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EDUCATION SECTOR IS OUR CORE STRENGTH



PORTAL: HINDUSTAN TIMES

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Thursday, Dec 27, 2018 | 76

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Education loans: Importance of making informed borrowing choices and how educational institutes can help students

Affordable programs that meet the needs of students and educators both, while ensuring students understand financial implications of how they pay their college fees are essential to push this barrier.

EDUCATION | Updated: Dec 20, 2018 18:26 IST

By Amit K Sinha



College is an indispensable part of education but can be a costly business. This makes the need for affordable higher education acute. (PT Dia)

REACH
10 MILLION
UNIQUE VISITORS

PUBLICATION: TIMES OF INDIA

Students opt for niche mgmt programmes to gain an edge

Traditional Courses Losing Their Sheen

SwatiShindeGole
@timesgroup.com

Pune: Shantanu Vijay Singh Chauhan is pursuing an MBA with specialization in infrastructure management. The young man believes traditional courses have lost their sheen, particularly with an increase in institutions offering the courses, and this was the chief reason Chauhan decided to pursue an unconventional MBA specialization from the Symbiosis Centre for Management and Human Resource Development (SCMHRD).

In response to the demand for a specialized skill set, like Chauhan, a rising number of students in the city are opting for niche management programmes. Subjects such as agricultural business, energy and environment, telecom management, entrepreneurship, hospital and health care management, and infrastructure management have caught students' fancy. Chauhan shares, "There was a time when a traditional MBA led to exponential growth. My course is unconventional and it provides an exemplary blend of manage-

SPECIALIZATION MATTERS

IN THE SPOTLIGHT

- > Agricultural business
- > Energy and environment
- > Telecom management
- > Innovation and entrepreneurship
- > Hospital and health care management
- > Infrastructure management

POSTGRADUATE MANAGEMENT FACULTY STATS FOR MAHARASHTRA

- > Total institutions: 379
- > New institutions: 5
- > Closed institutions: 6
- > Total intake: 50,878
- > Girls enrolment: 15,932
- > Boys enrolment: 24,086
- > Placements: 16,598

Source: All India Council of Technical Education

OTHER POPULAR OPTIONS

- > MBA in Sports Management: The course provides specific skills pertaining to expertise in software and communication. Students get access to the sports industry through internships or project-based



- > Masters in Sports Science: The postgraduate programme focuses on allied sports sciences, sports rehabilitation, performance enhancement,

VOICES

“We are moving towards an infrastructure-positive environment with visibly increased government initiatives for development. I was in search of a future-oriented course that focused on these changes. During my research I came across the Construction Management program. It is quite interesting to learn the facets of construction, design, and project management — Naman Jain | CONSTRUCTION MGMT STUDENT, MIT WORLD PEACE UNIVERSITY

“Every year sees an increase in the number and diversification in the peer group (students, domains and organisations) in agrusiness. We have students from different domains in allied fields like biotechnology, Food Technology, Geology, and Agriculture. Companies like Bayer, Olam, Sathguru Microfinance, Raw Pressery are a few of the major players that come to our campus — Nikha Bhatt | MBA, AAWARDNESS MGMT, CHENNAI INSTITUTE OF ARTS, BUSINESS

sports nutrition and doping. Specifically the course deals with subjects as varied as exercise physiology, therapies to deal with injuries and sports ergonomics. (Source: Institute of Sports Science and Technology, Pune)

in their career. In response to a growing demand for a Management Studies Shekhar Bhanagiri added, “We intensify the focus of an already ready specialized discipline

MORE THAN
5,00,000
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PUBLICATION: FINANCIAL EXPRESS

How Big Data can revolutionise education

We are already seeing a noticeable transition from traditional learning to learning aided by Big Data

PRATHIMA SHEORAY

BIG DATA HAS become an integral part of almost every sector, and therefore the education sector can also no longer afford to remain insulated from the technology connect. A lot of education hubs have started using newer technological tools to improve pedagogy. Today, an Indian student has access to data and resources available anywhere in the world, which was impossible a couple of decades ago.

Big Data is essentially large sets of data that need to be studied in order to find insights that help a business grow. It helps to uncover hidden patterns and correlate insights, thereby enabling managers to take better business decisions. In the education sector, too, Big Data and machine learning together are creating a stir. While machine learning and its application has been around since the 1970s, it has gathered momentum thanks to artificial intelligence and Big Data Analytics. Given the pace with which things are changing, it is certain that Big Data will bring revolutionary change in the education sector. Machine learning is basically data mining, which helps teachers accumulate all the information at one place. It helps

teachers improve their teaching methodology by focusing on the strengths and weaknesses of each student.

Apart from benefiting students, it helps teachers in various ways. Some of its visible advantages are:

Assist teachers: Managing a class of 80-plus students can be difficult, considering that each student is different and so is her intelligence quotient as well as learning style. Machine learning can serve as a great aggregator for learning by helping the teacher shed some of the administrative weight. Teachers get more freedom to devise courses and provide customised learning experience for students as per their learning capabilities.

Predict performance of students: With the help of machine learning and Big Data, it is possible to analyse the performance of students in not just academics, but also in sports. The speed of an individual and her competitor can be marked, and thus the strengths and weaknesses can be worked on. Also, indicators like time taken to answer, sources referred to, types of questions skipped can be ascertained and analysed. This, in turn, makes the assessment more accurate and holistic. It allows teachers to measure, monitor and respond in real time to a student's understanding of anything.

Tests students: The age-old method of testing 'all in all' is no longer pertinent. Today, artificial intelligence can help provide feedback to teachers, parents and students regularly—clearly charting out the weak links, interests and areas of concern as far as the student is concerned. This helps both the student and the teacher to understand the sort of development and progress they have made towards their goal. This, in turn, can help create a corrective action plan based on real-time data.



Big Data can help colleges analyse the potential employability of a particular student in a particular job vertical. This, in turn, can help them direct their as well as the student's attention towards preparing for a job in that particular vertical

Provide customised learning: Big Data makes it possible to provide a cus-

tomised learning experience to each student. Teachers can use the data to see the learning and the behavioural patterns of each student. Using these inputs, a customised learning experience can be created. In addition, classrooms can have groups based on the assessment the teacher receives through artificial intelligence. At the end of the day, this can ensure a better learning experience as well as minimise dropouts and disengagement among students.

Helps in recruitment: Big Data can help colleges analyse the potential employability of a particular student in a particular job vertical. This, in turn, can help them direct their as well as the student's attention towards preparing for a job in that particular vertical. This can save a lot of time and energy for potential recruiters, and can aid colleges in successfully placing a majority of their students, thereby boosting their placement figures. For companies, it can ensure a better person-job fit and lesser turnover.

The transition from traditional learning to learning aided by Big Data is happening at a rapid pace. It is the need of the hour and warrants a speedy acclimatisation for all concerned. Towards that, active collaboration between academic institutions, government bodies and the private sector should be encouraged in order to stay ahead of the curve.

The author is a director, Synchro Centre for Management and Human Resource Development, Pune. Views are personal

THE FINANCIAL EXPRESS | Mon, 12 November 2018 | paper.financialexpress.com/c/33885164

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MORE IN

The Edge

Big data is revolutionising the education sector by enabling personalised assessment and real-time feedback

Big data in layman terms is defined as a large volume of data which is beyond the capacity of regular computer machines to store and perform computations. The idea and concept of large volume of data is age-old, however the word big data has gathered a lot of momentum in recent years. Advancements in technology have also enhanced data collection abilities. As a result of this it is being extensively used in sectors varying from banking and health care to manufacturing.

IMPRESSIONS
41 MILLION

PUBLICATION: TRIBUNE

PUBLICATION: PIONEER

CHANDIGARH | WEDNESDAY | 26 DECEMBER 2018

The Tribune Jobs&Careers Prospects 3

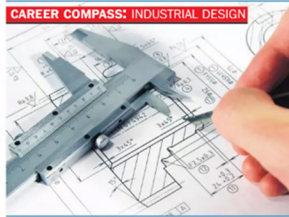
A recession-proof vocation

PRASHEL SURYANWASHI

The marketing and production industry needs skilled professionals who can meet the needs of the customers and design the products most effectively. Here, the importance of an industrial design degree comes into picture. This rapidly changing field of technical design has necessitated the need for talented industrial designers. This has resulted in the emergence of a plethora of courses that are specially designed to serve the purpose.

Industrial design involves the use of a blended form of applied science and applied art in order to improve the ergonomics, usage and aesthetics of a product. It is also used to improve the marketability and production of products. It is the process of design which is applied to products manufactured through mass production.

The key characteristic is that the design remains separate from manufacturing. It means that the creative act that determines and defines a product's form and features takes place before the



product is actually created. The manufacturing of the product is often repeated in automated replication. All products that are manufactured are a result of the process of designing, but the process nature can take various forms. It lays emphasis on the initiative creativity of the designer or the calculated scientific process of decision-making. Most times the emphasis lies on both at the same time which is influenced by various factors like materials, processes of production, the strategy of the business etc.

WORK PROFILE

The main job of an industrial designer is to design products which are beneficial for both the market and the customers. The task includes –



designers start with a client meeting. During the meeting they make suggestions of job order current products can be improved in the product planning team. They also discuss about bringing new products into existence. The fields of technology and design are always changing at a rapid pace. This widens

When a project begins, the

CAREER COMPASS: INDUSTRIAL DESIGN

SALARY

Generally, the average salary of an Industrial Designer is around ₹7.2 lakh per annum. For this job, experience has an average effect on income. After about 20 years' experience in this domain, many people move on to other jobs.

GETTING IN

There are various courses that are widely designed to train students in this domain. The multiple-semester designing courses that are offered by different institutions are meant to give relevant and detailed knowledge of the field. Some of the following are offered as degree and diploma courses by various institutions in India.

- Bachelor of Design or B.Des.
- Bachelor of Engineering or B.E.
- Bachelor of Technology or B.Tech.
- Bachelor of Science or B.Sc.
- U.D.P.D. or Graduate Diploma Program in Design
- M.Des.
- M.Tech.
- M.Sc.

JOB PROSPECTS

Industrial design engineers have the following opportunities in the field:

- Designer
- Business Director
- Project manager
- Senior designer
- Lecturer

Industrial designers also have to work with the market research department in order to assess the product performance characteristics needed by the customers. Supplied, they also establish visual characteristics, which provide an edge to the sales team in the marketplace. Industrial design engineers are actively involved in the processes of designing, modelling, testing and in the production of prototypes.

As part from becoming an industrial designer and an industrial engineer, most postgraduates also appear for NET and teach the subject in universities.

CIRCULATION
3,65,000

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Thursday, 27 December 2018

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HOME DELHI INDIA BUSINESS WORLD SPORTS OPINION ANALYSIS STATE EDITIONS E-PAPER

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HOME • NEWS

Let the games begin
Wednesday, 05 December 2018 | Dr Nayana Nimbkar

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Two people are seen from behind, sitting on a bench in a stadium, looking out at a large crowd of spectators during a sports event.

A degree in sports management will not only make you stand out in the crowd, it offers plenty of opportunities as well, says Dr Nayana Nimbkar

MAGAZINE : SILICON INDIA

CIO MAGAZINE

WHY ARE UNIVERSITIES COUNTING ON BIG DATA TO CHANGE THE FUTURE OF JOB INDUSTRY

By Dr. Amit K. Sinha, Director of Erikar Institute of Advanced Management Studies

Dr. Amit K. Sinha is MBA from Okal University and PhD in Marketing from prestigious FMS, University of Delhi



Dr. Amit K. Sinha

Data continues to transform our economy and create new opportunities for innovation. India has been continuously witnessing a rise in the number of new tech start-ups which need people specializing in the field of Artificial Intelligence (AI), machine learning and data science. With colleges inculcating big data in their curriculum, students are made capable of understanding analytics, AI and big data. Over a period of time, these students will be technically adept to adjust how much tech-based requirements is actually needed for the business.

So to begin with, guess are the days when your resume was chosen because your skill sets defined Microsoft Excel and Microsoft PowerPoint as your strong points. Today, a candidate is chosen and given additional preference if his resume includes digital marketing and data analytics. While many people are aware of how technology is transforming people's lives and making businesses more customized, many do not know the exact ways in which it is benefiting businesses. Some of the ways in which AI is transforming the business world in the growth of universities is listed below:

1. Improved business intelligence:

Thanks to big data that understanding businesses and getting insights on the basis of past data has become much easier. Earlier, this wasn't possible. Today big data helps companies predict the consumer behavior and strategize accordingly. They can also estimate the demand and supply on the basis of this data.

2. Understanding the target audience:

Big data helps you to understand the preference and behavior of the target audience. By hiring professionals who are adept with big data, companies can now expand their traditional data sets with text analytics, browser logs and social media data, receiving a more complete picture of their customers.

3. Reduced costs:

In any business, it is extremely important to reduce costs and make optimal utilization of resources. Thus with big data analysis, it is easy to predict when the production needs to be done and accordingly to which the sales demand can be determined. This helps in ensuring customer fulfillment without excessive costs on their end.

4. Enable constant customer support:

With the help of chatbots, it is now possible to reach your customer at any time of the day. If used appropriately, it helps to get better insights of the consumer. The indispensable customer data gathered, analyzed can help a business reach greater heights. This data gathered can be used in the CRM system which will help in acquiring additional customers.

Seeing these benefits, businesses have realized the importance of candidates who have these requisite skills. Highly qualified candidates are aware of their skills and demand in the job market. This is the reason companies perform proactive hiring rather than wait candidates to come on their own. Otherwise, they end up losing the best candidates in the job market. These companies prefer coming to

colleges and recruiting thus making sure that a lot of students are placed directly from the campus.

Thus, universities have realized that in this growing cut throat competition, they need to make sure that their students are at the top in the job market pyramid. Universities make sure that they identify courses relevant to big data and make that as a part of pedagogy for their students. Moreover, education leaders are applying the best proven practices and tools for business intelligence, financial analytics, predictive analytics and strategy management - all with the set motivation to increase efficiency and improving individual student success. There are multiple ways in which colleges are also using big data.

1. Helping universities target the right audience:

Universities have access to the past data. It shows them from which demographics, age group, section are their students from. This helps them target on their strong as well as weak points as well. Hence, the targeting becomes more refined for universities.

2. Helping them scrutinize companies for placements:

Big data comes into practice when it comes to placements as well. Big data helps understand the requirements of each company and match it with the skill set of each student. This helps companies hire the right student and saves their time as well.

3. Identify students who need more attention:

It is even possible to identify which student is weak and needs attention

in which course, with the help of big data. This data if carefully studied, can help to identify students who will need more attention with their daily academic tasks, such as homework, as opposed to one who will perform well throughout their academic career.

4. Create customized program for students:

Big data allows the professors to design customized programs for every student on the basis of their strength and weaknesses. Thus professors opt for blended learning which is a mix of both offline and online teaching. Such concepts helps the student opt for the specific course that he is interested in or is weak in and he can accordingly figure out how he wants to work towards the same.

5. Reassess curriculum:

The key challenge for every university is to understand what the industry needs and what the college is preparing students for. With big data, universities can use it to alert administrators. For example, when a specific course is experiencing students who are dropping out or not opting for the course, the university can use big data to analyze the cause of the same. With the help of adequate data in hand, the university can identify the problem is with the teaching methodology or the curriculum or the lecturer or something else.

Thus, big data is all set to revolutionize the job market and it won't be wrong to say that more and more universities are leaning towards big data to improve the overall growth and development of their students and to help them achieve better in their professional lives. ■

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thebombaybrunette • Follow

thebombaybrunette Skin care is my obsession - be it hands or face. And using a hand sanitizer always leaves my hands super dry. .

Thankfully, there's a solution to #MyLittleHitch: @DotandKey's range of unique skincare products that address the oft-neglected issues and body parts. Such as pigmented underarms and dry but smelly feet! .

I've been using these since a week, and not only do I love the fact that these are cruelty-free and free from nasty chemicals, I also adore the super cute packaging! .

The Sanitizer + Moisturiser Hand Cream has found a permanent place in my handbag while the Deodorizer + Moisturiser Foot Cream resides in my Gym Bag. I can't stop raving about the water-



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8:57

PR SERVICES FOR STARTUPS!

LET'S HAVE A LOOK



PORTAL: YOURSTORY

5 ways to understand the digital consumers

VIKRAM KUMAR posted on 14th December 2018

It is estimated that by 2020, for every person on earth, 1.7 MB of data will be created ... every second.



The Digital Consumer of the 21st Century

20 MILLION
PAGE VIEWS/MONTH

PUBLICATION: ENTREPRENEUR INDIA

When is the Right Time to go Digital?

The customers are already a part of the internet and it is time for the businesses to join in!



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Image credit Shutterstock



VIKRAM KUMAR
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