



**Vel Tech**  
Rangarajan Dr. Sagunthala  
R&D Institute of Science and Technology  
**DEEMED TO BE**  
**University**  
(Estd. u/s 3 of UGC Act, 1956)  
Avadi, Chennai



# Office of Campus to Corporate



# Newsletter

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No.42 Avadi - Vel Tech  
Road, Vel Nagar, Avadi,  
Chennai - 600062

# Index

S. No.	Content	Page No.
1	Employability Assessment	02
2	Placement Drives	03
3	Events	06
4	Success Reflections	09
5	Placement Recipients	11
6	Students' Corner	17

## Thirukkural

Chapter 78:

Couplet: 2

கான டயலயெய்த அம்பினில் யானை  
பிழைத்தவலே ஏந்தல் இனித.

- திருவள்ளுவர்

காட்டில் ஓடகின்ற டயலை நோக்கி கறிதவறாமல்  
எய்த அம்பை ஏந்ததலவைிட, வட்ட வளையி  
நின்ற யானை மலே எறிந்த தவறிய வலே  
ஏந்ததல் சிறந்தத.

English Couplet:

One who aims at the elephant, though the dart may fail, deserves greater  
praise. Than one who fells a woodland hare with a winged arrow

English Translation:

Greater praise belongs to the one who dares to target the elephant,  
even if the dart falls short, than to the one who strikes down a  
woodland hare with ease.

Editorial Team | Design Team  
Mr.R.Dineshkumar & Ms.Meera C S | Ms. R. Nandhini

# Employability Assessment

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Assessments through various academic platforms were leveraged to enable students to upgrade their knowledge and skills in line with industry standards, while strengthening aptitude and technical competencies.

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## **CoCubes Employability Assessment – Arts & Science 2026 YOP**

The CoCubes Employability Assessment was successfully conducted for Arts and Science students of BBA and B.Com 2026 Year of Passing (YoP) on 3<sup>rd</sup> November 2025. The assessment provided students with an opportunity to evaluate their employability skills across multiple domains, including verbal ability, logical reasoning, quantitative aptitude and computer programming. This initiative played a significant role in helping students understand their strengths and areas for improvement, thereby supporting their career readiness.



# Placement Drives

Campus Drives facilitate a seamless shift from education to employment by giving students the chance to start their careers with the top organizations. The following details outline the placement drives that took place in the month of September 2025.

## *Recruitment Drives – 2025 YoP*



*Virtusa Campus Drive – 3<sup>rd</sup> November 2025*



*HCLTech Campus Drive – 4<sup>th</sup> November 2025*



*Integrated Enterprises Campus Drive – 21<sup>st</sup> November 2025*



*Infosys Campus Drive – 21<sup>st</sup> November 2025*

# Events

## Capgemini Exceller Edge Program – Pune

The Capgemini Excellent Edge Program was held in Pune on 20<sup>th</sup> and 21<sup>st</sup> November 2025, brought together academic leaders and industry professionals to deliberate on emerging industry expectations and collaborative initiatives between academia and the corporate sector. Representing the institution Prof. Rajat Gupta - Vice-Chancellor and Dr. P. Vijayaraman, Dean - Campus to Corporate, participated in the program and actively engaged in discussions focused on strengthening industry–institute partnerships, enhancing student employability and aligning academic training with evolving industry requirements. The program provided a valuable platform for exchanging insights, fostering meaningful collaborations, and exploring new opportunities to prepare students for a better dynamic professional landscape.



*Industry Visit to Precision Machine & Auto Components, Pune*



## Industry Visit to Precision Machine & Auto

Mr. Narendran, Placement Officer, visited Precision Machine & Auto Components on 26<sup>th</sup> November 2025 as part of ongoing efforts to strengthen industry–institute collaboration. The visit provided an opportunity to interact with company representatives, gain insights into their recruitment requirements, and explore potential opportunities for campus placements and student internships. Discussions during the visit focused on industry expectations, emerging trends, and possible avenues for future collaboration, thereby reinforcing the relationship between the institution and the organization while supporting enhanced career prospects for students.



*From left to right : Mr. Narendran - Placement Officer and Siddha Yoga Mannan - HR, Precision Machine & Auto Components (P) Ltd*

## Wipro TalentNext – 2025 Student Training Engagement Program

The Wipro TalentNext – 2025 Student Training Engagement Program was conducted from June 2025 to August 2025 to strengthen students' technical skills and enhance their industry readiness. A total of 677 students participated in the training across multiple technology streams. Students who successfully cleared all four milestones with a score of 60% and above were awarded the course completion certificate in their respective domains. We are pleased to share that 388 students completed the program and received the wipro training certificate, reflecting their commitment to continuous learning and professional development.

	Java Full Stack	DotNet Full Stack	Data Science	Database Solutions
Students Certified	<b>246</b>	<b>5</b>	<b>93</b>	<b>44</b>

# Success Reflections



**Name:** : M. Akhil Kumar Reddy

**Department:** CSE(AIDS)

**Placement Offer:** Zoho

I am writing to express my heartfelt appreciation to Vel Tech University for the mentorship and resources that played a pivotal role in my recent placement at Zoho. Securing a position at such a prestigious product-based company is a proud milestone in my life, and I sincerely attribute this achievement to the strong academic foundation provided by the university.

My journey from student to professional was made significantly smoother through the dedicated efforts of the faculty members and the Office of Campus to Corporate. The rigorous training modules, particularly those focused on logical reasoning and problem-solving, were instrumental in helping me successfully navigate Zoho's demanding interview process. I am especially grateful for the mock assessments, which enabled me to identify my strengths and refine my technical skills effectively. The learning ecosystem at Vel Tech encouraged me to go beyond textbooks. Working on diverse projects and participating in practical lab sessions helped me strengthen my critical thinking abilities which is an essential skill in today's technology-driven industry. These experiences have not only prepared me for my new role but have also instilled in me the confidence to take on complex challenges.

As I begin this exciting career journey with Zoho, I carry forward the knowledge, discipline, and values instilled in me during my time at the university. Thank you for



**Name:** : Yashraj Anand  
**Department:** CSE(AIDS)  
**Placement Offer:** Genpact

I would like to sincerely thank Vel Tech University for the constant support and guidance that helped me secure my position at Genpact. This achievement marks an important milestone in my career and reflects the strong academic and professional foundation I gained at the university.

I am especially grateful to the faculty members and the Office of Campus to Corporate for their mentorship, training sessions, and interview preparation support. The mock interviews and structured guidance significantly enhanced my confidence and readiness for the recruitment process.

The practical exposure through projects and collaborative learning strengthened my analytical and problem-solving skills, preparing me for the professional world. As I begin my journey with Genpact, I carry forward the knowledge and values instilled in me at Vel Tech.

# Placement Recipients-2025 YoP

4.1 LPA



Ayush  
BBA/ VTA No: 1755



Deepalakshmi.M  
B.Com/ VTA No: 2127



R.Bharath  
B.Com/ VTA No: 2150



Joel Raj R  
B.Com/ VTA No: 2219



Boopathy B  
B.Com/ VTA No: 2309



D.Harish  
BBA/ VTA No: 20067



2.55 LPA



Navin J  
B.Com / VTA No: 2121



Ramkumar.J  
B.Com / VTA No: 2160



D Gowtham  
B.Com / VTA No: 2191



Mansoor Asar S  
B.Com/ VTA No: 2214

# Placement Recipients-2025 YoP



**Dhanush K**  
B.Com / VTA No: 2270



**Saran Raj**  
B.Com / VTA No: 2308

**2.50 LPA**



**Raghul.P**  
B.Com / VTA No: 2154



**C.Tamil Manigandan**  
B.Com / VTA No: 2189



**R.Azhaguraj**  
B.Com / VTA No: 2246



**S.Anish**  
B.Com / VTA No: 2255



**D.Dilip**  
B.Com / VTA No: 2319



**Jestin.P**  
B.Com / VTA No: 2327



**2.40 LPA**



**K Sanjay Kumar**  
BBA / VT No: 1728



**Mayank Sharma S**  
BBA / VT No: 1735



**Jennifer**  
BBA / VTA No: 1740



**Gokulnath**  
BBA / VTA No: 1744



**P. Udhay Kiran**  
BBA / VTA No: 1746

# Placement Recipients-2025 YoP



**Ayush**  
BBA / VTA No: 1755



**Gunal.B**  
B.Com / VTA No: 2090



**Pragadeeshwaran.R**  
B.Com/ VTA No: 2091



**K.Sree Hari**  
B.Com/ VTA No: 2102



**Sathyapriya.E**  
B.Com/ VTA No: 2108



**Gopinath. V**  
B.Com/ VTA No: 2112



**Thanishiya S**  
B.Com/ VTA No: 2118



**Umapathy**  
B.Com/ VTA No: 2120



**Sakthipriya.S**  
B.Com / VTA No: 2123



**Priyanka.S**  
B.Com/ VTA No: 2126



**Balaji M**  
B.Com/ VTA No: 2128



**Praveena M**  
B.Com/ VTA No: 2138



**S.Venkatesh**  
B.Com/ VTA No: 2140



**R.Bharath**  
B.Com/ VTA No: 2150



**S.Janani**  
B.Com/ VTA No: 2151



**B.Joshna**  
B.Com/ VTA No: 2153



**Pankaj Kumar**  
B.Com/ VVTA No.: 2155



**S.Sowmyadevi**  
B.Com/ VTA No: 2159



**Bharath Kumar.H**  
B.Com/ VTA No: 2162



**V.Kalaivani**  
B.Com/ VTA No: 2181



**Sd Lohithaksha**  
B.Com / VTA No.: 2216



**Kishore A**  
B.Com / VTA No: 2220



**Deepak.K**  
B.Com / VTA No: 2229



**Nandakishore A**  
B.Com / VTA No: 2230



**Bharath.N**  
B.Com / VTA No: 2233

# Placement Recipients-2025 YoP



**P.Puja**  
B.Com / VTA No: 2236



**Rahim Basha**  
B.Com / VTA No: 2238



**Janaki Raman R**  
B.Com / VTA No: 2244



**Thiyagarajan .V**  
B.Com / VTA No: 2248



**Srimathy.K**  
B.Com / VTA No: 2260



**D.Harish**  
BBA / VTA No: 2265



**Yuvaraj P**  
B.Com / VTA No: 2269



**Smriti Singh**  
B.Com / VTA No: 2275



**P.Aishwarya**  
B.Com / VTA No: 22828



**Gayathri. P**  
B.Com / VTA No: 2283



**S Akash**  
B.Com / VTA No: 2301



**Subbashni S.A**  
B.Com / VTA No: 2317



**Sanjay.V**  
B.Com / VTA No: 2321



**Mahalakshmi.R**  
B.Com / VTA No : 2332



**Bhupesh C**  
BBA / VTA No.: 2358



**Gagana Deepika**  
BBA / VTA No: 2367

# Placement Recipients-2025 YoP

4.1 LPA

**tcs** TATA  
CONSULTANCY  
SERVICES



**Sathyapriya.E**  
B.Com / VTA No: 2108



**Saranya Nagarajan**  
B.Com / VTA No: 2163



**Varsha J**  
B.Com / VTA No: 2172



**D.Harish**  
BBA / VTA No : 2265



**Hanisha Tahara. I**  
B.Com / VTA No: 2310



**K Sanjay Kumar**  
BBA / VTA No: 1728



**Parvatha B**  
BBA / VTA No: 1734



**Yaddalapur Thejasri**  
BBA / VTA No: 1758



**Dharunkumar M**  
B.Com / VTA No.: 2093



**N Giridhar**  
B.Com / VTA No: 2097



**Kanimozhi M**  
B.Com / VTA No: 2124



**Deepalakshmi.M**  
B.Com / VTA No: 2127



**Balaji M**  
B.Com / VTA No: 2128



**S.Venkatesh**  
B.Com / VTA No.: 2140



**Dhiva Helwin J**  
B.Com / VTA No: 2169



**V.Kalaivani**  
B.Com / VTA No: 2181



**Monika V**  
B.Com / VTA No: 2182



**Karthik B**  
B.Com / VTA No: 2213



**Priya P**  
B.Com / VTA No.: 2226



**P.Puja**  
B.Com / VTA No: 2236

# Placement Recipients-2025 YoP



**S.Praisya**  
BBA / VTA No: 2266



**Kishore Udhayakumar**  
B.Com / VTA No: 2267



**Mohana Priya G**  
B.Com/ VTA No: 2273



**P.Aishwarya**  
B.Com/ VTA No: 2282



**Harini Sri P**  
B.Com/ VTA No: 2296



**Tellakula Ragadeepika**  
BBA/ VTA No: 2370



**Md Dilshad Khan**  
BBA/ VTA No: 2373

**Toshniwal**

**1.8 LPA**



**Sathyapriya.E**  
B.Com/ VTA No: 2108



**P.Aishwarya**  
B.Com/ VTA No: 2282

**3.0 LPA**

YUZHAN TECHNOLOGY (INDIA) PRIVATE LIMITED



**Dhamotharan G**  
B.Com / VTA No.: 2185

# Students' Corner

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Photograph by

*Shaik Sulthan Basha*

IV year, ECE

Art work by

*U. Likhith Kumar*

III year, CSE



# The Hidden Hand: How Social Media Algorithms Quietly Shape Students' Minds and Choice

We all see it. That tell-tale glow reflecting off a student's face, their thumb relentlessly scrolling. We call it "distraction", but that word is too simple, too easy. What's happening on that screen isn't just noise; it's a silent, targeted takeover of the most important landscape we have: the minds of our next generation. There's a hidden, meticulous architect at work, the "algorithm," and it's not a friend. It's a system designed to predict and exploit every single flicker of interest, every insecurity, every minute of their time. And we're letting it.

## The Mirror They Can't Look Away From

Think about how this works. You browse. You pause. You like one comment about a niche hobby. That's all it takes. The algorithm logs it, analyzes it, and immediately starts building a tiny, perfect cage for your kid's attention. Before long, that fleeting interest is all they see. That's what you call "my taste", but it's really just the digital reflection the system has been "polishing and pushing back at them". It creates an echo chamber so tight and so familiar that the world outside starts to look dull and irrelevant. It robs them of the chance to bump into ideas they never expected to like. It closes doors before they even realize a hallway exists.

## The Constant Performance

The harm is deeper than just wasted time. These machines are obsessed with one thing: "engagement". And they've learned that nothing engages better than raw emotion, excitement, sure, but also "anger and deep-seated envy". So, what gets amplified? The extreme lifestyles. The filtered, unrealistic versions of success and beauty that no one can actually sustain. Kids-Students are absorbing these perfect, curated realities, and then they look down at their own complicated, messy, very real lives. They start measuring their worth against a "phantom standard", leading to that crushing, constant hum of anxiety and the exhausting pressure to always be "on," always achieving, always performing for an audience that doesn't really care. It's draining.

## Escaping the Perfect Trap

The greatest tragedy is that many students genuinely believe they are in control. They aren't. They're simply following the breadcrumbs the algorithm laid out to maximize their next click. This isn't an attack on technology; it's an urgent call to awareness. Because here's the truth: The digital world is designed. It's not neutral.

We need to flip the script. We have to teach them the mechanic's manual for their own attention. When they see a post, they need to be trained to pause and ask the crucial questions: “Why am I seeing this? Who profits from the time I spend here?” Reclaiming their minds won't happen by simply deleting the app. It happens when they learn to question the feed, when they choose nuance over noise, and when they seek out the quiet spaces where authentic thought can actually flourish. Choosing to be a conscious consumer in this world isn't just a choice anymore; it's an act of “intellectual rebellion”.

*Article by*

**S SANDHYA**

*II Year, CSE*



1800 212 7669 

[www.veltech.edu.in](http://www.veltech.edu.in) 

No.42, Avadi - Vel Tech Road,  
Vel Nagar, Avadi,   
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*Visit to Precision Machine & Auto Components,*



*Visit to Precision Machine & Auto Components,*

# Events

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*Industry Visit to Precision Machine & Auto Components, Pune*





*HCLTech Campus Drive – 4<sup>th</sup> November 2025*