industry, food industry too offers varied range of roles and positions to professionals.

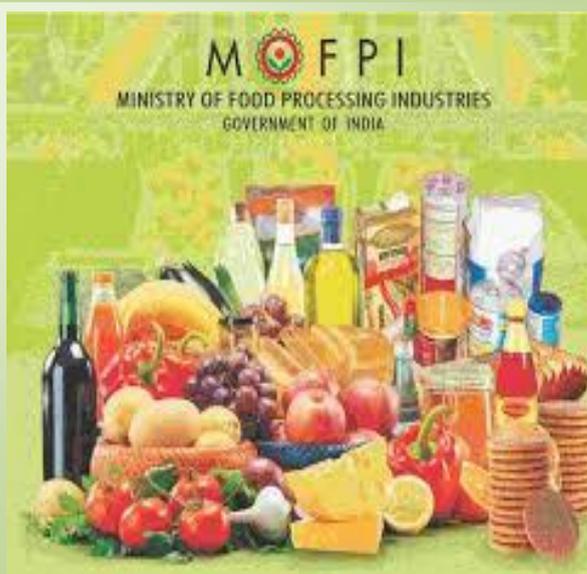
Research Scientists: Research scientists work towards enhancing yield, flavor, nutritive value, etc. of packaged food so that they have greater acceptance among consumers.

Food technologists: The fundamental work of food technologist is to offer techniques for preservation, conservation and processing of food items to be packaged. Additionally, they check the compliance of procedure during the food processing and ensure that there is no contamination and adulteration. Ensuring top quality nutritional value in the food products by putting quality raw materials is an additional job for a food technologist.

Engineers: The food processing industry is so broad that it employs the services of various engineers for planning, designing, improving and maintaining the entire processing system of a unit.

Home Economists: Ensuring congruency of the instructions on the containers and the food products contained in it is the job of home economists.

Managers and accountants: Besides technical professionals, non-technical jobs such as managers and accountants work towards the management of the processing unit and in the supervision of the production process.



Campus Activities

Event 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.



ICFAI University organised a Guest lecture by Mr. Dibyendu Nanady, Head –Strategy, Planning and Control, JSW Cement on Business Decision for Future: A digital Route



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.