

#### Editorial Members.....



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



#### 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

**Previous issues of i-Nowkri can be viewed at**  
<https://www.ijharkhand.edu.in/i-Nowkri/i-Nowkri-April-Vol-2-Issue-10.pdf>

## Higher Studies: Competitive

#### In Campus Placement.....

##### TCS

<https://nextstep.tcs.com/campus/#/>

#### Selection Process

Written test HR interview

Job Title – IT

Education Requirement – BCA

Location- Across India

#### Bajaj Finserv Health

[www.bajajfinservmarkets.in](http://www.bajajfinservmarkets.in)

#### Selection Process

HR Interview

Job Title- BDE

Education Requirement: MBA

(HR),BBA,B.Com Location: Pan

India

#### IMCS Group

<https://imcsgroup.net>

#### Selection Process

Preliminary Screening

Technical Face to Face interview

HR interview

Job Title – Jr Bench sales recruiter

Education Requirement :

MBA,BBA,B.Com

Location- Pan India

- 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: 23<sup>rd</sup> February 2021**

**Last date to submit application: 29<sup>th</sup> May 2021**

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

- Management Aptitude Test (MAT) is a **national level examination** which is conducted **four times** in a year- **February, May, September and December**. Through this exam admission is offered in **MBA and PGDM**. Admission will be offered by various B Schools.

**Starting date of application form: 31st March 2021**

**Last date to submit application: 24th May 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: 20<sup>th</sup> Feb 2021**

**Last date to submit application: 30<sup>th</sup> June 2021**

<http://www.nifft.ac.in/>

#### List of Entrance Exams Postponed due to Covid-19 in 2021

S. N	Name of the Exam	Actual Date	Revised Date	Link of Notification
1	JEE Main April 2021	April 27 to 30, 2021	To be Notified	<a href="https://jeemain.nta.nic.in/webinfo2021/File/GetFile?FileId=40&amp;LangId=P">https://jeemain.nta.nic.in/webinfo2021/File/GetFile?FileId=40&amp;LangId=P</a>
2	JEE Main May 2021	May 24 to 28, 2021	To be Notified	<a href="https://jeemain.nta.nic.in/webinfo2021/File/GetFile?FileId=42&amp;LangId=P">https://jeemain.nta.nic.in/webinfo2021/File/GetFile?FileId=42&amp;LangId=P</a>
3	CLAT 2021	June 13, 2021	To be Notified	<a href="https://consortiumofnlus.ac.in/clat-2021/notifications/CLAT-2021-Notification-2021-05-15.pdf">https://consortiumofnlus.ac.in/clat-2021/notifications/CLAT-2021-Notification-2021-05-15.pdf</a>
4	BITSAT 2021	June 24 to 29, 2021	To be Notified	<a href="https://www.bitsadmission.com/">https://www.bitsadmission.com/</a>
5	VITEEE 2021 (Preponed)	June 18 to 26, 2021	May 29 to 31, 2021	<a href="https://vit.ac.in/files/VITEEE-online-guidelines.pdf">https://vit.ac.in/files/VITEEE-online-guidelines.pdf</a>

# Off Campus Placement Opportunities

## TCS

**Job Profile:** Trainee Engineer  
**Eligibility:** B.Tech, BCA Job  
**Location:** Across India  
**Website:** [www.tcs.com](http://www.tcs.com)

## BYJU'S

**Positions:** Business development Associates  
**Job Location:** Across India  
**Qualification:** MBA, B.Tech  
**Website:** [byjus.com](http://byjus.com)

## Dell

**Positions:** Software Engineer  
**Location:** Bangalore  
**Qualification:** B.Tech  
**Website:** [www.dell.com](http://www.dell.com)

## Hirva Enterprise

**Positions:** HR Executive  
**Job Location:** Patna  
**Qualification:** BBA/MBA  
**Website:** [www.hirvaenterprise.com](http://www.hirvaenterprise.com)

## Faasos

**Positions:** Various Post  
**Job Location:** Pan India  
**Qualification:** Any Graduate  
**Website:** [order.faasos.io](http://order.faasos.io)

## Virtusa

**Positions:** Various Post  
**Job Location:** Across india  
**Qualification:** Any Graduate, Any Post Graduate  
**Website:** [www.virtusa.com](http://www.virtusa.com)

**“Never give up”**

**If you don't give up, you still have a chance. Giving up is the greatest failure.**



Jack Ma failed primary school twice and middle school three times. He also failed his university entry exam three times. He was rejected by the police force and even KFC. He applied for Harvard ten times and was rejected every time. In 2014, his company Alibaba made history through the world's largest IPO to date. His net worth is **41 Billion**.

## Seven Steps TOWARD DEVELOPING A REMARKABLE TEAM

1. Assemble a team of doers. If a person selected for the team turns out not to be a good fit, take quick action to correct the choice.
2. Set priorities, and make sure all team members have a common understanding of them.
3. Let the team do their job. Avoid micromanaging.
4. Knock down barriers, such as political and resource obstructions, that are keeping team members from accomplishing their goals.
5. Express gratitude frequently for work well done.
6. Take the heat for any team mistakes without transmitting heat down the chain.
7. Sit back and “bask in the glory” of the team's accomplishments.

your speed  
doesn't matter,  
forward  
is  
forward



# Job Opportunities in Government/Public Sector

- **BEL Trainee Engineer Jobs 2021 – 30 Posts, Salary, Application Form:** Applicants can also fill the BEL Trainee Engineer Application Form 2021 for 30 Trainee Engineer-I posts. Candidates who are interested to do BEL Trainee Engineer Job can visit this page.

Eligibility: B.Tech

Application last date: 21st May 2021

[bel-india.in](http://bel-india.in)

- **Oil India Jobs 2021 –:** The Oil India Limited has issued a Notification for Various post.

Eligibility: Diploma/

Application last date: 7th June 2021

[oil-india.com](http://oil-india.com)

- **NMDC Apprenticeship Training Jobs 2021 –:** The NMDC Limited has issued an Apprenticeship Training Vacancy Notification 2021 for the Graduate Apprentice, Technician Apprentice, Programming and Systems Administration Assistant (PASAA) Apprenticeship Training Posts. .

Eligibility – Diploma

Last date of application: 15th June 2021

[nmdc.co.in](http://nmdc.co.in)

- **Punjab State Cooperative Bank Recruitment 2021 –**The Punjab State Cooperative Bank Limited has issued a notification for the Senior Manager, Manager, Information Technology Officer, Clerk-cum Data Entry Operator, Steno-typist Posts.

Last date of application: 20<sup>th</sup> May 2021

Eligibility – Any graduate

[Pscb.in](http://Pscb.in)

- **Punjab SSSB Recruitment 2021 –:** The Subordinate Services Selection Board, Punjab has released a Notification for the Warder, Matron Posts. Eligible and interested candidates should fill the Punjab SSSB Application Form Online

Last date of application: 31<sup>st</sup> May 2021

Eligibility – Inter

[sssb.punjab.gov.in](http://sssb.punjab.gov.in)

- The officials of Border Security Force recruiting the candidates for BSF Jobs 2021 under the advertisement number – 1/04/2020(Vol-II)-Pers/BSF/4055. .

Last date of application:

31<sup>st</sup> December 2021

Eligibility – Graduate

[bsf.gov.in](http://bsf.gov.in)

# 'Job Market News/ Updates'

## THE BIG BREAK

Here's what startups and experts say about how to define and leverage a turning point in a business. And most importantly, what have been their biggest breaks

Sachitkarna.Raj@gmail.com

Some say it is their first cheque and the confidence of the first investor. For others, it is an event that propels growth. And for still others, it's the idea itself. On the other hand, many experts believe it is a series of breakthroughs that gives startups a break towards hypergrowth. In the fiercely competitive landscape of startups, to be successful would be to identify and leverage that break that gives them hypergrowth. The turning point in the journey of a startup depends as much on the category of operation (B2B or B2C), as on the sector it services. And while fund raises make headlines, a startup has to get its distribution networks right and leverage latest technology to ensure growth and customer acquisition. The real step is to retain the acquired customers. Avoid all this, the startup also must ensure it leverages business breaks and capitalises on its USP to stay ahead of competition.

### CONSUMER CONNECT INITIATIVE

**BREWMING SUCCESS**

29-year-old Baba Sabra, starting an online bar business was a logical first step. Having come from a family of budding startup CEOs, Baba Sabra had a vision of creating a premium bar brand. When Kameesh Singh, with 10 years of experience leading (over 100) his last start-up, started helping Baba Sabra, he started helping Baba Sabra in a number of ways. When Kameesh Singh, with 10 years of experience leading (over 100) his last start-up, started helping Baba Sabra, he started helping Baba Sabra in a number of ways.

**HEALTH IS WEALTH**

Healthcare is one of the fastest growing sectors in India. With a population of over 1.4 billion, India is a global hub for healthcare professionals and consumers. The healthcare ecosystem is ripe for disruption. The most successful medical education institutions are those that have disrupted the traditional model of education. The most successful medical education institutions are those that have disrupted the traditional model of education.

**THE POWER OF AN IDEA**

When education is disrupted, the power of an idea is amplified. The most successful educational institutions are those that have disrupted the traditional model of education. The most successful educational institutions are those that have disrupted the traditional model of education.

**RISK-TAKERS ARE BIG WINNERS**

Risk-taking is a key trait of successful entrepreneurs. The most successful entrepreneurs are those who are willing to take risks. The most successful entrepreneurs are those who are willing to take risks.

## 4 steps to power up your to-do list

Being organised is key while working from home, as it enhances your productivity. Kick up the momentum with these programs

**1 Add a task**

To get started on your iPhone, open the Reminders app. Tap the '+' icon in the bottom right corner to add a new reminder. You can choose a specific location to be notified, flag the reminder to emphasise it or insert an image to add visual information to it.

**2 Create lists**

Want to correct several related reminders in one place? Just group the tasks on a list. In Apple's Reminders, tap Add List in the screen's bottom right corner. Name the list, assign it a colour, give it an icon — and then assign specific reminders to it.

**3 Organise tasks**

To reorder items in Google Tasks, select an entry, the press down and drag it to a new position. To sort by date, tap the three dots More in the bottom right corner. Tap Sort by and choose Date. To move a task to a new list, tap the three dots More in the bottom right corner. Tap Move to and choose the list you want to move the task to.

**4 Share tasks**

Family List in Apple Reminders are automatically pushed out to people in your iCloud-connected Family Sharing group.

**5 Share tasks**

Family List in Apple Reminders are automatically pushed out to people in your iCloud-connected Family Sharing group. Google Task does not offer a dynamic sharing feature, but if you are a Gmail/Google Calendar user, you can see and share tasks from there.

# SELLING SAAS Digitally, Remotely

India's Software-as-a-Service sector has upended the legacy business model by remote marketing using digital tools. They are adopting a hybrid one of digital push and local presence in the race to garner more clients and scale up

by Dia Rekhi & Priyanka Sangani

**THE UNDISCOVERED CLUB** Enterprise SaaS firms who have raised funds at valuations of over \$1 billion in 2021

**Next** \$1.5B+ valuation (Next)

**Orion** \$1.2B+ valuation (Orion)

**Changeph** \$1.1B+ valuation (Next)

**India SaaS Landscape**

- 7,000-8,000 Total number of SaaS firms
- \$1 billion+ Total investments in SaaS firms in 2019
- 50% CAGR over \$10M in average recurring revenue
- \$5.6 billion Total revenues in 2019
- \$18-20 billion Total revenues by 2022
- 7-9% mkt share of the global SaaS market by 2022

**THE INDIA SaaS MODEL**

The companies have crossed what is known as the India SaaS model, where they build in India but sell to SMEs and increasingly, large enterprises, globally.

"Only India today can do this," says Vishakh Sankar, founder of CompuKart and Iqbal Khan Chhabra. "Selling out of the US, you can't do it in India. The work you do in India is not done in the US. You have to sell products at that price point," he said, adding that India's efficiency and the fact that it is a "service-led" economy are key factors.

"In the early days, we were selling online out of necessity... we kept to our strategy and refined it, based on it," says Srirath Vembu, Founder & CEO, Zoho Corp.

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Umesh Sachdev, Founder, Uniphore

"There was a subtle shift for us, and the philosophy changed—how do we let people what we do and make them understand it before the first meeting?" says Monish Darda, co-founder, Coris

**THE HYBRID WAY**

This does not hold true for all SaaS firms. Customer management firm levels, which works with large enterprises like Microsoft and Adobe, has always required some in-person meetings to close deals.

"There was a subtle shift for us, and the philosophy changed—how do we let people what we do and make them understand it before the first meeting?" says Monish Darda, co-founder, Coris.

The Pune-based company has been making multi-channel changes to how they do business. For one, they have changed the backdrop to a picture of the client's office, and that completely changed the interaction, says Darda. Doing little things like this has helped the company transition to selling globally, and resulted in the last few quarters being the best in terms of annual revenue.

It is a similar situation at the other end of the spectrum. SaaS Unicorn Driva, which provides cloud-based asset management solutions, has also adopted a hybrid model of selling in India and abroad.

"It's a function of what customer need you solve and how you get to the customer in the changes and customisation," says Jagpreet Singh, CEO of Driva. "We had to be a lot more empathetic to the customer's needs on the ground which resulted in many cases."

Changeph, another Chennai-based firm, is adopting a hybrid model of selling in India and abroad.

"We can figure out a way to get people with intent to come to our website and then

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## Expert Opinion



### **Author: Hemalatha Sriram** **Counseling Trainer – MAERSK & Mphasis (HP)**

Pandemic has changed the way the candidate perceives an organization. With remote hiring becoming the new normal and lack of in-person communication and connection, it has become a challenge for candidates to determine the company culture. While deciding on a job, the leading factors towards making a decision is the salary followed by the perks (free food, insurance, paid vacation etc). However, it's not at this time the candidate realizes the importance of company culture. While the perks seem impressive, the prime factors that decide your career growth are company culture, inclusive environment and a great mentor. How to make sure you're well versed with the company culture in a virtual set up?

#### **Look beyond the job description**

Considering how you would be spending an average of 25 to 30 years of your life at the workplace, the importance of a healthy work culture cannot be emphasized enough. Contrary to the popular belief, company culture is much beyond the workplace atmosphere. It extends to the behaviors and attitudes of the people in the organization including how they interact with one another.

Plus, it is crucial to have a supportive manager who enables growth in your career. To a large extent, your manager would have control over your work environment. With the right manager and their guidance, you could take a better path than you imagined for yourself.

#### **What should you do before picking a company?**

The best place to explore the company culture is on social media, reviews on glassdoor and connecting with potential colleagues on LinkedIn to know their take on the company. Is it real or just superficial? Here's the breakdown of the process.

#### **Find out the purpose of the company**

Many companies portray themselves to be noble striving towards a greater cause. It is advisable to understand the purpose of the company and how the purpose leads to the decisions they make.

Different organizational purposes can be appealing to different people. So, consider metrics such as how performance is measured, the importance of teamwork, their ethical practices, the relevance of mental health at the workplace. When you analyze these aspects of the organization's purpose, evaluate how they align with your expectations and goals

#### **1. Analyze their existing employees' take on the culture**

Discuss culture with the people in the organization. Apart from the ones you meet in the interview, try gathering insights from people who are not involved in the recruiting process. It is also best if you could talk to people who are indirectly involved with the company - suppliers, clients, customers, and partners. This would give you a whole-rounded insight into how culture is being practiced by the employees and the decision-makers in the company.

#### **3. Ask your boss about a previous project**

typically, it is not supremely easy to find out whether you're going to land an amazing boss. You may have to sleuth a little. To make an informed judgment about your potential boss, you could start by asking about a past project that they have handled. This will help you understand how they conduct business in practice.

#### **Here are some hints that your potential boss could be incredible:**

- They would ask others for input and allow their team to make their decisions
- They communicate with clarity and inspire you to take action
- They appreciate your skills while also providing constructive feedback
- They are more task-driven and do not micromanage

#### **How can great work culture empower you?**

- **Your productivity drastically improves**

The most important factor for you to stay productive at work is the work culture that is actively being practiced. Nearly 76% of employees strongly believe that good work culture has worked wonders for their productivity. The more secure and satisfied you feel at work, the better your productivity would be. So, ensure that the company culture is compatible to you so that you can excel in your career.

## Industry Overview

### *Electric Vehicle Industry In 2021*

*The India Electric Vehicle Market was valued at USD 5 billion in 2020 and is expected to reach USD 47 billion by 2026 registering a CAGR of above 44% during the forecast period (2021 - 2026).*

*The India Electric Vehicle Market has been impacted by the outbreak of COVID-19 pandemic due to supply chain disruptions and halt of manufacturing units due to continuous lockdowns and travel restrictions across the country. However, as electric vehicle (EV) market is still in its nascent stage in India. It is expected to grow at a much faster rate during the forecast period due to various government initiatives and policies.*

*E-Commerce companies (Amazon, for example) are launching initiatives to use e-Mobility for last-mile deliveries to reduce carbon footprint. India is experimenting with e-Mobility for public transport and has deployed electric inter-city buses across some of the major cities. In addition, state governments are also playing active role in deployment of policies encouraging EV.*

*The EV market in India has gained significant momentum after the implementation of FAME India scheme with its aim of shifting towards e-mobility in wake of growing international policy commitments and environmental challenges. Moreover, India offers the world's largest untapped market, especially in the Electric two-wheeler segment and as 100 percent foreign direct investment is allowed in this sector under the automatic route market is expected to gain momentum during forecast period.*

#### *Job opportunity*

*According to the estimate of the Ministry of Skill Development and Entrepreneurship, the EV industry alone will create one crore jobs by 2030. For every direct job, there will likely be five indirect jobs in the society - this takes the number of total employment by the EV industry to about 5 crores.*

*Electric Vehicles as a product and EV as an industry needs new knowledge and new skills. They represent a paradigm shift in job structure. Some of the new job requirements in the industry can be brought down under the following categories:*

#### *1. Scientific Research*

*Need: To improve the performance of Electric Vehicles especially by improving battery, recharging technology, and materials*

- *People on demand:*

➤ *Chemical engineers, Materials engineers*

#### *2. Design and Development*

*Need: To design, test, and integrate components such as engines, batteries, generators, and electric motors*

- *People on demand:*

➤ *Electrical engineers, Electronics engineers, except computer, Industrial engineers, Mechanical engineers*

#### *3. Manufacturing*

*Need: To manage specialized manufacturing processes including machine tool operations and assembly.*

- *People on demand:*

➤ *Electrical and electronic equipment assemblers, Electromechanical equipment assemblers, Engine and other machine assemblers*

*Team assemblers, Computer-controlled machine tool operators, metal and plastic*

#### *4. Infrastructure*

*Need: To setup and maintain charging stations, lay power lines, and establishing grid connectivity*

- *People on demand:*

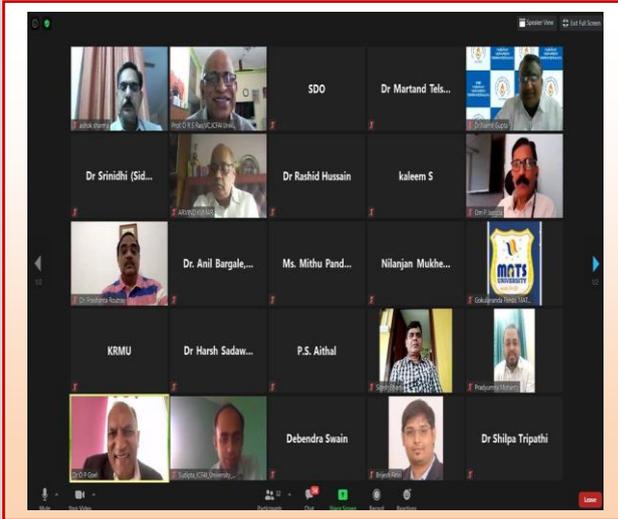
➤ *Power line installers and repairers, Electricians*

## Campus Placement Companies for 2021

# Campus Activities

*ICFAI University, Jharkhand team (VC, Registrar and Dr Sudipta) with Bosch CSR Team and other VCs , discussing plan of action to operationalise the Centre of Excellence set up by Bosch....*



*Under the banner of ICFAI University Jharkhand CARE Whatsapp group, our students have been doing a great service by sharing verified COVID-19 related health care information ( like diagnostic centres, doctors, hospitals, medical supplies etc). They also have been responding to requests for plasma donors and other queries.*



## 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.**

**Morning India**  
www.sammanglive.com  
**Ranchi, Saturday**  
**8 May 2021**

## VC of ICFAI University advises the students to spread positivity to counter COVID-19

**P**rof O R S Rao, Vice-Chancellor of the ICFAI University held a virtual interactive meeting with the students and employees of the university today, using video conferencing. The program started with a video, depicting the selfless sacrifices being made by the healthcare workers and radiating contagious optimism to counter the pandemic. During the meeting students and employees of the university shared their own personal experiences and gave their words of advice.

Addressing the students Prof O R S Rao said, "During the last few months, most of us and our families have been facing a number of personal challenges in terms of health problems. Besides a lot of negative news has been going round. This affected our mental health as well, causing depression, lack of sleep etc in some cases. While we should continue to exhibit COVID-19 appropriate behavior, we should divert our minds to positivity, which can give us the mental stamina to address the current situation. In order enable that, our university is planning to conduct a number of co-curricular and extra-curricular events like webinars, guest lectures, quiz, singing, sketching competitions etc".

"In this critical time, there is need for relevant and reliable information to take critical actions with regard to healthcare. In line with our commitment for sharing and caring of our students and employees, our university plans to create an online platform to facilitate sharing inputs, and advice on critical aspects like testing, hospitals, online doctor consultation, supply of medicines etc, on the basis of own experience. This will enable access to reliable information in time and also respond to requests for any needed help immediately. We are all together, as a family and need to help each other, to get over the current situation", added Prof Rao.

All the students responded enthusiastically to the new initiative of the university and agreed to be the volunteers for validation of the information like contact details so that verified inputs are made available to all the members of the ICFAI University family.

Addressing the students Prof Arvind Kumar, Registrar of the university said, "Academic sessions will continue to be held in online mode and syllabus for the current semester for all programs is expected to be completed by the end of May 2021.

End semester examinations will be conducted as per the guidelines of the regulatory authorities. Summer Internships are scheduled to be conducted in virtual mode from early June 2021."

### About i-Nowkri

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*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.....*