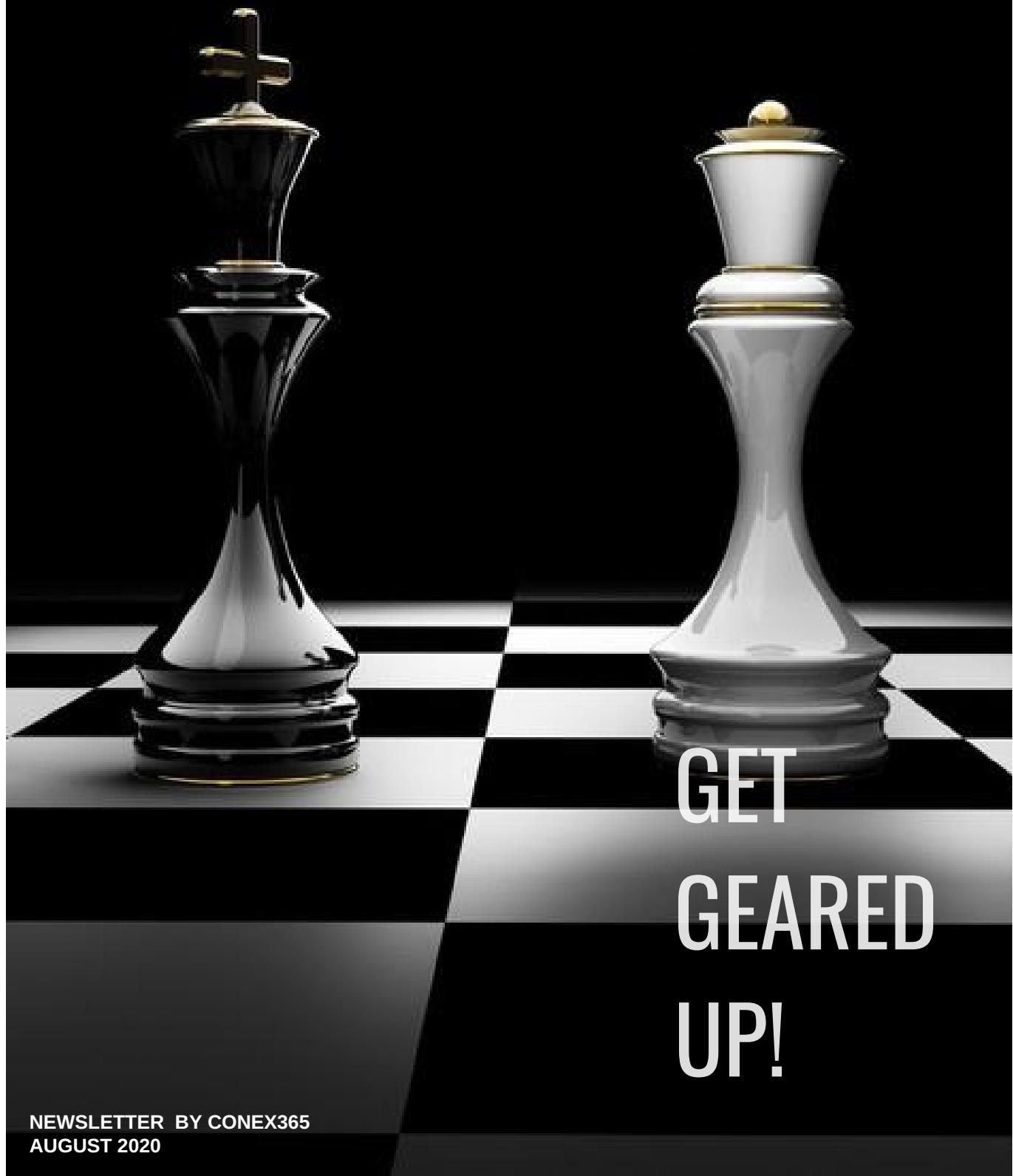
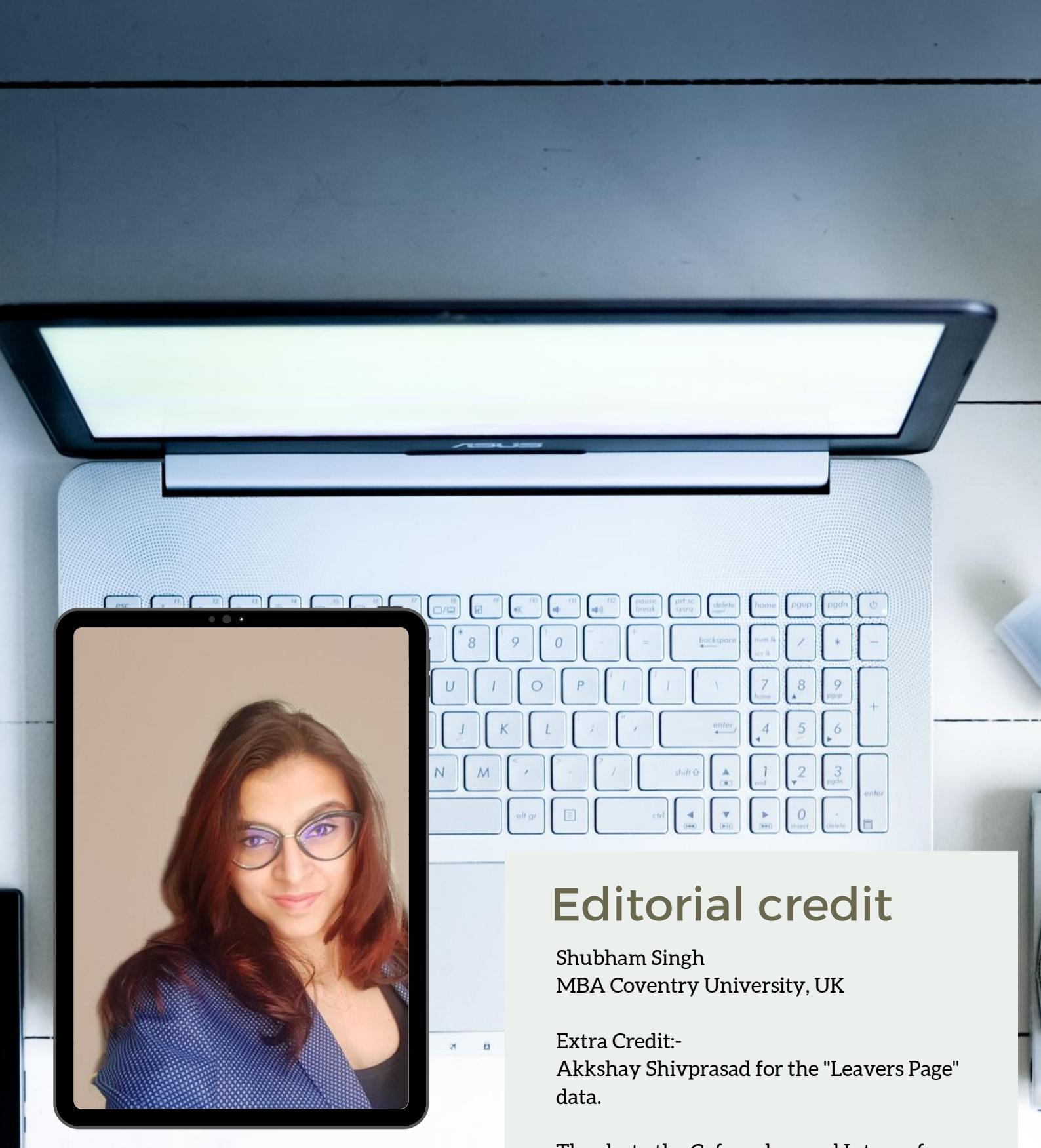


# CONEXION.



GET  
GEARED  
UP!



## Editorial credit

Shubham Singh

MBA Coventry University, UK

Extra Credit:-

Akkshay Shivprasad for the "Leavers Page" data.

Thanks to the Cofounders and Interns for their contribution

Good luck to all the pass batches!

Stay safe!

# From the CEO

We've proven that hard work can do wonders, so far – congratulations.

Mr Akshay Sunil

It is unbelievable how far we have come only in this short span of time. We three co-founders have put a lot of hard work to make this company work but needless to say, our team and interns play a prominent part in our success so far.

At the time of need, I propose that everyone should come together and devise strategies that can help us co-exist and fight with the challenging times with determination and sheer will power.

The world needs a radical reform and needs to adapt to the modern ways to learning and development. This is the time where everyone is ostracizing one another, we can actually promote the use of the Internet for self development and ensure that when the market is ready to employ skillful workers, our dynamic team of interns don't fall short of skills and get the kind of job or career that they aspire to have.

We have new developments in our corporate direction that we would like to disclose Our purpose: (Why do we exist) is: To inculcate people to find significance with success".

Our new Tagline "GET GEARED UP"

Our vision is "To bring unemployment down by at least 50% and create an equality in opportunity.

Our mission is " to connect with world's students and professionals and make them career ready"

I'd like to express gratitude to my co-founding friends and partners and am proud to be a part of a venture which is helping people to become skilled professionals and graduates in both urban as well as the rural side of the world. I would like to wish luck to all my interns, including the past batch as they have been pushing themselves to meet our sales targets and our speakers who have trusted us and supported us throughout the journey. We pledge to be at your side to support you in the best of our capability and we aim to promote education and employability in India as well as the rest of the world.





# ABOUT US





## GET GEARED UP

Conex365 is a high quality e-learning platform which is focused on creating a platform where people from different communities, nations, race, color and financial backgrounds equip themselves with the skills and expertise that are often missed or not included in the curriculum of the higher education industry. Conex365 now is also one of the top eLearning startups in Kerala to have gained an IPR.

At Conex365 we offer various types of training for everyone designed for every profession. We are determined to not only equip people with skills and expertise, but we also make sure that the learning experience is fun and insightful. Hence we put great emphasis on Micro learning and Cross-Platform learning to ensure that these workshops are available to everyone, regardless of regional boundaries. Conex365 also has been the perfect place for cross-cultural erudition so that our target audience is able to have an International exposure with the workshops conducted by our International speakers from different parts of the world.

Learning can be easy, affordable and fun! Just be anywhere and expand your knowledge with Conex365. We sow Skill development and we are also making make sure all are able to reap. We have something for everyone! Our training programs are designed to ensure that each of our target market is able to improve their day to day lives with a new perspective and skill set. Hence our management offers three different types of training program in order to provide a rich and tailored experience to our clients.



**16 Workshops**

**1660 Registrations**

**89% Customer  
Satisfaction  
Score**

**20 Speakers**

**CONEX365 IS ON AN  
ACHIEVEMENT SPREE**

## MESSAGE BY CO-FOUNDER

# Fairoos Jahan Mohamed Iqbal



On behalf of our team, I'd like to thank everyone who has worked hard to bring Conex35 to success. We aim to develop everyone around us and provide a platform for Interns that not only helps them succeed in life but also find significance in everything they do.



# 10 Minutes Read!

IS IS HOW IT IS  
so home  
and we shut our doors  
we don't sleep with them open  
for fear the world sees in  
really sees us  
sees our pain  
sees our mess  
sees the things we can't brush into place  
the art we create we're too afraid to show the "n"  
see our broken hearts  
we don't open our doors wide  
turn the spotlight on  
and say, "I haven't done laundry in a week. My girlfriend  
left me. I'm not sleeping."  
we just shut the white door  
with a blue handle  
we're in bed  
the ceiling all night.

I don't buy  
I used to  
Arou

# Blockchain

**Anand Haridas,**  
**Assistant Professor, Department of CSE,**  
**Ahalla School of Engineering & Technology, Palakkad**

Efficient supply chain management is an inevitable part of any progressive industry, and in a way, it is the most complex component of any industry as well. Because supply chain management is a complicated cycle that involves a whole lot of stakeholders right from raw material suppliers, manufacturers, distributors and finally the customers. Trust has been the only major factor on which organizations has relied on heavily when it came to the management of this supply chain conventionally. But as with any other industry this lack of trust among the stakeholders has seen a meteoric rise thereby leading to product delay, product getting tampered, ambiguity reigning and finally organization losing out on its credibility as the aftermath of all these.

It is at this juncture the blockchain technology comes as the saviour by providing an efficient technological solution to make this entire supply chain cycle transparent by inducing an overall trust among the entire system that involves stakeholders who do not trustworthy.

Blockchain can be considered to be virtual ledger that precisely records every transaction on a real-time basis and this virtual ledger is available at the end of all the stakeholders. This virtual ledger is more or less a replicated copy because whatever be the entries in this virtual ledger regardless of everything it immediately gets reflected across all the other virtual ledgers that are present at the end of all other stakeholders thereby inducing much-needed transparency and accountability in this whole cycle consisting of numerous stakeholders.

This can be understood by a simple case study of an SME company say ABC. Assuming ABC is an SME that exclusively transports food products based on blockchain-based supply chain system from India to the US, it will have to route its products through various transit points like the middle east, Europe before finally reaching the US. Considering an unfortunate situation wherein the product that had reached the US was found to be unfit for consumption due to some delay induced at some transit point, this fatal situation could very well be addressed by tracing and penalizing the exact stakeholder end that was responsible for inducing the delay thereby increasing the overall supply time thus making the product unfit for consumption. This is done by examining transactions that were recorded in a foolproof manner in the virtual ledgers en route to the US.

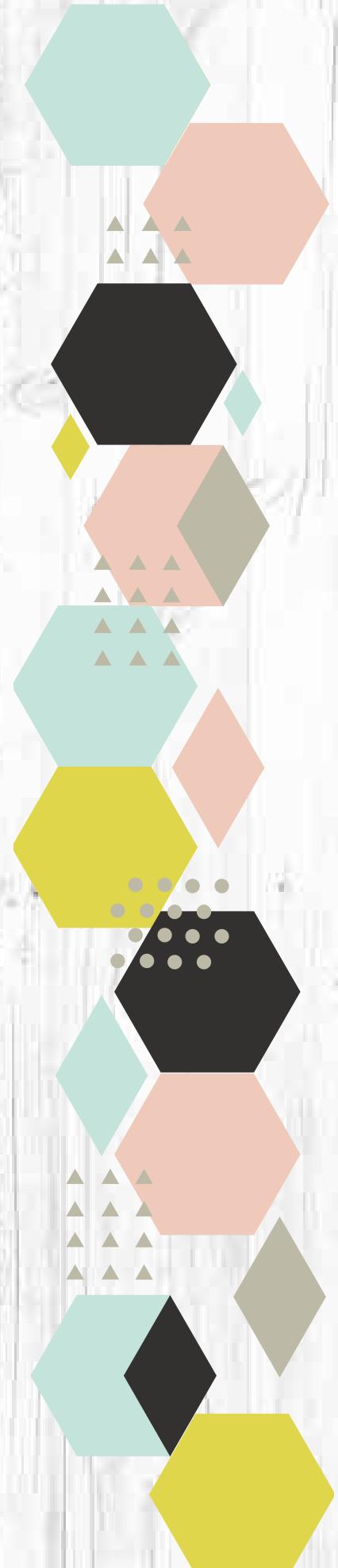


The virtual ledger could be considered to be a data structure that can record several data in the most securely. This is possible by its inherent nature. It has a block structure wherein each block has a unique hash value which provides a model by which it can always be assured that the data contained in these ledgers never gets tampered.

Moreover, this architecture could be made even more robust with the usage of IoT (Internet of Things). By the integration of IoT components with this blockchain architecture, the overall supply chain network could be made efficient, highly accountable and transparent.

Considering a scenario wherein the products that are available as part of supply chain network are desserts/frozen desserts have more chances of the product getting melted out in transit are very high as the climatic conditions of various locations. Because of which the consignment passes, has a significant effect over the product. In such cases, IoT sensors if used along with blockchain-based network could provide additional robustness and accountability to this supply chain network by acting as a source that could detect the location of stakeholder end that was responsible for desserts getting melted out. Thus selective penalization of stakeholders is possible.

Thus blockchain brings back the trustworthiness to the modern supply chain system that was once the hallmark of conventional supply chain system. Each block is interconnected using a hash value.



# A brand next door!

**Gokul Menon, MBA, Amrita School of Business,  
Coimbatore**

As a socially active human there are a lot of stuff that I personally need to survive in this is ever upgrading world of technology, politics, environment, sports and fashion. Each industry that we have, is a home to the innumerable number of competitors that are waiting for their chance to enter not just in the commercial space of the industry, but to the incessant thirsts of human minds. And that, my friends, is the catch for any commercially competing industry. Say, in a country like India, who has a ceaseless existence as a developing nation the number of brands that our house is literally unimaginable. Both the organized and the unorganized sector has the luxury of having their own brands, complimenting the 'Desi re-engineering' to an extent where no Kotler has ever been able to admonish.

As an adult, the number of brands to which I am exposed is very high. I need not go to a mall to find the brands, it just comes to my home by the way of a touch. The technology that enabled this reach, is a topic of discussion for another day, but the reasoning as to why they reach us is what we need to answer. For that let us consider an example, say 30 years back, when there were no smart devices, nor the elegant AI systems. What did these brands do? Obviously there were brands like Nestle, Colgate, Tata, Nike, Cartier etc. How did they survive? The answer is pretty simple through the quality of their product and the word of mouth that they gained through it. We are talking of times when not even the 'father' of the world Google was existent. So, apart from the brick and mortar existence there were nothing at all for a company. 20 years hence, the term digitalization were being heard through-out. When digitalization boomed, the next most valuable thing for any company became data. Data was flowing throughout and the cost of this data became fairly high. Company's before long, became responsible handlers of this data. About the time when ad-tech's like Facebook surged through the markets, they identified the data-thirst for companies and began to capitalize on data of consumers. Facebook is a poignant example of a gargantuan conglomerate that feeds its reserves just through data and advertising. Another such company is the 'father' Google who has completely shaken the market through their algorithms that effectively and efficiently use the data of the customers.



There are people who wonder what they do with the data accrued from the consumers, let's say for example, Mr. X a student, logged into a particular site searching for his need, say a bag. The bag apt to his design was available in a particular site that he hasn't ever logged onto. Mr. X signed into the account, which is the 1st stage of information/data transfer that occurs, Mr. X also finds something called cookies, he gladly accepts it feeling excited about the bag that he was about to get. These cookies normally get stored in the browser say he uses a Google Chrome, chrome stores these cookies and later when it sends back to the server from which the cookie was received. These cookies contain the information of which Mr. X uses, and the next time Mr. X logs in the webpage normally get a customized experience. Every time a user makes use of services, his activity is recorded for the marketing purposes, e.g., YouTube retargeting ads. Now, this answers the question why we see ads of the brands that we never had physical exposure to. We may have just browsed it over the internet and in the next moment you see the ads relating to that brand flaunting its way through your search..

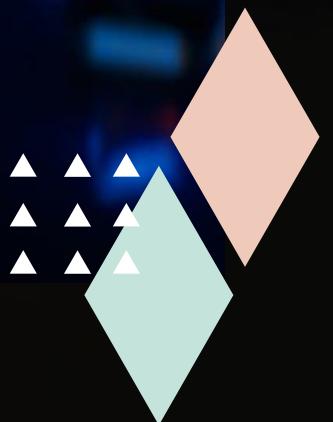
Information/Data that we share intentionally or unintentionally are put to commercial use, which explains the phenomenon of how brands have entered our living rooms. Precision marketing is another glorified term which sums up the entire tactic of marketing through digitalization. The algorithm of companies is such that the consumers need to be loaded, in some cases overloaded with information. Once you buy an apparel from trends, the next thing you see is an SMS over phone for the next few years. That is how marketing have transformed from just opening a store to planning over bombarding the daylight of the customer.





New Month

New  
Beginning!





New  
edition  
to our  
speaker  
panel



**Professor Dr Satyendra Patnaik**  
**Director-Outcome & Head of**  
**Amity Innovation Incubator**  
**Amity University, Chattisgarh**



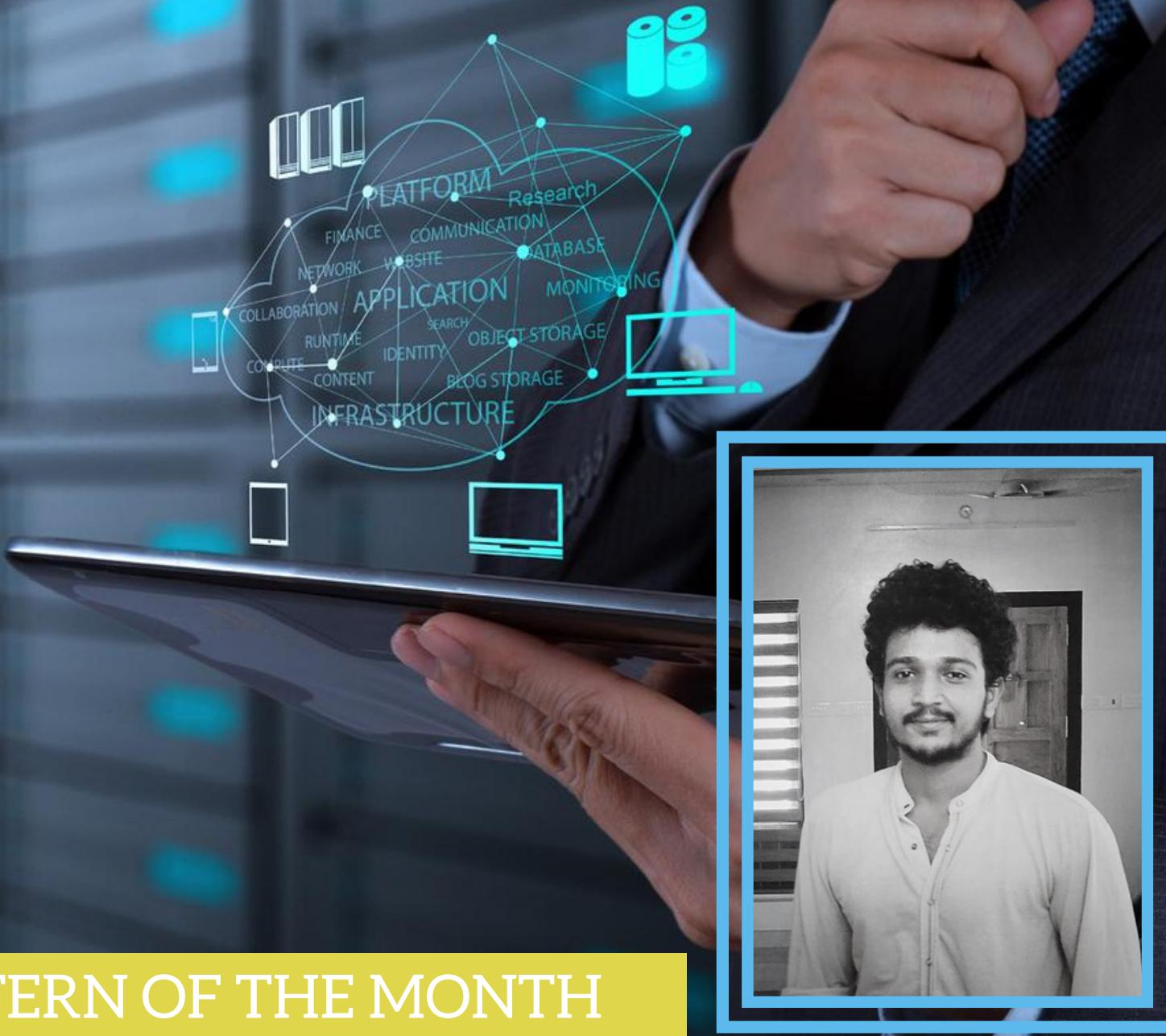
# New Workshops

**Ethical Hacking**  
**Coding**  
**Interview skills**  
**Sales tricks**  
**Public Speaking**  
**Placement training**  
**Machine Learning**  
**Business etiquettes**



always  
question,  
always  
wonder





## INTERN OF THE MONTH

### reflections

**Amal Raj joined Conex365 in the month of July**

First of all I need to thank the mentors for giving me an opportunity for being an intern in the company. This is actually my first internship and to be chosen as the best intern in the very first month itself is overwhelming and this appreciation will motivate me to work even harder in the future. The support given by the mentors was immense, They enable us to develop our skills and evolve as a better person. The whole team was very cooperative and supportive.

Before joining as an intern, I never realized the importance of gathering practical knowledge of business and organizations and I only focused on gaining academic knowledge. But it was completely a different experience that I have gained in working with this company. I have gained knowledge about several things, like how an organization works, marketing techniques, client relation, recruitment process, time handling, etc. It is one of my best decisions to join CONEX365 as a business development and marketing intern.

# Our Interns & Their Perspective



**TANUJA VARGHESE**

PGDM FROM RAJAGIRI CENTRE OF BUSINESS STUDIES

The three skills that are a must for a professional in the industry are: Time management, people skills and communication skills.



**FATHIMA NAZRIN**

FEDERAL INSTITUTE OF SCIENCE & TECHNOLOGY

The professional skills crucial in the Industry today are Team work, Leadership and Productive meetings management.

## Which 3 skills are imperative in the business world?



**SNEHA KEDIA**

XAVIER INSTITUTE OF MANAGEMENT

I believe the three most important skills that any professional must have are: Adaptability, Analytical Skills and creative thinking.



**LOGESHWARI GKS**

SRI SAKSHI INSTITUTE OF ENGINEERING AND TECHNOLOGY

According to my perspective, the three crucial skills that are Communication, Time management & Adaptability skills



**ARUNAV ARORA**  
PUNJAB ENGINEERING COLLEGE

According to me, the three main skills that every professional needs are Communication skills, Self Confidence, and Patience



**KARAN AVLANI**  
UNIVERSAL BUSINESS SCHOOL

Build your skills, not your resume. Hence, the three most important skills are consistency, confidence and adaptation

## Which 3 skills are imperative in the business world ?



**MOHAMMAD OWAIS KHAN**  
ITM GROUP OF INSTITUTIONS

The Three Skills are must for a professional to have in the industry as per my perspective are brilliant communication skill, positive attitude and patience.



**NEERAJ KUMAR**  
GRENOBLE ECOLE DE MANAGEMENT

Three skills that are highly required to sustain in the long run in the post COVID world are-Tech skills, emotional skills, higher cognitive skills.



**BODHISATTA SINHA**

VELLORE INSTITUTE OF TECHNOLOGY

To survive in this industry, you need to have sharp senses, good communication skills, as well as a tendency to learn fast.



**SAKSHI GUPTA**

DR APJ ABDUL KALAM TECHNICAL UNIVERSITY

the top three skills which is required by a professional to survive in any industry will be presence of mind, communication skills and smart work

## Which 3 skills are imperative in the business world ?



**AMAL RAJ**

AMRITA UNIVERSITY

I think the main three skills that a professional must have in the industry are ability to evolve, leadership skills and team work.



**AKKSHAY SIVAPRASAD**

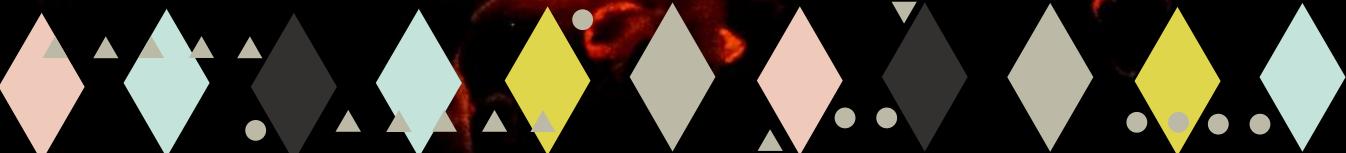
AMRITA VISHWA VIDYAPEETHAM

There are three skills that are prominent in the business world now are Problem solving, communication and decision making skills.

# Covid19 Stats

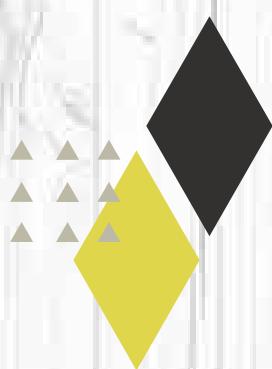
**World: 17,594,541 Total  
Confirmed Cases  
677,279 Deaths**

**India:  
16,95,988 Confirmed  
cases  
36,500 deaths**



Always Stay Connected  
Lets rewind  
memories!





# leavers



**From left to right:**

Aniruddha Ghosh  
Divyanshi Gupta  
Venkata Sandeep  
Juby Rachel Philip



Simrat Chawlaa  
Vishal Kumar  
Arunav Arora



Arshad Parvez  
Neha Kumari





THANK YOU!  
FOLLOW US  
ON  
FACEBOOK  
LINKEDIN  
INSTAGRAM





leave your  
mark!