Hello future.

Information Brochure
Academic Year-2016
Architecture | Hotel Management | Mass Communication
Pharmacy | Business Management | Health Sciences | Education

Explore Your Potential
LEARN FROM THE BEST MINDS
INDUSTRY BACKED CURRICULUM
LEARNING BY DOING

CHANDIGARH CITY BEAUTIFUL

STRONG ACADEMIC HERITAGE

GET A CAREER HEAD START

WHERE LEADERS ARE MADE

THE WORLD IS YOUR CAMPUS

HOME AWAY FROM HOME

LEARN, PLAY, LIVE

EXPLORE
Whether you want to broaden your mind, advance your career, increase your knowledge, travel the globe or change the world, CHITKARA UNIVERSITY can provide you with the opportunity and real life skills to do it.
Dr. ASHOK CHITKARA
CHANCELLOR
CHITKARA UNIVERSITY

Selecting a university program marks the start of an exciting period of your life. When you are selecting a program at an institution, you add life-changing experiences and expanded opportunities as well.

Students from around the country are attracted to Chitkara University because of our commitment to teaching excellence, because we conduct research that makes a difference, because of our industry partnerships and because of our tailored courses.

We look forward to welcoming you to Chitkara University.

Dr. MADHU CHITKARA
PRO CHANCELLOR
CHITKARA UNIVERSITY

Chitkara Education brings with it a reputation that has been earned through years of serving the career-needs of the student community. It is a reputation for excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace.

There are many reasons to choose Chitkara University. Our graduates go on to great careers, we’re hands-on and responsive in our teaching. We provide a great environment to study and our research is world-class.

The learning environment at CHITKARA UNIVERSITY represents a unique blend of distinguished faculty, brilliant and intellectual students with a proactive collaboration with industry.

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Chitkara Educational Trust established its Punjab campus in the year 2002 on the Chandigarh-Patiala national highway which is 30kms from Chandigarh. In the year 2010, Chitkara University was established by the Punjab State Legislature under the Chitkara University Act. Chitkara University is a government recognized University with the right to confer degrees as per the sections 2(f) and 22(1) of the UGC Act. 1956. Chitkara University Punjab is a multi-discipline student centric campus with more than 7000 students.
CONSTITUENT INSTITUTIONS OF CHITKARA UNIVERSITY (PUNJAB) ARE:

CHITKARA INSTITUTE OF ENGINEERING AND TECHNOLOGY
- 4-Year Bachelor of Engineering (B.E.) in
  - Computer Science & Engineering
  - Electronics & Communication Engineering
  - Electrical Engineering
  - Mechanical Engineering
- M.E. (Fellowship) Programs in
  - Computer Science & Engineering
  - Electronics & Communication Engineering
- 2-Year MCA (Lateral Entry)
- 3-Year BCA
- 5-Year Integrated BCA-MCA

CHITKARA SCHOOL OF PLANNING & ARCHITECTURE
- 5-Year B. Architecture

CHITKARA BUSINESS SCHOOL
- 2-Year Management Program (MBA) in
  - Marketing
  - Banking & Finance
  - Financial Markets Practice in collaboration with BSE Institute
  - Healthcare Management in collaboration with Fortis Healthcare
  - Human Resource in collaboration with ManpowerGroup
  - Logistics & Supply Chain Management in collaboration with Safeducate
- 3-Year B. Com (Hons.)
- 3-Year BBA

CHITKARA COLLEGE OF SALES & RETAIL MARKETING
- 2-Year MBA (Sales & Retail Marketing)

CHITKARA COLLEGE OF HOTEL MANAGEMENT & CATERING
- 3-Year B. Sc Hospitality Administration

CHITKARA COLLEGE OF PHARMACY
- 6-Year Pharm. D.
- 4-Year B. Pharm.
- 2-Year M. Pharm. (Pharmaceutics/ Pharmacology/ Clinical Research & Clinical Pharmacology)

CHITKARA SCHOOL OF MASS COMMUNICATION
- 3-Year BA in Journalism & Mass Communication
- 2-Year MA in Journalism & Mass Communication

CHITKARA SCHOOL OF HEALTH SCIENCES
- 4-Year B. Sc Nursing
- 3-Year B. Sc (Allied Healthcare)
- 4-Year B. Optometry | 2-Year M. Optometry
- 4.5-Year Bachelor of Physiotherapy | 2-Year Master of Physiotherapy

CHITKARA COLLEGE OF EDUCATION
- B. Ed.
WELCOME TO CHITKARA UNIVERSITY IN HIMACHAL PRADESH

Chitkara University was established in the year 2008 by the Himachal Pradesh State Legislature under the “Chitkara University Act”. Chitkara University is a government recognized University with the right to confer degrees as per the sections 2(f) and 22(1) of the UGC Act, 1956 and is included in the list of universities maintained by the University Grants Commission. Our 17 acres campus located at Atal Shiksha Kunj in Barotiwalay is 32 kms from Chandigarh and 12 kms from Pinjore. It currently has more than 4000 full time students and over 500 faculty.

FOR THE ACADEMIC YEAR 2016, CHITKARA UNIVERSITY IN HIMACHAL PRADESH IS OFFERING THE FOLLOWING PROGRAMS:

4-year Bachelor of Engineering (B.E.) Programs in
- Computer Science & Engineering
- Electronics & Computer Science Engineering
- Civil Engineering
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FOR THE ACADEMIC YEAR 2016, CHITKARA UNIVERSITY IN HIMACHAL PRADESH IS OFFERING THE FOLLOWING PROGRAMS:

- 4-year Bachelor of Engineering (B.E.) Programs in
  - Computer Science & Engineering
  - Electronics & Computer Science Engineering
  - Civil Engineering

WELCOME TO CHITKARA UNIVERSITY IN HIMACHAL PRADESH

www.chitkara.edu.in | 7
Located in the foothills of the Shivalik mountain ranges, Chandigarh is India’s best planned city, with world renowned architecture and an unparalleled quality of life. The face of modern India, Chandigarh, is the manifestation of a dream that Pt. Jawahar Lal Nehru envisaged and Le Corbusier executed.

Chandigarh was the first planned city in India post independence in 1947 and is known internationally for its architecture and urban design. The city has projects designed by architects such as Le Corbusier, Pierre Jeanneret, Jane Drew and Maxwell Fry. It is an urban showpiece - where plants and trees are as much a part of construction plans as the roads and buildings.

Chandigarh and its surrounding areas, namely Mohali and Panchkula are on their way to become the north Indian hubs for IT industry with major presence of companies such as Infosys Technologies, Dell, Tech Mahindra, Quark and Wipro. Chandigarh is also home to several regional offices for major multinational banks, retail establishments and real estate corporations.

With its world class infrastructure and highest per capita income Chandigarh is fast emerging as the entrepreneurship hub of the country. Chandigarh is also attracting the service industry, education, health, food processing and a host of other companies who view it as their regional center for all north Indian states namely Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab and Haryana.

Chandigarh is a city that comes under ‘Times’ 15 best Asian spots. ‘Times’ magazine has dubbed Chandigarh as “the thinking man’s city” amidst a continent of mindless growth.

In major surveys, Chandigarh beats Bangalore, Chennai & Hyderabad in the overall ranking of India’s best cities for doing business.

A confederation of Indian Industries (CII) commissioned study has ranked Chandigarh as the overall third best city for doing business among 35 cities with an urban population exceeding population of one million.

With easy connectivity to major cities across India by flight as well as rail Chandigarh serves as the gateway to northern India. There are also direct flights to connect with the rest of the country mainly Mumbai, Delhi and Bangalore. Indian rail network connects this city to various Indian cities chiefly Delhi, Shimla, Lucknow, Jaipur, Mumbai, Goa and Kerala.
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From the minute you step on campus, you become part of an innovative, passionate, and motivated community that is dedicated to helping you achieve your dreams."
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Chitkara is more than just a University.

YOUR DEFINING EXPERIENCE

Chitkara University has been founded by Dr. Ashok Chitkara and Dr. Madhu Chitkara who have been passionate teachers for more than 40 years now.

Since the inception of the University, Chitkara University has been different. Our students have been different. So are our faculty, our academic strengths and our outlook on teaching and learning.

The unique difference being that Chitkara University has been established by and managed by passionate academicians with the sole mission of making each and every student "Industry ready".

This difference has been acknowledged by students, parents, alumni, Government and Industry since the inception of the University. Within a decade, most of our academic programs are ranked among the top 50 programs in the country which speaks volumes about our strong academic heritage, highly committed faculty, extensive Industry collaborations, great international connections and state of the art campus facilities.

JOIN CHITKARA UNIVERSITY TO EXPLORE YOUR POTENTIAL!!

OPEN YOUR MIND TO NEW OPPORTUNITIES
Chitkara University is different. Our students are different. So are our faculty, our academic strengths and our outlook on business. Within a short span of time Chitkara University has emerged as one of the top private Universities of the country.

Educational programs at Chitkara University aim even higher and go beyond the traditional approach of imparting an analytic framework to solving problems.

Our programs enable you to find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real-world problems. The main focus of educational programs at Chitkara University is to make each and every graduate industry ready and exposed to latest trends.
Chitkara University views the world—and the traditional educational programs differently. Our strengths include topics that will matter in the next global economy.

A Rigorous, Flexible Curriculum

Chitkara University has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of our intensive focus on making all our graduates “industry ready”. Our students have gained employment in diverse professional roles and areas across the globe. From managing hotels to discovering new drugs to helping patients in hospital to analyzing the stock market, your Chitkara University degree can lead to varied and rewarding career paths.

Excellent campus placements is the hallmark of our programs

You will also learn from experienced teaching staff and be exposed to some of the industry’s top employers through opportunities such as field trips, internships, real-life scenarios and practical assignments, guest lectures from industry professionals and networking events.

Passionate Scholars & Teachers

Chitkara University curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making. You will learn how to compete and create transformative change in your profession.

Learning By Doing
CHOOSE YOUR PATH.
EMBRACE YOUR POTENTIAL.

COUNTED AMONG THE BEST

Chitkara University’s reputation for innovative teaching, strong industry links and highly employable graduates continues to set us apart from other Indian Universities.

SMALL WORLD

Whether you are a Bachelor’s student, Master’s student or taking part in one of our exchange programs, we make sure you feel right at home with us.

Chitkara University provides a specially safe and serene setting for studies. Students get to enjoy the changing seasons and are able to grow in various ways.

At Chitkara University, Education is not only State-of-the-art but truly State-of-the-heart. Everything we do shares the same mindset and determination.

We feel passionately about what we do and we hope you will become part of our family.
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Any decent road map to success requires that you know where you are going — and also where you have been. The third element is momentum.

In accordance with Chitkara strategy, we allocate more and more resources to excellence in teaching and learning. The entire approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical experience.

Today, we have impressive world-wide collaboration agreements with top International Universities and research institutions which is helping us train Chitkara students for the new global economy.

We strongly believe that we are creating the right kind of future for the professionals of tomorrow who we are educating today. Our Education is always supported by the exceptional research that we conduct.

**INDUSTRY-LED COURSES**
Chitkara University offers a learning experience that improves your employment prospects. We maintain close links with leading blue-chip companies and professional associations to deliver most of our academic programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running.

Strong corporate relationships also have a direct influence on our degree programs and have resulted in our industry facing curricula. This ensures that our education is up to date and valued by the future employers of our alumni.

**GREAT CAMPUS RECRUITMENT**
Chitkara University has established an unassailable reputation for very strong campus recruitment on the sheer virtue of our intensive focus on making all our graduates industry ready.

**START ME UP**
The possibility to combine business and technology in their studies gives our students unique opportunities to build their future careers, be it through top-class companies or capitalizing on their own innovations in order to create new businesses.

Think of it as your own, personal launch pad.
And you are what we invest in. You, and your interests, your talents, your goals. Chitkara University is where the YOU that you envision becomes a remarkable reality. It is where you get the instruction and the inspiration you need to chart your course, create your path, and define you.

What defines you? Chitkara believes YOU define you.

And you are what we invest in. You, and your interests, your talents, your goals. Chitkara University is where the YOU that you envision becomes a remarkable reality. It is where you get the instruction and the inspiration you need to chart your course, create your path, and define you.
"Chitkara is defined by its people.

Whether having discussions in class or over a cup of coffee, we challenge each other to think differently and effect change in our community.

Beyond that, we get to know our peers—who they are, what they stand for, and how they hope to improve the world around them."
LEARN THE CHITKARA WAY

One-on-one discussions with the professors make the classes very interesting and interactive. The faculty is very helpful and approachable at all times—even for the slightest of doubts. We have lot of group projects and presentations which help students in team-building, understanding and bonding with classmates.

GRADUATE WITH A HOLISTIC SKILL SET

Our holistic educational approach is designed with an intensive focus to equip you with a total skill set comprising hard knowledge skills, soft people skills and ‘heart’ skills. You will be equipped with both depth and breadth of knowledge. You will be transformed into a well-rounded individual, and become a valuable asset to your future employer and society at large.

- **Hard knowledge skills** (specific to your chosen track of study)
- **Soft people skills** (analytical thinking, problem solving, communication, presentation, leadership and team-building)
- **‘Heart skills’** (ethical and social responsibility)
LEARN FROM THE BEST MINDS

Tradition of Teaching Excellence

Chitkara University faculty members are explorers and discoverers, seeking new ideas and insights at the frontiers of knowledge. They are internationally recognized leaders in the study of the economic, social, political, and technological forces shaping the world today.

The faculty at Chitkara University includes people from core academics having vast experience in academics and industry. Among our talented faculty, you meet academic scholars with doctorate degrees, experts from Industry and authors of important texts in all fields. Our faculty enjoys a good reputation and strong relations with leading industrial houses in terms of consultancy and research work.

Chitkara University faculty members play an active role in national and international business & research communities, serving as consultants, board members, and speakers at major conferences and seminars.

With serious students and talented teachers, you will become a stakeholder in pursuit of purposeful learning and experience. Faculty at Chitkara University is striving hard to impart best of professional experience to students through its fast growing & challenging academic environment.
Hands-on and interactive learning means classes are never dull. Theories are brought to life, and you learn by experiencing them.

Classes incorporate activities, such as simulations and problem sets conducted in format of mini lectures, video lecturettes, small group recitations, hands-on demos, designettes and concept quizzes to cement the understanding of different concepts in a subject.

The interactive session foster collaborative learning and you will enjoy and better understand concepts that are traditionally viewed as difficult. Real-life examples are demonstrated regularly.

A RIGOROUS, FLEXIBLE CURRICULUM PREPARES YOU FOR EVERY KIND OF LEADERSHIP CHALLENGE
Our degree programs prepare students for the real world and offer the opportunity for practical, hands-on experience, internships and projects. Take advantage of this experience to gain the practical skills employers are looking for and open your mind to career opportunities. Academics at Chitkara University keep pace with workplace demands and ensures that students are work ready and in touch with what is expected in a professional environment.

**Academic Excellence**
Our academic programs enjoy a great reputation in the industry. To maintain our leadership position, we focus on inducting the best faculty from across the industry and academia. Our faculty is known for its strong academic orientation contributing to the creation of knowledge in a dynamic, ever changing environment. Classes are built around experiential learning where students are pushed to their limits to take conceptual framework and apply them. Teaching methods include lectures and tutorials that emphasize a learning-centric approach and application of knowledge. Faculty brings their broad based experience into the classroom to enrich the learning process and to ensure that coursework reflects current industry practices.

**Applied & Project Based Learning**
Applied learning is a hallmark of all teaching at Chitkara University. We believe that the best way to learn is by doing and that’s why we emphasize a hands-on approach. We lay stress on project based learning. Thus, the need for independent thinking and creativity is encouraged among students resulting in interesting and novel projects. Further, a significant increase in the open category credits enables students to have a broad base and pursue interests and adopt a multi-disciplinary approach.

**Problem Based Learning (PBL)**
Some of our courses are being taught using the PBL approach where students apply their knowledge to solve problems they may encounter in a professional context and in doing so, extend their experience beyond their text books. Elements of the work situation are brought into the classroom by the PBL approach. Students undertake a series of tasks that bring industry problems into the academic environment.

**Specialisation Options**
In every program, further specialisation and electives are offered in the last year of the study. To help a student in this task, various tracks have been identified through our curriculum geared towards a variety of specialisations. Our goal is to prepare students for a satisfying career in Engineering. Following a particular curricular track will equip a student with the skills needed for progressing further in the chosen career.

**Faculty**
Chitkara University boasts of strong faculty with Masters and Doctorate degrees in different specialisations with appropriate academic and research blend of mind. The entire faculty has been drawn from leading academic institutions and corporations from across the country with years of teaching and research experience. Our faculty enjoys a good reputation and strong relations with leading industrial houses in terms of consultancy and research work. Our faculty not only focuses on conceptual understanding of various academic concepts but also gives first hand experience to all students through role plays, experiential exercises, industrial visits and classroom lectures.
WHERE LEADERS ARE MADE

Attitude, communication & knowledge are three essentials for students to succeed in their lives. We emphasize more on these three aspects thoroughly to make our students competent and capable professionals.

We provide specially designed training programs to the students in order to improve their employability skills and to prepare them to face the interview boards more effectively. The objective of this program is to provide the students with an integrated module of personality enhancement emphasizing those areas which are essential for the overall growth and development of a confident and well-groomed professional.

In a recent survey of recruiters from companies with more than 50,000 employees, communication skills were cited as the single most important decisive factor in choosing employees. The survey points out that communication skills, including written and oral presentations and an ability to work with others are the main factors contributing to job success.

At Chitkara University, our qualified in-house trainers for communication skills provide language training where students learn to speak and communicate effectively. Sufficient opportunities are provided to our students to master their language skills through group discussions and presentations.
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Library services at Chitkara University are the cornerstone of our education system. The mission of our library services is to facilitate creation of new knowledge through acquisition, organisation and dissemination of knowledge resources.

The libraries at Chitkara University Punjab have spacious reading hall, periodical centre, group discussion rooms and online database browsing area.

The University libraries offer a wide range of materials in a variety of formats—from traditional books and serials to films, multimedia and networked information from around the world. Highly skilled staff assists students to use the local collections and find information on specific topics.

Our libraries are a learning space where students are inspired to explore, research, and create. Our libraries are not only the place to think, but also an informal work area where students gather to collaborate. Social elements include a café and vending machines, lounge areas, and newspapers. Use our libraries to study for exams, finish assignments, and to balance study and work.

Our libraries house a collection of more than 20,000 items including books, journals, microfilms, audio-visual material and CD-ROMs. Furthermore, the students have access to more than 10,000 electronic journals available online.

We have access to a large number of e-resources, ASCE Journals, ASME Journals, IEL online, Science Direct, EBSCO, EMERALD, SCIFINDER, SAE-Tech Papers, Indian Standards Codes, ACM, ABI / Inform Complete (PROQUEST), Springer Link and Engineering Referex. Our libraries have a Video Conferencing facility and also provide classroom teaching through EDUSAT programs and NPTEL video courses in the different fields of education.
Chitkara University maintains close link with leading corporations and professional associations to deliver most of our professional programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running. Some of our leading industry collaborations are:
OUR INDUSTRY COLLABORATIONS

CHITKARA UNIVERSITY HAS ESTABLISHED AN UNASSAILABLE REPUTATION FOR VERY STRONG CAMPUS RECRUITMENT ON THE SHEER VIRTUE OF OUR INTENSIVE FOCUS ON MAKING ALL OUR GRADUATES "INDUSTRY READY".

- Marquee companies such as ARM, Cadence and NXP Semiconductors are supporting us in terms of supplying state of the art equipments for best hands-on classroom training.
- nVIDIA which is one of the leading companies in the parallel computing space has granted the status of "CUDA teaching Centre" to Chitkara University.
- Infosys Campus Connect and Wipro 10X Mission has provided us an important framework for our Engineering curriculum Strong linkages with Industry leaders such as CISCO, Ericsson, Dassault Systems, National Instruments & Oracle to develop and deploy industry-relevant curricula on various technologies for our Engineering curriculum.
- Our program in Mechanical Engineering has been endorsed by leading companies such as Mahindra, Rasco, Dassault Systems, Tata Technologies And Bosch.
- Chitkara Business School is offering a unique 2 year MBA program in Human Resource management with ManpowerGroup which is the leading manpower consultancy in the world.
- Joint management programs with BSE Institute has helped us initiate academic programs in the realm of financial sector knowledge.
- Our program in supply chain management works towards bridging the huge skill gap prevalent in the logistics industry through our industry partner, Safexpress, India's largest supply chain & logistics company.
- All degree programs offered by the School of Health Sciences are in collaboration with Fortis Healthcare which is one of the leading healthcare providers in Asia.
- Our Optometry programs are fully endorsed by Sankara Healthcare which is one of the leading eye care chains in the country.
- The curriculum and program structure for all our Journalism and Mass Communication has been inspired and adapted from the UNESCO Model Curricula for Journalism Education.
- Strong Association with leading media corporations such as ZEE Network and other media companies has been a great support in redefining our programs in Mass Communication.
When the world’s most selective organizations seek new, innovative talent, they turn to Chitkara University. Top FMCG companies, financial institutions, consulting firms, consumer products manufacturers and Technology companies are among those firms that hire our graduates as interns as well as full-time employees.

Employers seek out our students because they demonstrate not only a mastery of powerful quantitative and management tools, but also a solid understanding of best practices for the changing technological, global, and human dimensions of business.

An Impressive Array of Services

The University’s location and deep ties to global firms provides you the tools and connections you need to launch the next stage of your career. Chitkara University offers access to employers through multiple channels. On-campus interviews and corporate presentations are popular forums for presenting oneself to a prospective employer.

Chitkara University’s facilitates hundreds of on-campus interview opportunities for positions spanning the globe and over a thousand electronic job postings specifically targeting our students each year. In addition, you are given the opportunity to interact with hiring managers and recruiters in more informal ways, including industry firm nights, career panels, corporate visits, alumni mixers, and job fairs.

A Personal Approach

The University’s optimum class size allows career advisors to offer a personalized, hands-on approach to your career search. Our goal is to provide you with resources and opportunities to successfully match your skills and interests with an employer.

We also offer a broad range of seminars, programs, and services from experienced advisors, coaches, managers, and practitioners at all stages of the career planning process.
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Chitkara University offers students comprehensive opportunities to occupy themselves with questions around their career planning right from the beginning of their studies. A broadly diversified choice of career activities accompanies them during their studies and offers numerous networking opportunities with industry leaders and alumni.

**Focus on Careers**
Chitkara prepares students for the real world and fulfilling careers. With industry representation our course continues to keep pace with real world practice making students work-ready the moment they graduate.

**Mentoring**
Sometimes a little advice and guidance from someone who has been there and done that can go a long way. Students have unlimited opportunities to interact with professionals from their field to build contacts and learn about new industry trends.

**Student Support Services**
Our Career Centre provides personal career counselling, extensive career development seminars and invaluable assistance in developing one’s resumes that showcase his/her skill and experiences.

**Networking**
Smart graduates require tapping into network of people, technology and information. At Chitkara, you are connected with world-class faculty, leading managers and innovators. Workshops with guest speakers from the industry are held regularly to acquaint you with the latest happenings.

**Internships**
Most students are provided opportunities to pursue internships to gain some real world practical experience. Emphasis is placed on ensuring that students attending the program are placed in rewarding, real-world company assignments that extend the learning experience into areas that are not available at the University. Our programs offer the opportunity for practical, hands-on experience, internships and projects within the local community. This is why our graduates are in demand.
Focus on Careers

Chitkara prepares students for the real world and fulfilling careers. With industry representation our course continues to keep pace with real world practice making students work-ready the moment they graduate.

Mentoring

Sometimes a little advice and guidance from someone who has “been there and done that” can go a long way. Students have unlimited opportunities to interact with professionals from their field to build contacts and learn about new industry trends.

Student Support Services

Our Career Centre provides personal career counselling, extensive career development seminars and invaluable assistance in developing one’s resumes that showcase his/her skill and experiences.

Networking

Smart graduates require tapping into network of people, technology and information. At Chitkara, you are connected with world-class faculty, leading managers and innovators. Workshops with guest speakers from the industry are held regularly to acquaint you with the latest happenings.

Internships

Most students are provided opportunities to pursue internships to gain some real world practical experience. Emphasis is placed on ensuring that students attending the program are placed in rewarding, real-world company assignments that extend the learning experience into areas that are not available at the University. Our programs offer the opportunity for practical, hands-on experience, internships and projects within the local community. This is why our graduates are in demand.

Chitkara University offers students comprehensive opportunities to occupy themselves with questions around their career planning right from the beginning of their studies. A broadly diversified choice of career activities accompanies them during their studies and offers numerous networking opportunities with industry leaders and alumni.
ITC Limited

Hotels Resorts

and Palaces

SINCE INCEPTION, CHITKARA UNIVERSITY HAS A PATH BREAKING RECRUITMENT RECORD FOR GRADUATES FROM VARIOUS ACADEMIC PROGRAMS. SOME OF THE PROMINENT RECRUITERS ON CAMPUS ARE:

OUR

CAMPUS

RECRUITERS

www.chitkara.edu.in | 33

THE START OF SOMETHING BIG
OUR CAMPUS RECRUITERS

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"CHITKARA IS THE FULL EXPERIENCE:
Lifelong friendships from around the world, inspiring lecturers, dynamic learning, diverse opportunities, and ongoing support.

CHITKARA University FOSTERS CRITICAL THINKING."
CHITKARA ALUMNI NETWORK

The net is not a net until it begins to work. Work your network today through us.

The main components of the CHITKARA ALUMNI NETWORK mission are to enable alumni, students, faculty and staff to maintain their contact with the University and each other for their shared benefit and for the vital support and development of CHITKARA UNIVERSITY. One of the strongest bonds that survives with our students over the years is the class bonding and CAN provides a forum to strengthen the bond over the years. We have CAN chapters in Chandigarh and New Delhi and upcoming chapters in Pune, Mumbai, Bengaluru and many other cities in India.

Alumni to Alumni
Find old friends and connect to other alumni. Join our official Chitkara Alumni Network page CAN and become a part of a huge global community.

Alumni to the World
Our Alumni discover business opportunities through Chitkara Alumni Network all over the world and across industries.

Career Services
The career services maintain a close relationship to the alumni who significantly support on-campus activities and also help finding national and international job/internship positions. CAN helps our students stay in contact and dialogue with us, take part in the manifold events we offer them, make use of the various information services and actively engage with words and deeds.
Chitkara Innovation Incubator was initiated in the year 2013 with a sprawling 15,000 sq ft facility next to Rajiv Gandhi Information Technology Park, Chandigarh which is the prime destination for major blue chip companies such as Infosys, Tech Mahindra and Airtel.

Chitkara University is a place of original thinkers; nurturing and stimulating inquisitive minds to produce graduates with innovative ideas, perspective and approaches.

Chitkara Innovation Incubator helps turn students’ business ideas into reality. Student ventures with scalable, commercial potential are given access to high-tech, collaborative office space, paired with industry mentors, subject matter experts, and community corporate partners to develop scalable business plans, and market-testable products and services.

This Innovation Hub will be one-stop shop for know-how. Entrepreneurs across Chitkara University can access seed capital opportunities, one-on-one mentoring, pro-bono support services, feedback from entrepreneurial experts, and capacity-building workshops covering everything from legal liability to effective marketing to entrepreneurial finance.

It is a community, a nexus point where innovators at Chitkara can meet, interact with other innovators, and learn from peers, all of whom are driven to create lasting positive change. That community includes undergraduate and graduate students, faculty, staff and alumni across any discipline.

Some of the companies which have made Chitkara Innovation Incubator are

- trideal.in
- MWP
- IDEAS.EDGE.COM
- SchoolPad
- yellowcursor
- chalkpad
- it\textsuperscript{matic}
- \textsuperscript{EN}Labs
- ROOMEO
- ManpowerGroup
- CHANDIGARH Angels Network
- MarketConnected
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IDEAS
EDGE
идеал
education technology solutions
UNDER THE BELT STORE
MarketConnected
THE TREND FOLLOWING TURTLE

www.chitkara.edu.in | 37
THE GLOBAL UNIVERSITY

Internationalisation and globalisation are key characteristics of today’s environment. The world has become a global village where economic, political, social and cultural dimensions are tightly intermingled. Such a platform offers not only considerable opportunities but also higher complexity. One must prepare for the future by anticipating the challenges and having a vision for the wide-ranging possibilities.

Chitkara University is prepared to face these new challenges, responding to professional and international commitments, by educating and training students and managers to be Global Ready for tomorrow’s world and by helping them in developing skill sets desired by future employers.

As a consequence, celebrating diversity, preparedness for international careers and being Global are embedded in our organisational culture at Chitkara University.

The International Experience
Combining an international education and study abroad experience is a strong asset in today’s marketplace. It gives candidates a huge competitive advantage but also greatly contributes to students’ personal development.

Students from Chitkara University enjoyed unforgettable experiences during their study abroad programs, such as semester exchange and summer school programs, at partner universities in countries like Germany, France, South Korea, UK and USA.

We, at Chitkara University, believe that combining a state of the art education and study abroad experience is strongly desired in today’s marketplace; it enhances candidates’ professional, global & intercultural competence but also greatly contributes to students’ personal development. Studying abroad is also an important opportunity to build a new network of friends and contacts from all over the world, which is a major asset in an increasingly interdependent world.

Our Unique Global Network
Chitkara University has established a unique network of more than 60 partner universities and educational institutes around the globe. This co-operation network forms the basis for student as well as faculty exchange programs within the framework of our educational programs.

Our International and Supportive Study Environment
With its growing number of international students and faculty, Chitkara University offers a truly international study environment. International faculty from partner universities teach short-term courses to students of Chitkara University during global events such as global engineering, automotive and business weeks.

CHITKARA UNIVERSITY STUDENTS ARE EXPOSED TO A HOST OF INTERNATIONAL PROGRAMS WHICH RESULTS IN A TRULY “GLOBAL” PROFESSIONAL.
International Faculty
We regularly invite faculty from accredited Institutions across the world and it helps our students to understand diverse Education standards.

Semester Exchange
Students visit Partner Universities for six months to one year for completing their semesters abroad.

Summer Programs
Summer Program is short duration program of 2-4 weeks on various specialisations. It adds to the international exposure of the students.

International Competitions
Students participate in competitions conducted by several institutions & organisations at International Level such as MUN.

International Conferences
Students participate in International conferences that help them to experience International academic standards.

Leadership Camps
Student based leadership camps for 15 days or more and as of now the students generally travels to South Korea.

Study Based Scholarships
Partner Universities offer full year scholarships and semester long scholarships to students through which study is absolutely free for the students for those terms.

Articulation Programs
Chitkara students have option to finish the last 1/2 years of their degree programs at our partner Universities all across.
Live independently. Gain cultural awareness. Expand your social network to span the globe. Make new friends who may become your future business collaborators in an increasingly interconnected world.

Learn in a classroom on a different continent. Experience working in the real world, around the world. Lend a hand to those in need. There are so many new experiences awaiting you at Chitkara University.

THE WORLD IS

INTERNATIONAL STUDENT EXCHANGE PROGRAMS
Gain a global perspective

Chitkara University’s robust international exchange program with more than 60 overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

SUMMER STUDY PROGRAMS
Immerse in overseas experience

Summer Programs are short duration programs of 2-4 weeks on various specialisations. It adds to the international exposure of the students.

SEMESTER EXCHANGE PROGRAMS
Foster stronger bilateral ties

Chitkara students have option to finish the last 1/2 part of their degree programs at our partner Universities. Students visit Partner Universities for six months to one year for completing their semesters abroad.
Chitkara University approach to global Education rests on the belief that every student needs broad global knowledge and a global mindset. There are many opportunities to globalize your Education.

**OVERSEAS STUDY MISSIONS**
Gain insights from industry leaders

Overseas study missions bring you right into the heart of multinational organisations around the world, giving you current insights on how they function through site visits. You will also go on a networking journey with prominent industry leaders, opening doors to a world of opportunities.

**OVERSEAS INTERNSHIPS**
Step into the global marketplace

Experience for yourself how industries and businesses operate, broaden your perspective and apply your skills and knowledge to real-world business operations.

**GLOBAL EXPOSURE**
Cultivate empathy and the human touch

We regularly invite faculty from accredited institutions across of the world and it helps our students to understand diverse cultural and educational contexts.
GLOBAL CONNECTIONS

CHITKARA UNIVERSITY HAS STRONG AGREEMENTS FOR FACULTY AND STUDENT ACADEMIC EXCHANGE WITH TOP EDUCATION PROVIDERS ACROSS THE WORLD. SOME OF THE MAJOR INSTITUTIONS ARE

**ASIA**
- **CHINA**
  - Qilu University of Technology
  - Zhejiang University of Science & Technology
  - Qingdao Technological University Qindao College
- **INDONESIA**
  - Binus University
  - Telkom University
- **TAIWAN**
  - China Medical University
  - Providence University
  - National Tsing Hua University (NTHU)
- **MALAYSIA**
  - HELP University
- **JAPAN**
  - Kinki University
- **SOUTH KOREA**
  - Kookmin University
  - Korea University (Sejong Campus)
  - Kongju National University
  - Chung Ang University
  - Kyung Hee University
  - Sookmyung Women's University
  - Chonbuk National University
  - Chosun University
  - Sangmyung University
  - Kwangwoon University
- **U.S.A**
  - Central Michigan University
  - University of Florida
  - Purdue University
  - San Diego State University
  - University of Massachusetts, Lowell
  - Missouri University of Science and Technology
  - Northern Illinois University
  - Northern Arizona University
  - Portland State University
  - California State University, San Marcos
- **AUSTRALIA**
  - Deakin University
  - Edith Cowan University
  - Flinders University
- **NORTH AMERICA**
- **MEXICO**
  - Universidad Autonoma Del Estado De Hidalgo (UAEH)
- **CANADA**
  - George Brown College
  - British Columbia Institute of Technology
  - Kings University College at Western University
  - University of Prince Edward Island (UPEI)
  - Vancouver Island University
  - Georgian College
  - Vancouver Film School (VFS)
  - Lake Head University
  - Vancouver Island University
ASIA

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- Qilu University of Technology
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JAPAN
- Kinki University

SOUTH KOREA
- Kookmin University
- Korea University (Sejong Campus)
- Kongju National University
- Chung Ang University
- Kyung Hee University
- Sookmyung Women's University
- Chonbuk National University
- Chosun University
- Sangmyung University
- Kwangwoon University

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- Edith Cowan University
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- University of Florida
- Purdue University
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- University of Massachusetts, Lowell
- Missouri University of Science and Technology
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- Northern Arizona University
- Portland State University
- California State University, San Marcos

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EUROPE

UNITED KINGDOM
- University of Birmingham
- Glasgow Caledonian University
- Anglia Ruskin University

NETHERLANDS
- Fontys University of Applied Sciences

SPAIN
- University of Alicante
- Fundacio Privada Universitat I Technologia
- Universidad De Jaen

FINLAND
- Helsinki Metropolia University of Applied Sciences
- JAMK University of Applied Sciences

GERMANY
- Cologne Business School
- Karlshochschule International University
- Hochschule Osnabruck University of Applied Sciences Osnabruck
- Duale Hochschule Baden Wurttemberg (DHBW)
- University of Applied Sciences Stuttgart
- Technische Universitat Chemnitz
- Hochschule Emden/Leer

FRANCE
- ESIGELEC n School of Engineering Rouen
- Ecole Pour Li Informatique Et Les Techniques Avancees- EPITA
- EM Normandie
- Kedge Business School
- Institute Di Etudes Politiques De Toulouse
- Sciences Po Lille
- ISTIA-Universite Angers
- Universidad Montpellier 2 Sciences et Techniques
- Institut SupBiotech de Paris

BELGIUM
- IHECS
- Haute Ecole de La Province De Liege

PORTUGAL
- Politecnico De Coimbra
There are countless opportunities to get active and involved, engaged and enriched, and we want you to become a part of our diverse community of people who work together to make an impact on the future and have fun in the present.

With more than 20 student clubs and organizations based on a wide range of academic, cultural and recreational areas of interest, you can find a way to express yourself.

Join, lead, or start your own—the important thing is to participate. Engaging with these organizations builds strong connections with fellow students, provides personal growth, and enhances your Chitkara experience.

Student life at Chitkara University is more than just ardent toil next to a big pile of books. The wide range of clubs and student associations, as well as the surrounding environment, provide memorable experiences ranging from culture to extreme sports.
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Chandigarh is a city that comes under "Times" 15 best Asian spots. "Times" magazine has dubbed Chandigarh as "the thinking man's city" amidst a continent of mindless growth.

With easy connectivity to major cities across India by flight as well as rail, Chandigarh serves as the gateway to northern India. There are also direct flights to connect with the rest of the country mainly Mumbai, Delhi and Bangalore. Indian rail network connects this city to various Indian cities chiefly Delhi, Shimla, Lucknow, Jaipur, Mumbai, Goa and Kerala.
LEARN
CHANDIGARH
THE CITY BEAUTIFUL
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PLAY, LIVE

VIBRANT STUDENT LIFE

The great experiences that you have at Chitkara University are what you will remember long after you graduate ni these are made up of the times you spend with friends and teammates exploring shared interests. Choose from vast array of co-curricular activities covering sports, performing and visual arts, community service, entrepreneurial and international interest groups. If you can’t find what you like, there is always the option of starting your own hobby club.

We give you invaluable opportunities to hone team, leadership and time management skills while pursuing your passion and networking with students from all backgrounds.
LEARNING IS FUNDAMENTAL

CHITKARA UNIVERSITY IN A NUTSHELL?
Cool vibes, great events & excitement all year round, sports, theatre, excursions, always somebody home next door. That is it.
NO PLACE LIKE HOME

Chitkara University offers comprehensive hostel facilities within the campus. We understand that most of our students are moving away from home for the first time, so we strive to make the transition as smooth as possible by offering comfortable and safe hostels within the campus, providing a homely atmosphere. We offer separate hostels for boys and girls with hostel warden in each hostel to supervise day to day management. All the rooms have been designed to provide adequate moving space and ample air and light. Each hostel has its own mess providing hygienic and nutritious meals three times a day. The menu is designed to cater to a range of taste buds.

There is hardly ever a dull moment in the hostel where all our classmates are also our neighbours, friends and confidantes. Whether it is having a nice home-cooked meal together, helping one another with project work or making music, the most mundane of activities, when shared with good company, become the best of times.
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The annual TEDx Chitkara University, an ideas conference with an international perspective run under the banner of TED, the non-profit organisation ‘devoted to ideas worth spreading’.
Production & Manufacturing

A pharmacy professional can work as a production person, involved in the production of bulk drug and intermediates or formulations and dosage forms. Industries in the cosmetics, soaps, toiletries segment, dental products, blood and plasma products also hire pharmacy professionals.

Analysis & Testing

Quality control (QC) and Quality Assurance (QA) are the most integral areas of the drug and pharmaceutical industry. Highly specialized and trained staff is required to handle sensitive analytical procedures & sophisticated equipment.

Marketing

The Pharma Sales & Marketing is a highly technical field & offers excellent opportunities for the pharmacy graduates. The pharmacy graduates are absorbed as product executive or managers and can progress through group product manager and brand manager positions and rise to national level manager status.

Hospital Pharmacy

Another opening for a Pharmacy professional is “Registered Pharmacist” in the hospitals or drug stores. This is a very sought after profession especially in countries like the U.S.A., Canada, middle east and European countries. The trend is already set in many hospitals in the country. This is a key position and the Pharmacist plays an important role from preparing prescription to the patient’s medical history after the medical doctor has diagnosed the disease.

Academics

Excellent opportunities for the professionals are available in teaching profession also. Besides teaching Academic related opportunities involve positions on Research Posts and Training programs, Documentation, Library Information Services & Pharma Journalism. The regulatory affairs as well as, patenting processes and Issues involve a lot of documentation work to be done and submitted to the concerned regulatory authorities, in a highly specialized and technical manner.
Established in the year 2007, Chitkara School of Mass Communication is on its way to becoming one of the premier Journalism schools in North India.

While newspapers, magazines, TV channels, radio stations and the Internet rub against each other jostling for space in the common man’s days and nights, the final baits to lure him turn more dramatic, more scandalous, more ‘instant’. And in this whole rush of ‘breaking news’ and bigger salaries, the facts get side-swept, research is compromised, and the truth twisted.

But if a mediaperson has his spine placed right, his integrity sharp and training impeccable, he is the hope that will fight through the fluff, and surface with truth, fresh perspective and a new direction. This is exactly why we are here. To ensure, and at least try that every student who walks out of our program becomes one such hope. And together, every year, they become one such team that changes the way the media behaves, thinks, operates and finally resurrects existence and turns it into a meaningful life.

All programs are built on strong theoretical foundations supported by applied research into the dynamics of communication and the creative industries together with professional expertise. The School has built close links with national and regional media companies and boasts of an excellent employment and research record.

For the academic year 2016, Chitkara School of Mass Communication offers the following programs

- 3-Year BA in Journalism & Mass Communication
- 2-Year MA in Journalism & Mass Communication
MEDIA PROFESSIONALS OF TOMORROW
The potential of mass media is not only vast but also just beginning to be tapped. This field provides excitement, glamour, glory and above all, huge rewards. The trick is being able to find a path that is best suited for you.

Traditional print, radio and television isn’t what it used to be - it’s bigger. While the print medium is poised to grow from the present size of Rs 10,900 crore to Rs 19,500 crore, the radio sector is projected to grow four times over Rs 2,000 crore by 2016. Economic growth, rising income levels, consumerism, coupled with technological advancements and policy initiatives taken by the Indian government, which are encouraging the inflow of investment, will prove to be the key drivers for the entertainment and media industry. With the advent of satellite television, the rise of private radio stations, the proliferation of content on mobile devices and the growing popularity of the internet, there’s no shortage of opportunities available to the broadcast professional.

The size of the entertainment and media industry in India is currently estimated to be Rs 35,300 crore and is expected to grow at a compound annual growth rate (CAGR) of 19% over the next five years. The size of the television industry alone in India is currently estimated to be Rs 14,800 crore and is expected to grow at a CAGR of 24 per cent over the next five years. So, clearly, the television industry alone continues to dominate. It is at present garnering a share of over 42 per cent and is expected to increase it by 9 per cent to reach about 51 per cent in the coming years.

According to ABC and NRS reports, Indian print industry is growing manifolds in not only number of newspapers but also its readership. Language newspaper and vernaculars are coming up from small towns to state capitals and increase in literacy per cent (65) has given a boost.

There are over 300 television channels in the country and it is expected that nearly 100 more TV stations are going to be launched in the future.
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The curriculum and program structure for all our academic programs in Journalism have been inspired and adapted from the UNESCO Model Curricula for Journalism Education.

Over the last few years, the number of news media outlets in developing countries and emerging democracies has grown rapidly. There has been an increased recognition of the crucial role of journalism in promoting democracy, and this has created an urgent demand for well-trained journalists. As the lead UN agency in promoting freedom of expression and access to information and knowledge, UNESCO has taken various initiatives to improve the quality of journalism education worldwide.

The foundations of the curriculum in Journalism Education are designed to promote intellectual and craft skills which are namely:

- An ability to think critically, incorporating skill in comprehension, analysis, synthesis and evaluation of unfamiliar material, and a basic understanding of evidence and research methods.
- An ability to write clearly and coherently using narrative, descriptive and analytical methods.
- A knowledge of national and international political, economic, cultural, religious and social institutions.
- A knowledge of current affairs and issues and a general knowledge of history and geography.
Through a balanced approach, our academic programs simultaneously develop technical skills and an understanding of the artistic, historical and theoretical traditions on which the discipline is built. Some of the unique highlights of our programs are -

**Design a mass media program to fit your career aspirations**

Choose from courses in advertising, public relations, television and audio production, editing, print and electronic media writing, creativity and conceptual development, media design, ethics in the media and more.

**Master professional skills and procedures using cutting-edge technology**

To gain hands-on experience with industry-quality equipment in digital editing suites, a television studio, plus numerous video labs, computer labs and audio studios. Chitkara offers state-of-the-art facilities to teach professional practices so students can land an entry-level position armed with an array of finely honed skills.

**Learn through a mix of theory and hands-on experience**

Classes range from production-oriented, where you’ll learn to script, direct, shoot and edit videos shot on location, to theoretical, where you’ll learn the historical and critical context of mass communication within a context of cultural, economic and technological factors, enabling you to create ethical, enlightened work.

**Learn about real-life environments from industry experts**

As mentors both in and out of the classroom, the faculty contribute a wealth of experience from a variety of professional backgrounds including radio, television, print, public relations, journalism, advertising, publishing, theatre and film.

**Get involved in an internship**

Jump-start your career with an internship that corresponds with your area of interest. This real-world experience is critical in this environment to provide you with hands-on experience before you start your career in the industry.
MEDIA INFRASTRUCTURE

The infrastructure at the Mass Communication School meets competitive and international standards of an institute catering to train media aspirants.

The facilities, training and equipment on offer, are:

- A television studio with four-digital video cameras, teleprompters and professional lights besides other equipment.
- A Production Control Room that allows the students to do news bulletins and live interviews with audio/digital console.
- An editing lab armed with iMac Machines loaded with Final Cut Pro and an assemblage of software to match the process.
- The radio broadcasting branch with facility of live broadcast armed with radio studio and relevant editing softwares.
- Lessons in Print Journalism include knowledge of desktop Editing, Copy Editing, Feature Writing, Field Reporting, Newspaper and Magazine layout designing (Quark Xpress on both Microsoft Windows and Apple iMac), Adobe Photoshop, Coral Draw.
- The Library offers Subject specific books and papers, along with a wide range of national and international dailies.
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Chandigarh is conveniently linked to the rest of the country by air, road and rail network.

**How to Reach Chandigarh by Air**
Chandigarh has an airport just 11kms away from the City Centre. Major airlines connect the city with other major cities like Mumbai & Delhi.

**How to Reach Chandigarh by Road**
The city boast of an excellent road-network. It is also conveniently located within motor-able distance from a number of major cities of North India. National Highways 21 and 22 run through the city. Near perfect road condition and breathtaking view on either side offer a pleasant drive. It is approx. 250 kms North of Delhi & it takes almost 5 hrs to cover the journey.

**How to Reach Chandigarh by Rail**
The rail network serves the city conveniently. Chandigarh Railway Station is about 8kms from the City Centre in Sector 17. Important trains like the Shatabdi Express and the Himalayan Queen provide two train connections every day between Chandigarh and Delhi.
www.chitkara.edu.in
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For more information about the University
give a miss call on 1800 267 1999

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