

# EduTech Connect

Monthly Magazine from L&T EduTech

June 2024

Accelerating NEP 2020:  
**Industry-Academia Partnerships  
for Rapid Implementation**

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Featured Article  
**Transforming Higher Education:  
The Importance of Industry-Accelerated  
Postgraduate Programs**

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A Partnership Between  
**L&T EduTech and NICMAR University**

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A Partnership Between  
**L&T EduTech & Assam down town  
University**

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A Partnership Between  
**L&T EduTech and the University of  
Engineering and Management**

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A Partnership Between  
**L&T EduTech and NeST Digital  
Cybercampus**

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# Accelerating NEP 2020: Industry-Academia Partnerships for Rapid Implementation

In a significant step towards transforming India's educational landscape, L&T EduTech hosted an Exclusive Academic Leaders Roundtable in Delhi on 29 May 2024. The event brought together over 20 prominent academic leaders from India's top universities and institutions to discuss the vital role of industry-academia partnerships in the rapid implementation of the National Education Policy (NEP) 2020. The roundtable highlighted the necessity of aligning educational frameworks with industry needs to produce graduates equipped with practical skills ready to meet the demands of the modern workforce.

## Transformative Vision of NEP 2020

Introduced by the Government of India, NEP 2020 aims to build an equitable and vibrant knowledge society through a holistic, flexible and multidisciplinary approach to education. The policy stresses the integration of technology and the development of critical thinking and creativity, with the ultimate goal of fostering productive and contributing citizens. To achieve this vision, the policy highlights the need for strong partnerships between educational institutions and industry.

*"Despite the fact that lakhs of students graduate annually, the number of employable graduates remains limited to a few hundred or thousand. Technological and multi-disciplinary proficiency has become indispensable, regardless of the field a student chooses in today's project-based industry."*

**M F Febin,**  
Head – CollegeConnect Business  
L&T EduTech

## Bridging Theory and Practice

Dr Taruna Gautam, Vice-Chancellor, IILM University, emphasised, "The gap between academic education and industry requirements poses a significant challenge for India's burgeoning workforce. With India's youth dividend, this skills gap becomes even more critical."





This was one of the central themes discussed was the urgent need to update educational curricula across various disciplines, including Core Engineering, IT, Commerce, Management and Science, to make them more relevant to industry requirements. Participants emphasised the importance of developing skill-based curricula, initiating joint research projects and establishing structured internship programs for both faculty and students. These measures are seen as essential steps in enhancing the employability of graduates and fostering a culture of continuous learning and innovation.

### Tackling Challenges Together

The roundtable also addressed the challenges hindering effective industry-academia collaborations. Regulatory hurdles, resource constraints and cultural differences between academic institutions and industries were identified as significant obstacles. During the interactions, Dr Balvinder Shukla, the Vice-Chancellor of Amity University stressed that "Clear communication of future job roles and required skills allows universities to develop curricula that ensure students are industry-ready upon graduation."

The discussions underscored the need for co-creating solutions to overcome these challenges, with participants agreeing that robust and dynamic partnerships are crucial for raising higher education standards in India. Dr Shukla also stated, "The joint development of

talent by industry and academia is crucial for preparing students for real-world challenges."

Discussions also centred around student internships suggesting that one-time training is insufficient and that ongoing industry support is essential. Regular visits from industry professionals for feedback and training keep faculty and students updated with technological trends. Another crucial aspect that was discussed by the focus group was to improve faculty members and make them more adaptable to evolving technology in the industry. By bringing together thought leaders from both academia and industry, the roundtable on "Accelerating NEP 2020: Industry-Academia Partnerships for Rapid Implementation" served as a catalyst for meaningful dialogue and actionable strategies. The event highlighted the importance of collaboration in shaping the future of India's education system and ensuring the successful implementation of NEP 2020.

The focus group agreed that apart from certificates and degree programs, skilling and reskilling through employability programs like L&T EduTech's Learn Before Joining, Hire Train Deploy and Role-based Skilling programs are essential for students to thrive in a dynamic and technology-driven world. "The ultimate goal is to instil a mindset of lifelong learning in students, preparing them for a rapidly evolving technological landscape," said Dr Deependra Kumar Jha, Vice-Chancellor, Manav Rachna University.

# Transforming Higher Education: The Importance of Industry – Accelerated Postgraduate Programs

Engineering is a field defined by rapid technological innovation and industrial progress, yet traditional educational models often struggle to keep pace. This leads to a significant gap between classroom theory and the practical expertise required in the real world. L&T EduTech aims to bridge this gap by revolutionising higher education through industry-integrated postgraduate programs.

Current engineering curricula often fail to adequately prepare graduates for the dynamic workforce. Industry-integrated programs address this by providing hands-on experience, real-world challenges, and direct industry insights, thereby enhancing technical skills, creativity and problem-solving abilities.

## How do Institutions and Students Benefit?

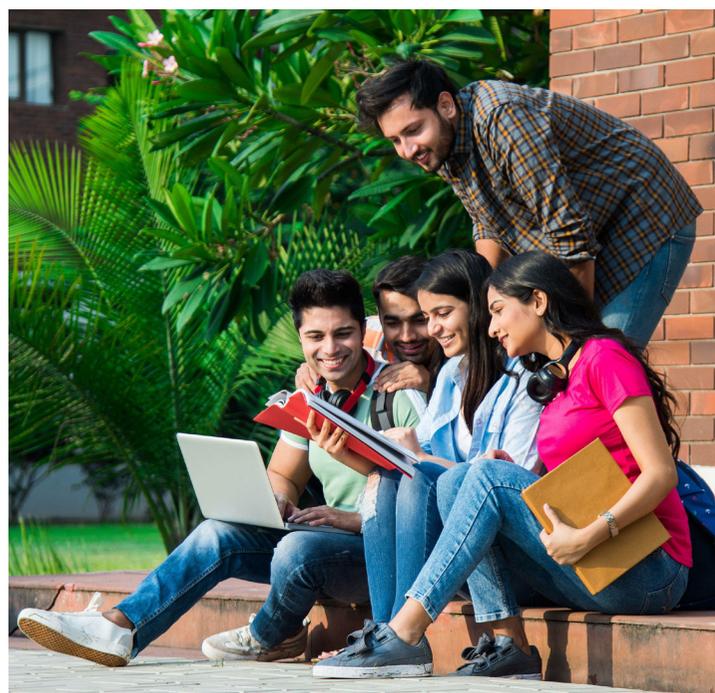
### Enriched Curriculum & Practical Exposure:

Industry-integrated programs ensure students are equipped with the latest skills and knowledge by incorporating industry-relevant content and practical learning experiences. Industry site visits and real-world projects provide invaluable hands-on experience, allowing students to apply theoretical concepts in practical settings.

**Cutting-edge Teaching Methods:** Innovative methods like project-based learning and flipped classrooms enhance student engagement, critical thinking, and problem-solving skills.

**Diverse Learning Environment:** Bringing together students, faculty, industry experts, and researchers creates a rich, interdisciplinary environment that encourages collaboration, innovation, and knowledge exchange.

**Improved Employability:** Industry experiences enhance students' employability, making them more appealing to employers and boosting the institution's reputation in the job market.



**Strengthened Industry Ties:** Collaboration with industry partners provides students with real-world insights, trends, and best practices, enriching their learning experience and fostering valuable relationships.

**Leadership in Innovation:** Offering postgraduate integrated programs positions institutions as leaders in educational innovation, setting a precedent for excellence in engineering education through industry partnerships.

### Comprehensive Institutional Growth:

Industry-integrated programs foster a culture of innovation and collaboration, strengthening academic programs, infrastructure, and overall competitiveness in higher education.

**Enhanced Institutional Branding:** Offering integrated programs boosts an institution's visibility and reputation, positioning it as a preferred destination for aspiring engineers.

**Key Highlights of L&T EduTech's Industry-Accelerated PG Programs in Partnership with LTIMindtree**

With some of India's top institutions ready to benefit from our blended learning model, L&T EduTech proudly offers Industry-Accelerated PG Programs in Core and IT/Computer Science Engineering with the knowledge partnership of LTIMindtree, a leading global technology consulting and digital solutions company renowned for its innovative approach and expertise in delivering transformative technology solutions. This partnership ensures that our students gain access to cutting-edge industry insights, practical experience and the latest technological advancements, preparing them to excel in an ever-evolving tech landscape.

**Integrated PG programs offered by L&T EduTech provide several significant benefits:**

**In-Depth Learning:**

- These programs offer an in-depth learning experience where students delve deeply into core concepts while also gaining a comprehensive understanding of related disciplines. This approach ensures they are well-equipped with thorough knowledge relevant to their field of study.



- The curriculum is designed to cover essential theoretical foundations alongside practical applications, preparing students to tackle complex challenges in their careers with confidence.

**Seamless Education:**

- L&T EduTech's integrated PG programs offer a seamless educational journey that spans various modules and topics providing a smooth transition between different stages of learning, from foundational concepts to advanced topics. This continuity in education allows students to build upon their learning progressively, ensuring a cohesive understanding of the subject matter.

- By integrating different aspects of learning, such as theoretical courses, practical experiences and industry insights, the programs provide a well-rounded educational experience that prepares students for real-world scenarios.

**Enhancement of Academic and Career Prospects:**

- The holistic educational approach of L&T EduTech's integrated PG programs enhances both academic achievements and career prospects for students.

- Students benefit from a comprehensive development of skills and competencies that are highly valued in the industry. This includes technical expertise, critical thinking abilities, problem-solving skills and effective communication.

- The practical experiences and industry collaborations embedded within the programs provide students with practical insights and exposure, making them more attractive to employers upon graduation.

- By focusing on both academic excellence and practical relevance, these programs equip students with the tools necessary to succeed in their chosen fields and to make significant contributions to their respective industries.

## Stronger Together: Forging Strategic Partnerships

L&T EduTech has initiated several strategic partnerships with renowned academic institutions to introduce specialized M.Tech. programs aimed at bridging the gap between academic learning and industry demands. These collaborations include co-branded programs with the National Institute of Construction Management and Research (NICMAR) in Construction Technology and Management and Infrastructure Project Management, aiming to equip students with practical skills for the construction sector. Additionally, partnerships with institutions like the University of Engineering and Management, Kolkata (UEMK), Vellore Institute of Technology (VIT), Rajalakshmi Engineering College, NMIMS Mukesh Patel School of Technology Management and Engineering and Karpagam Academy of Higher Education (KAHE), focus on industry-accelerated M.Tech. programs in emerging fields such as Artificial Intelligence, Machine Learning, Data Science, and advanced IT domains. These initiatives are designed to enhance students' practical knowledge, employability, and readiness for dynamic careers in technology-driven industries.

In today's higher education landscape, the convergence of academia and industry is indispensable for preparing students for professional success. L&T EduTech stands committed to revolutionising student learning and career preparation through its industry-accelerated programs. With a robust blend of theoretical foundations, practical experiences and industry collaborations, these PG programs equip graduates with the skills and knowledge essential to thrive in the ever-evolving world of engineering and technology. This innovative approach not only benefits students but also positions institutions as leaders in providing industry-relevant education, ultimately shaping the future of engineering education in India.

*"By offering such programs to aspiring students, we aim to create a synergy between academic knowledge and industry needs, thereby preparing a new generation of skilled professionals."*

**Sanjai Ranganathan**  
Chief Executive, L&T EduTech

*"This partnership not only promises to elevate the learning experience but also aligns with our commitment to innovation and development, crucial for propelling our nation towards greater economic prosperity."*

**Prof Dr Satyajit Chakrabarti**  
Pro Vice Chancellor, UEMK University

*"We must compete with the developed nations and strive to become a developed country. Receiving higher education is key to increasing the per capita of the country."*

**Dr G. Viswanathan**  
Chancellor, VIT University

*"This pioneering program is designed to fuse rigorous academic curriculum with rich industry expertise, ensuring our graduates are equipped with the most advanced skills and practical knowledge."*

**Abhay Meganathan**  
Vice Chairman,  
Rajalakshmi Institutions

*"Our collaboration with L&T EduTech and LTIMindtree will ensure that our students receive an education that is both contemporary and relevant, preparing them to excel in their careers."*

**Dr Ramesh B**  
Vice Chancellor, NMIMS

*"This partnership will provide our students with hands-on experience and exposure to real-world challenges in the IT industry, enhancing their employability and readiness for the job market."*

**Dr D Bhanu**  
Director of Corporate Relations, KAHE

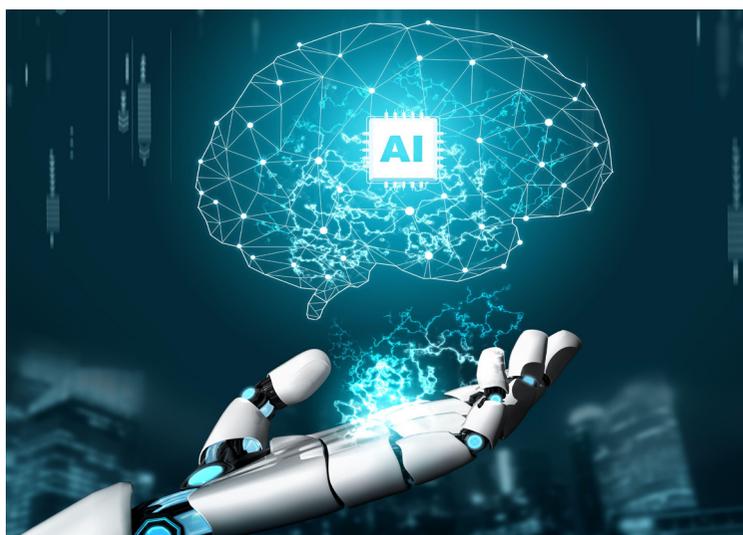
# AI is Power and with Power Comes Responsibility

Artificial Intelligence (AI) has seeped into the corporate consciousness over the last decade to such an extent that we cannot conceive a world without AI now.

'Knowledge is Power' is an adage that we are all familiar with. With AI systems holding the key to a treasure-house of data (a.k.a knowledge), AI has not only become synonymous with Power but has also become all-pervasive.

Lots of interesting use cases have started emerging with the possibilities demonstrated by AI. In fact, use cases are evolving in tune with new challenges and realities that we face in everyday life. Gen AI - the latest evolved version of AI - has only upped the ante around AI.

There is an interesting article that I came across recently, which talks about how Natural Language Processing is being used in



Kenya to predict election violence, based on the sentiment analysis of speeches of influential people and leaders in the country. The model predicts both increases and decreases in average fatalities for look-ahead periods between 50 and 150 days, with overall accuracy approaching 85%.

Elections are a reality we face from time to time and this use-case above is a typical example of how AI is being used to handle a real challenge of violence that could happen around the time of election.

The above example highlights the positive side of AI, where the system predicts violence thereby providing an opportunity to prevent it.

Another positive application of AI across the world these days is in the recruiting process. For instance, Unilever, which processes over 1.8 million job applications each year, has partnered with Pymetrics to build an online platform that can assess candidates over video software. In the second stage of interviews, candidates answer questions for 30 minutes while the software analyses their body language, facial expressions and word choice using natural language processing and body language analysis technology.

While AI can be put to lots of such good uses, it pays to remember that AI is powerful enough to generate widespread chaos as well, if not modelled in a responsible manner.

Here are a few examples where the AI models went awry.

- In Feb 2024, Air Canada was ordered to pay damages to a passenger after its chatbot lied to the passenger about the Airline's policy.
- In Nov 2023, Sports Illustrated made headlines for publishing articles written by fake AI-generated authors, whose biographies, along with their photos, were created by AI.
- In Aug 2023, a black woman based in Detroit, who was eight months pregnant, was falsely accused and arrested as a suspect in a robbery and carjacking case. This incident, caused by an AI error, resulted in this woman being jailed for 11 hours thereby causing a traumatic experience.

- In Jul 2023, it was discovered that ChatGPT can create PHISHING templates that a scammer could use to easily create a convincing scam mail.

### Air Canada: A Case Study

Let us zoom in, for instance, on the Air Canada case to understand what exactly happened.

In November 2022, Air Canada's chatbot promised a discount that wasn't available to passenger Jake Moffatt, who was assured that he could book a full-fare flight for his grandmother's funeral and then apply for a bereavement fare after the fact.

According to a civil resolutions tribunal, when Moffatt applied for the discount, the airline said the chatbot had been wrong – the request needed to be submitted before the flight – and it wouldn't offer the discount.

Instead, the airline said the chatbot was a "separate legal entity that is responsible for its own actions". Air Canada argued that Moffatt should have gone to the link provided by the chatbot, where he would have seen the correct policy.

In February 2024, the British Columbia Civil Resolution Tribunal rejected that argument, ruling that Air Canada had to pay Moffatt \$812.02 (£642.64) in damages and tribunal fees.

Not only did this incident lead to a financial penalty for Air Canada but it also led to reputational damage, which usually takes time to fade from public memory.

These examples drive home the message that AI systems that are being developed need to be closely scrutinised and regulated. It is imperative to create a governance mechanism around the AI models that ensures the examination of all ethical, legal and safety dimensions. In other words, the need of the hour is a 'Responsible AI' framework.

### Ensuring Ethical and Responsible AI Implementation

AI works based on the data fed to them by humans. AI systems, by themselves, cannot behave responsibly. Hence it is the responsibility of the humans, developing and assisting the AI, to ensure fairness and transparency in the predictions given by the AI systems.

According to a recent Accenture research: "Only 35% of global consumers trust how AI technology is being implemented by organisations. And 77% think organisations must be held accountable for their misuse of AI."

Since the consequences of misuse of AI can be heavily damaging, all organisations should resolve to adopt Responsible AI practices that guarantee that their AI systems are explainable, monitorable, reproducible, secure, human-centred, unbiased and justifiable.

This, therefore, implies that all organisations indulging in AI initiatives should prioritise 'responsible AI' practices and incorporate them into the AI implementation lifecycle – i.e., from AI strategy to deployment. Here are the practices that organisations should strive to adopt.

- **Use a human-centred design approach:** Engage with a diverse set of users and use-case scenarios and incorporate feedback before and throughout project development.
- **Identify multiple metrics to assess training and monitoring:** Ensure that your metrics are appropriately aligned with the context and goals of your system.
- **Examine your raw data closely:** Analyse your raw data carefully to ensure that you understand it in its entirety – including but not limited to user sensitivity and privacy.
- **Understand the limitations of your dataset and model:** It is important to communicate the scope and coverage of the training, thereby clarifying the capability and limitations of the models. For example, a shoe detector trained with stock photos can work best with stock photos but has limited capability when tested with user-generated photos on mobile phones.

• **Test, Test, Test:** The importance of testing cannot be over-emphasised. Hence one must conduct iterative user testing to incorporate diverse sets of user needs in the development cycle. It pays to apply the quality engineering principle of poka-yoke and build quality checks into a system so that unintended failures either cannot happen or trigger an immediate response (for example, if an important feature is unexpectedly missing, the AI system won't output a prediction).

• **Continue to monitor and update the system after deployment:** Continued monitoring will ensure your model takes real-world performance and user feedback into account. Before updating a deployed model, analyse how the candidate and deployed models differ and how the update will affect the overall system quality and user experience.

Last but not least, in any AI endeavour that is undertaken across the world, it is important to often remind ourselves of the adage popularised by the Marvel Comics-inspired Spiderman movie: "With great power comes great responsibility."



Author:

**Kesavan Hariharasubramanian**

Associate Director

LTIMindtree



# Highlights of May 2024



## L&T EduTech Partners with Dr Lankapalli Bullayya College for Integrated and Employability Skilling Programs

L&T EduTech has partnered with Dr Lankapalli Bullayya College, Visakhapatnam, to offer Integrated and Employability Skilling Programs for students in Civil, Electrical & Electronics, Electrical & Communication and Computer Science Engineering. This partnership is aimed to equip students with industry-relevant skills, bridging the gap between academia and industry.



## L&T EduTech and the University of Engineering and Management, Kolkata Launch Industry-Integrated M.Tech Programs

L&T EduTech, in collaboration with the University of Engineering and Management, Kolkata (UEMK), has introduced industry-accelerated M.Tech programs in Artificial Intelligence & Machine Learning and Artificial Intelligence & Data Science, with the knowledge partnership of LTIMindtree. Prof Satyajit Chakrabarti, Pro Vice Chancellor of UEM Kolkata, and Dr Anbuthambi B, Head of Strategy and Partnerships at L&T EduTech, formalised the partnership. The event was attended by Kaushik Chakraborty, Global Delivery Head of Digital Engineering at LTIMindtree, Dr Rathinavelu Arumugam, Lead of Academic Engagement at LTIMindtree, and senior academic leaders from UEM Kolkata and experts from LTIMindtree and L&T Group.

# Highlights of May 2024



## L&T EduTech Launches Employability Skilling Programs in Partnership with Jodhpur Institute of Engineering and Technology

L&T EduTech has partnered with Jodhpur Institute of Engineering and Technology (JIET) to offer Employability Skilling programs for the students of Computer Science/IT streams. The signing ceremony was graced by dignitaries from JIET including Dr Manish Bafna, Registrar and Chief Proctor; Sanjay Bhandari, TPO; and Mamta Sharma, Assistant Professor. Apurva Sinha, Sales Manager and Dr Akash Talwariya, SME represented L&T EduTech. This collaboration aims to enhance students' employability by equipping them with industry-relevant skills.



## L&T EduTech & EPSI Host Exclusive Leadership Program for Academic Leaders

L&T EduTech, in partnership with EPSI and PeopleLabs, hosted the second edition of the leadership program "Beyond Boundaries: Nurturing Leaders for The Next Era of Higher Education" on May 17-18, 2024, at L&T Leadership Academy, Lonavala. The event brought together university leaders to network and engage with academic and industry experts. Dr. C Jayakumar, CHRO, L&T, inaugurated the event and moderated a panel on "Industry-Academia Collaboration." Sanjai Ranganathan, Chief Executive, L&T EduTech, delivered the valedictory address. Key sessions featured L&T EduTech's Febin M F on "Integrating Industry and Academia" and Dr Anbuthambi B on "Technology in Higher Education."

# Highlights of May 2024



## L&T EduTech Joins Hands with Assam down town University to Offer Cutting-Edge Engineering Programs

L&T EduTech partners with Assam down town University (AdtU) to offer industry-focused Bachelor of Technology (B.Tech) degrees in Civil Engineering and Mechanical Engineering, marking the first of such collaborations with the Northeast of India. This partnership presents a unique opportunity for students to gain practical engineering education at AdtU while being equipped with the necessary industry skills. The launch event was officiated by Febin M F, Head - CollegeConnect Business, L&T EduTech. T V V L N Rao, Professor & Dean, Faculty of Engineering, Assam down town University, Ashok Sahu, Head of Sales at L&T EduTech, and Alakesh Baruah, Administrative & HR Officer at Larsen & Toubro, were present during the signing.



## L&T EduTech Collaborates with NeST Digital Cybercampus, Kochi

L&T EduTech has teamed up with NeST Digital Cybercampus, Kochi, to deliver an extensive suite of learning and assessment solutions aimed at enhancing employability. These flexible online courses encompass a variety of subjects, such as AI, Cloud Management, Data Analytics, Java/React and more. Sreechand Sreedhar, Head of Enterprise Business at L&T EduTech, and Nazneen Jehangir, Executive Director of NeST Group, officially signed the partnership agreement on May 9, 2024, at the NeST Digital headquarters.

# Highlights of May 2024



## L&T EduTech Partners with Sharda University Agra for Integrated Engineering Programs

L&T EduTech has collaborated with Sharda University Agra to introduce Industry-Integrated undergraduate programs for students specialising in Electrical and Electronics Engineering (EEE), Electronics and Communication Engineering (ECE) and Computer Science Engineering (CSE). The MoU was formalised in the presence of Mohd. Arif, Head of Strategic Alliances and Collaborations, and Rahul Agarwal from the International Relations Cell of Sharda University. Representing L&T EduTech were Febin M F, Head of College Connect, and Ashok Sahu, Sales Head.



## L&T EduTech Partners with KIET Group of Institutions for Electric Vehicle Specialisation

L&T EduTech has partnered with the KIET Group of Institutions, Ghaziabad, to offer advanced specialisation in Electric Vehicles for Electrical and Mechanical Engineering students. This collaboration will establish a state-of-the-art Centre of Excellence (COE) on the KIET Campus, marking the first EV COE in North India by L&T EduTech. Present at the signing ceremony were Dr Manoj Goel, Joint Director; Ashish Karnwal, HOD of the Mechanical Department; Dr Neeraj Kumar Gupta, HOD of EEE Department; and Prof (Dr) Vibhav Kumar Sachan, Dean of Research & Development and HOD of ECE Department from of KIET Group of Institutions, along with Ashish Mishra, Institutional Sales Regional Lead and Saurabh Tiwari, Regional Manager from L&T EduTech.

# Highlights of May 2024



## L&T EduTech Collaborates with United Group of Institutions for Employability Skilling Programs

L&T EduTech has joined forces with the United Group of Institutions in Prayagraj to deliver industry-driven, application-oriented employability skilling programs for Computer Science Engineering students. These programs focus on enhancing employability through technical training and mock interview preparation, providing practical and relevant skills to keep participants competitive in today's dynamic job market. Representing the United Group of Institutions were Prof (Dr) Mona Puri Gulati, CEO, and Dr Divya Bartaria, Head of Corporate Relations. From L&T EduTech, Ashok Sahu, Head of Sales, Ashish Mishra, Institutional Sales Regional Lead, and Apurv S. were present.



## L&T EduTech Inspires SISTec Bhopal with EV Expert Session

L&T EduTech recently inspired students at SISTec Bhopal with a compelling session on Electric Vehicles (EVs). Danish Sheikh Qureshi, Manager and EV expert from L&T EduTech, led the session, discussing the EV industry's revolution and the current landscape in India. The session successfully equipped SISTec students with essential knowledge and skills for the burgeoning EV industry. Nitin Jain, DGM & Branch Manager; Prachi Shrivastava, Group Head of Corporate Relations; and Dr Dinesh Kumar Rajoriya, Principal of SISTec Bhopal, were present to support the initiative.

# Highlights of May 2024



## L&T EduTech and Karpagam Academy Collaborate on Industry-Integrated PG Programs

L&T EduTech and Karpagam Academy of Higher Education (KAHE) have partnered to offer industry-integrated postgraduate programs in advanced IT domains. This collaboration, with the knowledge partnership of LTIMindtree, aims to set a new standard in the education sector. Dr D Bhanu, Director of Corporate Relations at KAHE, and Rathinavelu Arumugam, Principal-Consulting & Lead - Education Programs and Academia Engagement at LTIMindtree, were key figures in this initiative. Representing L&T EduTech were Sanjai Ranganathan, Chief Executive, Meher Chaitanya K, Manager - Skill Exchange, and Dasa Prakash J, Assistant Manager - Customer Relations.



## L&T EduTech and NMIMS Collaborate on Industry-Integrated M.Tech. Programs

L&T EduTech and NMIMS have partnered to offer industry-accelerated M.Tech. programs in Artificial Intelligence, Machine Learning and Data Science, with LTIMindtree as the knowledge partner. Dr Ramesh B, Vice Chancellor of NMIMS, and Sanjai Ranganathan, Chief Executive of L&T EduTech, formalised the agreement at an event held at NMIMS, Mumbai. Dr Jayant Gandhi, Hon. Joint Secretary of SVKM Trust, and Dr Sharad Mhaikar, Pro-Vice Chancellor of NMIMS, shared insights into the university's vision for the partnership. Key industry leaders from LTIMindtree and L&T EduTech, including Rajeev Jain, Ashish Varekar, Jothiganesh Nagarajan, Rathinavelu Arumugam, Pallavi Anekar, and Dr Anbutambai B, were also present.

# Highlights of May 2024



## L&T & NICMAR University Forge Strategic Partnership to Launch Co-Branded M.Tech Programs

L&T and NICMAR University have signed an MoU to introduce co-branded M.Tech programs in Construction Technology and Management (CTM) and Infrastructure Project Management (IPM). Starting in July 2024, these specialised programs will admit 30 students each through NICMAR's entrance exam, offering practical experience through internships and projects at L&T. Key contributors to this initiative include Dr Prof Anil Kashyap, Director General; Dr Sushma Kulkarni, Vice Chancellor; Dr Jonardan Koner, Professor and Dean; and Dr Anil Agarwal, Professor from NICMAR. Representing L&T were Dr C Jayakumar, EVP & CHRO; Simha Niranjan, Advisor; and from L&T EduTech, Sreechand Sreedhar, Head of Enterprise Business.



## L&T EduTech & Dr. N.G.P. Arts and Science College Collaborate to Offer Value-Added Commerce Courses

L&T EduTech has joined forces with Dr. N.G.P. Arts and Science College to provide industry-aligned value-added courses for commerce students. These programs are designed to enhance students' expertise in Supply Chain Management, Financial Analysis, and Business Analytics. Representing Dr. N.G.P. Arts and Science College were Prof Dr K Ramamurthi, Principal; Dr S Saravanan, Vice Principal; and Dr P B Banudevi, Professor and Dean of Commerce. From L&T EduTech, Hema Chandrasekaran, Lead - Arts & Science, and Muneeswaran M, Manager, presided over the signing.

# MICRO LEARNING

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## Performance Monitoring System & Job Cost Report

This micro-course is designed to give learners an overview of the Performance Monitoring System (PMS) and Job Cost Report (JCR). You will understand the vital terminologies involved, the revenue calculation formula and the order inflow to the PAT table. You will also learn about accepted cost estimates and estimate to complete and the Earned Value Analysis concept with graph.

### Key Topics:

Performance Monitoring System (PMS)  
Revenue Calculation | Contingency Slabs  
Customer Invoicing | JCR and ACE  
Earned Value Analysis

Duration :: 46 mins

## Performance Marketing Careers: Opportunities and Skills for Success

Performance marketing is a type of digital marketing strategy that focuses on driving specific actions or behaviours from a target audience, such as clicks, sign-ups, purchases, or app installs. Unlike traditional advertising, performance marketing is based on a pay-for-performance model, meaning that advertisers only pay for the desired results achieved by their campaigns. If you are an aspiring entrepreneur or a small business owner, or someone interested in growing a career in the booming Digital Marketing arena, understanding the basics of performance marketing can give you an edge.

### Key Topics:

Performance Marketing Overview | Tools and Platforms  
Testing, Retargeting | Pricing and Analytics | Skillsets Needed  
Career Opportunities and Growth

Duration :: 15 mins



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