Dear Sir/Madam;

Department of Training and placements is extremely happy to inform all the SIMAT family members that our prestigious institution has created another milestone in its history by signing a Memorandum Of Understanding (MOU) with ICT(Information and Communication Technology) Academy of Kerala.

On 14th October 2014 Tuesday, at the SIMAT seminar hall



ICT Academy is a Social Enterprise created in a Public Private Partnership model (PPP) for imparting ICT skills to the youths of Kerala and improve their employability opportunities in the Industry. The Company is supported by Govt. of India , partnered by Govt. of Kerala and the ICT industry which include leading ICT Companies such as, TCS, IBS, NEST, UST Global, Sowparnika Education infrastructure Pvt. Ltd.(An NGO Founded by Sri. S.D Shibulal) etc. The Company is funded from Department of Electronics and Information Technology (DeitY), is a member of NASCCOM and is supported by Infosys as a Knowledge Partner.

The MOU was signed in a formal gathering which comprised of Sri Santhosh Kurup-The CEO of ICT academy,Sri M.Sajan.M-Academic relations Manager ICT academy,Sri.K.B Brahmadathan- Academic director SIMAT,Dr.S.P Subramanian,-Principal,HODs ,Bibin joy- Training & Placement officer, faculties and ,selected students from S3,S5 and S7 classes of all the branches.





The gathering started at 10.00AM. Dr. S.P Subramanian, delivered the welcome speech and a brief introduction about ICT academy and the purpose of its introduction in SIMAT . Sri. K.B Brahmadathan presided the gathering and in his presidential address he shared his hopes and expectations from the association with ICT Academy and the need of student's participations for its success.



The MOU was signed after lighting the lamp by the dignitaries. DR.S.P Subramanian demonstrated a great example by inviting students also to light the lamp because the students are the ultimate beneficiaries of this program, and the same was highly appreciated by Sri. Santhosh Kurup. The ICT academy membership fees(DD) was handed over in the same gathering.













Sri Santhosh kurup handed over a memento from ICT academy to DR.S.P Subramanian and delivered the inaugural address during which he gave a detailed explanation about ICT academy, its evolution, importance and role in the Industry as well as in institutions.



Prof. Thankachen P.V Head of EEE Dept. felicitated the gathering and Mr.Bibin Joy, Training & Placement officer extended the vote of thanks.



The formal Gathering was followed by an interactive session By Sri. Santhosh Kurup based on the topic "CHANGING TECHNOLOGY TRENDS. In the session, he spoke about the latest buzzword in the industry abbreviated as **SMAC** (**Social**, **Mobility**, **Analytics and Cloud**).



SMAC (social, mobile, analytics and cloud) is the concept that four technologies are currently driving innovation in business. and is very effectively creating an ecosystem that allows a business to improve its operations and get closer to the customer with minimal overhead and maximum reach.

Sri. Santhosh Kurup with his jovial approach and common examples from the industry which anybody can understand, gave a clear picture to the audience that **SOCIAL** media has provided businesses with new ways to reach and interact with customers, while **MOBILE** technologies have changed the way people communicate, shop and work. **ANALYTICS** allow businesses to understand how, when and where people consume certain goods and services and **CLOUD** computing provides a new way to access technology and the data a business needs to quickly respond to changing markets and solve business problems. While each of the four technologies can impact a business individually, their convergence is proving to be a disruptive force that is creating entirely new business models for service providers.

The session was so informative and interactive that it opened new spheres of information to the audience and attained everyone's appreciation



Thank you all for your wholehearted support and encouragement .Hope it will continue the same way and together we can take our institution towards greater heights.

For dept. of Training and Placements

Bibin Joy

(Training & Placement officer)