

ARKA JAIN UNIVERSITY

TRAINING & PLACEMENT DEPARTMENT

PLACEMENT OPPORTUNITY@ SIKHARTHY INFOTECH PVT. LTD.

NOTICE NO. : AJU/T&P/UG/0044/23-24

DATE: 08/03/2024

NAME OF COMPANY: SIKHARTHY INFOTECH PVT. LTD.

PAYROLL COMPANY NAME: SIKHARTHY INFOTECH PVT. LTD.

Registration Deadline is 11:59 PM, 12th March 2024

COMPANY PROFILE

Sikharthy Infotech Pvt. Ltd. is a Kolkata-based company offering web development, software development, website design, content development, and digital marketing services. Their expertise spans Software Development, Web Development, and Mobile App Development. Elevate our business with their Cloud Solutions, Cyber security measures, and Digital Transformation strategies. Explore the world of Artificial Intelligence, Machine Learning, Big Data Analytics, and IoT with them. They specialize in Blockchain Technology, UI/UX Design, ERP, CRM, and Information Technology Consulting.

OFFICIAL WEBSITE: <https://www.siplhub.com/about>

DESIGNATION (FOR B.TECH & BCA): Jr. Software Engineer

DESIGNATION (FOR BBA): Business Development Executive

DESIGNATION (FOR BA-English & JMC): Jr. Content Writer

JOB RESPONSIBILITIES (FOR B.TECH & BCA):

- Collaborate with senior engineers to design, develop, and maintain software applications.
- Write clean, efficient, and well-documented code following industry best practices.
- Participate in all phases of the software development lifecycle, including requirements gathering, design, implementation, testing, and deployment.
- Troubleshoot and debug software issues to ensure optimal performance and reliability.
- Stay updated on emerging technologies and trends in software development to contribute innovative ideas and solutions.
- Work closely with cross-functional teams to deliver high-quality software products on time and within budget.
- Assist in conducting code reviews and providing constructive feedback to team members.

- Support continuous improvement initiatives by suggesting process enhancements and participating in team discussions.

SKILLS REQUIRED FOR B.TECH & BCA:

- Strong understanding of computer science fundamentals and data structures.
- Proficiency in one or more programming languages such as Java, Python, C++, or JavaScript.
- Familiarity with web development frameworks (e.g., Angular, React, Node.js) is a plus.
- Knowledge of software development methodologies (e.g., Agile, Scrum) and version control systems (e.g. Git).
- Excellent problem-solving skills and attention to detail.
- Ability to work both independently and collaboratively in a fast-paced environment.
- Effective communication skills and a willingness to learn and adapt to new technologies.

JOB RESPONSIBILITIES (FOR BBA):

- Conduct market research to identify potential clients and assess market trends.
- Assist in the development and implementation of strategic business development plans.
- Generate leads through various channels such as cold calling, email campaigns, and networking events.
- Communicate effectively with prospective clients to understand their needs and present appropriate solutions.
- Collaborate with the sales and marketing teams to develop compelling sales pitches and promotional materials.
- Maintain accurate records of sales activity and customer interactions.
- Assist in the preparation of proposals, contracts, and presentations for clients.
- Stay updated on industry developments and competitor activities to identify new business opportunities.
- Participate in training programs and workshops to enhance skills and knowledge in sales and business development.
- Work closely with senior team members to learn and grow within the organization.

SKILLS REQUIRED FOR BBA:

- Strong communication and interpersonal skills.
- Excellent organizational and time management abilities.
- Ability to work independently and as part of a team.
- Proactive attitude with a willingness to learn and adapt.
- Basic understanding of sales principles and techniques is desirable.
- Proficiency in MS Office suite (Word, Excel, PowerPoint).
- Prior internship or work experience in sales or business development is a plus.

JOB RESPONSIBILITIES (FOR BA-ENGLISH & JMC):

- Content Creation: Generate high-quality written content for websites, blogs, social media, email campaigns, and other digital marketing channels.
- Research: Conduct thorough research on industry-related topics to ensure accuracy and relevance of

content.

- Content Optimization: Optimize content for search engines (SEO) and user engagement to increase visibility and drive traffic.
- Proofreading and Editing: Review and edit content to ensure clarity, consistency, and adherence to brand guidelines.
- Content Calendar Management: Assist in creating and maintaining an editorial calendar to organize content production and publication schedules.
- Stay Updated: Stay informed about industry trends, best practices, and emerging technologies in content marketing and digital media.

SKILLS REQUIRED FOR BA (English & JMC):

- Excellent written and verbal communication skills.
- Strong attention to detail and ability to work in a fast-paced environment.
- Creativity and passion for writing and storytelling.
- Basic understanding of digital marketing concepts and SEO principles (preferred but not required).
- Proficiency in Microsoft Office suite and familiarity with content management systems (CMS) is a plus.
- Ability to work independently as well as part of a collaborative team.

QUALIFICATION:

B.TECH, BBA, BCA, BA (English) & BA (JMC); Passing Year 2024

SALARY OFFERED: INR 1.3 LPA TO 2 LPA (Depends upon the performance at the time of interview)

GENDER: Male & Female

SELECTION PROCESS FOR B.TECH & BCA:

- 1) Aptitude Test
- 2) Group Discussion.
- 3) Technical Interview
- 4) HR Interview

SELECTION PROCESS FOR BBA, BA-English & JMC:

- 1) Aptitude Test
- 2) Group Discussion.
- 3) HR Interview

JOB LOCATION: Kolkata

TENTATIVE DATE OF JOINING: After Completion of the Course Successfully

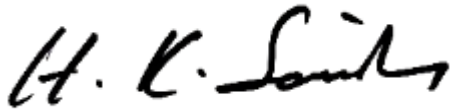
PROCESS OF REGISTRATION:

01. Interested students need to click on the below link or copy/paste the link on Google Chrome (or any other Web Browser) to fill all their details in the provided Google form and should submit to register successfully.

<https://forms.gle/uPfE4U8hUcK7v41U7>

02. Students registered with the T&P Department for placements, are only eligible.
03. Please note that it is mandatory to submit the above form to nominate successfully.
04. The form can be submitted only once, thus please be cautious while filling up the form.
05. The Resume File name must be student's own name.
06. **Registration deadline for Nomination is till 11:59 pm, 12th March 2024.**
07. One student can Register only once, thus be cautious while registering.
08. Please Note: The Registration process will automatically turn off after the provided deadline.
09. You are advised to read & understand the disclaimer below before applying for this opportunity.
10. For queries you may WhatsApp @ 9831664615 (Mr. Rahul Rej – Sr.Manager T&P, AJU).

Sd/-



HEAD – TRAINING & PLACEMENTS

Disclaimer: The above Notice is based on the information as shared by the employer. The employer reserves the right to change or modify the afore-mentioned job details without any prior information. The Training & Placement Department and the University will not be responsible for any deviation. Nominating or applying for the vacancy/job profile indicates your agreement to all the Terms & Conditions/Training & Placement Department Placement Policy, in these terms, as modified from time to time. Therefore students are strictly advised to read clearly & understand the Placement Policy (Procedural & Behavioral both) laid by the AJU Training & Placement Department, before applying for the above-mentioned profile.