ICT ACADEMY®

ict connect
"magazine of ict academy"

KEEP LEADERSHIP CONSCIENCE PURE

ICTACADEMY®

YOUTHTALK
ANDHRA PRADESH 2022

The Massive Talkathon of India

SEASON 7

WIN AN EDUCATIONAL TRIP TO SINGAPORE

Who
Can Participate?
Students of ICT Academy
Member Institutions

Winners 2 Get

The 7th 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.

☑ Recognized as
Youth ICON of India

☑ Win a complimentary
education trip to Singapore.

☑ Awards & Certificates

How to participate?

- 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

 ictacademyindia

Last date to Register
30 October 2022

For details contact, contest@ictacademy.in

CEO's Message

"We read to know we're not alone", says William Nicholson, 16th Century English Writer. I believe, the essence of reading should reflect in the life of the reader. Hence, I suppose readers should ripe into a community that shares interests and intellect.

Not only reading, ICT Academy of Tamil Nadu has also been communicating that the nation is not alone through its unique initiatives daring the paths left uncharted, evolving through a disrupting industry scenario. In its 13 years of service to the nation ICT Academy of Tamil Nadu, has been pushing the boundaries with a greater vision to widen its bandwidth.

Further, ICT Academy of Tamil Nadu has been convening seminars, contests, and summits for the benefit of youth community. ICT Academy Youth Talk is scheduled to be held at Sri Krishna Engineering College, Coimbatore on 12 October 2022 (Wednesday). The Youth contests are conducted to identify and showcase talents from every nook of the nation.

This issue consists of an array of articles and write-ups that will quench the intellectual wants of student, academia, and the society at large.

Seasons' greetings from ICT Academy of Tamil Nadu!

Happy Reading!

Hari Balachandran
Chief Executive Officer, ICT Academy

INSIDE

ICT CONNECT

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

How
create an ROI-driven content strategy roadmap?

Published content faces numerous challenges that range from algorithm updates to becoming outdated. Content strategists hence impart equal importance to content audit as much as they care about content creation.

Swetha Prasanna Gangavarapu
Content Strategist, Writer, Business, Personal Branding Consultant

Conscious Corporate Leadership

What it Takes to Become a Corporate Leader

Today's world fancies coining terms that are used intemperately till they are insipid or lack originality of action. Corporates are highly actionable and have a constant interaction with the environment. They have a greater chance and choice to do good to the planet as they have a larger scope to do so.

Alla Sai Namrata
Intern, NIMSME

LIVE
& LET
FLY

As an innovator, this idea is one of several that I strive to persuade industries to adopt in order to make things possible. I advise all airline businesses to give it some thought. If they decide that this technology can protect their airline from any collision hazard, we can discuss the intricacies of this technology and how to put it into practice.

Shailendra Kumar Mishra
Founder, Designcut Group of Companies

How to reduce costs in a period of high inflation and supply chain uncertainties?

Lean is focused on waste elimination. Many times, people think of wastes as product wastes. The moment you start identifying wastes in your operations, you'll be able to reduce them.

Ananth Palaniappan
Managing Partner, Hash Management Services LLP, Chennai

Brand, Culture and Mindset

"Instead of getting stressed about change, we have to develop a growth mindset, which is ready to accept change, learn quickly and innovate to adapt to the changes we encounter."

Siddhangana Karmakar
Founder, Definer Brands,

ENTREPRENEURSHIP

ECOSYSTEM INFLUENCERS

Role models are those successful first-generation founders who did well in their ventures and reflect the confidence of the market and the efficacy of the ecosystem.

Flt.Lt. Sridhar Chakravarthi
Official Training Partner, Enterprise Agility Consultant, Leadership Coach, Startup Advisor, Speaker

Nishtha Kawrani
Writer, Blogger, Voice Artist

BUYING ONLINE
UNDERSTANDING CONSUMER BEHAVIOUR

Online shopping has brought about a swap in how we, customers behave. When it comes to consumer behaviour, speculations around it have grown to be even more sophisticated because of media and technological advancements.

HUMILITY
The Golden Soil

> There is a need for the deep-rooted idea to grow and evolve, so that the idea will be fulfilled when it is groomed with humility.

Manika Sharma
Founder of Twig2tree Akademia

THE UNBEATABLE COMBO OF SKILLS FOR A CAREER IN TECH

Acquaint yourself with the emerging technologies. No matter what you're studying or where you're working, you need to arm yourself with enough knowledge to talk intelligently of how digital applies to your domain and of course, you definitely need to be able to use the digital tools of your trade.

Kirti Seth
CEO, IT ITeS, SSC NASSCOM

INDIA
NEEDS START-UP
UNICORNS IN
CLIMATE
TECHNOLOGY
ARENA

One of the biggest beneficiaries of more start-ups emerging in the Indian climate tech domain – with some of these going on to become unicorns in the future – could be the agricultural sector on which most citizens depend on for their livelihoods.

Sumali Moitra
Current Affairs Commentator

PARVEEN
PRECIOUS AND POIGNANT

The tabloids were not ready to digest the feministic freedom Parveen showed in her reel and in real life. They chose mental health as a weak spot to hurt her image. Instead of understanding her trauma, she was labelled as a snob and difficult to work with.

Jyoti Dhiman
Seasoned content writer, copywriter, editor & LinkedIn strategist.
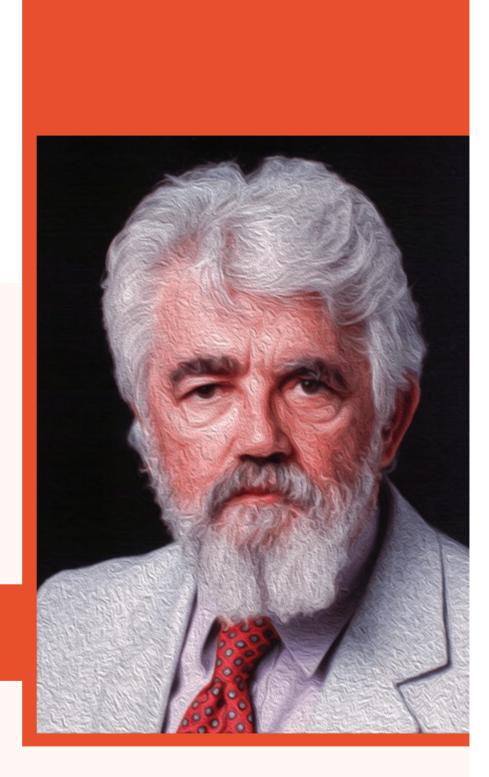
MAKING *art*
INCLUSIVE

It is not just for the privileged lot to enjoy and experience. For that, it requires acknowledging the cultural art and the hidden gems from the remotest of areas.

Nand Kishore Chaudhary
Founder, Jaipur Rugs

KEEP CALM!
Work like Rajinikanth.

When you make a humble start, or starting over again after a fall, never worry for what you are at the moment; give your full to your role and earn a better tomorrow.

ROLE OF
AI
IN FARMING, HEALTHCARE & EDUCATION

AI has paved way for "Intelligent-Agents", that understands the environment and take actionable decisions to maximize the chances of achieving a goal. AI powered technologies will play an increasingly critical role in turning data into readily available, actionable information to fuel this new era.

IS
YOUR
GUT
CUT?

There will always be situations where some assertive messages would not bring about the desired results. You may face people crossing limits, not get the project extension, pay raise, or the respect you demand. Don't be discouraged.

ICT Academy
NEWS STAND

GRAND VIRTUAL LAUNCH OF LEARNATHON & YOUTH TALK 2022

AUGUST 10, 2022

ICT Academy Conducts a grand virtual launch of Learnathon & Youth Talk 2022 on 10th August 2022 exclusive only for academic leaders, deans, directors, and HODs from the member institutions. The keynote session has been delivered by Hari Balachandran, CEO, ICT Academy, B Raghava Srinivasan, Head – Academic Initiatives, ICT Academy, and G Saravanan, Head-Marketing & Products, ICT Academy.

THOUGHT LEADERSHIP MEET 2022 – BENGALURU

AUGUST 24, 2022

ICT Academy in association with Autodesk India conducts Thought Leadership Meet 2022. The speakers of the session were Deepankar Bhattacharya, Head – India & ASEAN Education Experiences- Autodesk, Anand Pujari, Education Account Manager, Autodesk, Hari Balachandran, Chief Executive Officer, ICT Academy, B. Raghava Srinivasan, Head- Academic Initiatives, ICT Academy, G Saravanan, Head- Marketing & Products, ICT Academy. The objective of this meet is to introduce Fusion 360 as a technology to the academic institutions & how ICT Academy and Autodesk can support the institutions in reaching out to the student community.

HONEYWELL DIGITAL YOUTH EMPOWERMENT SUMMIT

FRIDAY, AUGUST 26, 2022

ICT Academy in association with Honeywell conducts the Honeywell Digital youth Empowerment Summit for the students who are enrolled in the student empowerment program on 26th August 2022. The speakers of the session were Vinay Agarwal, Global Head-Business HR, Tech Mahindra, Sharath Babu, Director – Product Development, Oracle India, Narita Rai, Senior Program Manager, Honeywell India, Bala Prasad peddigari, Global head – Technology advisory services, Tata Consultancy Services, Srinivas Rao Dangetti, Senior Director, Engineering, Honeywell India, Ram Ganapathy, Chief Financial Officer, Honeywell Technology Solutions, Kunal Ruvala, President, Honeywell Technology Solutions, Hari Balachandran, CEO, ICT Academy, Suresh Babu L, General Manager, ICT Academy. This is an initiative to soothe the career transition by enabling the interactions between the graduating students entering the workspace, the industry experts, and HR leaders.

INAUGURATION OF ADVANCED IT SKILL TRAINING

MONDAY, AUGUST 29, 2022

ICT Academy in association with Inspirisys inaugurated

advanced IT skill training for engineering students. Hari Balachandran, Chief Executive Officer, ICT Academy, Annesly Anton Carvalho, VP - HR & Admin, Inspirisys Solutions Ltd., and L. Suresh Babu, GM, ICT Academy were the speakers for the virtual inaugural ceremony.

The objective of this IT skill training is to gain knowledge of advanced Technology, acquire skills for a targeted job role, application of skills in real work, build self-confidence in students, enhance personal efficiency, enabling them to perform in the workplace.

INAUGURATION OF CENTRE OF EXCELLENCE AT K.S.R. EDUCATIONAL INSTITUTIONS
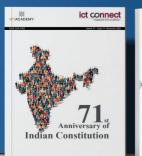
SEPTEMBER 1, 2022

ICT Academy conducted the inauguration of the Centre of Excellence on Palo Alto Cybersecurity and UiPath RPA Automation for the students of K.S.R. Educational Institutions. Hari Balachandran, CEO, of ICT Academy, and Rajesh Rajagopalan Nambiar, Workforce Development, Community Builder, and Learning Strategy for UiPath inaugurated the Centre of Excellence in the laboratories. During the Inauguration, they also exchanged the Polytechnic Membership certificate with Principals of K.S. Rangasamy Institute of Technology & KSR Polytechnic College.

ICT ACADEMY CONDUCTS LINK PLACEMENT DRIVE AT SRI VENKATESHWARA COLLEGE OF ENGINEERING, BENGALURU

SEPTEMBER 2, 2022

ICT Academy in association with Kanini conducted a software placement drive for the students of Sri Venkateshwara College of Engineering & Technology, Bengaluru. The students who have pursued above 70% and have good communication with good coding language skills attended the drive. The Interview process starts with General aptitude followed by a coding test, group discussion, One on One Technical Interview, General discussion & HR.

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DO YOU KNOW?

1. Which country has broken its own record for the world's lowest fertility rate?

[a] China

[b] Japan

[c] South Korea

[d] Philippines

2. AICTE has partnered with which technology company to accelerate digital creativity skills across India?

[a] Microsoft

[c] IBM

[b] Adobe

[d] Accenture

3. Which is the venue of the 30th Southern Zonal Council meeting held recently?

[a] Thiruvananthapuram

[c] Bengaluru

[b] Chennai

[d] Hyderabad

4. Google has allowed which social media app onto the Google Play Store, after it was removed in 2021?

[a] Sharechat

[c] Parler

[b] Tiktok

[d] Truth

5. Which city hosted the 'CII Global MedTech Summit titled 'Seizing the Global Opportunity'?

[a] Mumbai

[c] New Delhi

[b] Pune

[d] Ahmedabad

Answers to the previous Quiz

1) 1-8-18-9-15 2) 39:78 3) -,,+,= 4) 26 5) Daughter-in-law*

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