25 years of Glorious Service

25 years

for us, with us

CIR Family

Principal Director, Prof. C. Parameswaran, an inspirational leader, has helped remarkably for the growth and existence of Corporate and Industry Relations. As is his mission, "To facilitate holistic career development of students through comprehensive and systematic training on Life Skills and build competence in core areas through innovative practical applications", he has personally and professionally contributed for the ongoing functioning and welfare of this department, and that in turn has enhanced quality and selfless services, from admissions, administration, coordination and collaboration to helping students in placements, higher studies, entrepreneurship, and all entities that would prospect and propagate students' lives.

His benevolence and directorial abilities have made him a fair officer. He functions with perseverance and hard work to meticulously improvise and channelize the abilities and talents of Corporate and Industry Relations in aiding them with the best of the infrastructure, resources, and opportunities that would help and support students to achieve their goals professionally, spiritually, and personally.

Prof. C. Parameswaran's earnest and consistent efforts have created landmarks, and his perpetual insight for the development and establishment of the best standards in training for the students have given benchmarking results in honing the students and faculties, and has propagated a harmonious institute-student-industry collaboration and achievement.

Above all, he is a genial human with a great sense of humour and a wealth of knowledge, experience, and brilliance. He has reflected the needs and demands of the student community to our institution and has been the pivot in bridging the institution to the welfare of the students and in bringing overall wellness to the educational community.

Surya Namaskar
Sessions Hosted
at CIR

As part of the 75 crore Surya Namaskar initiative by the Govt. of India, the Directorate of Corporate and Industry Relations (CIR) conducted Surya Namaskar sessions involving all the members of the CIR Department, Coimbatore. Before the final day of performance, rehearsals were done on the 3 previous days, the 3rd day being a full dress rehearsal. The final session was hosted in the main entrance hall of CIR building on 12th February 2022. Under the guidance of the Principal Director of CIR, Prof. C. Parameswaran, Wg. Cdr (Dr.) A Balachandran coordinated the Surya Namaskar activity. The session started at 7.30 AM with warm up exercises guided by Wg. Cdr (Dr.) A Balachandran, followed by five rounds of Surya Namaskars led by Ms. Anjali B.K. and 51 members participated in the Surya Namaskar. The session ended at 8.30 AM. The session was recorded and sent to the relevant authorities for documentation. The session was followed by a group photograph session and breakfast hosted at CIR.

Faculty Development Programme

February 2022

After the unprecedented pandemic induced changes in the academic systems and processes all over the world, the Career Competency Development (CCD) wing of CIR felt that it is very necessary to review, relook, and re-evaluate the CIR learning and development practices. As the primary focus of the CIR training is to equip the students for the job recruitment processes and the corporate life thereafter, the current scenario demands a review and taking stock of the existing practices and its relevance to the industry requirements. With this focus in mind, CIR CCD decided to conduct a 4-day Faculty Development Programme (FDP) from 23rd February to 26th February 2022.

The objectives

1. Understanding the current industry expectations from the young graduates
2. Aligning the CCD curriculum and methodology to the new National Education Policy 2020
3. Adapting CIR curriculum and training methodologies to Outcome Based Learning (OBL)
4. Leveraging the accumulated wisdom of CIR learning and development wing for creating greater impact on the career development of Amrita students
5. Empowering the CIR faculty members to be knowledge creators and motivators
6. Administrative integration of CIR units and verticals within and across campuses

There were total 34 members consisting of faculty members and centre coordinators from Coimbatore, Chennai, Kochi, Amritapuri and Bangalore campuses who attended the 4-day FDP.

The following are the details of the organising committee members

President	Chief Organizers
C. Parameswaran	**Wg. Cdr. (Dr.) A. Balachandran**, Additional Director, CIR
Principal Director, CIR	**Dr. Madhu Menon**, General Manager - CCD

Organizing Committee	Comperes	Technical Support
Mr. Ketan Baad	**Mr. A.J. Srikanth**	**Mr. Shijith C.P.**
Mr. Manoj K.S.	**Ms. Anuja V**	**Mr. Parthiban**
	Ms. Chithra	**Mr. Chandrasekaran K.**
	Ms. Gayathri	

Day 1

Day 1 of the FDP started with the lighting of the lamp by the dignitaries and welcome address by Wg. Cdr. (Dr.) A. Balachandran and this was followed by the inaugural address from the Principal Director of CIR, Prof. C. Parameswaran. In his inaugural address, the Principal Director stated that this FDP is an opportunity for everyone to introspect and see how CCD has done so far and how can the team do better. He also reiterated the fact that CCD needs to take stock of the goals that were set and to what extent they were able to meet them. This was followed by a speech from Rear Admiral Mohan Doss about the industry trends and importance of Academia-Industry interactions for the integrated growth of the institution. Further, Mr. S. Srikanth and Mr. M. Jithesh gave their perspectives on the industry expectations from the Engineering and MBA graduates respectively.

Wg. Cdr. (Dr.) A. Balachandran gave a detailed account of the recent policy changes in the academic world following the introduction of the New Education Policy 2020. As the beginning of the FDP activities, Dr. Madhu Menon did a brief session on the goals and objectives of the FDP and the process was explained to the participants. With this, the stage for the FDP was well set.

This was followed by the presentations by the function heads, on the current practices, challenges and student response to the courses.

After lunch break, there was an industry interaction session by Ms. Reena Ravi (Principal HR-CSR & Diversity Inclusion-Infosys BPM). She spoke about the role of life skills training in career planning and career development.

Further, the presentations by the function heads resumed. Day 1 of the FDP concluded with the summing up of the day's activities.

Day 2

Day 2 started with a panel discussion on the placement status and the feedback received from the industry. The discussion was chaired by Wg. Cdr. (Dr.) A. Balachandran. Mr. S. Srikanth, Dr. Madhu Menon, Mr. M. Jithesh and Mr. C. Santhoshkumar participated in the panel discussion. Wg. Cdr. (Dr.) A. Balachandran concluded the panel discussion by summing up the discussion in which he stressed upon the importance of having a standardised assessment system for understanding the current levels of performance and the performance improvement of the students.

After tea, there were presentations from the Centre Coordinators of Amritapuri, Bangalore and Kochi on the administrative integration within and between campuses in view of the requirements from the different assessment agencies.

This was followed by a brief session by Wg. Cdr. Balachandran on the challenges in academic administration.

This was followed by an industry talk from Mr. Jitendra Raitani from ITC, InfoTech. He spoke about the new industry trends in recruitment/ technological developments.
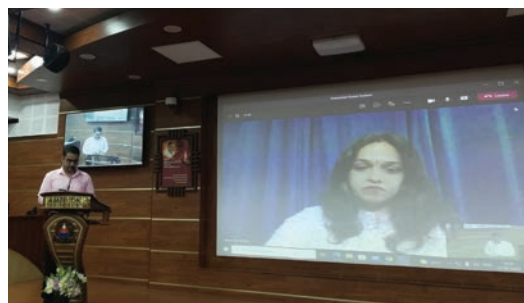
Post lunch, the faculty members of L&D Coimbatore started their presentations on curriculum/content development. Each faculty member was given 15 minutes to present their suggestions/ views on the new areas and topics and new training methodologies to be adopted.

Day 2 ended with the summing up of the day's activities.

Day 3

Day 3 activities started with presentations by the faculty members on the content development and methodology revision.

Post lunch, there was an industry expert talk by Ms. Maya Sreekumar (Assistant Vice President, Cognizant Technology Solutions) on the industry expectations from the fresh recruits.

After the industry expert talk, the sessions from the faculty members resumed. The presentations by all the faculty members were completed on day 3 and the day ended with the summarising of the day's activities

Day 4

Day 4 started with a session by Dr. Balamurugan (Chairperson EEE) on the outcome based learning principles and the nuances of CO-PO mapping.

The session ended with Q&A. After the session, there was a summarisation of the FDP followed by review and feedback and filling of feedback form.

The Principal Director of CIR gave away the certificates of participation to all members and delivered his closing address. The vote of thanks was given by Dr. Madhu Menon.

The FDP ended with group photographs and Lunch.

Action Plans

During the 4-day faculty development programme, the leadership team of CIR had set the following goals:

1. To review the current learning and development practices and critically evaluate the same with reference to the changes that are happening in the industry and academics
2. To understand the industry expectations from the new recruits
3. To encourage and generate new ideas and practices for the changes in the industry and academic scenario
4. To sensitise the faculty members about the need to be more sensitive and empowered while dealing with students in the changed scenario
5. To create administrative integration and create a system for better data collection and data management
6. To receive proposals from each faculty member for curriculum revision and new material preparation

Based on these objectives, there were panel discussions, industry experts' interactions and knowledge/practice sharing by the faculty members. Based on all these inputs from the different stakeholders, the following action plans are created

1. Preparation of list of key documents for the mandatory audits and administrative integration
2. Structured coordination and issuing of SoP to all centre coordinators
3. Assigning extracurricular and specific administrative responsibilities to CIR faculty members
4. Revision of curriculum, training materials and training methodologies
5. Empowering CIR learning & development faculty members by identifying their learning needs and providing the same

Conclusion

This FDP was intended to align the faculty members and leadership team to the emerging trends in the industry recruitment processes. The FDP also took stock of the current practices and areas of improvement to be considered for better results. The FDP was well received by the faculty members and there were many new suggestions and ideas proposed by the members for the process improvement and content development. This FDP will be acting as the forerunner for the upcoming curriculum revision and process improvements in the CIR CCD.

ACE talk by CISCO thingQbator:
"It's time to fly high with your Startup Dreams"
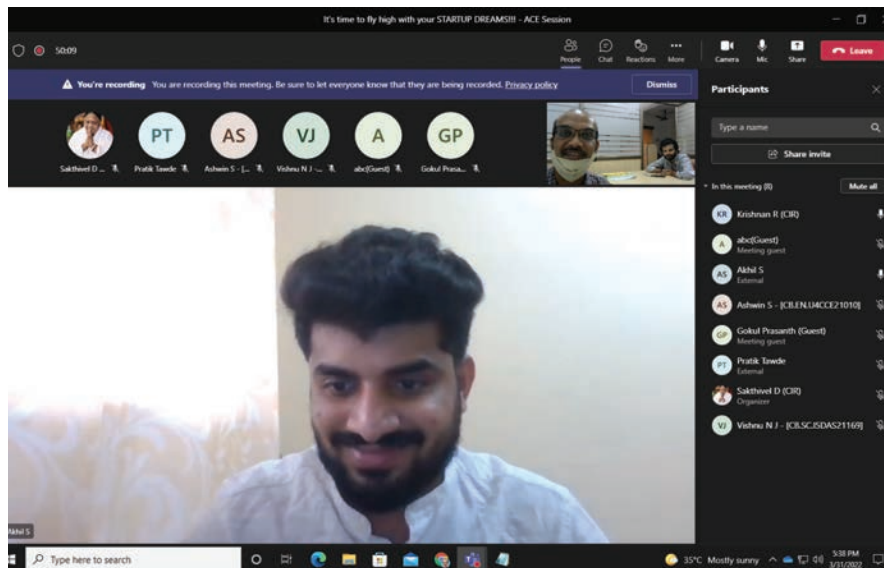
ACE organised a talk titled "It's time to fly high with your Startup Dreams", on 31st March, 2022, on the MS Teams platform. The speaker was Mr. Akhil Madav, Maker Manager- Cisco thingQbator NASSCOM Foundation.

Mr. Akhil, an engineering graduate from University of Calicut, has been involved in activities related to entrepreneurship and innovation. He has collaborated with the Kerala Startup Mission, where he joined as the Technology Innovation Fellow in 2017. He has over five years of experience working with various startups and TBI's.

The main focus of the talk was on the launch of Cohort 5 of the Cisco thingQbator programme. He explained about the Learning, Product and Startup tracks, leading to the felicitation. Under this, student teams could join the cohort with an idea, and if shortlisted and selected, proceed to the next level track. The top ones had the potential to establish a start-up, winning rupees 5 lakhs of seed funding!

In the Q&A session that followed the talk, Mr. Akhil mentioned that the key evaluation criteria for idea-shortlisting are: uniqueness, product viability, market size or customer demand, and passion for the product/solution. To another question regarding what to do before pitching, he said that it was important to firstly, discuss only with relevant people; secondly, prepare a pitch deck of 3 slides; and thirdly, conduct a market research for the proposed solution.

The feedback for the session was very encouraging with 80% participants rating the same as 'Excellent'. When asked to describe in one word, they used adjectives like, 'Awesome', 'Knowledgeable', 'Wonderful', 'Great', and 'Effective'.

Please find below, a link to access the recording of the session:
https://youtu.be/XVy2DbCsXyw

Selection as
Mentor of Change (MoC) for
Atal Tinkering Lab
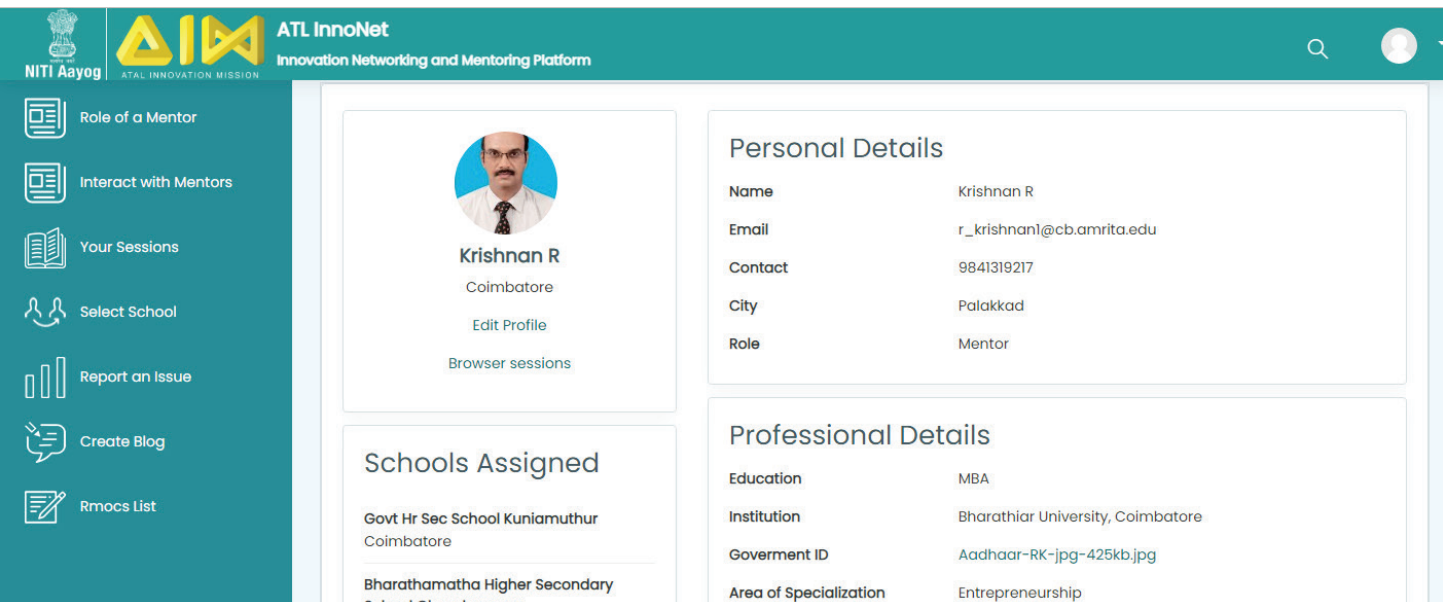
Mr. R. Krishnan has been selected as Mentor of Change (MoC) for Atal Tinkering Lab (ATL). After receiving the initial communication from Atal Innovation Mission (AIM), he attended the orientation session organized for the new mentor cohort on March 14, 2022. Mr. Krishnan now joins a community of working professionals from across geographies who are actively moulding the young minds of India, spread across different schools where the ATLs are established. Mentors of Change get guidance from Regional Mentors of Change, like Dr. Prashant R. Nair, in helping schools participate in events such as the ATL Marathon 2021.

Mentoring – Resume Reviews

Resume reviews were conducted by Mr. R. Krishnan individually for students of 3rd year on MS Teams, to help them improve the quality of their biodata, before the placement process commences the next semester. The review sessions were recorded so that the students could access the same for their reference and play back the recordings for any clarification. In order to complete the evidence-based documentation, the recordings of the resume reviews were uploaded for anytime access and the hyperlinks were made available on a newly-created mentoring portal.

MBA Placements
mid–year review

MBA placements mid-year review was conducted under the guidance of our Principal Director Prof. C Parameswaran on 6th January. All key metrics showed upward trend vis a vis last year.

A comparative summary of MBA placements metrics is provided below as of 30th March 2022.

Average CTC of

top 25 Students	2020–2021 Rs. 7,97,536	2021–2022 Rs. 11,25,637
top 50 Students	2020–2021 Rs. 7,32,749	2021–2022 Rs. 9,82,200
top 100 Students	2020–2021 Rs. 6,46,353	2021–2022 Rs. 8,70,663

	Highest CTC	Average CTC	Median CTC	Minimum CTC
2021–2022	Rs. 19,17,554	Rs. 6,78,481	Rs. 6,40,000	Rs. 4,05,000
2020–2021	Rs. 10,00,000	Rs. 5,37,188	Rs. 5,02,000	Rs. 3,30,000

	# Placed	Total Students	% Placed
2021–2022	263	296	88.9%
2020–2021	203	329	62%

as of 30th March 2022

Placements status update as on 30th March 2022 is as follows

	Amritapuri				Bangalore			
Total	70				50			
OPTED OUT/SABBATICAL/ DISCONTINUED	5				1			
TO BE PLACED	65				49			
	Eligible	No. of students Placed	Placed %	Unplaced	Eligible	No. of students Placed	Placed %	Unplaced
Marketing	25	22	88.00	3	18	15	83.33	3
Finance	19	19	100.00	0	8	7	87.50	1
HR	12	12	100.00	0	3	3	100.00	0
Operations	3	3	100.00	0	12	11	91.67	1
Business Analytics	6	6	100.00	0	8	6	75.00	2
TOTAL	65	62	95.38	3	49	42	85.71	7
Percentage	95.38%				85.71%			
Average CTC LPA	6.46				7.01			
Median CTC LPA	6.40				6.85			
Highest CTC LPA	17.55				12.00			

	Coimbatore				Kochi			
Total	135				56			
OPTED OUT/SABBATICAL/ DISCONTINUED	10				2			
TO BE PLACED	125				54			
	Eligible	No. of students Placed	Placed %	Unplaced	Eligible	No. of students Placed	Placed %	Unplaced
Marketing	51	45	88.24	6	24	22	91.67	2
Finance	39	33	84.62	6	19	19	100.00	0
HR	14	10	71.43	4	6	6	100.00	0
Operations	18	16	88.89	2	4	4	100.00	0
Business Analytics	3	3	100.00	0	1	1	100.00	0
TOTAL	125	107	85.60	18	54	52	96.30	2
Percentage	85.60%				96.30%			
Average CTC LPA	7.06				6.31			
Median CTC LPA	6.40				5.90			
Highest CTC LPA	19.17				9.00			

Visit by Mr. Ajith Sankaran (Senior VP, Course5i) to meet Principal Director, CIR

on 3rd January

Mr. Ajith Sankaran (Senior Vice President, Course5i) visited CIR Principal Director Prof. Parameswaran to explore opportunities of academic partnership.

Course5i is a private company registered in Bellevue, Washington, USA. They are into the business of creating software product suites for digital transformation through analytics, insights, and Artificial Intelligence (AI).

Company Specific Mock Interviews Conducted for Master of Social Work (MSW) Final Year Students

Srinivasan Services Trust (SST) is the social arm of TVS Motor Company and Sundaram Clayton. SST works with communities and governments to empower India's rural poor through awareness, skills, and training programs.

Company specific mock interviews were conducted for shortlisted Master of Social Work (MSW) students of 2020-2022 batch, for TVS SST campus placement process at CIR (Interview Room) on 28.03.2022 by Dr. Raghu Pradeep Nair.

Company Specific Panel Mentoring Activity
for M.Tech. Students Across Campuses
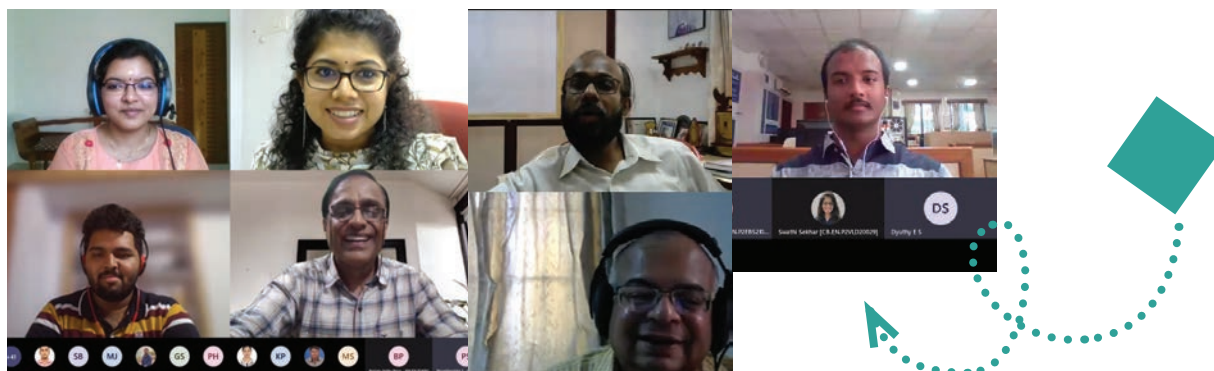
Peer learning and peer interaction is a major add on in the university teaching-learning process. However, ever since the pandemic hit and the physical classes were replaced by online classes, peer interactions and peer learning have become almost non-existent especially when it comes to interacting with immediate senior batch students. For placement preparation and job interviews, it is always beneficial to get inputs and guidance from the immediate senior students who have succeeded in their internship and placement selection processes. To support the M.Tech. junior batch students who are currently undergoing different internship selection processes and job interviews, CIR CCD Team has initiated an interaction series called Company Specific Panel Mentoring. This series is organized by inviting the senior M.Tech. students who have successfully joined for internships/regular jobs in various companies.

The Company Specific Panel Mentoring will provide the students with first-hand information about the interview process and the experiences/learning from the senior students during and after the recruitment process for that particular company.

The first interaction session of this series was conducted for Intel on 25.03.2022, Friday from

3.00 PM to 4.00 PM for the 1st year M.Tech. students (2021-23 batch) who had applied for this year's Intel recruitment process. The invited panelists were the 2nd year M.Tech. (2020-22 batch) Amrita students who have joined Intel as interns/employees. The following 2nd-year M.Tech. students shared their learning experiences with their juniors during the interaction.

1. Mr. G. Krishna Sandilya (EBS)

2. Ms. Swathi Sekhar (VLSI)

3. Ms. Dhanya V. (CSE)

4. Ms. Madhumitha S. J. (CSE)

The mentoring process was facilitated and moderated by senior CIR personnel viz. Dr. Madhu Menon (General Manager-Career Competency Development, CIR), Mr. Bhaskaran Venkataraman (General Manager-Technical Training, CIR), Dr. Raghu Pradeep Nair (Manager-L&D, CIR), Mr. Sankaranarayanan B. (Manager-L&D, CIR), and Ms. Anjali B.K (Deputy Manager-L&D, CIR).

More than 80 students from Coimbatore, Bengaluru and Amritapuri campuses who had applied for the Intel recruitment process attended and benefitted from this mentoring session.

Group Discussion Practice Session
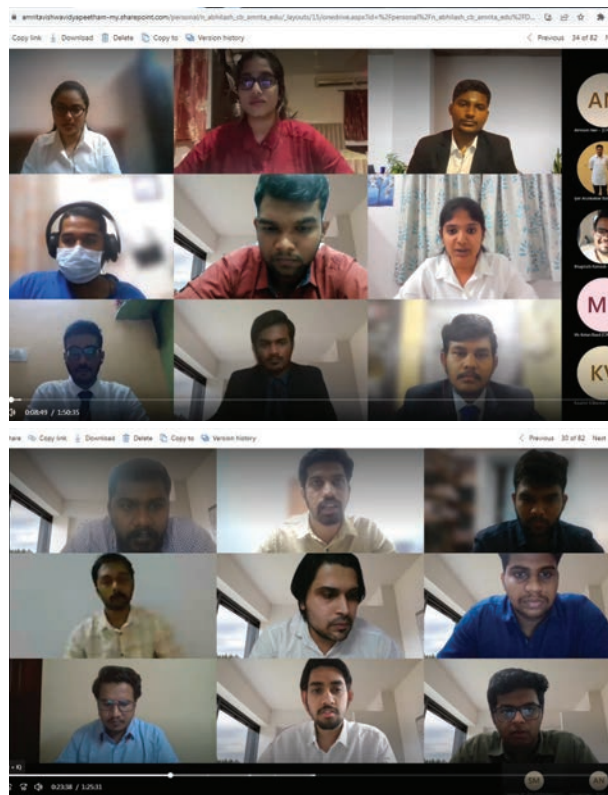## for MBA 2021–2023 Batch
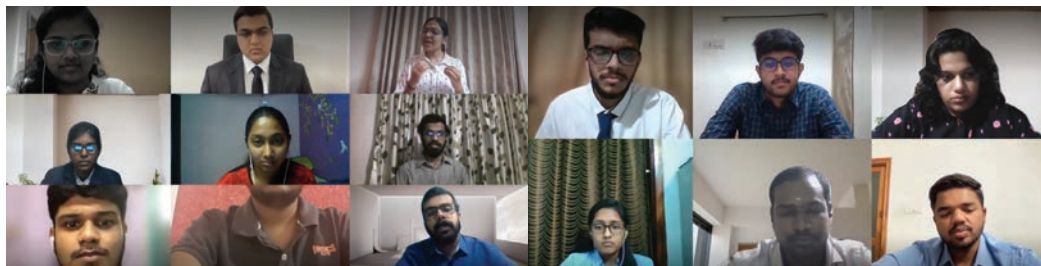
Mr. Abhilash Nair, Soft Skills Faculty in the Corporate and Industry Relations department conducted a series of group discussion practice session for the MBA first year students in the Amrita School of Business to improve their articulation, confidence and their knowledge on various current affairs topics. The group discussion session was conducted for 15 minutes and the students were provided a qualitative feedback at the end of every session.

The topics for the group discussion sessions were provided to every group prior to the start of the actual session and the students were asked to work together and generate their ideas and opinions on the topic. These helped them to improve their knowledge of the topic and also fostered team work. Since group discussions are an integral part of an interview process, these sessions greatly helped the students to improve their confidence in communication and there was also a tremendous improvement in the participation level of the students.

The feedback provided during the session were helpful for the students to understand their areas of strengths and improvements while participating in a group discussion session. This also helped them to analyze their performance in the group discussion and effective steps were also suggested by faculty member to improve the student's performance in the group discussion session.

Major objectives of the session:

1. To improve the articulation of the students while performing in the group discussion session.

2. To improve the level of participation of the students in a group discussion.

3. To improve the confidence of the students while speaking on various topics in a group discussion

4. To improve the student's knowledge of the current affairs.

Presentation Skills Assessment Activity
for MBA 2021–2023 batch

Mr. Abhilash Nair, Soft Skills Faculty in the Corporate and Industry Relations department conducted a virtual presentation skill assessment for the MBA first year students in the Amrita School of Business in the month of January 2022 to measure their effectiveness in verbal and non-verbal communication along with their ability to make effective power point presentations while delivering a message to an audience. The virtual presentations have been a very important part of business communication during the pandemic and this assessment was a perfect platform for the management students to prepare and deliver compelling presentations in the Microsoft Teams platform

The students were encouraged to pick interesting topics related to the field of business management, science and technology or any topic related to the latest happenings around the world. The students had to deliver their presentation on a topic for a maximum duration of five minutes and they had to be formally dressed and groomed for these presentation skill assessments. The performance of the students were measured and a qualitative feedback was provided to each student at the end of their presentation.

The best performers in the presentation skills activities were identified based on the different dimensions of the presentation skill. These students were facilitated by giving them a certificate of appreciation signed by the Principal Director of CIR. These certificates were given away by the GM-CCD and GM-MBA Placements in different small functions conducted in their respective classrooms. During these functions, GM-CCD and GM-Placements addressed the students and complimented them on their performance and enthusiastic participation in the presentation skill activity.

ICSSR Meeting

The Chairman of Indian Council of Social Science Research (ICSSR), Prof. P Kanakasabapathy, addressed the faculty members of Amritapuri campus on the 10th of January 2022 in Shraddha Hall. Prof. P Kanakasabapathy discussed the various possibilities of social science research in the fields of commerce and management, sociology, education, national security, social work and many other relevant areas of research to promote interdisciplinary and multidisciplinary research. Based on the discussion, from the details provided by Prof. P. Kanakasabapathy, the projects could be classified into

Major and Minor ones based on the scope and duration. Br. Vishwanathamrita Chaitanya, Chairperson, Corporate and Industry Relations, along with all the faculty members from CIR attended the session both online and offline.

The discussions paved way for the commencement of three different meetings by the faculty of CIR, Amritapuri. They discussed various possibilities of social science research and came up with possible research topics to work on. The research work is in progress and is a hopeful endeavour.
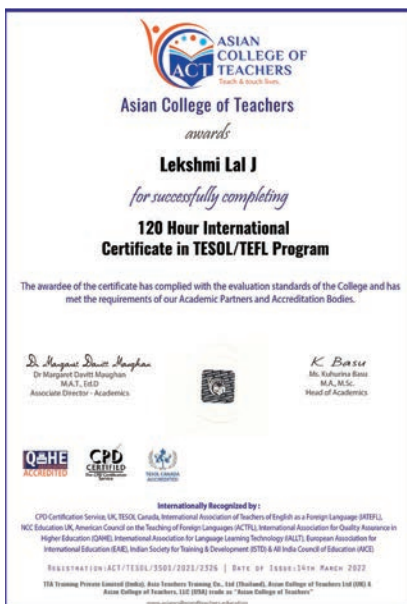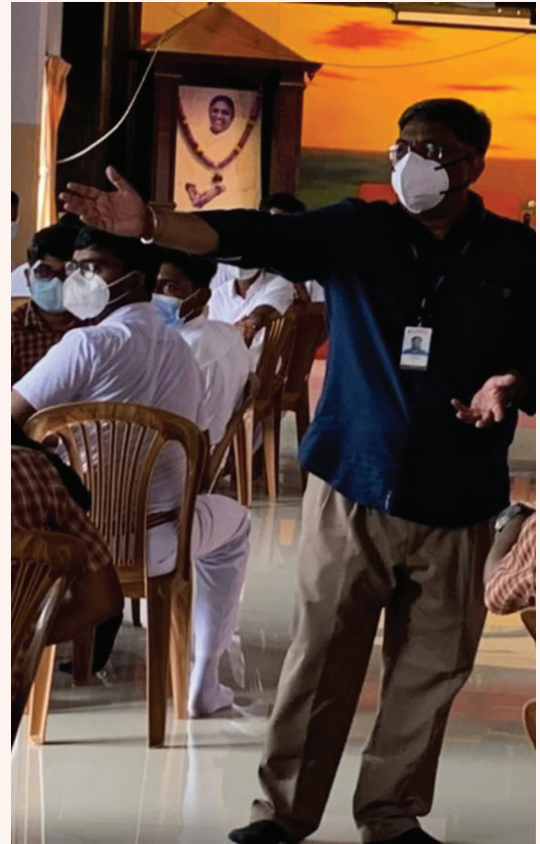

Faculty Achievement

Lekshmi Lal J.
Verbal Faculty

Ms. Lekshmi Lal J, has completed a 120 Hour International Certificate in TESOL/TEFL Program from Asian College of Teachers. The TEFL course is accredited by the world's largest TESOL accreditation body TESOL Canada & TESOL USA. This course helps in understanding the importance of collaborating with co-workers as well as facilitating group work in the class to achieve second language acquisition objectives and goals.

C3 session
Amrita Vidyalayam

C3 the new student training program initiated by Sadgamaya, coordinated by the Department of Amritadarshanam was conducted on 23rd March 2022 at Amrita Vidyalayam, Puthiyakav, Kerala. The C3 program aims at inculcating the attributes of Courage, Communication, and Creativity in the younger generation. The program started with the special guidance of Amma to give special training to all the school students pan India.

Mr. Kiran Kumar B. from the Corporate and Industry Relations Department, Amritapuri led the session with 57 students of the pilot batch attending. Students were asked to present their ideas and many students came forward to express their thoughts. The students said that it was the first time in their lives that they were given such an opportunity to openly express and share their diversified thoughts in such a platform. After the session, the students requested their teachers to provide them sessions like this on a regular basis. The whole program was well appreciated by the students. The core objective of the C3 program was thus achieved.

Faculty Achievement
Dr. Balachandar Subramaniam
Senior Faculty

Dr. Balachandar Subramaniam, Senior Faculty. Corporate & Industrial Relations, Amrita Vishwa Vidyapeetham, Kerala served as a Resource Person and Delivered the Economy: Challenges. Initiatives and Strategies in Global Context organized by Department of Commerce for the Academicians, Research Scholars and PG students of Commerce organized by Keynote Address two days virtual International Conference on "Paradigm shift in Business and the PG and Research Centre of Commerce of our college on 4th March 2022.

Tata Elxsi

Amrita Vishwa Vidyapeetham has signed an MoU with Tata Elxsi, one of the world's leading providers of design and technology services. Amrita Vishwa Vidyapeetham students will get opportunities to involve in various industry relevant hands-on activities to enhance their technical and soft skills mentored by domain experts from Tata Elxsi.

Br. Vishwanathamrita Chaitanya (Chairperson, Corporate and Industry Relations, Amrita Vishwa Vidyapeetham) handed over the signed MoU to Mr. Sabu S (General Manager and Delivery Head-MCV, Tata Elxsi) at a function held in the college campus on 10th March 2022. This strategic alliance is part of Tata Elxsi's recently launched industry-academic collaboration program called "Renaissance". This program intends to facilitate interaction and cooperation between Tata Elxsi and the academia.

Domain experts from various competencies within Tata Elxsi will mentor the Amrita Vishwa Vidyapeetham students in this journey. Under this program, Tata Elxsi will conduct technical and soft skill trainings, seminars, leadership talks where students can directly interact with industry leaders and get them prepared for a prosperous career in this industry.

CIR, with its diversity both in culture and varied courses, presents umpteen opportunity to undertake myriad of extra – curricular activities. With the encouragement from the senior leadership the following activities were undertaken as part of CIR team both professionally and personally.

Winter Training Programme for M.Tech, 5-10 Jan 2022

A Winter Training programme for M.Tech. students was conducted from 5 January 2022 to 10 January 2022. A total of 15 hours of training was provided to the students who were unplaced. The training included a range of topics which were imparted by Verbal & Quantitative Aptitude, Soft Skills & Technical Skills faculty. Focussed study material was shared with the students. Mock tests were conducted. Feedback on the programme was collected using Google forms. Students felt that the programme was highly beneficial to them and expressed 100% satisfaction.

ACE Event: Link it up with LinkedIn 3rd Feb 2022

ACE, Student Club Bengaluru, under the mentorship of CIR Coordinator, Bengaluru has conducted a student workshop on the 3rd of February 2022. Reet Batra, a pre-final year student at VIT and a budding entrepreneur who loves breaking boundaries and converting Ideas and thoughts into visual pieces, conducted a hands-on practice session on the use of LinkedIn for professional networking and how it can help students in their careers and beyond. The event was coordinated by the executive members of the ACE club Mr Aditya and Ms Uthejitha. There was an overwhelming response to the event and the participants expressed that the workshop was very beneficial to them.

Student Orientation Programme – Deeksharambh 2022

Ms. Diksha Sarma, Faculty (Learning & Development – Soft Skills) was nominated to present about Corporate and Industry Relations (CIR) at the Student Orientation Programme – Deeksharambh on February 28th. A large number of B. Tech. students from the 2020-2024 batch and their families gathered for the orientation session. Ms Diksha highlighted the vision, mission and the achievements of CIR Department. She stressed on the life changing experiential activities of CIR and how CIR bridges the gap between academia and industry and creates a doorway to students' careers. This was emphasised by the fantastic placement record held by CIR at Amrita School of Engineering, Bengaluru Campus.

## ASEB Celebrates International Women's Day 2022 (8th of March 2022)

Amrita School of Engineering, Bengaluru celebrated International Women's Day 2022 on 8th of March 2022. Ms Rashmi Verma, CIR Faculty (Verbal) was a part of the organizing committee. The program was well received and had positive participation.

Ms Diksha Sarma from CIR, Bengaluru addressed the gathering which included the teaching, non-teaching, and the house-keeping staff as well as female students. The theme of the international women's Day 2022 was "Gender equality today for a sustainable tomorrow". Celebrating the theme, in her speech Ms Diksha focused on women's achievements, awareness against bias, and actions for equality. The aim was to create an awareness amongst the women for a better gender-neutral society. Her speech motivated the audience and was well received by the attendees at the event.

Placement Interview Practice Sessions (Mock Interviews) for B.Tech./M.Tech. Students 2019-2023

CIR Bengaluru organised Placement Interview Practice Sessions (Mock Interviews) for B.Tech. 6th Semester Students. To provide an authentic learning experience experts from the industry and Amrita Alumni were empanelled for the interview sessions. The mock interview sessions started from the 16th of February 2022. An online (WebEx) inaugural talk on the day was arranged by Mr. Vijayendra Pratap Chowdhury, Manager - Corporate Relations.
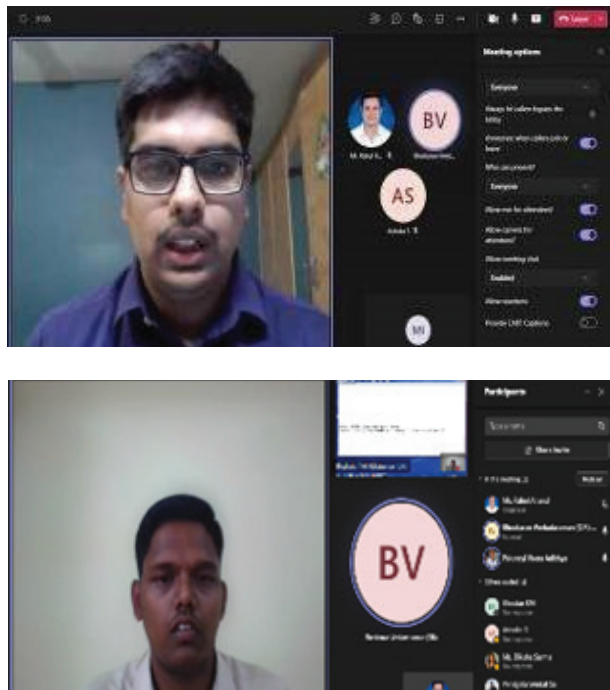
The guest speaker for that day was Mr. Raj Podder, PMO and Continuous improvement & Compliance Lead, Capgemini. Mr. Podder, is a result oriented, Six Sigma Certified HR professional who has more than 15 years of industrial experience. He delivered a talk on 'Technology of the future and how to excel in interviews'. The session was coordinated by Mr Gangadhar Immadi, Manager - Learning & Development (Technical) from Bengaluru Campus and Mr. V. Bhaskaran, General Manager, Learning & Development (Technical) from Coimbatore Campus. Around 500 students, from both Bengaluru & Coimbatore campus, have attended the live session and interacted with Mr. Podder during the Q&A session. Overall, the event was very successful. The mock interviews are in place and continue to happen.

Recruitment Simulation Program (RSP) for B.Tech. Students

Mr. Rahul Anand – L&D Soft Skills Facilitator regularly conducts Recruitment Simulation Program(RSP) for the 6th Semester students of B. Tech. RSP is a role-play exercise where a team of 6-8 students enact the roles of a company's recruiters and the recruitment process for their entire class. RSP consists of an Online test, Group Discussion, and Interviews. The objective of this program is to enable the students to understand the recruiter's point of view. While this exercise provides students a valuable learning experience to understand the process from the other side of the table, it also helps them to understand and identify the potential areas from where the questions could be framed. This in turn helps them to prepare purposefully for their interviews with industry and plan their career paths.

Mr. Raj Podder, Capgemini, Guest Speaker Session Excerpts 16th Feb 2022 at 6:30 PM

Mr. Raj Podder, PMO and Continuous improvement & Compliance Lead, Capgemini in his inaugural talk for the mock interview sessions shared his insights on the current technology trends, how they impact the industry and job seekers and how to fair well during interviews.

He explained about the rapid pace at which technology is evolving today, enabling rapid change and progress, accelerating the rate of change until it becomes exponential. However, it is not only the technology trends and top technologies that are evolving, a lot has changed this year due to the outbreak of COVID-19, making IT professionals realize that in tomorrow's contactless world their role in it will not remain the same. In the coming days an engineering professional will have to learn continuously, enlisting and re-living (out of necessity, if not by desire).

He informed the audience about staying updated with new technology trends, irrespective of and across domains, which means that in order to keep the eyes on the future, students need to know what skills will be needed and even how to get a safe job tomorrow. Due to epidemics all over the world, most people in the global IT population are working from home. He mentioned about the latest technologies which is going to flourish in times to come, such as Artificial Intelligence (AI) and Machine Learning, Robotic Process Automation (RPA), Internet of Things, Blockchain, 5G and so on. Therefore, one should learn from the experience of 2021and make an effort, to make oneself skilled, enabling them and rather making them deployable in the current/ upcoming industrial scheme of things.

Mr Podder mentioned that while facing interviews, the candidates feel stressed the moment they hear about interview. Most of them focus only on the questions to be answered at the Interview. However, he categorically highlighted that the interview is a test of not just technical knowledge but behaviour and honesty too. It does not matter where one went to school, the number of degrees one may hold, the experience one may have. It is important to approach interviews in the correct manner and with the right attitude, as that is the key to success. He further provided some tips on how to stay calm and focused instead of being a nervous wreck. He concluded his address by stating to remain cool and confident in the interview to be successful and even to achieve professionalism.

One pertinent issue that he addressed was about the students wishing to change or shift to a big name company or take up a higher CTC offer after they have got placed in a company. He categorically said that students should refuse and say no to such fickleness. He further stressed that getting the first job experience is important to understand industrial processes and practices than jumping the jobs for a higher CTC where the JD is no different. He also advised the students that in the long run it would not benefit the students in terms of work experience and industry looks down upon such attitude.

MoU Signed with Ziroh Labs

An MoU between M/s Ziroh Labs and Amrita Vishwa Vidyapeetham was signed on the 31.03.2022.

M/s Ziroh Labs is a Data Security and Privacy Technology company based in California, India, and Australia. They focus on cutting edge, encryption techniques which include Fully Homomorphic Encryption. The scientific and technical team at Ziroh Labs includes award-winning computer scientists, cryptographers, PhDs and developers in distributed computing, large-scale distributed storage systems, and algorithms.

M/s Ziroh Labs is a winner at Cisco Launchpad Cohort 3, Mass Challenge, Israel, Samsung Global Accelerator Program, ICE 71, and is a member of the NASSCOM Deep Tech club.

Under this Academia-Industry partnership, some of the areas of collaboration and activities to be carried out are

• Research and Development on projects related to Cryptography, Computer Networks, and Distributed Systems undertaken by Amrita with Ziroh Labs.

• Priority selection of Amrita students provided to Ziroh Labs as interns and FTE

• Ziroh Labs will provide academic inputs as requested by Amrita and may also conduct seminars, workshops, and tutorials for Amrita students and also their products to Amrita for testing

Present at the event from Amritha were Dr Sriram Devanathan, Principal – Amrita School of Engineering, Bengaluru & Chair, Department of Computer Science Engineering (CSE), Dr Supriya M., Associate Professor & Vice-Chair, Department of Computer Science Engineering (CSE), Dr Navin Kumar, Professor & Chair, Department of Electronics and Communication Engineering (ECE), Rajiv Raghavan Capt. (IN)- Retd., Joint Director, Academia-Industry Partnerships (AIP), Corporate and Industry Relations (CIR), Mr Bhaskar K. Mallubhotla, CIR Bengaluru Coordinator & Chief Manager – Learning & Development, CIR, Dr Amudha J., Professor, CSE and Dr Peeta Basa Pati, Associate Professor, CSE.

M/s Ziroh Labs was represented by Mr Hrishikesh Dewan, Co-Founder & CEO, Ziroh Labs, and Mr Sumukh R, Associate Director – Sales, Head – Academic Alliance, Ziroh Labs

CIR's focus at ASAS Kochi during the last quarter has been resume review and one-to-one sessions for the 2023 passing out students. Resume review happens in two to three stages and it is a time taking process considering the number of students and their diverse backgrounds. One-to-one sessions are conducted in offline mode during normal class hours by calling only five students from a class thus causing minimum disturbance to their academics. The process is completed for M.Com. students and the process for MCA, M.Sc. Mathematics and M.Sc. Data Science students is in progress.

The placement process for the 2022 passing out students is in progress. The prominent recruiters during the last quarter are, H&R Block, Societe Generale, The Math Company, Turing Minds AI, R Systems International, Cognizant (for design profile), Byju's, ICON, Amrita Technologies, Simplilearn, Empower Retirement and The Indian Public School.

Key placement datapoints are given below

No of Offers	143	
No of students placed	124	CS & IT 88.46 %, Commerce 66.15 %, Mathematics 62.5%, English 60.86%, Visual Media & Communication 31.57%
Highest CTC	8 LPA	Dell Technologies
Average CTC	3.99 LPA	
Median CTC	3.82 LPA	
Maximum offers by	Deloitte (17)	M.Com – 6 (US Tax Consultant)
		B.Com. – 9 (Associate Analyst, Risk and Financial Advisory)
		B.Sc. Mathematics – 2 (Associate Analyst, Consulting)

Photograph of CIR faculty and staff with some of the students placed in Deloitte

CIR @ School of Medicine, Dentistry, Allied Health Sciences and Nursing

Activities at AIMS Health Sciences Campus

Training for understating and enchancing the EI of B.Sc. Molecular Medicine Students

Emotional Intelligence (EI), measured in terms of Emotional Quotient, is the ability to understand, use and manage one's own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict. Exhibiting high EQ is one of the skills that separate most successful professionals from the rest. The students of School of Medicine and School of Dentistry received training in understanding and enhancing their emotional intelligence. Through session on EI, it was conveyed that EI is more important for self-regulation as well as in effective clinical practice with respect to delivering patient-centered care.

The students of B.Sc. Allied Health Sciences gained insights into developing their communication skills focusing on empathy through interesting activities and games. Training in Building Resume and Group Discussion were done for the final year students of various streams of School of Pharmacy as well as Centre for Nano Sciences and Molecular Medicine as part of preparing them for placements. More thrust was given in preparing the career objective along with the listing down the hard skills and soft skills, in alignment with the kind of job profiles being applied for. Modules on presentation skills and goal setting were done in order to enhance the confidence in students of B.Sc. Molecular Medicine. Soft skills sessions commenced, for the College of Nursing, with an introduction and comparison between hard skills and soft skills.

An energiser to kickstart exhausting afternoon sessions- B.Sc. Molecular Medicine

Think - Pair - Share: B.Sc. Allied Health Sciences.

"Doing presentations builds my confidence"- Centre for Nano Sciences.

"How to crack this with team work?"- School of Dentistry

CIR @ School of Pharmacy and Centre of Nano Sciences & Molecular Medicine, Kochi

A new faculty, Ms. Devi S joined CIR family as verbal trainer for the School of Pharmacy, and Amrita Centre for Nano Sciences and Molecular Medicine (ACNSMM)

She is a postgraduate in English Language and Literature and having a brief experience as Assistant Researcher and Interpreter for Swedish High School students during their visit to Kerala. She will be taking the verbal classes for the students of the School of Pharmacy and ACNSMM.

CIR Life Skills training for the UG (B.Sc. Molecular Medicine) and PG (M.Tech. and M.Sc.) programs of ACNSMM are in full swing with 3 sessions (3 hrs. per session) per week for the UG program and one session (of 3hrs duration) per week for the PG programs. In the School of Pharmacy, training for the B.Pharm, M.Pharm and Pharm D students are continuing from the last semester. The CIR courses in the School of Pharmacy are planned to be credit based from the next academic year onwards.

CIR @ Department of Management, Kochi

Placements at DoM Kochi has been excellent for the 2022 passing out batch. Out of 54 eligible students, 52 were placed achieving 96.30% by February itself. The average CTC also saw a hike by 70k from the previous year, reaching 6.30 lacs per annum. The median stood at 5.80 lacs per annum. A total of 9 students received multiple offers, using the Dream Option facility which enables students to opt for placements with a higher CTC than the one in hand.

The Placement Statistics

Total Offers	60
Students Placed	52
% of Students Placed	96.30%
Companies Offered Placements	29
Average CTC	6.30 LPA
Median	5.80 LPA
Total No of Students	56
Total No of Opted Out Students	2
Students Attending Placements	54
Dual Offers	8
Students Remaining to be Placed	2
Highest CTC	9 LPA
Minimum CTC	4.02 LPA
No of Companies Visited	157

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