Number of students benefitted from guidance/coaching for competitive examinations and career counseling offered by the institution during the year: 2020 – 2021

ADDITIONAL INFORMATION

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CGC ACTIVITIES - 2020 - 21

S. No.	TITLE	RESOURCE PERSON	TARGET AUDIENCE	DATE	NO. OF STUDENTS BENEFITTED
1	Awareness program on "Career in VLSI"	Dr. D. Yugandhar, Professor & HoD, Dept. of ECE.	III B.Tech Students (ECE)	6/5/2021	115
2	Awareness program on "HANDLING COVID-19 WITH INTELLIGENT COMPUTING"	Dr. J. Nayak, Assoc. Professor, Dept. of CSE, AITAM.	III B.Tech Students (CSE)	6/5/2021	112
3	ONE DAY WEBINAR ON "IMPLEMENTATION OF NATIONAL EDUCATION POLICY - 2020 in association with MBA Department.	Dr. Anil Kumar Yadav, General Managemer, RBI, Chandigarh.	Faculty and Students	17/04/2021	120
4	CAREER IN ROBOTICS AND ITS ADVANCE APPLICATIONS	Mr. B. Eshwar Rao, TPO, Vignan Institute of Information Technology, Visakhapatnam. CGC in association with SAC (Robotics club)	II, III & IV B.Tech students	20/02/2021	45
5	Awareness program on "How to crack UGC NET & AP SET"	Dr. B. Sivakumar (Dept. of MBA) & Mr. S. Bhaskara Babu (Student Counselor)	II MBA Students	18/02/2021	35
6	Induction Program to I B.Tech Students	Dr. DTV. DHARMAJEE RAO. Prof, Incharge (F.S) & Mr. S. Bhaskara Babu, Student Counselor, Career Guidance Cell	I B.Tech students of all B.TechBranches	01/02/2020 TO 06/02/2020	650
7	Awareness Program on "Ways to choose the right career"	Mr. Korada Nirmal Akash, Quality ControlEngineer, Kalpataru Power Transmission Ltd., Gandhinagar, Gujarath	III & IV B.Tech Students	28/01/2021	302
8	Software and Hardware Opportunities for ECE students and importance of GATE	Mr. Ratti Vijay Kumar, Analog Design Engineer on Semi Conductor, Bangalore and Alumni-IIT Delhi.	III ECE Students	23/01/2021	133
9	Awareness Program on "Career Opportunities in Core and Non-Core Engineering Sectors"	Mr. Lavanam Amballa, National Head, Campus Hiring, WIPRO	II B.Tech Students	1/12/2020	667
10	Awareness Program on "MBA as a Career option"	Dr. D. Vishnu Murthy, Dean (A & P), AITAM.	IV B.Tech Students (ECE & CSE)	2/11/2020	330
11	Seminar on "Career in Films and Photography"	Mr. M. Abhiram, Film Director & Alumni, Dept. of EEE	II B.Tech Students	28/10/2020	45
12	Awareness Program on "GATE & IES"	Mr. Ch. Sravan, ALUMNI, Dept. of ECE	III B.Tech Students (CE, EEE, ECE & IT)	3/10/2020	345
	TOTAL NUMBER OF STUDENTS WHO PARTICIPATED IN VARIOUS AWARENESS PROGRAMS IN 2020 - 21				2899

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CAREER GUIDANCE CELL PROGRAM REPORT - CAREER IN VLSI

Date: 06/05/2021

Career Guidance Cell (CGC) in association with department of Electronics and Communication Engineering organized an online awareness program titled **"Career in VLSI "** on **06/05/2021.**

Dr. D. Yugandhar, Professor & HoD, Dept. of ECE, delivered the lecture online to Electronics and Communication Engineering students. 115 students participated and clarified their doubts.

He said, "VLSI is an emerging domain in Electronics engineering. ECE graduates with good understanding in VLSI and allied courses are placed in reputed companies. Students should learn, fundamentals of VLSI, Advanced VLSI Design & Verification, Advanced ASIC Verification Courses to get placed in good MNCs. Students should have the ability chip design. Students should have sound knowledge on Xiling Vivado Software."

He also mentioned that, "our Institution was sanctioned a MODROBS scheme by AICTE through which we have modernized our VLSI laboratory above software and advanced systems. Students should make use of it. Good understanding of SoC Design, VLSI Design Flow, and RTL Design using Verilog HDL helps the engineers to choose their core field as VLSI and plan for their long-term career in the semiconductor Industry".

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CAREER GUIDANCE CELL PROGRAM REPORT - HANDLING COVID-19 WITH INTELLIGENT COMPUTING

Date: 06/05/2021

Career Guidance Cell (CGC) in association with department of Computer Science and Engineering organized an online webinar titled **"HANDLING COVID-19 WITH INTELLIGENT COMPUTING"** on **06/05/2021.**

Dr. J. Nayak, Assoc. Professor, Dept. of CSE, delivered the lecture online to 112 III B.Tech Computer Science and Engineering students. Speaker said, "the motive of this session is to make the students understand how CSE Graduates can handle the COVID data using intelligent computing. The applications of Computer Science in Health Care and Careers in Health Care sector is growing. COVID-19 pandemic is the horrible dream of humans but trying to fight against it with technology is the achievement of humans. But, students should take it as an opportunity and learn app development, python programming and languages related to Bio-statistics".

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CAREER GUIDANCE CELL PROGRAM REPORT - HANDLING COVID-19 WITH INTELLIGENT COMPUTING
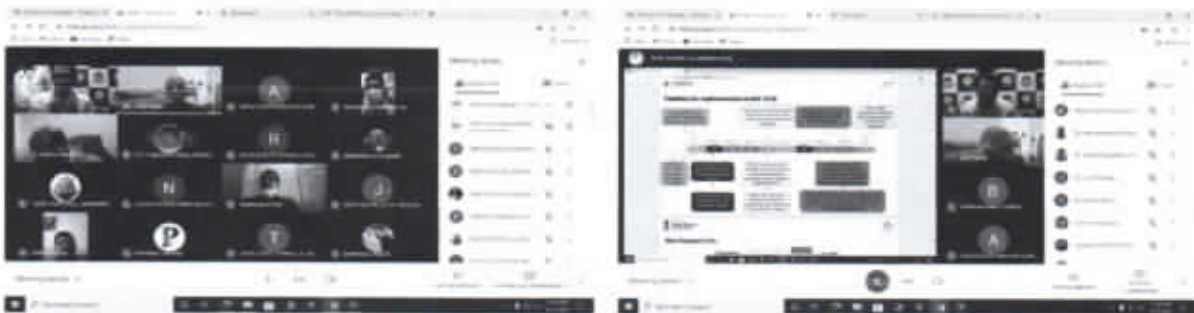
Date: 17/04/2021

Department of Master of Business Administration (MBA) in association with Career Guidance Cell (CGC), Aditya Institute of Technology and Management organized an online webinar titled **"IMPLEMENTATION OF NATIONAL EDUCATIONAL POLICY - 2020"** on **17/04/2021** as per the instructions of A.I.C.T.E., New Delhi.

Dr.Chintamani Prasad Patnaik, Assoc. Professor, Dept. of MBA and Mr. S. Bhaskara Babu, Asst. Professor, Dept. of BS & H conducted the program as Coordinator and Co-Coordinator.

A brochure was prepared and sent to faculty and students. Wide publicity was given among faculty and students. Circular, Social media was used to communicate the webinar details to participants. Google form link was sent to all the faculty and students. The program was started with the prayer and speeches Hon"ble founder Director, AITAM, Prof. V.V.Nageswara Rao and Principal Dr. A.S. Srinivasa Rao.

Dr. Anil Kumar Yadav, Managing Director, RBI, Chandigarh was invited to act as resource person. Dr. Anil Kumr Yadav, received his Ph.D in Mana in Main Management from Vinayaka Missions Sikkim University (VMSU), Gangtok, he served as an official in various Central Government establishments. He is presently working as the M.D, RBI, Chandigarh. He is a profound speaker. His name appeared in Limca Book of Records, Asia Book of Records, India Book of Records and Golden Book of World Records. He is expert in Banking and Management. He is a profound speaker. Dr. Anil Kumar Yadav, cleared **UGC-NET Examination in 8 (eight) different subjects**- 1.Economics; 2.Management; 3.Commerce; 4.HRM/Labour Welfare; 5.Psychology; 6.Political Science; 7 Public Administration and 8. Jornalism and Mass Communication. 196 (86 Faculty and 110 students) participants participated in the Webinar. Participants asked various questions related to higher education, implementation of policy and challenges in implementation. Resource Person explained about the New Education Policy – 2020, need of the policy, sections in the policy, previous education policies and need for new education policy. He elaborated the current day challenges faced by our country and need for a new education policy. He gave satisfactory replies to all the questions asked by the participants. Feedback was collected from participants at the end. All the participants rated the program and content as "Excellent".

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CAREER GUIDANCE CELL PROGRAM REPORT - CAREER IN ROBOTICS AND ITS ADVANCE APPLICATIONS

20th February, 2021

Career Guidance Cell in association with Robotics club of Students Activity Center (SAC) organized a one day training program titled "Career in Robotics and Its Advance Applications" on 20/02/2021.

Mr. B. Eshwara Rao, Assoc. Professor & TPO, Vignan Institute of Information Technology, Visakhapatnam trained students on fundamentals of Robotics, Robotic Arms, Role of Electrical Engineers In Robot making, role of Electronic Engineers in Robot making, role of Mechanical Engineers in robot making, various types of Robos, programming languages and software used in robotics, Industrial Robotics, uses of Robos and etc.

He explained that in developed countries robots are used in Agriculture, Mines and humanoid robos in Hotels and houses. In future, In campuses, use of surveillance robos, robos for facial recognition and security will be increased. Artificial Intelligence, Computer Science play a major role in Robotics in future. Iot and Robotics together will create wonders in near future. He urged students to attend more training programs of this kind to enhance their knowledge.

45 students from various branches participated in this training.

(Mr. B. Eshwar Rao, VITS, Vizag training students)

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CAREER GUIDANCE CELL PROGRAM REPORT – Awareness Program on "How to crack UGC NET & AP SET"

18/02/2021

Career Guidance Cell organized an awareness program "How to crack UGC NET & AP SET" on 18/02/2021 to MBA students. Senior faculty who qualified in UGC NET exam addressed 1st year MBA students and motivated them to write the UGC-NET exam. Dr. B. Siva Kumar, Dept. of MBA and Mr. S. Bhaskara Babu, Dept. of BS & H, interacted with the students in their classroom.

Speakers said, "Candidates who secured 55%+ marks are eligible to write UGC-NET and AP-SET. Qualifying in these examinations will give you an admission in Ph.D in reputed institutions, Lectureship/ Junior Research Fellowship. Both are objective type examinations. Scheme of Examination, marking system is same for both the examinations. The only difference is that, NET is accepted all over the country, where as SET is accepted in the state of Andhra Pradesh. Both these examinations has 02 papers. First paper or Common Paper to all, covers topics from 10 areas i.e related to reasoning, GK,., Communication, Tabulation, Research Methodology, Teaching aptitude and etc. The Second paper covers the subject. 1st paper consists of 50 questions and 2nd paper consists of 100 questions. Each question carries 02 marks each. There is no negative marking. 2nd paper is specific in nature and covers questions from the subject. Candidates should secure marks as notified by UGC and National Testing Agency as per their subject and category in each paper. 2nd paper of the candidates who secured notified marks in 1st paper will only be evaluated. Final year students can also write the examination. Category wise and subject wise cut-off marks are announced well in advance". Further they added, "as per the recent UGC norms, only UGC-NET lectureship/ JRF qualified candidates are eligible for teaching in colleges/ universities". Speakers ended saying "teaching is a noble profession. Talented people like you, should take-up teaching and research as career".

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CAREER GUIDANCE CELL PROGRAM REPORT – INDUCTION PROGRAM TO I B.TECH STUDENTS

01/02/2021 to 06.02.2021

Career Counseling sessions were conducted for I B.Tech students by Career Guidance Cell as per the instructions of AICTE, New Delhi from 01/02/2021 to 06.02.2021.

After introduction, students were asked about their opinion about Engineering. After consolidating the opinions they were made to understand by interest or by force of parents they selected this course/ college, now they need to focus on their subjects and career.

Students were expalined about building positive attitude, goal setting, positive thinking, competitive examinations after engineering for higher education in India and abroad, competitive exams related to jobs, skills to be improved, choosing research as career, and etc.

They were also made familier with latest softwares/ technologies of their disciplines, latest developments taking place in their fields. Stress management, importance of councelling and problem solving attitude, about fixed mindset and growth mindset were also explained to them.

Dr. DTV Dharmaji Rao, Incharge (F.S) and Mr. S. Bhaskara Babu conducted these sessions.

(Gathering of students)

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A Report on "Ways to choose the right Career"

Dt: 28/01/2021

An awareness program on "Ways to choose the right career" was organized by Career Guidance Cell for III and IV B.Tech students on 28/01/2021. A total of 302 students attended the program.

This program was organized in III and IV B.Tech classrooms. **Mr. Korada Nirmal Akash,** Quality Control Engineer, Kalpataru Power Transmission Ltd., Gandhinagar, Gujarath delivered brief lecture.

The Speaker said, "Every engineering student is unique. Everyone has different skills and potentials. Students at this stage only should have focus and self understanding. To choose a rigt and suitable career, first one has to perform a self assessment, then Identify your interests/ strengths and weakness, later make a list of jobs to explore on your interest areas, then do some research for jobs and employers, later get training and update your resume in required skills, find and apply for jobs and in the end Continue growing and learning".

He also mentioned „don"t wait for job notifications, go for higher studies, this will enhance your world view and gives you good knowledge in your field".

He interacted with the students and answered their questions.

(IV & III B.Tech students listening to **Mr. Korada Nirmal Akash**)

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CAREER GUIDANCE CELL PROGRAM REPORT – SOFTWARE AND HARDWARE OPPORTUNITIES FOR ECE STUDENTS AND IMPORTANCE OF GATE

23/01/2021

Career Guidance Cell organized an awareness program titled "SOFTWARE AND HARDWARE OPPORTUNITIES FOR ECE STUDENTS AND IMPORTANCE OF GATE" on 23/01/2021.
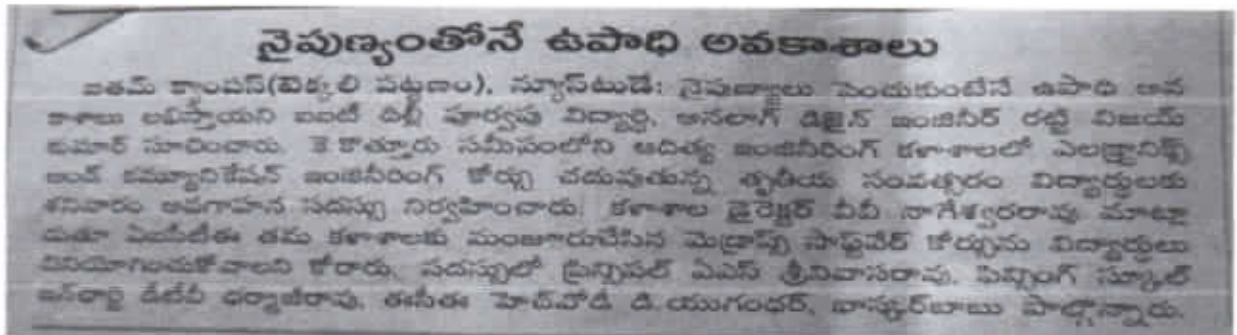
Mr. Ratti Vijay Kumar, Analog Design Engineer, On Semi Conductor, Bangalore delivered the lecture to III B.Tech ECE students.

Speaker explained that, "**Very large-scale integration** (VLSI) refers to an IC or technology with many devices on one chip. The term originated in the 1970s along with "SSI" (small-scale integration), "LSI" (large-scale), and several others, defined by the number of transistors or gates per IC". In the job market, many jobs are available for ECE students who have good knowledge in VLSI and chip designing".

He explained the benefits of learning VLSI and Chip designing in today"s world. He suggested students to learn some of the software tools such as Synopsys, Cadence, Mentor Graphics, Xilinx, Keysight ADS, Keysight IC-Cap, Synopsys Advanced TCAD, Silvaco TCAD 3D, Silvaco AMS, GTS TCAD Framework and QuantumWise ATK. He also suggested to download and learn the open source tolls such as OOMMF, QCADesigner, Spice3f5, BSIM4 and QuantumEspresso.

Later being an Alumni of IITD, Delhi, Mr. R. Vijaya Kumar explained the strategy, question paper and preparation required for GATE. He also said, "all PSU"s are offering jobs through GATE only. Qualifying in GATE is not that much difficult, but only thing required is good knowledge on concepts, self preparation and discussing with peers.

133 students participated in this program.

నైపుణ్యంతోనే ఉపాధి అవకాశాలు

అడితమ క్యాంపస్(తెక్కలి పట్టణం), న్యూస్‌టుడే: నైపుణ్యాలు ఎంతుకుంటేనే ఉపాధి అవకాశాలు అభివృద్ధియని వంటి దిల్‌ హార్డ్యత విద్యార్థి. అనలాగ్ డిజైన్ ఇంజనీర్ రత్తి విజయ కుమార్ సూచించారు. 3 కొత్యారు సమీపంలోని అదిత్య ఇంజనీరింగ్ కళాశాలలో ఎలక్ట్రానిక్ అండ్ కమ్యూనికేషన్ ఇంజనీరింగ్ కోర్సు చదువుతున్న తృతీయ సంవత్సరం విద్యార్థులకు గురువారం అవగాహన సదస్సు నిర్వహించారు. కళాశాల డైరెక్టర్ వివి నాగేశ్వరరావు మాట్లాడుతూ ఏటినేటికి తమ కళాశాలకు మంజూరుచేసిన మెట్రాస్స్ సాఫ్ట్వేర్ కోర్సును విద్యార్థులు వినియోగించుకోవాలని కోరారు. సదస్సులో ప్రిన్సిపల్ ఎస్ శ్రీనివాసరావు, ఫిన్నింగ్ స్కూల్ ఇన్చార్జ్ డీటీవి భ్యాతేరావు, ఈసీఈ హెచ్‌వోడి డి.యుగంధర్, భాస్కరబాబు పాల్గొన్నారు.

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CAREER GUIDANCE CELL PROGRAM REPORT : Awareness program on "CAREER OPPORTUNITIES IN CORE AND NON-CORE ENGINEERING SECTOR"

Date: 01/12/2020

An awareness program on "Career Opportunities in Core and Non-Core Engineering Sector" was organized by Career Guidance Cell for II B.Tech students on 01/12/2020. A total of 667 students attended the program.

Mr. Lavanam Amballa, National Head, Campus Hiring, WIPRO, visited our institution and interacted with II B.Tech students of all Engineering branches. He told that "the core B.tech jobs are the jobs that require the skill set and knowledge related to the specific branch of engineering or course studied by students. It would be right to say that core jobs are the actual engineering jobs. Some of the titles of the core jobs are as follows Electronics Engineer, Network & Telecom Engineer, Mechanical Engineer, Production Engineer, Quality Analyst, Web Developer, IT Engineer, Civil Engineer". He informed that "the non-core jobs are those which are not directly related to students" field of study i.e, engineering. These jobs require the skill set or knowledge different from what students learn in their engineering course. Many students enroll for a B.tech program due to societal pressure or pressure from parents and due to lack of interest, they do not become technically proficient. Such students prefer non-core jobs after their graduation. Some of the titles of Non-Core jobs are Banking Professional, Sales Manager, Digital Marketing Manager, Content Writer, Business Analyst, Social Media Manager, Internet Marketing Analyst". He explained the gathering that there is exponential growth and requirement of professionals in both core and non-core job market. He explained the statistics related to the opportunities in core and non-core sectors over the last two decades in India and worldwide.

Core Companies: Larsen & Toubro, Oracle, Mahindra & Mahindra Ltd, Infosys Ltd, Accenture plc, Tata group, Ashok Leyland.

Non- Core companies: Ernst and Young Global Limited, ICICI Bank Limited, Times Internet limited, upGrad, NIIT Technologies and Bharti Airtel limited.

He suggested students to visit websites of popular MNCs and above listed companies regularly. He also suggested students to upgrade their skills and knowledge continuously. He concluded by saying, "Do not get disappointment. Explore the opportunities of your wish. Upgrade skills and achieve your dream".

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CAREER GUIDANCE CELL PROGRAM REPORT - Awareness program on 'MBA as a Career option'

Date: 02/11/2020

An awareness program on "MBA as a Career Option" was organized by Career Guidance Cell for IV B.Tech students of (ECE & CSE) on 02/11/2020. A total of 330 students attended the program. Dr. D. Vishnu Murthy, Professor, Dept. of MBA and Dean (A & P), interacted with IV B.Tech students of ECE & CSE. He explained about the benefits of choosing „MBA as a Career option" by engineers.

Dr. D. Vishnu Murthy said, "BTech is a skill and data-oriented course, focused mainly on application engineering. It emphasizes the principles of engineering and technology. After completing your BTech, you must be wondering what to choose M.Tech or MBA. It is a big decision. MBA is a good option for you to explore the management field. MBA is a great option for engineers since they not only know how to build products but also how to market them. MBA after engineering help engineers rise up in the hierarchy and reach top positions. MBA is only a two year course and it teachers Technical, Managerial and Leadership skills. As an Engineering graduate you will have sound Technical skills. Engineers crack MAT, CAT, and other management exams easily. This is because it consists logical reasoning and quantitative aptitude. (XAT, CET, MET, and SNAP are other management exams). Hence, you have a better chance at an MBA as a B.Tech graduate. Looking at the importance of MBA, many students end up going abroad to pursue MBA after Engineering. Engineering often feels it"s safer pursuing an MBA. This is because it has more job opportunities and a promising income. More engineering students graduate every year than the number of jobs available".

He further mentioned "MBA after BTech is considered a safe option as most of the time there is a placement guarantee. A simple undergraduate degree doesn"t offer the same benefits. Most importantly, a lot of companies consider MBA graduates over BTech ones. MBA degree will improve your Technical as well as team leading qualities. There are many sub fields in MBA such as Finance, Human Resource, Information Technology, Marketing, Logistic Management, Rural Management, Health Care Management, Event Management, Operations Management, Business Analytics and many more. Engineering graduates can select any one of the above sub fields of their interest". Dr. D. Vishnu Murthy also explained the admission process to IIMs and B.Schools. He said, "You have to secure good CAT/ MAT/ XMAT/ AP ICET score to secure admission in IIMs/ B.Schools/ colleges". He motivated to appear for the above examinations and do MBA course.

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Dr. D. Vishnu Murthy, Addressing the gathering

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CAREER GUIDANCE CELL PROGRAM REPORT - Awareness program on „Career in Films and Courses in Film Making"

Date: 28/10/2020

45 Interested students attended the Awareness program on „Career in Films and Photography" organized by Career Guidance Cell, AITAM on 28/10/2020.

Mr. M. Abhiram, Film Director and Alumni of our institute gave a talk.

He said, "India is producing large number of films every year. Film making require some technical skills. As Engineers are mastered in technical skills, you will have a bright career in these sector, if you work hard. Many engineers are working in several crafts of film industry and they are able to take our industry to the next level with their unbelievable technical skills and creativity. Engineers, if acquire, a degree in film making will have more advantage. In recent times, many engineers are joining in Film Technology related courses. Many of the past and present film stars are engineering students. Film making is a A great opportunity to explore your creativity, there is no retirement as it provides limitless opportunities, You get to learn something new each day, you will learn new skills every day. Salaries are very high. People also recognize you in a special manner".

He said, "Several Institutes in public and private sector are offering film technology related courses. Film and TV Institution of India, Pune, Stayajithray Film and TV Institute, Kolkotta, National Institute of Design, Ahmadabad, Ramesh Sippy Academy of Cinema and Entartainment, Mumbai, LV Prasad film & TV academy, Hyderabad, Annapurna Film School, Hyderabad and many more institutions are offering PG Diploma courses in Editing, Script writing, Direction and etc.

He guided students about how to approach these institutes, fee structure and admission procedure.

He advised the management to "sponsor, establish a film club in the campus and encourage Short Film making". "He inspired the students by saying „today iam an achiever, but to reach this level, I struggled a lot. I never lost hope. Believe in yourself, one day you will reach your goal".

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CAREER GUIDANCE CELL PROGRAM REPORT - Awareness program on „GATE & IES"

Date: 03/10/2020

An awareness program on "GATE & IES" was organized by Career Guidance Cell for III B.Tech students (CE, EEE, ECE & IT) on 03/10/2020. A total of 345 students attended the program. Mr. Ch. Sravan, Alumni of our Institution addressed the gathering.

Mr. Sravan said, "GATE & IES examinations are said tough examinations in India but they are not". He elaborated, „GATE is conducted by IITs and IES is conducted by UPSC. Most of the GATE syllabus is there in IES. For IES you have to prepare little more. GATE is completely objective type but IES has descriptive questions. Although, exam pattern, timings are different but preparation is same. IES requires more time and preparation. So, if you prepare for GATE, half of the preparation for IES is over".

He continues by saying, "to qualify in both these examinations, positive and critical thinking are required. One should prepare his own notes, solving previous papers, solving questions papers available in Internet, attending more number of mock tests and using NPTEL GATE material are useful ways to qualify in these testes".

Speaker also explained the marking system, syllabus, scheme and pattern of these examinations. He told success stories of his classmates and motivated students.

(Mr. Ch. Sravan, addressing the gathering)

In-Charge (Finishing School)
AITAM
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