

# SSN-CARE

Cherishing Alumni Relationship and Engagement

## Career Development Workshop by Alumni Association

The SSN Career Development Workshop was conducted on 15<sup>th</sup> and 16<sup>th</sup> October'22 by the Alumni Association at SSN campus and via online mode. A total of 118 interviews were conducted across CORE engineering, Software Engineering, HR, Group Discussion & Management Consulting domains.

Interview Type	No. of students attended
Core - across various departments	21
HR 1-1 round	32
HR GD round	20
Management consulting	17
Software Engineering	28



Student-Alumni Committee of SSN School of Management, together with SSN Alumni Association, organised specialisations (Human Resource, Marketing and Sales, Business Analytics, Finance, Operations) based mock interview in two slots for the MBA batch 2021-23. Slot- 1 was closed in October, and Slot -2 was extended till first week of November. 82 Students have registered for mock interview. As of 31<sup>st</sup> October, 75 students have completed their Mock interview.

## Alumni in Startup TN Program

SSN School of Management, in Association with Tamil Nadu Start-up & Innovation Mission (TANSIM), Government of Tamil Nadu, organised an inspirational talk series "Break the Barrier Initiative" to create an awareness about entrepreneurship among the students of SSN SoM. The session inculcated the idea, "If opportunity doesn't knock, build a door". The support for this initiative has come from **Mr. Mageswar R (MBA 2014-16)** who works with Start-up TN.

**Mr. Shre Thiyagarajan, MD – Annamalai Stores, MBA -Batch of 2017** joined the program and shared his inspirational journey of scaling up his family business of printing press to a Rs.3 Crore turn over Stationery Stores.

The last session of the program was conducted by **Mr. Mageswar Radhakrishnan, Project Lead, Start-up, MBA (2014- 2016)**. He inculcated the first step - “Ideation” in entrepreneurial journey, through an activity where students were asked to identify business problems from different verticals and come up with the solutions and present a sales pitch.



## Events conducted by Alumni

### EVENT 1:

MBA department organised an Alumni Interaction Program on the topic “Insights on various IT roles for MBA graduates”. The speakers of the session were: **Mr. Ravi Shankar Shanmugam (MBA Batch- 2009)**, Sales Director - Cloud+, Nordics, Cognizant, **Ms.Caroline (MBA Batch of 2017)**, Senior Executive , LTI., **Ms.Mythily (MBA Batch of 2019)**, Lead -business analyst, BNY Mellon, **Ms.Deepika Tamilmani (MBA Batch of 2020)**, Pre-sales, ZOHO, , **Ms.Aarthi (MBA Batch of 2022)**, Business Analyst, HCL Technologies,.

The session was focused to aid the students in their placement preparation towards different roles in IT industry. Speakers shared their experiences in their respective business functions with focus on how to analyse a job description, understand different roles and responsibilities across major IT verticals in the top corporate. Students were detailed about the key areas to be focused for attending interviews. Potential knowledge base resources were shared by the speakers to enable students understand the business perception and approach towards roles offered such as Business Analyst, IT Pre-sales and Marketing Analyst.



**EVENT 2:**

**Nijanthan (2018-2022, Department of Civil Engineering)**, Graduate Engineer Trainee, Wood conducted an Alumni Interaction Session on 04/10/2022.

**EVENT 3:**

**Sudesh Krishnakumar (2012-2016, Department of Civil Engineering)**, Site Manager, Aspen Creations, LLC Dubai, conducted an Alumni interaction session on “Career opportunities for civil engineers in Gulf Nations” on 08/10/2022

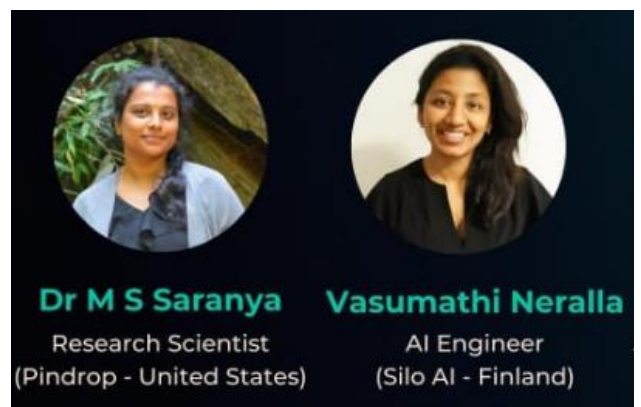
**EVENT 4:**

**Amrutha Udhayakumar (2016-2020, Department of Civil Engineering)**, PG Student, Georgia Institute of Technology conducted an Alumni interaction session on Higher Studies on 18/10/2022.

**EVENT 5:**

**Dr M S Saranya (M Tech IT,2011-2013)** has delivered a talk, titled, “Speaker Recognition and Spoof Detection” in the workshop, “Automatic Speech Processing - A Bootcamp with Hands-on October 10, 2022 organized by Dr P. Vasuki & Dr N. Sripriya, Department of Information Technology.

Also **Ms Vasumathi Neralla (2013-2017, Department of Electrical and Electronics Engineering)**, AI Engineer, Silo AI,Finland, SSN EEE Alumni (2014-2017) has delivered a talk, titled, “Building Automatic Speech Recognition Systems” in the workshop.



## EVENT 6:

Perpetuating their esteemed succession of alumni speakers, the SSN ACM and ACM-W student chapters organized a webinar on the 'Trends in Gaming and Advertising' with a special focus on 'building high scale backend systems'.

The speaker, **Mr. Saravanan Mariappan (2002-2006, Department of Computer Science and Engineering)**, the Director of Engineering at Activision Blizzard Media, disseminated his expertful insights on contemporary gaming and advertising trends. He led off the session with an audience poll on 'menti.com' on the various mobile games played by them. He then went on to speak about his work with the King Studios sector of the company and the huge economy a game has the ability to generate, be it truly successful in the market. The participants were then asked to share their motivation behind playing games, as a precursor to an analysis on the target age groups, top genres of games and the finances generated by the various interests. Mr. Saravanan continued with an examination of the revenues generated by a company through advertising. He cited examples such as Google, Youtube & Amazon to give an insight into the huge rewards of advertising. He also talked about the dominant acquisitions and collaborations in the gaming world made to face a slowness/softening in the global market.

He also shared his technical knowledge with the participants, about building robust scalable backends for state-of-the-art web services. Mr. Saravanan spoke about the various operations involved in the publishing unit of game development from studio to analytics. He went on to summarize the various challenges involved in streaming computationally expensive, multiplayer games online such as device and browser limitations. An analysis of the various approaches by companies towards the concept of metaverse and virtual reality was discussed as well. The session was concluded with a discussion on the road uphill for advertising, such as target-specific ads and incorporation of a rewarded format that encourages users to view the advertisements.

The webinar was a truly insightful and interesting session, complete with engaging audience polls and diagrammatic presentations of statistical analysis. Discussion of the various trends in the gaming and advertising world by an experienced professional from the industry truly proved to be a wonderful and fulfilling learning experience for each and every one of the participants.



## Alumni helping in getting Internship

The Department of Information Technology thanks its Alumni **Devosh and Stalin** who paved way for our student Jai Kishore to land an internship in Full Stack Development at Dixsoft Business Solutions. Their extensive support has allowed Jai Kishore to gain industry experience in addition to the approximate stipend of Rs. 10,000/-



**Vikram A S (2017-2020, Department of Electrical and Electronics Engineering)**, a lateral entry student is now working as Manager, Embedded Systems at Aktivolt Celtek Pvt.Ltd, Bengaluru. He is in close interaction with the department and has come forward to offer internships and projects in embedded systems for students of BE(EEE) this academic year and is planning to continue his mentorship for the future.

He was a part of the team which won first prize in Smart India hackathon from M/S Tata Motors, when he was an undergraduate student under the guidance of Dr.V.Rajini, Professor and HoD, EEE.



## Alumni helping in getting Sponsorship

The **Department of Information Technology** express its hearty gratitude to the Alumnus Sai Vignesh for his generous demeanor by arranging for a sponsorship for VIVID 6.0, the National Level Project Competition that took place on the 30<sup>th</sup> of September, 2022. An amount of 1 lakh was received from M2P solutions as a part of the sponsorship. This money boosted the event's prize pool which in turn, attracted students from various colleges to participate.



## Alumni Visits and Interactions

**Mr. J. Aalan Britto and Mr. M. Danish John Paul (2015 – 2019, Department of Chemical Engineering),** visited the campus on October 15<sup>th</sup>, 2022

**Abinaya Venkatraman (2012-2016, Department of Chemical Engineering),** Performance Analyst, Tommy Hilfiger at PVH Corp, visited the campus on October 15<sup>th</sup>, 2022

**Mr. R. Pushparaj (2016–2020, Department of Chemical Engineering)** working in Neuland laboratories Ltd., Telangana, visited the department on 17<sup>th</sup> October 2022.

**Mr. A. Karthik (2016–2020, Department of Chemical Engineering)** pursuing Master's in TU Delft Netherlands visited the department on 26<sup>th</sup> October 2022 and interacted with present third year Chemical Engineering students about higher study opportunities in Netherlands.



**Mr. Nanda Kumar (2011-2015, Department of Mechanical Engineering),** visited the campus on October 15<sup>th</sup>, 2022 and interacted with the faculties and students.

## Alumni Write Up

### WRITE UP 1:

Hey guys. Hope you are all doing great. This is **P.Aravinth Panneerselvam** from **Mechanical Dept (2014-18) batch**. Currently working in Seoyon Automotive R&D center as a Design Engineer-Exterior Trims.

I came to SSN College on 15/10/2022 Saturday for conducting mock Technical + HR Interview for mechanical students. I took HR interview for the students. I took interview for 4 candidates taking ~30 to 35 mins for each student. I started with general HR questions to get a hold on the profile and gradually rising up the standards of questions to access skills and knowledge gained.

During the Mock HR Interview process I accessed student's

1. Skills
2. Communication
3. Strength and Weakness
4. How much they can contribute to the organisation.
5. Way of projecting themselves
6. How they approached the problem to come up with solutions.

After the assessments I shared my experience of HR interviews with them and corrected where they have gone wrong. I gave them what I have accessed and shared ideas as to where they can improve.

HR interviews are the gate way to land a job. To my surprise I have seen many technically sound candidates fail in HR interviews. So give some weightage and practice before HR interviews.

General approach for HR Interview for freshers:

1. Neat and Unfolded Resume in the file/folder.
2. Appropriate dressing sense.
3. Greeting the panel while coming in and going out of the interview.
4. Look confident
5. Salary Negotiation - say as per Industry standards. Never negotiate unless you know the job market.
6. Never beat around the bush for answer. Say I don't know the answer, will look it up and come back. Such answers show that you are a go-getter and work out a solution instead of waiting it out.

Then, students need to have updated LinkedIn/ Naukri profiles and attach them in the resume as a link. Learning one or two languages other than local and English does helps us to stand apart from the crowd.

During my days during placements there is a misconception that it has to be their lucky day to get placed in a company. NO IT's NOT. Never ever depend upon luck and always remember luck favours those who work hard and smart. And make your own luck.

Students need to understand their growth doesn't depend upon the company but within their mindset. Initial phase of the job must be concentrated on acquiring knowledge and up-skilling yourself. Gone are those days when everyone thinks getting placed in core companies is possible only during college placements. In this digital era acquiring critical skills and knowledge helps us to land in the job we desire out of college placements. Try to use platforms lime NPTEL, Udemy, Skill Lync to upgrade yourself and for widening your portfolio for better placements.

The more you practice in peace the less you bleed in war. Try to practise HR interview more particularly on the "Introduce yourself" part.

Learning is a two-way street. If anyone has an idea on where I can improve on my writing / presentation skills or if you have some queries regarding career (Mechanical) kindly reach me out using below contact details.

Keep learning and Keep growing. [Mob: 9840542314 Email ID: aravinth.iaf@gmail.com]

## WRITE UP 2:

**Mukesh Sundararajan - Lateral Entry, (2008-2012, Department of Biomedical Engineering),** Assistant Professor, Sona Institution, Salem, and a Part time Research scholar of Dr. S. Pravinkumar, SSN BM, is a passionate writer in Tamil Literature.

Mukesh shares few words with us

கல்வி கற்றவர்க்கு செல்லுமிடமெல்லாம் சிறப்பு என்பதை உணர்த்திய ஓர் மகத்தான இடம் - SSN Institutions.

Yes! It has been more than a decade since the bonding continues with SSN, started in 2009 as Undergraduate student and now Research scholar. It is a great place for engineering students to begin with and explore Engineering knowledge. The dedication shown by our professors to teach and the passion shown towards research at that time inspired most of our classmates. What I am today is possible only because of my professors and that's why I have chosen a teaching profession. Indeed, my gratitude towards SSN will continue for ages.

## Alumni Related Meetings

### Meeting 1:

On Oct 22, Alumni faculty Coordinators of all departments met and discussed the following:

1. Forming a Dept Alumni Relations Team [DART], consisting of Faculty Alumni coordinators, SAR [selected by Alumni] and active Alumni from different batches. Preferable to have minimum 10 members in each DART
2. Each dept to measure its alumni engagement. In terms of number of active alumni / number of total alumni in the dept.
3. Each dept to start with one name list and try collecting the contact details of all the students.

There were many learnings. These will be shared in future newsletters.

1. Google form for capturing data immediately after graduation
2. Periodic request for data updation
3. Lateral entry alumni
4. Alumni who do PhD
5. Alumni in unexpected fields -like migrating to MBBS
6. Those who have startups

### Meeting 2:

On 7<sup>th</sup> November, a meeting between the SSN Alumni Association and the SSN management was held .

The following were discussed:

- 1) The annual alumni get-together Tribute '23 has been finalized on 07th January 2023.
- 2) Link for domestic alumni donations. <https://axisbpayments.razorpay.com/SSN-alumni-donation>  
This link will be used to collect scholarship donations or tree sapling contributions henceforth. The receipt will be instantaneously sent to the donor.
- 3) Distinguished alumni award nomination form has been floated. The last date for filing up the form has been decided as 20th November 2022.
- 4) SARs selection process to be initiated department-wise and year-wise in consultation with the principal .
- 5) Faculty Alumni coordinators to collect testimonials from alumni scholarship recipients. This will help in the promotion of the scholarship campaign.



## The Team of Faculty Alumni Coordinators

			
Dr.R.Nithya BME	Dr.D.Umarani EEE	Dr. Vani Haridasan MBA	Dr.P.Vasuki IT
			
Dr.N.Sujadeen CSE	Dr. D. Gnana Prakash Chemical	Dr.C.ArunPrakash Mechanical	Dr.R.Rajkumar Civil
			
	Dr.S.Sakthivel Murugan ECE	Mr. S. Sujith Alumni Officer	

**Newsletter Compiled by:** Dr. C. Arun Prakash, Faculty Alumni Co-ordinator/Assistant Professor [Mech] with inputs from Faculty Alumni Co-ordinators of all departments.

### Distributed to

- All Students [through Department Alumni Relationship Team-DART]
- Faculty [through Principal's Office] and
- Alumni [through Manager, Marketing and Alumni Relations]