

Editorial Members.....



72nd Constitution Day (Samvidhan Diwas) was celebrated at the ICFAI University, Jharkhand

Previous issues of i-Nowkri can be viewed at

<https://www.ujharkhand.edu.in/i-Nowkri/i-Nowkri-Vol-2-Issue-15.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

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

EducationWorld

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

Ranked 2nd in Jharkhand EducationWorld Private Universities Ranking - 2021	Ranked 6th in Eastern Region siliconindia Top 100 Engineering Colleges - 2020 Govt. & Pvt.	Ranked 6th 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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Higher Studies: Competitive

ICFAI The ICFAI University, Jharkhand
UNIVERSITY Grooming Professional. With Values
JHARKHAND

Campus Placements and Career Opportunity

at

TCS TATA CONSULTANCY SERVICES

for

Final Year Students of IUJ

Position -
TCS BPS
Cognitive Business Operations (CBO),
Banking and Financial Services and Insurance (BFSI)

Eligibility:
BBA, B.Com (H), BCA

<for further query contact >>>

Prof. Sumit Sinha (Professor-in-Charge)
Corporate Relations,
ICFAI University Jharkhand

SSC CGL 2022 Important Dates

Release of Notification	23 December 2021
Starting of Online Application	23 December 2021
Ending of Online Application	23 January 2022
Admit Card	February 2022
Tier I exam	April 2022

Bachelor's Degree from a recognized University or Institute will be the essential qualification.

www.ssc.ac.in

CGPSC SSE Recruitment 2022 Details

Commencement of application form	01 December 2021
Last date to fill the application form	30 December 2022
Correction in the application form	05 to 09 January 2022
Availability of prelims admit card	4th week of January 2022
Conduction of preliminary exam	13 February 2022
Releasing of answer key	2nd week of February 2022

Bachelor's Degree from a recognized University or Institute will be the essential qualification.

www.cgpsc.ac.in

**WEBINAR ON
CAREER OPPORTUNITIES IN
DIGITAL TRANSFORMATION OF
BUSINESS**

Moderator

Prof. ORS Rao
Vice Chancellor
ICFAI University Jharkhand

Industry Experts

Mr. Sarojkant Singh
Group Head
& General Manager
McNally Bharat Engineering
Company Ltd.

Mr. Gurvinder Singh
Director
IT Operation
Cappgemini India

Mr. Balakrishna Singh
Senior Business Analyst
IBM.

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JHARKHAND

Campus Placements and Career Opportunity

at

ADITYA BIRLA **PANTALOONS**
FASHION & RETAIL

for

Final Year Students of IUJ

Position - Human Resource,
Warehouse Executive, Department
Manager

Eligibility:
MBA (HR/ Operation/Finance /
Marketing)

<for further query contact >>>

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Corporate Relations,
ICFAI University Jharkhand

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JHARKHAND

Campus Placements and Career Opportunity

at

Justdial
India's No.1 local search engine

for

Final Year Students of IUJ

Position -
Certified Internet Consultant (CIC)

Eligibility:
MBA, BBA & B.Com

<for further query contact >>>

Prof. Sumit Sinha (Professor-in-Charge)
Corporate Relations

Off Campus Placement Opportunities

MAERSK

Job Profile:

Eligibility: Freshers - Any Graduates / Post Graduates, BE, B.Tech, MBA, MCA, M.Tech.

Location: Pan India

Website: www.maersk.com

MARUTI SUZUKI INDIA LTD

Job Profile: Various Posts

Eligibility: Freshers - Any Graduates / Post Graduates, BE, B.Tech, MBA, M.Tech.

Location: Pan India

Website: www.marutisuzuki.com

TECH MAHINDRA

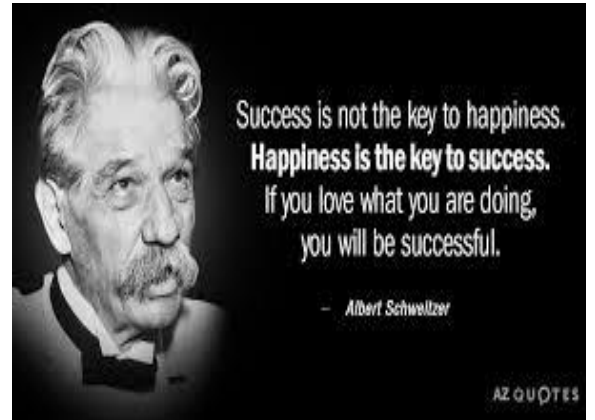
Job Profile: Various Posts

Eligibility: Freshers - Any Graduates / Post Graduates, BE, B.Tech, MBA, MCA, M.Tech.

Location: Pan India

Website: www.techmahindra.com

THE KEYS TO SUCCESS



Tips To Clear Interview As A Fresher

- Find out your USP and sell it
- Sharpen your fundamentals before interview
- Show extraordinary softskills
- Write an impressive resume
- Highlight your internship experience
- Be prepared for psychometric assesement
- Do a thorough research about the company
- Avoid common interview mistakes

Interview Tips

You Must Follow to Land a Job



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

- **SBI PO 2021:** SBI PO Application form has been released on 5th October 2021. The last date to apply for the Application form is 25th October 2021. Interested candidates can apply for the PO post before the last date.

Eligibility: B.Tech, BCA, BBA, B.Com, Any Graduate

<https://ibpsonline.ibps.in/sbiposasep21/>

- **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

<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

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.

Eligibility–Bachelor's degree from a recognized University

<https://fssai.gov.in>

- **SSCCHSL Recruitment 2021 :** SSCCHSL (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.

Eligibility–Any Graduate

<https://sscchsl.in>

- **SSCCGL Recruitment – SSCGL 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.

Eligibility–Any graduate

<https://sscgl.in>

Expert Opinion

Author: Sashi Tharoor
**Former International Diplomat,
 Politician, Writer and Public
 intellectual**



India must not miss the cryptocurrency bus

We had to play catch-up on the first phase of the digital revolution. We are now on cusp of the next phase, which will be led by technologies like blockchain, and we must get our policies right.

When India's Covid-19 pandemic was raging towards its peak in mid-May, Vitalik Buterin, the 27-year-old founder of Ethereum, donated cryptocurrency worth \$1 billion to support pandemic relief work in India. Our astonished media didn't know what to make of this: Some reported it as the single-largest philanthropic contribution to help Covid-afflicted Indians, whereas others thought it was a bit of a joke, especially since the cryptocurrency donated was Shiba Inu, one of a growing number of "meme digital currencies".

Many Indians are understandably sceptical about the very idea of crypto-currency. How can there be any kind of currency that isn't backed up by a sovereign state and a public institution like a central bank? But there is, and it's valuable enough to shake up financial markets. The pioneer cryptocurrency, Bitcoin, which traded at just \$ 0.0008 in 2010, commanded a market price of just under \$65,000 this April. Many newer coins were introduced since Bitcoin's launch, and their cumulative market value touched \$ 2.5 trillion this May. Within a span of just over a decade, their value has surpassed the size of economies of most modern nations.

China's recent crackdown on cryptocurrency had far-reaching consequences. An astounding trillion US dollars were wiped out from the global cryptomarket within a span of 24 hours. Remarkably, this is a reversal of a fraction of the gains made by this sector since the onset of Covid-19 in January 2020. The "cryptomarket" grew by over 500 per cent, even while the pandemic unleashed global economic carnage not seen since the Great Depression. Within two days of the China-provoked crash, the value of the cryptomarket again recovered by over 10 per cent.

This kind of extreme volatility has always been a concern for regulators and investors alike. When Satoshi Nakamoto created the most popular cryptocurrency, Bitcoin, in 2008, as a fully decentralised, peer-to-peer electronic cash system that didn't need the purview of any third-party financial institution, he was responding to the lack of trust in the existing banking system reflected in the global financial crisis that year. Initially, governments did not know how to react, but as with the growth of the internet, the advent of cryptocurrency has been one of the extraordinary stories of modern economic history and no country can remain untouched by it.

In India, as always, the reflex action is to bar what you can't understand, ban what you can't control. Law enforcement and taxation agencies have clamoured for a ban, expressing wariness of these being used as instruments for illicit activities, including money laundering and terror funding. In 2018, the Reserve Bank barred our financial institutions from supporting crypto transactions — but the Supreme Court overturned it in 2020. Yet, Indian banks still block these transactions, and the government has circulated a draft bill outlawing all cryptocurrency activities, which has been under discussion since 2019.

Regulation is definitely needed to prevent serious problems, to ensure that cryptocurrencies are not misused, and to protect unsuspecting investors from excessive market volatility and possible scams. But like all effective regulation, it needs to be clear, transparent, coherent and animated by a vision of what it seeks to achieve. Nobody in India has been able to tick these boxes, and we're in danger of missing out in the global race altogether.

Industry Overview

Retailing is the combination of activities involved in selling or renting consumer goods and services directly to ultimate consumers for their personal or household use. In addition to selling, retailing includes such diverse activities as, buying, advertising, data processing, and maintaining inventory. This article explains the meaning of retail and its etymology. Understand the meaning and constituents of the retail industry and the role it plays in the economy of any nation.

Retailing is the combination of activities involved in selling or renting consumer goods and services directly to ultimate consumers for their personal or household use. In addition to selling, retailing includes such diverse activities as, buying, advertising, data processing, and maintaining inventory.

According to Phillip Kotler, "Retailing includes all the activities involved in selling goods or services to the final consumers for personal and non-business use." A retailer or a retail store is any business enterprise whose sales volume comes primarily from retailing. A retailer may primarily sell goods such as a grocery store or a bookstore, or a retailer may primarily sell services such as a beauty parlor or a theatre. Retailers are business firms engaged in offering goods and services directly to consumers. In most—but not all—cases, retail outlets are primarily concerned with selling merchandise. Typically, such businesses sell individual units or small groupings of products to large numbers of customers. A minority of retailers, however, also garner income through rentals rather than outright sales of goods (as in the case of enterprises that offer furniture or gardening tools for rent) or through a combination of products and services (as in the case of a clothing store that might offer free alterations with the purchase of a suit). Retailing is thus a combination of activities involved in selling or renting consumer goods or services directly to the ultimate customers for their personal or household use. In addition to selling, retailing includes such diverse activities as buying, advertising, data processing, manpower management, and maintenance of inventory.

Globe: Retailing is the largest private sector in the world and the prime mover of the economy. It accounts for almost 10% of the GDP of most developed nations. Retailing globally is huge-\$6.6bn and much of it is organized. The retail industry is predominant in developed countries like the USA, UK, etc. The industry is also a major employer in most of the economies- up to 16% in the US, 15% in Brazil, 12% in Poland, and 7% in China. Typically, the top 250 global retailers have combined sales of approximately \$4 trillion USD. The top ten retailers account for \$1.2 trillion, or about 30% of those sales.

United States of America: In the USA, the retail industry employs about 22 million people and generates more than three trillion dollars in sales annually. The United States retail sector features the largest number of large, lucrative retailers in the world. A 2012 Deloitte report published in STORES magazine indicated that of the world's top 250 largest retailers by retail sales revenue in the fiscal year 2010, 32% of those retailers were based in the United States and that 32% accounted for 41% of the total retail sales revenue of the top 250.

<https://www.technofunc.com/index.php/domain-knowledge/retail-industry/item/overview-of-retail-industry>



Campus Activities

Events at ICFAI



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.