

Inauguration of ACE Innovation and Incubation Centre (AIIC) at CIR by Bosch CEO

Mr. Dattatri Salagame, CEO, President and Managing Director (MD), Bosch Global Software Technologies was the chief guest for the inauguration of Amrita Innovation and Incubation Centre at CIR block, Amrita Vishwa Vidyapeetham, on 6th October, 2022. After inaugurating the centre, Mr. Dattarti was briefed about ACE (Amrita Centre for Entrepreneurship) and its activities and took a look at the co-worker space newly created in fresh, bright colours, presenting an attractive ambience to the facility. The inauguration was attended by the Principal Director, Additional Director, Joint Director, CIR team, ACE members, faculty, students, thingQbator cohort members, and past EDP participants.

Here's the link to all the photographs of the event: https://bit.ly/aiicinaugural2022

The link to a small video clip of the event is given below: https://youtu.be/318Yy6x_7Qo



A briefing session about "MSME Idea Hackathon 2.0"



ACE organized a briefing session about the "MSME Idea Hackathon 2.0" on 10th October, 2022 to potential applicants and innovators at CIR department. The participants got their doubts clarified regarding various aspects of the Hackathon.

Open Innovation Platform for Social Innovation by Innovation Coach

On 17th October, 2022, ACE hosted Mr. Sameer Rawal – Impact & Innovation Coach, Digital Impact Square, at CIR block, Amrita. He explained about the amazing opportunities offered by Digital Impact Square (DISQ), TCS Foundations' Open Innovation Platform for Social Innovation. He shared the focus areas of DISQ in nurturing potential early stage startups in the following themes - Assistive Tech, AgriTech, Health & Wellness and Sustainability Tech.

Mr. Rawal was accompanied by DISQ startup entrepreneur, Mr. Sooraj, Prajaahita Foundation, an Amrita alumnus and his team members.

Following is the link to the photos of the session: https://photos.app.goo.gl/bWL327Gn8vvhWk6Z6

A link to a video recording extract of the talk is given below:

https://youtu.be/AE_DIiML5MU

About 55 students and 5 faculty members attended the session. After the talk, Mr. Rawal and Mr. Sooraj interacted with budding entrepreneurs, the ACE team, ASE, ASB and CIR faculty members, TiE University Chair, and the MSW Chairperson and faculty members. The ACE team presented him with the work being done by ACE, CIR and showed him the co-worker space inaugurated recently.



3D Graphics, Holography, Internship Opportunities, and a Startup Experience by CEO, aiRender

ACE organized a session on 2nd November, 2022 at CIR, titled "3D Graphics, Holography, Internship Opportunities, and a Startup Experience" by Mr. Abhishek Rhisheekesan, the Founder and CEO at aiRender Technology Pvt Ltd.

The photographs of the session are provided in the link below: https://bit.ly/aiRender-session

Here's the link to a video recording of the session:

https://bit.ly/aceairender

Leadership Principles: Key to Success in Entrepreneurship

ACE organized a session on 5th November,2022 at CIR, titled "Leadership Principles: Key to Success in Entrepreneurship" by Mr. Prasanna Kannan, Director- CAM Education and Ms. Roshal Monikha, Team Manager- Amazon.



MSME Idea Hackathon 2.0 -Evaluation Process -5 Panels

Ministry of Micro, Small & Medium Enterprises (MSME), had launched a theme-based Idea Hackathon 2.0 from 2nd October to 14th November 2022, spread across 15 themes spanning 5 sectors. Amrita Vishwa Vidyapeetham as the Host Institute for Business Incubation (HI/BI) located in Coimbatore, Tamil Nadu, received a total of 124 ideas from students, MSMEs, and others. ACE conducted the evaluation process for shortlisting the ideas by a panel of experts comprising entrepreneurs, academicians, sectoral industry experts, technology experts, and financial experts. The panel members met on 5th December 2022 at Amrita and completed their evaluation of all ideas presented to them, sector-wise: (a) in person, (b) virtually, and (c) on paper, for absentees. A total of 49 ideas were recommended by the expert panel members at the first (institution) level and forwarded to the MSME Ministry for the next-level two-stage filtration process which is expected to announce the national level winners.









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

Amrita is an established name for both Business Schools (B-Schools) and Tech. Schools (T-Schools) when it comes to providing opportunities to students pursuing various courses.

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

The rich support that has been received consistently 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 a testimony to the glorious past of Amrita.

Following is the brief on the activities at Internship and Placement wing held between Oct & Dec'22.

In continuation of the past quarters of hiring 2023, the current quarter i.e. Oct-Dec'22 also witnessed equally promising hiring. A few of the prominent companies that visited in Virtual, Hybrid, and Physical modes were D E Shaw, Hitachi Vantara, John Deere, Fractal ai, Hyundai, Yamaha Motors, UI Path, MRF, Varroc, Tata Advance Systems etc... Overall, 140 plus companies visited between July and Dec'22, among which **58 companies visited between Oct and Dec'22**.

So far, B.Tech-2023 batch placement percentage is 81.33 and the number of offers per student stands at 1.13. The average salary across branches and campuses stands at 9.10 LPA and that of B.Tech CSE stand-alone at 10.21 LPA.

In addition to the 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.

In addition to placement, a couple of companies have commenced industry engagement through FDP, students workshop, consulting, signing of MoU etc.

Dassault Systemes has an invited talk on relevant domains wherein 2 faculty members from the Department of EEE would be taking sessions for their employees.

All in all, placement-2023 is happening on expected lines and approximately 50 plus companies will be visiting between Jan-March'23 for hiring from 2023 batch.

MBA Placement highlights

79.31% of the eligible students have been placed

20 LPA Highest CTC **8.13 LPA** Average CTC 7.60 LPA Median CTC

Further we have lined up companies like South Indian Bank (10 LPA), Kantar Research (12 LPA), Qwixpert (8.2 LPA), ICICI Bank (8.2 LPA) to meet students aspirations. Placement Summary

	Amritapuri	Bangalore	Coimbatore	Kochi
Percentage	90.32%	71.79%	77.95%	75.81%
Average CTC LPA	7.66	8.65	8.43	7.77
Median CTC LPA	7.05	8.84	7.60	7.50
Highest CTC LPA	20.00	13.58	16.00	13.58

Preplacement Talk conducted by Mphasis Final Discussion conducted by Tata Capital with selected candidates

Visits by Corporate to Amrita Academia



Sri C. Palani- Group Head- HR and Dr. Jayapragasan.C.N.- GM- R&D, Lakshmi Electrical Control Systems Ltd. (LECS) held discussions with Prof. C.Parameswaran- Principal Director (CIR), Dr. A. Balachandran- Additional Director, and S. Srikant- Joint Director to engage student of AI/ML and Data science background for internship.



A team of 3 members from AppViewX visited Amrita to discuss the possible collaboration avenues. Mr. Deepak Babu- Director HR- AppviewX, Mr. Mahendra S., and Ms. Priya were the attendees of the meeting from AppViewX. They agreed for summer internship and regular internships for B.Tech students as well as for sponsoring the Amrita racing team.



Mr. Sudhir Satapathy- Data Engineering Manager and Mr. Krishna Chaturvedi- Lead Campus, Autodesk visited our campus for hiring our students and also to discuss the possible collaboration opportunities with Amrita.



An important activity of Academia-Industry Partnership was inauguration of Amrita-MAGIC (MulticoreWare Academia Global Innovation Centre) lab at Amrita School of Computing, Amrita Vishwa Vidyapeetham, Coimbatore and Signing of Service Agreement for the 3 projects supported by MulticoreWare. Mr. AG Karunakaran-Founder & CEO of MulticoreWare, Mr. Shashikanth Jayaraman - Vice President, Human Resources, · Ms. Kavitha Shanmugha Sundaram, Co-GM from MulticoreWare attended the meeting.



Dr Martin, CTO- ZF Wind Power, Belgium and Mr. Sreenivas Naidu, GM– R&D, ZF Wind Power Coimbatore visited Amrita to discuss some unique projects in the area of digitalization, NVH and Product Development in wind power area. The firm is in dialogue with Mechanical department for a project on wind mill gear box condition monitoring. The meeting was attended by faculty members of Mechanical, EEE as well as CSE departments.



Mr. Ram Kumar, Chief Data and Analytics Officer, Cigna Health Solutions India and Mr. Ashutosh Khare, Centre Leader (India) & Head- Analytics, Cigna Health Solutions, India visited Amrita to discuss the possible collaboration with us.

Visit by Amrita Academia to Corporate

Amrita Vishwa Vidyapeetham, Coimbatore, has formed a team which is better known as 'Amrita Racing Team' and is currently led and guided by Mr. Nanthakumar P, Assistant Professor (Sr. Grade), Faculty of Mechanical Engineering. In this regard, there was a visit to COSIEMA, Coimbatore by Mr. Kiran Subramanian- Senior Manager (AIP) and Mr. Vivek Venugopal- Senior Manager (Placements) for getting sponsorships from industries for the development of the racing vehicle.

MoU Signed



A team of delegates from Amphi Ventures visited the campus and an MoU was signed. The main objectives of the MoU are:

- To provide opportunities for Amrita to conduct research / developmental activities
- To explore industry interaction through a series of academic and research initiatives
- To develop academic curriculum in line with practical industry application and developers
- To develop short-term and long-term academic programs jointly with Amphi Ventures
- To provide opportunities for Amrita students to do internship/projects at Amphi Ventures



An MoU was signed between L&T EduTech and Amrita. Both the signatories are desirous of jointly collaborating as Knowledge Partners for programmes comprising various courses- Civil specialized Programme by L&T Edutech and Discrete Course Certification Program.



A Confidential Disclosure Agreement was signed between Amrita and ZF Wind Power. The purpose of this Agreement is to state the terms and conditions under which AMRITA and ZF Wind Power will exchange certain confidential business information.

Bridge Bharat Council collaboration meet with Amrita

Wing Commander M.Jeyakumar, Founder Director, Bridge Bharat Council and Colonel N.Selva Kumar, CEO-Defence Projects, Bridge Bharat Council, visited Amrita University campus on 6th Oct,'22 to explore possibilities of collaboration, as a part of Atma Nirbhar Bharat in the defense sector. After an effective



presentation and extensive discussion, the team paid a visit to TIBSGLOBAL lab in the campus. The visitors expressed the hope that Bridge Bharat Council and Amrita can collaborate effectively in the defense project, as a part of Atma Nirbhar Bharat.

The one day visit by the team was also represented by members from CIR, Research Colloboration teams, Directors of HuT Labs, Ammachi Labs, and faculty representing different departments like ME, ECE, EEE, CSE, etc.

Invited Talk by Dr. Lalit Kumar IPS

Dr.Lalit Kumar, a Doctor by qualification, who secured a 211 rank in the 2021 UPSC exam, was felicitated on November 22, 2022.

Dr. Amritalekshmi, Head of the Department of Commerce & Management, welcomed the gathering. Br. Viswanathamrita Chaitanya, Chairperson CIR and Director, Amrita IAS Academy, delivered the keynote address and felicitated Dr. Lalith Kumar for his achievement.



Dr.S.N.Jyothy, Associte Dean, ASE & Dr.Narayanan Kutty Karuppath, Principal, ASAS also extended their felicitation to the distinguished guest.

The function concluded with a vote of thanks proposed by Dr.Indu, HOD, Dept.of English.



Student Social Responsibility Programmes

The months of October, November and December saw the culmination of SSR (Student Social Responsibility) project undertaken by the third year undergraduate engineering students. It is a student-driven project with societal well-being at its core. Giving back to the society, in whatever little way we can, is the small thought that led to this massive community outreach programme.

The program teaches the students how to be socially responsible as citizens. The main idea, however, is to inspire the youth to take this up as an example and bring about a change in their own way.

A total of 792 students grouped into 142 teams worked on a range of issues pertaining to health care, skill development, career guidance, women empowerment, mental health, technology for humanity, environmental initiatives and student clubs.











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. The session was divided 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 & Mr. Govindaraj Kozhippurath from December



12 to December 14, 2022 for S1 and S3 Engineering students. According to the 670-odd students who 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.

Bengaluru Campus

Faculty Development Program (FDP) on Functional Safety -BOSCH

A FDP on Functional Safety was conducted by BOSCH on 17 & 18 November 2022 at the firm's premises in Adugodi, Bengaluru. The FDP was attended by Dr. Syama S, Asst Prof, Dept of EEE and Ms. Jeyanthi R, Asst. Prof, Dept. of ECE. The interactive sessions covered various topics such as ISO 26262, Hazard Analysis and Risk Assessment, functional safety at systems development, software development, etc and demonstrations. The resource persons from BOSCH were Dr. Rani Mukherjee, Safety Expert and Mr. Abhay Khonje, Safety Expert (Autonomous Driving).



Discover CISCO Program

CISCO conducted a "Discover CISCO Program" for students on O1 Decemebr 2022 with the aim of providing the students a glimpse of corporate/professional life. Towards this, a group of seventeen students of third year B.Tech. (AIE) from Amrita School of Engineering were deputed along with Mr. Ullas S, Assistant



Professor, CSE. The event was conducted at CISCO Campus located in Cessna Business Park, Bengaluru and had a campus tour followed by interactive sessions with the Founder and CEO. The main aim of the session was to "Own Your Journey", a start to the transition from college life to professional life.

Lecture on "Cracking Premium Companies"

In order to motivate students for the next placement session and to create awareness of the placement process, talks by Mr Vishal C, final year CSE AIE student (placed with Microsoft) and Ms Chandana, CSE AIE (placed with Providence Global) were



organized by CIR for students of 3rd and 4th years on 17 & 23 December 2022. The placed students provided tips on preparation for the interviews, how they prepared and the technical areas that the candidates needed to concentrate on. The events were interactive and well received by the students.

Counselling for yet-to-be-placed students of B.Tech. 2019-23 batch

To identify the challenges faced by yet-to-be-placed students of B.Tech 2019-23 batch, a counselling session was organized. In this interaction, students were encouraged to discuss the problems and hurdles faced by them. The objective was to identify the area of improvement for our students and design the training program suitable for them.

Students were enthusiastic and discussed their problems. Actions to resolve the issues faced by the students are on.

Guidance session for MBA 2022-24 batch at ASB, Bangalore

An online guidance session was organized by Mr. Ravikanth Kamavarpu, Manager Corporate Relations, and Mr. Rahul Anand, Asst Manager L&D (Soft Skills) for students of MBA 2022-24 batch. The primary objective of this interactive session was to make students familiar with different opportunities available for internship. The students were also acquainted with the advantage of doing the internship and its importance in the campus placement. Students were also oriented to the elective suitable to them on the basis of their interest and academic qualification. This event turned out to be highly successful and the students participated whole heartedly.

Academia Industry Partnership

Continuing the thrust to enhance Academia – Industry Partnerships and subsequent to the signing of MoU, CIR has been discussing with Air Works India Pvt Ltd, the leading Aviation MRO in the country on undertaking collaborative projects to improve the company's systems and processes. Towards this, a team from Air Works visited CIR, Bangalore on October 13, 2022 for comprehensive discussions and identifying areas for collaborative projects. Towards



this, projects involving use of Block Chain Technology and NLP have been identified. Work scope formulation and finalization of Statement of Work are in progress.

Defence India Startup Challenge (DISC) & Defence Expo 2022

Under the guidance of AIP, CIR, Bangalore, Dr Dhanesh Kurup, Professor, Dept. of ECE, Amrita School of Engineering, Bangalore submitted a proposal under the DISC#7 SPRINT Challenge. The project "Design and production of a Portable RCS measurement device capable of deployment from surface and air" has been selected by Defence Innovation Organisation, Minister of Defence Production. The project was one among the 75 projects selected for implementation from amongst over 1200 proposals submitted by various entities. The challenge winners were felicitated by the Hon'ble Raksha Mantri at the Defence Expo 2022 held at Gandhinagar, Gujarat 18 – 23 October 2022. Capt Rajiv Raghavan, I.N (Retd), Joint Director Academia Industry Partnership, CIR Bangalore and Dr Dhanesh Kurup attended the event. The event was also effectively utilized to connect with numerous industrial entities.

Meeting with Fire Compass

Subsequent to signing of MoU with M/s. Fire Compass, a meeting to discuss modalities of undertaking projects and the broad areas for preparation of detailed Statement of Work was held in CIR Conference Hall, Bangalore on November 16, 2022. The Co-founder and CEO of the firm along with Head of Operations attended the meeting from the company.





Workshop by Empty Cup Innovations Pvt. Ltd.

A workshop on Entrepreneurship and Innovation was organized by CIR on November 18, 2022. The session was conducted by Mr. Ambarisha, Cofounder and CEO of the firm. The session was well received by the students with whole hearted and spirited participation.

Continental Automotive -Engineers Day

In connection with the inauguration of Continental's Technical Centre India, a team from Amrita lead by the Joint Director Academia Industry Partnership visited the firm's premises in Bangalore on November 24, 2022 at the Company's invitation. The occasion was also utilized



to discuss on future areas of collaboration between the two organisations spanning placements, industry visits, technical talks and collaborative projects. A roadmap for the same has been prepared and is under finalization between both parties.



AMCAT Second-Round Examination

The second round of the AMCAT examination happened at the CSE Department Computer Lab in the Chennai campus. Twenty eligible students attended the examination from various departments. Dr Seema Shankar and Mr.Sabari of the CIR Department coordinated the exam along with the AMCAT team.

Unplaced Student Orientation

The final-year students, yet to be placed, were given an orientation at the Seminar Hall of ASE Chennai. Thirty-eight students attended the program and learned about the areas they need to focus on and try their best for placements. The common mistakes made by the students during the placement were addressed by CIR, Chennai Centre Manager Dr.



Seema Shankar. She also recommended a few students to take assistance from the L&D team. The placement team suggested the students could take extra programming language classes to increase their chances of getting placed and enhance their skills.

Signing of MoU with BUDDI.AI

The CIR Department hosted the MoU signing ceremony of Amrita Vishwa Vidyapeetham and BUDDI.AI on November 19th, 2022. BUDDI.AI, is a leading automation solutions provider for the healthcare sector and has its world headquarters at New York and its Indian subsidiary based in Chennai. The company leverages artificial intelligence and



deep learning to drive better clinical and financial outcomes across the healthcare space. The Chief Scientist and Co-founder of BUDDI.AI, Dr. Sudarsun Santhiappan and the Principal Director, Corporate and Industry Relations, Shri. C. Parameswaran signed the MoU. The Academia and Industry Partnership established with BUDDI.AI is expected to benefit all campuses from the immense research and learning opportunities it creates.

GRE Training Organisation Presentation

Two organisations were invited to give a presentation about their training on GRE, TOFEL, GATE and IELTS to the CIR Department, Chennai campus. The Co-Founder of Galvanize Global Education, Ms Pavithra Srinivasan, gave the presentation about their services to the panel; Mr Goutham Sekaran, a member of their team, also attended the program. The second organisation was Learners Cortex Magoosh, which gave a presentation on the GRE On-Campus training. They came with three of their representatives and were finalised by the panel for the training at the Chennai campus. The panel consisted of Dr Prasanna Kumar, Chairperson and Associate Professor at the School of Computing, Chennai; Dr. Vinata Sai, Chairperson and Assistant Professor, Department of English, Chennai; Cmde. Ravi Shankar, Joint Director, AIP, CIR, Chennai; Dr. Seema Shankar, Centre Manager, CIR, Chennai; Mr. Sabari K, Faculty, Aptitude, L&D, Chennai; Ms. Chitra VR, Faculty, Verbal, L&D, Chennai; Mr. Shrikant AJ, Faculty, Soft Skills, L&D, Chennai: Ms. Gayathri B, Verbal, L&D, Chennai.

GRAD SCHOOL ADMISSIONS CONCLAVE

To augment the knowledge of higher education opportunities abroad for the students of Amrita School of Engineering, Chennai, the L&D team of the Corporate and Industry Relations Department, Chennai, invited Learner's Cortex Grad School Admissions to give a comprehensive presentation and a class demonstration on November 28, 2022, at 3 pm in the college auditorium. The Knowledge Head of the institution Mr. Anand G. Shankar addressed 162 students from various departments of both second and third years. Learners Cortex is a Test Prep and Study Abroad Consulting company with a steadfast commitment to teaching standardized tests such as GRE, GMAT, SAT, ACT, IELTS and TOEFL and also orients students for university admissions across the globe. They are a proud partner of Magoosh, and are integrating Magoosh products into



our teaching curriculum. The eight meticulous steps of their university admissions services include academic evaluation, university shortlisting, editorial care, scholarship probing, meeting consensus on the right schools, university applications, VISA assistance, and networking with simpatico.

The presentation by Mr Anand G. Shankar gave a concise insight into the application process of the foremost Ivy League colleges as well as other eminent universities abroad. Furthermore, he elucidated the eligibility criteria, career road maps, intake particulars, crucial documents for the application process and their weightage in the admission process, reasons for rejections and ways to eliminate them, university acceptance, profile building, and GRE examination specifications. In addition, he also gave a demonstration of the methodology used in their classes to prepare the students for abroad studies. The platform was useful to the many ambitious students who were unaware of the abroad education scenario. The one and half-hour program ended with a one-on-one question-and-answer session.

Amrita School of Arts & Sciences

Placements

Placement process for the 2023 passing out students is progressing at a good pace. The prominent recruiters during Oct 22 – Dec 22 period are Quest Global, Wolter's Kluwer, Learning Vertos, Citi Union Bank, Mu Sigma, Federal Bank, Vidyalai.com, Grant Thornton, KPMG, EDREd Course, Maitri Advertising Works Pvt Ltd., and Lowe's India.

No of offers	111	Computer Science, Commerce and Management, Mathematics, English, Visual Media	
Number of students placed	99		
Highest CTC	17.75 LPA	JP Morgan Chase & Co.	
Average CTC	5.61 LPA		
Number of students placed-PG	96		
Highest CTC	17.75 LPA	JP Morgan Chase & Co.	
Average CTC	5.60 LPA		
Number of students placed-UG	03		
Highest CTC	8.5 LPA	Lowe's India	
Average CTC	5.68 LPA		
Maximum offers by	Citi Union Bank	13 Nos	
		MA English - 07	
		MCA-03	
		M.Sc. Maths – 01	
		M.Com - 01	
		B.Com - 01	

Key placement data points

MoU with Infosys

Amrita School of Arts and Sciences, Kochi and Infosys Ltd. Bangalore signed an MoU for a period of 5 years starting from December 2022. This facilitates the students and faculty members of ASAS Kochi in knowledge & skill development through Infosys's Springboard platform. A good number of courses are available free of cost for students and faculty to build knowledge, enhance skills and also get certified.

Evaluation of MFA Students

Evaluation / Assessment of the knowledge and skill set of the postgraduate students pursuing 3rd semester MFA/MAJMC/MAVMC/MAVFX/AAA was conducted by the department of CIR to understand their potential before bringing in companies for placement drive. Students were made to prepare a detailed portfolio which they had to present before a panel consisting of Sri NR Mohanan, Mr. T.V. Raamnath and Ms. Sarvamangala A. They went through an evaluation round showcasing their Point of View on a given topic and a Mock Interview .

Feedback from students with Dream Offers



I have been very fortunate to pursue my degree in B.Com (Finance and Taxation) in this prestigious institution.

I would like to extend my gratitude to the Director ASAS, all the faculty members of Commerce Department and the Corporate and Industry

Relations Department, for their support all through my three- year study.

Classes conducted by the CIR department on Verbal, Aptitude and Soft Skills development helped me to excel in placement tests. Mock interviews and the training on effective communication helped me to perform well and confidently in group discussions and job interviews.

My aim is to pursue a career of my interest and to get placed in a reputed company which promises growth and stimulating work environment.

Malavika J (2020 B.Com. Taxation & Finance) Placed with Lowe's India



From the time I entered my teenage years, it had been my ambition to attain a degree in engineering from an esteemed college. However, as luck would have it I pursued Master's in Applied Statistics and Data Science at Amrita School of Arts and Sciences, Kochi. I

can firmly say that it was a correct and an ideal move of my life. My perception is that regardless of the field we are in, we should continuously strive to be distinctive and unparalleled. With the guidance and backing of the Mathematics Department and CIR, I was able to do exceptionally well in all the placement tests. I eventually landed a coveted position in Federal Bank Ltd. I would like to express my sincere gratitude to the Director of Amrita School of Arts and Sciences, Kochi, the faculty of Mathematics and CIR departments.

Nikhil Haridas (2021 M.Sc. Applied Statistics & Data Analytics) Placed with Federal Bank



After completing my bachelor's degree in Mathematics, one of my biggest dreams was to pursue post-graduation in Data Analytics at a reputed college. Thankfully I ended up in Amrita School of Arts and Sciences, Kochi and it was one the best decisions I had taken in my life.

I believe in the adage, "Nothing will come to you unless you work for it". With the unflinching support and guidance I received from the faculty of the Mathematics and CIR departments, I was able to land my dream job. I performed very well in placement process and got placed in Federal Bank as Junior Management Grade 1 Officer. I consider this as one of the greatest achievements I have ever had. When I worked to achieve my dream I held on to one thing and that is to "believe in myself". I trusted my instincts and dedicated myself for it, and in the end, it paid off.

I express my sincere gratitude to the Director, faculty and staff of CIR and Mathematics departments for their support and guidance.

James Mathew (2021 M.Sc. Applied Statistics & Data Analytics) Placed with Federal Bank

NEP Seminar

The faculty members of the CIR, Kochi attended the one-day seminar on the Implementation of the National Education Policy (NEP 2020) organized by the office of the Academic Progression & Centre of Education & Social Studies (CESS) on the 13th of December 2022 at Amrita Vishwa Vidyapeetham Brahmasthanam Campus, Edappally, Kochi.

OYE Hiring

Sri. N. R. Mohanan, Mr. Mahesh and Ms. Sarvamangala attended the meeting of Amrita Vishwa Vidyapeetham's Office of Youth Empowerment (OYE). The meeting was on the requirement of fresh hands. The CIR department coordinated with the students and departments of the campus for facilitating a presentation and sensitizing the students on the hiring process and career prospects. CIR also provided support for the initial selection interview process.

Corporate Engagement Initiatives

There was a discussion with Dr. Vimina E.R (HOD, CS Department) and Mr. A. S. Mahesh (Assistant Professor, CS Department) on the new initiatives in terms of enhancing the employability of the students and organising refresher courses for faculty. Mr. N. R. Mohanan (Centre Head, CIR Kochi) and Mr. S. Mahesh (Chief Manager, Corporate Relations, CIR) participated.

Alumni Activities

Ms. Sarvamangala attended the pre-cursor meeting in connection with the Global Amrita Alumni Meet which is proposed to be held in January 2023. The meeting was chaired by Sri. Jai Mishra of the AIMS campus, Kochi.

School of Pharmacy

Training & Placement

The Life Skills courses offered by CIR for the B.Pharm, M.Pharm and Pharm D students have been made credit based courses from this academic year onwards. CIR has been conducting regular classes and examinations for these students as per curriculum and there is a dedicated team of faculty for this. Additionally, CIR is conducting company specific training for the students appearing for placement tests. Of all the students (B. Pharm., M. Pharm. and Pharm.D & Pharm.D (PB)) of 2022 pass-out batch, about 95 % are placed in various sectors. The highest CTC offered is 5.25 LPA from IQVIA and average CTC is 4 LPA. Recruitment drive for 2023 passing out batches has already commenced with 3 B.Pharm, 8 M. Pharm and 6 Pharm.D students securing placement offers.

School of Nano Sciences and Molecular Medicine (ASNSMM)

Placements - PG

Twenty four PG students (about 54%) from 2020-2022 batch have secured core research roles such as Research Assistant, Research Associate, Healthcare Business Associate, Senior Medical Writer, Reviewer Selection Editor, Business Analyst, Research Intern, Junior Research Fellow, Scientific Trainee, Medical Editor and Quality Assurance Associate. The highest salary offered is for the role of Junior Research Fellow at Vilnius University, Lithuania. The current average CTC is 4.70 LPA. 10 students who have opted for higher studies have joined excellent universities across the globe.

Placement data of PG 2020-2022 batch as on 31st December 2022



Placements - UG

Out of the 29 UG students of the 2022-23 batch of Molecular Medicine who are currently in their 6th semester, a few will gain entry into the fourth honors year based on merit. According to the current trend, more than 80% of students are interested in getting placed in job/intern roles in core companies. A few students are interested in non-core companies promising attractive salaries. Some of the companies that are conducting the recruitment drive are Medtronic (core), TCS, Infosys and Accenture (all non-core).

Career Guidance Seminars



On 9th November 2022 ASNSMM held its fifth Career Guidance Seminar (CGS-5). It was organized by the placement department of ASNSMM. The session was arranged in coordination with the CIR team, with the aim to give a professional exposure to students on career building and goal development.

The first talk was on "Launching your Career - taking your ideas and innovations to mainstream" by Anto Godwin, the Head of Technology & COO of NoPo Nanotechnologies. This was followed by a session on Tissue Engineering, Regenerative Medicine and Bioelectronics Medicine by Dr. Greeshma T Nair, Faculty, IIT Madras. Godwin is a committed entrepreneur at NoPo Nanotechnologies Pvt. Ltd and is regarded as an expert in carbon nanotubes. His research papers have been published in many prestigious journals. Dr. Greeshma T Nair is a former M.Tech. student of ASNSMM and currently an Assistant Professor at IIT Madras. She is proficient in creating novel biophysical techniques and 3D culture platforms. The session was hosted by Mr. Kiran Balu, Manager - CIR, ASNSMM.

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

Experiential Learning in Soft Skills

"The most important thing in communication is hearing what isn't said."- Peter Drucker. Understanding and practicing the nuances of communication helps the students of Health Sciences to communicate clearly with patients and patient attendants. Through interesting examples, role plays, group discussions, activities related to listening and art of visualizing information, the students of Medical Sciences, Allied Health Sciences and Dentistry were trained in communicating effectively to patients. The significance of empathy



in speaking and body language was conveyed to students through mock conversations. The students of Health Sciences realized the significance of expressing care and compassion even while talking and writing prescriptions, through the module Communication skills in Health Care. Also, they understood that patients would develop more confidence and trust in them and were more likely to follow medical advice precisely when effective communication happened between Health Care professionals and patients.

Amrita School of Business

Placements

Placement process for the 2023 passing out students is in progress at Amrita School of Business, Kochi. The prominent recruiters during Oct – Dec 2022 period were Federal Bank, Bajaj Finserv, Khimji Ramdas, BNY Mellon, TATA Capital, Zoho, Repos Energy, CEIPAL Corp, SIFY Technologies, HCL Technologies, LatentView Analytics, Innocap, ICICI Lombard, Grant Thornton, LAVA Intrnational, ANZ Bank and Societe Generale.

ASTHRA 2022 -International Symposium on Soft Power

ASTHRA'22, the international symposium was organized by Amrita School of Business on December 17, 2022 at AIMS B Block Auditorium. The theme of the symposium this year was 'Soft Power: Creating Strategic Advantage'. ASTHRA has been the flagship event of ASB Kochi and is a completely student-driven initiative, right from ideation to execution phase. All the students took this to be an opportunity to showcase their management skills and to build a professional network with the industry leaders. CIR provided guidance to the students in organizing the function.

Alumni Meet: SMRITI 2022

"When we recall the past, simplest of the things give off the greatest glow of happiness"

On 27th of November 2022, Amrita School of Business - Kochi organized their Alumni meet, 'Smrithi' at Sri Krishna Hall. This was the first alumni meet organized after COVID and therefore, students from all the batches of ASB Kochi participated in large numbers. The event was packed with lots of fun-filled activities, chit-chats, where alumni shared



their memories, experiences and the most important of all, how the 2 years MBA programme of ASB Kochi helped them in etching success at both professional and personal fronts. The teachers also took time to share their memories and views about each batch and how happy they were to see their old students excelling in life. The alumni were presented with return gifts by Dr. Rajiv Prasad and Dr. Sandhya G. The program concluded with high tea.



New Batch Orientation

2022-2024 batch of MBA students of ASB Kochi were briefed on the importance of soft skills in corporate growth. The event had multiple activities, discussions, and interactions. CIR organized alumni interactions, discussions on business etiquettes and importance of effective communication among



business graduates. Team games and activities were organized involving the HR faculty to help students relate the theoretical HR and marketing concepts with the activities.

CIR also conducted a 6-day bootcamp for the second-year MBA students of ASB. There were group discussions, debate series and sales pitch contests. Students said the event was very effective especially in terms of preparing them for placement tests and helping them face challenges with equanimity.

Mysuru Human Resource Forum (MHRF), in association with Edin Bridge Foundation, Mysuru, organized HR Dasara 2022

Mysuru Human Resource Forum (MHRF), in association with Edin Bridge Foundation, Mysuru, organized HR Dasara 2022. It was a nine week HR Celebration, 'HR Navami'. The programme in the event included State Level HR - TPO Conclave, Industrial Visit, Corporate Cultural Fest, HR Wish Box, Virtual Debate – HR vs Business, HRs Industrial Visit, Corporate Cultural Fest, Session on Labour Codes to IT HRs, etc.

HRs of Mysore-based companies (members of MHRF) also participated in the event.

The students of Amrita Vishwa Vidyapeetham participated in the Corporate Cultural Fest and bagged the first prize in Cultural Programme conducted on 28 October 2022.

The closing ceremony was on the 8th of December 2022. The event was inaugurated by His Highness Yaduveer Krishnadatta Chamaraja Wadiyar, Maharaja of Mysore.







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Enrichment of Employability skills for Management Graduates

CIR in all the Amrita Vishwa Vidyapeetham campuses are working towards adopting Inclusivity and Outreach practices in our operations.

CIR - Mysore collaborated with the School of Arts, Humanities and Commerce (Mysore) and conducted a three-day student development program from 21.11.2022 to 24.11 .2022 to enhance the employability skills of management students from A.V.V.M. Sri Pushpam College (Autonomous), Thanjavur, Tamilnadu affiliated to Bharathidasan University, Tiruchirappalli.

Sri Pushpam College is located near Thanjavur. This college has been serving the rural people for the past 47 years with little focus on employability skills. So, in order to help the students perform well in job interviews and varied work environments, CIR came up with a training programme. The Skill training program focused on:

- 1. Self-Analysis
- 2. Profile building
- 3. Communication
- 4. Group Discussion
- 5. Interview

After the in-depth training, the students were given the experience of attending interview with expert panel teams involving subject matter experts. This was indeed a very resourceful activity and all students got a 360-degree feedback giving them a comprehensive view of their corporate readiness.

All the participants were very much appreciative of the training as it had helped them enhance their employability skills.



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