



July 2022 to September 2022

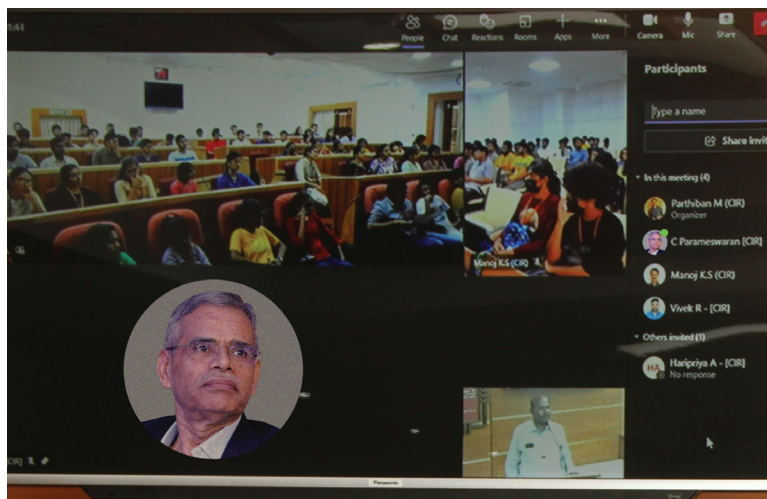


ASAS Orientation Program Report

CIR Orientation program for the Arts and Science students was conducted on 27-08-2022 in Murali Krishna Hall, CIR block. Around 200 students from B.A. English, B.Sc. Food Science, M.Sc. Integrated Maths, Physics, Chemistry and Data Science attended the program actively. In presidential address, Prof C. Parameswaran, Principal Director, CIR emphasized on the demand in the industry for Arts and Science students. He also mentioned that the opportunities for placements, unlike before are increasing for Arts and Science students in addition to that of the B.Tech. and M.Tech. students. He assured students that CIR will play an active role in helping the ASAS students regarding internships and placements. In the orientation program, Additional Director (Wg Cdr) Dr. A. Balachandran, Joint Director Mr. S. Srikanth, Mr. R. Krishnan Chief Manager & Head of ACE and General Manager of Technical team Mr. V. Bhaskaran spoke on the history, Structure and functions of CIR, placement opportunities, facilities available in CIR for entrepreneurship development, and certification courses offered by CIR. The students were highly motivated after listening to all the speakers. In the feedback, students mentioned that they got to know about the process of placement and the skills to be developed to meet the industry demands. Students also mentioned that, they were enlightened about new ventures related to Entrepreneurship, internships and placements. A study is underway about connecting the students with the corporate world based on the areas of interests of the students so that passion may meet industry.

A. Haripriya

Faculty - Verbal



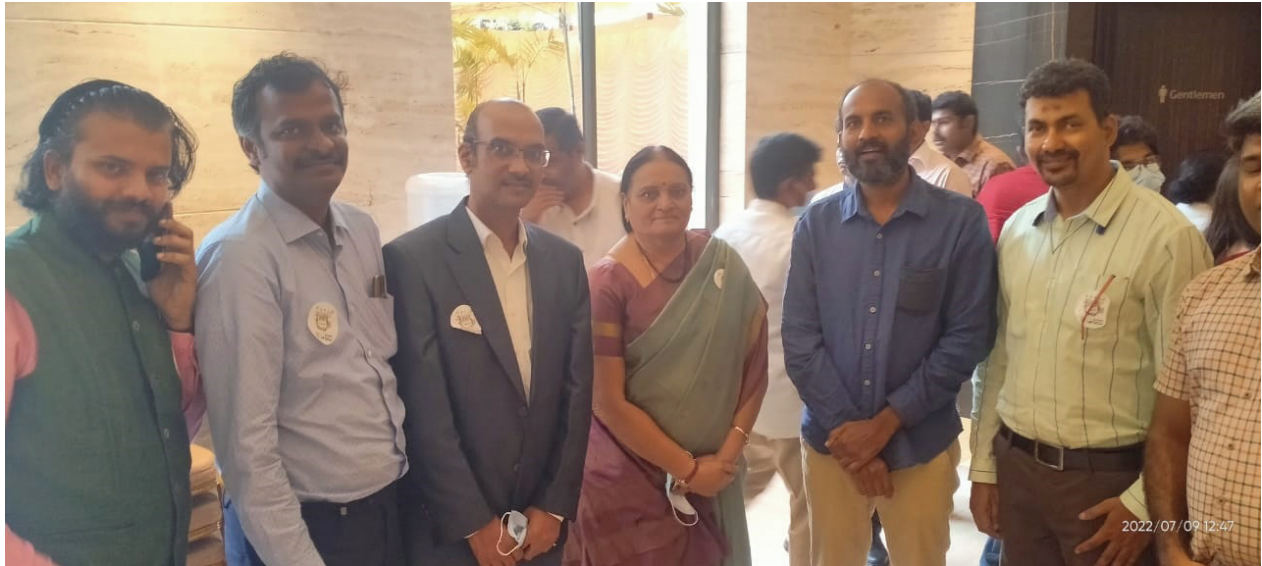
ACE Participates in IIC Regional Meet at Dindigul



As part of the Institution's Innovation Council (IIC) at Amrita, ACE participated in the Regional Meet organized by the Ministry of Education's Innovation Cell (MIC). This South Zone meeting was conducted by MIC along with All India Council for Technical Education (AICTE) on 8th August, 2022 at PSNA College of Engineering and Technology, Dindigul. IIC President, Dr. S. Balamurugan, and other IIC members - Dr. Prashant Nair and Dr. O.V. Ramana Murthy, along with IIC Convenor, Mr. R. Krishnan from ACE, CIR represented Amrita.



ACE Participation at TiE's GreenCon '22



The Indus Entrepreneurs (TiE), Coimbatore chapter organized an event titled GreenCon'22 on Saturday, 9 July 2022. It was a one-day conclave that brought together some of the best minds in sustainable and green entrepreneurship, that spoke about how to stay profitable while caring for the environment. In addition, the event offered a platform to network with various incubation executives and entrepreneurs. Apart from Mr. Peer Mohamed, a TEDP alumnus of ACE, Dr. S. Balamurugan, Mr. R. Krishnan and Mr Sakthivel from Amrita attended the event.

ACE Representative at TiE Conclave on 'SME's Building in India for The World'

TiE Delhi-NCR and TiE Coimbatore came together to conduct a conclave titled "SME's – Building in India for The World" on 29th September, 2022 at The Residency Towers, Coimbatore. The event witnessed good participation from Coimbatore based entrepreneurs who shared their wonderful experiences and spoke on current market potential. Mr. D. Sakthivel, Assistant Manager – Entrepreneurship Development, ACE, CIR represented Amrita and networked with potential entrepreneurs in this conclave.

ACE Team Members attend ‘AIM for Institutions’ Meeting

Atal Innovation Mission (AIM) had organized an event titled ‘AIM for Institutions’ on Wednesday, 17th August 2022 at Coimbatore in association with AIC Raise Business Incubator, Rathinam group of Institutions. This was followed by a post-lunch visit to the AIC Raise incubator facility. Wg. Cdr. Dr. A. Balachandran, Dr. Prashant Nair, Mr. R. Krishnan, and Mr. D. Sakthivel of the ACE team attended the event on behalf of Amrita.



ACE organizes Rendezvous with an Entrepreneur Mentor



The student members at Amrita Center for Entrepreneurship (ACE) had an interaction titled ‘Rendezvous with an Entrepreneur Mentor!’ by Mr. Prasanna Kannan, Director, CAM Education on August 6th, 2022, in the Radhakrishna Hall at the Corporate and Industry Relations (CIR) block, Amrita Vishwa Vidyapeetham, Coimbatore. The feedback received for the session was fabulous, with 100 % of the participants rating it as either “Good” or “Excellent”. When asked to describe the session in one word, they have used the following adjectives: “Awesome”, “Eye-opener”, “Fruitful”, “Helpful”, “Informative”, “Inspiring”, “Great”, “Motivating”, “Quality-time”, “Useful”, and “Wonderful”.

MBA Placement Highlights as of 30th September, 2022

32.89% of the eligible
students have been placed

Highest CTC
is **16 LPA**

Average CTC
is **8.67 LPA**

Median CTC
is **8.75 LPA**

Further, placement team at CIR are lined up companies like Khimji Ramdas (20 LPA), Sobha Developers (30 LPA) , Maveric systems (12 LPA) , Yamaha Motors (7.6 LPA) to meet students aspirations.

AIMA's Simulation Based Business Acumen Workshop

MBA Students from 2021-2023 batch participated in AIMA's simulation based business acumen workshop. This was an online management development program under which the students designed a simulation based MDP to make the learning process of sharpening business acumen, especially in the indian context, interactive and fun oriented.

Students who participated in the event were:

- | | | |
|-----------------|------------------|-----------------|
| 1. Akhil Prasad | 3. Sachu Pradeep | 5. Nithin A. K. |
| 2. Varsha A. B. | 4. Sai Lakshmi | 6. Ashvath Alex |

Beyond Pink - She Entrepreneurship Conducted by Rajagiri Centre for Business Studies

Ritika Prasad, Sreelekshmi S. and Anagha Anil from 2023 pass out batch of ASB had participated in Beyond Pink -She entrepreneurship conducted by Rajagiri Centre for Business Studies, Kochi. An event based on entrepreneurship skills, the various rounds included idea pitch, situation handling activities, marketing round, poster making followed by investor pitch.

Academia Industry Partnership (AIP)

Guest Lecture

3rd August 2022 - Mr. Mani Narayanan (MD - Messer Cutting Systems India Pvt Ltd) visited our campus. He rendered a guest lecture on the topic “Latest Cutting-Edge Trend In Metal Working Industry”. The targeted audience were the fourth year Mechanical Department students.



Webinar

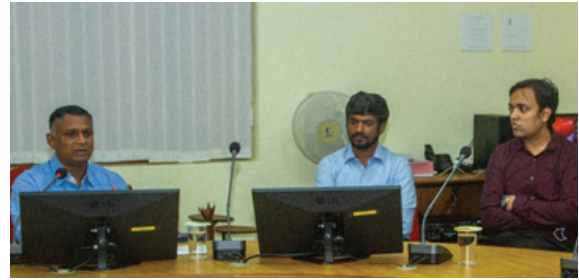


2nd August 2022 - Mr. Athieshkumar Thopukara (Sr. Hardware Engineer) and Mr. Sanjeev Nayak (Hardware Architect) from Valeo India Private Limited, Chennai visited our campus. A webinar was conducted in which Mr. Sanjeev delivered a lecture on the “Recent Trends in Battery Management System for EVs and Mr. Athieshkumar talked about the “Recent trends in Hybrid Energy Storage System for EVs “. Final year students from the department of EEE attended the webinar.

Company Visits

12th September 2022 – A team from Schiumberger India made a visit to the campus, with the following objectives:

1. Introduction to Management and Faculty, icebreaker session.
2. A presentation on the analysis department's strengths, placements, faculty capabilities, lab capabilities, anything interesting that is going on, awards, and contributions.
3. Visit the department and lab, and meet researchers and students on the ground. Basic involvement.
4. Describe how internships and placements works at Amrita. Overview of timelines and how we as a corporate entity can get on board for future hiring engagements.



26th August 2022 – A team of delegates from Metro GSC visited the campus and discussion were held at CIR conference hall. The process of signing the MoU between Amrita and Metro GSC is being discussed and finalised.



12th August 2022 – A team from L & T visited the campus for Academia Industry Partnership.

MoU Signed



16th August 2022 – Continental Automotive Components India Private Limited sent a team of experts to our campus, and an MoU was signed. The following are the main goals of the MoU:

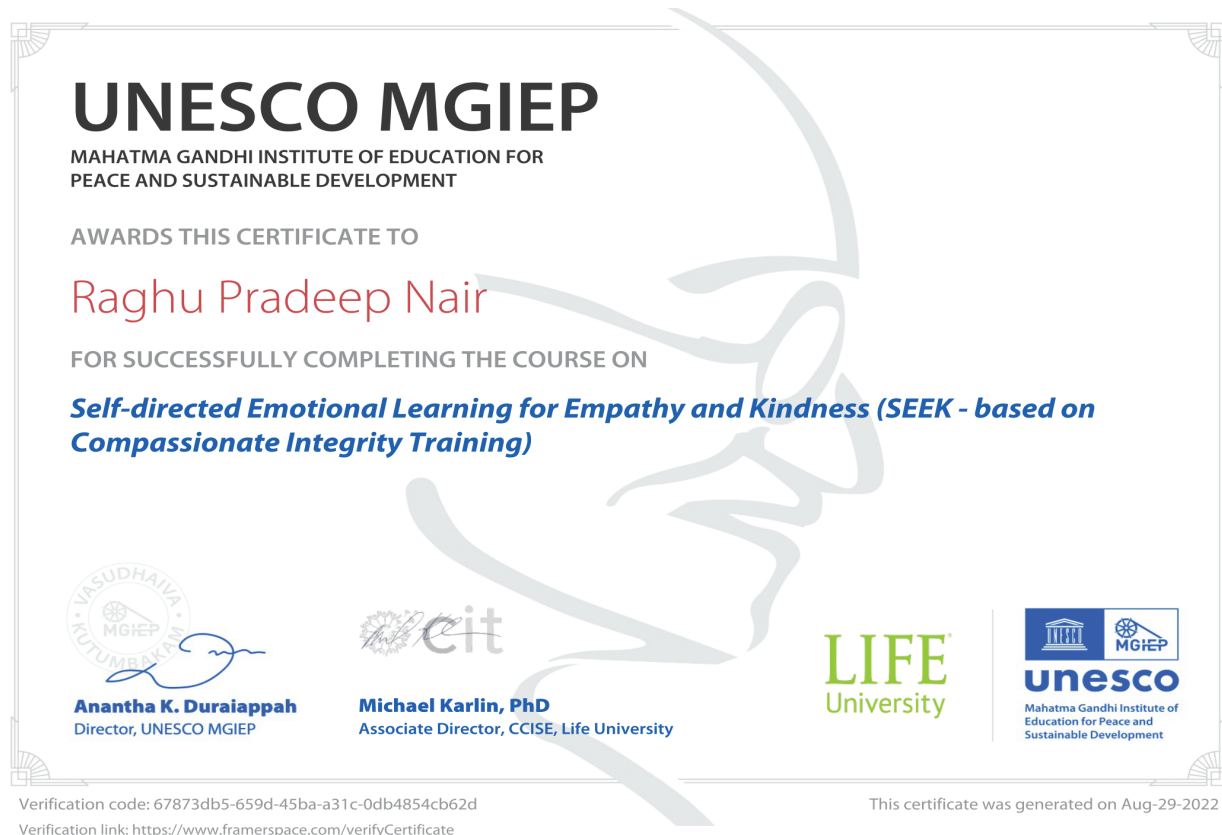
- ▶ Create programmes to improve student industry knowledge through guest lectures, seminars, workshops, and other means in collaboration with continental partners.
- ▶ Provide opportunities for Continental personnel to spend a sabbatical teaching or performing experiments at Amrita.
- ▶ Allow Amrita students to do internships or projects at Continental.
- ▶ Allow Continental to conduct research/ projects at Amrita by leveraging the intellectual and laboratory infrastructure at Amrita.



15th September 2022 - COSIEMA board members visited our campus for Academia Industry Partnership. The signing of the MoU took place, and faculty members from the department of Mechanical Engineering were present. The following were the goal of this Memorandum of Understanding:

- ▶ Interaction with student's/guest lecture programmes
- ▶ Undergraduate Project/Problem Solving
- ▶ Amrita Support for COSIEMA Training
- ▶ COSIEMA Using Amrita Laboratories
- ▶ Summer and Regular Internship Program

Globally Recognized Certification Programme for Dr. Raghu Pradeep Nair



Dr. Raghu Pradeep Nair, Manager – Learning and Development (Soft Skills) of Coimbatore Campus successfully completed the course and was awarded globally recognised certificate on “Emotional Intelligence”.

MGIEP (Mahatma Gandhi Institute of Education for Peace and Sustainable Development) is UNESCO’s Category 1 Research Institute focused on Transforming Education towards Sustainable Development Goal 4 (SDG 4.7) through programmes that promote social and emotional learning and youth empowerment.

Students as Teachers

V. Suresh, Asst. Manager - L&D

I encouraged the students to teach in order to make the class more interesting and interactive. If students are adequately prepared, they are capable of teaching as well as, if not better than, teachers.

I told my colleague, Ms. Kuladevy Elagovan, about my experience. She felt that writing about it here would be beneficial to those in CIR Learning and Development.

Here I am...

First and foremost, I distributed the necessary learning materials to the students who had volunteered to teach. Following that, I had a TEAMS session with them to ensure they understood the concept completely.

Upside

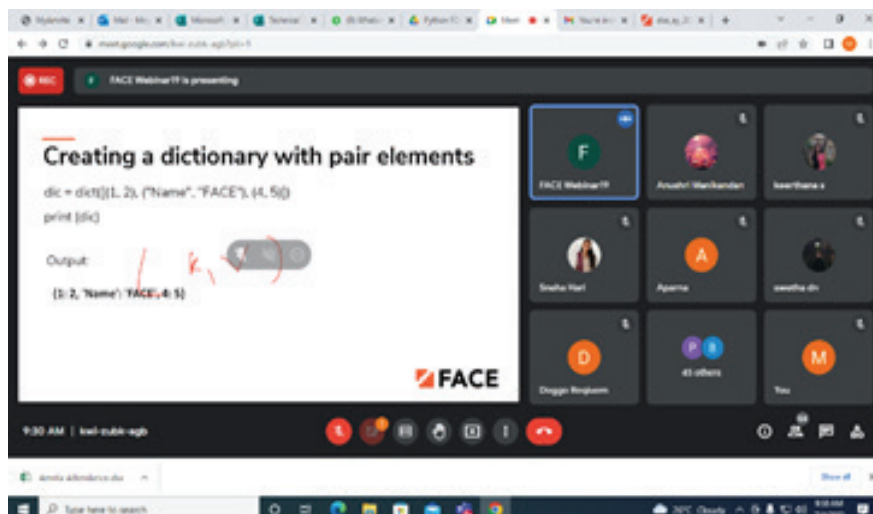
- ▶ The practice has been very helpful to students who had been waiting for opportunities to improve their public speaking skills.
- ▶ For the aspiring teachers, it was a welcome opportunity. Some of them did exceptionally well. From the start to the end, they kept the class throughout engaged. I even shared my happiness with the class advisors.
- ▶ The teachers were able to understand what it takes to make the class effective.
- ▶ They could understand how hard it is for teachers when students remain passive even when told to ask questions.

Downside

- ▶ Some sessions did not go well because the teachers were not properly prepared. The information provided was inaccurate and incomplete. Some were simply reading the contents of the slides.
- ▶ In some sessions with two students, one of them was not well prepared - in fact, some were not prepared at all. This unnecessarily increased the other's burden of responsibility.

In conclusion, I would like to emphasize that the concept of Student as Teachers will be very successful if the trainers take adequate measures to check the teachers' preparedness prior to the class. Given the importance of the session in the lives of the younger generation, the trainer may even request that the teachers teach the entire content prior to the session.

And, following the session, the feedback gathered from them confirmed the importance in the feedback forms given to them that they were completely satisfied with the sessions and are confident in cracking placements. Other students also requested that a higher-level session be organized in the near future.

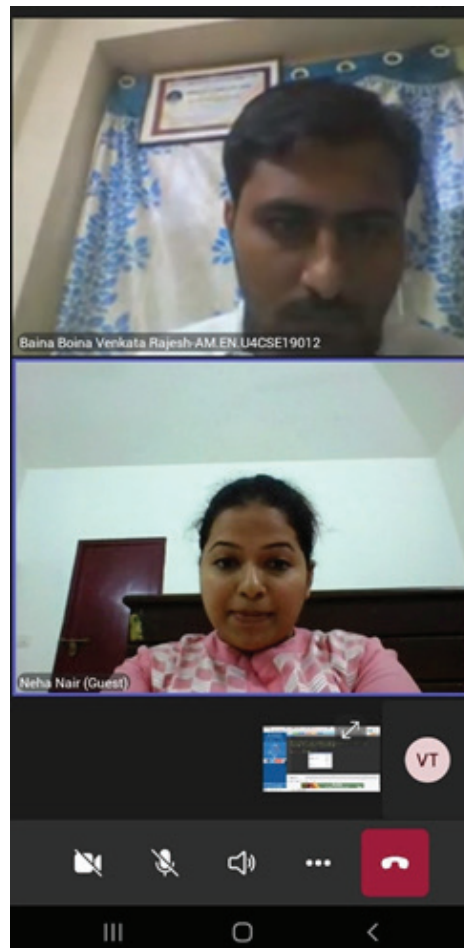
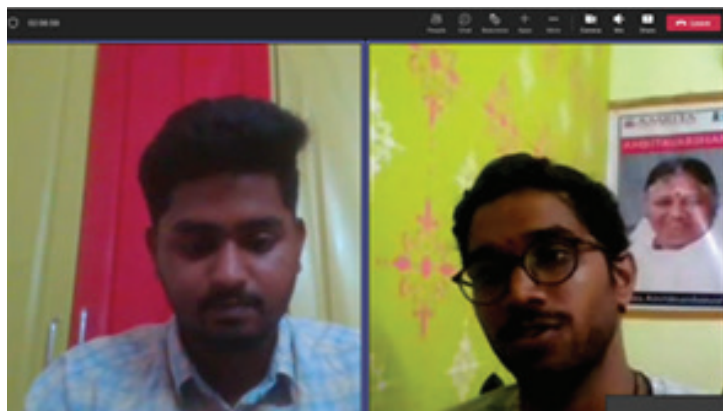


Aptitude Training Program by FACE

CIR Amritapuri, in collaboration with FACE, has organized a 6-day pre-placement training for BBA, B.Com., Integrated MSc, BCA, and MCA branches beginning 9th July 2022. This session covered the entire aptitude syllabus required for their placements. This programme drew 103 students, the majority of whom were from B.Com. batches. The training session ran from 9:00 a.m. to 4:00 p.m. every day for six days, and student participation was outstanding.

Technical Interview

CIR Amritapuri coordinated and conducted a Technical mock interview with the help of our beloved alumni who were placed in top companies from our campus itself as part of preparing current S7 students for company interviews. The CIR Amritapuri team contacted alumni members and provided them with all of the necessary information about the mock interview for our students. Over 85 students participated in the mock interview over the course of two days. The assistance provided by alumni members was extremely beneficial to our current placement batches.



Alumni Interaction

Gautam Santosh, alumni recently placed in CISCO, interacted with our students online on 5th July 2022 as part of the alumni interaction initiated by CIR. He spoke at length about the CISCO selection process as well as his interview experience. He also described in detail the various patterns of questions that will be asked during the interview. Needless to say, our students gained insight into the CISCO selection process.

M.Com. Mock Interview

On the 21st July 2022, a mock interview session was held for the current M.Com. 2023 pass out batch. Mrs. Megha S Gopi organised the event, and four panels of interviewers, including Mr. Kiran Kumar B, Mrs. Indira N, Mr. Sreesankar Rs, Ms Aishwarya B S, and Mr. Krishnanunni M V, interviewed all 12 students. The students were given a special session by the soft skills faculty prior to the mock interviews to prepare them for the mock interviews. All students were given immediate feedback on their performance during interviews, and all students were taken for a general discussion on the various strategies to improve their interview skills.



ASAS Alumni Talk Show Series

The first talk of the 'ASAS Alumni Talk Show Series' was held on Saturday, 23rd July 2022, via Microsoft Teams, with Ms. Keerthana Chandra of the M.Com. 2022 batch as the speaker. She spoke about her experiences as an Amritian and an alumnus. Her journey from Amrita to Audit Associate at KPMG was an inspiration to the more than 70 students who attended the programme. Students from the BBA, B.Com., and M.Com. programmes attended, as did faculty from CIR, Commerce, and other departments.

Cognizant Campus Connect

A campus connect programme with Cognizant Technologies was held at Amritapuri on 17th July 2022 as part of the effort initiated by CIR Amritapuri campus, with Ms. Aswathy Venugopal, Director, Mr. Sijio Malayil Thomas, Campus Relationship partner, and Mr. Priyesh Gopalakrishnan, Delivery Director, Cognizant Technologies involved in the discussion.

During the meeting, the following topics were discussed.

- Campus placements
- Research student opportunities
- Internship opportunities for M.Tech. students
- Online learning platform for students
- Training engagements with institutes
- Guest lecture opportunities



The meeting concluded on a positive note, with the company and CIR agreeing to collaborate to broaden the scope of campus placements.



Career Guidance Program for S5 B.Tech.



In a world of instant gratification, the chief aim of “What’s My North?” is to help young adults define, understand, and achieve true, everlasting success. The session was divided into 3 parts - a) Personal Transformation b) Domain & Goals c) Skills & Roles. It was to help students know about the latest technologies & trends and shape their careers. The session was mentored by Mr. Nageswara Rao and Mr. Govindaraj Kozhippurath, from September 14 to 17 September 2022 for S5 Engineering Students.

More than 650 students attended the seminar. Many of them said it was very helpful and hoped such seminars would be organised regularly.

Tata Elxsi Campus Connect



Tata Elxsi (TE), one of the pioneers in the software industry, sent its officials to our campus on the 28th September 2022 to familiarize themselves with the on-the-job training programs and the facilities available for our students, who seek campus placement. They divided the roles among themselves and introduced TE to our students and faculty. Mr. Shilu L, Program Manager, introduced TE to the audience. Mr. Arun, Competency Head, made a technical presentation to our students. Mr. Sobin Jayaram, Senior Engineer, MCV, TE introduced concepts of Artificial Intelligence & Machine Learning to our students and faculty. The team also held a faculty connect session to take the discussion to the next stage. The visit of the TE team concluded with a visit of the campus along with the faculty. At the end, The team went round the campus.

Faculty Development Programmes

In the month of August, a series of Faculty Development Programmes were conducted to hone the academic and administrative skills of the teaching and non-teaching staff. To familiarise the faculty with the operations of AUMS a session was conducted jointly by Mr. Sreesankar RS and Ms. Krishnkripa KV on the 1st and 2nd August 2022. An excellent session on excel was conducted by Mr. Anu K Manapuram on the 5th August 2022. On the 8th August 2022, Mr. Narayanan RS took a special session on Grading the performance of students. Mr. Krishnanunni MV delivered a session on effective powerpoint presentation techniques on 10th August 2022. A workshop on Professionalism was conducted by Ms.Darsana V on the 17th August 2022. The FDP concluded with a presentation by Mr. Ranganadhan NS on Code Hour Best Practices

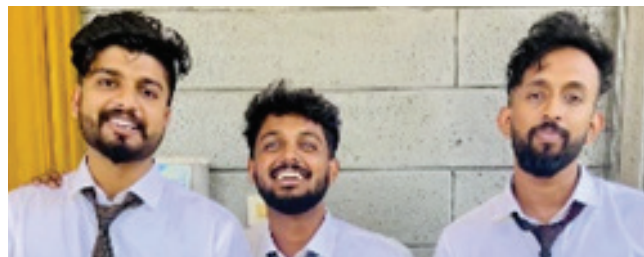


TKC Think Tank Virtual Internship Program

Four students from 2021-2023 MBA Batch of ASB, Amritapuri campus has successfully completed a 6-week, Virtual Internship program (TKC Think Tank Virtual Internship Program) with Takshashila Consulting which had participants from top-tier B-schools. The names of the students are as follows -

1. Ajay Gopinath
2. Greeshma V.
3. Nikki Antony
4. Sachin S.

HUL's e-Commerce Live Project Challenge



3 students from 2022-2024 MBA batch of ASB, Amritapuri campus were shortlisted to present their solutions/ideas for a case study in HUL's e-Commerce Live Project Challenge by HUL. The name of the 3 students are as follows -

1. Akhil A. G.
2. Midhun Mohan
3. Adithyadev D.

Naukri.Com (Info Edge) Campus Drive at Bangalore Campus

Naukri.Com (Info Edge) conducted the campus drive for the students of MBA 2023 Batch. Students from all four campuses viz-

Coimbatore, Amritapuri, Kochi and Bangalore participated in the physical drive conducted at Bengaluru campus. Mr. Naveen Jha (Vice President Sales), Mr. Renji S. George (Senior Zonal Manager), Mr. Gregory Varghese (Associate Vice President Sales), Mr. Rohit Kumar Tripathi (Senior Manager, Corporate Sales) and Ms. Nikeeta Gupta (Senior HR, Business Partner) were the delegates from Naukri who visited the campus to conduct the drive. Pre-Placement Talk was delivered by Mr. Navin Jha and Ms. Nikeeta Gupta followed by three rounds of the placement process, first was the Group Discussion, then the Business Interview and finally the HR Interview. Total 57 students participated in GD Round, 27 shortlisted for Business Interview, 7 shortlisted for HR Interview and 4 students got selected as Sr. Executive (Corporate Sales) with a CTC of 6.75 LPA.



Soft Skill Group Activities - Brainstorming & Case Study

To help students develop confidence and team spirit and improve logical reasoning, various group activities were conducted by CIR, Bengaluru for B.Tech. students. One of them was Brainstorming. The primary aim of conducting the Brainstorming was to provide students with a platform for carrying out intensive, and freewheeling discussions. The students were seated in groups wherein a random item was provided to them. They were required to discuss the various uses of the item. Numerous innovative suggestions were provided by the students and the sessions received enthusiastic response from all the participants.



Case Study Discussion

Another group activity conducted was case study discussion. The major objectives of this activity were to enable students to Process (Read the Case thoroughly and mark the important points), analyze (Scrutinize the problem or issue at hand and identify the unstated/hidden problem), and discuss (Coherently present points). This exercise also received enthusiastic response from everyone as it was very helpful while preparing for group discussions.



Academia Industry Partnership

Continuing the thrust to enhance Academia – Industry Partnerships, CIR has facilitated signing of MoU with Ms Air Works India Pvt Ltd, the leading Aviation MRO in the country. Through this partnership, Ms Air Works seeks expertise of Amrita's School of Computing in undertaking collaborative projects in the field of AI/ML, robotics, Block Chain, NLP, etc towards improving systems and processes in Aviation Maintenance.



MoU has been signed with Ms Verdant Telemetry Systems Pvt Ltd, Kochi for joint product development of systems for RF and communications with applications in Defence. These initiatives contribute to the Government's thrust towards self reliance and "Make in India" for our Defence needs.

A MoU was signed with Ms Ziroh Labs, Bangalore for collaborations in Data Security/Privacy. As part of the activities in accordance with the MoU, the Company held a workshop on "Internet Privacy" at the Bangalore Campus on 22nd September 2022 which saw enthusiastic participation by students, especially girls.



Awareness Programme for Certification Courses

In order to prepare students for placements, to assist & guide them, CIR Bengaluru Technical team has organized the following quizzes: -

- Programming & Data structures on 13th July 2022
- SQL on 17th July 2022
- Operating System on 15th July 2022

CIR Certification Awareness Program was conducted on 17th September 2022 after class hours. The session consisted of following: -

- Detailed explanation of the Certification Programmes
- Explanation of Code-Chef College Program by Code-Chef representative.
- Tips for getting placed in top product development companies & materials for preparation was provided
- Q & A at the end of the session where all students' queries were clarified.

As a result of these awareness sessions, over 135 students have registered & are pursuing courses on Google Cloud under Google Cloud Career Readiness Program in association with Google.

Mr Ashoka S, Faculty – L&D(Technical) has attended the following FDPs and obtained Infosys certification for the same:-

- Infosys Campus Connect - Faculty Enablement Program (FEP) series held between 6th June and 10th June 2022 on Artificial Intelligence
- Python Programming held 17th to 21st October 2022.

Paper Presentation at IIT, Madras

Ms Gayathri B. and Ms Chitra V.R attended the International Conference on Memory in a Digital Age, organised by the Centre for Memory Studies, IIT Madras, from 23rd to 25th August 2022. They presented a paper titled “A Mosaic of Memories: Memory, Identity and the Immigrant Experience in The Astonishing Color of After by Emily X.R. Pan” on 24-08-2022, the second day of the conference. The three-day conference had delegates from premier institutions in the country and abroad.



TCS On-Campus Placement Drive



TATA Communications Services visited the ASE, Chennai campus to select students for various job roles. Students from all the campuses attended the drive, and there were around 30 students for the entire placement, of which nine got selected for two job roles. The first job role was CCSS (Cloud and Cyber Security Services), and the second was CNGCS Global Services. The process started with an orientation on the hiring process and briefing about TCS. This was followed by the interview process. The interview process consisted of three rounds, of which two were technical, and the third was the HR round.

Technical talk of ALMA CONNECT on “Life and Work Culture at Caterpillar and Skillset required by a Mechanical Engineer in Current times”

The students from Department of Mechanical Engineering, in association with the CIR, organised a technical talk of ALMA CONNECT on “Life and Work Culture at Caterpillar and Skillset required by a Mechanical Engineer in Current times.” The talk was delivered by Ms Jayanti Yerchuru, Design Engineer, and Ms Sukaprada, Associate Engineer and Analyst at Caterpillar India Private Limited. They discussed the necessary skills and concepts which the core job aspirants should be thorough with. They also elucidated the necessary modelling and analysis software knowledge that job seekers should possess. The interactive session helped the young mechanical students by increasing their confidence.



Amrita School of Arts & Sciences

Alumni Meet



The first Alumni Meet of 2022 was held on Sunday 10th October 2022. CIR spearheaded the event.

Mr. N. R. Mohanan (CIR) was designated to be the chairperson and Mrs. Sarvamangala (CIR) was designated to be the coordinator of the Alumni activities for 2 years starting from 2022. In spite of their busy schedule, a considerable number of Alumni members turned up for the meet.

Dr. U. Krishnakumar, Dean & Director of Amrita School of Arts & Sciences inaugurated the function. Mrs. Sarvamangala welcomed the Alumni members. Mr. N R Mohanan addressed the members and spoke on the role of Alumni being an integral part of the institution.

Miss Haritha Thamban, one of the Alumni members gave a scintillating dance performance on Astapathi, which elevated the audience to the sublime level of Bhakthi & Love to the divine God. There was another group dance, where Alumni members from different streams of study, flocked together and entertained the audience.

A few Alumni members made their presence live by joining online. Alumni members showed their experience and ruminated the good old golden days at the campus. All the HoDs and the faculty members of other Departments graced the occasion.

All Alumni members were honored with a memento. Mr. Raamnath (CIR) delivered the vote of thanks. Mrs. Harsha (CIR) played an active role in organising the function. The meet drew its curtain with high tea and snacks. Alumni members took photographs and dispersed with the hope that they would meet regularly.

School of Nano Sciences and Molecular Medicine (ASNSMM)



Placements

In the academic year of 21- 2022, 45 M.Tech./M.Sc. students graduated from Amrita School of Nanosciences and Molecular Medicine (ASNSMM) in disciplines of Molecular Medicine, Nanobiotechnology and Nanoscience and Technology. Seventeen students attended the recruitments from around twelve companies which include V-Marsh Healthcare, Log 9 Materials, HCL Lifesciences, Zifo RnD Solutions, NoPo Nanotechnologies, IQVIA, TCG-Crest, Straive, Bharat Serums and Vaccines and Sapiens Biosciences. Among them, 13 students are currently placed in various core research roles which include the positions of Research Assistant, Research Associate, Healthcare Business Associate, Senior Medical Writer, Reviewer Selection Editor, Business Analyst, Research Intern, Junior Research Fellow and Scientific Trainee.

Two students were placed at NoPo Nanotechnologies as Research Assistant, and a student each was recruited by Sapiens Biosciences as Research Associate, V-Marsh Healthcare in the role of Healthcare Business Associate and HCL Technologies as Senior Medical Writer. Being a premiere research institute where students are trained at advanced scientific skills in their respective disciplines, under scientists with Ph.D. and expertise, a large number of them chooses further studies leading to their Ph.D., from leading institutes both in India and Abroad. Two students got selected for internship in the State University of Arizona, USA. Six students with meritorious academic performance were offered Ph.D. positions with scholarship at ASNSMM.

The core placements for the 29 undergraduate students who are currently in the pre-final semester commenced with the recruitment call from Medtronic in October 2022. 25 students are currently under training to gear up for their forthcoming placements by Medtronic. Four among the twenty-nine students who have expressed interest for placements in the IT sector are currently attending the recruitment process by TCS and Infosys and the results are awaited.

CIR and the Placements cell also reach out to the alumni at ASNSMM and do regular follow-ups. The main purpose of conducting reach out activities is to usher in the core placements by taking help from the alumni. The activities include regular weekly mails sent to alumni regarding various job/ research roles and routine efforts are made to be in touch with them. Two students are currently under the recruitment process by IIT-Hyderabad in research roles with the help of the alumni who is a faculty at IIT-H.

Placement Training

CIR and the Placements cell are rigorous and active with extensive training given to the undergraduate students from their second year onwards and for postgraduate students from their first year. Weekly three hours of training is conducted by the CIR faculty in Verbal, Aptitude and Soft skills. In the photograph, Shri. N R Mohanan, the CIR head of the Kochi campus, is addressing the newly joined batch of students on the numerous exciting placement opportunities available at Amrita Vishwa Vidyapeetham, and the training and assistance provided by CIR and the placements cell for getting into their dream companies.



Foreign Language Training - German Language



CIR and the placements cell at ASNSMM started to organize foreign language training for its students as part of preparing them for pursuing higher education/career in foreign countries. The training program began with a well-structured German language training for a period of six months by a professionally certified faculty from 15th September 2022 onwards. The training is intended to help students while applying to universities abroad, as basic knowledge of the local language is a requirement in many countries. The photograph shows a German training session at ASNSMM where the students had their first periodical examination.

Mock Interview Sessions for PG Final Year Students

Special mock interview sessions were given to the 2021-22 PG students who got qualified for the second interview round of Zifo RnD Solutions. Students were taken for the interview by the placement faculty of ASNSMM.

Motivational & Placement Guidance Talks

ASNSMM in coordination with CIR arranged a motivational speech during Induction program held on 12th September 2022 to give a perception of the value-based academic system at Amrita Vishwa Vidyapeetham. The inspiring motivational session was delivered by Shri. Manoj Kumar C G, Faculty at the Center for Corporate and Industrial Relations, Amritapuri campus of Amrita Vishwa Vidyapeetham.



School of Pharmacy

Training & Placement

CIR has conducted intensive training in Aptitude, Verbal, and Soft Skills for the students in all the programs. Resume preparation sessions are conducted, and resumes are reviewed at individual level to ensure good preparation for the placement process. Feedback sessions on placement processes are conducted and based on the feedbacks, doubt clearing and repeat sessions are conducted in Aptitude, Verbal, and Soft Skills. Industry internships, arranged with the support of CIR, is mandatory for the students in B Pharm, which provide them an industry exposure before they move out of the campus.

An initiative called “Student Brand Ambassador” has been introduced wherein students are shortlisted and selected from each stream through an interview process and these students closely work with CIR in various activities like placement, internship etc.

From the 2022 passed out batches across all the programs (B. Pharm, M. Pharm and Pharm D & Pharm D (PB)), among the students interested in placement, about 80 % are placed in various sectors. The highest CTC offered is 5.5 LPA from IQVIA and average CTC is 4 LPA. Recruitment drive for 2023 passing out batches has already commenced with three B Pharm students securing placement offers.

Alumni Meet: AMRITA SMRITI 2022

“Life brings us tears, smiles and memories, the tears dry, the smiles fade but still the memories remain”

On 17th of September 2022, annual alumni meet of Amrita School of Pharmacy - ‘Amrita Smriti’ was conducted at Seminar Hall from 2pm to 5pm in hybrid mode. The event witnessed the gathering of alumni of B. Pharm, Pharm D and M. Pharm.



Dr. P. G. Nayar, the chief guest and Dr. Sabitha M shared their memories and thoughts. The Alumni members from all the streams participated in offline and online mode. They talked about their current job and reflected on their life in the campus and hostel. The program had a few fun games, and the alumni were presented with return gifts by Dr. Sabitha. The program concluded with hi-tea and all the alumni members left with a positive note to participate in coming years and contribute to the Alma mater. CIR was actively involved in organizing and conducting the Alumni Meet Amrita Smriti 2022.

New Academic Batch Inauguration



On 19th September 2022 the new academic batch of Amrita School of Pharmacy was inaugurated at Amriteshwari hall in the presence of the new students and their parents. The program started with a welcome dance followed by welcome address by Dr. Sabitha M, Principal, Amrita School of Pharmacy. This was followed by the enlightening message from Sampoojya Swami Poornamritanandapuri, General Secretary, Mata Amritanandamayi Math.

Chief Guest Dr. P. K. Sreekumar, Retd. Deputy Drug Controller, Kerala, Dr. Manish Grover, CEO Aurea Biolabs, Kerala, Dr. Shanthi Kumar Nair, Dean of Research and Dean School of Nanosciences and Molecular Medicine, Mr. N. R. Mohanan, Centre Head and Advisor, Corporate and Industry Relations, Kochi addressed the students about career opportunities, research opportunities, approach to learning, Amrita’s uniqueness etc.

School of Medicine, Center for Allied Health Sciences and School of Dentistry

Experiential Learning in Soft Skills

“Tell me and I forget, teach me and I may remember, involve me and I learn.”- Benjamin Franklin. As part of Onam celebrations, the international students at the School of Medicine, who had been special guests for the event, experienced the relevance of soft skills in Health Sciences, through participation in interesting activities and games conducted by Ms. Smitha, faculty for soft skills.



Foreign students at the School of Medicine participating in activities organized by CIR during Onam festivities.

As part of induction program for the new batch of M.Sc. Allied Health Sciences, CIR did a presentation on the significance of soft skills for the students of Health Sciences.



As per the feedback from the students, this presentation enabled them to realize that exhibiting good interpersonal skills and emotional intelligence is the need of the hour for Allied Health Sciences professionals. The students of the B.Sc. Allied Health Sciences demonstrated excellent presentation skills and confidence while doing presentations in the final sessions on soft skills after being trained in same, for one year, as part of their curriculum. The students at the School of Dentistry and School of Medicine participated in role plays and case studies as part of learning interpersonal skills and emotional intelligence, which gave them a hands-on experience on learning to interact with patients with empathy.



Students at the School of Dentistry learning interpersonal skills through role plays.

Amrita School of Business

Amrita School of Business, Kochi commenced the offline classes for both first- and second-year students by the end of July. Second year students completed their internships and gave their internship presentation in front of the faculty panel. CIR also participated to evaluate the student's presentation and communication skills. This was followed by a series of training activities which included multiple group discussions, debates, mock interviews, business case presentations, sales pitches, and stress interviews.

First year students were introduced to the CIR, the soft skills and aptitude skill training modules, and activities that would be offered to them in the next two years of life in ASB, Kochi. The NIYUKTHI team (Student Placement Committee) was also formed after interviewing the shortlisted candidates from the first-year students. This year, ASB placements started during mid-September, an earlier date compared to previous years. As planned, only A and B category companies were given the initial placement slots in September. Eight companies conducted their recruitment drive in September out of which only 5 of them announced their results. Twelve students have been placed from ASB Kochi, 4 of them in Deloitte, 6 of them in BNY Mellon, one in AO Smith and one in Lionsbot International. The highest CTC offered so far is 12 LPA by Lionsbot for operations role. The current average CTC stands at 9.34 LPA.

Mysuru Campus - Formation of Inhouse CIR Team



So far, the training activities of CIR was outsourced due to less number of students. Now, an inhouse CIR team has been formed on 13th June 2022 for all the activities of CIR. The team is as follows

Corporate and Industry Relations-

Mr Sriranga, Manager Placement and
Mr Manjunath, Placement Co-ordinator

Learning and development team-

Mrs Deepa Narayanan, Soft Skills Faculty & Centre
Co-ordinator
Ms Nandana Nair, Verbal Faculty and
Mr Karthik M, Aptitude Faculty

The Mysore CIR team has successfully conducted orientation for all UG courses-1st semester of BCA, BBA, B.Com. & B.Sc. and PG courses-1st semester of MCA and M.Sc. chemistry.

Orientation was done for a week with 2 hours for each sessions and created awareness for students about the importance of sufficient CGPA and not having any active backlogs in 5th semester for UG & 2nd semester for PG & list of CIR courses provided for students

Corporate & Industry Relations

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