

utkarsh
NEWSLETTER
January 2023 to March 2023



Visits by Corporate to Amrita Academia



On 6th January 2023, a technical team from Lakshmi Electrical Control Systems Ltd comprising of Mr. Sivakumar J- COO; Mr. Jayakumar K- Director- Operations Precision Technologies Ltd; Mr. C. Palani, Group Head- HR; Dr. Jayapragasan C.N, GM - R&D had a meeting with Mr. S. Srikanth- Addl. Director, Corporate Relations & Placements, CIR; Dr. K.P. Soman, Associate Dean, School of Computing along with Chairperson and faculties of EEE and CSE. The team described about each project and the faculty members of Amrita had a detailed discussion of each project.



On 11th January 2023, Mr. K. Manimaran- Head - BD and Operations from Opera Energy Pvt. Ltd visited the campus. The meeting was attended by Rear Adm. V. Mohan Doss (Retd.)- Director (AIP); Mr. S. Srikanth- Addl. Director (Corporate Relations & Placements) as well as faculty members of EEE, Mechanical, Chemical and M.Sc. Energy Science. The agenda of the meeting was to have an academia industry partnership with Amrita and also to provide the students with internship and placement opportunities.



On 20th January 2023, Mr. Maharaj M.- Founder and CEO, BCBuzz Technologies Pvt. Ltd had a visit to Amrita. Mr. Ramaguru, Asst. Professor, Dept. of Cyber Security; Mr. Vivek Venugopal, Senior Manager- Corporate Relations and Mr. Kiran Subramanian, Senior Manager-AIP, CIR attended the meeting. The main agenda was to collaborate with Amrita for internship/ placements and in AIP perspective. Further an MoU was signed on 10th March 2023.



On 6th February 2023, Mr. Yugender Subramanian, Co-Founder, Gravity AI Technologies Pvt. Ltd. visited Amrita to discuss the possibilities of Academia-Industry synergy with us and to discuss further matters on setting up of an Incubation Center at Amrita Center for Entrepreneurship. RAdm V. Mohandoss- Director (AIP); Mr. Suresh Kodoor, To-be Director (AIP) and Cmdr R. Ravi Sankar, Joint Director (AIP) attended the meeting.





On 15th February 2023, Mr. Helmut De Maeyer- Head (Product Development), ZF Wind Power and Mr. Suryakumar Sounderrajan- Team Lead (Product Design), ZF Wind Power visited Amrita. Mr. Helmut De Maeyer delivered a technical talk on Product Development. The meeting was attended by RAdm V Mohan Doss- Director (AIP), Mr. Kiran Subramanian- Senior Manager (AIP), the faculty members and students of mechanical department. The main agenda of the visit was to look into the facility and infrastructure of the labs, which would open up a lot of opportunities for mutual benefit in the coming years.



On 20th February 2023, Dr. S. Chandravadhana, Dean-Training, Garuda Aerospace Pvt. Ltd. visited the campus and briefed about the company and also about the requirement of establishing Center of Excellence at Amrita. Mr. C. Parameswaran, Principal Director- CIR; RAdm. V. Mohan Doss, Director, (AIP); Mr. S. Srikanth- Addl. Director, Corporate Relations & Placements and chairpersons of Aerospace and Mechanical departments attended the meeting.



On 20th February 2023, Ms. Jwan Ibrahim, Director- Data & Analytics, SLB and Mr. Ravichandran Durairajan, IT Center Manager, Coimbatore India Technology Centre, SLB with their team visited Amrita. Mr. C. Parameswaran, Principal Director- CIR; Rear Adm. V. Mohan Doss, Director (AIP) along with faculty members of CEN as well as CSE departments attended the meeting. Team SLB wanted to explore more about our University and its research activities in the areas of Data Science, Data Analytics, AI and ML.



On 24th February 2023, The Valeo team comprising of Mr. Harikrishnarajan Natarajan, Chennai Technical Center Site General Manager- System & Software, Mr. Sanoj Somasundaram- Chennai Technical Center Site, General Manager- Mechanical & Electronics, Mrs. Charumathi Sukumaran, Head-Human Resources; Mr. Mohammed IDRISH, Department Manager- Cyber Security; Mr. Nandakumar Sivashanmugam, Department Manager- Electronics; Mr. Nagarajan Balamukundan, Senior Software Architect- CDA DVS and Mrs. Meera Balasubramani, Site Talent Development Manager visited Amrita and an MoU was signed. The main agenda was to discuss the possibilities of collaboration with Amrita. Mr. C. Parameswaran- Principal Director- CIR; RAdm V Mohan Doss- Director(AIP) and Dr. Rameshkumar- Chairperson (MEE) attended the meeting.



On 11th March 2023, Mr. Ganesh Sankararaman, CFO at Sify Digital Services Limited visited Amrita to discuss the possibilities of Academia-Industry synergy with us. Mr. C. Parameswaran, Principal Director- CIR, Cmde R. Ravi Sankar- Joint Director (AIP), Mr. S. Srikanth- Addl. Director (Corporate Relations & Placements), Mr. M. Jithesh- GM (Corporate Relations & Placements) attended the meeting.



On 13th March 2023, Mr. Subrata Majumdar, Partner-People & Operations of TheMathCompany visited Amrita (Bangalore) to discuss the possibilities of Academia Industry synergy and an MoU was signed with Amrita. RAdm Mohan Doss- Director (AIP) and Capt. Rajiv Raghavan- Additional Director (AIP) attended the meeting.

Mr. Soundararajan S.- Head of Mechanical Engineering, Numeros Motors Private Limited and his distinguished team visited Amrita on 31st January 2023 and saw the lab facilities of the departments of EEE and Mechanical Engineering. They also met the Amrita Racing team. RAdm Mohan Doss- Director(AIP); Dr. S. Balamurugan- Chairperson (EEE); Dr. Rameshkumar- Chairperson (MEE); Mr. Vivek Venugopal- Senior Manager (Placements) and Mr. Kiran Subramanian- Senior Manager (AIP) attended the meeting.



on 23th and 27th March 2023, Ms. Sreema Nallasivam and Ms. Sakthisree Venkatesan, Co-Founders- HARTS UG, a German enterprise focusing primarily in the areas of AI, Industry 4.0 technologies, IoT etc, visited Amrita campus to give an overview of various opportunities under the 'Horizon Europe' scheme and informed that they would like the Amrita team to prepare a project proposal. Dr. K.P. Soman, Chairperson (CEN); Dr. Bagavathi Sivakumar (CSE); Mr. Vijaya Kumar Sundar (CSE); Mr. Sakthi Nagaraj (ASB); Mr. Jithesh- GM (Corporate Relations and Placements) and Dr. Hemamala K. (ASB) attended the meeting.

Visit to Corporate by Amrita



On 12th Jan 2023, the faculty members comprising of Dr. K.P. Soman- Associate Dean, School of Computing; Dr. Mohanrajan S.R.- Asst. Professor, EEE; Dr. Praveen Kumar N.- Asst. Professor, EEE; Dr. Senthil Kumar T- Associate Professor and Dr. Anbazhagan M.- Asst. Professor, Department of CSE; Dr. Arun K. Raj, Asst. Professor, CEN and Mr. Kiran Subramanian, Sr. Manager- AIP, CIR from Amrita visited LECS. LECS made a brief presentation about the Lakshmi Group i.e. LECS, LPT and LEDL. The problem statements that were shared by LECS during their last visit to Amrita were discussed elaborately during the meeting.

ACE Club Conducts Induction Programme



Amrita's CIR department not only prepares students for placements so that they could exploit the wonderful opportunities for great corporate careers, but also helps them get exposure to the nuances of entrepreneurship through Amrita Centre for Entrepreneurship (ACE). The National Startup Day (16th January) and National Youth Day (12th January) celebrations were conducted as part of the ACE club activity immediately following the ACE Club induction on 12.01.2023, featuring young entrepreneur, Mr. S. Karthikeyan, Founder & CEO, OurLife Biotech Solution and Ourlife Diagnostic. More than 250 students attended



the session by the young entrepreneur. Mr. Karthikeyan did his B.Tech in Biotechnology and very soon after his B.Tech he joined for Ph.D program at Amrita University. In parallel, he started his entrepreneurial journey. He is a member of ACE, NGI TBI and The Coimbatore Productivity Council. He was awarded EIR fellowship NIDHI through PSG-STEP. For the last five years, he has been successfully running the firms Ourlife Biotech Solution & Ourlife Diagnostic.

Here's the link to all the photographs of the event: <https://bit.ly/aceclubinduction2022-23photos>

The video may be accessed through the following link: <https://youtu.be/l3eUimNyiFs>

ACE Team visit to the Incubation Centres at IIT Madras Research Park, Daimler's, AGBI and Anna University

Wg. Cdr. (Dr.) A. Balachandran, Mr. R. Krishnan, and Mr. D. Sakthivel, from the ACE team visited IITM Incubation Cell, Daimler's DICV-IITMIC Incubator, AIC – Great Lakes Balachandran Incubator (AGBI), and AIC - Anna University Incubation Foundation, on 19th and 20th January, 2023.

The visits provided useful insights for setting up an Atal Incubation Centre. The inputs from the experts also provided understanding of the ground reality.

A link to the photographs of the visits: <https://bit.ly/aceteamvisittochennaijan23>



ACE team visit to IIT Chennai Incubation Park



Amrita's team visit to AIC Raise & CDIIC



Amrita's team comprising Br. Visruthamrita Chaithanya, Dr. Prashant Nair, Mr. Vijay Narayanan, Ms. Pooja, along with Mr. R. Krishnan and Mr. D. Sakthivel from ACE, CIR, visited AIC Raise and CODISSIA Defence Innovation & Atal Incubation Centre (CDIIC) on 10th February, 2023 for getting knowledge about the layout and structure of the existing Atal Incubation Centres (AICs) in Coimbatore.

Here's a link of the photographs taken during the visits: <https://bit.ly/aicsitevisitfeb2023>

ACE Resource Mentors Startup Ideas at KPRCAS IIC

The Department of Commerce & IEDC in association with KPRCAS IIC conducted an IIC event on the topic "Mentorship Support for Creating Startup Ideas" for students on 6th February 2023. Mr. R. Krishnan, Head – ACE was the resource person for the event. Dr. R. Prema, Associate Professor, Department of Commerce, coordinated the programme along with Dr. Guna Sundari, supported by Dr. Shanthi, HOD, and Dr. Kumutha Devi, Dean. The session was interactive with contribution of ideas by the students.

ACE Participation in Incubator Capacity Development Workshop organized by Startup India & IITM Incubation Cell



Mr. R. Krishnan with Prof. Ashok Jhunjunwala, Institute Prof., IITM; President - IITM Research Park & IITM Incubation Cell

A few pictures from the Workshop at IITM Research are given below:



Mr. R. Krishnan, Head- ACE, CIR attended a two-day (16 to 17 February, 2023) Incubator Capacity Development Workshop organized by Startup India & IITM Incubation Cell. The highlight of the workshop was the key experiences shared by Prof. Ashok Jhunjunwala, President- IITMRP, IITMIC and RTBI. Other speakers included Smt. Shruti Singh (Joint Secretary-DPIIT, Ministry of Commerce & Industry); Ms. Aastha Grover (Head- Startup India); IITMIC's Deep Tech Startup Founders, Prof. Prabhu Rajagopal, Head, Centre for Innovation, IITM; Mr. R. Narayanswamy Founder, Maxelerator Foundation; Mr. Pragadhis C, 10X Lead, IITMIC; Mr. Neeraj Mittal, CMD, TN Urban Fin. & Infra. Devpt.; Mr R.Shreeram CEO, Modulus Housing; Mr. Puneet Gupta, CEO, Kaleidofin; Mr. R. Ramaraj, Sr. Advisor, Elevar Equity; and Prof. Mohanasankar, Head, Healthcare Technology Innovation Centre.



Internship and Placement are integral part of any professional course be it B-School or T-School



Amrita-Schlumberger Meet

Amrita is an established name both for B & T Schools when it comes to providing opportunities to students pursuing courses in B-School or T-School.

Despite all odds of pandemic in the past 2 years or the current volatile situation prevailing world over, Amrita Vishwa Vidyapeetham has been always committed to providing equal, rather better opportunities to its student fraternity in terms of Internship (both for summers and final semester) and FTE.

The rich support consistently has been received from the corporate world corroborates Amrita's stand, brand and commitment to offering quality higher education.

Internship and Placement for 2023 and 2024 batches are evident to glorious past of Amrita.

Following is the brief on the activities at Internship and Placement held between Jan'23 & March'23



TCS-2023 Selects Connect

In continuation to the past quarters of hiring 2023, the current quarters i.e., Jan'23-March'23 also witnessed equally

promising hiring. Some of the prominent companies who visited in virtual, hybrid, and physical modes were Sonata Software, Tredence, 24/7ai, Amagi Labs, VE Commercial Vehicles, Ford India, South Indian Bank to name a few.

Overall, 200 plus companies visited between July'22 and March'23, in which 38 companies visited between Jan'23 and March'23.

So far B.Tech-2023 batch placement percentage is 92.00. The number of offers per students stands at 1.16, average salary across branches and campuses stands at 9.20 LPA and that of B. Tech. CSE stand-alone across at 10.24 LPA across all campuses.

In addition to ongoing placement cycle for 2023 passing out batch, companies started visiting for 2024 passing out batch summers. So far J P Morgan Chase, Microsoft, Fidelity have completed their summers process with the highest monthly stipend being offered by Microsoft @ 1.25 LPM. Total 85 students from all the 4 campuses from 2024 batch have received the summer internship offer.

We wish them all the very best for obtaining PPOs at the end of their summers.

In addition to placement, there were multiple corporate engagements held during the period of Jan-March'23.



**Following is the brief statistics on the
Placement- 2023 till March'23 and Summer Internship- 2024**

Placement- 2023

B.Tech. 2023 Batch	Coimbatore	Amritapuri	Bengaluru	Chennai	All Campuses
B.Tech. %	91.62	91.4	94.07	88.72	91.9
Average Salary	9.7	8.6	9.2	7.7	9.2
Maximum Salary	56 LPA	45 LPA	45 LPA	24.74 LPA	56 LPA
Offered Company	Google	Microsoft	Microsoft	Cisco	Google

M.Tech. 2023 Batch	Coimbatore	Amritapuri	Bengaluru	All Campuses
M.Tech. %	64.8	75.56	95.38	71.72
Average Salary	8.17	11.36	11.7	9.35
Maximum Salary	22.5	22.5	17.35	22.5
Offered company	Mediatek	Mediatek	Dell Technologies	Mediatek

MCA 2023 Batch	Amritapuri	Kochi	Mysore
MCA %	80	77.46	89.86
Average Salary	7.3	6.36	6.18
Maximum Salary	19.98 LPA	17.75 LPA	14.49 LPA
Offered Company	Cisco	JP Morgan Chase & Co.	Optum

M.Sc. 2023 Batch	Coimbatore	Amritapuri	Kochi
M.Sc. %	72.73	62.86	62
Average Salary	5.69	4.48	4.92
Maximum Salary	12.1 LPA	9.83 LPA	6.7 LPA
Offered Company	Caterpillar	Federal Bank	LatentView Analytics (L1 - Entry)

MBA Placement Highlights as of 30th March 2023

91.32% of the eligible students
have been placed



Rs. **24.84** LPA
Highest CTC



Rs. **8.22** LPA
Average CTC



Rs. **7.60** LPA
Median CTC

Trainings Organized for Placement Staff

**'Leveraging LinkedIn for Placement Managers' by Raghunath Ramaswamy –
10th February**



Left to Right: Raghunath Ramaswamy, Jithesh, Ravikant, Binish, Amritsagar, Kiran Balu, Gopikrishnan, Shaktiprasad, Sathish, Santhosh, Srivardhan

Raghunath Ramaswamy, Founder and CEO - Spectrum Consulting conducted an engaging and interactive virtual session for the placement managers of Amrita Vishwa Vidyapeetham on the topic, "Leveraging LinkedIn for Better Placements and Reach" on 10th February, 2023. The session saw active participation from the placement managers and coordinators across the Engineering, Management, Biotechnology, Nanoscience and Pharmacy campuses of Amrita.

Mr. Raghunath emphasized on primarily moving away from searching for the recruiters to being found by the key recruiters. Institutions need to develop a content strategy for LinkedIn that converges with the needs of the recruiter. Through a demo of his own profile, Mr. Raghunath helped understand how to redesign one's own LinkedIn profile with the right descriptions and keywords to showcase the value proposition offered by Amrita to these recruiters.

Raghunath Sir also explained about the three degrees of connection: direct connections, level 1 connections and level 2 connections. LinkedIn allows an individual to connect up to 30,000 connections. The quality and quantity of an individual's network determine the LinkedIn experience. It is simply not possible to connect with everybody on the platform. The strategy to nurture a network must therefore be to connect with people who have similar interests.

The key learnings from the workshop was that we need to nurture a network proactively for one's needs. Make sure that one's network is adequate quantitatively and qualitatively. An important quotient of one's LinkedIn visibility is the alignment and synchronization of one's LinkedIn profile, network, and engagement. The regimen is quintessential to leverage and succeed in the social media space.

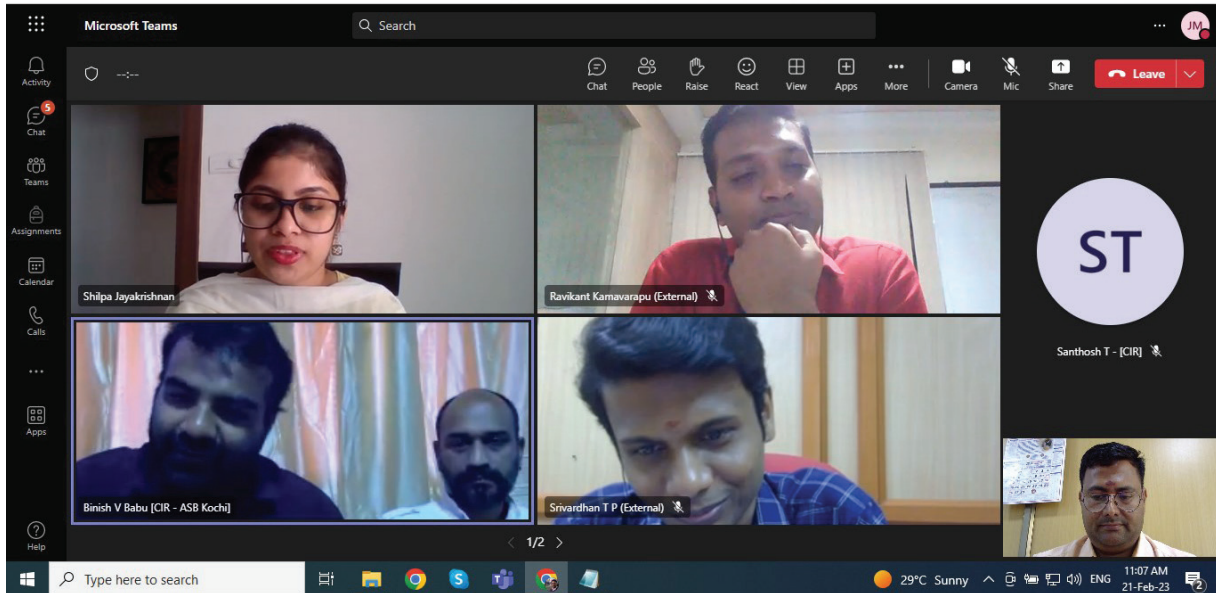
'Dealing with difficult Recruiters' - by Wing Commander A Balachandran (Additional Director, CIR) - 16th February

Excellent experience sharing session by Wing Commander Dr. A Balachandran on how to deal with recruiters who don't hold a positive view on Amrita. There were lot of best practices shared by Bala Sir which helped Placement managers understand the nuances of persuading difficult recruiters. Key learning included why perseverance, patience and humility will help you grow in corporate relations career.

Session on 'How to build better image of University in front of recruiters?' - Session by Srikanth Sir (Additional Director, CIR) - 17th February

Mr. Srikanth delivered a session on how to build better image of University in front of recruiters. There were lot of best practices shared by Mr. Srikanth which helped Placement managers understand the nuances on how to drive a corporate relations conversation with HR. Key learnings included allowing the HR to open about what they perceived an area where we could collaborate, how to drive conversations around corporate action plan, where to focus when the HR is not interested for placements.

'B-School Campus Hiring - Recruiters Perspective ' session by Ms. Shilpa Jayakrishnan, Campus Recruiter, Mphasis - 21st February



Left to Right: Shilpa Jayakrishnan, Ravikant, Shaktiprasad, Binish, Srivardhan, Santhosh, Jithesh

Ms. Shilpa Jayakrishnan, Campus Recruiter, Mphasis conducted an interactive virtual session for the placement managers of Amrita Vishwa Vidyapeetham on the topic, "Bschoool Campus hiring - Recruiters perspective " on 21st February, 2023.

Key points that Shilpa mentioned were

- > Alumni referral has a big impact on bschool campus hiring, hence alumni engagement needs to be taken up with more focus.
- > Bschoool hiring numbers are low for tech companies
- > Campus recruiters look for students who exhibit willingness to learn, excellent communication skills, positive attitude, and empathetic to situation/surrounding.
- > Always check for company websites usually highlight about internship program, Case study competition – hackathons
- > Campus recruiter's short list or remove campuses based various bschool rankings, Strong business case, past performance issues - hiring experience from a school, hiring timeline, and type of questions asked by students during interaction – How enthusiastic or interested they are about the company
- > Campus recruiters will share JD if the placement managers have cordial connect with HR's. Placement managers should have systematic method to chase recruiters.
- > In the case of Bschoool hiring, management expectations from the students are very high. Selected students are expected to deliver from day one.

Mr. Ganesh Sankararaman - CFO (SIFY Technologies) visited Ettimadai campus on 11th March, 2023 as key note speaker for HR conclave and to hire interns.



Left to Right: Mr. Ganesh Sankararaman and Mr. C. Parameswaran

Campus Drive

Aditya Birla Capital

Amrita Vishwa Vidyapeetham conducted the campus drive of Aditya Birla Capital on 6th January 2023 for the students of MBA-Marketing specialization. Ms. Sukanya Mishra-HR Manager, Mr. Dinesh Kumar-Zonal HR Manager and Mr. Amit Bajaj-Zonal Sales Manager from Company came to conduct the drive at Bengaluru Campus. There were 2 rounds of process, Group Discussion and Personal Interview. Total 6 students participated in the drive and 1 student got selected for the role of Deputy Manager-Sales with a CTC of 8.0 Lakh per annum.

Khatabook

Amrita Vishwa Vidyapeetham conducted the campus drive of Khatabook (a billing app for merchants) on 23rd January 2023 for the students of MBA-Human Resource specialization. Mr. Rajesh Sridhar-TA Head from Company came to conduct the drive at Bengaluru Campus. There were 4 rounds of process, Group Discussion, Extempore, Technical Interview and Personal Interview. Total 6 students participated in the drive from all the campuses. CTC for the position of HR Associate was 6.0 Lakh per annum.



Antal International

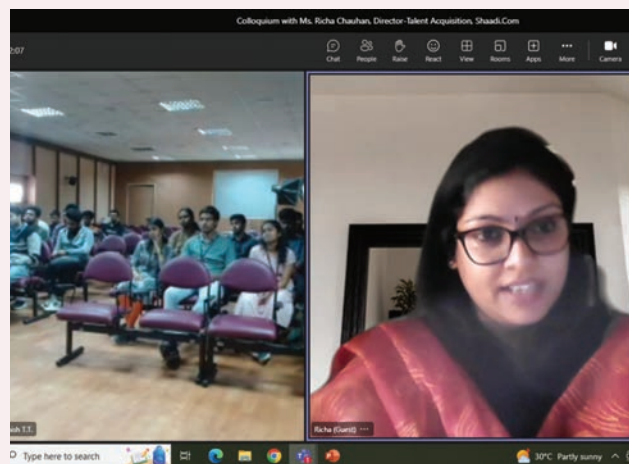


Amrita Vishwa Vidyapeetham conducted the campus drive of Antal International on 14th February 2023 for the students of MBA-Marketing & Human Resource specialization. They came to hire for the position of Associate Consultant-Recruitment with a CTC of Rs. 10.0 Lakhs per annum.

Mr. Vinu Nair- MD, Ms. Karpagam Ram-Principal Consultant and Ms. Muskan Fatima- HR Executive from Company came to conduct the drive at Bengaluru Campus. There were 3 rounds of process, Psychometric Test, Technical Interview and HR Interview. Total 10 students participated in the drive and 1 student got selected from Amritapuri Campus.

Shaadi.com

CIR Bangalore organized a virtual Colloquium cum Branding session by Ms. Richa Chauhan, Director-Talent Acquisition, Shaadi.com (Peoples Interactive Group). The main purpose of this session is to showcase the talent pool of Amrita Vishwa Vidyapeetham to the Peoples Group. The company interacting for the first time with the MBA students.



Speaker focused on the hiring criteria used by Peoples Group, about the company and about the opportunities available for our students.

AMCAT test for the 2024 pass out batch students

For the last few years CIR is conducting AMCAT assessment tests for all the students who are aspiring for placements. This test will help the CIR team to objectively assess the placement readiness of the students and to plan the remedial training strategies. Over and above, the students will get an opportunity to understand their current levels of preparedness and it will help them to plan for their placement preparations.

The assessments were conducted across the campuses for UG and PG courses. The first round of tests is completed by all the campuses with the exception of Amritapuri UG, Kochi ASAS and Mysore MCA students. There will be a retest conducted for the students who have missed the first test so that all the students get an opportunity to understand their levels of preparedness for placements.



The details of the first round of test is as below**First Phase AMCAT Test**

Campus	Programme	Date of Test	No. of Students Attended	Campus wise Total Count
Amritapuri	2022-2024 MBA	30-03-2023	66	66
	2020-2024 B.Tech	Yet to be conducted		
Bengaluru	2020-2024 B.Tech	21-03-2023	173	649
		28-03-2024	208	
		04-04-2023	185	
		11-04-2023	21	
	2022-2024 MBA		62	
Coimbatore	2020-2024 B.Tech	18-03-2023	1184	1656
	2019-2024 Integrated M.Sc		101	
	2022-2024 M.Sc		70	
	2022-2024 M.Tech		129	
	2022-2024 MBA	01-04-2023	172	
Chennai	B.Tech 2020-2024	25-03-2023	249	321
		08-04-2023	72	
Kochi	2022-2024 MBA	31-03-2023	68	68
Mysore	MCA 2022-2024	to be conducted on 3rd week of April	164	164
Total Number of the students attended AMCAT Test				2924

Learning & Development

Career Planning Workshop Report

MBA & M.Tech. All Sections and Branches

AY: 2022-2023

Objective of the Activity

The Career Planning Workshop and Resume Building Exercise is an activity conducted year on year by the L&D wing of the department of CIR to provide an opportunity for the students to review their performance and align their actions towards the achievement of their goals. It helps the participants to retrospect and introspect, understand the gaps, fall on track, and plan the way forward for a successful career. The career planning worksheet is thoughtfully designed to trigger critical thinking required to chart the actions that would bring out the best version of a person.

The career planning worksheet consists of retrospective elements like educational performance and improvement zones, goals vs. action, action vs. accomplishments. Also, it includes introspective elements like SWOT. The retrospective-introspective exercise will result in understanding the gaps and reframing of the action plans.

Activities Included in the Workshop

1. Career Planning Critical Thinking Activity
2. Resume Building

Target Audience

First Year MBA and M.Tech. students

Participants Profile

186 students of MBA and
132 students of M.Tech.
program

Duration of the Workshop

2.5 Hours



Modus Operandi

It is a guided activity where the instructor starts the session with a detailed orientation on the purpose of both the activities, the benefits of the activity to different stakeholders, the contents of the worksheet, clear approach towards answering each question and the formats both CPW and Resume. The orientation is followed by the workshop where the instructor guides the students through a step-by-step approach to navigate through the worksheet and the resume format. This activity acts as a timely intervention tool to support the students to work towards touching the winning line. The worksheet was administered through google forms and a standard resume format designed by CIR L&D was used for the resume building exercise.

Workshop Schedule

The Career Planning Workshop for the Academic year 2022-2023 was conducted from 23rd March 2023 to 31st March 2023. The detailed schedule are as follows:

Date	Day	Time	Course	Total No. of Participants
23rd March 2023	Thursday	10.25 a.m. - 1.05 p.m.	MBA - B Section	62
23rd March 2023	Thursday	2.00 p.m. - 4.45 p.m.	MBA - C Section	61
28th March 2023	Tuesday	2.00 p.m. - 4.45 p.m.	MBA - A Section	63
27th March 2023	Monday	8.50 a.m. - 11.30 a.m.	MTech - ATE, EDN, EBS, RET	21
28th March 2023	Tuesday	8.50 a.m. - 11.30 a.m.	MTech - AEL, BME, VLD	33
29th March 2023	Wednesday	8.50 a.m. - 11.30 a.m.	MTech - CSE, DSC, AIE	47
31st March 2023	Friday	8.50 a.m. - 11.30 a.m.	MTech - SCE, MSE, CYS	32

Completion Status

- » Career Planning Workshop has been successfully completed.
- » Resume Building exercise orientation has been successfully completed; Resume review and fine-tuning sessions will happen in the 1-to-1 mode.

Inauguration of Reading Club



The Learning and Development department laid the foundations of Reading Club for the CIR faculty on 25 February 2023. Dr. Madhu Menon K. B., General Manager- Career Competency and Development, inaugurated the club and praised the initiative. "I hope this becomes an avenue to facilitate deep thinking and rewarding interaction among the faculty", commented Dr. Menon. The venture was proposed by Ms. Kuladevy E., Manager- Verbal and Communication, to enhance engagement with books and nurture the habit of reading which is on the wane with the rise of social media.

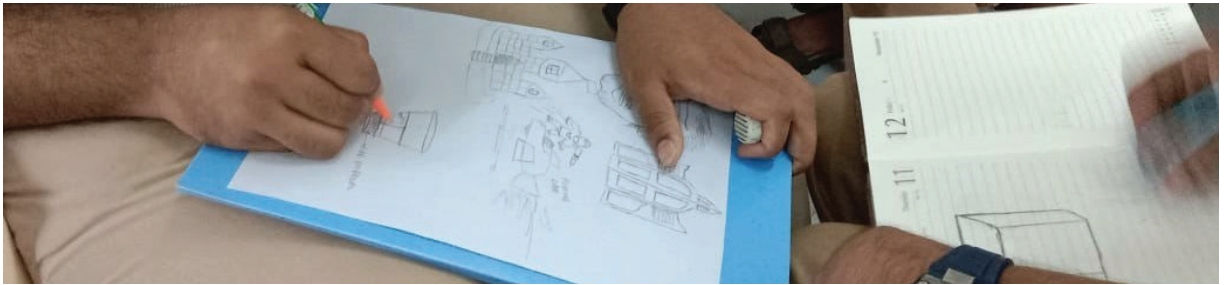


Mr. Suresh V., Assistant Manager- Verbal and Communication, presided over the meeting. He narrated his experience of reading the novella *Mackintosh* authored by William Somerset Maugham. It was then followed by a discussion where participants shared their insights on the story. Faculty members from across the verticals joined the meeting. Ms. Haripriya A., Faculty- Verbal and Communication, delivered the welcome address. Mr. Rameshkumar G., Faculty- Aptitude and Logical Reasoning and Ms. Navami Govind, Faculty- Verbal and Communication, served as the programme coordinators.

Design Thinking Workshop



An exciting embedded micro-workshop in Design Thinking was kick-started by Dr. Raghu Pradeep Nair, Manager - Learning & Development (Soft Skills) on 03 April 2023 for B.Tech. (2021-2025) students at CIR Coimbatore campus. This workshop is a new initiative aimed at young engineers, budding technology entrepreneurs and UI/UX designers who want to learn how to apply the principles of design thinking to solve complex problems and create innovative solutions.



During the workshop, following topics were covered: Understanding the fundamentals of design thinking, Identifying user needs and pain point, Brainstorming and ideation techniques, Prototyping and testing ideas.

This workshop is a great opportunity to network with like-minded students on campus, learn new skills, and gain a deeper understanding of how design thinking can drive innovation and growth. It also meets SDG 4 & 12 of UN and NEP 2020 requirements.



Pavizham Group Meeting: 11-01-2023

In a meeting Mr. Mahesh Mohan, Senior Manager, Research Collaboration, Amrita University, had with Mr. Antony V., M.D., Pavizham Rice Mills and Mr. Anirudh, Manager, Havisham on the possibility of our getting placements, the following points were discussed

1. Summer internship as well as running internship for our students
2. Opportunity for direct placement
3. Coordinating and introducing public relation activities in association with Asianet News
4. As also market research for their products, coordinated by the students.

The meeting ended on a positive note.

Cafe Coffee Day Campus Placement

The drive held on 02-02-2023 at Amritapuri campus. Process starts with PPT (Pre-Placement Talk) and group discussion followed by personal interview. Mr. Binu Krishnan, Zonal Business Manager and Mr. Shankar Kumar, HR Manager handled campus hiring on that day.



Career Guidance Program for 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. They divided the session into 3 parts a) Personal Transformation b) Domain & Goals c) Skills & Roles. It will help students to shape their careers through the skills and will help them to know about the current technologies and latest trends. The session was mentored by Mr. Nageswara Rao and Mr. Govindaraj Kozhippurath from 21-02-2023 to 23-02-2023 for Engineering Students. According to the more the 800 students that attended, it was a good session that helped them to know about the latest career openings and strategies for better achievement in life. On the whole the program was a very successful event and will be continued in the coming years as well.

FDP Session

The first FDP session on soft skills (01-04-2023) delivered by Mr. Manoj Kumar C.G. was indeed very helpful and thought-provoking. The enthusiasm and humour were very motivational and we got something to think about.

Some of the points discussed were-

1. Try to understand others
2. Every day is a festival
3. There is beauty in anything
4. Doing the right thing at the right time
5. Thinking for the society
6. Unity is strength



Report on the Induction Session

Upon request from the Principle of Amrita School of Ayurveda we conducted a daylong session on 17/03/2023, for BAMS 2023 batch. The objective of the session was to help them get acquainted with Amma and the values she upholds also to equip them with certain Human Skills that will help them to develop as powerful individuals, doing good to the society.



The faculty who engaged the morning session were Mr. Manoj Kumar C.G. and Mr. Kiran Kumar B. The sessions began by focusing on teaching six essential life skills that are aligned with the teachings of our beloved Chancellor, Sree Mata Amritatmanandamayi Devi. The modules covered in the first half were Effective thinking, Flexibility, Acceptance, Positive thinking, Self-motivation, Valuing parents, Critical thinking and Strategic Team building. The students participated actively, and the session was highly appreciated as it was a deviation from the traditional teaching method.



The afternoon sessions were delivered by Ms. Indira Namboodiripad and Mr. Jayakumaran Annasamy. The modules covered were Listening and Responding Skills, and Personality Development-Based on Swami Vivekananda's teachings. The sessions were conducted through different activities which were challenging to the students. In

one of the sessions, the students had to complete the task with limited resource using their thinking, persuading, and debating skills. It was indeed a pleasure to be given a chance to engage with a group of enthusiastic, energetic and receptive students.

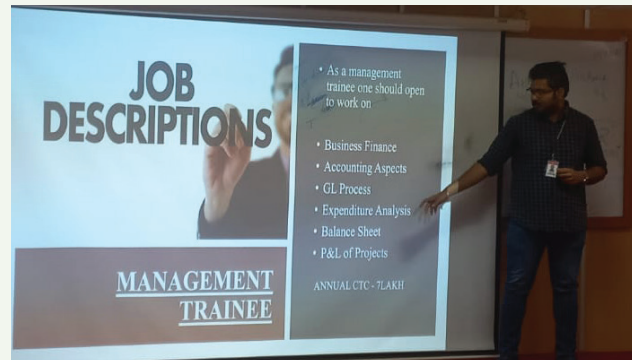
Federal Bank Campus Placement

Federal Bank clerical cadre campus hiring for 2023 passing out batches held on 13-04-2023 at Amritapuri campus. The process consists of personal interview and document verification of shortlisted candidates from online test. The candidates are from both Engineering and Arts & Sciences schools.

Company Specific Training for MBA 2022-24 Students

A company-specific training was conducted on 24 January 2023 for MBA students of 2022-24 Batch at CIR, Bangalore. The event was conducted by Mr. Rahul Anand, Assistant Manager L&D (Soft Skills) with the primary objective of imparting information on the recruitment patterns of different companies. The interactive session aimed to provide students with an understanding of a company's vision, mission, culture, and expectations from candidates. Additionally, students were apprised of important topics, types of questions asked in online tests and interviews, and other rounds conducted by the company.

The interactive event was well received by the students who participated with great enthusiasm.



Group Problem Solving Training for MBA 2022-24 Students



A session on group problem-solving for the MBA 2022-24 Batch was conducted by Mr. Rahul Anand, Assistant Manager L&D (Soft Skills) at CIR, Bangalore on 21 February 2023. The primary objective of the session was to foster collaboration and encourage the exchange of diverse ideas, solutions, and action plans among the students. The round involved presenting a scenario-based question to the students, who then had to work in teams to arrive at a conclusion.

This activity challenged the students to think creatively and effectively within a limited time frame, helping them to improve their decision-making skills and ability to work under pressure. The exercise was successful in promoting teamwork and collaboration, and the students actively engaged in discussing the scenarios and finding solutions together.

BOSCH International Women's Day



Students at the BGSW Women's Day

BOSCH Global Software Technologies (BGSW) celebrated International Women's Day on 6 March 2023 as part of efforts to promote gender equality and empower women in the workplace. At the event, female students from various Universities were invited to the BGSW Campus with the aim of learning more about the company's policies and practices in promoting gender diversity. A total of 11 female students from third year B.Tech. attended the event which consisted of interactive sessions with the company executives on technical discussions, experience sharing, etc. The students were given a tour of the company's facilities and introduced to several employees who shared their experiences and insights on working at the company. The students were impressed by the company's commitment to gender diversity, which was evident in its hiring practices, employee development programs, and support networks for women. The event ended with a panel discussion followed by Q and A. The panel was comprised of several inspiring female and male executives who shared their personal experiences and insights on the importance of gender diversity in the workplace. They discussed the challenges they faced as women in their respective industries and how the company's policies and practices have helped them overcome these challenges and advance in their careers.

Workshop Series on Placement Process and Interview Technique



Workshop by
Mr. Sai Sanath Potnuru (L&T Tech)



Workshop by Mr Bharath Krishna (Airbus) and
Mr Dipayan Banerjee (Altair)

A series of workshops by industry members on preparation for placements and interviews was conducted for 6th Semester B.Tech. students by CIR, Bangalore in March 2023 to help students get better understanding of the job market and opportunities in the corporate environment. The industry members were alumni from Amrita, currently working in L&T Technology Services, Airbus Engineering, and Altair. The speakers spoke on the topics "Placement Process and Interview Techniques" and "Work life culture." The events were coordinated by Ms. Diksha Sarma, Faculty L&D (Soft Skills), CIR, Bangalore.

German Language Classes



CIR, Bangalore has commenced German language classes for interested students w.e.f 10 March 2023. A total of 25 students have registered for the A1 level course of 65 hours duration. The course is being conducted in hybrid mode with the offline sessions being conducted on campus after working hours. The training is being imparted by Ms. Nilima Kapadia who is an experienced German language professional with over 15 years of teaching the language to corporate professionals and students.

IMTEX 23 and Aero India 2023

In order to further Industry connects and to witness the latest developments in Industries across domains, CIR team along with key faculty members visited the Indian Machine Tool Expo (IMTEX) 2023 and the Aero India 2023 held at BIEC, Bangalore on 24 January 2023 and Yelahanka Air Force Station on 14 February 2023 respectively. The events provided an opportunity to interact with industry experts and share areas of expertise towards exploring future collaborations. As a result of these visits, a few industry collaboration ventures are currently being progressed with the aim of undertaking consultancy projects to resolve industry problem statements.

Amrita - Myelin Foundry Edge AI Lab



Inauguration of the Edge AI Lab

Subsequent to signing of MoU with Ms. Myelin Foundry Pvt. Ltd, the Amrita-Myelin Foundry Edge AI Lab, with computing hardware sponsored by the firm, was inaugurated on 25 January 2023 at Amrita School of Engineering, Bangalore. The lab would be used to progress industry related projects in edge AI in association with the company.



Pooja as part of the Inauguration

Signing of MoU with Ms. Orangewood Labs



MoU with Ms. Orangewood Labs



Mr. Satish AV, Head of Business Strategy with Dr. Sriram Deva Nathan, Principal, ASE (Blr)

An MoU was signed with Ms. Orangewood Labs Pvt. Ltd on 9 February 2023 to enhance industry collaboration in the field of Robotics. This will enable industry to participate in curriculum updation in the field and training of faculty. Undertaking collaborative projects and enhancement of lab facilities with the company's help are various activities that are being progressed.

MoU with Ms. Verdant Telemetry Systems, Kochi

With a view to enhance participation in Defence projects, especially in developing niche technologies in RF & Microwave towards "Make in India" initiative, an MoU with Ms. Verdant Telemetry Systems, Kochi was signed on 14 February 2023. A few projects to enhance self reliance in these areas have been identified which will involve joint design, fabrication and prototyping of key communication & radar equipment for use by the Defence Forces.



Mr Kuruvila George of Verdant Telemetry with Capt Rajiv Raghavan, Addl. Dir. CIR

GRE Classes



As part of higher learning initiatives, Learners Cortex Magoosh has been selected to take GRE coaching classes for students of Amrita, Chennai campus. 10 students from second & third year registered for the GRE training classes. The training is from 4 pm to 6 pm on every Monday and Friday.

DLF Placement Drive



The placement drive of DLF, Chennai, for Amrita University happened at the Chennai campus on 14 February 2023, where thirty nine students from various campuses participated. Seven students were shortlisted, and finally, four got selected. There were three delegates from the company. There were two technical rounds and one HR round. The three delegates were from HR, Civil Engineering and Mechanical Engineering backgrounds.

Amrita University Signs MoU with MOSIL Lubricants Pvt. Ltd. for Academia Industry Collaboration & Research



Opening yet another chapter in academia industry collaboration, Amrita Vishwa Vidyapeetham Chennai campus inked an MoU with Mosil, a leading Indian Lubricant manufacturing company on 15 February 2023. The Director of Mosil Lubricants, Mr. Samvar Mavani and Principal Director, Corporate and Industry Relations of Amrita, Shri C. Parameswaran signed the MoU at a function held at the Chennai campus of the University. The event was witnessed by Mr. Shail Mavani- Director (Technical) Mosil; Dr. Jayakumar- Principal, Amrita School of Engineering Chennai; R. Ravi Sankar- Joint Director CIR Chennai; Dr. Shubrajit Bhaumik- Associate Professor & Tribologist, Dept. of Mechanical Engineering, members of faculty, and students.

On the same day, Poojaneeya Swami Vinayamritananda Puri inaugurated and blessed TRISUL, a Tribology Research Lab at the Dept. of Mechanical Engineering, where several advanced research and industry testing instruments were sponsored by the Mosil Lubricants.



“This MoU is expected to boost collaborative research and product innovation in tribology at Chennai campus which would serve the industry and the nation in the long term”, remarked Mr. Samvar Mavani after signing the MoU.

Rane NSK Group



On 17 February 2023, an industry team from NSK Group comprising of Mr. Bharath Kumar AGM (R&D) and three members called the Joint Director, CIR and discussed Academic and Industry Partnership opportunities between the two institutions. Dr. Shurajit Bhaumik Associate Professor, Dept. of Mechanical Engineering discussed the possibilities of using TRISUL Lab for industry training. The team decided to visit Rane NSK corporate office for substantive discussions.

Discussion with Lalithaa Jewellers



Lalithaa Jewellers AGM visited the CIR Chennai campus centre regarding Lalitha research collaboration with Amrita and held discussion at CIR on 22 February 2023 with Cmde R. Ravi Sankar (Retd), Joint Director AIP and the Principal Investigator- Dr. Sharathchandran. The meeting happened at the Academic and Industry Partnerships office of CIR, Chennai. Signing of MoU between the two was discussed in the meeting, along with the other areas of partnership on mutual benefit. The team left after the lunch served at CIR Pantry

Amrita School of Arts & Sciences, Kochi**Campus Visit by Industry Experts-
A CIR Initiative**

GE Healthcare Vice President Mr. Gireesh Raghavan with Director Dr. U. Krishnakumar and CIR Centre Head Mr. N. R. Mohanan

Mr. Girish Raghavan, Vice President Technology Centre, GE Healthcare, South Asia visited Amrita Viswa Vidyapeetham (ASAS) Kochi Campus on 22 February 2023. He interacted with Dr. U. Krishnakumar (Dean and Director), Mr. N. R. Mohanan (Centre Head, CIR), HODs, Bri. Amritatmika Chaitanya, Mr. Mahesh S. (Chief Manager Placement) and CIR team. He shared an overview of GE Healthcare India, their new initiatives and projects in which they are looking for collaboration with institutions like Amrita. HODs discussed their departmental activities and explored possibilities of collaboration, internship etc. Bri. Amritatmika Chaitanya gave a presentation about Amrita OYE program.



Infosys Sr. Associate Prithvi Adishesha receiving memento from Director Dr. U. Krishnakumar

Ms. Pruthvi Adishesha, Senior Associate, Education Training and Assessment, Infosys Bangalore visited Amrita Kochi Campus on 27 March 2023. This visit was in continuation of our signing MoU with Infosys. She presented an overview of their Springboard platform covering registration, learning content, certification etc. during the visit. Nearly 450 students from CS & IT Department and a few faculties attended the session, which was very beneficial.

Amrita School of Arts & Sciences, Kochi**Memorandum of Understanding**

For enhancing the skills and competencies of students through industry oriented certifications, CIR of Kochi took initiative and facilitated the signing of MoU with Finmark Trainers India Pvt. Ltd, Kochi. The MoU signed on 27 March 2023 for a period of two years, is for the training and certification of Commerce and Management students. The certificate will be jointly awarded by Finmark, National Stock Exchange (NSE) and Chartered Institute for Securities & Investment (CISI), a global professional body in the financial and investment sector.

Training and Certifications

CIR is giving a great impetus for the training and certification of students to develop their skill and competency. One hundred and twenty nine students (pre-final year batch) from Commerce and Management Department are currently undergoing training and certification in Fundamentals of Capital Market, Block-chain and Cryptocurrency. Seventy one students (mainly from CS & IT Department) is currently undergoing training and certification in five to six trending areas like Amazon Web Services, Data Structures and Algorithm, Data Analytics using Power BI etc. This training program is conducted in house by CIR.

Nearly five hundred students have registered with Infosys, for using their learning platform Springboard for learning and certification in various IT and Life Skills subjects.

Anviksha 23, the GK Challenge

CIR Kochi ASAS is conducting the first ever General Knowledge upgradation exercise among the pre final year UG students through the quiz competition Anviksha 23-the GK Challenge. We have 32 teams (each team consisting of 4 members) registered for the quiz competition. The preliminary rounds started on 20 March 2023, and we have shortlisted 16 teams, who are the winners of the preliminary rounds. We plan to complete the quarter finals, semi finals and finals by end of May 2023.



Amrita School of Arts & Sciences, Kochi

Placements

Placement process for the 2023 passing out students is progressing at a good pace. The prominent recruiters during 01 January 2023 to 31 March 2023 are RRD, Cimpress India, Verteil Technologies Pvt. Ltd., CommLab India, Glowtouch Technology, BETSOL, etc.

Key placement data points as on 31 March 2023

Number of Offers	140	Computer Science, Commerce and Management, Mathematics, English, Visual Media
Number of Students Placed	127	
Highest CTC	17.75 LPA	JP Morgan Chase & Co.
Average CTC	5.0 LPA	
Number of Students Placed PG	110	
Highest CTC	17.75 LPA	JP Morgan Chase & Co.
Average CTC	5.38 LPA	
Number of Students Placed UG	17	
Highest CTC	8.5 LPA	Lowe's India
Average CTC	3.14 LPA	
Maximum Offers by	Citi Union Bank 13 Nos.	English - 07
		MCA - 03
		M.Sc. Maths - 01
		M.Com - 01
		B.Com - 01

Amrita School of Arts & Sciences, Kochi

Alumni Activities



CIR Kochi coordinated the Kochi ASAS participation in the Global Alumni meet on 21 January 2023, which was conducted in the AIMS campus. A new Alumni souvenir was released during the event and there were a few cultural programs by the Alumni. The global event also had active participation by the faculty members.

Amrita School of Business, Kochi

Placements

The placements for the 2021-23 batch of Amrita School of Business (ASB), Kochi has reached its final stage with just 6 more students remaining to be placed. This year, despite the global slowdown and recession, ASB Kochi has recorded its highest placement statistics ever! As on 31 March 2023, ASB of Kochi has placed 90.16% of the batch with the highest CTC of 24.89 LPA, average CTC touching 8.0 LPA and a median CTC of 7.5 LPA.

Key placement data points as on 31 March 2023 are given below

No of Offers	55	
Number of eligible students	61	
Number of students placed	55	
Highest CTC	24.89 LPA	Property Pistol Realty Pvt Ltd
Average CTC	8.00 LPA	
Median CTC	7.50 LPA	

The prominent recruiters during the last phase (January-March 2023) were Property Pistol Realty Pvt. Ltd, Aditya Birla Capital Ltd, South Indian Bank, Lava International, Antal International and HDFC AMC Ltd.



Ms. Prasassya Praseed from ASB Kochi was offered an international role at Property Pistol Realty Pvt Ltd, with a CTC of 24.89 LPA, the highest ever achieved in the history of ASB Kochi and across other campuses.

CIR Team expressed their heartfelt thanks to all the faculty members at Kochi campus by cutting a cake for the support which is extended to the students and to CIR for achieving this wonderful statistics. CIR recognized the whole batch for their performance and cooperation and extended best wishes for their wonderful future. CIR also recognized and awarded Mr. Karun Nair of Placecom team from ASB Kochi for the outstanding leadership skills displayed during the current year placement process.



Mr. Sreekumar, Centre Manager recognizing the contribution by Mr. Karun Nair of Placecom.

Health Sciences Campus, Kochi

Amrita School of Nano Sciences and Molecular Medicine (ANSMM)

Placements

Postgraduate Students

There are 69 Postgraduate students (2021-2023 Batch) belonging to the disciplines of Molecular Medicine, Nanobiotechnology, Nanoscience & Technology, who are currently in their sixth semester. Around 67% of these students are interested to get placed in job/ intern roles in core companies and around 33% of students are highly interested in higher studies. Zifo RnD Solutions, Aakash Biju's, Log9 Materials, Straive, Sun Pharmaceuticals, and Beckman Coulter, etc. carried out recruitment process, results are awaited.

Undergraduate Students

The companies who conducted recruitment process for UG are Medtronic, Infosys, TCS, Accenture, OG Healthcare and V-Marsh. Results are awaited.

Amrita School of Pharmacy

Training & Placement

As a part of the placement preparation CIR is conducting mock interview for the 2023 passing out batches of B.Pharm., M.Pharm., and Pharm.D. students.

On the placement side following are the companies which conducted the recruitment process or expected to conduct the recruitment process in the near future.

B.Pharm. : Dr Reddy's Laboratories, IQVIA, Tata Consultancy Services, Mu Sigma, OG Healthcare, Zifo R&D, Aster Hospital.

M.Pharm. : Unichem Laboratories, Dr Reddy's Laboratories, IQVIA, Covance Pharmaceuticals, Indegene, Tata Consultancy Services, Optum, Novonordisk, Microlabs, Navitas Life sciences.

Pharm.D. : Aster Hospital, Amrita Hospital, Apollo Hospital, Covance, Indegene, IQVIA, Novonordisk, Optum, Accenture

The following table shows the placement statistics as on 31 March 2023

Sl. No.	Program	No. of Students		
		Total	Placed	Higher Studies
1	B. Pharm.	62	3	31
2	M. Pharm.	41	6	7
3	Pharm. D. & Pharm. D. (PB)	34	6	11

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

"Most of us spend time on what is urgent, and not enough time on what is important"- Stephen Covey. Time management matrix forms an important tool for prioritizing and planning the tasks in personal and professional life. Students of Allied Health Sciences and Dentistry received training in using various tools for time management, which would help them to bring more efficacy in planning their clinical assignments. Students had an experiential learning of qualitative use of time through planning and executing assigned activities during the sessions. First year students of Nursing College attended sessions on presentation skills as well as team building from CIR.



**Students of B.Sc. Allied Health Sciences
participating in activity based on
Time Management Matrix**

Placement Training Report

The placement training conducted for

- > postgraduate students from 16th January 2023 to 21st January 2023 and
- > for undergraduate students from 30th January 2023 to 4th February 2023

was aimed at equipping the students with the necessary skills and knowledge required to excel in the corporate world.

The training program was conducted by experienced CIR trainers who have taken in the industry insights and other resources. The program consisted of various modules that covered topics such as aptitude skills, verbal skills, communication skills, interview techniques, resume building, and personality development.



The placement training conducted for graduate and postgraduate students in January was a success. The program provided the students with valuable skills and knowledge that will help them succeed in their careers. The feedback received from the students was overwhelmingly positive, with many of them reporting that the training had helped them improve their confidence and communication skills. Overall, the program was an excellent opportunity for students to learn from experienced professionals and prepare themselves for the challenges of the corporate world.



Chief Patron

C. Parameswaran

Editor-in-Chief

Wg. Cdr. (Dr.) A. Balachandran

Editing Team

Kuladevy E.

Anjali B. K.

A. Hari Priya

Navami Govind

Designer

Chandrasekaran K.



Corporate & Industry Relations

Amrita Vishwa Vidyapeetham,
Amritanagar P.O., Ettimadai,
Coimbatore, Tamil Nadu - 641 112
Phone: 0422 268 5005

www.amrita.edu/cir