



**Humble pranams
at the Lotus Feet of
our beloved Chancellor**



AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY



utkarsh
NEWSLETTER

OCT
26
2020

Message from Director



C. Parameswaran
Director
Corporate & Industry Relations

A newsletter is intended to inform the readers of the developments that have taken place in the past, that is happening presently and what is planned in the near and distant future, in a department, institution or organization. However, it will make a dull reading, if it is limited to just these three phases alone. It has also to contain articles of interest from experts who can speak with authority on their domain of expertise, articles from innovators, entrepreneurs, technocrats and social scientists, who have novel ideas that can transform possibilities into opportunities. A well-presented newsletter should make a reader 'think', than close the pages 'impressed'. I am sure, the contributors to the newsletter will remember that vigorous writing is concise and prolixity is not a virtue. Any good newsletter should educate, entertain and enlighten the readers.

I hope, this one will serve the intended purpose.

Our Mission

“ To facilitate holistic career development of students through comprehensive and systematic training on Life Skills and build competencies in core areas through extensive exposure to innovative practical applications ”

Motto

योगः कर्मसु कौशलम्

" WORK DONE TO PERFECTION IS INDEED YOGA "

Srimad Bhagavad Gita - Chapter 2, Verse 50

Amrita Team Bags First Prize in All India Level Hackathon



सत्यमेव जयते
**Ministry of Petroleum
and Natural Gas**
Government of India

“Infinity Gems”, a student team from the Department of Electronics and Communication Engineering(ECE), Amrita Vishwa Vidyapeetham, Coimbatore campus, emerged as winners in all India level Smart India Hackathon (SIH) 2020.

Team Infinity Gems developed a hardware and a software prototype, for the Ministry of Petroleum and Natural Gas, under the domain of Smart Communication that measures the quantity and quality of the gasoline being delivered to a customer at the petrol station. The gasoline is graded based on its quality and then sent to the customer’s phone by scanning the QR code through the App developed. The team won INR 1,00,000 for developing this prototype.

Led by Balachander S, other members included Kalyan G Abenanth, U Sivakarhikeyan and R Dhanya of the 2017-2021 batch B. Tech. ECE and Kuttralam V C and Mohana Priya A S of 2017-2021 batch B. Tech CSE, mentored by Assistant Professor Sabarish Narayanan B, Dept of ECE, School of Engineering, Amrita Vishwa Vidyapeetham, Coimbatore campus and Sharon Sebastian, Makerspace Manager at CISCO thingQbator.

In January 2020, a form had been circulated to forward a detailed abstract of the problem statement chosen by the team of students. After first level of filtering, the team “Infinity Gems” qualified to go to the next round of the competition. CISCO thinQbator set up at Amrita Coimbatore campus provided a massive help by aiding the team with components for the Internal Hackathon. After the Internal Hackathon, the respective industry that gave the problem statement selected top 4-5 ideas to be presented at the Grande Finale Contest. During this process, for 2 different problem statements, 2 teams from Amrita School of Engineering, Coimbatore secured entry to Grand Finale of the Hackathon.

Since the Grande Finale had been postponed to August 1st to 3rd, 2020, due to imposition of restrictions of Covid-19 pandemic, CISCO thinQbator stepped in once again, by delivering the components directly to the team leader Balachander S, (not under Red zone). A virtual Grande Finale Hackathon was held from August 1st to August 3rd. With the support from faculties of Amrita Vishwa Vidyapeetham and CISCO thinQbator, the team was able to secure the 1st prize at the Smart India Hackathon.

TEAM INFINITY GEMS



Balachander S.
(ECE)
Team Lead



Kalyan G. Abenanth
(ECE)



U. Sivakarhikeyan
(ECE)



R. Dhanya
(ECE)



Kuttralam V. C.
(CSE)



Mohana Priya A. S.
(CSE)

Placement Readiness Assessment Centre (PRAC)

Placement Readiness Assessment Centre (PRAC) is part of the continuous learning and digitization drive from CIR L&D PG (MBA) Team. A senior team of CIR that consisted Mr. Jitesh M (Center Head, CIR, Bengaluru), Mr. Sreekumar U. Warriar (Centre Manager & Faculty Soft Skills, Kochi) and Mr. Ajith Kumar Nair (Senior Manager, Amritapuri) under the mentorship of Dr. Madhu Menon (Head - Learning & Development) identified and calibrated 10 key competencies that is expected by industry from fresh MBA graduates. This programme is conducted every year for the MBA students of all campuses of Amrita Vishwa Vidyapeetham. In this assessment centre, different assessment activities are conducted to measure the 10 key industry relevant competencies of students which were identified through the analysis of the MBA job profiles. At the end of the program, the students are categorized based on their levels of proficiency in each of the identified competencies. This enables to provide customized training inputs to the students based on their career aspirations and industry preferences.

During PRAC, different measurement activities were conducted campus wise using standardized measurement

tools and techniques, so that the results can be analyzed and compared across campuses. The assessment was conducted on November 22nd, 2019 (Bangalore students), December 3rd, 2019 (Coimbatore students), and December 14th, 2019 (Kochi and Amritapuri students). Students from 2020 passout batch across all the campuses of Amrita participated in the programme.

After the completion of the process and analysis of the results, each student was provided an individual profile with their scores along with a comparison of the same with campus average and university average (average of all campuses put together) for each competency. The students were provided customized feedback and training on a need basis using this profile.



Amrita Annual Public Speaking Contest 2020



With the noble intention of reviving the art of public speaking and helping students cope with the increasing competition in the corporate world, a team of Verbal & Communication Skills trainers of the Learning & Development Wing of Corporate and Industry Relations (CIR), Amrita Vishwa Vidyapeetham, Coimbatore, organize a public speaking contest for third-year B.Tech. students every year. The Amrita Annual Public Speaking Contest 2020 sponsored by Byju's - The Learning App, was held on 2nd March between 9.30 a.m. and 12 p.m. at Amriteswari Hall. The fifteen finalists of the contest represented the Aerospace, Civil, Computer Science and Electronics & Communication Departments. The judges of the contest were Dr. M. G. Priya, Assistant Professor, Chairperson, Department of English; Dr. (Wing Commander) A. Balachandran, Deputy Director, CIR; Mr. M. Unnikrishnan, Head - Learning & Development (UG Programmes) and Dr. Madhu Menon, Head - Learning & Development (All programmes).

The contestants displayed their oratorical skills by expressing their views on a wide range of topics. Harikrishnan R. K. from the Department of Computer Science bagged the consolation prize. Maya C. from Aerospace Department was the second runner-up. Aswin J. from the Electronics & Communication Department was the first runner-up. Srishti Biswas from the Department of Electronics & Communication emerged the winner of the Amrita Annual Public Speaking Contest 2020. Mr. Srikanth, Deputy Director (Placement and Corporate Relations) gave away the certificates and prizes to the participants and winners.



Indian Navy signs MoU with Amrita Vishwa Vidyapeetham



From Left: Dr. Bipin Nair, Dean, Faculty of Sciences, Amrita | C. Parameswaran, Director, CIR, Amrita | Vice-Admiral, Anil Kumar Chawla, Indian Navy
Commodore Ishan Tandon, Chief Staff Officer (Technical), Head Quarters, Southern Naval Command
Commodore Sanjay Chopra, Command Engineer Officer

Amrita Vishwa Vidyapeetham, Coimbatore, signed a Memorandum of Understanding (MoU) with the Indian Navy for collaboration in aerospace, anti-submarine warfare, cybersecurity, management, and medical research. This agreement paves the way for combined research and development in all possible areas of mutual interest and strength, including M.Tech. and Ph.D. programs for Naval officers.

“This is the first time the Indian Navy has signed an MoU with a private university,” said C. Parameswaran, Director, Corporate and Industry Relations of the university. Vice-Admiral Anil Kumar Chawla, Flag Officer Commanding-in-Chief Southern Naval Command, who presided over the MoU signing ceremony on behalf of the Navy, observed that the MoU will help speed up the process of indigenization, in tune with Prime Minister Narendra Modi’s ‘Make in India’ program.

“It is a win-win situation for the Navy, the MSMEs (Micro, Small, Medium Enterprises) and the university, as a large number of employment opportunities will be created,” said the Vice-Admiral citing the example of Germany which has successfully implemented this ‘triangle model’ for more than a century. “The Navy is already manufacturing ships, radars, sonars and the MoU will help institutionalize the cooperation between the Navy and Amrita Vishwa

Vidyapeetham in a more tangible manner,” he added.

Two student teams that won prestigious competitions were also felicitated at the event. Mr. C. Parameswaran announced that the team comprising of Saksthisree V., Yeshwant Sripaty, Vijay S. and Anupam had competed with 75,000 others from all over the world to win the TCS prize. Another team, comprising Anudeep J, and Kowshik from Department ECE, was also honored for winning the coveted Rakuten Hackathon, by competing with 2,500 other contestants from around the world.

Naval officials, including Commodore Ishan Tandon, Chief Staff Officer (Technical), Head Quarters, Southern Naval Command; Commodore Sanjay Chopra, Command Engineer Officer; Captain Virendra Singh, Surgical Specialist INHS Sanjivani; Captain Nithin Cariappa, NA to FOCINC South; Commander Harsha Joshi, Staff Engineer Officer and Lt. A Chandra Shekhar attended the event. M. Ramesh, Chairman, Confederation of Indian Industries (CII), Coimbatore Zone; V. Sundaram, former president, Codissia and Major General (Retd.) V.N. Prasad, Vice-President, Centre Management, L&T represented the industries sector. From Amrita Vishwa Vidyapeetham, Dr. Bipin Nair, Dean, Faculty of Sciences; Col (Dr.) Vishal Marwaha, Principal, Amrita School of Medicine and Dr. Shantanu Bhowmik, Head, Research Projects participated.

Amrita Vishwa Vidyapeetham signs MoU with Bharat Electronics Limited

Amrita Vishwa Vidyapeetham (Amrita) has signed a 'Memorandum of Understanding' (MoU) with Bharat Electronics Limited (BEL) on 12th February, 2020 for potential multidisciplinary collaborative opportunities in academics and research.

The MoU was exchanged by Mr. Jayaram Pillai (Director, Technology Development, CIR) and Mrs. Anandi Ramalingam (General Manager, Marketing, BEL) in the presence of Mr. M V Gowtama, Chairman & Managing Director, Bharat Electronics Limited on 12th February, 2020.

The delegates from Amrita included Wing Commander Balachandran (Dy. Director, CIR), Captain Rajiv Sood (Liason Officer, CIR), Mr. Jithesh M (Center Head, CIR, Bengaluru), Dr. Nagaraj (Principal, ASE Bengaluru), Dr. N. S. Murty (HOD, ECE), Dr. Amudha J (HOD, CSE) and Dr. Rashmi M R (HOD, EEE).

The delegates from BEL included Mr. Mahesh V (Director - Research & Development), Mrs. Hemalatha K (General Manager - Strategic Planning), Mr. Suresh Kumar K. V. (General Manager - Technology Planning), Mr. Vasant S. Shenoj (Additional General Manager - Technology Planning), Mrs. Ancy James (Additional General Manager - Strategic Planning), Mr. Manoj Jain (General Manager - PDIC) and Mr. Rajasekhar M. V. (Chief Scientist - Central Research Laboratory)



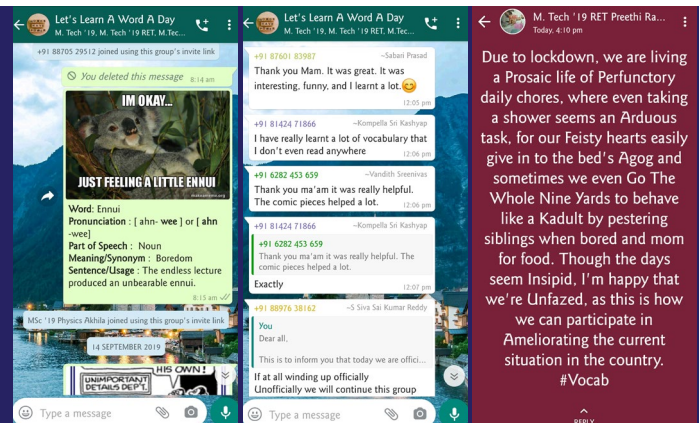
From Left: Mr. M V Gowtama (Chairman & Managing Director, BEL), Mrs. Anandi Ramalingam (General Manager, Marketing, BEL), Mr. Jayaram Pillai (Director, Technology Development, CIR)

Bharat Electronics Limited is a PSU under Ministry of Defence, engaged in the design and development of electronic components & systems for aerospace and defence. It has nine factories, and several regional offices in India. It primarily manufactures advanced electronic products for the Indian Armed Forces.

BEL is investing heavily in the upgradation of existing facilities and addition of new facilities. They are planning to set up a Centre of Excellence for ammunition related technologies, for both defence and aerospace requirements.

Digital Learning Initiative for Vocabulary Building

Vocabulary is one of the very important areas of verbal and communication skills. The biggest challenge faced by our students while learning vocabulary is the difficulty in remembering the new words learnt and using them effectively in their communication. It is not possible to build a rich vocabulary overnight and it takes time and practice. As the saying goes, "little drops of water, little grains of sand, make the mighty ocean and the pleasant land". So, to facilitate continuous learning of vocabulary, an initiative called "Let's learn A Word a Day" WhatsApp group was formed by Ms. Anjali B.K. (Assistant Manager-Verbal & Communication skills) of the CIR L&D (PG team). Through the group one word was shared with the students every day along with a pictorial representation of the word, its pronunciation, meaning, part of speech and usage. Since only one word was shared per day, it



did not become overwhelming to the students and it gave them time to assimilate the word into their vocabulary. This activity was done on a regular basis from 29.08.2019 to 02.06.2020. More than 200 PG students from engineering, arts & sciences and social work streams and even faculty members from other departments were part of the group and could benefit from it.

Online Training of Soft Skills offered to over 1200 UG students through dedicated website



The UG Soft Skills team created a dedicated website to administer online training in soft skills to over 1200 final year undergraduate students from April 2020 onwards. The site, 'The UG Soft Skills Guide', carried the following message on the home page from C. Parameswaran, Director - Corporate & Industry Relations, to the final year students: "There is no livelihood, if there is no life. Please take care of your health. That is the first priority. Follow all precautions. Your health is more important than everything else. It looks like the lockdown is going to last for some time. So how do we make the best use of our time? For students, it is online learning, be it regular course work or skill development. We missed our planned summer training for your batch, owing to the lockdown. But we are not going to be put off by challenges. In fact, we, at CIR, are determined to ensure that you do not lose out on account of COVID-19 and all my colleagues are willing to do everything in their power to ensure that you are empowered, COVID or no COVID, and you will not be beaten under any circumstance".

The UG Soft Skills team comprising Mr. M. Unni Krishnan, Dr. R. Sunitha Kumari, Mr. R. Krishnan, Mr. Shiva Ramakrishnan and Mr. C. A. Ajiraj prepared and shared all content including PDF documents, PowerPoint presentations, audio and video files, for the final year students through the UG Soft Skills Guide website. Some

of the topics covered were resume preparation, grooming readiness, interview skills, importance of presence of mind, self-confidence, self-assessment, observation skills & listening skills, time management skills and managing stress & time pressure. All this supplemented other channels of communication including the Google Classroom and WhatsApp groups, to ensure there was maximum reinforcement of inputs for the next couple of months, apart from workbook exercises of the UG Soft Skills Career Planning Guide.

Cambridge English Qualifications for Business - B2 Business Vantage Training and Examination

B2 Business Vantage, formerly known as Cambridge English: Business Vantage (BEC Vantage), is one of Cambridge English Qualifications. It shows employers that you're ready to do business at an international level. Twenty-eight students of Amrita Vishwa Vidyapeetham took B2 Business Vantage Exam on 21/02/2020 and successfully completed it.

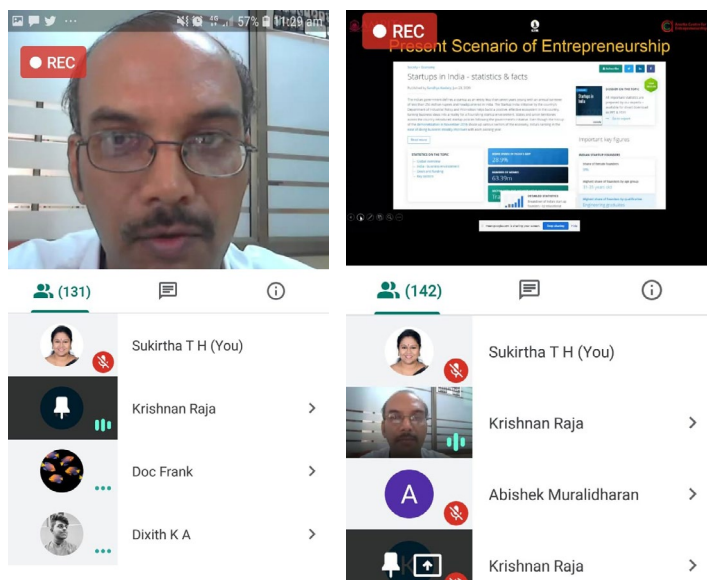
Mr. Krishnan T.E, Deputy Manager L&D (Verbal & Communication), CIR, conducted the training and coordinated the conduct of the exam through exam delivery partner, British Council. The exam was conducted at AB I and CIR, Amrita Vishwa Vidyapeetham, Ettimadai campus.

ACE Resource Person at AICTE - sponsored Online Short-Term Training Programme (STTP) by GRGSMS

Mr. R. Krishnan, Head - Amrita Centre for Entrepreneurship (ACE), CIR, was the resource person for conducting online sessions on 'New Age Entrepreneurship: Principles and Best Practices and The Role of HEIs' on 3rd, 10th and 17th August, 2020. These sessions were a part of an AICTE-sponsored Online Short-Term Training Programme (STTP) on 'Entrepreneurship Development' organised by GRG School of Management Studies, scheduled in

3 batches during August 2020. In all, 138 participants successfully completed the programme (39 participants in Batch I, 38 participants in Batch II and 61 participants in Batch III). Conducted on the GoToMeeting platform, the presentations were coordinated by Associate Professor, Dr. Savitha Nair and team. The sessions were well received with the participants providing a feedback rating of an average of 3.7 on a scale of 4.

Mr. R. Krishnan, Head - ACE conducts Entrepreneurship Awareness at NASC on World Entrepreneurs' Day

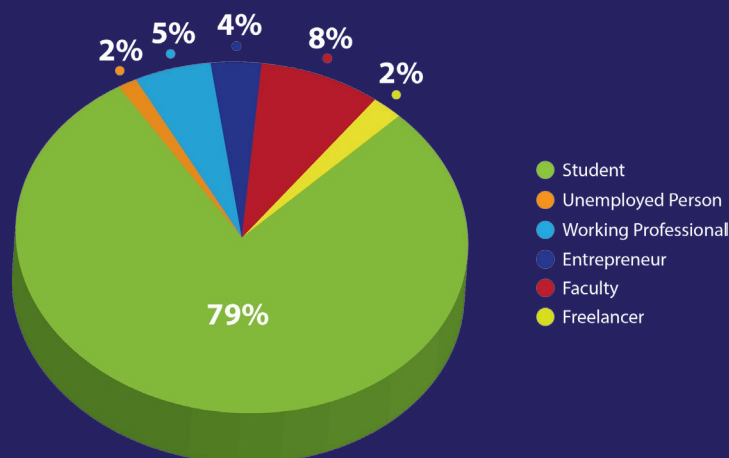


A motivational, inspiring talk on the topic, "Unleashing Entrepreneurship: Present Scenario" was delivered by Mr. R. Krishnan, Head - Amrita Centre for Entrepreneurship (ACE), CIR, to celebrate World Entrepreneurs' Day, 21st August, 2020. The event, which aimed at providing Entrepreneurship Awareness to over 130 final year

students of various UG & PG programmes, was an initiative of the Center for Skill Development (CSD) and Entrepreneurship Development Cell (EDC), Nehru Arts and Sciences College (NASC), Coimbatore coordinated by Dr. N. Saranya, EDC Convener; Dr. T. H. Sukirtha, Director - CSD; and Dr. B. Anirudhan, Principal, NASC.

Global Entrepreneurship Quiz by ACE and IIC

On the occasion of World Entrepreneurs' Day, Amrita Centre for Entrepreneurship (ACE) along with the Institution's Innovation Council, Amrita Vishwa Vidyapeetham, launched a Global Entrepreneurship Quiz from 21st - 31st August, 2020. The quiz, which was open to all, was attempted by 130 respondents.



Institution Innovation Council (IIC) Activities

The Institution's Innovation Council (IIC) at Amrita Vishwa Vidyapeetham was established in 2018-19 under MHRD Innovation Cell (MIC). It has been functioning under Dr. S. Balamurugan, Chairperson – EEE as its President, with Mr. R. Krishnan, ACE, CIR, as its Convener, both of whom along with Dr. Udaya Bhaskar Reddy and Mr. Sabarish Narayanan also perform the role of Innovation Ambassadors. The IIC draws support from a Faculty Team drawn from various Departments and an IIC Students' Forum representing the students.

So far, the IIC at Amrita has conducted 17 Calendar Activities, 32 MIC driven Activities, and 13 Self-driven Activities.

Seventeen online sessions were conducted by Amrita's IIC in collaboration with MIC, New Delhi to promote Innovation, IPR, Entrepreneurship, and Start-ups among HEIs from 28th April to 22nd May 2020 during COVID-19 nationwide lockdown. Apart from that, Amrita's IIC coordinated 9 sessions under the First Leadership Talk Series from 2nd May to 27th June, 2020.



C. Parameswaran with the participants of The Design Thinking & Critical Thinking Workshop

A National Innovation Contest was also launched and is in an advanced stage. In the first phase, it received 22 approved innovative ideas, out of which 19 ideas were shortlisted by a panel constituted by Amrita's IIC for Proof of Concept (PoC) stage. Out of those, 13 PoCs qualified to Prototype development stage, when direct entries with an extended deadline were allowed. Finally, 5 best Prototypes have been identified for the National Innovation Contest from Amrita.

Wait! I shall hug you soon!

- R. Krishnan



Whenever you celebrated merrily
And came to share your success,
I always hugged you dearly
And reciprocated your happiness!

When you were tense and anxious
And worried about some outcome,
I have hugged and reduced your stress
By comforting, when you did come.

Whenever you've wept in sorrow
And came running to me in tears,
I've hugged to transfer and borrow
Your pains and your fears.

When you came without a reason
Just to see and have my 'darshan',
I've hugged you, whatever the season,
Sharing my love and compassion.

Now, I'm not in a position
To embrace you in my arms,
To hug and share every emotion
Or feel your presence and charms.

These days, I myself feel the pain
That I'm unable to become your balm,
But, very soon, I'll give my 'Mother's hug' plain,
Till then, just be patient and calm!

“

The beauty and charm of selfless service
should not die away from the face of this earth.
The world should know that a life of dedication is possible;
that a life inspired by love and service to humanity
is possible.

...AMMA

”



CIR
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