



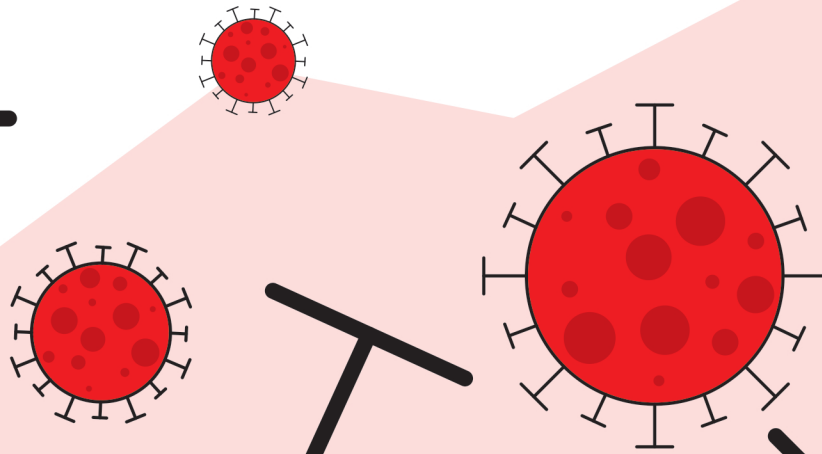
AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY



CIR
CORPORATE & INDUSTRY RELATIONS

utkarsh
NEWSLETTER

MAY
2021



**Positives^{of the}
Pandemic**



“ 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. ”

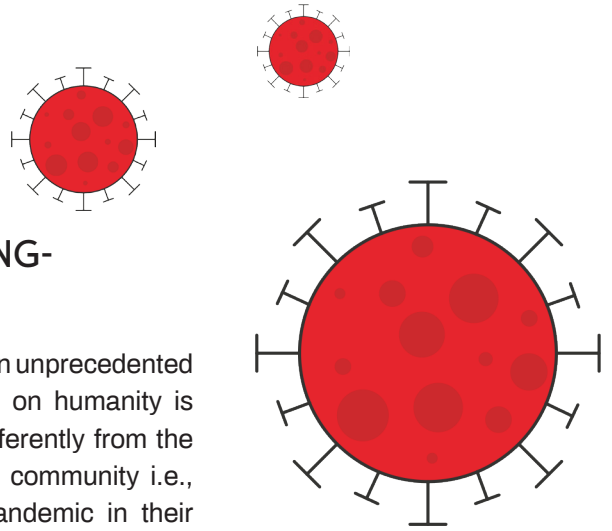
...AMMA

POSITIVES OF THE PANDEMIC

A PERSPECTIVE FROM THE ONLINE TEACHING-LEARNING EXPERIENCE

The Covid-19 pandemic is challenging and changing humanity in an unprecedented fashion over the last year and a half. The impact of Covid-19 on humanity is varied. As always different section of the society is impacted differently from the pandemic. This article tries to understand how the educational community i.e., the students and teachers have experienced the Covid-19 pandemic in their professional and personal lives. We conducted a survey among the students and the faculty members of CIR across campuses to understand the benefits that were perceived and experienced by them during the lockdown period when the teaching-learning process had migrated to work from home.

There were very revealing and interesting responses that were shared by the students and faculty members which are organised and shared here.



THE STUDENTS: The summary of the responses from the students from different programmes which are handled by the CIR faculty can be presented under 4 broad categories

1

The flexibility of learning and working from anywhere: The students were highly appreciative of the fact that the lockdown has given them the opportunity to learn from the comforts of the homes and it has given them a lot of flexibility in terms of planning and doing other personal activities and self-development activities along with the academics. Many students felt that the sessions, interactions, mock interviews, online GDs, online assignments and online projects have given them the opportunities to have a real feel and understanding of the online working scenarios (working from anywhere), which is going to be a future reality.

2

More time for introspection, self-analysis and self-disciplining: Another set of students felt that the pandemic and learning from home gave them the opportunity to do a lot of self-analysis by introspecting and understanding their own responses to the crisis and the changed life situations and demands. They have also added that this was an opportunity to be more self-disciplined and independent as far as the academics and personal lives were concerned.

3

Less apprehensive and more confident: Another set of students felt that the online classes gave them an opportunity to be more participative and interactive in sessions (compared to the normal class room sessions) as there were less distractions from the fellow students and the fear of being scrutinised and made fun of by the fellow students was minimal. This was perceived by some of the students as an advantage in terms of building their self-confidence.

4

The advantage of watching the recorded sessions: Most of the students felt that when they are learning from home through the online tools, there is a great advantage of the availability of the recorded sessions. This sometimes gave them the flexibility in terms of time as well as an advantage in the cases of clarifying doubts. Whenever there were concepts and ideas that they could not understand in the first instance from the online sessions, they could replay the sessions to get it clarified.

THE FACULTY MEMBERS:

The summary of the perspectives on the positives of the pandemic observed by the CIR faculty members can be presented under 5 broad categories

1

More impactful and effective classes:

Some faculty members felt that the online sessions have made the sessions more effective in terms of content coverage, sharing materials and conducting assessments. The opportunity of conducting flipped classes was there as the concepts could be shared in the form of videos in advance and the live sessions could be used for the practical application of the concepts. The faculty members got more opportunities to give more practice on problem solving with explanations.

2

An opportunity to learn:

Some faculty felt that by encouraging students to attempt questions using different methods, and asking the students to share the worksheets, they also got an opportunity to learn problem solving through different methods/approaches/perspectives. Like the students, the faculty also felt that working from home gave them an opportunity to be self-disciplined, self-motivated and learn more about and make use of available online resources for advanced teaching-learning process.

3

Flexibility and extended working hours:

Many of the faculty members were also highly appreciative of the fact that the pandemic and the lockdown was a great opportunity to operate from the comforts of their homes and the flexibility it gave them to balance their professional and personal lives. According to some of the faculty members, this flexibility allowed them to even operate beyond the class hours with the full cooperation and support of the students.

4

Use of technology for the advantage:

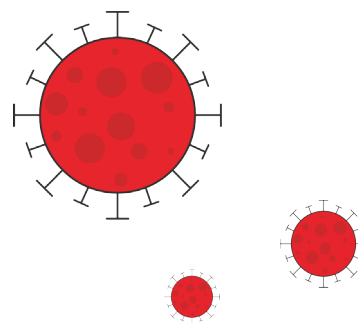
Many faculty members felt that technology has helped them to bring more variety into the teaching methodology and teaching tools for better effectiveness. Use of technology enabled the faculty members to effectively assess and document the teaching learning processes. According to them, the quality of the materials used for teaching has improved as they were working on it continuously to adapt to the new situation. The faculty also felt that the online learning has enabled the students participate more in the classes and share ideas and views with less inhibition.

5

Scalability:

Another major advantage of the online sessions that was felt by the faculty members was the scalability. This was more relevant for the technical sessions where some sessions were conducted for large numbers of students across the campuses.

Overall, it was observed from the responses from the students and the faculty members of CIR that along with the challenges and problems, the pandemic has brought us some excellent learning opportunities and blessings. It is very important that whenever we have a trying moment in our life, we should have the bend of mind to see the advantages and opportunities it provides along with the destructions and losses it causes.





N. R. Mohanan

It is nearly one and half years since the COVID – 19 pandemics started and if we look back, we can see both the positive and negative impacts of it. One of the positive impacts, which I could see is the attitude we have developed, perhaps forced to develop, to face a war like situation and move forward. Though it has caused miseries to many families, affected the economy and some of the industries very badly, we are taught how to face a war for which we were totally unprepared. On the academic front it has made us to learn and use technology solutions for teaching and learning moving away from the conventional classroom teaching. It won't be wrong to say that there is a paradigm shift happening in our life both at home front and work front and we need to welcome it and accept it.



R. Krishnan

There was a lot of positivity on the professional, personal, and spiritual front during the pandemic.

I conducted all regular classes, ACE & IIC activities, received DST-funding for a TEDP, presented a paper at EDII's Entrepreneurship Conference, delivered sessions at GRG, Nehru and KPR, did online mentoring, created soft skills videos, made websites, and earned 50+ certificates during the lockdown, since mid-March 2020 from Coursera/edX, TCS-iON, NITTTR and other institutions.

I devoted more quality time with family and in book writing, poetry, poster-making, photography, walking, cycling, and exercising.

I learnt the Vishnu & Lalitha Sahasranama stotrams and read the Mahabharata.



Bhaskaran Venkataraman

Appreciate Nature: The pandemic taught us how much damage we have done to the habitats of plants, birds, animals. We have occupied their habitats and pushed them to the boundary. In the name of development we have caused immense suffering to plants and other living creatures. When the roads were deserted animals and birds were having a good time.

More Time for Family: Everybody spent more time with their families. Some were able to participate in activities that they could not earlier even think of because of lack of time and energy. Everybody was so pleased to work from home in the initial stages as that kind of a time they have not seen in decades. The thought that they don't have to wake up early, cook the meal, prepare the children for school and get themselves ready made it enjoyable for one and all. It looked like the world had stopped still during the lockdown period.

Online Sessions: The pandemic and the lockdowns made every one become digital. They had to learn online tools and do their business online. The pandemic has shown that we can also work from home. It has also taught us that we have to be flexible to adapt quickly to the situation.

Work from Home & Cost Saving: The pandemic proved that people can work from home. This in turn saves costs for the organization in terms of office space, rent, computers and equipment, AC & Electricity, Maintenance Personnel, Security Guards etc. Some reports mentioned that productivity was as good as it was before the pandemic.

Turning Digital & Online: The pandemic made every one learn and adopt online tools and mobile applications. Starting from schools, purchasing groceries everyone did everything online. It sort of made every one teach savvy.



Jithesh M.

23rd March 2020 was historic in many ways for Bengaluru campus, government regulations forced us to shut down the campus indefinitely.

From setting up classes virtually on MS Teams to arranging mock interviews from Industry experts, we proved our critics wrong with results.

Our Director's vision in creating CIR has proved to be a blessing for Amrita through

1. Mentoring, coaching, constant encouragement CIR team provides to students
2. Committed placement team which ensured enough opportunities for our students

Biggest positive of Pandemic was that it proved CIR as irreplaceable, invaluable and core to Amrita's value proposition. It is an honor to be part of this great team.



C. Santhoshkumar

List of some of the positives of online classes that I have observed over a period of times.

1. Trainer gets feedbacks about classes immediately by messages or rising hands.
2. Content sharing becomes easier. Communications related to the study materials can be sent quickly.
3. Student can ask doubts about the classes directly to the trainer by way of sending messages. Number of such instances increased as students no need think about how others will take it.
4. Student can reach you any time with their training requirements and trainer can reply to it any time.
5. Organizing one on one meeting becomes easier. Also, it helps student to express their need in the subject.



Ajith Kumar Nair

The sudden advent of Covid-19 pandemic last year and amidst subsequent several month long lock-down and restrictions, when I reflected back to the year gone by, I could derive quite a number of positives such as

1. Quality time with family
2. Better financial planning - was able to weed out unwanted expenses
3. Bring in more focus and rigor while conducting classes
4. Bring better focus to my PhD work – was able to frame my research topic
5. And better connect with the CIR Team
6. Started appreciating people and simple moments in life



Satish Kumar V.

The current pandemic has helped the people to realize the value of relationship. Reduced pollution levels have resulted in the rejuvenation of the mother earth. Health industry could upgrade considerably by resorting to innovation. Indian pharmaceutical industry could become a global player.

The pandemic has helped to digitize the economic activities considerably. Online education platforms are witnessing an exponential growth. Increase in the availability of man power locally has significantly boosted the agricultural activity. Housing / land has become more affordable to the general population.

Indian political leadership could win global recognition for its fight against the pandemic.



Anjali B.K.

The three main positive elements that dominated my life during the pandemic were the following:

A sense of gratitude: The pandemic helped me appreciate life more than ever. During these trying times, I was reminded that not everyone was blessed with a caring family and understanding co-workers. I was blessed with both and every day I woke up feeling grateful for the blessings in my life.

Motivation to change: Incorporating technology in teaching was already in the process, however, there was a resistance in using technology to its maximum potential. Work from home helped me overcome that resistance and to take that leap. I could start a YouTube channel and create a website for the benefit of the students.

Re-connection with nature: Spending time at home enabled me to spend more time with nature by doing yoga in the open air and by switching to plant based self-prepared diet. As a person and a professional, these changes brought a lot more clarity to my thoughts and actions.



Abhilash Nair

CIR Express – Communication Club

CIR Express is an online communication club organized to help the MBA students to improve their confidence in communication by encouraging them to speak on different topics once in a week. The club will organize events for the students to practice their communication skill effectively. A performance feedback will be provided to all the speakers to help them understand their areas of strength and weakness. The objective of this club is to nurture the art of communication and build effective communicators.



Raghu Pradeep Nair

The positive aspect of the Covid19 pandemic is that learning is finally developing.

The earlier roadblocks facing L&D practitioners eager to innovate have been torn down by Covid19 – chiefly, and most noticeably, the long-ingrained status quo of classroom-based learning. The main advantages of online learning are as follows:

- Coaching, feedback and reinforcement opportunities in the moment.
- Provides speed, quality and is scalable.
- Collaborative, time-released and interactive.
- Leveraging multiple ways of learning, absorbing, applying, and changing behaviour.

For months now, students and parents have been navigating physical danger, complexity and uncertainty, with no end in sight. More than ever before they need emotional support. Post Covid 19, teacher-student bonding is likely to increase as mentoring will play a critical role, providing students with a stabilizing force and support them when they are worried or confused about career progress and life.

The drastic shift to virtual collaboration has led to increased “sensory overload” for students creating mental challenges not experienced in face-to-face collaboration in traditional classroom. The instructional design measures implemented to minimize virtual exhaustion including limiting screen time for instructor-led training and self-directed virtual learning by students through Learning by Doing (LBD) activities were effective.

While COVID19 has kick-started a digital learning movement, yet we are at the nascent stage to see how it will ultimately affect the accelerated adoption of digital learning. One thing is clear that the wheels of change have been set in motion. It is time to prioritize learning, not put it on the backburner. And it is, perhaps, the one time in history when the Learning and Development narrative will reflect a positive outcome from a negative calamity.



Jaya Radhakrishnan

As per the mail received from CIR I would like to share my views and experiences during this lockdown period. From march 2020 onwards we are are confined to our sweet home ,in the beginning it was a total confusion, as faced by all as it was a sudden announcement of lockdown by the government .It also helped to build better future for work and family.

It was really a wonderful experience when we started uploading materials in online mode .It actually helped to explore all the possibilities of preparing online modules. Once our real time online classes started there were many issues like connectivity power failure ect .But within few days the classes became student friendly and could get the a good feedback from the students.



Ajiraj C.A.

The lockdown has helped the educators like us to strengthen our knowledge and Information technology to be ready for facing COVID-19 like situations. It has given us the opportunity to value the quality time that we can spend with the family. Our discipline of hygiene has improved vastly. Unable to step out of our homes except for essentials, has taught us to clearly differentiate between essentials and non-essentials in our life. We are realizing that our true needs are quite simple. Most importantly we have learnt that the discipline of a routine is very beneficial and necessary for our jobs, our education and our day to day life. We are also becoming healthier versions of ourselves. The lockdown has resulted in positive impact on the environment too. We should take this pandemic as a lesson and be ready with a specific road map to handle this kind of disease in future.



K.M. Sivakumar

For every low, there's a high and it's true that even this current scenario has a silver lining to it.

Many companies, now, work remotely. Companies are actually going to not let geographical locations stand in between while hiring their talents.

Education becomes digitized & affordable. The pandemic had posed a threat to the whole education system. Schools, universities, and colleges have been shut down. Institutions should now have Proper Digital Network infrastructure, making online Classes more comfortable.

Companies are in need of online tools & software that can help you make this shift to digital classrooms & virtual office spaces seamless.

As life slowed down, we have found ways to stay connected with people, even if it's virtually. Reconnect with your loved ones and retrospect.



V. Suresh

Coronavirus disease (COVID-19) has taught me some very important lessons. The foremost of them is no matter how wealthy one is, one is completely powerless once a deadly disease strikes! The second most important lesson is life is incredibly uncertain and so we must not ignore our family and friends in our pursuit of position, power and wealth. While the disease has taken away many lives, the lockdown gave opportunities like never before. Family members had food together, played together, and spent time with each other. For the teachers, it was altogether a new experience. They were using new tools to conduct classes online. Now, many teachers have become so adept at online teaching that they will feel comfortable with their work even if the lockdown is going to be extended for a few more months.



Sweta Chavan

The announcement of the first phase of lockdown flooded everyone with anxiety. I, like others, did not imagine even in the wildest dreams of such a phase in my life. It forced me to take a step back, assess the mechanical life that I had been leading. It, unfortunately, took a pandemic to make us realise that we do not have to live a rat race that we do not have to lead a cursory life that we do not have to have exorbitant lifestyle that we do not have to fret about non-existent time called 'future'. We discovered that we could lead a minimalistic life.

Waking up to the chirping of birds is one of the simplest invigorating pleasures that God has bestowed upon us. Tabebuia Rosea in full bloom, devoid of the dust and pollution, made Bengaluru more breathtakingly colourful. The streets looked so mesmerizing that one could pass it for a European city.

A virus that stalled the world economy forced us to rethink about whether the nature needs us or we need her.



B. Sankaranarayanan

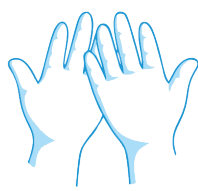
The toughest challenge, the Covid pandemic presented in front of every teacher was - How to deliver the prescribed lessons to the students efficiently, effectively and impactfully! CIR has always been encouraging me and supporting me to experiment and attempt innovation in the training aspects - and the familiarity with technology-enabled-learning really helped me in handling and solving this challenge. The smooth transition from the normal classroom sessions to the online mode is the real benefit that I am enjoying. There is no time and space constraint now - I feel empowered to serve my students at any time when they are in need.

There is enjoyment in learning from everyone. During the lockdown period, I got an opportunity to watch the online lesson modules designed and developed by my colleagues. I could learn many new things from them. I am including all the good things that I could learn during this period, in planning my sessions and designing the lesson modules.

The pandemic is offering an ocean of opportunities to learn, explore, experiment, and implement numerous training strategies. I must say, I am travelling through the exciting path of realizing my dormant strengths and potential. The pandemic is teaching us to remain always positive, cheerful, and hopeful.



Use Mask



Wash Hand



Use Soap



Avoid Crowd



Avoid Shakehand



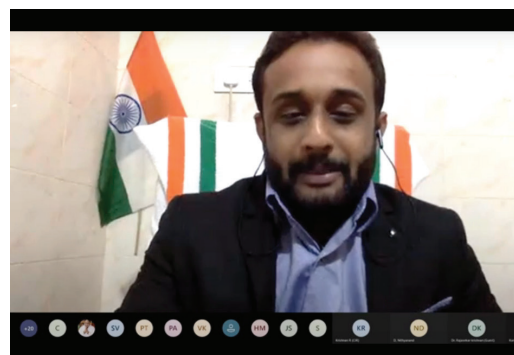
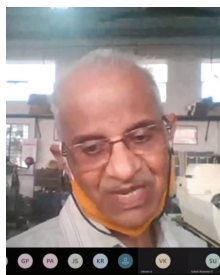
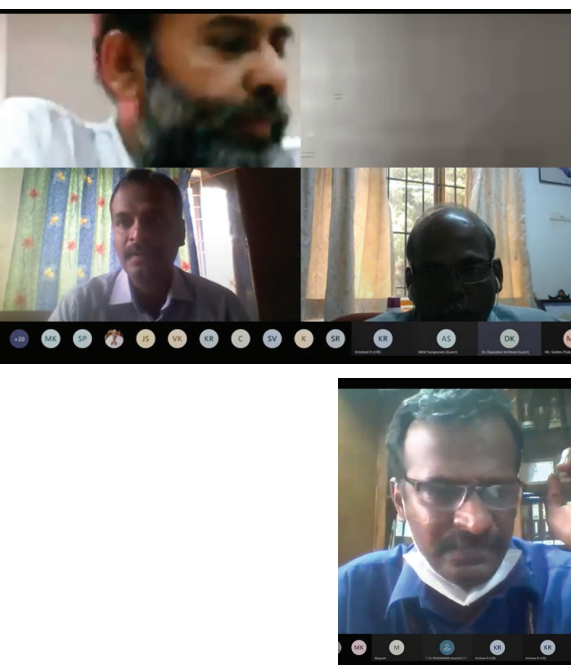
Use Disinfection

30 CEOs, Directors, and Founders Electrify the 6-week Online TEDP on EVs conducted by ACE, CIR

The first online six-week Technology-based Entrepreneurship Development Programme (TEDP) on Electric Vehicles funded by the Department of Science and Technology (DST), Government of India, was organized at Amrita with top-level resource persons from the industry along with academic experts. The participants interacted with 30 CEOs, COOs, MD, Directors, Chairmen and Founders of corporate entities on one hand; and with over 20 top technical experts and researchers from academia on the other.

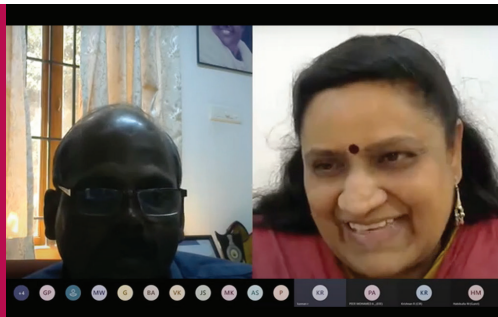
The programme began on 3rd February, 2021 with Dr. K. Balakrishnan, CEO, BIT-TBI, and DST Observer as the chief guest. Mr. R. Krishnan, Head – ACE, welcomed the gathering briefly and Wg. Cdr. (Dr.) A Balachandran, Joint Director, CIR, Amrita, presented an inaugural note. This was followed by the chief guest's address and a special address by Dr. S. Balamurugan, Chairperson and Professor, Electrical and Electronics Engineering, Amrita School of Engineering, and President – IIC, Amrita Vishwa Vidyapeetham. The TEDP was delivered online on the Microsoft Teams platform in seven modules.

The first module introduced the participants to entrepreneurship and various schemes of assistance provided by the government to support entrepreneurs. The second module focused on project selection and its pre-feasibility. It also included a virtual tour to a factory. The third module dealt with developing soft skills and consolidation of the business idea. It included two days of field work for conducting a market survey. The fourth module was on motivational inputs and developing entrepreneurial competencies. The fifth module provided the detailed business and financial aspects required for preparing a business plan, as well as a platform to interact with exceptional industry leaders, like Ms. Hemalatha Annamalai, Founder – Ampere Vehicles and Dr. J. Mohanasundari, MD, Sharp Pumps & Electrodes. The sixth module on management inputs covered marketing, finance, human resources, etc. It was dealt by industry experts like Ms. Meera Menon, Former COO, Ampere Vehicles; and Dr. L.S. Ganesh, Professor,



IIT Madras, amongst others. The seventh module focused on technical inputs and exposure to the TEDP participants. Starting with fundamentals of hybrid electric vehicles, and a virtual tour and demonstration of the automotive laboratory at Amrita, it covered all possible technical aspects. It also included exciting interactions with industry representatives: Mr. V. Sundaram, CEO - Thunder Auto LLP, Director – CDIIC; and Mr. Tarun Mehta, Co-founder & CEO, Ather Energy.

The event was a true manifestation of industry-academia collaborative convergence to enrich the startup community venturing into the field of electric vehicles, with their expertise and excellence. Here's the feedback from some participants: Dr. Balkis Ameen, mentioned, "All the topics from technical to financial and also the physical routine of how to be an entrepreneur was nicely highlighted in this programme... I am just so fortunate to be part of these TEDP sessions. I think I will have a startup very soon and I will be in touch with Amrita again as a successful businesswoman". Mr. Habibulla from Chennai, said "After this 36-day programme, I have a complete idea about how the entire industry is working, I know how the motor is designed, how the vehicle is designed, how to approach a bank, how to approach an incubator for a new product, how to apply for a patent. All these aspects I am able to understand and it is a complete 360-degree coverage of the

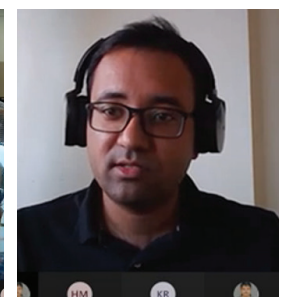
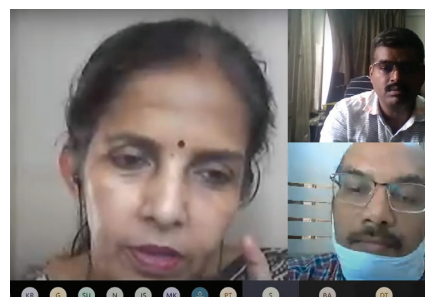
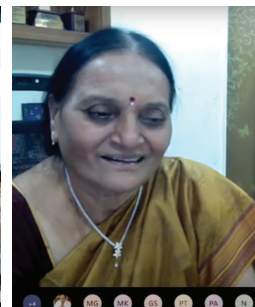


EV industry". At the valedictory, the Chief Guest, Dr. K. Balakrishnan, CEO, BIT-TBI, and DST Observer, expressed his views as follows: "At the outset, let me thank the Team Amrita for this very-very powerful effort that is directed towards empowering the startups... In fact, there are many DST-run programmes. I am an Observer for four of such programmes. I found something special with this organization... Keeping the participants on their toes and getting the best of the expertise to deliver the discourses, have been the two major shining components that I found in this particular six-week programme, when I look at it from the other side of the table. As far as the participants are concerned, I felt very happy for the kind of jubilant situation that they are in... So, the entire credit for keeping the energy up and the entire credit for making the participants rewarded



to this extent, goes to team Amrita. And the kind of framework that DST has provided as a template for such a course, the credit for this should be shared between them, is what I thought, and this goes on record. Being a DST Observer, I felt pretty happy for the kind of neatness and earnestness which has been maintained all through your six-week long session".

In his special address, Dr. S. Balamurugan thanked Dr. Balakrishnan for his guidance; his colleague, Mr. Rajinikandh, for scheduling the technical sessions; the ACE team, DST, and the participants. In the vote of thanks at the end, Mr. R. Krishnan too thanked DST, the chief guest, the resource persons, all the participants, and his colleagues - Mr. Sakthivel and Dr. Balamurugan, for their stellar support. The ACE team is keenly looking forward to getting the results – actual ventures being set up and wishes the budding entrepreneurs the very best in starting successful, sustainable ventures.



ACE Club Conducts Online Induction Programme

The ACE Club conducted its first ever online induction programme for the first year students on 29th January, 2021. ACE member, Koushik Dhanwanth welcomed the 100+ audience and spoke about how, as a student and an office bearer, he had benefited from the opportunities he got upon joining ACE. He said he had a chance to improve his relationship skills when he became one of the members of the relationship team from his 2nd year. Koushik stated that ACE provides its members the freedom to do whatever they wish to do – anchor events, handle registration, spread awareness of events, create a network of resourceful people, or just be a member of the club and gain knowledge and experience from the events and workshops that are conducted. He then introduced the profiles of the speakers.

The first speaker was Wing Commander Dr. A. Balachandran, Deputy Director, CIR, who spoke about entrepreneurship as a career option. He described some key qualities of an entrepreneur, like risk-taking ability and spotting an opportunity in every problem. He also spoke about the initial days of the ACE club which was formed in 2011, with a bunch of passionate students. Finally, he provided an insight to the audience regarding the facilities of the CISCO ThingQbator, that has been running successfully at our campus for more than 2 years now.

The next speaker was alumnus entrepreneur and chief guest, Mr. Karthik Srinath, the founder of Green Coir, who had completed his B.Tech. in Mechanical Engineering from the batch of 2011-2015. He was one of the active members of the quadra cycle project under ACE. His success story was a synonym of his hard work and determination. He started the company in the coir industry at Pollachi in December 2015 with a loan of Rs. 2.25 crore. He said that he had gone to the bank a 100 times, before being sanctioned a loan of Rs. 1.5 crore. In 2016, the market was very good, after which due to drought, the industry went through a bad patch, before picking-up after a

Amrita Centre for Entrepreneurship Induction Program.



Mr. Karthik Srinath
Founder, Green Coir



Wg.Cdr. Dr. A. Balachandran
Deputy Director-CIR

Agenda

- Introduction to the club.
- Cisco ThingQbator info and inclusion.
- Talk on entrepreneurship and startup ecosystem.
- Conclusion and general membership procedures.



Date :- Friday, 29th January

Time :- 4:30PM



Contact :- R. Krishnan : +91 98413 19217 S. Koushik Dhanwanth : +91 99439 81649
D. Sakthivel : +91 94429 37623

year. He recommended that entrepreneurs should be in a business for at least 7 years to familiarise themselves with all the ups and downs. He said that trust is very important for every business. He stated that 99% people around us may discourage us from starting a venture; but once decided, one must just go ahead. He also encouraged people to start a venture the moment they are out of college, as there are hardly any other commitments at that age. If one were to start a venture in an existing industry, for a me-too product, then it is easier to get loans. New products could be introduced slowly, he opined. He thanked his father for supporting him in getting into entrepreneurship, instead of taking up a job. Replying to a question on how he dealt with stressful times, he said he would slow down the pace and wait patiently for the good time to come.

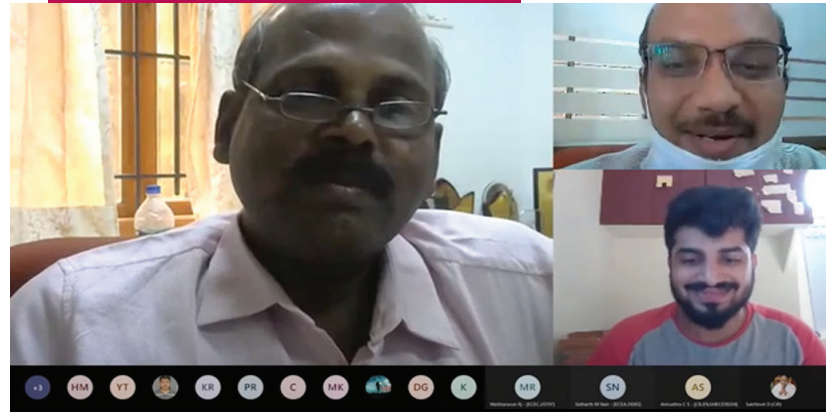
In the end, Mr. R. Krishnan, Head – ACE, spoke about new-age young entrepreneurs, the activities of the ACE club, and the membership benefits. With comments like 'Enlightening', 'Epic', 'Informative', 'Insightful', and 'Inspiring', 100% of the participants rated the ACE club induction as 'Good' or 'Excellent'.

Online Sessions for ACE Members on Startups, ERPs, Nanotechnology, Logistics, and Electric Vehicles

In view of the constraints imposed by the Covid-19 pandemic, Amrita Centre for Entrepreneurship (ACE) decided to opt for the online mode to enrich its 1200+ members in February – March, 2021. Most presenters were from the pool of TEDP resource-persons or participants with experience.

On 15th February, 2021, a talk titled “Come! Let’s enter the exciting world of startups!”, was delivered by Mr. Akhil Madav, Maker Manager - Cisco thingQbator, NASSCOM Foundation. He spoke about the thingQbator facilities and support systems available. His session was quite useful to ACE members.

ACE organised a session on “Electric Vehicles Safety aspects” by Mr. Yuvaraj, Manager – Engineering and Head - R&D, Srivaru Motors (SVM), on 10th March 2021. It also showcased the features of the famous Prana electric bike of the SVM brand. 100% of the audience rated the session as ‘Good’ or ‘Excellent’. They described it with expressions like, ‘Awesome’, ‘BMS’, ‘Informative’, ‘Technical’, and ‘Useful’.



Wg. Cdr. (Dr.) A Balachandran introducing Mr. Akhil Madav, Maker Manager - Cisco thingQbator

SVM's Prana electric bike was showcased before the talk by Mr. Yuvaraj, Head - R&D, Srivaru Motors



Electric Vehicles Safety aspects



Join us on MS-Teams

10th March, 2021
4 PM – 5:30 PM

<http://bit.ly/aceamritatedp2021>



Mr. Yuvaraj
R & D Head
Srivaru Motors

Welcome to an ACE Talk on Smart Products and Opportunities in Nanotechnology

Join us on MS Teams

11th March, 2021
5:30 PM – 6:00 PM

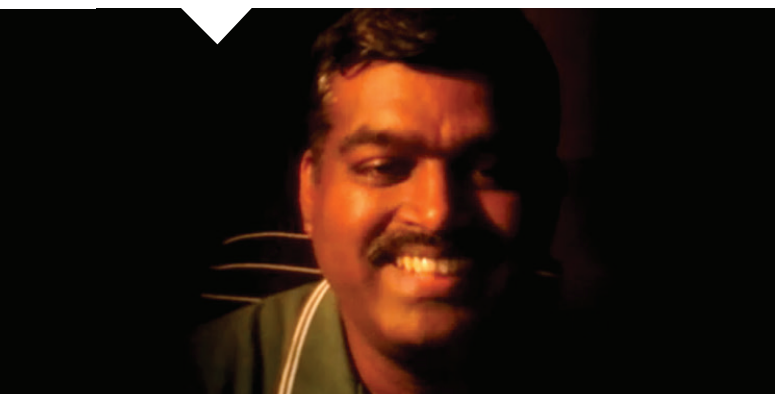
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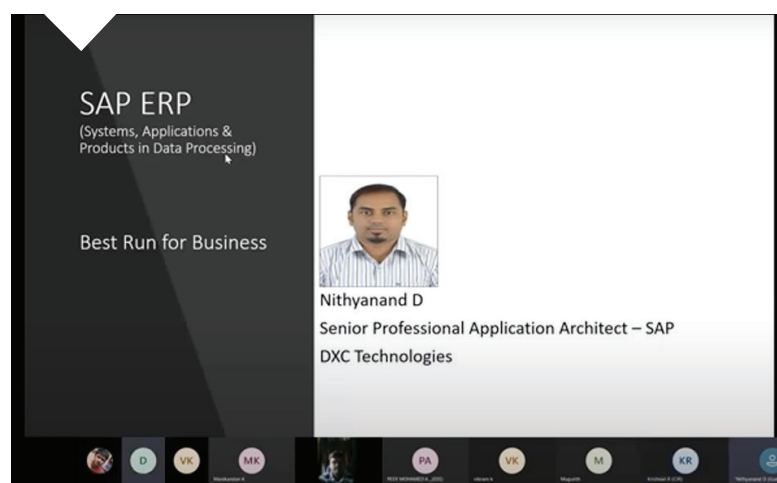
Dr. K. Rajasekar
Assistant Professor, Department
of Nanotechnology, Regional
Campus, Anna University
Coimbatore

On 11th March, 2021, a talk titled “Smart Products and Opportunities in Nanotechnology” was conducted by Dr. K. Rajasekar, Assistant Professor, Department of Nanotechnology, Regional Campus, Anna University Coimbatore. His session was an extremely informative one for all attendees.

The session on 12th March, 2021, titled, “Basics of Logistics for Entrepreneurs”, was conducted by Mr. Habibulla M., a logistics expert and an aspiring entrepreneur in the field of E-Vehicles. His talk covered basics of logistics and sales, and a new perspective on logistics. It was an ‘Informative’ and ‘Eye-opening’ session, with 100% of the respondents rating it as ‘Good’ or ‘Excellent’.



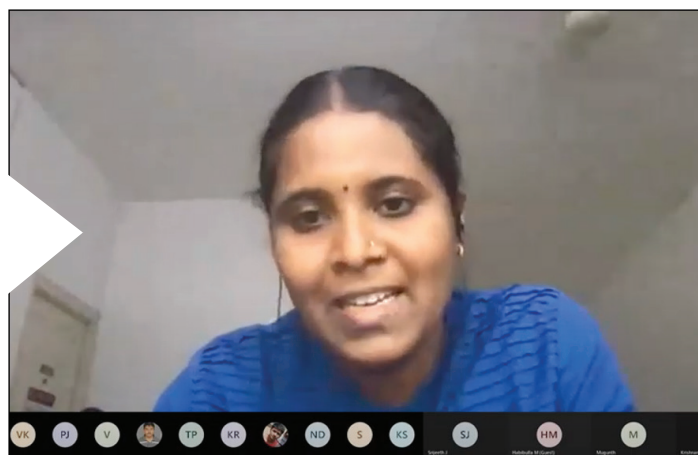
On 13th March, 2021, a talk, “ERPs for Business” was conducted by Mr. D. Nithyanand, an SAP Consultant. He spoke about the basics of SAP, importance of ERP, security and networking for startups, and various aspects of SAP. His talk was perceived to be ‘Insightful’, ‘Informative’, ‘Super’, ‘Useful’, ‘Technical’, and ‘Awesome’. 100% of the audience rated the session as either ‘Good’ or ‘Excellent’.



Mr. Tarun Mehta, Co-founder & CEO, Ather Energy, had scheduled a slot for interacting with the TEDP participants on 15th March, 2021. ACE opened this session to all its members. The audience labelled the interaction as 'Useful', 'Awesome', 'Informative', 'Insightful', 'Practical', 'Interactive', and 'Zealous'. He covered various aspects like EV industry, EV design, EVs in upcoming years, the story of Ather, the uniqueness of his product, his passion, how to succeed and sustain, how to unlock powertrain potential, and importance of R&D. Again, 100% of the audience rated the session as 'Good' or 'Excellent'.



The presentation by Ms. Sivasankari T P, Managing Director, EMF Innovations Pvt. Ltd., on 16th March, 2021 was titled, "EMF Innovation Design, Development and Local Eco System Creation". The topics covered included BLDC motor, various services and products offered by EMF, the basis for current EV market startups, modes of funding, and the backend hardware requirements along with the current market players. This session was received very well with 100% of the respondents rating it as 'Good' or 'Excellent'. The audience described it as 'Awesome', 'Enlightening' and 'Nice'.



Yet another session organized on 16th March, 2021 by ACE for its members was also pertaining to EVs, and was also available to the TEDP participants. The talk was titled as "Starting up in the EV space - The Do's and the Don't s", and the resource person was a Bengaluru-based entrepreneur, Mr. Nikhil Gonsalves, Founder & CEO, inGO Electric Pvt. Ltd., who had been referred by Nidish N, an intern. 100% of the audience rated the session as either 'Good' or 'Excellent'.

When asked to describe it in one word, they used expressions like, 'Awesome', 'EV-Strategic', 'Informative', 'Insightful', and 'Useful'.

Overall, the ACE sessions covered Startups, ERPs, Nanotechnology, Logistics, and Electric Vehicles.



Welcome to an ACE Talk on

Starting up in the EV space - The Do's and the Don'ts

Join us on MS-Teams

16th March, 2021
3:50 PM – 5:35 PM

<http://bit.ly/aceamritatedp2021>



Mr. Nikhil Gonsalves
Founder & CEO
inGO Electric Pvt. Ltd.

CIR @ Amrita Kochi

Amrita Kochi consists of the following schools / centers / departments

Medicals Sciences:

- School of Medicine
- School of Dentistry
- School of Nursing
- School of Pharmacy
- Center for Allied Health Sciences
- Center for Nano Sciences and Molecular Medicine

Management:

- Department of Management

Arts and Sciences:

- School of Arts and Sciences

Giving due importance to the diversity and growing nature of Amrita Kochi, its CIR departments were recently reconstituted under a center head to bring in more focus, better collaboration etc. for the overall development of students.

Medical Sciences:

Under Medical Sciences, in Allied Health Sciences, Dentistry, Medicine and Nursing CIR conducts Soft Skills training to enhance self-awareness, self-confidence, self-esteem, communication, presentation, interpersonal skills etc. of students. In Pharmacy and Nano Sciences, CIR conducts its regular Life Skills training consisting of Soft Skills, Verbal Skills and Aptitude Skills as like in other programs. Considering the special nature of the schools / centers under Medical Sciences, CIR is in the process of recruiting an exclusive Soft Skills trainer for these schools. CIR is also in the process of redesigning the Soft Skills curriculum for these schools taking inputs from the respective heads. CIR has posted a Manager (Placement & Corporate Relations) for the School of Pharmacy and Center of Nano Sciences.

Department of Management:

In the Department of Management, CIR conducts Corporate Skill training for the first year and second year MBA students, which is part of the curriculum. This training programs helps the students in the transition from academy to industry and prepares them for the placement process. CIR conducts bootcamp, organizes expert talk etc., as part of the placement preparation process. CIR is also supporting the Alumni activities.

School of Arts and Sciences:

In the School of Arts and Sciences, CIR conducts Life Skills training for the UG programs such as B.Com., B.B.A., B.Sc.(Visual Media) etc., the Integrated programs such as B.C.A- M.C.A., B.Sc. – M.Sc. (Mathematics) etc., and for the PG programs such as M.Com., M.A. (English), M.A. (Visual Media and Communication) etc. In addition to this, CIR has organized industry certification training in some of the programs and faculty enablement training for the CS & IT department.

For the industry skilling and certification of Commerce and Management students, an MoU was signed with Finmark Trainers India Pvt. Ltd. on 9th Sep 2020. Dr. U. Krishnakumar, Director, ASAS Kochi, and Pradeep Chandrasekaran, Co-Founder and Director Finmark, signed the MoU. Finmark has completed the training of students for the certification by the National Stock Exchange (NSE) and the Securities and Exchange Board of India (SEBI). Final year M.Com., B.Com. and B.B.A. students have successfully completed the training and certification in two modules namely Fundamentals of Capital Market and Mutual Fund Investment.

CIR @ Amrita Kochi



To train and prepare the students of the Department of Mathematics for the CSIR UGC Net certification, an MoU was signed with Mathlab Cochin on 18th Dec 2020. Dr. U. Krishnakumar, Director, ASAS Kochi, and Mrs. Krishnapriya PP, partner Mathlab Cochin, signed the MoU. Mathlab has started training 39 students from the pre-final year and final year batches of Integrated M.Sc. and PG M.Sc. programs of the Department of Mathematics.



As part of the continuing education program for the faculties of the Department of Computer Science and IT, CIR has recently organized 4 half days workshop on Data Structures and Algorithm for the faculties, which was well appreciated.

CIR is also coordinating the Alumni activities in the School of Arts and Sciences, Kochi.

CIR @ Amrita Bengaluru



**FACULTY
ENABLEMENT
PROGRAM**

22ND FEB :

08:45 - 09:00	Welcoming of Faculty
09:00 - 09:10	Introduction
09:10 - 10:30	Break
10:30 - 10:45	The Art of Communication
10:45 - 11:00	Let Us Discuss: Q&A
11:00 - 12:00	Virtual Presence

23RD FEB :

08:45 - 10:30	Mastering Interviewing skills
10:30 - 10:45	Break
10:45 - 11:00	Doubts
11:00 - 12:00	Design Thinking

24TH FEB :

08:45 - 10:30	Digital Content Creation
10:30 - 10:45	Break
10:45 - 11:00	Let Us Discuss: Q&A
11:00 - 11:45	Initiatives and Learning
11:45 - 12:00	Closing and Thank You Note

Ms. Vineetha S. H. attended a 3 day Faculty Enablement Program conducted by Infosys in February 2021. It covered the Art of Communication, Mastering interview skills, Design thinking and Digital content creation.

Event Name:

Workshop on Enterprise Design Thinking

Date of Event: February 8th 2021

Venue: MS Teams



Speakers: Sudharshan Govindan
(IBM Developer Ecosystem Group)

Participants: 5th semester CSE students of
Bangalore campus

Sudharshan Govindan, Developer Advocate from IBM Developer Ecosystem Group, conducted one day virtual Workshop on Enterprise Design Thinking on February 8th, 2021. This workshop discussed about how IBM is facilitating enterprise design thinking using its tools and frameworks. Mr. Sudharshan also took the students through IBM's free cloud computing offering.

Placement Activities at Bengaluru campus

MBA

- Few Major Clients like Aspire systems , MRF , Envision Financial , Saint Gobain, Vodafone , Indigo Paints , Adani Wilmar, IDFC First Bank, City Union Bank , Zoho , Philips , TCS , TTK , Benett Coleman etc have Virtually conducted Placement process for 2021 Batch Students for FTE.

B.Tech.

- Few Major Clients like Texas Instruments , 24x7 Ai, Ford, Hyundai , Bajaj Auto , Saint Gobain , Dassault Systems , Ericsson , Mind Tree , Zoho , Pricol, Payoda etc have Virtually conducted Placement process for 2021 Batch Students for Internship / FTE.
- MEPL Princeton conducted Webinar for our B.Tech Students related to Study Abroad Programme.

M.Tech.

- Few Major Clients like SAP , Intel , AMD , Philips, Ignitarium have Virtually conducted Placement process for 2022 Batch Students for Internship / FTE.
- More Clients like Volvo , Qualcomm , Technicolor, Microchip , Tata Motors , Tata Jaguar , Fire Eye etc are expected during the month of April 2021.

CIR @ Amrita

Mysuru

Placement Training

[2022 passing out MCA batches]

Placement training for MCA 2022 passing out batches commenced on 2nd Feb 21. Bizotic, Bangalore, is the agency identified to deliver training on Technical, Verbal, Quantitative and Logical Reasoning areas. In all, 200 hrs of training is planned for the batch.

An orientation program was organized by the Bizotic for the students on 29th Jan 21. The objective of the session was mainly to sensitize the students about the competitive nature of the campus recruitment, training content and the practical approach towards getting placed.

A diagnostic test was conducted on 30th Jan 21[10 AM to 12 noon] which covered quantitative aptitude, logical reasoning and technical fundamentals and the results were shared with the students to make them aware of their basic level of competency.

An orientation program was conducted on 30th Jan 21 [5 PM to 6.30PM] for the parents to sensitize them about the overall training program planned and the challenges involved for both the students and the trainers. The session also emphasized the significant role of the parents in motivating their wards to undergo the training with utmost seriousness.

A whatsapp group for the parents has been formed to update them about the attendance and test scores of their wards on a daily basis.

Campus Recruitment

Campus recruitments for both UG & PG students passing out in the year 2021 are underway. Commendable placements that happened during the period under report are furnished below.

Company	Program	Number of Students	CTC [LPA]
Navigus	MCA	1	18
Dell	MCA	1	8
Deloitte	M.Com	1	6
KPMG	M.Com	1	4.27
SAP	BCA	1	3.8
Deloitte	BCA	2	3.3
Mckinsey	BCA	1	3.2

Internship cum Placement Program

The following startup companies had visited Amrita, Mysore campus during the month of February / March 2021 to select MCA students for Internship cum Placement Program. In all, 11 students have been shortlisted.

Promantia Business Solutions, Bangalore
Techkindreds, Mysore
Infopine, Mysore

Upon successful completion of the internship, students are likely to be absorbed for regular employment.

Guest Lecture

A Guest lecture on 'Corporate Expectations' was delivered for MCA 2022 passing out students by Mr. Pradyumna Yogan, Senior Software Engineer, Arcesium, Hyderabad, on 11th Feb 21 from 5.30 PM to 7.30 PM.

The prime objective of the session was to highlight the various roles available for freshers in the IT industry and the specific skills required to get placed in IT companies especially core companies. The session also covered in detail the specific recruitment patterns pertaining to mass recruiters and core companies.

Motto

योगः कर्मसु कौशलम्

" WORK DONE TO PERFECTION IS INDEED YOGA "

Srimad Bhagavad Gita - Chapter 2, Verse 50



CIR
CORPORATE & INDUSTRY RELATIONS

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