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CEO's Message



A journey should be celebrated so dear as a beginning; beginning is a moment, when hearts are with the verve and pep of joy, but leading the wave needs a lasting vivacity to sail ahead and succeed. Every journey has crests and troughs; for a nation it is the cycle of change, in businesses it is recessions and upturns.

Education in India has also been seeing various phases of evolution. First, it was focused on the quality of education, then the focus was equity in education, from which, Industry has evolved towards disseminating digitally and imparting digital literacy. Today, we are into imparting digital education exponentially and have also been into industry relevant resources by providing industry relevant education. This pursuit should also be accompanied by imparting values in the next generations, to nurture its moral vitality.

At the same time, there has always been a concern regarding what the youth will contribute to the nation. But some intervention has to happen in imparting values in the youth as India stands gained of its demographic dividend.

ICT Academy of Tamil Nadu has been making a greater impact in enhancing the youth employability, entrepreneurship, higher education, and research. On the other hand, ICT Academy of Tamil Nadu is to launch an array of new initiatives such as CoE, ESDM, Foundation Skills, and Hackathon. These initiatives are sure to break new ground to empower the next generations with thriving technology skills.

This issue features articles and write-ups that will quench the intellectual wants of student, academia, and the readers at large.

Happy Reading!

Hari Balachandran
Chief Executive Officer, ICT Academy

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NATIONAL INSTITUTIONAL RANKING FRAMEWORK 201-250	1 st College in Tamilnadu to receive DIAMOND COLLEGE RATING by QS I-GAUGE	elets 14 th India Higher Education Survey 2022 Engineering Institute with 100% Placement
SUSTAINABLE DEVELOPMENT GOALS Times Higher Education (THE) Impact Ranking - 2022 601-800	Institution of Happiness (IOH) QS I-GAUGE ASSOCHAM	Best Industry-Engaged Engineering College L&T EduTech

950+ Offers	40LPA Highest Salary
100+ Companies Visited	5LPA Average Salary

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How Much of ICT Component in a Classroom would be Effective?



Dr. S.N. Sridhara
Vice Chancellor
Hindustan Institute of Technology and Science
Chennai

How much of ICT component in a classroom would be effective? The answer depends on the faculty member using the tools and the topic being taught. Of course the new techniques and technologies are being introduced by several ed-tech companies to make any of such classes more interesting and involved.



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Business Model Canvas for decluttering your venture

Many startups falter here and think that their product is their value proposition. Remember, the customer buys the benefits. A business sells the benefits. Your product/service is only a conduit, a vehicle that delivers these benefits!



Ft. Lt. Sridhar Chakravarthi
Startup Coach
Coach For Change

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NATURAL LANGUAGE PROCESSING AND SPEECH SYNTHESIZER/ RECOGNIZER



Dr. Samar Mouti
Head of the IT Department
Khawarizmi International College
United Arab Emirates

Natural Language Processing (NLP) is a subfield of computer science and artificial intelligence that focuses on the interaction between human language and computers. NLP techniques are used to enable computers to understand, interpret, and generate human language.



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What if there were a Balance Sheet for **Brand Management?**



A strong brand balance sheet with a positive brand equity and high customer loyalty can indicate a healthy brand that can create more wealth for the company.



Rajesh Srinivasan
Modern Marketing Strategist
| 2x Author | Tedx Speaker
Featured in ET - Brand Equity,
Entrepreneur India & Business
Standard

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SUCCESS IS NOT AN ACCIDENT!

Interview

Staying without a job, that too with the guilt of realizing that your parents were dreaming of you getting settled was very painful. I was getting demotivated everyday pondering "I do not have proper communication, no money, no proper outfit and do not know what to do."



Dhanunjaya Kumar
Software Engineering Manager
Honeywell Technology Solutions Lab

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MANAGEMENT LESSONS 1:1 FROM

The Art of Crocheting

Crocheting though it looks beautiful - is a very tedious, frustrating, tiresome, massive, time-consuming project. Yet oddly, it's very satisfying that it motivates you to want to keep going. Further, the hands-on lessons one learns whilst on the job e.g. 'resilience' when you want to just give up - is unmatched to any classroom management course.



Flovie Martins

Communications Strategist for Corporates

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Call for Paper

ICTACT Journals on Management Studies

Editor-in-Chief

Kemi Yekini, University of Nottingham,
United Kingdom

About the Journal

IJMS is a peer-reviewed Journal published quarterly

Scope

The scope includes following topics,
but not limited to: Learning and Development,
Business Intelligence, Supply Chain & Operations
Management, Marketing Strategy and Research etc.

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November.

Indexing

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CNKI, Crossref

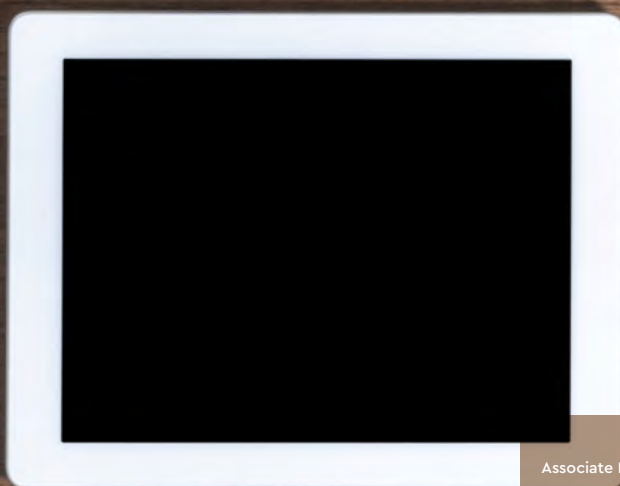
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Changing the narrative of Disruption to thrive!

A major challenge now for tech companies is how to weather a potential economic slowdown by trimming costs, increasing efficiency, and growing revenues. At the same time, many are likely looking for ways to remain innovative and build a strong competitive position for the future”



Hima Bindu
Associate Director Global Engineering and Adoption
Kyndryl Consult
Kyndryl

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SEARCH FOR THE DIAMONDS

Diamond is a strong, sharp, shining, and priceless substance but appears ordinary in an unpolished state. We are all, each one of us is a diamond. We should become aware of it, that's all.



Subramani Sarode
Facilitator, Author and Self Awareness Guide



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Shaping the Future

Why Building an Industry-Academia R&D Ecosystem is Crucial for Innovation

The current state of innovative ecosystem needs a tectonic shift to address the problems faced by industries. The solution rests with industries utilizing the research capabilities of institutions in the state that is home to 550+ Technical institutes and around 560+ Arts and Science Colleges



Vijay Anand
Chief Executive Officer
Tamil Nadu Technology (TNT) Hub

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My Network makes my life easy



More contacts mean more opportunity – I hear this all the time. While connecting with people gives the much-needed opportunity to get work done or know about something, the benefit mostly depends on how robust the relationship is or how compelling your request is!



Yugandhar Penubolu
Co-Founder
247HRM.com

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Y20 BRAINSTORMING SESSION IS HELD AT THIAGARAJAR COLLEGE AND HOSTED IN COLLABORATION WITH THE MINISTRY OF YOUTH AFFAIRS AND SPORTS

12 APRIL 2023



Y20 Brain Storming Session was held at Thiagarajar College, Madurai on 12 April 2023. This event was hosted in collaboration with the Ministry of Youth Affairs and Sports to facilitate outcome-based discussions on various themes in line with India's G20 presidency.

The event focused on various agendas, including youth in democracy and governance, and industry-academia responsibility in developing youth community towards industry 4.0.

Mr. V. Srikanth, Associate Vice President, ICT Academy took part and delivered an insightful keynote address at this event.

The session themed "A Dialogue between Young Indian Achievers and governance institutions of urban and rural local bodies on participatory models of Governance" comprised renowned leaders from the Industry. The session deliberated on the responsibility of Industry and Academia in developing youth towards Industry 4.0.

FACULTY DEVELOPMENT PROGRAM ON CREATIVE THINKING SKILLS AT LINGARAJAPPA ENGINEERING COLLEGE BIDAR, KARNATAKA

13 APRIL 2023



ICT Academy conducted a Faculty Development Program on Creative Thinking Skills at Lingarajappa Engineering College Bidar, Karnataka from 11-13 April 2023. Further, this faculty development program on creative thinking skills conducted by ICT Academy was highly beneficial for educators as it helped them enhance their teaching methodology and promote innovative thinking among their students.

Overall, an FDP on creative thinking skills conducted by ICT Academy can help educators develop new strategies for promoting creativity in their classrooms and stay up-to-date with the latest trends in technology-based education.

FACULTY DEVELOPMENT PROGRAM ON EMOTIONAL INTELLIGENCE HELD AT VIRUDHUNAGAR HINDU NADARS SENTHIKUMARA NADAR COLLEGE, TAMIL NADU

19 APRIL 2023

ICT Academy conducted faculty development program on Emotional Intelligence at Virudhunagar Hindu Nadars Senthikumara Nadar College from 17-19 April 2023. This skill is crucial in the education sector, where teachers and faculty

members need to be empathetic and supportive of their students.



Further, the program has covered topics such as self-awareness, self-regulation, motivation, empathy, and social skills. These are all crucial aspects of Emotional Intelligence that can help faculty members connect better with their students and colleagues.

Overall, this Faculty Development Program on Emotional Intelligence would have been a valuable learning experience for the faculty members. This FDP program equipped them with the necessary skills to create a positive and supportive learning environment for their students, thereby contributing to the overall growth and development of the students and the college.

INDIA DESIGN WEEK 2023 - GRAND FINALE AT SAIRAM ENGINEERING COLLEGE

26 APRIL 2023



ICT Academy in association with Autodesk conducted “India Design Week 2023” on 25th & 26th March 2023 at Sairam Engineering College, Chennai. This event has provided a

platform for designers, innovators, and students to showcase their work, exchange ideas, and learn from experts in various fields related to design.

The Chief Guest of this event was Thiru. J. Kumaragurubaran, IAS, Secretary, to Government Department of Information Technology and Digital Services, Government of Tamil Nadu, Deepankar Bhattacharyya, Head - India & ASEAN Education Experiences, Autodesk, Anand Pujari, Education Account Manager, Autodesk, S. Ganesh, Vice President, ICT Academy, Dr. Sai Prakash Leo Muthu, CEO, Sairam Institutions, Subramani Ailoor, Deputy Vice President, Renault Nissan Technology and Business Centre India (RNTBCI), Dr. K. Porkumaran, Principal, Sri Sairam Engineering College, DR. K. Palanikumar, Principal, Sri Sairam Institute of Technology, Dr. T. Sheela Thavasi, Professor, HOD IT, Dean of Networking, Sri Sairam Engineering College, Dr. B. Vijayaramnath, Professor, HOD Mechanical, Sri Sairam Engineering College, Naresh Raj K, CIO, Sairam Institutions, Dr. A. Rajendra Prasad, Dean of Student Affairs, Sri Sairam Engineering College, and Dr. N Ramesh Babu, Secretary, AMTDC.

MOU EXCHANGED WITH KC GLOBED AT TECH4ED EXPO & CONFERENCE 2023

28 APRIL 2023



ICT Academy exchanged MoU with KC GlobEd at the Tech4Ed Expo & Conference 2023, held at Greater Noida, Uttar Pradesh on 28 April 2023. This partnership enables ICT Academy to collaborate in skill development for educators and students through joint ventures utilizing both ICT Academy and KC Global services.



1. The name of the Laccadive, Minicoy and Amindivi islands was changed to Lakshadweep by an Act of Parliament in
A. 1970
B. 1970
C. 1972
D. 1973
2. Gilt-edged market means
A. Bullion market
B. Market of government securities
C. Market of guns
D. Market of pure metals
3. In the last one decade, which one among the following sectors has attracted the highest foreign direct investment inflows into India?
A. Chemicals other than fertilizers
B. Services sector
C. Food processing
D. Telecommunication
4. In the second nationalization of commercial banks, ___ banks were nationalized
A. 4
B. 5
C. 6
D. 8
5. The territory of Porus who offered strong resistance to Alexander was situated between the rivers of
A. Sutlej and Beas
B. Jhelum and Chenab
C. Ravi and Chenab
D. Ganga and Yamuna

Answers for Previous Issue

1) C 2) B 3) A 4) A 5) C

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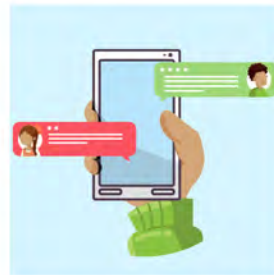
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