

Bridging
the Gap between
**IT INDUSTRY AND
THE ACADEMY
SECTOR**



CAMPUS *e* **CONNECT**

An InSync Initiative

www.campuseconnect.com



"CAMPUSseCONNECT" is an initiative to bridge the gap between the IT Industry and the Academia.

As the Founder and CEO of an IT product company named 'InSync Solutions' (www.insync.co.in) and the Managing Trustee of 'Inspiria Knowledge Campus' (www.inspiria.net.in), A higher education college in Siliguri, I actively encourage entrepreneurship in students and aim to make the youth more employable.

As a member of NASSCOM Product Council, Eastern Region, I headed the NASSCOM Education Summit 2014 (Kolkata) – an event organized to open up opportunities for students to interact with industry experts and give them a platform showcase their innovative ideas. I took the opportunity to connect the students of this region to the iconic people and thought leaders of the industry through the event.

Under the umbrella of CAMPUSseCONNECT, I also conduct interactive workshops and sessions to demystify the opportunities in the IT industry for students from various backgrounds to help them with the required skillsets and the right attitude for a successful career.

To know more about CAMPUSseCONNECT and to stay updated about the upcoming events, visit www.campuseconnect.com.

Thanks and Regards,

A handwritten signature in black ink, appearing to read 'Atul Gupta', with a horizontal line underneath the name.

Atul Gupta
(Founder and CEO, InSync Solutions)

What is

CAMPUSeCONNECT?



An initiative by InSync to bridge the gap between the IT industry and the academy sector.

With the growth in application of technology, various roles are coming up in the ICT industry, it is important that the academia understands the latest trends and needs of the industry. Hence an interaction with the industry is essential.

Innovation-led IT companies are going to be a major force in the future growth of the IT industry, and the academia could possibly act as a catalyzing agent in this growth. This sector of industry needs resources from the academia in certain identified niche areas with niche skills, and to facilitate this, our initiative – CAMPUSeCONNECT comes in.



Our

OBJECTIVE



There is a strong need of a system to ensure a focused involvement of both academia and industry. Under the umbrella of CAMPUSseCONNECT, we plan to engage students in various ways with a goal to build a sustainable partnership with education institutions leading to mutual benefit by producing “industry ready” recruits.

We want to create an appealing and fun learning environment for the students through our knowledge events. As a part of this initiative, we are conducting a series of IT-related events, workshops, contests, mentoring sessions, internship programs etc. which will demystify the opportunities in the IT industry for students from engineering, MBA and other backgrounds.



EVENTS WE ORGANIZED

under

CAMPUS *e*CONNECT...





Demystifying opportunities for Engineers in the IT Industry

A myth that continues to haunt all IT engineering students, is that, if you want a job in an IT company, you need to know coding very well. In a recent workshop organized by us with the purpose of bridging the gap between the IT industry and the education sector, Team CAMPUSseCONNECT visited Camellia Institute of Technology on 27th August 2014 for a 2 hour interactive workshop with the students. During this workshop, they tried to clear this common myths about the IT Industry which are in the minds of budding engineers.



Apart from Development/Coding, there are many other departments and various other job roles in an IT Company suitable for engineers. For example, a person doesn't need to have an MBA degree to be a part of sales and marketing team. Being an MBA will definitely add value to their Resume, but it's not a 'must-have' in order to be a successful marketing/sales guy. Same is applicable for various other job profiles.

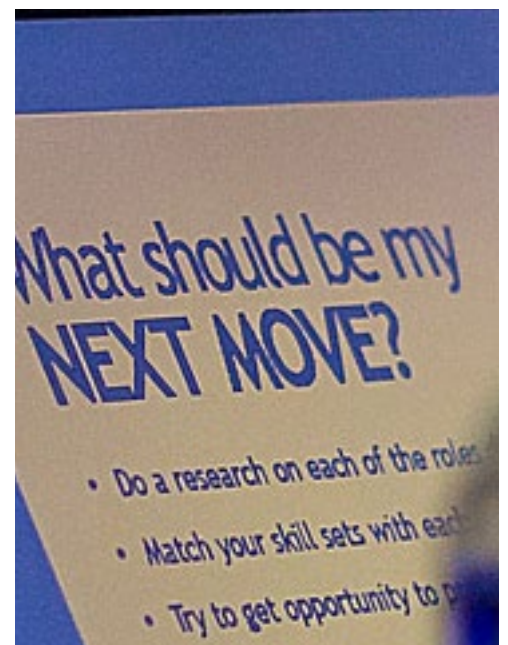
We unpuzzled the positions in an IT Industry. They also discussed some of the proper ways to face an interview and pointed out the answers to avoid there. the answers to avoid there.





The workshop had a detailed discussion on job profiles in Systems, Quality Analysis, Implementation, Development etc. which are the few core departments of a Software Company and also discussed some new and important positions that are now emerging, like UI /UX Designer, Front End Engineer, Digital Marketing, Technical Content Writer etc.

We specified on the portions of the curriculum one should give extra time and effort in and were able to connect to the students and give some real value addition. After the workshop, the attendees were pretty much clear about the positions available in the IT industry. One of the main take away from the session was the solution to THE CHICKEN AND THE EGG PROBLEM – “If you are not experienced you will not get a good job and until you don’t get a job you will not be experienced.” Atul and Devendra from the CAMPUSseCONNECT Team, handed over a few links from where the students can apply for internships in IT Companies and have industry exposure.





Demystifying opportunities for MBA's in IT industry



What is it an employer finds inside anyone who comes for an interview? Why is unemployment in India posing a serious threat to the society? Is it due to lack of jobs or there are jobs but no right person to take them? Mr. Atul Gupta, believes that Unemployability is a bigger problem than Unemployment. He believes that there are plenty of jobs out there but very few people who can fit into them due to the lack of specific skill sets, awareness and the right attitude.

Team CAMPUSseCONNECT has taken the initiative to bridge the gap between the IT industry and the Education sector. In an industry conclave in Heritage Business School, Kolkata, held on 22nd August 2014, the we conducted a workshop with the fresh MBA students. We gave a complete overview of the IT industry, the job roles that are available here.





We specified on how an MBA can fit into these job roles. The team also cleared the myth that one can have a better career in a big IT service company than in a small product company and by "small" we mean small in the numbers of employees in the company (but not revenue) here.



We also talked about the new positions which are currently emerging in the IT industry like Digital Marketing which includes Search Engine Marketing, Social Media Marketing and PR etc. and also about how these IT companies get clients and how MBAs can fit into the workflow.

For the students there were many take-aways in the session, one of them was a clear idea of how an MBA can contribute to the IT industry. The students were given some links of how they can join internships in these IT companies and have an industry exposure.





CAMPUSseCONNECT Coding & Testing Camp

Coding and Testing Camp on 14th November 2014 at Camellia Inst of Tech, Madhyamgram.



Innovation-led IT companies needs resources from the academia in certain identified niche areas with niche skills, and to facilitate this the Coding and Testing Camp was organized by InSync and Camellia Group under the initiative of CAMPUSseCONNECT.





The camp was of 3 levels with increasing difficulty levels. Each level was an elimination Round. There were two type of participants:

Coding Participants & Testing Participants

Students from all the institutes under Camellia Group participated in this event.

There were over 190 registration for the competition. 6 from coding and 15 from testing crossed Level 1 and reached Level 2. There was a a hard competition in Level 2 and 3 and the participants who cleared Level 3 got on-spot job offers from InSync. Apart from that, there were goodies and Tshirts for the participants and cash prizes and trophies for the winners.



Your First Step to Software Industry

Software Industry is one of the fastest growing industries and has been generating innumerable job roles and career opportunities. We have a book which will help you understand the differences between a product company and service company, bring you comparisons between domain and technology and walk you through the plethora of opportunities for engineers in the software industry with details about the key responsibilities, activities and skills required for each job role.

That's almost all you want to know before taking a calculative plunge into your career. Do a research on the roles discussed in the presentation and match your skill set with each of the roles.

Get the book in this link:
<http://bit.ly/sw-industry>

Check out
our book on
**CAREER
OPPORTUNITIES**
in IT Industry

This will guide you to
do what you love
choose job roles
which match your exact skillsets.





Contact us

To contact us for campus-recruitment drives or mentoring sessions or for any other enquiries, please mail us at :

campuseconnect@insync.co.in

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