



IIT SPOKEN TUTORIAL REPORT

August-2021

*Programming:
R, Python, QGIS and
MySQL*

Placement Cell

Under the IITB-Spoken tutorial online courses, many students have successfully completed the online tests for various courses (batch-wise) in the month of July 2021.

SLN	Software Course	Department/Batch	Batch Year	Examination date	Time	Test Code	Students interested	Students appeared for the test	Students cleared the test
1	R	M.Phil./PhD	2020	5 th July	3.00 pm	TC-66433	83	15	
2	R	M.A in Population studies	2020	5 th July	3.05 pm	TC-66439	6	10	
3	R	M.A in Population studies	2019	5 th July	3.10 pm	TC-66440	13	11	
4	R	M.Sc. in Biostatistics and Demography	2020	5 th July	3.15 pm	TC-66441	21	12	
5	R	M.Sc. in Biostatistics and Demography	2019	5 th July	3.20 pm	TC-66442	18	1	
6	GIS - QGIS	M.Phil. /PhD	2020	13 th July	3.00 pm	TC-66603	83	16	
7	PHP and MySQL	M.A in Population studies	2020	16 th July	3.00 pm	TC-66604	5	3	
8	PHP and MySQL	M.A in Population studies	2019	16 th July	3.05 pm	TC-66605	13	6	
9	PHP and MySQL	M.Sc. in Biostatistics and Demography	2019	16 th July	3.10 pm	TC-66606	18		
10	Python - Python 3.4.3	M.Phil. /PhD	2020	28 th July	3.00 pm	TC-66847	83	15	
11	Python - Python 3.4.3	M.A in Population studies	2020	29 th July	3.00 pm	TC-66851	5	5	
12	Python - Python 3.4.3	M.A in Population studies	2019	29 th July	3.05 pm	TC-66849	13	6	
13	Python - Python 3.4.3	M.Sc. in Biostatistics and Demography	2020	29 th July	3.10 pm	TC-66850	21	13	
14	Python - Python 3.4.3	M.Sc. in Biostatistics and Demography	2019	29 th July	3.15 pm	TC-66851	18	3	
Total							400	116	9

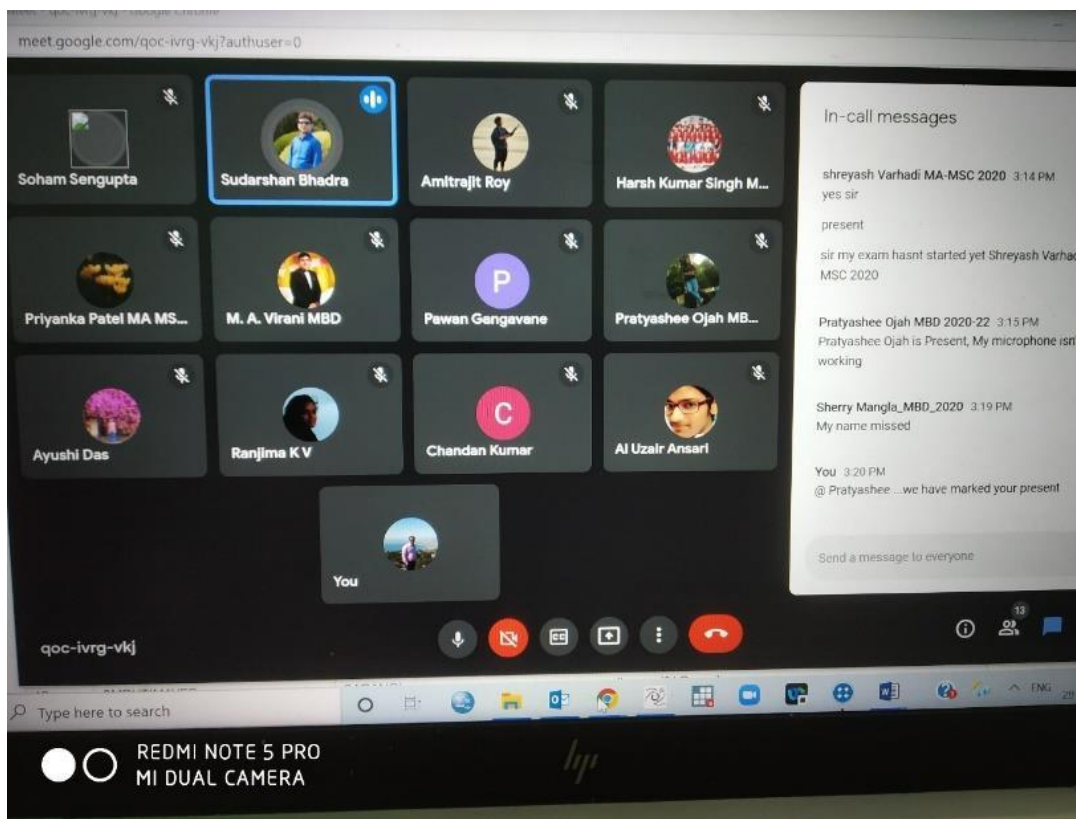


Dr. Manas R. Pradhan Prof. Aparajita Chattopadhyay,

Coordinators



5th July 2021- During the R Test- addressing student's attendance and concerns (Online)



Marking students' attendance through google meet during one of the tests conducted

Hiration Webinar Report

Resume Building, Cover Letter & Digital Profiles



ORGANIZED BY: Placement Cell, IIPS, Mumbai-400088, India

WEBINAR DATE | 26th February 2021 **| TIME |** 17:45 -19:05 hrs. |

| Webex Meeting Link |

<https://iipsindia.webex.com/iipsindia/j.php?MTID=m032ccf0a8005f9f8b8ed21f760a00b14>

The Placement cell of International Institute for Population Sciences, Mumbai, headed by Prof. Aparajita Chattopadhyay and Dr. Manas Ranjan Pradhan, has recently collaborated with Hiration. Hiration is an online platform that supports creating resumes with brilliant inbuilt templates. It brings a degree of professionalism in producing top-notch resumes for job postings. The inbuilt templates can be used to create a working resume, cover letter and digital profiles through AI enabled reviews and assistance. It is expected to benefit job seekers immensely.

The Placement Cell organized a webinar on the 26th of February 2021 to acquaint IIPS students with the Hiration Platform. Mr. Praneet Saxena was the facilitator for the webinar and he has given detailed presentation on how to design professional resumes according to the job description.

Mr. Praneet gave a general guideline on writing a resume which is as follows:

1. Name, address, mobile no., email
2. Objective
3. Professional experience with responsibilities
4. Education qualification
5. Certification
6. Projects
7. Skills
8. Achievements
9. Referrals

The webinar was attended by 52 students from M.A./M.Sc., M.B.D., M.P.S., M.Phil. and Ph.D. The training in the use of Hiration platform was highly appreciated by all the participants. Additionally, a hands-on demonstration on the working of the AI facet of the platform, too, was provided. An AI-enabled resume platform is a very powerful tool in times like this where employers have to sift through a huge number of applicants for shortlisting suitable candidates and use AI algorithms for the same. Hiration guarantees a significant advantage in this situation.

During the meeting, participants mentioned that “pre-written sample resumes are something which will help their curriculum vitae look more professional and sophisticated”. Moreover, it will help students create attractive resumes which can be optimized easily with the AI efficient review and will help them prepare better for a variety of job applications.

Another highlight of the webinar was that the presenter addressed all the queries put forward by the participants, e.g., the manner in which freshers could make their resumes stand out in a sea of experienced applicants, or even how to categorize the experience of same organization while working on different designations. Mr. Saxena also made participants evaluate an example CV and work on its demerits via Hiration.

SCREEN SHOTS OF THE WEBINAR

Structure of a resume

- How many pages?
- Job title + Summary
- Contact + Online Presence [A 'digital' you]
- Photo?
- 2 column or 1?
- Skills
- Professional Experience
- Education
- Certification
- Projects
- Training & Workshops



Hiration © 2021

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3 Steps to a job-winning resume

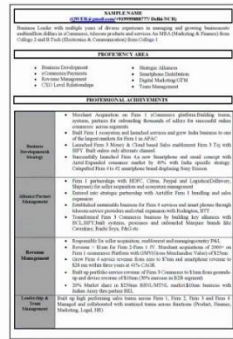
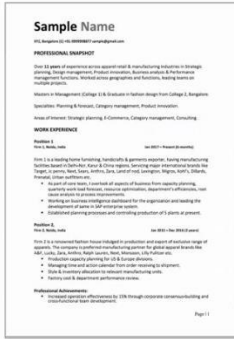
- **Step 1: Master Resume**
 - From a blank page to the Master Resume
 - Professional Experience and Qualifications
 - Outlining your resume
- **Step 2: First Draft**
 - Structure & Format
 - Questionnaire Methodology
 - You=Product; Jobs=Market. Product-market fit!
- **Step 3: Final Draft**
 - ATS Optimization: Skills & Summary
 - Layout & Design
 - Aesthetics & Delivery



Hiration © 2021

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Design (1/2): Format



Hiration © 2021

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A good resume.

Viewing Praneet Saxena's scr...

Proper Resume Format

- Improved readability; Max info in min space

Key Skills

- For keyword optimization

Addition of important info that was missing

- Based on the top skills required in your job

Crisp 1 Line Bullets

- Present more info to the recruiter in less time

Categorization of Bullet Points

- Easier for the recruiters to understand more in less time

Numbers & Quantitative Data

- Results are quantified; Increased authenticity

Proper Highlighting

- Drives focus to the most important parts

ERIC CARTMAN

+1 (888) 666 5544

eric@hiration.com

SF, US

Online Marketing Manager

Dedicated marketing professional specialized in online and digital marketing. Over the course of 8 years, have worked in the marketing departments of multiple organizations. Have gained significant expertise in search engine optimization, search engine marketing, content marketing and social media marketing. Adept in leading search engine optimization efforts to ensure improvement in page rank and domain authority. Proficient in launching and optimizing search engine marketing campaigns on the CPC and CPM models. Can also execute social media marketing campaigns with a focus to maximize digital marketing ROI. Searching for a suitable role in the online marketing domain that fits my skill sets.

KEY SKILLS

Digital Marketing • Search Engine Optimization • Search Engine Marketing • Content Marketing • Social Media Marketing

PROFESSIONAL EXPERIENCE

Zeo Clothes Inc.

Online Marketing Manager

SF, US | Oct '14 - Present

Zeo clothes is America's favorite brand of clothing for teenagers with stores presence in 60+ cities across the country

- Generated \$20 m. worth of revenues through online leads over 3 years
- Achieved a stable YoY growth of 52% in the number of unique page views
- Achieved an average online customer acquisition cost of \$5 and maximized digital marketing ROI
- Handling and designing an annual digital marketing budget of \$1 m.
- Creating and sharing monthly digital marketing performance reports with the CMO & CEO
- Leading a team of 3 digital marketing associates to create campaigns and manage SEO

Search Engine Optimization (SEO)

- Developed the complete 5 year SEO strategy for the firm
- Responsible for leading relevant SEO content generation as well as getting backlinks
- Improved the page rank of the website, bringing it to the 1st page on google search
- Improving the domain authority of the website

Search Engine Marketing (SEM)

- Publishing CPC & CPM display ads on leading search engines including Google, Yahoo and Bing
- Launching 4-5 different ad campaigns per year
- Achieved the lowest CPC across the industry: \$0.06 per click

Content Marketing

- Leading multiple email based content marketing campaigns to 500k+ subscribed customers
- Set up drip campaigns as well as nurture campaigns

Social Media

- Managing the firm's accounts on leading social media platforms including Facebook, Twitter, LinkedIn etc.
- Launching numerous ad campaigns on each social media platform

Turn Media

Digital Marketing Associate

SF, US | Oct '11 - Sep '14

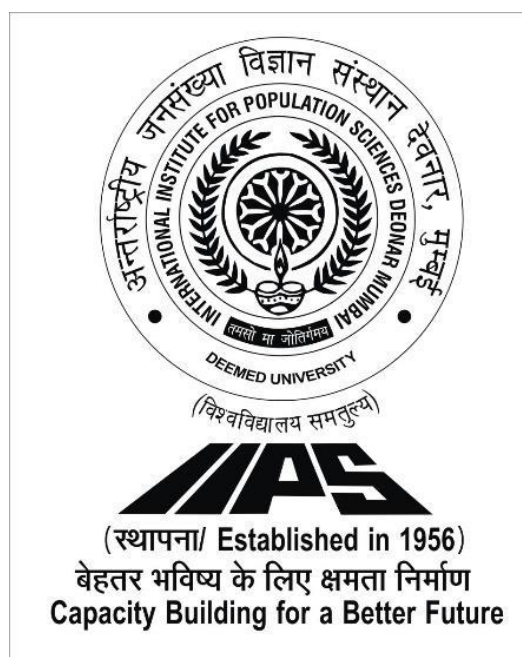
Turn Media is one of the leading media houses in California dealing with print as well digital publications

- Led the Search Engine Optimization (SEO) efforts
- Responsible for generating SEO relevant content on a continuous basis
- Managed multiple digital ad campaigns on Facebook and LinkedIn with an average CPC of \$ 0.6

Compilation: Varsha and Ayantika

Annual Report

2021-22



INTERNATIONAL INSTITUTE FOR POPULATION SCIENCES
(Deemed to be University)
(An Autonomous Organization of Ministry of Health & Family Welfare, Govt. of India)

Govandi Station Road, Deonar, Mumbai-400088
<https://www.iipsindia.ac.in/>

Hindi Diwas/Workshop

Hindi Diwas was observed by the Institute on September 14, 2021. On this occasion Hindi Diwas was organized by Mr. A.R. Nirmal, Hindi Officer under the guidance of Prof. Abhishek Singh. Several Hindi workshops were also organized for the staff members to encourage officials to use Hindi in their day-to-day office work to the maximum extent.

13. LIBRARY

The International Institute for Population Sciences library has a collection of resources taking into consideration the course contents and research needs of the Institute. It holds about 87,178 books, 19,006 bound volumes of periodicals, 17,166 reprints and 640 audio-visual materials and subscribes to over 300 (Print + Online) journals. There are 27,420 research articles from the core journals and edited books indexed and made available through Online Public Access Catalogue (OPAC). The library has a collection on population studies and its principle domains including, philosophy, psychology, religion, sociology, statistics, economics, education, mathematics, anthropology, public health, history, geography, etc. The library provides a host of information services to its users like Current Awareness, New Additions, Selective Dissemination of Information, Online Public Access Catalogue (OPAC), Document Delivery Service, Photocopy facilities, Reference Service, Bibliographic service, metadata interpolation and so on. The library has a special collection of all the census volumes published in the pre-independence period (Census of India 1872 to 1941 in PDF format) till the latest Census 2011.

The library provides access to several online databases like JSTOR, SCIENCE DIRECT (social science collection), SCOPUS, INDIASTAT and other leading publisher's online collection relevant to health and population sciences. The library provides remote access through iProx21 for 2000+ online (full-text) journals to the authorized users. The IIPS library has an institutional membership with INFLIBNET (UGC), DELNET, IASLIC, NIRD, IASSI and keeps exploring maximum services for the benefit of the Institute. The Institute is an active member of Shodhganga, Indcat programmes of the INFLIBNET of UGC.

The library has a reading hall equipped with comfortable furniture, air-condition and Wifi facility. The working hours of the library are from 8 a.m. to 11.00 p.m. (Mon-Fri) and 9.30 a.m. to 6.00 p.m. on Saturdays. The library is in the process of creating Institutional repository i.e. digitizing the Institute publications to provide remote access to its patrons. An introduction of Radio Frequency Identification (RFID) to the library, Identification of Core Collection of Population Studies; digitization of State level Census Volumes of India are the major activities of the IIPS library in 2021.

Dr. K. Praveen Kumar is the Library and Information Officer.

14. INFORMATION COMMUNICATION AND TECHNOLOGY UNIT

Information, Communication, and Technology (ICT) Unit provides an effective and developmental ICT services to faculty, staff, and students of the Institute. ICT Unit manages the information technology infrastructure to provide IT services; the ICT division evaluates and installs proper hardware and software necessary to keep the network functioning properly. Under the National Knowledge Network project, the Institute has acquired a 1-GBPS internet link from NIC. The IIPS Local Area Network comprises both wired (fibre optic) and wireless (Wi-Fi) networks and connects all computers and mobile devices in the Institute. Students, staff and faculty have 24 x 7 hour access to the internet in the campus. ICT Unit monitors the network for security breaches, responds to cyber-attacks, keeps the organization safe from malicious digital attacks, implements and runs security software, scans for abnormalities, upgrades systems, monitors and configures networks to optimize performance, and resolves faults.