



**AMRITA**  
VISHWA VIDYAPEETHAM  
DEEMED TO BE UNIVERSITY



**CIR**  
CORPORATE & INDUSTRY RELATIONS

**utkarsh**  
NEWSLETTER

**JAN**

2021



— HAPPY —  
**REPUBLIC**  
= DAY =

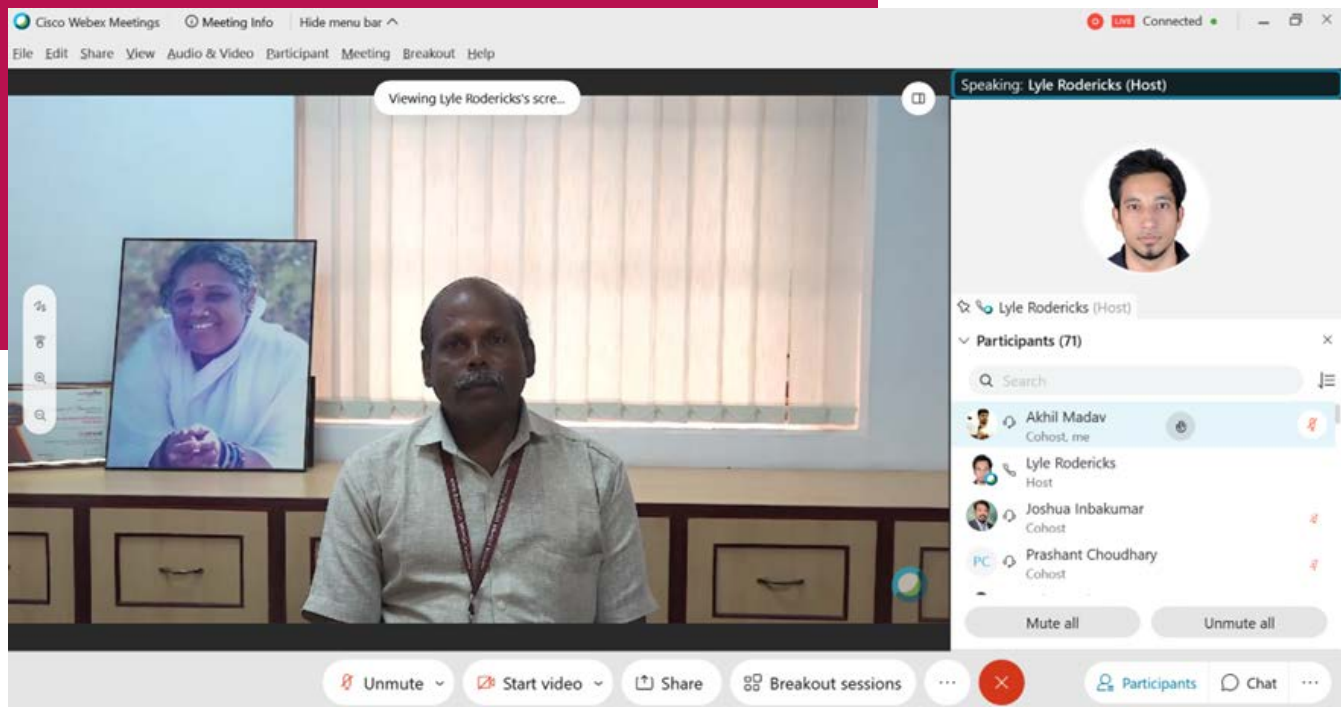




“ The beauty and charm of selfless service  
should not die away from the face of this earth.  
The world should know that a life of dedication is possible;  
that a life inspired by love and service to humanity  
is possible. ”

**...AMMA**

## Amrita Signs MoU with Nasscom Foundation for “thingQbator” supported by Cisco



*SPOC for Amrita, Wg Cdr (Dr.) A Balachandran discussing with Nasscom Foundation*

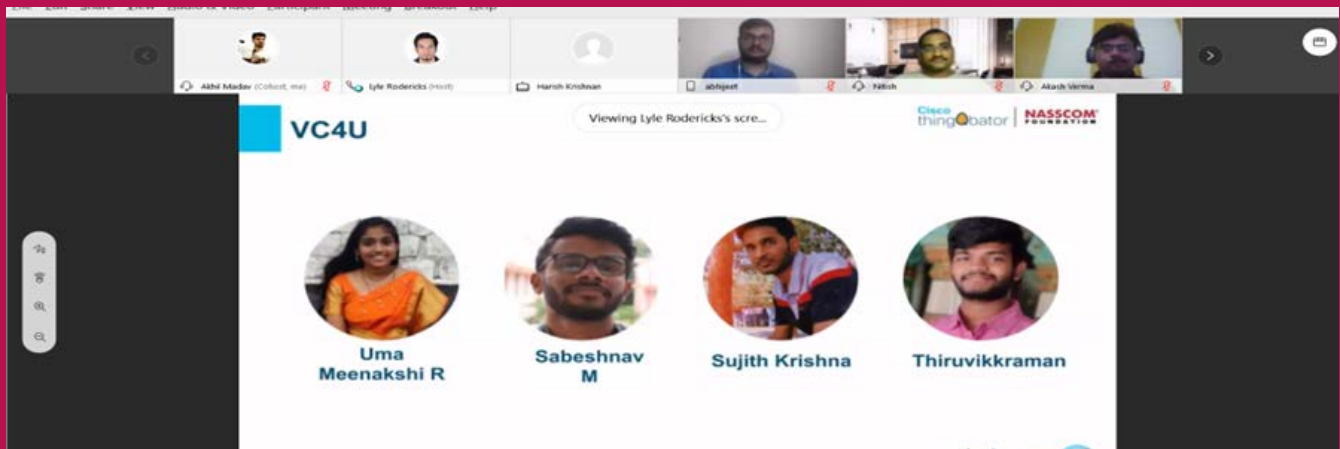
For the Fourth consecutive year, Amrita Vishwa Vidyapeetham is selected to have makerspace in its Coimbatore campus. ThingQbator is a CISCO Global initiative and India CSR Flagship program to setup Digital innovation spaces especially in the field of IoT, in the select universities in India. It aims to encourage innovation culture amongst student community and handhold them from idea conception to product commercialization. The programme is implemented by Nasscom Foundation who are the implementing partner of CISCO.

From selection of six universities in the first year, today, after four years, a total of sixteen universities are added into this setup called thingQbator. Due to the hard work put in by students, Amrita finds it lucky enough to be part of this activity year on year.

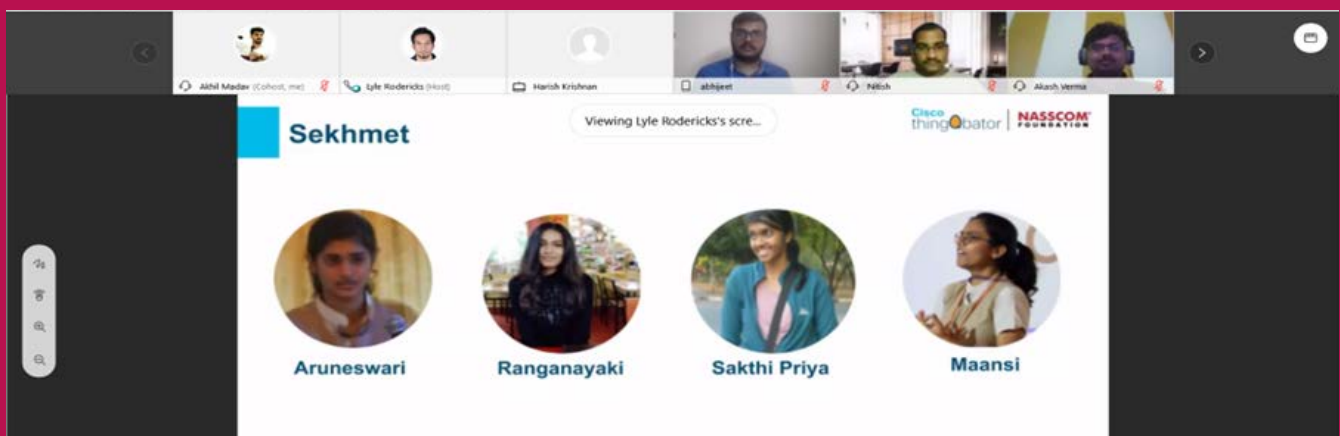
Nasscom Foundation and Amrita once again signed an MoU to continue their association in providing innovation atmosphere to the students of Amrita. This year, thingQbator will be completely run by student body and support will be provided by Amrita staff, Nasscom Foundation members and by CISCO team. During the current year, various activities are planned which include, new selection of office bearers, guest lectures, mentoring activities, new website for communication and demonstration day. Despite pandemic situation and hectic schedule of studies, students are keen to join the thingQbator and the support from Nasscom Foundation is overwhelming.

## Team Strings and Team SEKHMET makes it to Finals - thingQbator Demonstration Day - Receives Cash Prize of Rs. 40k each

First round of demo day for the teams of thingQbator students happened in the month of August 2020. Almost 60 teams from six universities took part in the event and students put up their innovation during this day. From Amrita Vishwa Vidyapeetham out of 11 teams participated, 8 teams were selected for the second round. Finally, two teams (Team Strings and Team Sekhmet) represented Amrita on the Demonstration Day conducted by Nasscom Foundation which took place in the month of september. A total of 16 teams from six universities showcased their innovation and explained their product with a pitch time of four minutes.



Four students Sujith Krishna S, Thiruvikkraman S, Uma Meenakshi R, Sabeshnav M represented Team Strings with their product named VC4U. There are about 36 million people visually impaired on this planet, and not everyone gets access to proper devices due to high cost. Thus they find themselves dependent on others for their needs in day to day activities. VC4U is an affordable device - A Spectacle paired with an APP, which guides the user by giving a gist about his/her surroundings as voice commands.



Another set of students Maansi, Aruneshwari, Sakthi Priya, Ranganayaki represented Amrita with their team name as Sekhmet on the demonstration day with their product named "wellbe". Team Sekhmet designed a Mobile application along with a smart wearable band for dementia patients, which connects the patients with their caretakers. This solution enables remote monitoring of the patients and provides assistance to them. This product instills a sense of confidence in the dementia patients who feel helpless without the assistance of their caretakers in this pandemic outbreak. The demonstration panelists were very happy with the product wellbe coupled with the smartband by which the communication channel is always established between the patient and the caretakers even if they are not in close contact.

## Company Specific Panel Mentoring - MBA

### THE BACKGROUND

The Learning and Development (L&D) wing of CIR observed that in the wake of the COVID-19 pandemic there are so many unprecedented changes and challenges in the world, and the education industry and the job markets are no exceptions. So, this situation demanded a relook at some of the strategies from both the institution's and from the students' perspective especially when it comes to the placement process and the choice of job profiles. It became obvious that the companies are holding back most of their new recruitment decisions and the number of positions recruited for. Hence, L&D decided to apprise the students about the necessity to relook at their priorities while deciding on their strategies for placement preparation. It will be wise for them to look at the brand and the profile and not focus too much on the salary aspect in the given scenario. The students should also get the first job that comes their way as we are highly uncertain about the number of recruiters who might turn up in this placement season.

Thus the company specific panel mentoring sessions were scheduled as an effort to create clarity in the minds of the students about what to expect, how to prepare and how to help themselves to achieve the best results for each company that comes for recruitment.

The following were the specific aims of the programme

- To apprise the students about the current market reality
- To support the unplaced MBA students to have clear strategies and action plans for approaching the placement process
- To guide and mentor the students in identifying and marshalling the required resources for the best performance in the current scenario for each company

The main stakeholders of the programmes were the panel members and the second year MBA students who are the job aspirants. The panel comprised a senior L&D professional/subject matter expert and centre managers of CIR.



**Dr. K. B. Madhu Menon**  
General Manager (Career  
Competency Development)  
CIR

### THE PROCESS

The students were met individually/in small groups by the panellists and the below-given process-flow was followed.

1. Company's background, performance and expectations from students were presented to the shortlisted students who were about to attend the placement process.
2. The market reality (specific to the domains and industry) were presented and discussed.
3. The shortlisted students were given opportunity to present their concerns and questions regarding the company's placement process.
4. The match/gaps between the students' past performance and company's expectations were identified.
5. Different possible alternatives were discussed.
6. Support to the student to form a realistic strategy based on the current reality and their present level of skills and knowledge were provided.
7. Action plans to fill the skill gaps were provided.
8. The process concludes with the evaluation of the company feedback.

### IMPLEMENTATION PLAN

**Step 1** Company shortlist shared by the placement team.

**Step 2** MS Team invite sent to shortlisted students for company specific panel mentoring.

**Step 3** Company specific panel mentoring session is conducted with students.

**Step 4** Follow up using Google Forms/email to check for further assistance required by student.

**Step 5** Measure the impact of initiative with student feedback and number of company selects.

The programme is ongoing and there were marked improvements in the strike rates for the companies for which the mentoring sessions were conducted.

Online **6 Week**

## Technology Based Entrepreneurship Development Programme

Focused on  
Electric Vehicle

3<sup>rd</sup> February to 17<sup>th</sup> March 2021



## ACE to Conduct DST-Sponsored Online Six-Week Technology-Based Entrepreneurship Development Programme (TEDP) on Electric Vehicles, from February 3<sup>rd</sup> to March 17<sup>th</sup>, 2021

Amrita Centre for Entrepreneurship (ACE) is pleased to announce a six-week online Technology-Based Entrepreneurship Development Programme (TEDP) focused on Electric Vehicles, from February 3<sup>rd</sup> to March 17<sup>th</sup>, 2021. The programme is sponsored by the Department of Science and Technology (DST), Ministry of Science and Technology, Government of India, and organized by ACE, Corporate & Industry Relations (CIR), Amrita Vishwa Vidyapeetham, Coimbatore.

The participation for the free programme is limited to 30 potential entrepreneurs, who are really interested in starting an entrepreneurial venture within 6 months. Additionally, they should be possessing a Degree in any branch of Science/ Engineering / Technology or a Diploma of at least 3 years in any branch from a Government recognized institution.

The trade of the TEDP being focused on Electric Vehicles, the two weeks of technical training in the said field is being spearheaded by the Co-PI of the event, Dr. S. Balamurugan, Chairperson, Electrical and Electronics Engineering, and President – Institution's Innovation Council at Amrita School of Engineering, Amrita Vishwa Vidyapeetham.



**R. Krishnan**  
Head-Entrepreneurship  
Development,  
CIR

After the application form is examined for eligibility criteria fulfilment, shortlisted candidates would be required to appear for a General Enterprising Tendency (GET) Test, lasting about 15 minutes. Subsequently, they need to appear for an online interview with their updated resume and copy of their degree / diploma certificates. Those candidates who successfully clear the interview and get selected for the TEDP, will have to commit themselves to being regular for the 4 hours of sessions each day for six days of the week from February 3, 2021 to March 17, 2021.

The registration link is as follows:  
<http://bit.ly/acetedpregristration2020-21>

Further details may be obtained from  
Mr. R. Krishnan / Mr. D. Sakthivel of ACE at  
9841319217 / 9442937623

## Leadership Coach and Entrepreneur, Madhavan Elango provides a Backpack for an Entrepreneurial Journey



'Backpack for an Entrepreneurial Journey', the talk by Mr. Madhavan Elango on Monday, 28 September, 2020, provided amazing value-added inputs to the audience comprising the students and EDP participants of Amrita Centre for Entrepreneurship (ACE), CIR, Amrita Vishwa Vidyapeetham.

Mr. Madhavan Elango is a leadership coach in leading companies in Europe, a life/career coach, an entrepreneur, the founder of an IT consulting firm in Belgium and India, a Partner in a restaurant chain in India, a visiting professor in some of the known universities in Belgium, a Co-Founder of Shri Amrita Educational Institutions in India, a board member of Agile Consortium - Belgium, and a writer. He did his schooling in Tirupattur, his engineering at PSG College of Technology, Coimbatore, his MBA at IIM, Indore and lives in Belgium.

The feedback by the participants for his session was awesome, with 92 % of them rating it as either "Good" or "Excellent". When asked to describe the session in one word, they used the following adjectives: "Inspiring", "Useful", "Fabulous", "Engaging", "Interesting", "Knowledgeable", "Informative", "Motivating", "Enlightening", "Wonderful" and "Amazing".

When asked what they liked in the session, they mentioned the following: "The brief journey explained", "The session was interesting rather than boring", "Creative", "I learnt how to handle situation even if it is not in my favor", "The session was informative", "Brief about creativity", "His knowledge about entrepreneurship and the way he presented his idea", "The simplicity in speech", "The way he compared real life situations and books, authors", "Realistic examples", "The Grandfather's story", "Insight for becoming an entrepreneur", "Practical insights", "Knowledge transfer", "The anecdotes shared and the insights derived from them", "Guidance", "Approaches", "Way of presentation", "Backpack example", "The presentation, content", "I liked the way of explanation about social proof", and "Way of thinking at life".



The full video of the session is available in the following link:

<https://youtu.be/gLgyjzaVEeU>

Here's a summary of the key takeaways / learning from the session, as mentioned by the participants:

- Making your own backpack
- To be confident
- Skills mandatory for an entrepreneurship journey
- Be creative, be innovative, never get demotivated
- Money doesn't make any barrier for our startup
- Face all your failures don't fear for it
- We have to form our own backpack
- Creativity, agility, passion, interest all plays a large part in your entrepreneurship dreams
- How to follow my thoughts
- Follow your own path with creativity
- To be unique with ideas, know things firsthand
- Iterative methods for improvement
- Many life skills especially important for entrepreneurship
- Things essential for an entrepreneurial approach
- The importance of having your own entrepreneurial backpack, rather than just following the crowd
- How to be happy, passionate and understand yourself
- Journey, Risks, Mindset, Facts
- Live examples and the hurdles during the entrepreneurial journey
- Don't follow social proofs
- Essentials to begin an entrepreneurial journey
- Learned the mean of "entrepreneur"
- Independency

In the words of the resource person, Mr. Madhavan Elango himself, "My sincere appreciation for organizing it quite professionally. I was appalled at the way my request was treated by the entire leadership team of Amrita Vishwa Vidyapeetham, CIR and ACE. Amma has found the best hearts and minds to serve the future of the world - STUDENTS. I'm looking forward to many more interactions with students and staff of Amrita Vishwa Vidyapeetham".

## Online Special Training (Winter) and Individual Mentoring Activity for the Unplaced B.Tech./MA/M.Sc./M.Tech. Students

The Learning and Development (L&D) wing of CIR is conducting a special skill training for the unplaced students to facilitate their placements. As the first step to this, L&D first conducted a Training Need Analysis (TNA) and categorized the students based on their training needs in different areas like aptitude, verbal, soft skills, and technical skills. In view of this, one hour per day is kept aside for this activity by each L&D faculty member until the placement process is over. There will be around 20 students under the mentorship of each faculty member.

Apart from this, each vertical is allotted the group of students who have expressed the need for extra training in that vertical. For this purpose, each vertical has come up with a training plan and schedules.

Each faculty will be responsible for mentoring and tracking the progress of the students assigned to them and reporting the same. Whereas, each vertical will be responsible for training the students for skills.

To mark the beginning of this process an inaugural session was conducted on 31st December 2020 where the senior CIR officials addressed the students and apprised them of the plan of action as well as the expectations.

The processes is ongoing and will continue until the placement season is over.



## At Amrita Placement Goes Virtual

Amrita is one of the ivy league institutions of higher learning and has been consistently receiving rich patronage from the industry across the domains.

The prevailing uncertainty owing to Covid-19 Pandemic played more disruption than the orderliness! However, as is said “When the going gets tough, the tough get going”, stands true to Amrita Vishwa Vidyapeetham.

Despite the challenging situation, Amrita has been on success path placing 2021 passing out batch, with more number of new additions of companies, besides the legacy ones, visiting us( of course virtually) and hiring from the talent pool across the multi campus set up of Amrita!

Placement at Amrita started on positive note, on time, usually the beginning of odd semester in July’20. The legacy companies visiting Amrita YoY initiated their process on 15th July’21, with the visit of the US MNC CISCO making offers to 16 students on campus with salary up to 16.97 LPA. In addition to on campus hiring, through CISCO Ideathon another set of 14 students received offers making total offers to 30, the highest in recent years on campus.

To name a few, companies so far visited Amrita besides CISCO are, Amazon, Oracle, SAP Labs, Providence Global, Dell Technologies, Microsoft, Intel, ABB, GE, IBM, Rockwell Collins, Honeywell, VM Ware, Flipkart etc...

Not only the Software, Electronics companies offering CTC with more than 10 LPA to CSE and circuit branches, but also offers are made to core branch students like Mechanical, Civil, Aero with CTC as high as 12 LPA plus!

Within the span on 4 months, 80 plus companies have already visited on campus virtually and equal number of companies are expected to visit by March’21.



**S. Srikanth**

Dy. Director (Placement & Corporate Relations)  
CIR

This has achieved by overcoming challenges of prevailing pandemic using all the modern tools and platforms including ZOOM, CISCO Webex, Microsoft Teams to:

- 1) Have Pre Placement Talks live across
- 2) Get Multiple rounds of Technical and fitment interviews conducted
- 3) To hold GD/Video Presentation on case studies, whichever process applicable
- 4) Hold Managerial and HR assessments

The unique set up of in house support from Amrita’s L&D team for conducting Pre Placement Training/ Orientation, making students prepared and ready for the GD, Interviews, Presentation skill etc... has a big role to play and has come long way successfully. The steps taken have fructified, that is evident from the placement so far over.

Following is the basic statistics at 2021 placement:

**Average Salary: Rs. 5.60 LPA**

**Highest Salary: Rs. 56.95 LPA**

**Number of Offers per Student: 1.10**

Students have been constantly kept updated real-time on the ongoing process/upcoming process of placement. At the same time, it is ensured that if the students are facing any kind of challenge/difficulty in terms of technical, otherwise are addressed in real-time. The instant feed back mechanism is in place to see that students in successive placement drives don’t face difficulty.

This ensures students are motivated and put their 100% efforts in the drives. The whole placement team present across all the campuses take care of each student’s unique challenges being faced before/during/post placement process.

In all, as of now, placement at Amrita is unaffected by the pandemic and the University perse is confident of placing students upward in their domains of studies.

## Workshop on AWS Cloud Practitioner



**V. Bhaskaran**  
Head - L&D (Technical)  
CIR

**WORKSHOP**

**BASICS OF CLOUD COMPUTING  
AND INTRODUCTION TO  
AMAZON WEB SERVICES (AWS)**

**Event Name:**

**Hands-on Workshop on AWS-Cloud Practitioner**

**Date of Event: 6th and 7th of November**

**Mode: Online**

**Speaker: Vineetha S H (AWS Academy Accredited Instructor, CIR, Bengaluru)**

**Number of Participants: 55 (most of them were 1st year engineering students from different campuses)**

**Description:**

Online hands-on workshop on Amazon Web Services (AWS) was conducted on 6th and 7th Nov 2020 as part of AYKYA- the first ever completely online digital fest by Amrita Vishwa Vidyapeetham. The workshop was facilitated using AWS free tier account. The workshop helped the students to get fundamental knowledge and introduction on Cloud Computing and some of the Core AWS Services. The contents of this workshop were abstracted from AWS-Cloud Practitioner Certification Course and AWS Educate Platform which is intended for individuals in technical, managerial, sales, purchasing, or financial roles who work with the AWS Cloud.

The workshop included giving the students an experience to create an EC2 (Elastic Cloud Compute) instance, build and deploy a webserver, create RDS (Relational database system) and also created a VPC (Virtual Private Cloud). Additionally, concepts on AWS Global Infrastructure, ELB (Elastic Load Balance), S3(Simple Storage Service) and IAM (Identity and Access Management) were briefed to students as part of the workshop. Interested students are advised to take up the full course on AWS and encouraged to get certified in AWS. These certification courses are expected to build competence, confidence, and credibility through practical skills for the students. The workshop was well received by the participated students and they have expressed interest to attend more such workshops on various other topics in AWS.

**Reference Link:**

**<https://aykyamultifest.com/workshopOnAWS>**

## Soft Skills Insights

'Soft Skills Insights' is a new initiative launched for PG Soft Skills Training (M.Tech, MSc., MA English and MSW) from December, 2020. It is a WEEKLY online series on selected Soft Skills Case studies, Motivational Stories, Leadership lessons and Career Advice from top CEOs.

The main objective behind 'Soft Skills Insights' initiative is to give Post Graduate students value addition in online Soft Skills Training by providing deeper insights into Applied Soft Skills through reflective learning. Reflective learning practices like learning from successful leaders and top CEOs in industry about the way they do things and why is closely linked to the concept of learning from experience, in that you think about what you did, and what happened, and decide from that what you would do differently next time. Reflective practice is a skill which can be learned and honed. Reflective practice has huge benefits in increasing self-awareness, which is a key component of emotional intelligence and in developing a better understanding of others.

The first insight as part of the 'Soft Skills Insights' series was shared on 20.12.2020. It was a case study on the Soft Skills of Dr. Devi Shetty, world-renowned cardiac surgeon. This was followed by a second insight in the series through a story on 'Taking Initiative', a highly valued Soft Skill needed at work. Short videos and activities were provided to challenge the imagination of the student and reinforce learning. The participation of the students in the activities are very encouraging.

In the coming weeks 'Soft Skills Insights' will feature case studies and career advice from top CEOs like Jeff Immelt, Jamie Dimon, Indra Nooyi, Howard Schultz, Paul Dupuis, Bill Gates, etc. When one reflects on the Soft Skills practiced by these leaders, though vary in specifics, they all have many common traits to share. They all demonstrate ingredients of confidence, positive attitude, character, conviction and communication. They have a unique blend of assertion and empathy. They are great motivators and inspirational leaders with ability to bring out the best performance out of their people. Most importantly, they have clarity of purpose.

As businesses are increasingly focusing on Soft Skills on top of hard skills, 'Soft Skills Insights' is a step in increasing the self-awareness of students on Soft Skills in demand in the corporate environment today.

Raghu Pradeep Nair  
Senior Soft Skills Trainer & Faculty (PG)  
CIR

## Well, Let's sell

A sales job is often considered as a challenging profile as it requires excellent communication, interpersonal and persuasion skills. A sales executive's ability to understand the needs of a customer and sell products or services which meet those needs is an evergreen demand. Keeping this in view, we thought of organizing a two - day event which will prepare our students to learn the essential skill of selling by giving them an opportunity to practice a sales pitch and to interact with some of the experienced professionals in the L&D team.

The innovative digital hiring processes coupled with the rising talent competition in the market has posed a huge challenge for our students to perform well in the interview especially in the sales industry. This event which is called 'Well, Let's sell' is aimed at providing confidence to our students while giving them an opportunity to practice a sales pitch. Different products or services are given to the students and they are required to do a two-minute sales pitch in front of a panel comprising of senior L&D professionals and subject matter experts. The panel measures the performance of each student and provides them a feedback to highlight their areas of strength and weakness.

This event serves as a perfect platform for the students to master the tricks of the trade by interacting with some of the seasoned campaigners in the L&D department; thereby boosting their confidence to perform well in the sales interview rounds. The panel measures their performance on different parameters such as dressing and grooming, knowledge of the product or service, verbal communication, body language and attitude. Besides these, the candidate's ability to close a sales deal is also closely monitored by the experts in the panel.

Abhilash Nair  
Faculty – Soft Skills  
Learning and Development, CIR

Motto

योगः कर्मसु कौशलम्

" WORK DONE TO PERFECTION IS INDEED YOGA "

Srimad Bhagavad Gita - Chapter 2, Verse 50



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CORPORATE & INDUSTRY RELATIONS

Corporate & Industry Relations,  
Amrita Vishwa Vidyapeetham,  
Amritanagar P.O., Ettimadai, Coimbatore,  
Tamil Nadu. Pin - 641 112  
Ph: 0422 268 5005  
Email: cir@amrita.edu

