



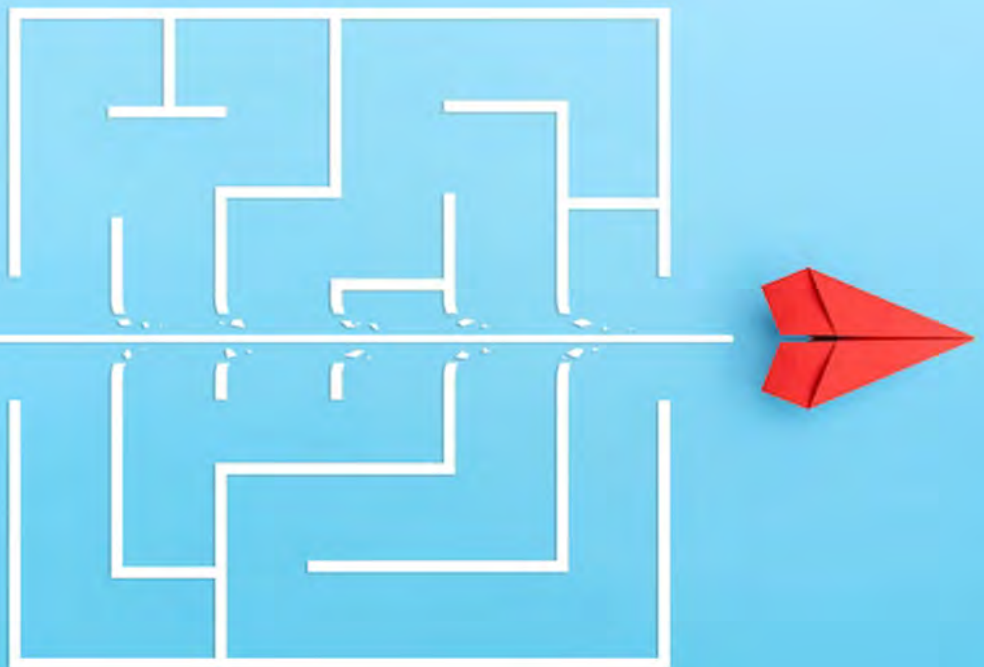
ICTACADEMY®

**ict connect**  
"magazine of ict academy"

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# ***CHANGE! STRIKE IT HARD***





ICTACADEMY®



# YOUTHTALK ANDHRA PRADESH 2022

The Massive Talkathon of India



*Who  
Can Participate?*

Students of ICT Academy  
Member Institutions



**Winners  
2 Get**

The 7<sup>th</sup> edition of ICT Academy Youth Talk 2022, the massive talkathon brings the students of higher education on a single platform to compete against each other to exhibit their public speaking skills and evolve leadership capabilities.

## How to participate?

- Recognized as Youth ICON of India
- Win a complimentary education trip to Singapore.
- Awards & Certificates
- Select a Topic
- Register online for the contest and you will receive the login credentials through email.
- Prepare a persuasive content
- Record a 3-minute video of your speech
- Upload the unedited video in your YouTube Channel (Mark it as 'Unlisted Video' while uploading)
- Update your YouTube video link with us, using the login credentials provided.

Register at  
[youth.ictacademy.in/talk2022/zone2](https://youth.ictacademy.in/talk2022/zone2)

ictacademyindia

For details contact, [contest@ictacademy.in](mailto:contest@ictacademy.in)

# CEO's Message



Jobs and roles have been on a continuous disruption since the invention of wheel. The recent accelerated technology disruption has also triggered the change that was anticipated to happen in the far future. Likewise, the consequent disruption happening in jobs and job roles has put employability under threat; however this does not mean absolute unemployment.

On that note, there are 10 technologies namely, Artificial Intelligence, Blockchain, Big Data Analytics, Cloud Computing, Cyber Security, IoT, 5G, Robotic Process Automation, Virtual Reality and 3D printing, that have evolved from being "emerging" to "disruptive" technologies. These technologies have given rise to a greater number of new job roles, which requires many multi-disciplinary skills to fill up.

Hence, re-skilling and upskilling are imperative for nation building.

ICT Academy of Tamil Nadu, as a change agent knows what the future requires as it has been empowering the teachers with the necessary knowledge, skills, tools, and the ability to face the onslaught of the technology disruption.

Consciously, on the one hand we developed a network of higher education institutions across the nation, and on the other hand, we have been collaborating with the industry to enhance the teaching learning process with practical sights and projects, thereby seamlessly integrating both the entities in the process of creating the industry-relevant talent pool.

Meticulously, to meet the changing training needs of the academia, ICT Academy of Tamil Nadu brings the best of the talents from across the nation into its army of trainers to skill the academia at large.

Further, ICT Academy of Tamil Nadu understands women empowerment as an important element in the development of the nation's economy. In this context, ICT Academy of Tamil Nadu in association with Cognizant Foundation has a training program for women graduating students on Industry 4.0 under CSR initiative to be deployed in the near future.

It took a spark to invent wheel; re-skilling gets the wheel running!

Happy Reading!

**Hari Balachandran**  
Chief Executive Officer, ICT Academy

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**Industry dynamics  
are ever changing!**

**Jobs and functions  
in organisations  
are evolving!**



Stay updated & Stay connected  
to learn about the  
new job opportunities through registering at

**<https://ictacademy.e2ehiring.com/register>**



## **WHAT** YOUR CUSTOMERS ARE THINKING WHEN THEY RESEARCH AND BUY YOUR PRODUCT

**60%** of Instagram users claim to find new products on the app itself. Businesses with informative social media presence are more likely to be used by 63% of buyers who do online company searches.

**Dharmesh Suryavanshi**  
Co-Founder, & Executive Vice President,  
Purview Digital





# HAVING A COMPELLING SCORECARD



A real-time visual scoreboard showing how far you've come can help level the playing field. We must be precise about this. Visualizing data is not new to you or your team. The data is crucial and useful for you as a leader; however, your spreadsheets aren't the equivalent of an instructor's scoreboard. What we're trying to achieve when discussing the Compelling Scoreboard is quite different.

**Dr. Parthiban Vijayaraghavan**  
CEO, Author, Keynote Speaker





# WHEN ALL ELSE FAILS

If you were a child who threw tantrums or objects when things didn't go your way, you may be a “screamer” under stress at work.



# THE PDF FRAMEWORK

Often entrepreneurs use investor money like college pass outs getting their first salary. So, discipline plays a key role for an entrepreneur to be successful.



**Devesh Chawla**  
Founder & CEO  
Chatur Wealth & Chatur Ideas

# SENSORS

## THE PRIME ENABLER OF THE INTERNET OF THINGS



Anand Lakshmanan  
Senior-Member  
IEEE

At the heart of all these IoT solutions, the key enabler has been the advancement and evolution of Sensor technology. It's no exaggeration to say that sensors are the key enablers of IoT solutions and hence, they play a significant role in the Industrial Revolution 4.0.





# MOONLIGHTING SUPERHEROES

“Gig Work”, and “Gig Economy” that roughly meant taking assignments beyond the permanent or full-time employment was highly admired during the pandemic. Post-pandemic, the same concept is suffering rebukes in the name of “moonlighting”.

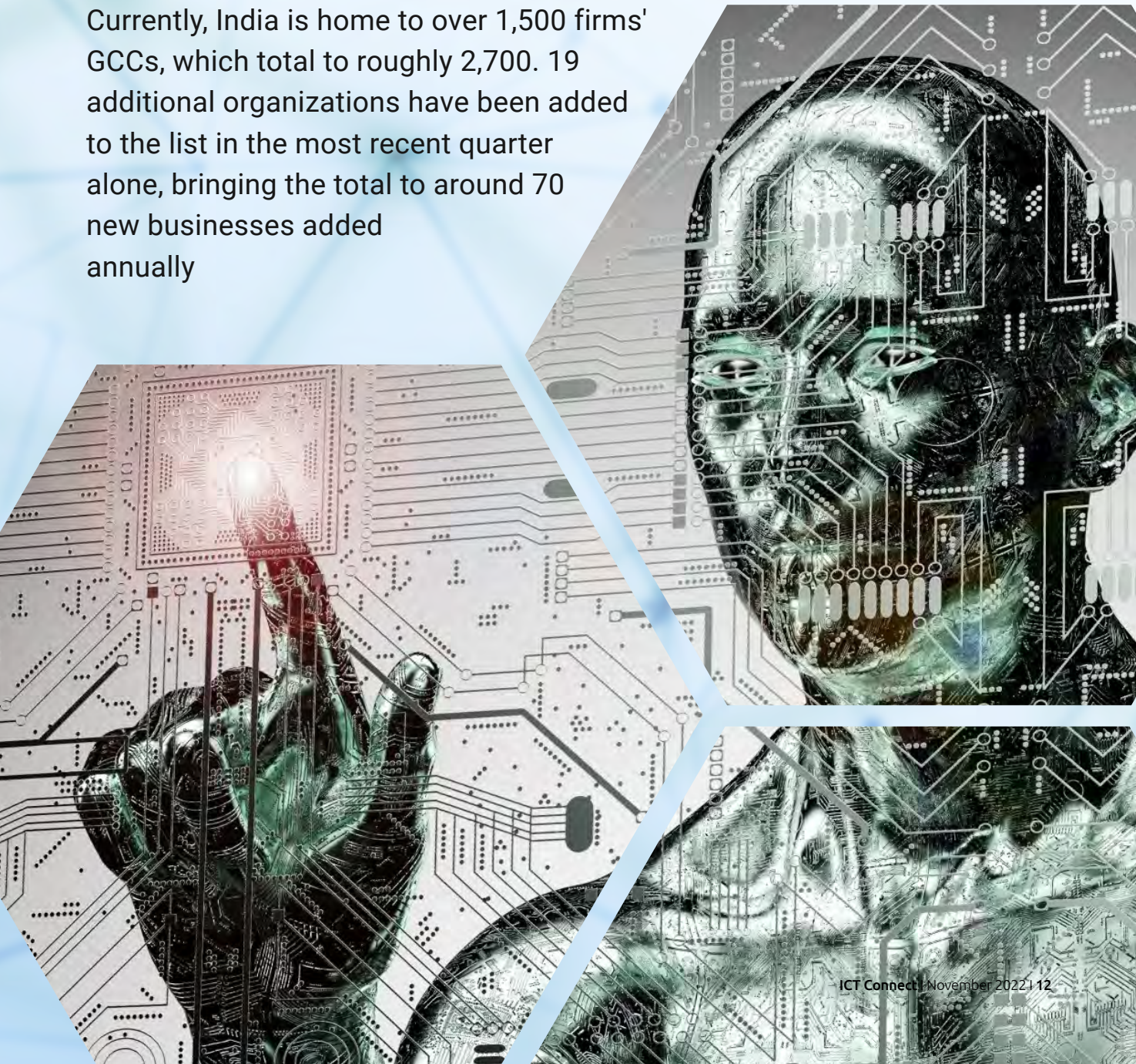


# WHY INDIA IS THE IRREPLACEABLE TECH HUB OF THE WORLD ?



Arun Rajiah  
CEO & Managing Partner,  
Billionaire Venture Capital.

Currently, India is home to over 1,500 firms' GCCs, which total to roughly 2,700. 19 additional organizations have been added to the list in the most recent quarter alone, bringing the total to around 70 new businesses added annually





# ENTREPRENEURSHIP

## THE NEW RELIGION OF DEVELOPED INDIA

### ROLE OF INTERNAL PROCESSES



Expanding into the right markets for the right reasons in the right way requires a well-thought strategy. Buying spree for inorganic growth or a hiring spree to achieve organic growth by spending VC money can only lead to more significant headaches and subsequent heartaches. However, well-managed growth can achieve stakeholder objectives



**Ft.Lt. Sridhar Chakravarth,**  
Training partner, Agility University,  
Coach for Change.

# FAVOURITISM AT WORKPLACE

**G**iving preferential treatment to certain employees for the personal reasons can create a toxic work environment. Moreover, it can result in lower motivation and resentment in neglected workers and even in employee burnout and turnover.





# ED-TECH ADVISORY TIME TO UNDERTAKE A REVIEW



Sumali Moitra, Advisor,  
R M Consulting, Gurgaon.

PROGRESSIVE ED-TECH COMPANIES THAT WANT TO BE THERE FOR THE LONG HAUL SHOULD HAVE NO PROBLEMS WITH A NON-PARTISAN ASSESSMENT OF HOW THINGS HAVE MOVED SINCE THE ADVISORY WAS RELEASED. ACTIVELY COOPERATING WITH SUCH AN INITIATIVE AT A TIME THAT HAS BEEN DUBBED THE 'FUNDING WINTER' (FORCING MANY ED-TECH ORGANIZATIONS TO SHED STAFF) COULD ENABLE THESE ENTERPRISES TO SHOWCASE THEMSELVES AS GOOD CORPORATE CITIZENS.



# SUPPLY CHAIN ANALYTICS FOR MSME CLUSTERS



ICT adoption and deployment across various processes and links in the supply chain has become a determinant of competitive advantage for enterprises. The Covid-19 pandemic has also accelerated the digital transformation of enterprises and their supply chains.



Dr. Prashant R. Nair,  
Vice-Chairman, IQAC & DST-AMRITA (TEC) Fellow,  
Amrita Vishwa Vidyapeetham, Coimbatore

# USE THE MICROMANAGING LENS TO SPOIL THE TEAM



Micromanagers misspend their teams' skills and knowledge by manipulating their every single effort. They never make space for employees to assess and enhance their own procedures to build their capability.

As micromanagers want their team members to only take orders, their capacity to innovate diminishes.

Demanding creativity but leaping in to make judgements and putting pressure to work in a particular approach never creates a work atmosphere that encourages innovation.



# KANIMOZHI

THE LEADER INSPIRING YOUTH

"Tamil Nadu is a model state in India in implementing welfare schemes such as the noon-meal, free breakfast, etc. The Indian Union is following the schemes implemented by the Tamil Nadu Government and are seeking for the same to be implemented in their respective regions. Further, in a first in the country, the former Chief Minister M Karunanidhi implemented a policy exclusively for Information and Technology sector."



# CREATING AWARENESS ON POSH ACT, 2013



Ms. Ramaharan,  
Certified (TTT) PoSH Act 2013 / I C Trainer  
Consultant & Certified Corporate Trainer

Let us not forget that everyone has the right to complement each other. However, accepting the complement is in the individual's hand. At the same time, one should understand the difference between complement and Sexual Harassment.

**NO**

# DARSHAN THE VISION

HELP! MY CO-WORKER IS TAKING  
CREDIT FOR MY WORK

There's nothing positive in being a talebearer to your boss or HR. However, make sure the boss is aware that you do the work, without naming the culprit. But it would be a wise move if done before performance-review cycle closes.



# ANTI MONEY LAUNDERING EMERGING ROLE IN ANALYTICS

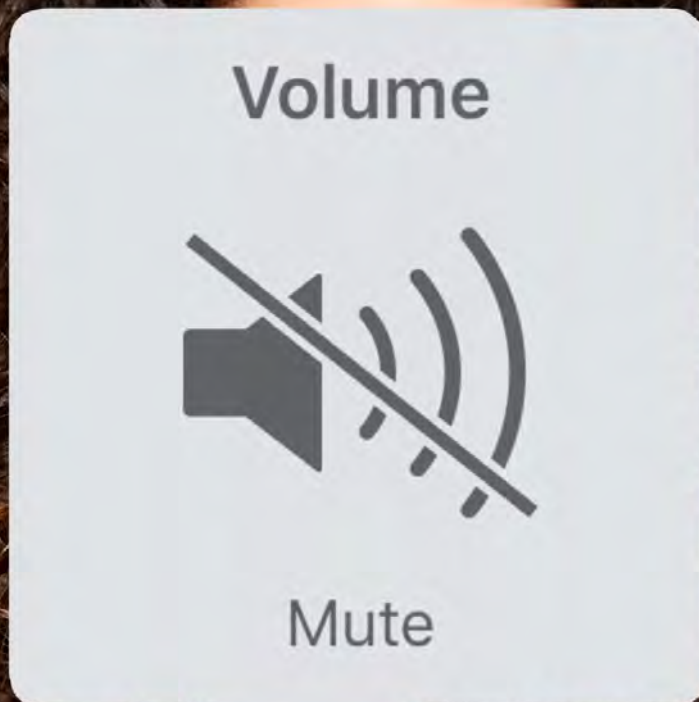
Money laundering has serious impacts on any economy if left unchecked. It is considered to be the Achilles heels of criminal activities, as most organized crimes are unearthed through identifying the unscrupulous transactions and hidden assets that revealed the identity of the criminals.



# BOSSSES

## UNDERVALUE THEIR BEST EMPLOYEES

If companies fail to monitor and eliminate supervisor undermining, they will continue to lose their best employees. Consequently, they will have to spend more time and money on hiring, training, and assimilating new employees to replace those who decide to leave.





# WHY RECOGNITION IS IMPORTANT TO EMPLOYEE?

Leaders are key drivers of company culture and strong examples of behaviour in the workplace. The CEOs who empower their teams through strategic recognition, and who hold managers accountable for using it, have the most successful employee recognition plans.



# HOW FOCUS INFLUENCES YOUR SUCCESS

On the other hand, he said that the prime culprit in hijacking attention is smartphone. Beyond phones, video screens seem to be inescapable. If one often experiences poor attention to detail or have difficulty staying engaged in tasks that require full attention due to indulgence in any of the aforesaid aspects, it may be a symptom of an addiction.



# LAISSEZ FAIRE LEADERSHIP

Laissez-faire leadership aka delegative leadership is such a leadership style, in which group members allowed to make the decisions, and leaders are laid-back. Laissez-faire leaders trust and rely on their employees.





## POWER SEMINAR ON CAMPUS TO CORPORATE HELD FOR THE STUDENTS OF GYANPEETH DEGREE COLLEGE, ASSAM

01 November 2022



ICT Academy conducted Power Seminar themed Campus to Corporate at Gyanpeeth Degree College, Assam. This seminar was conducted with the goal to empower fresh graduates to refine their personal and professional excellence. Further, this seminar would help students to improve their communication skills, build confidence, develop self-esteem, and positive changes in their attitude and behaviour. Also, it would resolve personal development issues through detailed interaction session.

## LAUNCH OF ADVANCED IT SKILL TRAINING AT INDIRA COLLEGE OF ENGINEERING AND MANAGEMENT, PUNE

02 November 2022

ICT Academy in association with Inspirisys Solutions Ltd. inaugurated advanced IT skill training for engineering students of Indira College of Engineering and Management, Pune. The objective of this IT skill training is to provide knowledge on advanced technologies, real-time application of skills, how to improve self-confidence among students, enhance personal efficiency, and to provide practical work experience for students.



## FACULTY DEVELOPMENT PROGRAM ON CREATIVE THINKING SKILLS AT ST. PETER'S INSTITUTE OF HIGHER EDUCATION & RESEARCH, TAMIL NADU

03 November 2022



ICT Academy conducted a faculty development program on Creative Thinking Skills at St. Peter's Institute of Higher Education & Research from 03rd November to 05th November 2022. This three-day training workshop is exclusively designed for the faculties to understand the value of Creative Thinking in education. Further, it would describe the role of creative thinking skills in problem-solving.

## AUTODESK THOUGHT LEADERSHIP MEET – DELHI

07 November 2022



ICT Academy in association with Autodesk India conducts Thought Leadership Meet 2022. The speakers of this event were John Peros, Manager – Global Channel Enablement Autodesk, Deepankar Bhattacharya, Head – India & ASEAN Education Experiences, Autodesk, Hari Balachandran, Chief Executive Officer, ICT Academy, Richard Kastler, Partner Success Manager, Datech Solutions North America, Autodesk, Munish Kumar Sharma, India Engineering Centre Leader, Carrier Corporation, Anand Pujari, Education Account Manager, Autodesk, Alok Medikepura Anil, Founder & Director, Next Big Innovation Labs, B Raghava Srinivasan, Head – Academic Initiatives, ICT Academy and G Saravanan, Head – Marketing & Products, ICT Academy. The objective of this meeting is to infuse Fusion 360 as technology in academic curriculum.

## ICT ACADEMY LAUNCHED NEW PARTNERSHIP EVENT – SERVICE NOW

10 November 2022

The launch of the new partnership between the ICT Academy of Tamil Nadu and ServiceNow was conducted on November 10, 2022. The welcome address was delivered by Hari Balachandran, Chief Executive Officer, ICT Academy. The chief guest of this exclusive grand event was Thiru. T. Mano Thangaraj, Hon'ble Minister for Information Technology and Digital Services department, Government of Tamil Nadu. Special address was delivered by Rachel Tallant, Vice President – Workforce Development and Partnerships, ServiceNow. Raghuv eer Subodha, Senior Vice President – Technology, Virtusa, Sreeram Radhakrishnan, Vice President and Global Head HR, Atos Cloud, Kumar Kale, Executive Director, ServiceNow Practice Leader, EY Global Delivery



Services delivered an Industry Keynote address, Bhaskar Gandhavadi, Director-Workforce Development and Curriculum, ServiceNow delivered his insights on new partnership program. Vote of Thanks was delivered by B Raghava Srinivasan, Head – Academic Initiatives, ICT Academy. ICT Academy exchanged MoU with ServiceNow for training the faculties & students on Employability Skill Training.

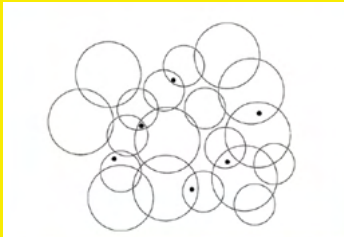






*DO YOU KNOW?*

4. How many circles contain the black dots?



[a] 10

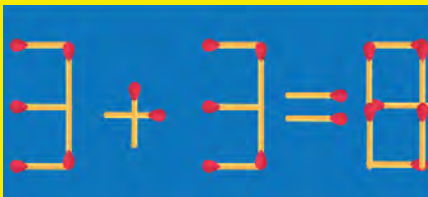
[b] 11

[c] 12

[d] 15

[d] Answer not known

5. Move just 2 matchsticks to make the equation correct !



Answers to the previous Quiz

1) 33.33% 2) 2Kg more 3) 12% Increase 4) 20% 5) 7:10



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