



LET WORK KILL STRESS

KNOWLEDGE IS POWER



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INTERNATIONAL
RESEARCH
JOURNALS

THOUGHT
LEADERSHIP
PAPERS

ICT CONNECT
MAGAZINE

SPOTLIGHT
SERIES





CEO's Message

According to Statista estimates, the present market valuation of the Indian Edtech industry is US\$2.8 billion and is expected to reach US\$10.4 billion by 2025. It is estimated that there are around 9,043 EdTech Start-ups in India now.

An article in this issue presents the data given above. technology as an enabler and enhancer has democratized the teaching-learning process. This has given access to learning content to the students even at the remotest part of India.

Further, there is so much advancement in technology particularly AI and ML, there are newer areas for training in emerging technology required to make students employment ready.

If India should capitalize on such trends, it should skill people to fit the newer roles that require professionals who are still relevant amidst the automation revolution.

Speaking of the workforce and its relevance in a changing scenario, I am reminded of an accolade conferred upon ICT Academy. Yes, we are recognized as the "Great Place to Work".

Happy Reading!

Hari Balachandran
Chief Executive Officer, ICT Academy

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ICT Connect

A Monthly Magazine from ICT Academy
June 2022 - Volume 13 Issue 06

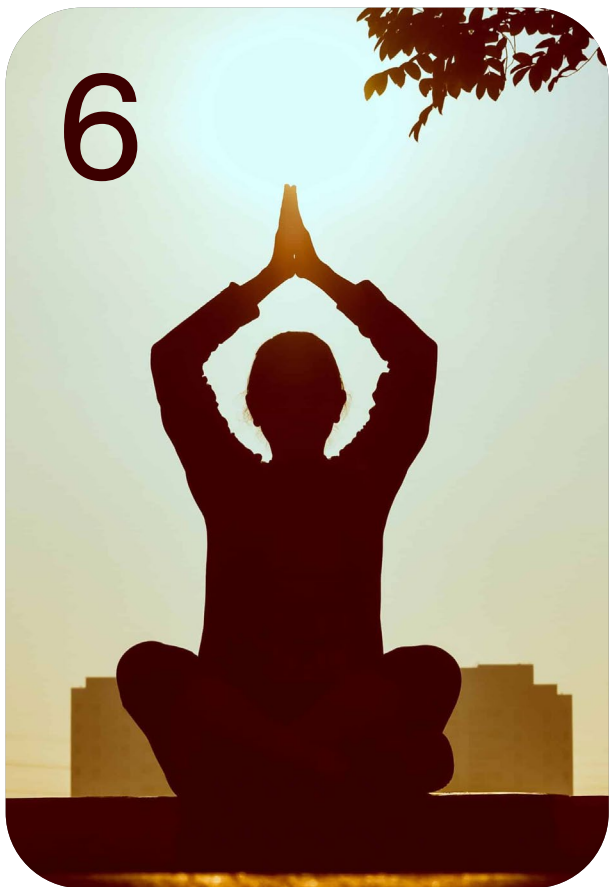
Published By

ICT Academy

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7



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17



19





TAMING WORK-RELATED STRESS **THROUGH MEDITATION**

Workplace stress has been called the ‘silent killer.’ The World Health Organization (WHO) assesses that ‘pressure at the workplace is unavoidable due to the demands of the contemporary work environment.’

Lidija Stankovikj
Senior Manager – Communications
Krea University

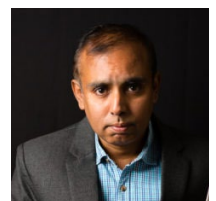




12 Universal character archetypes

There are *12 universal character archetypes* that you can make in your brand's storytelling. These archetypes are characters that are universally recognizable as it is all of us at different points in life.

Rajesh Srinivasan
Marketing Strategy Consultant
Author and Keynote Speaker

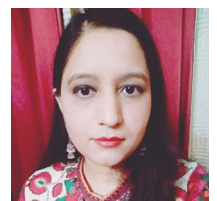




HOW IS SELF-MOTIVATION IMPORTANT IN LIFE?

Such people are never dependent on others to make themselves happy; obviously, that does not mean that they are not happy with others; it simply means that they will still be happy even if others are not with them in their endeavors.

Kanchan Choudhary
Author, Blogger and Artist





Hype around CUET apart, it's time to focus the lens on Delhi University's performance

No purpose is likely to be served by raking up extraneous issues as those may not always have a significant bearing.

Sumali Moitra
Communications Advisor & Columnist



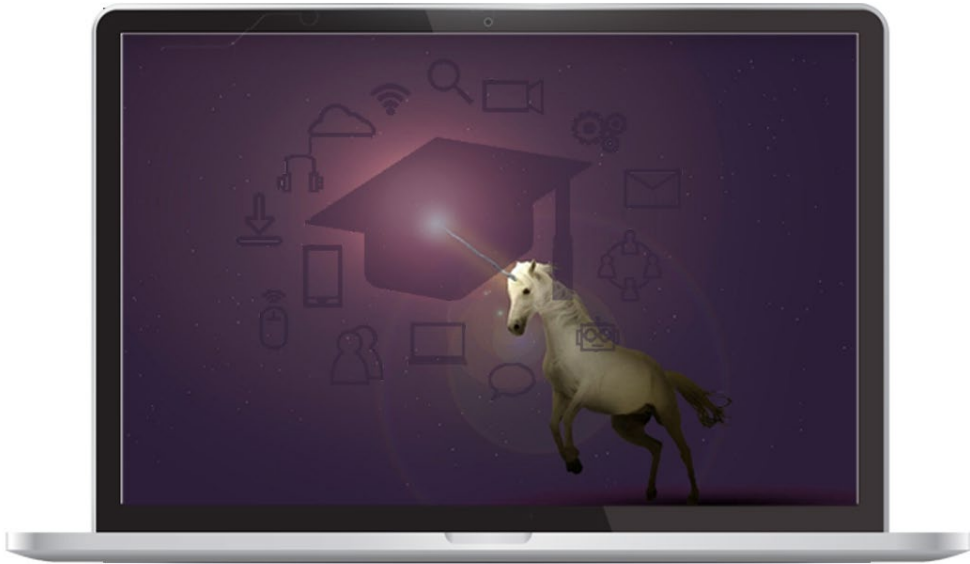
ELECTRIC VEHICLES – INDIA'S STEP TOWARDS A GREENER FUTURE



The Indian market presents great scope for Electric Vehicles and with the right thrust it can achieve its goals of environmental sustainability in the coming years. The EV industry provides opportunities for economic, social, and environmental benefits which can help the country develop further.

Akshay Sasikumar
Managing Partner
www.82advisory.com





The Next Edtech Unicorn in India is Here. How?

According to Statista estimates, the present market valuation of the Indian Edtech industry is US\$2.8 billion and is expected to reach US\$10.4 billion by 2025. There are around 9,043 EdTech Start-ups in India now.

Arun Rajiah
CEO & Managing Partner
Billionaire Venture Capital





HOW TO GROW YOUR MONEY AS AN ENTREPRENEUR?

Separate your business income from your personal income. Some of you may be operating as solopreneur but still both these incomes should be maintained separate.

Ganesan Thiru
Author, Stock Market Profit Coach &
Research Analyst



UNLEASH THE ENTREPRENEUR IN YOU



ASPIRING ENTREPRENEURS PROGRAM 2021

APPLICATIONS OPEN NOW

HDFC Bank Parivartan in association with ICT Academy has launched "Aspiring Entrepreneurs Program" for youth in Tamil Nadu and Kerala. The program equips young aspiring entrepreneurs, youth and students with Competence, Confidence and Connections to build a strong foundation for entrepreneurial journey. The program is a CSR initiative of HDFC Bank Parivartan, implemented by ICT Academy.

FEATURES

- Three Stage Journey
- Course Handouts and Books
- Access to Self-Learning
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- Successful Entrepreneurs Sessions
- Certificates for every stage
- Personalized Mentoring

ASPIRING ENTREPRENEURS PROGRAM 2021 – PATHWAY

STAGE 1

ENTREPRENEURSHIP AWARENESS SESSION

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STAGE 3

MENTORING & FACILITATION

06
MONTHS

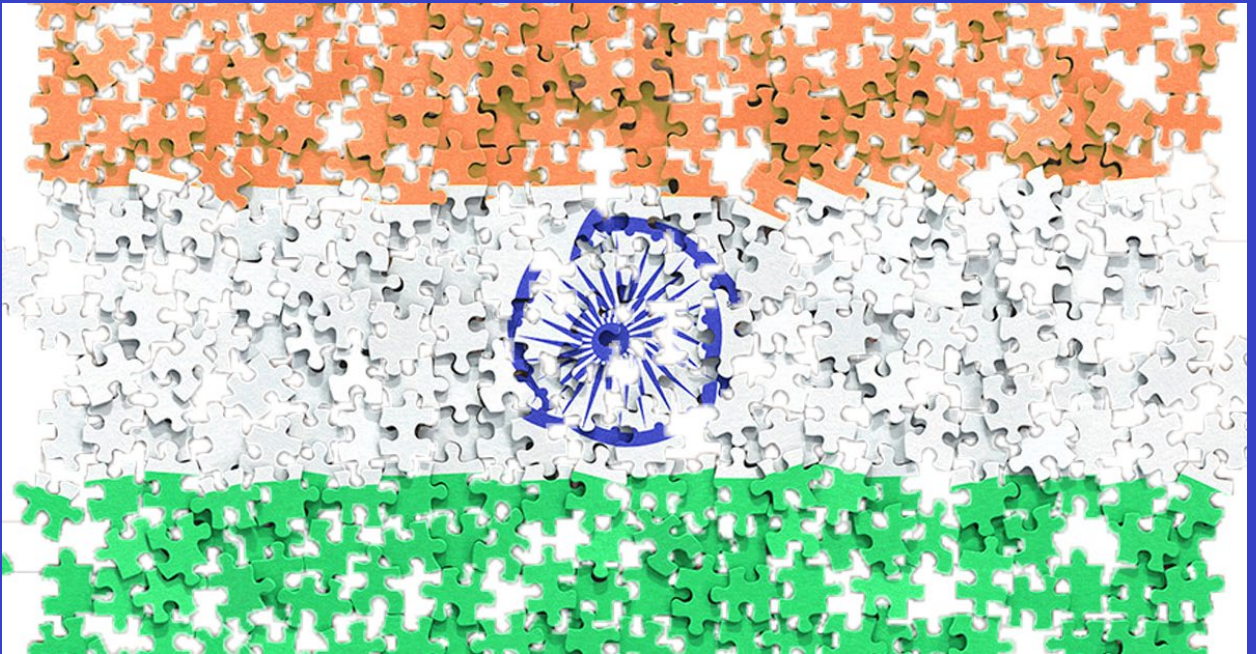
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Idukki | Ernakulam | Thrissur

WHO CAN APPLY?

Aspiring Entrepreneurs, Youth and Students in the age group 20 - 25, who are keen on pursuing entrepreneurship.



INDIA'S LONG-TERM ENERGY PRIORITIES

India's economic growth is closely linked to using more energy.

We need increasing amounts of energy to power economic growth. Higher output in industry, transport, agriculture, and even the production of services needs more energy. Further, economic growth increases people's demand for energy to power their appliances. Thus, we must increase India's total energy supply every year, and this increasing supply must be reliable and affordable.

Subodh Mathur
Economist (Ph. D. MIT)





Chemicals being injected into food stuff, apples being waxed to look more shiny, fertilizers messing up the entire food chain...

Such news is prevalent and true. It is a real cause of concern

Pravin Shekar
Outlier Marketer,
Parallel Entrepreneur and Raconteur

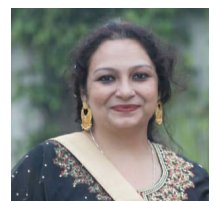




FEELING NOT OK IS OK!

Statistics state that an average officegoer spends 90,000 hours at the office desk. This means $\frac{1}{3}$ of our lives is spent on our office bureaus. Mental health awareness becomes more important at the workplace because most of us spend the majority of our productive time on our desks. Still talking about mental health at work is a strict no-no.

Jyoti Dhiman
Consultant Editor
FAIC



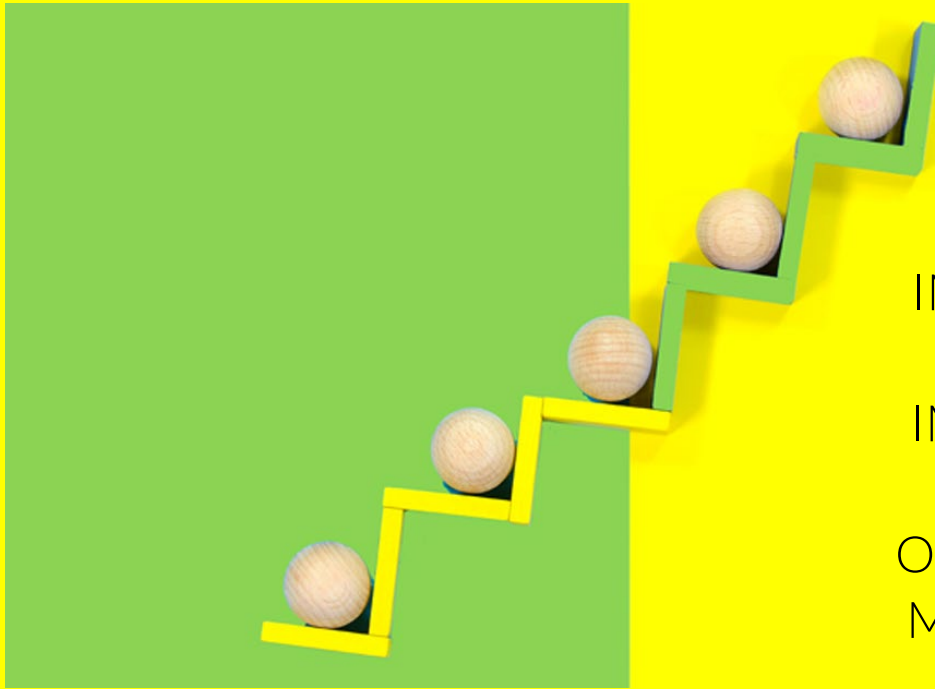


NEED FOR EDUCATED YOUTH TOWARDS **CREATING MICRO-ENTERPRISES IN INDIA**

There are many service firms in technology, media, and financial services. The apex ministry and the number of other ministries with their programmes and schemes along with the government agencies; state governments and their agencies and financial institutions including RBI, NABARD, and SIDBI and state-level financial institutions and a large body of academia and technological setups are propelling the growth of the MSME sector.

N Chandrasekaran
Professor (IFMR Graduate School of Business)
Krea University





3

IMPORTANT WAYS TO IMPLEMENT METHODS OF GROWTH MARKETING

Usually, growth marketers' aim is to produce more than one-time results. It is not necessary to focus on the weekend sales that you have provided to the customers through coupons and deals.



EMPLOYEE RELATIONS MAKE OR BREAK

Employee relations has a straight connect with employee performance. Hence, heading through a robust employee relations could be the path to achieving optimal employee performance. This responsibility primarily falls on the shoulders of the immediate bosses and the HR representatives, and the way they interact with their teams.

HONEYWELL LAUNCHES INDIA YOUTH TECKATHON 2022 IN ASSOCIATION WITH ICT ACADEMY AND UIPATH ACADEMIC ALLIANCE

25 May 2022



Honeywell Hometown Solutions India Foundation (HHSIF), the philanthropic arm of Honeywell, has partnered with ICT Academy to launch the Honeywell India Youth Teckathon 2022, an open hackathon to enable students to build and deploy basic software-based robots. The event seeks to help students build, enhance, and test their Robotic Process Automation (RPA) literacy.

This initiative is launched in continuation of the Honeywell Student Empowerment Program, which trains young men and women on advanced technologies such as cloud, big data, networking, RPA, artificial intelligence, and machine learning – skills that prepare them for the future of work. The program is being driven in partnership with ICT Academy. The curriculum and certification are provided by UiPath Academic Alliance. The hackathon was launched by Bevin Maguire, Global Vice President of Communications for Honeywell.

UIPATH ACADEMIC ALLIANCE CERTIFICATE EXCHANGED WITH UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

25 May 2022

ICT Academy exchanged UiPath Academic Alliance Certificate with the University of Engineering and Management, Jaipur. Through this academic alliance, ICT Academy will

train faculty members and students on Robotic Process Automation skills. The other benefits include curriculum update, RPA education, RPA training, and UiPath platform access.



ICT ACADEMY CONFERRED THE TITLE "GREAT PLACE TO WORK®"

19 May 2022

ICT Academy was conferred with the title "Great Place to Work®" as the result of the survey took by the Great Place to Work Institute, for the period May 2022 to April 2023. The recognition include that ICT Academy is a cluster of great people, great culture, a great place, and a great workforce.





Answers for Previous Issue Quiz

1. (c) 64
2. (c) 10
3. (d) 159
4. (d) 72.5

General Knowledge

1. Sheryl Sandberg has stepped down as the Chief Operating Officer of which company?
A. Alphabet
B. Meta
C. Google
D. Microsoft
2. When will James Webb Space Telescope send back its first full colour images?
A. June 10th
B. June 21st
C. June 30th
D. July 12th
3. Who has been appointed as the new Director General of National Informatics Centre?
A. Anwar Hussain Shaik
B. Vinai Kumar Saxena
C. Rajiv Kumar
D. Rajesh Gera
4. Who among the following has launched a worldwide educational application?
A. Sourav Ganguly
B. Virender Sehwag
C. Sachin Tendulkar
D. Anil Kumble
5. What is the theme of International Yoga Day 2022?
A. Yoga for Humanity
B. Yoga for Health
C. Yoga for Family
D. Yoga for Heart

Answers in next issue...

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TECHNOLOGY CAN MAKE

YOU DO ORDINARY THINGS IN AN EXTRAORDINARY WAY

S'Prayas
an Atos CSR Initiative

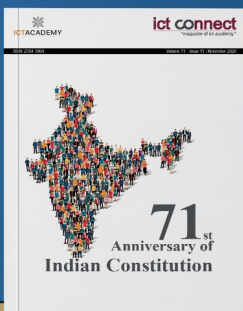
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CERTIFICATE COURSE ON DIGITAL TEACHING TECHNIQUES

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Tiruppur | Tiruvallur | Virudhunagar | Vellore

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