The ICFAI University, Jharkhand
Grooming Professionals. With Values.

Editorial Members……

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

Previous issues of i-Nowkri can be viewed at
https://www.iujharkhand.edu.in/i-Nowkri/i-Nowkri-April-Vol-2-Issue-9.pdf

Congratulations!
The ICFAI University,
Jharkhand has been ranked.

"With a score of 52.3, ICFAI University, Jharkhand was ranked by the Times Higher Education among the top 10 Indian Universities in respect of Quality of Education"

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

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
Selection Process
   HR Interview
   Job Title- BDE
Education Requirement: MBA (HR),BBA,B.Com
Location: Pan India

- **IMCS Group**
https://imcsroup.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

Upcoming Company…….

Shopper Stop
Selection Process
   Preliminary Screening
   HR interview
 Education Requirement : MBA,BBA,B.Com

Higher Studies: Competitive

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: 29th 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/

 BHU Admission 2021 Application form for UET/ PET course is releasing soon in May **2021.** The entrance exam will be conducted in the month of **May/ June 2021** for UG & PG courses. BHU (Banaras Hindu University) is a renowned central university situated in Varanasi, Uttar Pradesh.

Starting date of application form: April 2021 (Tentative)

Last date to submit application: 1st week of May 2021 (tentative)

http://bhuonline.in/

Off Campus Placement Opportunities

Capgemini
Job Profile: Multiple Job Profile
Eligibility: MBA, MCA, BBA, B.Com, B.Tech, BCA
Job Location: Across India
Website:www.capgemini.com

Amdocs
Positions: Multiple Job Profile
Job Location: Across India
Qualification: MCA, B.Tech, BCA
Website: www.amdocs.com

Lumenci
Positions: HR Executive
Job Location: Gurgaon
Qualification: MBA (HR)
Website: www.lumenci.com/

Indegene Private Limited
Positions: Care Management Executive
Job Location: Pan India
Qualification: BBA/B.Com/BCA/MBA
Website: careers.indegene.com/jobDescription.aspx?

IIFL LTD
Positions: HR Intern/Trainee - IIFL Finance
Job Location: Pan India
Qualification: BBA/MBA
Website: www.indiainfoline.com

Jaro Education
Positions: Various Post
Job Location: Across india
Qualification: Any Graduate, Any Post Graduate
Website: https://jaroeducation.com/campus-recruiter/

"Self-discipline"
I am not out there sweating for three hours every day just to find out what it feels like to sweat.
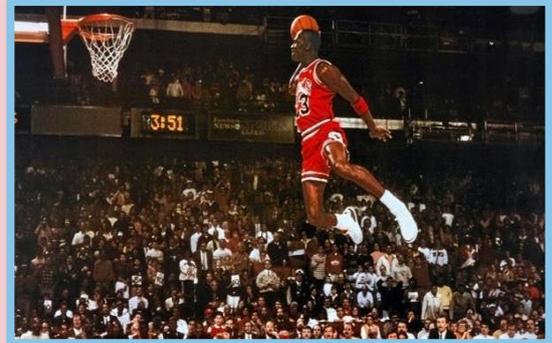
Michael Jordan is an American basketball player. He is different from others in his ability to focus on his goals and the discipline to see it through. His net is worth 2 Billion.

5-Step Career Development Model
Step 1: Assessment

Get to know yourself - Begin to identify your values, interests, skills, personal traits and career satisfiers in order to identify the ingredients of a good career "fit":

Step 2: Exploration

Explore and research career possibilities - Learn the connections between academic programs, experiential learning, previous professional experiences, and careers:

Step 3: Preparation

Develop your resume and cover letter writing skills; refine your career goals and strategy - Through informational interviewing, internships, and part-time/temporary or summer jobs, "test the waters" and determine a potential career direction:

Step 4: Implementation

Develop and implement your job search or graduate school strategy - Develop the skills you need to accomplish your goals:

Step 5: Decision-Making

Make an informed and meaningful career decision - Gain insight into necessary professional development skills to be successful:
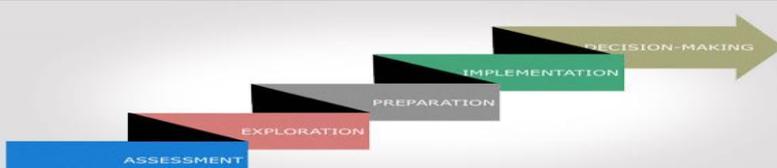
Job Opportunities in Government/Public Sector

- **The Oil and Natural Gas Corporation Limited (ONGC)** officials are inviting applications for the **ONGC Assistant Openings** for 50 Assistant (Human Resource) Posts.

  Eligibility: Any Graduate

  Application last date: To be Announced

  apprenticeshipindia.org

- **The Military Engineering Services** has issued a notification for the Draughtsman and Supervisor Posts on a permanent basis under the Ministry of Defence.

  Eligibility: Diploma/B.Tech/BBA/B.Com/MBA

  Application last date: 17th May 2021

  mes.gov.in

- **The Union Public Service Commission** has released a Notification for the Central Armed Police Forces Assistant Commandant Posts. And the Application Mode is Online. .

  Eligibility – Any Graduate

  Last date of application: 5th May 2021

  upsc.gov.in

- **The National Thermal Power Corporation** has announced a Special Recruitment Drive Notification for the Ladies through the Gate 2021.

  Last date of application: 6th May 2021

  Eligibility – B.tech

  ntpc.co.in

- **The State Bank of India** has released a notification for the Specialist Cadre Posts on a Regular and Contract Basis.

  Last date of application: **3rd May 2021**

  Eligibility – BBA/B.com/MBA

  www.bank.sbi

- 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: 31st December 2021

  Eligibility – Graduate

  bsf.gov.in

'Job Market News/ Updates'

Demand for management professionals likely to rise

Once the pandemic ends, firms are likely to look for new employees who are not only technically skilled but are also ready to respond to managerial challenges

Biju Paul Abraham and Partha Ray

In India in the 50s, there were two groups that the young and ambitious aspired to join - the *Babus* (the civil service), and the *Boxwalas* (the coveted officers of corporate houses). In those days, the contours of corporate India were perhaps colonial to a large extent. The introduction of formal management education, however, started in India in the early 1960s when a need was felt for providing managerial skills to the managers of public sector companies, who were supposed to capture the commanding heights of the economy in the era of planning. Over the years, the pace of growth of management education remained unabated. It is estimated that India has more than 5000 business schools in operation. If one includes unapproved institutions, the number could be as large as 7000. This makes one wonder about the reason behind this high demand for management education.

A part of the answer lies in the structure of the economy. Notwithstanding the demand for engineering education, a not-so-dynamic manufacturing sector has failed to provide sufficiently challenging and remunerative jobs to engineering graduates. This is not surprising because the share of manufacturing in GDP stood at just around 18 per cent in 2019-20. By contrast, services sector dominated GDP growth in India with the share of "finance, insurance, real estate & business services" exceeded one-fifth of GDP in recent years. There is also enough evidence that salaries in the manufacturing

EMERGING TRENDS

■ Many employees are working from home due to the pandemic. Most firms are unlikely to reverse this shift even when the pandemic ends. In many countries, firms will recruit employees to work directly for them from abroad, reducing wage costs substantially

■ Due to increasing use of data analytics and artificial intelligence in businesses, demand for management graduates is going to rise

sector tend to be far less than in the services sector – particularly at entry level. A large proportion of engineering graduates, therefore, tend to upskill themselves by going in for an MBA degree and then move to the services sector.

However, one big question remains. Will the demand sustain in a post-Covid environment? A related incentive may come from the rise of outsourcing.

These are two emerging trends in the global economy that is likely to sustain. The first is the rise of the work-from-home culture. When the pandemic began last year, many firms have started to allow their employees to work from home. Most firms say that they are unlikely to reverse this shift even when the pandemic ends. In this new wave of outsourcing, firms in these countries will increasingly recruit employees to work directly for them from abroad, reducing wage costs substantially. An added advantage is that a firm can have its employees work 24/7 in different shifts in different time-zones. This not only increases productivity but reduces risks as well.

The second source of increased demand for management education could be the increasing use of data analytics and artificial intelligence in businesses.

In the presence of services-led growth, the demand for trained engineers is far less than the need for professionals in areas like finance, marketing, human resources, or consulting

Ever since the pandemic began last year, the explosive growth of online work, online education, and online shopping is generating huge volumes of data that is helping firms understand their customers better and innovate rapidly to respond to customer demands. Firms are realigning their products and services to reflect fast-changing customer needs. However, exploiting this data will require trained data analysts who also understand modern business concepts in

areas such as finance, logistics, supply chain management, and marketing. It is only data analysts, who are skilled in these areas, will be able to understand what to look for in the large volumes of data that firms generate.

In post-Covid 'new normal' aided by artificial intelligence, firms are likely to look for new employees who are not only technically skilled but are also ready to respond to managerial challenges. Hopefully, the management schools would be able to meet the requirements of the post-millennials or the i-Generation.

The authors are professors at IIM Calcutta Resp.Edit@timesgroup.com

Resume-writing tips to help you get past AI

While applying for your next job is as easy as a mouse click, the application is likely to be discarded by a computer unless you make your CV stand out. Here are a few tips to get you started

Given the glut of job applications that pour in for every position, human resources around the world are turning to artificial intelligence to pluck out good candidates. To avoid getting caught out by the resume sifter, job seekers should understand how the system works.

Understanding AI
Predictive hiring tools evaluate resumes by finding keywords related to categories like skills, experience, education, and weighing them according to the requirements of the job. Applicants who have worked at certain companies may be viewed positively.

AI technology is used not only because it is faster, but also because the software

Give yourself the best shot
To get through this system, you need to tailor your resume, and not just the covering letter, for each job you're applying to. While doing this, use the same keywords (or similar ones) to those used by the job poster under categories like skills, experience and duties involved. Also use words like "significant", "strong" and "mastery of" on your CV.

Quantify with stats and figures wherever possible. Mention all your skills. The system may scan for specific

is less biased than human screeners, since it will ignore characteristics like age, sex, race, and other categories.

experience and words, so don't lump things together, even if they happen to be related.

Make sure that the system can "read" your resume. This means avoid fancy formatting in the form of columns, added images or text in different colours.

Pitfalls
While the AI isn't likely to be biased against a person or set of persons, the people who designed the software may

have been. For instance, the company may still prioritise resumes of applicants who went to the same university as the senior management.

Biases in the system can show up and beyond screening. For example, recruiters can be subject to "automation bias", giving an analysis more weight just because it came from a computer system.

Frequent audits are needed to understand how the system screens candidates. It also needs to be designed with transparency, so everybody can understand why a particular decision was made.

More than your resume
However, understand that the resume drop-off is just the first step. Candidates will typically be asked to undergo skill and personality assessments, and answer questions to give companies a more complete picture. In times of remote hiring, there might even be a virtual interview or a video that needs to be uploaded on the hiring portal.

Also, it's important to not neglect your other tools. Apart from the resume, also make sure your LinkedIn profile is up-to-date, and has recommendations from managers and colleagues. Public social media accounts should include "digital bread crumbs" of information, highlighting skills, experience and interests.

Candidates should also seek out people inside their target companies that can refer them for the position.

— THE NEW YORK TIMES

Apart from the resume, also make sure your LinkedIn is up-to-date, while social media accounts include 'digital bread crumbs' of information, like skills and interests

These two young entrepreneurs have great stories

Shilpa Phadnis & Sujit John | TNN

We had two young, utterly fascinating entrepreneurs – Dhruv Agrawal and Anupama Engineer – on our webinar last week. Both are building deep tech ventures in healthcare. We would urge you to listen to the webinar on the Times Techies Facebook page if you want to be a deep tech entrepreneur.

Dhruv, co-founder & CEO of Aether Biomedical, is just 23. His parents are doctors, and he too

DEEP TECH VENTURES

briefly thought he would become one. But in the second year of his MBBS, he dropped out, and extended work he had started in college – around assistive devices like prosthetics and exoskeletons – into a startup. The idea was to build a communication layer between these devices and the human body, so that the mind could be used to operate these devices. And also to communicate the muscular skeletal health of a person to a doctor so that appropriate therapies could be recommended.

Dhruv and team built sensors and algorithms. "Whenever you think of doing something with your hand, there is a particular neural signature that arises in your muscle. Our sensors capture that signature, and

process that to understand the exact intent of the user; and then the prosthetic hand does that particular action. Our system also provides tactile feedback to the user," Dhruv said. Today, Aether's 20-member team is divided between India and Poland. Dhruv moved to Poland to take advantage of Europe's robotics, motor systems, and gearing systems expertise, and also to leverage Europe's grant, investors and market.

For Anupama, it all started when she and two colleagues – doing PhDs in microbiology/nanotechnology – one day decided they should apply their research work to real life applications. They found that hospital-acquired infections were a big issue in hospitals and for patients. With grants from government bodies, and later from Chinese Ventures, they developed high quality silver nanoparticles that could act against viruses, bacteria, and fungi. The process has been patented, and the product has passed all toxicity, safety, biocompatibility studies.

Their company, Weinnova Biosolutions, is close to launching their first product, a urinary catheter impregnated with silver nanoparticles. "Urinary catheters are a big source of hospital infections. So we chose to address that first. But we can use it in a number of other areas," Anupama said.

DHRUV & ANUPAMA'S ADVICE ON BUILDING DEEP TECH VENTURES

► Have clarity on why you have started the company, and then don't deviate from your prime focus

► Look at the end-to-end journey of the customer. That will allow you to find problems which can be solved parallely with your product, and which will be able to provide a much better solution

► Start building your network from day 1. Start interacting with VCs, other entrepreneurs

► Don't try to build a product in weeks. Think

long term. Divide the bigger goal into smaller milestones

► Fundraising should be a continuous process. If you wait till you are close to running out of money, your bargaining power will be less

► Build mechanisms to constantly keep investors and stakeholders updated

► Ensure a well-rounded co-founding team and early hires, a mix of technology and business expertise

► Don't shy away from hiring people smarter than you

Dhruv Agrawal

Anupama Engineer

Expert Opinion

Author: Anshul Saini

Manager – Digital Enablement and Strategy

Here's some genuine and honest advices for you, which were tried and tested by me also when I was a fresher. And for that, you also need a little background.

Advice No. 1: If someone is extending their hand for help (even if they doesn't seem genuine), please appreciate that. Don't differentiate among the ones who arranged an interview for you, or helped you in getting your first job and the ones who were not able to do so for any reason. You don't have to worry about heir reason. Just be appreciative and patient.

But the problem still exists.. How to get The First Job..

Friends, if you observe around, you'll see many resources which will help you. Ex. Books, Internet, Laptop, YouTube, LinkedIn, even Facebook, Newspaper like Employment News, Quora and many such amazing websites. I know, you must be thinking, is it really practical enough to rely on such resources? And are they significantly helpful?

Advice No. 2: Don't underestimate any resource. You need to know how to use it tactfully? Every resource is vast and opens many doors to opportunities.

Ex: There are some amazing channels on YouTube, which will enhance your personality in terms of Knowledge (Current affairs, technical), self-awareness (motivational, meditation, inspirational), personality (communication skills, body language, business ethics) etc.

Till here also, you may not get a chance to face an interview, even if you are fully ready using the above resources.

Now you need to look for the gateways which lead to the interview and subsequently to a job. Some examples are:

Govt. and Public Sector exams, Walk in interviews, for corporate jobs: exam like litmus, project associates in various Govt. funded projects.

Advice No. 3: Remove dependency from everyone around you. Only you are responsible for changing your situations and no one else is. Just be appreciative if someone is helping but don't make yourself totally rely on such factors.

All of the above gateways don't require anyone's help. you are self-sufficient for that. Be a "One Man Army". This attitude will take you a long way. Also, you may not succeed in the first time. Then, use the above resources to introspect, motivate and prepare yourself again for the next lap. But, Please "Don't Complain"

PS: I gave eLitmus exam 5 times, got 99.11 percentile, and got my First Job. It's the best option for freshers that I'll personally recommend.

Always remember, the COMPETITION IS RUTHLESS. And you cannot question it. You'll face it throughout your life. If you think the task is completed after you get a job, you are again wrong.

Advice No. 4: You need to master your domain skills in order to grow. The technologies are changing rapidly. You have to be at par with your domain knowledge or else you'll be left behind. That hunger to learn and become a subject matter expert in your field must exist. There must always be a sense of incompleteness in you, which you should be comfortable with and accept it happily.

The idea is not to make "The First Job.." as the ultimate goal. It's merely a checkpoint in your career path. You shouldn't feel restless and impatient about it. I strongly believe based on my experience that there are ample opportunities out there. You only have to make yourself up for it and find a path.
Don't lose patience, because things may get even challenging when you land up in a job. Just wait for the right time.

Don't compare yourselves with your peer group. The starting line for them and you may be different. But make sure, when you start, you Win..

Industry Overview

Pharma Industry In 2021

As the pharma industry is racing to find a cure to the novel corona virus while managing existing drug demand, the industry is one among the few sectors still hiring talent amidst the ongoing COVID-19 outbreak.

A Delhi-based hiring firm is struggling to find talent after receiving a requirement of 15 API (Active Pharmaceutical Ingredient) talent across four-drug firms.

With companies looking for people on an immediate basis, the only way is to poach from existing firms. For both regulatory talent and drug development, there is a requirement now.

Hiring consultants said that the most popular roles here are the roles in regulatory affairs and API. The key to pain relief or cure for an ailment is the APIs and this ingredient is like the backbone of the drug, it refers to the active ingredient used in a pharmaceutical drug. Across pharma companies, there are around 2,800 roles that need to be filled urgently, said the human resource consultants. These include sales/marketing staff specializing in digital distribution and regulatory affairs experts and API experts.

There are 700 vacancies for regulatory roles, said a Pune-based HR consultant.

This consultant explained that these roles are for pharma companies, be it in India or elsewhere, who do not want any regulatory hurdles and want to play an active role in managing the COVID-19 outbreak. A large Indian drugmaker's senior pharma executive said that in areas such as drug discovery, senior quality assurance people, technology transfer, and developing complex injectable products, there is a demand for talent. An area where pharma companies are shelling out huge money to lure talent is in complex injectable product development.
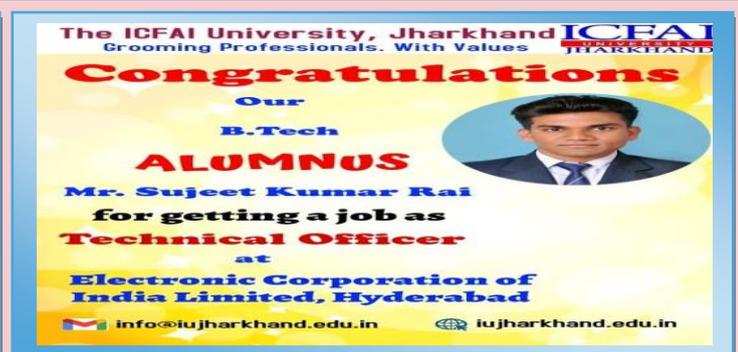
For instance, around Rs. 1-1.2 crore per annum is charged by a senior manager in complex injectable development for US and European markets. By giving a 40-50 percent hike in salaries, companies are poaching them.

Likewise, even in R&D, there is a dearth of talent. Here the demand is high for people who understand regulatory requirements, clinical trials, and product development.

With research organizations and foreign companies paying at least 30-40 percent more salaries, retention is tougher. HR consultants consider that quality talent will be available for critical roles during the COVID-19 pandemic as they will stay back in India, considering the lockdown and the restriction on travel.

For instance, in a mid-sized pharma company in India, an R&D professional with three to five years' work experience may earn between Rs 12 lakh and 18 lakh per year. However, in the United States, the salary for this professional could be as high as Rs 55 lakh per annum. There is a demand only for talent with the right skills and experience, said that Managing Director of Synthokem Labs (manufactures APIs and intermediates) Jayant Tagore.

The pharmacy colleges' fresh graduates are out of sync with industry requirements, complains Tagore. He said, " For these people to make meaningful contributions, it takes at least two years, but they will leave the company for a higher pay package once they get the requisite experience. More than for big companies, this attrition will be problematic for MSMEs.

Campus Placement Companies for 2021

Campus Activities

Online Webinar Conducted by Shiksha.
Topic: "How to Choose the Institute for your Higher Studies?"

MVK

Morning India
For TV, e-paper & news visit: www.live7tv.com

11 Ranchi, Saturday
17 April 2021

Webinar on 'How to choose careers after Class -12' held at ICFAI University

RANCHI: A webinar on "How to choose careers after class-12" was organized by the ICFAI University, Jharkhand, in association with Shiksha.com, wherein a number of students participated interactively.

Addressing the webinar, Prof O R S Rao, Vice-Chancellor of the ICFAI University said, "Every student that is completing class-12 is faced with the dilemma of "Which course?" and "Where to study". These are crucial decisions, which will affect the future career of the student". "After class-12, you have career choices , which include Engineering, Management, IT , Accounts , Law etc. If you study well, you can be successful in any career of your choice . However, please choose the course depending on your own interest , rather than any other considerations" , added Prof Rao. " Latest course curriculum, Quality of teachers, Technology enabled pedagogy, overall personality development, industry interface and campus placements are the important aspects to be considered while selecting the

institution to study", explained Prof Rao.

Elaborating how the ICFAI University is grooming its graduating students into successful professionals, Prof Rao said, "In line with the advances in IT and huge career opportunities, this year, our University is offering BTech in Data Sciences and Artificial Intelligence. Despite COVID-19 situation, we are able to provide quality education and impart hands-on skills due to deployment of technologies like Swaadhyay Digital Learning Management System, Virtual Labs for BTech and DIT(Polytechnic) programs, online live projects and internships etc. Now-a-days most of the campus placement interviews are happening through Video Conferences. A number of our graduating students, including BBA,BCA,BTech ,MBA and MCA programs, got placed in reputed companies like Byju's,Extra Marks, Reliance Retail, Vedantu,ESAF Bank etc".

Prof Rao also clarified a number of queries posed by the students.

MORNING INDIA Sat, 17 April 2021
epaper.sanmarglive.com/c/59844859

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.