

EDITOR & PUBLISHER

Payal Sahni

SALES & MARKETING DIRECTOR

Pankaj Sahni

COPY EDITOR

Anuradha

EDITORIAL TEAM

Akshita, Shanta, Debjani, Smita Rana

DESIGN & PHOTO

Ashok Kumar

ACCOUNTS MANAGER

Amit Agarwal

Circulation

JP Nagar

REACH US AT

careerlinksmkt@gmail.com
for all editorial, advertising,
circulation and subscription queries

Delhi Office:

B-10, Green Park Main, New Delhi-110016
Mobile: 9818114451
Email: careerlinksmkt@gmail.com

COVER DESIGN

Ashok Kumar

Dear Readers

India is the perfect location for those seeking education due to its large population of students and talented teachers and researchers. Universities, colleges, and research institutes are just a few of the country's numerous educational institutions that serve students from around the globe.

Private universities can focus on providing students with practical skills and knowledge that can help them succeed in their careers. By emphasizing outcomes such as placements, internships, and industry collaborations, private universities

We bring the list of best colleges and Universities by Career Links in this issue. The readers can have a look and decide on the best course of action based on their choices and priority.

We also give information about the colleges and courses available in various institutions.

Another topic CL focuses light on-Digital Education has changed the way we learn. Over the last 2.5 decades, we've seen technology transform the education sphere. As technology has advanced, we have seen education delivered online, computer-based remote exams conducted, and students attending classes at foreign universities while living in other countries.

It is not simply a matter of digitizing educational content but of a set of educational methods. Any type of learning content delivered in a virtual environment is referred to as digital learning. They can be video-based, live, or self-paced, and can take place one-on-one or in a group setting. There are three types of digital learning in general: e-learning through virtual reality, blended learning, and gamification.

This issue of CL also talks about the tourism sector as it is one of the largest in the world, there is plenty of employment in travel and tourism to go around. However, the travel sector is evolving. Today's consumers have different needs than those of the past. Visitors seek an element of adventure. They seek out novel experiences. They seek authenticity and culture. What does this entail for travel and tourism jobs, then? So, it follows that some jobs are less.

Common now (think high street, travel agent). The business is also experiencing a lot of new job openings, though!

The Indian youth is dynamic, creative, and hard-working and with the advent of a new digital age, their interest in terms of making careers in versatile fields can also be seen. Hence, we have curated a set of new and unique options to choose from within the travel industry.

It's our endeavor to provide information that is relevant and can help the students in some form.

Warm Regards

Payal Sahni
Editor & Publisher

All information is derived from sources we consider reliable. It is passed on to our readers without any responsibility on our part. Opinions/views expressed by third parties in abstract or in interviews are not necessarily shared by us. Material appearing in the magazine cannot be reproduced in whole or in part(s) without express permission from publisher. The publisher reserves the right to refuse, withdraw or otherwise deal with all advertisements without explanation.

All advertisements must comply with the Indian Advertisements Code. Published and edited by Payal Sahni, B-10, Top Floor, Green Park-Main, New Delhi-110016. Email: timesadvtdandmediaservices@gmail.com | Mobile: 9818114451, 9599764451, and printed at Haploos Printing House, A -33, Mayapuri Industrial Area, Phase 2, New Delhi.

Contents



The Best Universities/ Colleges in India

Colleges and
courses in
various academic
Institutions

16 **ADVERTORIAL**
KIIT Placement 2023: Student Bags
!63 Lakh Job Offer, Significant In-
crease in Average Salary

18 **VIEWPOINT:**
“Leadership in action at strategic
positions- Makes a difference”

20 Digital Education has
changed the way we learn

25 **VIEWPOINT:**
SRM Institute of Science and Tech-
nology Empowering Education in a
Rapidly Evolving World



20



26 Contemplating career opportunities in Travel Sector

30 JECRC University, Jaipur

32 A Journey of Empowerment:
Advertorial: Harish Khatri and India Assist

36 The Role of Technology in Education:
Advantages, Challenges & Future Prospects

38 Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

The Best Universities/Colleges in India

India has long been a center for education, with universities like Takshashila and Nalanda being well-known. It has developed into a modern educational hub with a wide variety of institutions offering programs in different fields. India is the perfect location for those seeking education due to its large population of students and talented teachers and researchers. Universities, colleges, and research institutes are just a few of the country's numerous educational institutions that serve students from around the globe.

The education system here, is affordable, with low tuition fees and living costs compared to other countries. A large number of scholarships and financial aid programs are available for

students who need it. The cost of living in India is also relatively low, making it an ideal destination for international students.

With the constantly rising stats of competition in admissions and sharp cuts in the percentage earned by the students and the limited number of seats in government institutions, some private players can be seen excelling in attracting students to their gates. There are several specializations offered by top private universities in India are Biotechnology, Agriculture, Computer Science, Chemistry, Mathematics, Food and Nutrition, Microbiology, Statistics, Biology, Forensic Science, Zoology, Actuarial Science, Biochemistry, Data Analytics, Food Technology and many more.

Focusing on student outcomes:

Private universities can focus on providing students with practical skills and knowledge that can help them succeed in their careers. By emphasizing outcomes such as placements, internships, and industry collaborations, private universities can attract more students.

There are several strategies that private universities in India can employ to attract more admissions in the upcoming years:

- **Strengthening their academic programs:** Private universities can offer innovative and relevant academic programs that cater to the changing demands of the industry and the job market. By offering courses that are unique and in demand, private universities can attract more students.



HERE IS THE LIST OF BEST COLLEGES AND UNIVERSITIES BY CAREERLINKS

- Aisect University-Bhopal
- Amity University- Noida
- Acharaya Institute- Bangalore
- Apeejay University - Sohna
- Bharti Vidya Peet University Pune
- Bits Pilani - Pilani
- Chandigarh University - Punjab
- CGC, Jhanjeri
- DIT University - Dehradun
- Doon Business School - Dehradun
- GLA University - Mathura
- GD Goenka University -Sohna
- GNA University -Punjab
- Great Lake Institutes of Management - Chennai
- GNIOT- Greater Noida
- Integral University- lucknow
- ICFAI University -Hyderabad
- IMS-Unison University-Dehradun
- JECRC University -Jaipur
- JK Lakshmipat Singhanian University -Jaipur
- Jagran Lake City University -Bhopal
- JNU University -Jaipur
- JSS University - Mysur
- Jaypee University, Noida
- KIIT University -Bhubneshwar
- K N Modi University, Jaipur
- K R Manglam University -Sohna
- K J Somaya Institute of Management Studies & Research, Mumbai
- Lovely Professional University
- Manipal University Jaipur
- Marwadi University - Gujrat
- Mody University - Sikar
- NCU University - Gurgaon
- Nims University - Jaipur
- Narsee Monjee University, Mumbai
- OP Jindal University- Sohna
- Presidency University -Bangalore
- Rungta University- Bhillai
- Royal Global University -Guwhati
- Shobha Saria college- Sikar
- Shobit University- Meerut
- Shoolini University -Solan (HP)
- Shri Vaishnav Vidyapeeth University -Indore
- SRM University Modi Nagar
- Symbiosis University -Pune
- Thaper University, Punjab
- Tula Institute -Dehradun
- VIT Vellore
- Vidya Varkha college of Engineering and Management- Mysur

- **Investing in research and development:** Private universities can invest in research and development activities that can lead to breakthroughs in various fields. This can enhance

the reputation of the university and make it more attractive to students and faculty.

- **Increasing the use of technology:** With the growing popularity of online learning,

private universities can leverage technology to provide quality education to students across the country. This can help them reach a wider audience and attract more admissions.



RECOMMENDATIONS ACCORDING TO DIFFERENT PARAMETERS

INFRASTRUCTURE

- Chandigarh University Kharar
- BITS, Pilani
- Mody University, Lakshmangarh (Sikar)
- Manipal University, Jaipur
- DIT University -Dehradun
- Shoolini University - Solan (HP)
- JECRC University -Jaipur
- Symbiosis University, Pune
- JSS University -Mysur
- Royal Global University- Guwhati
- SRM University – Modi Nagar
- Bharati Vidyapeeth University
- KIIT University, Bhubaneswar
- VIT Vellore
- Thapar University- Punjab

PLACEMENTS

- Shoolini University - Solan (HP)
- JECRC University -Jaipur
- SRM University – Modi Nagar
- Doon Business School, Dehradun
- Mody University, Lakshmangarh (Sikar)
- Shri Vaishnav Vidyapeeth University -Indore
- Integral University- Lucknow
- IMS Dehradun
- Royal Global University, Guwhati
- DIT University - Dehradun
- Acharya Institutions - Bangalore
- Manipal University - Jaipur
- Vidyavardhaka College of Engineering
- KIIT University
- Gla University –Mathura

INDUSTRY INTERFACE

- Mody University - Sikar
- JECRC University, Jaipur
- Shri Vaishnav Vidyapeeth University - Indore
- Acharya Institute - Bangalore
- SRM University – Modi Nagar
- ICFAI University, Hyderabad
- Lovely Professional University
- Chandigarh University Kharar
- Shoolini University - Solan (HP)
- KIIT, Bhubneshwar
- Aisect University -Bhopal
- Doon Business School, Dehradun
- Shobit University
- Bits Pilani
- OP Jindal University

FACULTY

- JKLU –Jaipur
- Rungta University- Bhillai
- OP Jindal University – Sonapat
- SRM University – Modi Nagar
- Gd. Goenka University- Sohna
- GNA University- Punjab
- JECRC University -Jaipur
- NCU – Gurgaon
- ICFAI University –Hyderabad
- Presidency University - Bangalore
- Shri Vaishnav Vidyapeeth University – Indore
- Jagran Lake University – Bhopal
- KR Mangalam University - Sohna
- Chandigarh Group of Colleges, Jhanjeri
- BITS, Pilani

INTERNATIONAL TIE-UPS

- Amity Business School, Noida
- Lovely Professional University, Jalandhar
- Shoolini University - Solan (HP)
- JECRC University, Jaipur
- Thapar University
- Shri Vaishnav Vidyapeeth University -Indore
- Manipal University -Jaipur
- SRM University – Modi Nagar
- NCU University
- KIIT, Bhubneshwar
- BITS, Pilani
- GD Goenka University
- OP Jindal University
- VIT Vellore
- Chandigarh University





JECRCTM
UNIVERSITY
BUILD YOUR WORLD

NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL



Admissions 2023-24

A Leading & **Premier University** in the Beautiful Land of **Jaipur**

GOVERNMENT FUNDED
RESEARCH GRANT
WORTH ₹ 15 Crore

130 PATENTS FILED
107 PUBLISHED

IPR
CELL

MINISTRY OF ELECTRONICS
AND IT (MeitY)
RECOGNISED JECRC
INCUBATION CENTRE (JIC)
AS G2C CENTRE UNDER
TIDE2.0 SCHEME



1826

PLACEMENT OFFERS

as on 05th March
for Graduates of 2023

1st UNIVERSITY IN INDIA TO
BE RECOGNIZED BY
AIM, NITI AAYOG
AS MENTOR ACADEMY
FOR 350+ SCHOOLS
OF RAJASTHAN

NITI Aayog

APARTMENT STYLE
RESIDENTIAL
FACILITY
MANAGED BY



OFFERING WORLD CLASS COURSES

(Masterfully Designed and Delivered in Collaboration with Corporates)

ENGINEERING & TECHNOLOGY

- B.Tech. - Computer Science (Cloud, Data Science, Cyber Security, Full Stack, Block Chain, AI-ML, CSBS)
- B.Tech. (Civil, Electronics and Communication, Mechanical Engineering) with L&T
- M.Tech. (Computer Science, Civil, Electronics and Communications, Mechanical, Power)

COMPUTER APPLICATIONS

- BCA | MCA (Cloud, AI, Data Science, Full Stack, Cyber Security, Block Chain)

SCIENCES

- B.Sc. (Hons.) Microbiology | Biotechnology | Forensic Science | Physics | Chemistry | Maths
- B.Sc. (Pass Course)
- M.Sc. Microbiology | Biotech | Physics | Chemistry | Mathematics | Statistics | Botany | Zoology

DESIGN

- B. Des. (Interior Design | Fashion Design | Jewellery Design & Manufacturing)
- Bachelor of Visual Arts (BVA) - Painting | Graphics
- Master of Visual Arts (MVA) - Graphics Design
- M. Des. (Interior Design | Fashion Design)
- M.Sc. (Interior | Fashion | Graphic | Jewellery)

JAIPUR SCHOOL OF BUSINESS

- B.Com | B.Com Corporate Secretaryship
- BBA Data Analytics & Data Visualization
- BBA Corporate Secretaryship
- BBA Banking Financial Service and Insurance
- MBA (HR, Marketing, Finance, P&OM, ITM, BFSI, Retail Management, Entrepreneurship & family Business)
- MBA Data Analytics & Data Visualization
- MBA Artificial Intelligence

ALLIED HEALTH SCIENCES

- Bachelor of Physiotherapy (BPT)
- B.Sc. Medical Lab Technology (BMLT)
- B.Sc. Radiation & Imaging Technology (BRIT)
- Master of Physiotherapy (MPT) (Sports, Orthopaedics, Neurology, Cardiopulmonary)

MASS COMMUNICATION

- B.A. Journalism & Mass Communication
- M.A. Journalism & Mass Communication
- PG Diploma (Digital media, Cinema Studies, Investigative Journalism)

LAW

- B.A., LLB (Hons.) | B.Sc. LLB (Hons.)
- BBA, LLB (Hons.) | LL.M

HUMANITIES & SOCIAL SCIENCES

- B.A.(Hons.)(English, Psychology, Political Science)
- M.A. English | Psychology

JAIPUR SCHOOL OF ECONOMICS

- B.A. (Hons.) Economics | B.A. Liberal Arts
- M.A. Economics

HOSPITALITY

- B.Sc. Hospitality and Hotel Management (H&HM)



JU DIFFERENTIATORS

- 2 Large Campuses
- 22000+ Alumni in 35 Countries
- 15000+ Students currently Enrolled
- Students from 29 States & Uts
- Extra Ordinary Beyond the Classroom Ecosystem

INDUSTRY COLLABORATION

- 1048 Best in Class internships in the year 2023
- 10000+ Campus Placements in last 5 years
- Academic Collaboration with 32 top notch corporates to offer joint degree programme (Amazon Web Services, UpGrad, Microsoft, Google, Samatrix, Xebia, IBM, Siemens, L&T, TCS, Kalvium)

BEYOND THE CLASSROOM

- 52 Startups incubated under JECRC incubation center (JIC)
- Grant worth ₹ 12.9 Crore Disbursed to Startups by JIC
- 22 Student Clubs driven by Student Council
- Makerspace - A Gravitating platform for hardware innovation
- IAESTE LC - International internship for aspiring students



To know more about Admissions Call:

TOLL FREE: **1800 120 5616**

www.jecrcuniversity.edu.in

+91 - **9116642281 / 9116642285**

Transfer/ Lateral Admission : **9571250558**



COLLEGES AND COURSES IN VARIOUS ACADEMIC INSTITUTIONS

A new wave of admissions is about to hit the academic institutions in India and both the students and their parents are buckling up for a years-long rollercoaster ride. Here are the few colleges that have that can be considered by the students as their next station while still on the “academic express”:

COLLEGE NAME

Amrita School Of Arts

BITS Pilani

VIT - Chennai campus

SOA

SASTRA

Sri Ramachandra
Engineering & Technology

Thappar Institute of
Engineering and Technology

JSS University

SRM IST

Amity University, Noida

1. Amrita School of Arts

The Amrita School of Arts places among the top 5 educational institutions in the nation. Amrita School of Arts and Sciences seeks to raise a generation that is both imbued with the noble ideals of selfless service and love and capable of meeting the demanding demands of the Information Age. The school offers academic programmes in business studies, commerce, computer science, mathematics, physics, chemistry, journalism and mass communication, English, media studies, and fine arts at the undergraduate, integrated, and postgraduate levels.



COURSES OFFERED

BSc Honours in Mathematics with Minor in Data Science / Computer Science B. C. A. (Data Science)	B. Com. (Taxation and Finance) BBA (Bachelor of Business Administration)	B. C. A. 5 Year Integrated BSW & MSW Amritapuri Admissions 2023
---	---	---

2. BITS Pilani

In 1964, Birla Institute of Technology and Science, Pilani, was founded. The three additional BITS campuses are situated in Goa, Hyderabad, and Dubai. Birla Institute of Technology and Science Pilani is ranked fifth for Pharmacy in NIRF 2022 and has a "A" Grade from the NAAC. The BITS Pilani

Rajasthan Deemed University is accredited by the UGC and provides UG, PG, and PhD programmes to students in the management, engineering, pharmacy, and other fields through its 13 departments.

3. VIT - Chennai campus

With the intention of offering superior higher education on

par with global standards, VIT was founded. It consistently looks for and adopts novel approaches to raise the standard of higher education. With students from all over the world, the campus has a cosmopolitan feel. Teachers with knowledge and experience are strongly encouraged to guide the students.

COURSES OFFERED

B.A. LLB. & BBA LLB B. PHARMA M. PHARMA	B.E./B.TECH. ME/M.TECH M.SC.
---	------------------------------------

4. SOA

Bhubaneswar's Siksha 'O' Anusandhan University (SOA), which is ranked 16 overall and first in the state, offers undergraduate, graduate, and



COURSES OFFERED

B.TECH	M.SC	LLM
B.SC	MCA	BHC
BBA	MBA	BMC
M.TECH	BA.LLB	MTI
BPC	BBA.LLB	BHC



doctoral programmes in fields like engineering, pharmacy, and management. The results of national and university entrance exams are used to determine admission to Siksha 'O' Anusandhan. During the Day Zero dream campus drive, which featured reputable companies and offered job offers to about 30% of these students, Amazon

offered the highest package of INR 30 LPA, with the students' average annual salary being INR 6.3 LPA. These students have been hired by companies such as Microsoft,

Amazon, Fenestra, Robert Bosch, Dell, PWC, Kloudgin, Deloitte, HP Inc, Temenos, Informatics, MAQ Software, NPCI, Salesforce, and Rapyuta Robotics, among others.

COURSES OFFERED IN:

Engineering; Medical; Dental; Veterinary; Management; Hotel Management; Management; Pharmacy; Agriculture; Nursing; Law; Sciences; Paramedics; Research Programme.

5. SASTRA

In Thirumalaisamudram, Tamil Nadu, the Shanmugha Arts, Science, Technology & Research Academy, also known as SASTRA University, is a private deemed institution of higher learning. It was founded in 1984, and the Indian government has designated it as a Scientific & Industrial Research Organization. The 232-acre campus of SASTRA University is furnished with state-of-the-art amenities and technology.

COURSES OFFERED

B.TECH	MBA	B.COM
M.SC	BBA	MCA





COURSES OFFERED

PHARM.D. M.SC	B.TECH MBA	M.B.B.S BPT
------------------	---------------	----------------

6. Sri Ramachandra Engineering & Technology

Formerly known as Sri Ramachandra University, Sri Ramachandra Institute of Higher Education and Research (SRIHER), in Chennai, is a Deemed University. The university lists the institution as 48th. The university offers more than 50 undergraduate

and graduate programmes in management, physiotherapy, allied health sciences, and other fields. Merit- and institute-specific cutoff criteria are used to determine admission.

7. Thappar Institute of Engineering and Technology

A+ rating from NAAC accredits



COURSES OFFERED

B.E. B.A. BBA	B.TECH B.SC B.COM & ME
---------------------	------------------------------

TIET as a private university. Six schools and two campuses—Patiala and Dera Bassi—make up the university's 300 acres of land. In the areas of engineering, management, science, and liberal arts, TIET offers more than 20 programmes at the UG, PG, and Ph.D. levels. JEE Main/NEET/GATE/CAT scores plus Class 12 results are used to determine admission to these programmes. The cost of a BTech degree from Thapar University is INR 8 Lacs (approx). From Academic Year 2023 onward, the institute will charge 5% more for its MBA programmes. Currently, the two-year MBA tuition at Thapar University is INR 9.3 Lac.

8. JSS University

A Deemed to be University called JSS Academy of Higher Education & Research, formerly JSS University, is situated in Mysuru, Karnataka. It is a part of JSS Mahavidyapeetha, which manages a number of educational institutions, and was established in 2008 in accordance with Section 3 of the UGC Act 1956. This deemed university has Ministry of Education approval and NAAC accreditation with an A+ grade (3.48 CGPA). JSS AHER has received a UGC classification of Category-I Deemed-to-be University.

COURSES OFFERED

M.SC MS M.PHARMA MDS MBBS	B.SC MD MBA/PGDM B.PHARMA PHARMA D.
---------------------------------------	---

9. SRM IST

One of the top universities in India, SRM Institute of Science and Technology has campuses in and around Chennai, Tiruchirappalli (in TN),



COURSES OFFERED

B.E./B.TECH	BCA	B.COM	BPT	B.O.Th
B.SC	M.SC	BBA	MBA/PGDM	MCA

Modinagar (in UP), & Sonapat (in Haryana), both of which are close to Delhi NCR, Amaravati (in AP), and Gangtok. It has over 52,000 full-time students and more than 3200 faculty members (in Sikkim).

University in Noida, Uttar Pradesh, established in 2005, sets the bar for international education. Amity belongs to both the Association of Commonwealth Universities and the Association of Indian

Universities. Amity Noida offers more than 100 UG and PG programmes in fields like engineering, management, law, design, and medicine, all of which have affiliations from organisations like the UGC, NAAC, NATA, and many others. Entrance exams and merit are used to determine admission to these programmes.

For private universities in India, increasing enrolment has many benefits. First off, it might result in more money coming in and more money available to spend on infrastructure, research, and development. As a result, there may be more partnerships and collaborations with businesses and other organisations. Second, it might help the university's reputation be improved. Thirdly, it can draw in faculty and students of high caliber, which will improve the academic environment and results. As a final benefit, it may assist the university in becoming a pioneer in its industry and aid in the expansion of the nation's higher education system.

10. Amity University, Noida

With a system that complies with international best practises, standards, and resources, Amity

COURSES OFFERED

B.TECH	MSC	BA
BBA	MBA	BCA & MCA





KIIT Placement 2023: Student Bags ₹63 Lakh Job Offer, Significant Increase in Average Salary

When an institution claims new highs in placements and that too post a prolonged hiatus induced by a deadly pandemic, then it speaks volumes about its inner strong suit in the academic sphere. And it goes without saying that, the pay packages which are being taken as yardsticks for a blend of standard and name which comes in years.

But it did exponentially

KIIT Deemed University, Bhubaneswar witnessed a significant jump in the average pay package in the ongoing campus placement drive for the 2023 graduating batch of the Schools of Technology. This year the average CTC has crossed Rs. 8.5 lakh (25% Higher than previous year), while the highest has touched Rs. 63 lakh, taking KIIT in the league of top National Institutes in terms of pay offered to the students in the campus placement.

KIIT is set to achieve cent percent placement yet again with 4500 plus job offers by 380 & more companies which

participated in the campus placement program for a batch size of 3300 eligible students from KSOT (B.Tech. / M.Tech / MCA). In absolute terms, 3200+ students – over 92% of the batch – have already got job offers in the placement drive which started last year. As many as 1300 students have received multiple job offers.

Sky remained the limit for a man

While the institution lolls in academic fame and an added goals to reach at, the entire eulogy may fall half-way if we miss out on a significant point that, KIIT DU, from its cradle phase to till date is a quiet achiever, walking on the shoulders of one man, Prof Achyuta Samanta. It has remained an astounding feat all these years of Prof Samanta which he achieved by an invisible yet stupendous investment of tenacity which he never gave up in the face of spiraling acrimonies.

The best-ever placement performance this year has added to the joy among parents and students of the institute, which is celebrating

its Silver Jubilee year. Founded by eminent educationist and social activist Prof. Achyuta Samanta, KIIT is well known in the academic community as the most student-friendly, parent-friendly, corporate-friendly, and staff-friendly campus. KIIT has been attracting international students from over 65 countries, besides all parts of India. Over the years, it has become a household name and a respected brand due to its quality education and placement.

From a scratch to a milestone

KIIT took shape as an institution of higher learning in 1997 and since then, it has been recording near total placement in all academic programmes, irrespective of macroeconomic and job market scenarios. A high-quality faculty team with impeccable academic pedigree and regularly updated curriculum ensure that students have the most relevant domain knowledge. An innovative teaching-learning process and global exposure make them industry-ready

and high performers in today's fast-changing techno-business environment. After it was declared a Deemed University by the Govt. of India in 2004, KIIT has redefined professional education in the country and set benchmarks in teaching pedagogies and research outputs. The Education Ministry's NIRF India Rankings 2022 has placed it as the 20th-best university in the country. It ranks in the cohort of 601-800 globally in the prestigious Times Higher Education World University Rankings 2023. The Computer Science stream of KIIT Deemed University ranks 301-400 globally, while General Engineering ranks 401-500 in the subject rankings of the prestigious Times Higher Education World University Rankings – a reflection of their global excellence. The University is also accredited with the highest A++ Grade by NAAC.

KIIT is a multi-disciplinary university with over 400+ academic programmes offered from 23 Schools. Five Schools imparting BTech and MTech courses in Civil, Computer, Electrical, Electronics, and Mechanical streams constitute Schools of Technology of KIIT Deemed University. Their academic programmes match global standards and are accredited by the IET, UK and ABET, USA.

Dream runners

This year, students had a super dream run with high CTC companies. Eighty-two companies visited the campus offering annual pay packages of more than Rs. 10 lakh. About 1500 students were placed in "Dream Companies" with CTC of Rs. 15 lakh or more. Another 1000 students were placed with a pay package ranging from Rs. 10 – 15 lakh. 'Day Zero' dream campus drives alone resulted in the placement of 1700 plus students by top-notch MNCs. 'Day-One' campus recruitment



drive this season generated about 700 job offers from four companies: Accenture, Cognizant, Capgemini, and TCS. This is an excellent 'Day One' & 'Day Zero' conversion taking into account the current job market scenario, said industry experts. KIIT Deemed University is the only university in India to proactively create an interface with the leading names in the industry. This is facilitating the placement of KIIT students in various national and multinational companies. For instance, HighRadius, a FinTech company, in collaboration with KIIT, has established a FinTech Lab in KIIT Campus wherein more than 2000 students were offered summer internship. It was followed by a one-year experiential learning internship with a stipend of Rs. 15,000 per month. Fifty percent of these students are absorbed.

The placement performance of other Schools of KIIT Deemed University looks equally bright. In the School of Management, which offers the flagship MBA programme, 230 students out of the total strength of 300 have already bagged job offers from 50 companies. Like every year, the School of Management has achieved 100% placement this year

also. Campus placement drive has recently commenced in the School of Biotechnology and School of Law and the initial trends are very encouraging.

Breaking the boundaries

KIIT has academic tie-ups with 350+ international universities providing an excellent opportunity for students to pursue higher education abroad. KIIT facilitates the academic placement of about 500 students every year in reputed national and international institutions for higher studies. Students have got confirmed offers from top European and American universities for higher education courses, including Ph.D.

The campus placement drive is in full swing and many companies have confirmed participation in the 2023 Campus Recruitment Programme in the coming months. "We are completely assured that we will be able to provide a career to all deserving students and will achieve cent percent placements like all previous years", Prof. Saranjit Singh, Pro-Vice Chancellor, KIIT said, while thanking participating companies and Team Training & Placement for the excellent placement performance.

"Leadership in action at strategic positions- Makes a difference"

**Dr. Arun Kant Painoli, Dean –
Scholl of Management Studies
Baddi University**

The biggest reason for the failure of any organization is poor leadership in strategic decision positions. It has been found that 95% of organization that fails to survive in a long run is due to poor leadership in a strategic position. Even finance the most important source for running a business is not that much important as compared to a strong leadership position. If your action inspires others to follow you, you are a leader. Efficiency and effectiveness should run together in order to lead a team in the right direction. Leadership is all about unleashing others people's energy. Good leaders help to unlock people's potential to become better and help them to guide them in a positive direction.

Reason for failure of any organization due to poor leadership

1. Failure to understand the strategic role
2. Failure to create the vision
3. Failure to communicate with the team (Vision and Mission statement)
4. Failure to apply the different types of leadership styles- Autocratic, Democratic, Free rain
5. Failure to act on Situational leadership style
6. Create barriers to the free flow of information.
7. Failure to develop out-of-the-box thinking
8. Failure to develop alternative



options

9. Lack of strong commitment.
10. Lack of creativity and innovative thinking
11. Lack of ability to take a risk.
12. Poor feedback mechanism
13. Failure to engage the team with purpose and commitment
14. Failure to accept the change
15. Appointed on paper leadership (Lack of competencies)
16. Unable to understand the current market requirement

The current leadership position needs to resolve the following issues at the national level

1. Problem of Unemployment
2. Problem of a sustainable Entrepreneurship ecosystem
3. Problem of accessible health schemes to every section of society (Some improvement was done but need more incentives in this direction
4. Education system still not competing at the global level (Baring some few institutions, the condition is not up to the mark. Everyone cannot take admission to IITs and IIMS

5. Need to improve the performance of RUPEE in the International market ****

Current statistics 1 Dollar = 82.73 rupees (See where we are standing)

6. Poor investment in Behavioral science across the country
7. 90 % of the media focus on negative news to increase TRP. Need to change the concept of floating news in one direction.
8. Gap in one paper announcement and implementation
8. The condition of small farmers is still not good. The Direct benefits are still not reaching the farmers.
9. The middleman concept especially from the agriculture sector needs to eliminate. The growers are becoming poor day by day and brokers are becoming rich day by day.
10. The problem of water – Need to develop an alternative model. It will be the biggest problem for the entire human race in near future.

We need to develop or encourage strong opposition to create competition, which is missing in the current political system in India presently. Healthy criticism is always good for the development of the nation. It is the willpower of the leaders which makes them different from the rest. Leaders emotionally bind the team to achieve the set target for their team. Binding a team for a common purpose is not a simple job, but a charismatic leader connects his whole team to achieve the set target.



OI Digital Institute

MASTERING ENGLISH FOR FOR ACADEMIC PURPOSES

Welcome to the Oxford International Digital Institute, the place where we remove barriers and build bridges to the higher education routes that students wish to pursue and universities wish to develop. As a division of the Oxford International Education Group, we believe in our vision of Learning without Limits by offering innovative digital programmes and academically enriched course content.

At the Oxford International Digital Institute, we blend technology with live teaching sessions to create an exceptional learning experience.

Discover OI's Specialized Higher Education Courses

We offer a wide range of courses to help students preparing to apply for university education abroad.

Through our higher education product range, such as our Pre-Master's, International Foundation and Pre-Sessional English programmes, we offer flexible university routes. **We offer over 400 degrees across 20 university partners.**

Gain Confidence and Fluency with OI's Accredited Language Courses

We offer a range of English language courses to help you gain the confidence you need to travel, speak and live in an English-speaking country.

We are accredited by Trinity College London for our teacher training TESOL courses.

Assess Your English Language Skills with the Oxford ELLT

Our English language level tests, the Oxford ELLT Global and Digital, remain incredibly popular among our students.

The Oxford ELLT Global is an English language proficiency test that you can take securely at our authorised test centres. To make it even more convenient for you, we have partnered with VFS Global – you can take your test directly at a visa approval centre. If you prefer an English proficiency test you can take from the comfort of your home, we also offer the fully online, Oxford ELLT Digital.

Benefit from Oxford ELLT's Unparalleled Advantages

When you take the Oxford ELLT, you will experience the benefits of its unique qualities: flexibility, security, swiftness, and affordability.

The 2.5-hour test assesses your skills on 4 core language skills – reading, listening, writing, and speaking. You will receive your test results **within 48 hours** of completing the test and an official test certificate by Oxford International Digital Institute accrediting your English language proficiency.

You can send your Oxford ELLT scores to institutions at no extra cost, simplifying your application process.

You can use your Oxford ELLT scores to meet the entry requirements for a range of degree courses. The Oxford ELLT is also a great way for you to certify your English level and determine if you need to do any more English language preparation before starting university courses.

Meet our Oxford ELLT Partner Universities

The Oxford ELLT is recognized by over 60 universities globally and is trusted by hundreds of thousands of test takers annually.

To find out more about our partner universities, visit oxfordellt.com.

Reach out to us at admissions@oidigitalinstitute.com or learn more by scanning the QR code below.



OIDigitalInstitute

oidigitalinstitute

oiegdigital

oxford-international-education-group

Our Oxford ELLT Partner Universities include



and many more.

oidigitalinstitute.com | oxfordellt.com

Digital Education has changed the way we learn

By Career Links Team

Over the last 2.5 decades, we've seen technology transform the education sphere. As technology has advanced, we have seen education delivered online, computer-based remote exams conducted, and students attending classes at foreign universities while living in other countries.

Meaning of Digital Learning

Digital learning refers to a learning method that uses new digital tools to enable learners to learn in new ways, such as face-to-face, distance learning, or blended learning. As a result, it is not simply a matter of digitising educational content, but of a set of educational methods.

To fully grasp how digital learning can transform education, it is necessary to be open to the idea that the traditional classroom can evolve, as most parents have witnessed over the last two years.

Why is Digital Learning Growing So Quickly?

The evolution of technology has made digital learning a more successful option, especially for students who face challenges in learning. Technology has not only advanced but also has become more widely available. It is theorised that more people in the world now have smartphones than bank accounts. As the human race continues to

innovate, evolve, and explore, the evolution of digital learning accelerates.

Easy Access to Expertise

Subject matter experts are talented professionals who have in-depth knowledge of a subject

and fully comprehend the technicalities of the concepts. They are also enthusiastic teachers who specialise in ensuring accuracy in facts and technical details of the content.

People all over the world can now quickly and easily gain



access to subject matter experts thanks to advances in digital technology. This also means that students can gain access to extremely specific educational materials without leaving their countries, cities, or even homes.

Learning multiple skill and subjects

A wide selection of courses is available through online learning systems. Children who have studied a wide range of disciplines are more aware of their surroundings. Learning several courses in a variety

of ways, both traditional and non-traditional, provides children with a comprehensive understanding, improves their cognitive skills, and empowers them to think and make decisions on their own. Students who learn a variety of courses are better able to make career decisions because of their increased knowledge.

Studying At Your Own Pace

The ability to tailor a learning environment to each student's individual needs is one of the most exciting aspects of digital

learning. It's also crucial to remember that some children are slower to pick up concepts or skills than others to get the most out of an educational framework. In the past, if a child didn't understand something within a curriculum's allocated time frame, the instructor had little choice except to move on and hope that there would be time later to catch up with that youngster.

Children can now approach learning at their own pace thanks to digital learning. Digital technology allows parents and





educators to identify which strategies work best for which children, which allows them to provide the best opportunities for success. They are also given the ability to customize a learning environment that best suits the needs of their students.

Availability of E-Learning Material

The educational system has been revolutionized by the introduction of technology. Earlier, education meant hauling a large number of books to schools and education. This is no longer necessary in the current world.

Now, people can learn

anything they want from a variety of sources, including e-books, pdfs, and video tutorials. The internet has made learning available to everyone, and most information is now available in digital format. A major advantage of this is the fact that the content is constantly updated and is therefore up to date.

Reduced Education Costs

Digital resources are significantly less expensive, and digital platforms assist both students and institutions in saving money. This is regarded as a significant step forward in

levelling the playing field for all students in the future.

Geographical Adaptability

Remote learning has been on the rise over the years. Students can learn from anywhere they have access to the internet at any time. Teachers and professors can teach from anywhere in the world, and students can attend classes from anywhere in the world as well. This opens up a whole new world of learning for students who might not otherwise have access to an in-person class.

Today, a school can take place from wherever the student is,

and lessons can be accessed at any time.

Lesson Plans Delivered Quickly

Teachers have long dreamed of a world in which they can offer every student the personalized attention they deserve. Unfortunately, the traditional model of education has many obvious barriers for those who are disabled, come from low-income families, or otherwise find themselves at a disadvantage. One of the most promising movements in education today is the digitization of learning. Through easy-to-use software and online communities, teachers are now able to create a high level of convenience for their students, all while maintaining the same level of oversight that was previously possible only in person.

What are the Main Types of Digital Learning?

Any type of learning content delivered in a virtual environment is referred to as digital learning.

They can be video-based, live or self-paced, and can take place one-on-one or in a group setting. There are three types of digital learning in general: e-learning through virtual reality, blended learning, and gamification.

E-learning through virtual reality

E-learning is commonly thought to be a completely digital approach. Students receive all of their instruction online, either through educational platforms or through meeting software such as Teams or Zoom.

Students also have access to the digital library, and they can usually access it whenever they want. They may have set class times, but in many cases, they can study at their own pace but must meet assessment deadlines.

Blended learning methods

Blended learning is a model that combines the very best of both worlds, by combining the classic method of classroom education with its e-learning counterparts. This model is the most common mainly in primary

and secondary education.

Blended learning is the educational equivalent of working from home a few days per week.

Gamification

Gamification is a new concept in education, but it has been shown to be an effective way of increasing engagement and learning. This, in turn, has a positive impact on student outcomes. Gamification uses the elements of play that children enjoy in things like video games to accomplish an educational goal. Students enjoy the experience because they do not feel like they are learning.

What Impact Will Digital Learning Have on Education?

With so many technological advancements now in place, it's exciting to speculate about how digital learning could improve education in the future.

Access to a greater number of high-quality teachers



Research done by experts has proved that a teacher's quality is directly connected to a student's achievement. While it's difficult to admit because every teacher has worth, some are more skilled in the field than others.

It is remarkable that with the help of digital technology, more and more amazing teachers will have the ability to teach children all over the world. More and more teachers will have the ability to

the future before they have even finished high school.

Reducing Geographical Barriers to Education

Not only does a person's school location play a direct role in their success later in life, but so does their country. In the past, students who lived in countries with poor education facilities had an unfair disadvantage compared to students who

learning system, this is not always possible. There are obvious barriers to education for those who are disabled or come from low-income families. Digital learning breaks down some of these barriers, allowing students to chart their own course to success.

Better Assistance for Children with Disabilities

Disabled students can easily



influence their careers and also have more employment options as well.

Technology Expanding Knowledge Further

The future is here and it holds the power to elevate the possibilities of what students can experience to a whole new level.

Digital media, simulations, and artificial intelligence (AI) are expected to push the boundaries of what students can experience today and in the future. Children can even learn about flight simulators, explore planets, build energy generators, and more online. Now, imagine what children will be able to study in

lived in countries with better education facilities. However, this is not the case anymore in the age of the internet. With digital learning, it is hoped that in the future, all students will have equal access to educational resources and opportunities, resulting in a more equal chance

Accessibility of Education to Far More Children

For many parents, the dream is to provide their children with the best opportunities in life. This might mean sending them to a top university or providing them with the right career path. Unfortunately, within the constraints of a traditional

access all educational materials from the comfort of their own homes via online learning. e-Learning platforms greatly reduce physical strain for mobile-impaired students while also making life easier for those who are visually or hearing-impaired. This gives students more freedom to explore the world, removing the barrier to learning and encouraging them to participate more actively instead.

Distance education, on the other hand, provides convenience to caregivers and families of disabled students. Families and caregivers, like students, may bid adieu to the everyday effort thanks to online learning.



Distinguishing SRM IST Delhi NCR Campus, Ghaziabad is its state-of-the-art infrastructure, a testament to our unwavering commitment to educational excellence. Our faculty members, driven by an unrelenting pursuit of brilliance, seamlessly blend relevance and rigour in their teaching methodologies. They not only exhibit mastery in their respective fields but also engage in interdisciplinary research that pushes the boundaries of knowledge. Notably, a remarkable testament to our dedication to fostering talent and nurturing future leaders is the creation of a golf cart entirely developed by the students of our Delhi NCR campus.

At SRM IST, we comprehend that education extends beyond mere knowledge acquisition; it encompasses holistic development and the realisation of one's true potential. This understanding resonates through our exceptional career-counselling services and outstanding placement records, synergistically complementing our academic eminence. We foster an environment

SRM Institute

of Science and Technology

Empowering Education in a Rapidly Evolving World

Education has undergone a significant paradigm shift in today's fiercely competitive world, demanding a departure from traditional teaching methods. Acknowledging this need, SRM

Institute of Science and Technology, Delhi NCR Campus established in 1997, has wholeheartedly embraced experiential learning to empower students to cultivate their distinct paths within the rapidly evolving global landscape.

"Education is not the filling of a pail, but the lighting of a fire." - William Butler Yeats Nestled in the heart of the Delhi NCR region, our institute emanates a vibrant aura of learning, where aspirations take flight and young minds soar to unprecedented heights. The campus, enveloped by lush greenery, offers a refreshing ambience that inspires creativity and nurtures innovation, providing an idyllic backdrop for students to excel in their unique fields.

that eliminates barriers to growth, empowering students to confidently pursue their passions.

Our commitment towards providing quality education finds further validation in the multitude of accreditations and accolades bestowed upon us. SRMIST holds Category-1 & "A" Grade by MHRD & UGC, an A++ grade by NAAC, and approvals from AICTE and PCI, all affirming our

dedication to delivering a world-class education that equips students to thrive.

As we await the upcoming admissions, we eagerly welcome the arrival of young minds who will shape the future.

Join us at SRMIST, where we believe in preparing the brightest minds to redefine the world through freedom, empowerment, creativity, and innovation. 🍀

**- Dr. S. Viswanathan, Director
SRM IST Delhi NCR Campus, Ghaziabad.**



Contemplating career opportunities in Travel Sector

By Career Links Team

The tourism business is renowned for its benefits and employment opportunities. One can investigate and anticipate prospects in one of the fastest-growing sectors. With a large number of employment chances, it also offers intriguing career prospects that encompass travel, trip leading, etc., not to mention the well-paying job that goes along with it. Students who study travel and tourism have chances in both industries, which automatically puts them on the path to a successful career. This blog will help you navigate a career in travel and tourism and familiarize you with the numerous work opportunities

that this sector offers.

Since the tourism business is the largest in the world, there are plenty of employment in travel and tourism to go around. However, the travel sector is evolving. Today's consumers have different needs than those of the past. Visitors seek an element of adventure. They seek out novel experiences. They seek authenticity and culture. What does this entail for travel and tourism jobs, then? So, it follows that some jobs are less common now (think high street travel agent). The business is also experiencing a lot of new job openings, though!

The Indian youth is dynamic, creative and hard-working and with the advent of a new-digital age, their interest in terms of making career in versatile fields

can also be seen. Hence, we have curated a set of new and unique options to choose from within the travel industry.

Travel insurance

Travel insurance is sold by travel insurance agents to potential passengers as financial protection against travel-related disasters such as cancellations, accidents, medical emergencies, lost luggage, and others. These individuals do similar tasks to typical travel brokers, and the two professions frequently cross paths. Agents selling travel insurance have generally lenient educational requirements. A high school graduation or its equivalent, a license to sell travel insurance, on-the-job training, and aptitudes in organization,

sales, and communication can all be considered.

Learning about the tourism sector is the first step in taking this career route. Taking courses in the travel business can give you an advantage over the competition, while they are not necessary for all employment. Along with other pertinent majors, students can find certificate and associate's degree programmes in travel and tourism. Courses like geography and travel regions, office and tourist technology, cultural geography, and marketing essentials are offered in these programmes. Be sure to hone your communication abilities while you're in college. Speaking and writing communication skills can assist agents engage with clients and other industry experts efficiently. Effective interpersonal skills are essential in this field. English composition, speech, and interpersonal communication are pertinent communications courses.

Travel Agent

The future of travel is with online travel agencies. There has been a steady shift away from the conventional style of travel agency over the last few years. Major businesses and high-street establishments have shut down. It's comparatively simple to become an online travel agent. Once you have mastered GDS systems and inventory management, you can run your enterprises anyway you see fit. However, learning these topics will take some time. Many people decide to rely on their social media pages or travel blogs as well as their online travel agency activities, which can help to diversify their revenue. Good customer service abilities are also crucial.

Technology developer

The goal of smart tourism is to

employ technological advancements and best practices to manage resources more effectively, increase competitiveness, and improve sustainability. The goal of the majority of enterprises in the tourist industry is to increase revenue from tourism while also making it more sustainable. There are

People prefer to spend less and to feel as though their money is being well spent. In this way, low-cost airlines have been revolutionary, upending the aviation sector and permanently altering how we fly.

many distinct sorts of smart travel. It might involve adding QR code menus to eateries, managing crowds and lines with technology, or utilizing technology in useful ways.

Requirements: The travel industry is going to be very

successful thanks to smart tourism. I advise brushing up on your ICT skills if this is a field you are interested in working in.

Consultant

Working in the implementation of sustainable tourism, as a consultant advising businesses on how to be more sustainable, or anywhere in between are all career options. There are several prospects for jobs in travel and tourism in this business, which is expected to continue expanding.

Required education: To get ready for a career in this field, you could take more general courses on environmentalism or degrees that specialize in sustainable tourism, for example. A PhD. may be necessary for research positions.

Ancillary revenue manager

Although ancillary items have existed for as long as there has been tourism, it has only been in the last few decades that they have become popular. The development of low-cost airlines and the idea of "no frills" are largely to blame for this.

People prefer to spend less



and to feel as though their money is being well spent. In this way, low-cost airlines have been revolutionary, upending the aviation sector and permanently altering how we fly. But if these airlines are charging less, why are they making more money than other airlines that charge more for tickets? The solution is ancillary goods. It is very clever. These airlines entice passengers with what appear to be affordable fares. Once the buyer has committed a commitment, they tempt them to buy extras like baggage, in-flight meals, and insurance. The customer may wind up paying more than they would have with a rival airline after being seduced by the initially reduced cost.

This business model is employed throughout the tourism sector. Have you ever seen a hotel room pillow menu? How about a theme park quick pass or extra insurance for your rental car? These are all auxiliary goods and services, and there is a LOT of money to be made from them.

Qualifications required: Depending on the position you are interested in, economics, accounting, and financial management courses may be helpful. Tourism and general

This business model is employed throughout the tourism sector. Have you ever seen a hotel room pillow menu? How about a theme park quick pass or extra insurance for your rental car? These are all auxiliary goods and services, and there is a LOT of money to be made from them.

business management degrees are also useful.

Auditor

Many people find it fairly odd that a position in the financial industry would involve a lot

of travelling. In order to avoid deceiving the public, auditors ensure that the financial statements provided by businesses are accurate and fair. An auditor visits the company to confirm the statements in order to ensure that the figures in the books are correct. As a result, an auditor must travel to numerous businesses while performing their duties. Although auditors spend several weeks at the company's headquarters, they nevertheless get to travel to at least five distinct regions each year. If you are good with numbers and want to pursue something different after graduating from college, this is the appropriate option for you.

Hospitality Manager

To maintain their reputation, hotels need a hotel inspector to check the standard of the food, lodging, and customer service. The job description entails scheduling numerous flights throughout the nation to travel to various hotels, taking use of their amenities, and using their room





service without really paying for it. You can stay at several hotels in one location before departing to another location and repeating the process there, occasionally with friends and family.

The fact that there are many types of hotels to inspect is the only challenge of becoming a hotel inspector. Some hotels might be dreadful, which would make the inspector's job miserable for a few days.

Travel Blogger

Travel bloggers frequently travel while recording information about their excursions; all you need is a laptop, a smartphone, or a good camera to get started. By picking a distinctive part of your trips or ambitions, starting a blog, and then developing a following or audience, you can generate money from it. You will undoubtedly need to conduct yourself like an entrepreneur running your own business, even though earning money from a travel blog is not that simple. You will have to put in a lot of effort to expand your company such that it is "useful" to businesses enough for them to join you. This

might lead to sponsored content on your site, invitations to travel destinations for reviews, or the installation of ads or affiliate marketing.

It has been mentioned that while starting out, travel bloggers

There is a career in the travel industry for everyone, including auditing, hotel inspection, blogging, and many more. Each of these roles is significantly distinct from the others.

need to make enough money to support them for a while. This is due to the fact that it can take two years or longer to develop a sizable audience, which is necessary to attract sponsors.

Many people would want to travel the world, but they may not have the resources to do so. There are several jobs in the travel business that can cover all associated costs while earning a living, thereby accomplishing

two goals at once.

There is a career in the travel industry for everyone, including auditing, hotel inspection, blogging, and many more. Each of these roles is significantly distinct from the others.

By definition, if you work in the travel industry, you will interact frequently with individuals who value travel as much as you do. Additionally, since we hear many viewpoints from a variety of people at work, talks are truly open there. More importantly, it allows you to work on international issues every day. You get to work in a position that enables you to discuss travel nonstop. The travel industry has a role for every skill set. To do this, you must hire the top candidates, including the best software engineers, product managers, sales representatives, customer service representatives, office managers, lawyers, and tax specialists. Everything!

To work in the travel sector, you don't necessarily need to be a "travel person." All you need are a love of travel, a drive to work hard, and a desire to support the industry's resiliency during these trying times. 📸



JECRC University, Jaipur

● Unique ● Differentiators ● Placements

Overview

JECRC Foundation consists of JECRC University (JU), and Jaipur Engineering College and Research Centre, Jaipur (Rajasthan). It has set an exemplary record in placements with its students being chosen in record numbers by industry leaders, year after year. The focused approach of JECRC Campuses towards persistent and multidimensional grooming of student's in-line with the industry expectations has led to a sharp increase in the number of placement offers resulting in its students getting 2000+ offers consistently years with increasing average salary packages.

JECRC Foundation has achieved a new height in its excellent track record of placements by getting 2000+

offers every year. Many reputable publications have rated JECRC among the "Engineering colleges with best Placements in India" due to its students' consistent performance in recruitment drives by prestigious organizations. Every Year JECRC Foundation hosts top-notch companies exclusively for recruiting its students.

186 Days!
148 Companies!
1826 Selections!
"Persistence Guarantees,
The Results are Inevitable"

It is a moment of pride for each member of the JECRC Family that within 186 days, JECRC students of batch passing in 2023 have received 1826 On-Campus Offers from 148 Global MNC Recruiters & Fortune 500 Companies including Amazon, HPE, Celebal Technologies, IBM, Xebia, EY, Salesforce, LTI, HDFC Life, Cactus Communications, TATA AIG, Regalo Kitchens, Myntra, AU Bank, Kotak Mahindra, Jio, Publicis Sapient, Ericsson, Future First and Taj Hotels.

The Highest Package of 44 LPA has been offered on the campus by Amazon, an increase in the Average Package to INR 6 LPA and an insurmountable high in Female Placements by 85% have also been recorded. Apart from all the wondrous statistics, this has been a record-breaking phase for budding

As we come to an end of the 3rd Phase of Placements 2022-23, we can say that the formidable placement core team of the Inset, Outset and the Newset worked really hard from the very beginning of the placement season and it is because of them that we successfully continue to make a difference.

Designers, Journalists, Lawyers, and Management Professionals. Alongside JECRC Engineering Students, the famous IT Mass Recruiters, Accenture and Wipro have cherry-picked our students from the School of Mass Communication and Recruiters like Nestle and Piramal Finance have bestowed their trust in our Embryo Management Professionals.

As we come to an end of the 3rd Phase of Placements 2022-23,



Shri Arpit Agrawal, Vice Chairperson JECRC University

placement core team of the Inset, Outset and the Newset worked really hard from the very beginning of the placement season and it is because of them that we successfully continue to

The numbers are proven remarkable because of the efficient design and delivery of the placement program and the efforts of the TPO team. This collective result in itself sets a great example of teamwork. This is also a testimony of the success of the placement strategies used in providing students with that transformational boost in their career that they chose JECRC for.

Now, JECRC University is on the path to raise its own bar and achieve premium packages for its deserving students. A unique B.Tech CSE program in Software Product Engineering wherein the students are assured of a minimum package of between INR 20 lakh and 40 lakh p.a. plus paid internships from the second year itself, is an encouraging step in this direction. 🎯



A Journey of Empowerment: Harish Khatri and India Assist

Reflecting upon the remarkable journey that brought India Assist into existence, it feels like a dream. India Assist is not just another idea; it is a vision that was born out of a profound realization. In the midst of the rapid growth of the travel and tourism industry, I recognized a void that needed to be filled - the need for personalized assistance and support when things go awry during our travels. And thus, the seeds of India Assist were sown.

The Spark in the Multifaceted Travel Industry

The travel industry has always been a captivating and aspirational service industry. Despite facing various crisis situations over the years, people never stopped traveling. The desire to explore new places, reconnect with loved ones, and experience new cultures has always remained strong. This unwavering passion for travel became the driving force behind my decision to invest all my energies into the travel sector.

One significant event that solidified my commitment to the travel industry was my trip to the USA a few years ago. During that journey, I had the opportunity to interact with numerous people who expressed their desire to visit India but were intimidated by the experiences they might face in the country. It was then that I felt the need for a centralized assistance system for tourists. Through extensive research and drawing from my own experiences, I had the clarity that India lacked such a system, which became a deterrent for many travelers. The realization that people from



different countries were keen on visiting India further motivated me to address this gap.

Navigating the Curveballs

India Assist's humble beginnings trace back to the year 2017-18 when the product prototype was meticulously crafted, setting the stage for a ground-breaking venture. With a vision to address the general challenges faced by travelers, India Assist identified critical pain points, including safety perception, cultural differences, lack of awareness about state support bodies and processes, and communication gaps with ground handlers.

Recognizing the importance of personalized assistance in overcoming these challenges, India Assist began its journey. Safety, medical emergencies, scammers and touts, theft, language barriers, and the quest for quality food were just a few of the areas where India Assist aimed to make a significant impact. By addressing these issues head-on, India Assist became an indispensable companion for travelers, ensuring their experiences were memorable for all the right reasons.

Embarking on this unique vertical was not without its challenges. As someone without a tech background and with limited connections in the travel industry, the journey was certainly not easy. However, with the support and guidance of individuals who resonated with the vision of India Assist, I persevered. Divine intervention played a role as well, as I was fortunate to receive assistance from relevant individuals who understood and supported the idea of India Assist. This collective effort allowed us to create an emergency assistance system for travelers, and we have even received queries from different countries to set up similar assistance systems for tourists in their own nations.

Enhancing Relationships with B2B Partners and Working Bodies

The travel industry thrives on the desire of people to explore new destinations. Travelers invest significant amounts of money, time, and resources in their journeys. Not having an emergency assistance system available to them that can provide guidance and support at every step is unfair to the traveler. India Assist, through its patented app, strives to support the entire industry in better serving its customers and strengthening their relationships. We have established partnerships with tourism boards, hoteliers, government PSUs, and travel agents who recognize the importance of filling the real-time assistance gap. India Assist complements and supports the industry rather than competing with it, a perspective that has been widely accepted.

Challenging Turnarounds and New Dimensions of Hope

The global pandemic presented one of the most challenging turnarounds for India Assist. Just a month after our app-based emergency assistance service for travelers launched in February 2020, the world came to a halt. The travel industry was severely impacted, and we found ourselves at a nascent stage. However, our belief in the product and its resilience propelled us forward. After the initial setback, we bounced back and began offering world-class assistance services in a B2B avatar for domestic and international travelers. Our focus shifted towards building a service ecosystem that connects hotels, travel agents, airlines, and travel insurance providers.

Through The Years — Our Journey

At the core of our success lies our patented tech, a testament to the company's commitment to innovation and excellence. Our app-based solution allowed us to leverage a simple touch-button interface to distribute India Assist's services, empowering travelers to share instantaneous information with the assistance teams. Moreover, an auto-activated GPS tracker ensures that assistance reaches those in distress without any hassle, enhancing response times and efficiency.

If I look back, the initial years made a lot of difference in our journey. The year 2018-19 marked a significant milestone with the first angel investment of approximately \$1 million, setting the stage for future achievements. The following years witnessed a series of accolades and recognition, including an Entrepreneur Cover Story, being awarded the Concept of the Year by Franchise India, and the commercial launch in February 2020.

India Assist continued to gain momentum, securing over 3,000 assistance deliveries to inbound travelers in the year 2020-21. The startup was honored as a showcase startup by the Government of India, a testament to its commitment to excellence and innovation. Patents and copyrights further solidified India Assist's position as a pioneer in the field, adding to its credibility and value.

The growth and impact of India Assist expanded even further in the subsequent years. Another round of funds was raised, amounting to approximately \$1.5 million, showcasing the trust and belief of investors in the company's potential. Becoming members of prestigious associations such as Assocham and FICCI in special categories of startups further solidified India Assist's presence in the industry.

Significant Accomplishments and Projects

India Assist's journey has been filled with significant milestones and achievements. We have been recognized as the showcase startup of the Government of India and have received a patent for our unique process. We are proud to be the only startup in India that offers comprehensive emergency assistance services to travelers, ensuring their safety and peace of mind throughout their journey. Our team has worked tirelessly to build a robust network of partners and service providers, enabling us to deliver prompt and efficient support to travelers in need.

One of our most notable projects involved collaborating with a leading international airline to provide exclusive emergency assistance services to their passengers. This partnership allowed us to showcase the effectiveness of our system on a global scale and solidify our reputation as a trusted and reliable service provider.

Additionally, we have successfully implemented a pilot project in partnership with a prominent state tourism board. The project aimed to enhance the overall travel experience of visitors to the state by providing them with real-time assistance, personalized recommendations, and access to emergency services. The positive feedback and impact generated by this project have opened doors for further collaborations with other tourism boards and government agencies.

India Assist's relentless pursuit of excellence culminated in a momentous partnership with the Indian Railway Catering & Tourism Corporation (IRCTC). The Memorandum of Understanding (MoU) between India Assist and IRCTC enabled the provision of on-ground emergency assistance to over 2 million customers who opt for IRCTC travel packages. This collaboration positioned us as a trusted partner for IRCTC passengers in need of emergency travel assistance, and thus reinforced our authority and reach in the industry.

Career Graph & Growth Prospects

Travel assistance is the new growth horizon of the travel industry. The incredible career graph and growth prospects that await potential candidates and job seekers in the travel assistance industry is just going to expand further and that is what I feel. The rapid expansion of the industry, coupled with the increasing demand for personalized assistance, presents a world of opportunities for those looking to make their mark in this dynamic field.

At India Assist, we believe in nurturing talent and providing a conducive environment for individuals to thrive and grow. Our commitment to innovation, excellence, and customer satisfaction has paved the way for an exciting and fulfilling career journey within our organization.

At India Assist, we believe in nurturing talent and providing a conducive environment for individuals to thrive and grow. Our commitment to innovation, excellence, and customer satisfaction has paved the way for an exciting and fulfilling career journey within our organization.

Looking Ahead: A Future of Empowerment

As we continue to grow and evolve, our vision for India Assist extends beyond just emergency assistance services. We aim to revolutionize the way travelers perceive and experience their journeys, offering a holistic suite of services that encompass safety, convenience, and personalized support. Our focus is on leveraging technology to create innovative solutions that enhance the overall travel experience for individuals and contribute to the growth of the travel industry as a whole.

Through strategic partnerships, ongoing research and development, and a deep understanding of travelers' evolving needs, we strive to remain at the forefront of the industry. Our commitment to empowering travelers and ensuring their well-being drives us to continuously innovate and adapt to the changing landscape of the travel industry.

I am honored to be a part of this incredible journey and grateful for the unwavering support we have received from our team, partners, and customers. Together, we will continue to transform the way travelers explore the world and make India Assist a global leader in travel assistance and empowerment. 🌟

careerlinks

Subscribe

Now



YEAR	NEWS STAND PRICE	YOU PAY
1	₹900	₹750
2	₹1800	₹1500

SUBSCRIPTION FORM

Yes, I would like to subscribe **careerlinks** for _____ year (s)

Name: Mr./Ms. _____ Address: _____

City: _____ State: _____ Pin: _____ Tel(O): _____

(R): _____ (M): _____ E-mail: _____

Payment Details:

Cheque/DD No. _____ For ₹ _____

Bank Name: _____ Dated: _____

(Payments to favour **Reva Sai Publishers**)

I have read the terms and conditions and I would like to avail this offer.

✂ Subscriber's Signature _____

Terms and Conditions

careerlinks issues are also available without this offer. Cheque/DDs to be payable at **Nizamabad** only and should be in favour of **Reva Sai Publishers** C/o Hotel Kapila, Hyderabad Road, Nizamabad - 503003. Please provide full name, address and signature on the reverse of the Cheque/DD. Please allow delivery time of 4-6 weeks after encashment of remittance. Subscription copies will be delivered by post/courier after the issue is released. **Reva Sai Publishers** will not be responsible for postal or courier delays. This offer is non-refundable and cannot be combined with any other offer. Terms and conditions are subject to change from time to time. Disputes if any will be subject to the jurisdiction of competent courts in Delhi only.

*Conditions Apply.

The Role of Technology in Education: Advantages, Challenges & Future Prospects

Technology has transformed every aspect of our lives, primarily the most vital segment, i.e., education. Over the past few decades, we have witnessed a rapid integration of technology into classrooms, bringing forth numerous advantages and challenges. Technology has revolutionised knowledge acquisition, from online learning platforms to interactive educational tools. In this article, we will explore the advantages of technology in education, its challenges, and its future prospects.

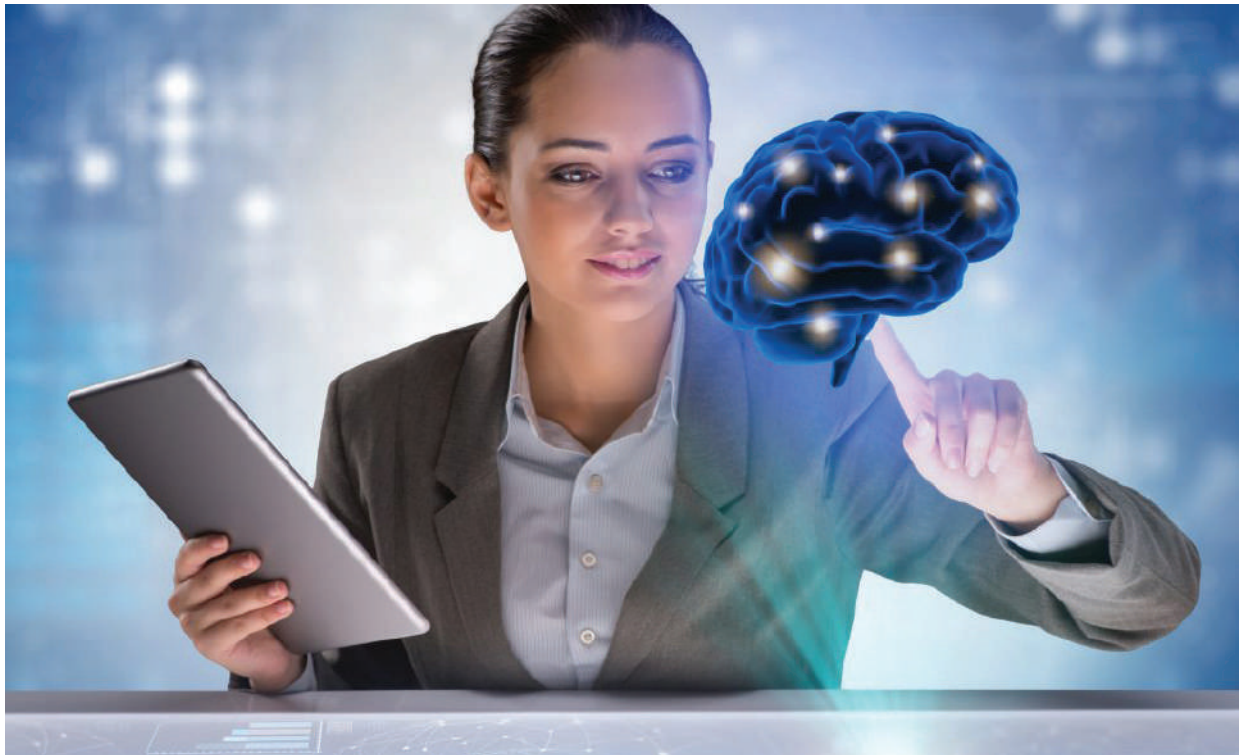
Technology has made information accessible to students and teachers. The internet has become a source of knowledge, allowing learners to access various resources, articles, and academic journals. This access to information empowers students to explore beyond the confines of textbooks, enhancing their understanding and critical thinking skills. It also enables personalised learning experiences tailored to individual student needs. Adaptive learning platforms and intelligent tutoring systems use data analytics to assess students' strengths and weaknesses and deliver customised content accordingly. This approach ensures that students can learn at their own pace, focus on challenging areas, and maximise their learning potential.

Technology has significantly improved collaboration and



communication in educational settings. Tools such as video conferencing, instant messaging, and collaborative platforms allow students and teachers to connect with each other regardless of geographical boundaries. This promotes collaborative learning, facilitates discussions, and enables real-time feedback, fostering a dynamic and engaging learning environment.

Technology offers interactive and engaging learning experiences that capture students' attention and foster creativity. Multimedia tools, simulations, virtual reality (VR), and augmented reality (AR) applications bring abstract concepts to life, making learning more tangible and enjoyable. This interactive approach boosts student engagement and retention of knowledge.



However, the more the benefits, the more similar the challenges of such advancements. Technology, too, has multiple challenges in the education segment. While technology has the potential to bridge educational gaps, there are challenges related to accessibility and equity. Not all students have equal access to technology and the internet, creating a digital divide that hampers their educational opportunities. Ensuring equitable access to technology and connectivity remains a significant challenge that needs to be addressed.

Integrating technology into education requires students and teachers to possess digital literacy skills. Many educators may face challenges in effectively integrating technology into their teaching practices due to insufficient training and support. Providing comprehensive training programs for teachers and promoting digital literacy among students is crucial for successfully implementing technology in education. The digital era has

brought abundant distractions and information overload. With easy access to social media, entertainment platforms, and games, students may find it challenging to focus on educational tasks. It is essential to teach students effective digital citizenship and time management skills to mitigate these distractions and make the most of technology for learning.

Technology use in education raises data security and privacy concerns. With the collection and storage of vast amounts of student data, it is crucial to ensure robust security measures to protect sensitive information. Schools and educational institutions must implement strict policies and practices to safeguard student privacy and comply with data protection regulations.

The future of technology in education holds immense promise. As technology continues to advance, we can expect multiple developments. AI-powered educational tools and intelligent tutoring systems

will become more sophisticated, providing students with personalised and adaptive learning experiences. AI algorithms will analyse vast amounts of data to identify learning patterns and offer tailored recommendations, further enhancing the effectiveness of education.

Virtual and augmented reality technologies will become more accessible and affordable, transforming how students interact with the learning environment. Virtual field trips, immersive simulations, and virtual laboratories will provide hands-on experiences, making learning more engaging and practical. Blended learning will become the norm, combining traditional classroom instruction with online resources and tools. This model allows for personalised learning while maintaining the benefits of face-to-face interaction with teachers and peers. It offers flexibility and adaptability to meet the diverse needs of students. 📌

**-Attributed to Tanvi Miglani,
COO, HLM Group of Institutions**



SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA, INDORE

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a State Private University set up under Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sanchalan) Adhiniyam in 2015 at Indore. The university has been established with the vision to be a leader in shaping better future for mankind through quality education, training and research. It pursues the mission to make a difference in sustaining the growth of global societies by developing socially responsible citizens.

About Shri Vaishnav Trust

1884 is a landmark year as the foundation stone was laid 139 years ago for Shri Vaishnav Group of Institutions by compassionate philanthropists of Indore, MP (India). Shri Vaishnav Vidyapeeth Trust believes in taking the nation forward by improving the quality of life of its citizens by continuously working in

the sphere of education, health and environment. It has been established to promote education and research in various disciplines through academic Institutions for the benefit of all sections of the society, but not with the motive of profit. Some of the dignitaries who have visited Shri Vaishnav Institutions from time to time are: Dr. Sarvepalli Radhakrishnan (1960), Shri Giani Zail Singh (1984), Dr. Shankar Dayal Sharma (1987), Dr. A. P. J. Abdul Kalam (2002), Shri M. Venkaiah Naidu (2019), Smt. Sumitra Mahajan (2019) and Shri Om Birla (2020).

The University Campus

The campus of Shri Vaishnav Vidyapeeth Vishwavidyalaya, spread in 52-acres with sprawling and picturesque surroundings, provides a refreshing environment, stimulating intellectual alertness and creativity. The extended university campus with state of art facilities is

designed by one of the top 10 Architects in India, CP Kukreja & Associates from Delhi. The campus has an ambience that motivates the students to grow. The university has more than six lakh square feet constructed area housing several classrooms and syndicates. The campus is having computer centre, and automated library, academic and administrative blocks, conference rooms, an auditorium and sports facilities. The overall atmosphere on the campus is distinguishable by serenity, which is conducive for intellectual pursuits. The university aims to:

- Offer a world class scholastic experience to learners.
- Ensure holistic growth of the students.
- Explore opportunities to pool resources and synergies with the best universities across the world in developing a world-class institution.
- Create programs that are

in line with the economic development of the nation.

- Establish lasting relationship with industry for mutually beneficial solutions.
- Learn the best practices of top universities around the world.

Shri Vaishnav Vidyapeeth Vishwavidyalaya is having 17 constituent institutes with 310 full time faculty members and around 8000 students enrolled in 114 undergraduate, postgraduate and doctoral programs. The university offers education, training and research in engineering, forensic science, architecture, management, journalism and mass communication, science, social sciences, humanities and arts, computer applications, fine arts, commerce, law, agriculture, home science and Paramedical Sciences. The university believes that educational institutions should involve industry in designing the curricula and detailed syllabi for various programs. Partnership with industry and other prospective recruiters is necessary to understand the current and future needs so that young minds could be shaped accordingly. It gives a different kind of feeling to the students, while choosing such programs for developing their career.

The university has signed MoU with Hanyang university, South Korea and St. Cloud State University, Minnesota, USA for establishing alliances related to:

1. Exchange of faculty, students and researchers.
2. cooperation in such activities as joint research, lectures, symposia and country visits for students.
3. exchange of data, documentation and research material in the fields of mutual interest.
4. work towards cooperative

educational programs for the future.

5. evolve new programs with integrated multidisciplinary approach offering multiple skills in the field of engineering and technology, management and other disciplines.

SVVV is offering number of programs with the technical support of IBM, redhat, Apple, TCS, Impetus, Tata Power, and Infosys. The programs are also offered in association with Mahatma Gandhi National Council of Rural Education at the undergraduate and postgraduate levels in the area of Rural Management. The response of the students to such programs has been quite overwhelming. Even industry has welcomed such initiative.

SVVV has entered into an MoU with BOSCH India, under which UG and PG students of the university are given opportunity to develop their enterpreneurial and employability skills. The university has also set up a 'Factory Automation Laboratory' in collaboration with Mitsubhishi Electric India. Under this MoU, lab equipments worth Rs. 30,00,000/- have been provided to the university for training of students.

Another initiative of the university is to invite eminent scientists and others who have contributed significantly to the science and society. The objective being to inspire the students and young faculty. The university has hosted number of such luminaries so far:

- Aryabhata Memorial Oration was instituted by the university in 2016. The oration held annually was delivered by Padma Vibhushan Dr. Anil Kakodkar (2016-17), Padma Bhushan Dr. K. Radhakrishnan (2017-18), Padma Vibhushan

Dr. Vasudev K. Aatre (2018-19), Padma Bhushan Prof. P. Balaram (2019-20), Padma Bhushan Vijay P. Bhatkar (2020-21) and Padma Bhushan Dr. T. Ramasami (2021-22).

- The C.V. Raman Memorial Orations were delivered by Padma Shri Dr. G. D. Yadav (2018-19), Padma Bhushan Prof. M. S. Raghunathan (2019-20), Padma Shri Prof. Rohini M. Godbole (2020-21), Padma Shri Prof. Thalappil Pradeep (2021-22), and Padma Shri Dr. Sharad Pandurang Kale (2022-23).
- To commemorate the contribution of Vikram Sarabhai, the university had distinguished speakers like Padma Shri Dr. P. I. John (2018-19), Padma Shri Dr. Vikram C. Thakur (2018-19), Padma Shri Dr. Dipankar Chatterji (2018-19), Padma Shri Chandrakant Pithawa (2019-20), Padma Shri Dr. Sudhir K. Jain (2020-21), Padma Shri Dr. Navin Khanna (2021-22), Padma Shri Prof. Aaditya Prasad Dash (2022-23).
- The 1st Srinivasa Ramanujan Memorial Oration was delivered by the Shanti Swarup Bhatnagar awardee, Dr. Amalendu Krishna of TIFR Mumbai (2018-19) followed by Shanti Swarup Bhatnagar awardee Dr. Mahan Maharaj of TIFR Mumbai (2019-20), Padma Shri and Bhatnagar awardee Dr. Manindra Agrawal (2020-21), Bhatnagar awardee Prof. Naveen Garg (2021-22), and Padma Shri Dr. Dinesh Singh (2022-23).
- The 1st Sunderlal Bahuguna Memorial Oration was delivered by Padma Bhushan Dr. Anil Prakash Joshi, an environmentalist and green activist on 24th August 2021 followed by Padma Shri Shyam Sunder Paliwal, Social

Environmentalism on 30th May 2022.

- The 1st Mokshagundam Visvesvaraya Memorial Oration was delivered by Padma Shri Dr. M.Y.S. Prasad on 15th September 2021 followed by Padma Shri Dr. Rajagopalan Vasudevan on 15th September 2022.

Other eminent speakers who have visited the university to grace the various occasions are Padma Vibhushan Dr. R. A. Mashelkar, Padma Bhushan Dr. D. R. Mehta, Padma Bhushan Dr. V. K. Saraswat, Padma Bhushan Dr. Shyama Chona, Padma Shri Dr. Sankar Kumar Pal, Padma Shri Prof. Ajoy Kumar Ray, Padma Shri Dr. Puru Dadheech, Padma Shri Dr. H. C. Verma, Padma Shri Mr. Abhay Chhajlani, Padma Shri Dr. Ravindra Kumar Sinha, Padma Shri Prahlad S. Tipania, Padma Shri Dr. Deepak B. Phatak, Padma Shri Balu Mondhe, Padma Shri Dr. Ratan Thiyam, Padma Shri Bansil Kaul, Padma Shri Sushil Doshi, Padma Shri Dr. Pushpesh Pant, Dr G. Satheesh Reddy - Chairman, DRDO, Dr. S. V. Nakhe – Director, RRCAT, Padma Bhushan Dr. V.K. Saraswat, Member, NITI Aayog, and Former Secretary, Department of Defense, Govt. of India and Scientific Adviser to Defense Minister, Padma Shri Vishnu Pandya, Chairman, Gujarat Sahitya Academy and Padma Shri Professor G Shankar, Internationally Renowned Architect.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, being a value based activity driven institution, gives due importance to human values. A course on Human Values and Professional Ethics is taught to all the undergraduate and postgraduate students of the university, irrespective of the stream or program. The students are also involved in social projects to sensitize them about the

realities of life. All undergraduate students are taught a course on Environmental Management and Sustainability to make them realize their responsibility towards environment. Further, in the case of B.Tech. program, eighth semester is dedicated to industrial internship. It is strongly believed that theory and practice can be effectively bridged by encouraging the students for meaningful internship.

Centre of Vocational Studies: To provide the vocational training to progressive farmers and the unemployed educated youth. An emphasis in vocational education is also on development of attitudes, knowledge, and skills for entrepreneurship and self-employment.

The university also focuses on all round development of the students. Many activities like conferences, seminars/webinars, workshops, study tours, industry visits, site visits and cultural - sports - literary events have been initiated by the university since its inception. Apart from these, constituent institutions of the university also organize specific programs related to their domain to groom the students.

To bridge the gap between school education and university education, SVVV organizes a conclave of School Principals every year. Shri Vaishnav Vidyapeeth Vishwavidyalaya (SVVV), Indore, and the Indian Association of Physics Teachers - IAPT jointly organized the 35th National IAPT Convention and

National Seminar on Innovation in Physics Teaching & Research from 28th to 30th November 2021.

SVVV organizes an International Conference on Chemistry and Chemistry Education “Innovations for Sustainable Chemistry: Challenges and Opportunities” in collaboration with Association of Chemistry Teachers & Indian Chemical Society from 13th to 15th October 2022.

During difficult times of lockdown, the university was among the first few in the country to immediately adopt the Online teaching-learning methodology from the first week of April 2020 onwards. This not only helped the students in successfully completing their course curricula but also in taking their online examinations so as to fulfill all academic requirements. The constituent institutes of the university conducted more than 300 webinars during the pandemic on diverse topics. The technology came as a “blessing in disguise” and university is now planning to move in the direction of blended mode of teaching-learning during Post-Covid-19 era.

Centres of Excellence

Centre of Excellence in Plasma Research: Padma Vibhushan Dr. Anil Kakodkar, an Eminent Nuclear Scientist and Former Chairman of the Atomic Energy Commission of India inaugurated the “Centre” on 10th August 2016. The funding bodies like Department of Atomic Energy, DST and MPCST have supported various research projects with more than Rs. 1.34 Crores so far. A research project has recently been approved by Geological Survey of India on Molecular Insight of Coal - a multipronged approach for use of Indian coal in cleaner and greener way. This project will be executed by SVVV jointly

with Pandit Deendayal Petroleum University, Gandhinagar and S.N. Bose National Centre for Basic Sciences, Kolkata.

Thirty three Research proposals have been submitted by the University worth more than Rs. 21.0 Crores to various funding bodies for financial support. The funding bodies like UGC-DAE Consortium for Scientific Research, SERB, New Delhi, R&D Facilitation Scheme, MP Council of Science and Technology, Bhopal, Indian Council of Philosophical Research, New Delhi, Shri Vaishnav Trust, NTTM-MoT, KVIC, National

of innate happiness of human beings and the society they live in and further understand the benefits of happiness,

- ii. to explore the factors that lead to happiness and wellbeing,
- iii. partner with organisations, firms, and government establishments to help them discover the route to happiness for their members through research and consultancy assignments, and
- iv. to promote happiness amongst the SVVV fraternity through various activities like Awareness Camps, Laughter Club and other events, which

vocational courses offered by this Centre include seed production, vermicomposting, mushroom cultivation, and apiculture.

Centre of Excellence in Sustainable Development: The adoption of conservation and recycling practices on a wider scale can be a move towards cleaner and more energy efficient technologies. We at SVVV follow the principle of Reduce, Recycle and Reuse. Energy or Power is one of the most important aspects of human life. In today's world, power generation and conservation have gained significant importance. Shri Vaishnav



Commission for Women, DSIR-SIRO, NITI Aayog, and Science & Engineering Research Board (SERB), New Delhi have supported various research projects with Rs. 82,47,000 so far.

Centre of Excellence in Happiness Studies: Happiness is the degree to which an individual judges the overall quality of his/her life-as-a-whole positively, or in short how well one likes the life one lives. Increasingly, collective happiness is considered to be the proper measure of social progress and the goal of public policy of any society across the globe. The primary objectives of the Centre are:

- i. to facilitate research in the area

will act as stress busters and contribute towards happiness of the members.

Centre of Vocational Studies: To provide the vocational training to progressive farmers and the unemployed educated youth. An emphasis in vocational education is also on development of attitudes, knowledge, and skills for entrepreneurship and self-employment. Now-a-days, vocational education has got due impetus due to the development of science and technology. The planning and implementation of the program certainly helps in controlling and solving the problems of educated unemployed of our country. The

Vidyapeeth Vishwavidyalaya is also committed for energy conservation and clean & green energy generation. In this context, the university had installed a Rooftop Solar Power plant of 150 kw at the campus in 2019. In last 23 months, the plant has generated approximately 4.5 lakh units of clean & green power and in turn helped in saving almost 10,000 trees and 400 T of Co2 generation.

Centre of Excellence in Simulation and Gaming: Gamification is the application of game-design elements and principles in non-game contexts. The researchers have reported that gamified events were very effective at engaging Gen Z

and that team-based gamification events were particularly engaging. The Centre is mandated to promote simulation and gamification as a pedagogy and undertake research in this upcoming multidisciplinary area of interest. The Centre coordinates with International Simulation and Gaming Association (ISAGA) and other such professional bodies for global networking.

Centre for Women's Studies: To provide the awareness program on personal hygiene and session of Gynaecologist for pregnant women of aanganwadi, National Colloquium Tejaswini on different topics, Session on awareness of women rights, Visit to NGOs working for women's cause, Self Defence Training for students, staff and faculty, Yoga session for female students, female faculty members and staff (every working Saturday), Skill Development programs for Empowering women of villages : Computer literacy, driving skills, stitching skills , beauty parlour, electrician, plumbing etc., National Training Program Sakhi in different areas.

Centre of Excellence in Data Science: the Centre will be coordinating with similar centres in the country and abroad for global networking.

Atal Ranking

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore had secured its place under top fifty positions in Atal Ranking of Institutions on Innovation Achievements (ARIIA 2020) in the category of Self-finance/ Private Institutions. In ARIIA, top-most and leading universities of the country participate. The university has been classified as a promising university in ARIIA 2021. Ministry of Education, Govt. of India has initiated 'Atal Ranking of Institutions on Innovation

Achievements (ARIIA)' to systematically rank educational institutions and universities primarily on innovation related indicators. ARIIA considers all major indicators which are commonly used globally to rank most innovative educational institutions/ universities in the world. The university has been ranked in Top 50 State Private Universities in Outlook - ICARE Rankings in ARIIA 2022.

Shri Vaishnav Vidyapeeth Vishwavidyalaya has been rated as 'A+++' at National Level in Business India – The Magazine of the Corporate World in 2022.

ARIIA ranking is now getting wide acceptance among HEIs in India and it will certainly inspire Indian institutions to reorient their mind-set and build ecosystem to encourage high quality research, innovation and entrepreneurship. Moreover, ARIIA aims at setting direction of institutions for future development for making them globally competitive and in forefront of innovation. ARIIA primarily focuses on 06 main parameters:

- Programs and Activities on IPR, Innovation, Start-up and Entrepreneurship
- Pre Incubation & Incubation Infrastructure & Facilities to Support I&E
- Annual Budget Spent on Promoting and Supporting I&E Activities
- Courses on Innovation, IPR and Entrepreneurship Development
- Intellectual Property (IP), Technology Transfer and Commercialization
- Successful Innovation and Start-ups & Funding Innovation & start-ups

Scholarships

To facilitate the students and promote merit, number of scholarships have been instituted.

Some of these scholarships are:

- Scholarship scheme for meritorious students at the time of admission (in first year only)
- Scholarship scheme for meritorious students (second year onwards)
- Teaching Assistanceship (TA) for Ph.D. scholars
- Teaching Assistanceship (TA) for M.Tech. students
- Scholarships to employees and their wards
- Scholarship to the students of the institutions sponsored by Shri Vaishnav Group of Trusts
- Scholarship scheme for the physically challenged students
- Scholarship scheme for the children of defence personnel who had sacrificed their lives during warfare/anti-terrorist or similar activity.

Relief was provided to the Children of Corona Warriors who had lost their lives during Covid-19 Pandemic.

Convocations

1st Convocation of the university, held on 9th June 2018, was presided over by Hon'ble Governor of the State, Smt. Anadiben Patel. The 2nd Convocation of the university, held on 8th August 2019, was presided over by Hon'ble Vice President of India, Shri M. Venkaiah Naidu. The 3rd Convocation of the university, held Online on 27th October 2020, was presided over by Former Chairman, Atomic Energy Commission of India, Padma Vibhushan Dr. Anil Kakodkar. The 4th Convocation of the university, held on 20th December 2021, was presided over by Hon'ble Governor of the State, Shri Mangubhai Patel. The 5th Convocation of the university, held on 26th December 2023, was presided over by Hon'ble Justice Shri J.K. Maheshwari, Supreme Court of India, New Delhi. ●