

MAY
2022

COLOSSAL

VOLUME 01
ISSUE 03



THE DEPARTMENT OF
COMPUTATIONAL INTELLIGENCE

 School of
Computing

EDITOR'S VOICE



Dear Bibliophiles,

I am delighted to bring greetings in the third issue of the Colossal, The Computational Intelligence Department's Newsletter. I want to start by acknowledging the great initiative of our Chairperson Dr. Revathi Venkatraman, the Head Dr. Annie Uthra and the team of persons in the department and our student partners who are making a difference in the lives of the society through technology and in the pursuit of excellence. As a team you have consistently demonstrated a keen attention to not only support the strategic priorities of technological inventions at the department but also to the Institution and also to the student community, many of whom are excited and shown keen interest towards bringing novel contributions to reach the ground level consistently.

This newsletter is going to speak about the contributions of our faculty and students in terms of paper publications, patents, international collaborations, startups, Hackathons, new books, products release, New courses learnt, New course delivery, events and conferences conducted and the motivational talks apart from Alumni talks and societal events. As an institution, we are adopting new, innovative and creative strategies and models to guarantee a sustainable, successful future and no doubt that Computational Intelligence is doing a remarkable participation in that.

Keen attention is also being paid to nationwide and region wide problems and global issues, in order to make the computational Intelligence department the first choice for all students, remains paramount.

I urge everyone to be committed to exceptional service, recognizing the diversity of our learners and our efforts are responsive to students' individual needs by providing consistent, high quality, timely guidance, services, and supports through knowledgeable, well-informed staff and engaging programs.

No doubt the CINTEL department has raised its challenge as it comprises all the necessary rain water of Artificial Intelligence within its umbrella.

I am optimistically excited about the future prospects of CINTEL what we will achieve together in the coming years.

We look forward to keeping you posted on our progress on each of these vital fronts, and on the remarkable accomplishments of our students, faculty, and alumni through Colossal periodically.

B.AMUTHA
SCO-Newsletter -Head

Faculty Team



**Mrs. ANUPAMA C. G.
ASST. PROF., CINTEL**



**Dr.D.Anitha
ASST. PROF., CINTEL**



**Mr.C. Arun.
ASST. PROF., CINTEL**

COLOSSAL

INSIDE THE ISSUE

About The
Department

01

DALL-E 2

02

Meta
Vesatile

04

Events

07

Women's
Day

22

Student
Achievements

19

Alumni
Messages

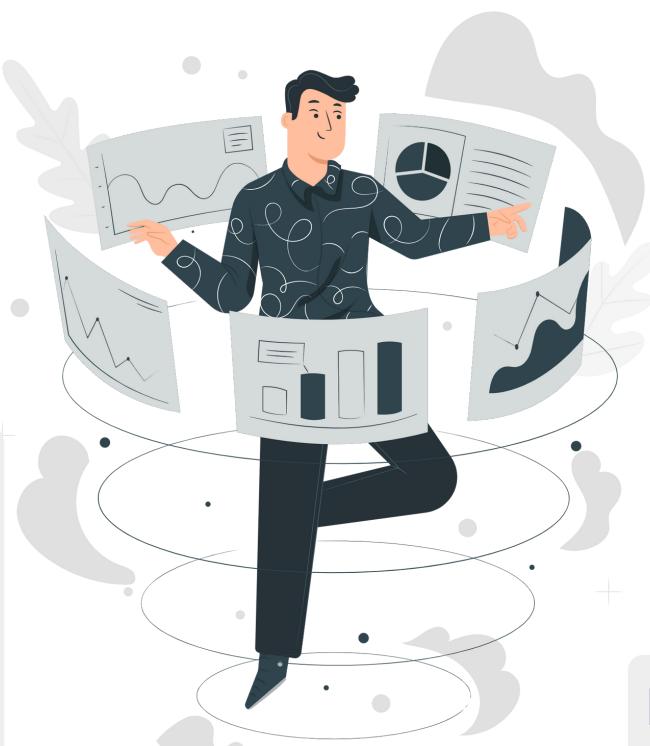
17

Album &
Achievements

16

Profile
Building

14



ABOUT THE DEPARTMENT



The Department of Computational Intelligence is an educational milieu that creates a foreground for students to acquire knowledge in the futuristic thrust areas of Artificial Intelligence, Machine Learning and Software Engineering. The department desire is to stay ahead of the curve and at par with the everchanging needs and demands of the software industry.

VISION To build an illustrious academic platform in Computational Intelligence by providing unique learning and research experiences to meet the standards of industries and world-class universities. Our diverse program curriculum is focused on equipping the students with expert faculty and industry professionals with a foundation for knowledge, global competencies, excellence in designing and developing.

M1 To create, acquire and disseminate engineering knowledge on Computational Intelligence thereby transforming students into professionals to by imparting knowledge on Mathematics, Computing Sciences, Artificial Intelligence, Software Engineering and Cognitive Computing.

M2 To create, acquire and disseminate engineering knowledge on Computational Intelligence thereby transforming students into professionals to by imparting knowledge on Mathematics, Computing Sciences, Artificial Intelligence, Software Engineering and Cognitive Computing.

M3 To encourage innovative Research and Development in Computational Intelligence and interdisciplinary areas by collaborating with renowned academic institutions and industries.

M4 To produce accomplished graduates with a potential to lead revolutionary developments in Computational Intelligence based systems along with a commitment to ethical responsibilities and lifelong learning.

MISSION

< DALL-E 2 >

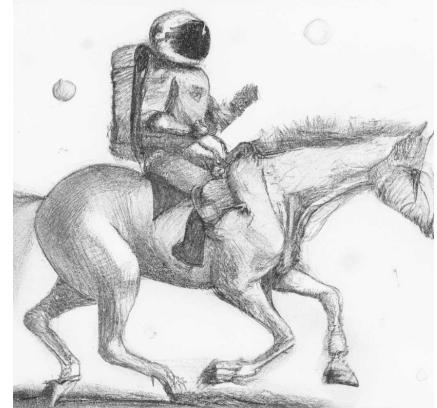
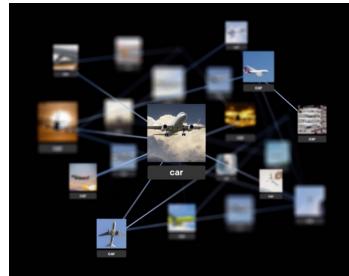
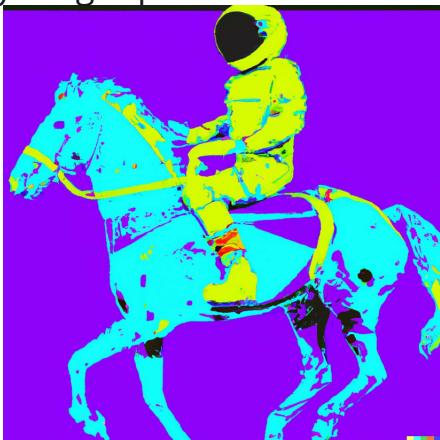
- From the desk of HOD



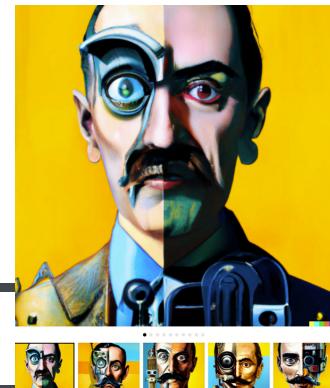
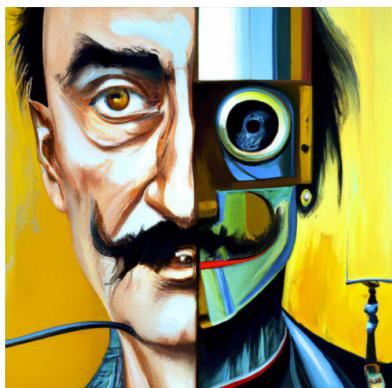
DALL-E 2 HAS ARRIVED

Art was probably the last and only thing left where we humans could say we are better than computers, and we took pride in being the creative geniuses who could come up with things not fitting the usual logic. Well as of 2022, that's another thing humanity lost. Welcome Dall-e 2. It is a new AI system from OpenAI, the same folks who made GPT-3 which powered Github Copilot (which also probably took away your coding job). It has now come to take away your art career too, and yes, you should be worried.

Dall-e 2 can create realistic or stylised artworks based on just about any input string you give it. A cat wearing a suit while having two AK-47s on each hand shooting mouse bullets on a spaceship? Should take about a second to make a dozen of those for Dall-e. Literally anything is possible.



It is a neural network model which was trained with over a billion images with text descriptions for it to learn and relate to objects and its surroundings and in different types of art styles. It truly is a beast to behold and once it goes public, a new era for content is surely to arrive.



But my NFTs?

Not only NFTs but every field will be affected by this. Texture generation and concept art for video games and movies, stock photography, profile photos, even photoshop; all will surely be hit in a new way once Dall-e finds its way to the general public, which as of now is in closed beta.

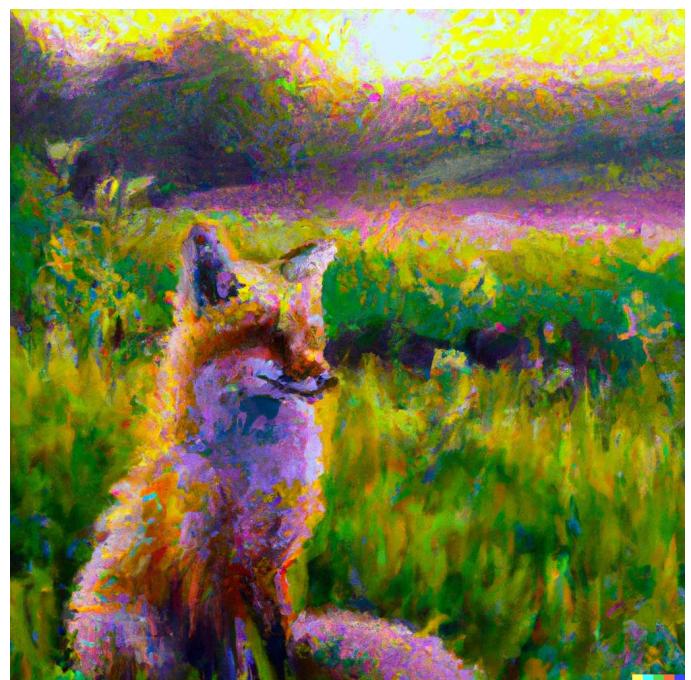
But my job??

As mentioned before, it will surely make many tools absolute and take away hundreds of hours of creation time which is currently done manually, however it won't take away your job just yet if you aspire to be an artist. Similar to Github Copilot, it will be more like a tool which speeds up development, and allows us, the creators, to make more and more amazing things which were previously not possible. This is actually a really big achievement for mankind, we will probably look at art very differently from now on.



Input = "A bowl of soup which is a portal to another dimension styled like a digital art piece."

Input = "A painting of a fox sitting in a field at sunrise in the style of Claude Monet."



META-VERSATILE

-The Newsletter Team

It's 2022, and JavaScript will never die, long live JavaScript

The world of JavaScript is a beautiful hot mess. The language that was famously made in just 10 days and named JavaScript on the last second (just because it sounds similar to that one famous language everybody was using), it is now the backbone of the entire internet and pretty much every app that you will use or have been using relies on it.

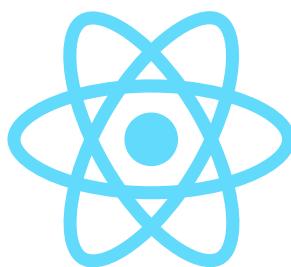
Flexible and powerful, JS, short for JavaScript, is implemented consistently by various web browsers. Along with HTML and CSS, it's a core component of web technology. While HTML is responsible for structure and CSS is responsible for style, JS provides interactivity to web pages in the browser. It can be a part of both the front-end and the back-end of web development.

Offering a wide range of frameworks and libraries that help developers create complex applications with low overhead. Programmers can import libraries and frameworks in their code to augment their application's functionality.

But usually when deciding on making your billion dollar startup idea, you must first choose a framework, your partner in crime for the rest of the project.

Like the start of every Pokemon game, you will probably have three main choices for your journey ahead, namely React, Angular and Vue, each has their own ups and downs and you will have to learn to live with it. As of 2022, there still remains the constant debate of which one is better, each having its ups and downs, you should probably have a look and decide which one is your poison.

-Swetanshu



Making ends meet!

By now pretty much everyone knows the concept of front-end and back-end development, and on the backside, Node.js still seems to be the most popular and the most loved tool. Deno, the new runtime for Javascript/TypeScript made with the blazingly fast and beloved language Rust, is sure to be the successor to Node, but it is still very worth learning Node.js in 2022 (or any other language apart from php honestly) since its not going to go away anytime soon.



What's Next for webdev?

Next.js has proven to be successful at its goal for being the best of all worlds, being blazingly fast, while being very efficient and fun to use. It knows when and where to server render the app or render at client side, providing best results for SEOs and maintaining small payload sizes.

Nuxt.js is following the footsteps of Next.js, where the latter was based on a React environment, the former wishes to achieve for Vue. The feedback of both have been very positive from the community.



Web 3.0, Are you also made by valve?

It would seem that earlier this year, Web 3.0 was supposed to be the next big thing and was hyped up to be ready for consumer use. But alas like most things related to the blockchain, things get a little complicated.

Web 3.0 is the next generation of the internet, imagine if everything was decentralized, with no "server" being under control of the same tech companies. Many people predicted that we are ready for this tech, and many more were sure that this wasn't gonna happen anytime soon.

It seems that we will have to see how this debate unfolds over the coming few months. While it is very exciting to see the rebirth of the internet (if it ever happens, that is) we have to remember that blockchain is expensive, and we still have a long way ahead to achieve the computational power required to have Web 3.0 up and running the way it is being envisioned. Only time will tell.

-Chinmay

But I wanna make Apps!

While you can always learn platform specific languages to make amazing apps with high performance, like Kotlin for Android, Swift for iOS, C# for windows, and many more; Learning all these languages sure is a very long process and getting better at one often makes you forget the other. Furthermore, maybe in the future if you wish to hire more developers for your startup or company, it surely gets expensive to maintain multiple codebases and keep funding for them all with the maintenance and more.

In comes Cross Platform Development tools, where the idea is to code once and run everywhere, having to worry about the same code and letting the tool handle the rest.

As of 2022, Flutter still remains the king for cross platform app development, giving amazing performance with a very nice development loop.

Flutter might just be the perfect tool you need to create beautiful, fast apps, with a productive, extensible and open development model. Android or iOS, web, Windows, macOS, Linux or embedding it as the UI toolkit for a platform of your choice. The language you will be dealing with while using Flutter is called Dart, which is very similar to the modern Javascript/TypeScript with all the useful functionalities like top level await for async functions, null checking and more.

Did you know the popular app on campus, SRMpedia was made in Flutter? Learning this tool will surely prove to be useful for your journey in learning App Development!

-Riya



EVENTS

The department of computational intelligence had successfully pulled off some very informative and gripping events here are a over view of some of them:

- First one for this quarter, we had the Deep Learning Based Efficient Code Optimization in Software Engineering workshop held in the month of February from the 24th to the 25th conducted by Dr. M. Maheswari and Dr. S. Amudha.
- Then there is the five days International STTP on Design of the Time Series models and its applications on Disaster Management and Mitigation coordinated by Dr. C. Lakshmi and Dr. S. Karthick.
- Professors R. Annie Uthra and Dr. Kottilingam organised International Conference on Deep Sciences for Computing and Communications-2022 (IconDeepCOM-2022).
- The Project Expo was also presided over by Professor R. Annie Uthra.
- The Alumni Talk on “Financial Analytics” given by Vignesh Varma, on 19.4.22 was put together by Dr. S. Krishnaveni and B. Jothi.
- Finally rounding things up we have International Conference on Internet of Things on the 5th and 7th of April presided over by Professors Revathi Venkataraman and Prof. Annie Uthra.
- On 28th April, an orientation to welcome the freshers for the year 2022 was organised, the speakers gave words an enlightening speech to guide the newcomers through their coming college years.



COACHES DON'T PLAY

shh, don't ever believe that lie!

Embracing this university with their numerous accomplishments, the teachers and faculties of this prominent institution are in the same race as us. From publishing research papers to conducting projects, they also earn some achievements along the way. Here are some noteworthy achievements from our faculty members:

Dr. M. Ferni Ukrit

- Coordinator for "Career Guidance Talk for Women in Polytechnic Education" Xilinx Nexus, SRMIST, Kattankulathur-11.04.2022..
- Received Appreciation Certificate on the SRM Project Expo'21 for guiding the project "Bitcoin Price Detection using LSTM" SRMIST, Kattankulathur-10.12.2021..

Dr. T. S. Shiny Angel

- Cochair of THIRD INTERNATIONAL CONFERENCE ON INTERNET OF THINGS (ICIoT-2022), 5 - 7 April, 2022,
- Indian Advisory committee member of International conference on innovative technology for sustainable development smart and secure computing (ICITSD - 2022) - 27th -28th January - 2022.

Dr. M. Uma

- Received Best paper award, titled "Performance Model Evaluation of Seizure Classification Using Statistical features and Random Forest algorithm", IEEE International Conference on Electronic System and Intelligent Computing(ICESIC-22)

Dr. A. Alice Nithya

- Coordinator for Project Expo' 22 on 11th & 12th April, 2022 conducted for School of Computing students

Dr. M. S. Abirami and Mr. C. Arun

- Received certificate of Appreciation - SAP Coordinator and Member of International Opportunity Cell

Dr. G. Senthil Kumar

- SESSION CHAIR for the THIRD INTERNATIONAL CONFERENCE ON INTERNET OF THINGS (ICIoT-2022), 5 - 7 April, 2022

Dr. S. Krishnaveni

- Received Appreciation Certificate on the NLP Project Expo'22 for guiding the project held by Advanced Multilingual Computing Research Division, Department of Computing Technologies on 13th April, 2022, SRM IST, Kattankulathur.
- Received appreciation for serving as a reviewer for IEEE Transactions on Dependable and Secure Computing, April 20 2022.
- Received appreciation for serving as a reviewer for Concurrency Computation Practice and Experience. April 2 2022.

FACULTY ACHIEVEMENTS



Mrs. A. Jackulin Mahariba

- Received Best presentation award for the paper titled " Fall prediction using recurrent neural network models" in Dr.Paarivendhar research colloquim 2022. It is conducted during 24th to 26th march 2022 at SRMIST, KTR

Mrs. A L Amutha

- Received best poster presentation award in DPRC 2022 held during 24-26 March 2022

Dr. S.Amudha

- Resource Person for National workshop on Deep Learning based Efficient Code optimization in Software Engineering , and received Appreciation Certificate on the SRM Project Expo'21 for guiding the project " A* Path Finding ALgorithms" and "Surveliance Camera bot" SRMIST, Kattankulathur-10.12.2021.

Dr. M. Maheswari

- Resource Person for National workshop on Deep Learning based Efficient Code optimization in Software Engineering ,and received Appreciation Certificate on the SRM Project Expo'21 for guiding the project " Power Generating shoes" SRMIST, Kattankulathur

Mrs. A. Saranya

- Resource person for teaching python program to higher secondary students at Government Higher Secondary School, Singaperumal Koil, Tamil Nadu 603209, sponsored by Xilinx Nexus.
- Participated in career guidance talk for women in polytechnic education program organized by Xilinx nexus team

Dr. B. Hariharan

- Resource person for the Anna University sponsored Faculty Development and Training Program on "CS8691 - Artificial Intelligence" held at RMK Collge of Engineering and Technology and for the Two Week STTP on Augmented Reality and Virtual Reality A future of Technology, on the topic Companies and opportunities in AR/VR, at SRMIS Vadapalani.
- Acting as a Primary Evaluator for the Tocathon 2021, Conducted by Ministry of Education and Innovation, India.
- Received a grant of Rs. 64000 for "Women Safety Shoes" from NewGen IEDC SRM Grants.
- Reviewer award International Journal of Public health science Scopus Journal on Jan 2022.

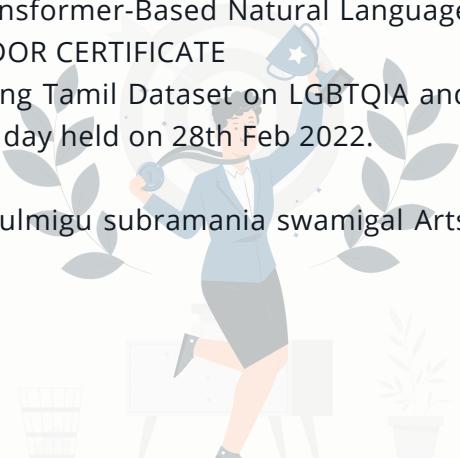
Dr. S. K. Lavanya

- NVIDIA DLI Certificate for the successful completion of Building Transformer-Based Natural Language Processing Applications(Jan 8)
- NVIDIA DLI Certificate for the successful completion of Building Transformer-Based Natural Language Processing Applications (IM) and NVIDIA DLI UNIVERSITY AMBASSADOR CERTIFICATE
- Received gold medal for presentation of the paper entitled " Building Tamil Dataset on LGBTQIA and Offensive Language Detection using Multilingual BERT" for research day held on 28th Feb 2022.

Dr. E. Poongothai

- Resource Person on oneday webinar:Soft skill developement", Arulmigu subramania swamigal Arts and Science college, Vilathikulam.

FACULTY ACHIEVEMENTS



Dr. Sridevi Ponmalar

- Session chair person for technical presentation session and contributions towards successful organization of IEEE sponsored 2022 International conference on advances in computing communication and Applied informatics held at st.joseph college of Engineering Chennai during 28th-29th January 2022.
- Received Appreciation Certificate on the SRM Project Expo'22 for guiding the project " MISSION VARUNA" SRMIST, Kattankulathur-APRIL 11 AND 12 2022

Dr. Athira M. Nambiar

- Financial Assistance (International Travel Support) for participating in "International Conference on Pattern Recognition and Artificial Intelligence, France, from SERB, DST.
- Collaboration in Virtual SAP University of New Castle, Australia.

Dr. Sudha Rajesh

- Acted as a reviewer in "Springer - National Conference on Computational Intelligence and Communication Networks" conducted by Sathyabama Institute of Science and Technology on 24th & 25th March 2022.

The Department of Computational Intelligence was Acknowledged by The School of Computing for Pathbreaking placement record and Appreciated the Faculty and Academic Advisors for their performance.



FACULTY ACHIEVEMENTS

ACM in association with IITDM has organized a Certificate Program for Faculty in Computer Science Education (CSEDU)

- Dr. B. Hariharan and Dr. S. Amudha has enrolled for the course on "Introduction to Programming"
- Mr. S. Joseph James has enrolled for the course on "Data Structures"
- Dr. T R Saravanan has enrolled for the course on "Computer Networks"
- Dr. M. Ferni Ukrat, Dr. M. Uma, Dr. A. Alice Nithya, Dr. P. C. Karthik, Dr. M. Vimaladevi and Dr. S. Sadagopan has enrolled for the course on "MACHINE LEARNING"

Google Cloud Computing Foundations(GCCF)-Cloud Computing Fundamentals, Infrastructure in Google Cloud, Networking and Security in Google Cloud, and Data, ML, and AI in Google Cloud course completed by

- Dr.M.Ferni Ukrat, Dr. M. Uma, Dr. M. S. Abirami, Dr. A. Alice Nithya, Ms. Sasi Rekha Sankar, Mrs.Anupama C G, Mrs. D. Anitha, Mrs. S Aruna, Mrs. J.Jeyasudha, Dr. S. Amudha, Dr. M.Maheswari, Mr. C. Arun, Dr. C. Amuthadevi, Mrs. A.Saranya, Dr.B.Hariharan, Dr.Vimaladevi M, Dr.A.Revathi, Dr. E. Poongothai, Dr. Dinesh G, Dr. S. Nagendra Prabhu

"Overview of Geoprocessing using Python" & "Global Navigation Satellite System and Location based services" offered by Indian Institute of Remote Sensing during January and February 2022 , has successfully completed by

- Dr. S. Karthick, Ms. C. G. Anupama, Dr. D. Anitha, Dr. S. Selvakumarasamy and Mr. C. Arun

Certification Course on "Algorithmic toolbox" offered by UC SanDiego on Coursera Platform, has successfully completed by

- Mr. C. Arun, Dr. S. Karthick, Ms. C. G. Anupama, Dr. S. Selvakumarasamy, and Dr. D. Anitha

Data Science Hands-On with Open Source Tools-IBM Certificatiated & Hadoop foundation level-1 IBM certified - Received Foundation Badge"

- Dr. N. Meenakshi, Dr. R. Athilakshmi , and Ms. Salomi

NPTEL Certification course in "Python for Data Science" offered by IIT has been completed by

- Dr. Dinesh G and Dr. Sridevi Ponmalar

Certification for the online course on "AI and Machine Learning for IoT/EDA" has been completed by

- Dr. Athira M. Nambiar.

FACULTY UPSKILLING



Certification course on "Global Navigation Satellite System and Location based services", offered by Indian Institute of Remote Sensing has been completed by

- Dr. M. Uma and Dr. S. Amudha

Certification on "AWS Academy Graduate" by AWS Academy Cloud Foundations has been completed by

- Dr.T.S.Shiny Angel

Certification on, "AWS Certified Cloud Practitioner" offered by AWS Academy Cloud Foundations has been completed by

- Dr.G.Senthil Kumar

As a compliment from NVIDIA, 20 NVIDIA® Jetson NanoTM Developer Kits were given to the department of Computational Intelligence.



NVIDIA's Deep Learning Institute (DLI) delivers practical, hands-on training and certification in AI at the edge for developers, educators, students, and lifelong learners. This is a great way to get the critical AI skills that need to thrive and advance in your career. Students and the faculty can even earn certificates to demonstrate their understanding of Jetson and AI once completed these free, open-source courses.

The power of modern AI is available for makers, learners, and embedded developers everywhere. NVIDIA Jetson Nano Developer Kit is a small, powerful computer that lets you run multiple neural networks in parallel for applications like image classification, object detection, segmentation, and speech processing.

In addition the following services are also provided by NVIDIA for our faculty / students community in free of cost:

1. JETSON AI Courses and Certifications (Jetson AI Specialist, Jetson AI Ambassador)
 2. Guidance to get started with Jetson Developer Kits
 3. Jetson Community Projects
 4. NVIDIA Isaac SDK



SRM is very grateful for these opportunities provided to the students and faculty by NVIDIA.

FACULTY UPSKILLING

PLACEMENTS

The students from the computational intelligence department have been making their department proud by raising the bar in regards to placements.

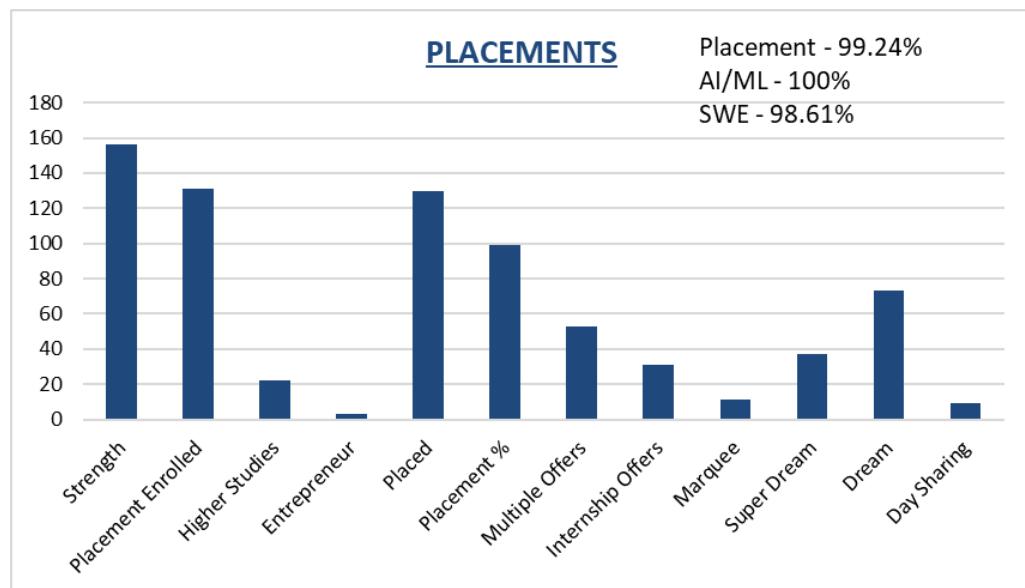
We are proud to announce that an astonishing **99.24%** of 4th year students were placed this year! This is a record breaking and award winning milestone!

Highest pack Clintel's delighted to have such a marvelous performance by those who were placed and the faculty would like to congratulate and give blessing for their journey ahead to also be of fulfilment and have flying colors on the road ahead.

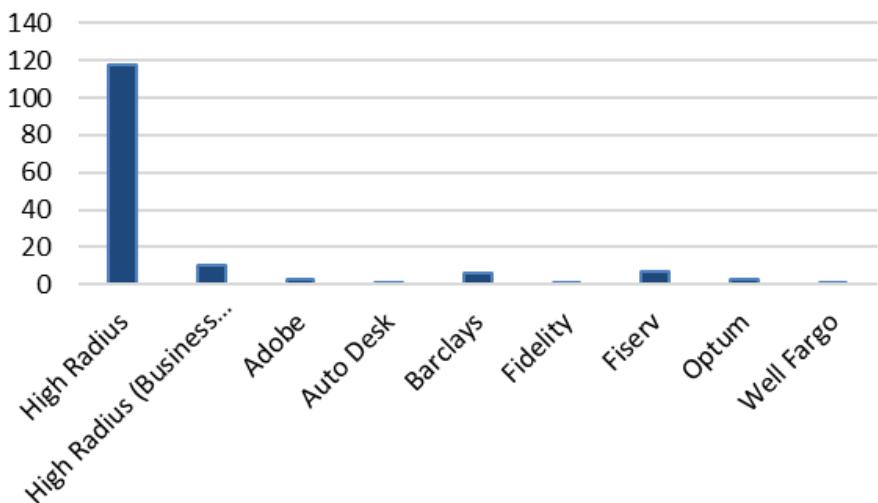
HIGHEST PACKAGE

42.5 LPA

We are delighted to announce that over **68%** of 3rd Year students got into a internship-cum-placement, out of which **Five** were dual and **Two** were triple offers!



IIIRD YEAR INTERNSHIP/PLACEMENT OFFERS



High Radius	118
High Radius (Business Track)	10
Adobe	3
Auto Desk	1
Barclays	6
Fidelity	1
Fiserv	7
Optum	3
Well Fargo	1



BUILD YOUR PROFILE, TODAY!

Get Connected

Make a LinkedIn account! It is essential to have connections and know what people around you are doing and even more important to know what companies around you are up to. Join communities which are aligned to your interests, maybe companies will even reach out to you!



Git Connected

Setup a Github profile, It's probably the most important thing for a developer ! Make sure to commit regularly, and contribute to some open source projects in your free time! Learning GIT and CLI tools are sure to make you a better developer. Also keep a track on the people you follow and their projects, and maybe showcase your own cool new ideas for others to contribute to!



I Use Arch btw

Learn new skills whenever possible, such as an instrument, a new and unique language, improving your typing speed. Challenge yourself by doing something new like getting used to a different operating system or taking on something outside your comfort zone. Keep on learning, even on the things you enjoy!



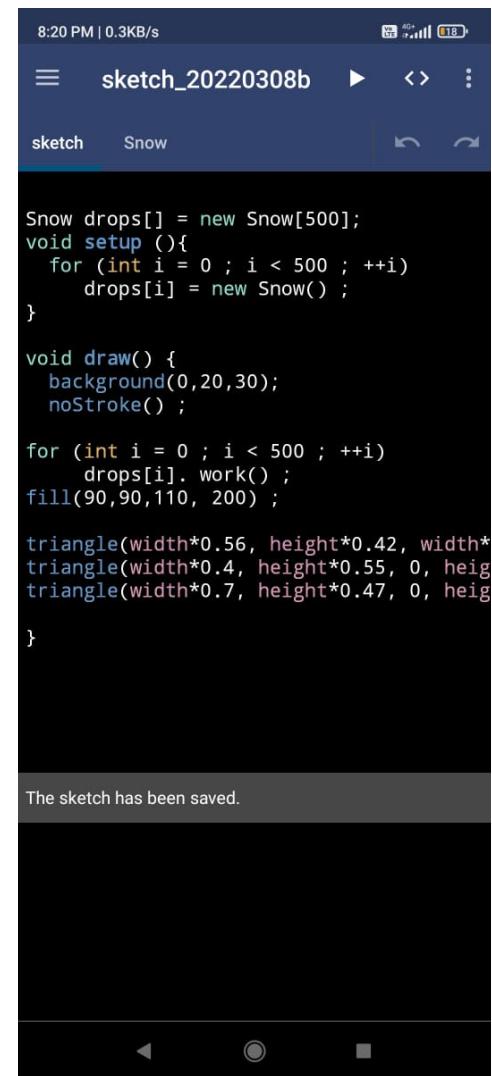
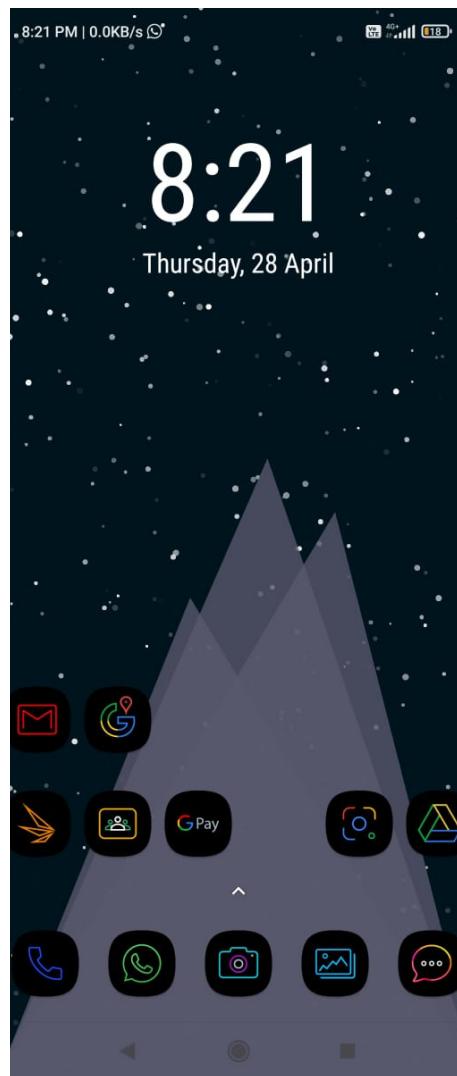
WORK ON PROJECTS!

Most importantly,

Make sure to work on projects, maybe even on your own dream website, a friend's startup app, or under a professor in your department.

It is important to showcase your skills and put to practice what you know and learnt over the years. Even knowing something very basic like HTML and CSS can be enough for you to get started with helping out professors around you, and doing this is surely a correct step towards building your profile, and it helps out your professors so everyone benefits.

You will also learn a lot when you take on projects. You might not realize it from the start, but your skills will improve greatly.



ALBUM & ACHIVEMENTS



ALUMNI MESSAGES



An insight into the workings of the university and the world by Lajjuwanthi!

-Business Analyst, salesforce, EY global ltd.

"As a wide-eyed student who had just completed their schooling, I entered the campus of SRM Institute of Science & Technology in July of 2014. I was awestruck by the world before me, open and full of possibilities. A campus that makes its presence felt, uniting students from many parts of the world. Every student came with dreams and aspirations and left with memories and knowledge.

The four years I spent in the university interacting with fellow students and staff helped me understand who I was as a person and cultivated in me a strong work ethic and a drive to be better. The library was a safe haven, where I could spend hours together and would find anything I looked for just a search away. The professors who helped without hesitation and encouraged me to go beyond the textbooks and try my hand in everything so I could learn from failures and successes alike. Every year, I would look forward to the cultural fest, MILAN and await what the student council is treating us with that year and would be equally excited to behold the creative force that is unleashed at AARUSH, the tech fest. The campus reminded me of a buzzing beehive, where there was always something happening from workshops to events to club activities. I would be grateful to the support I received from my department (Software Engineering) during my placement drives. They helped me prepare and supported and guided me throughout the process, until I was placed in one of the Big four firms, EY. My life at SRM shaped me into the professional that I am, a person who is collaborative, innovative and composed. My participation in multiple avenues helped me understand about finding a balance. At the end of my course, I came out as a person who thrives on challenges and looks forward to learning new things. Having completed 3 years as a working Software Professional at EY Global Delivery Services, I am proud to say that being an alumnus of SRM Institute of Science and Technology has been my greatest advantage."

ALUMNI MESSAGES

Here's what Jayavidhi has to say!

Masters at University of Florida



"It gives me immense pleasure and pride to call myself an SRMite. I can confidently say that one of the best decisions I made was to join SWE, SRMIST back in 2014. Ever since then till 2018 and beyond, every day has given me a new experience. SRM provided opportunities for a wide spectrum of activities ranging from technical to cultural, inclusive of technical teams, arts, music, dance and fests. While participating in every activity might sound overwhelming, the timelines of every activity were synergic with the academic curriculum, making it very manageable and convenient for me to participate and excel in all endeavors including academic regularity. Not alone the course curriculum, but the rich faculty truly shaped my competence and deepened my passion for the field of software development. This attests to the fact that joining SRM was indeed the best decision as these learnings not only helped me bag multiple internships but also entailed a very smooth campus to corporate transition. Also, the prep that the CDC dept gave throughout the 4 years of BTech, played a key role in my placement at Wells Fargo. Academically as well as otherwise, I met some of the best people, mentors who guided me and shaped my success and made friends and memories for life. After working for 3 years in Wells Fargo as a UI developer, I now am currently pursuing Masters in Computer Science at the University of Florida, US. I owe great regard to all those who helped me in this entire journey so far."

Devang Rakesh Upadhyay

Software Developer II at Charles Schwab & Co.



Education is the best provision for life's journey." Rightly said by Aristotle, I believe my journey at SRM has been all about building my future. SRM has helped me gain knowledge, enhance my soft skills, grow my social network and most importantly, boost my confidence for success.

My life at SRM has always been more than just education. It has been a key to my professional success. The faculty members at SRM have played a key role in shaping this success. The knowledge I gained as a Software Engineer at SRM has helped me proliferate in my career. Finally, I would thank SRM for giving me this glorious chapter in my life.

Inside our 250 acres of engineer-incubation center, there's something always going on around the campus. Such a vast pool of cerebral geniuses bring with themselves numerous awards, accolades and recognition, the ones which make our college a prominent one. Highlighting it to the masses throughout the year, we keep this pyre of innovation burning by bringing you the student achievements of this issue.

- Vishal Kumar of K1 section went on to work on the Samsung Prism Project - CSW15: ROHC. An Open-Source decompressor tool with packet generator.
- Thejaswin S secured the Mitacs GRI'22 Canada Internship (June- September).
- Venkata Naga Sai Ram Normula Participated in the Psych Hack Hackathon which was held from 12th February to 14th February. He received a certificate and goodies for his achievements.
- Akash Gupta Participated in the MLH Hibernation Hack, held from 7th - 9th January 2022. He bagged various Badges and goodies.
- Rajendra Sarpal competed in the AL Mini Challenge and was awarded an OpenVino Toolkit.
- Harikrishnaa S took part in the Google Kickstart competition and the Google Codejam competition held on the 20th March 2022 and 1st April 2022 respectively. He bagged numerous certificates.
- Harichandana took part in the Metaverse Hackathon held on 27th February 2022, for her wonderful performance she achieved a "Special girl" team prize along with many certificates.
- Reshma Participated in the Smart India Hackathon held from 17-18 March 2022 and secured the 3rd position. She was awarded a Cash-prize along with a certificate.
- AWS Certified Cloud Practitioner Certification was received by Dr. G. Senthil Kumar (Associate Prof. Computational Intelligence department), the third years, Keegan Paul Colaco (SWE), Thejaswin S (AIML), Sharan Prasath S (AIML) and by Ryali Venkata Satyasi Ajay (AIML)

STUDENT ACHIEVEMENTS



- **Karan Pragal** - IOSD hackathon - Won first prize in IOSD hackathon
- **Kanupriya Johari** - 1. Google WE scholar '22 (April-22) 2. Technical Intern at Infosys (March-22) 3. Chimera-X Winner (Feb-22) 4. Time Turners Pursuit(NMIMS, Mumbai) Winner (Feb-22)
- **Yashowardhan Samdhani** - Rank 1 in Break the Code at MozoFest'22 by 1.SRMKzilla Anchored "the hackathon coding sprint presented by IoT alliance with SIIEC, NWC association, and vakil search" on 22nd April 2022 2. Shared Rank 1 with Siddhant Vashistha (RA2111026010181, U1 CSE AI/ML) in Escape Oddyssey: Break the Code at MozoFest'22 by SRMKzilla



Uchita Ahuja - 2nd runner up at the national level event "Voice of Viva" for two times Viva is a national level cultural event held by vibgyor group of schools every year in which participants from various cities like Mumbai Bangalore, Lucknow , Surat etc , first go through 2 rounds

of auditions in their own cities. For two Years , I had been qualified to the grand finale each time which was judged by celebrities and was the 2nd runner up nationally.

- **Ayush Misra** - secured 2nd place in SRM Hackathon 6.0 and got Internship opportunities in Vakil Search
- **Shinjinee Maiti** - secured 2nd place in SRM Hackathon 6.0 - ROHC Open Source decompressor tool with packet generator
- **Vishal Kumar** - SAMSUNG PRISM PROJECT - Open Source decompressor tool with packet generator
- **Shravya, Thejaswin, Shravya Sharan** - Selected for Research Internship at Lakehead University, Thunder Bay, Ontario will be working on Anomaly detection for IOT systems under professor Dariush Ebrahimi

STUDENT ACHIEVEMENTS



- **Arnav Sharma** has participated in International Alumni Lecture Series, organized by CSED in association with Directorate of Alumni
- **Vishal Agarwal, Rayansh Srivastava, Varun Khachane, Prashanth Javaji, M. Bhavani gowri shankar** - participation in NLP Expo 2022
- **Balaji.P** has received certificate of appreciation for being in the top10 teams at MOZOHACK3.0 a 24, hr virtual hackathon, organized by SRMKZILLA February 22
- **Sachin Kumar, Assvly Yaswanth** - Participated International Alumni Lecture Series organized by CSED in association with Director Alumni
- **Rayansh Srivastava** - Participation in Hackathon coding sprint
- **Yagnesh** - Presented the project title "Power Generating Shoes" in the project Expo -22 and received the appreciation certificate
- **Johan Joseph Mathew** - received certificate of appreciation for being in the top10 teams at MOZOHACK3.0 a 24 hr virtual hackathon, organized by SRMKZILLA, 25-27 Feb 2022,SRMIST.
- **Garima Goyal, Garima Goyal, Rayansh Srivastava, Prakhar Parakh, Rishit Mathur, Sana Angel Rose, Jyoti Yadav, Vignesh Shankar** - Participation in Internal selection of Smart India hackathon
- **Anish Sachin Parkhi** - Cleared 3 rounds in Smart India Hackathon SRM internals and Our team was in top 30 teams.

ONLINE COURSES

- **S Viknesh** - Received elite certificate of NPTEL for Introduction to ML.
- **Adarsh Kumar Singh** - This is an online BSc degree program in data science and programming offered by IIT madras. It has 3 levels namely foundation, diploma and degree. This certificate certifies that I have completed the foundational level and continuing further.
- **Nishchaya Jandyal** - Focused mainly on Image Processing and OpenCV
- **Janak Bhaiya** - Participated in NLP EXPO 2022 Nvidia deep learning workshop Part of various social activities like "he for she" , "rise for rice" , "vocal for local
- **Prem Kumar** - Successfully completed Mycaptain CPP Programming course
- **Adarsh Kumar Singh** - has cleared the 1s level of online BSC degree in data science and programming from IIT Madras, April 2022.

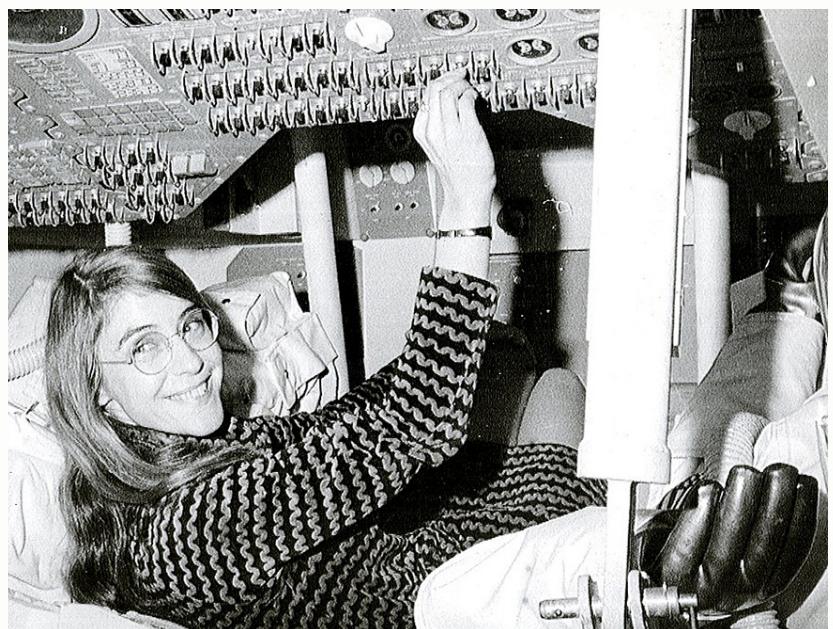
STUDENT ACHIEVEMENTS

WOMEN'S DAY

The world's first programmer was a woman. It was her, Ada Lovelace's notes on the Analytical Engine which were used as a form of inspiration by Alan Turing for his work on the first modern computer in the 1940s.

She probably is the most important person in the history of computers and the reason why we are able to use the computers of today. The involvement of women in the field of computers is no doubt the reason we enjoy the modern day of tech, from astrophysicists in NASA to the women in Bell Labs responsible for helping out creating programming languages, they have always been involved.

It's impossible for one to imagine life without wifi, guess what? Hedy Lamarr, a self-taught inventor and film actress, was the one who invented wifi.



WOMEN'S DAY AT SRM

Eighth march, the day of women, is what marks all historic events of women, it's the day that reminds us of their strength. How through centuries women have been trying to break these shackles of patriarchy. It's a hard truth but female voices have been lacking in technology and SRM University is playing its part in trying to bridge this gap. This march, with several events prepared for women's day, the university celebrated the women around.



JOURNALS GIVE NEW GROUND-BREAKING AND ORIGINAL RESEARCH WHICH SHOW RESEARCH METHODS, PROCESSES AND APPLICATIONS. A ROTATING SHOWCASE OF RECENTLY-PUBLISHED BOOKS, ARTICLES, AND OTHER WORKS BY THE MEMBERAMS OF CINTEL.

Dr.Kottilingam K et all, has published an Article titles, "An Agriculture Supply Chain Model for Improving Farmer Income Using Blockchain Smart Contract. In Inventive Communication and Computational Technologies (pp. 587-598). Springer, Singapore.

Dr. Saad Yunus Sait has Presented paper on "Linking Social Media Data and Clinical Methods to Detect Depression Using Artificial Intelligence: A Review" at 3rd International Conference on Data Science and Applications (ICDSA 2022), March 26-27, 2022

Sait, Saad Yunus has presented paper on "Survey on Touch Behaviour in Smart Device for User Detection." In 2022 International Conference on Computer Communication and Informatics (ICCCI), pp. 1-8. IEEE, 2022.

Saad Yunus Sait et all has presented "Effective Techniques for Depression Detection on Social Media: A Comprehensive Review." In 2022 International Conference on Computer Communication and Informatics (ICCCI), pp. 1-9. IEEE, 2022.

Dr.M.Ferni Ukritet all, has presented paper on "Classification of Gait Pathology Using Enhanced Convolutional Neural Network", 12th International Conference of Computer Communication and Informatics, Sri Sakthi Institute of Engineering and Technology, Coimbatore, Jan 25-27, 2022

Dr.C.Amuthadevi presented a paper entitled. on Emotional Recognition of People based on Facial Expressions in Real Time Event in the "International Conference on Deep Sciences for Computing and Communications-2022 (IconDeepCOM-2022)

Dr. T. S. Shiny Angel has presented a paper entitled "Monitored Access Distribution Method for Finding the Abnormality in The Internet of Things Based Smart City Application" in the International conference on innovative technology for sustainable development smart and secure computing (ICITSD - 2022) - 27th -28th January – 2022.

Dr. M. Uma has published an article titled, "Multi-variant Classification of Depression Severity Using Social Media Networks Based on Time Stamp",Lecture Notes on Data Engineering and Communications Technologies,(Jan'2022),

Dr. M. Uma has presented a paper entitled "Classification of EEG based Emotion analysis using Bi-LSTM, ,International Conference on Internet of Things (ICIOT 2022)", April'2022.

Dr. M. Uma et all has presented a paper entitled , Performance Model Evaluation of Seizure Classification Using Statistical features and Random Forest algorithm,IEEE International Conference on Electronic System and Intelligent Computing(ICESIC-22) ,April'23 -24.

Dr. M. S. Abirami has published an article titled "Comparative Analysis on the Prediction of Road Accident Severity Using Machine Learning Algorithms, Micro-Electronics and Telecommunication Engineering, Springer Lecture Notes in Networks and Systems, Jan 2022 (SNIP - 0.797)

Dr. M. S. Abirami has presented a paper entitled "An IOMT based Prediction Model for Cardiac Monitoring using Machine Learning Algorithms", International Conference on Deeps Sciences for Computing and Communications, Springer, March 2022

Dr. Arivazhagan N et all has published an article titled, "Detection and Prediction of HMS from Drinking Water by Analysing the Adsorbents from Residuals Using Deep Learning", Adsorption Science & Technology, vol. 2022, Article ID 3265366, 7 pages, 2022. <https://doi.org/10.1155/2022/3265366>

Dr. Arivazhagan N et all has published an article titled "Rapid jamming detection approach based on fuzzy in WSN", International Journal of Communication Systems, 35(2), p.e4205.

Dr. Arivazhagan N et all has published an article titled "Detection and Prediction of HMS from Drinking Water by Analysing the Adsorbents from Residuals Using Deep Learning" . Adsorption Science & Technology, 2022."

PUBLICATIONS & ARTICLES

Ms. Sasi Rekha Sankar has presented a paper title on "Customer Segmentation using Machine Learning" International Conference on Mathematical Techniques and Applications" (e- ICMTA-2022) from 23.03.2022 to 25.03.2022

Dr. S. Krishnaveni et all, "Network intrusion detection based on ensemble classification and feature selection method for cloud computing. Concurrency and Computation: Practice and Experience", Vol.34, Issue 11, Jan 24 2022, SCI , Scopus Indexed.

Dr. S. Krishnaveni et all, "Analysis of (IoT)-Based Healthcare Framework System Using Machine Learning", in Intelligent Data Communication Technologies and Internet of Things (pp. 219-237). Springer, Singapore. Scopus Indexed.

Dr. S. Krishnaveni et all, Deep Learning Approach for RPL Wormhole Attack. In Intelligent Data Communication Technologies and Internet of Things (pp. 321-330). Springer, Singapore.

Dr. S. Krishnaveni et all, Efficient Multi-platform Honeypot for Capturing Real-time Cyber Attacks. In Intelligent Data Communication Technologies and Internet of Things (pp. 291-308). Springer, Singapore.

Dr. S. Krishnaveni et all, "Efficient Disease Risk Prediction based on Deep Learning Approach," 2022 6th International Conference on Computing Methodologies and Communication (ICCMC), 2022, pp. 1197-1204, doi: 10.1109/ICCMC53470.2022.9753851.

Dr. K. Vijayakumar "Presented a Paper on ""Web-Based Hospital Services Management System with Real-Time Chat-Bot", in the 3rd International Conference on Internet of Things (ICIoT), during 5th to 7th April 2022 organised by the School of Computing, SRMIST, Kattankulathur-603203."

Anupama C G et all, ""Approaches to Parallelize Eclat algorithm and Analyzing its Performance for K Length Prefix based Equivalence Classes"", International Journal of Business Intelligence and Data Mining January 2022"

Mrs. A. Jackulin Mahariba Published a paper titled " estimation of shortest travel time path using MSSTT algorithm and GIS for road accidents" in lecture notes in civil engineering

Mrs. A L Amutha has published a paper titled ""Classification of Anomalies in Multivariate Streaming Phasor Measurement Unit Data Using Supervised and Clustering Ensemble Techniques"

Mrs. A L Amutha has published a paper titled, "Load Forecasting Using Deep Learning"

Mrs. B. Jothi has presented a paper titled "Assessment of primary behavioral aspects towards early detection of cervical cancer assisted by neural network" in International conference on biomedical engineering and computing technologies

Mrs. J. Jeyasudha has presented a paper titled " sanitazion and utilisation of under utilized healthcare database in single cloud and multicloud environment using optimal key generation for personalized privacy " in international conference on biomedical engineering and computing technologies

Dr. S. Amudha has presented a paper entitled on "Modelling Air Pollution and Traffic Congestions problems through mobile applications Event", in the International Conference on Deep Sciences for Computing and Communications-2022 (IconDeepCOM-2022)"

Dr. S. Amudha has presented a paper entitled on "Customer Segmentation using Machine Learning" International Conference on Mathematical Techniques and Applications" (e- ICMTA-2022) from 23.03.2022 to 25.03.2022

Dr. M. Maheswari et all has published an article entitled on, "A Novel Hybrid Deep Learning Framework for Intrusion Detection Systems in WSN-IoT Networks", Intelligent Automation and Soft Computing, Feb 2022"

Mr. C. Arun et all has published a paper titled "Performance Evaluation of Oversampling Algorithm: MAHAKIL using Ensemble Classifiers", in International Journal of Business Intelligence and Datamining, Jan, 2022

Mr. S. Joseph James et all, has published an article titled, "A Comparative Analysis on Multiple Label Image Classification Techniques' IEEE Explore, March-2022

Mrs. A. Saranya et all has published a paper titled, "Facial Action Coding and Hybrid Deep Learning Architectures for Autism Detection published", in Intelligent Automation and Soft Computing

Dr. B. Hariharan has published a paper titled, "Improved beetle swarm optimization algorithm for energy efficient virtual machine consolidation on cloud environment, Concurrency and Computation and Practice experience, Jan 2022(SCI)

Dr. Vimaladevi M has presented a paper titled "An Evaluation on the Performance of Privacy Preserving Split Neural Networks using EMNIST dataset" in IconDeep2022

Dr. A. Revathi has presented a paper titled " Health Care Support for Elderly People in Resource Poor Areas" in ICONDeep22

Dr. E. Poongothai has presented a paper entitled on "Emotional Recognition of People based on Facial Expressions in Real Time Event" in the International Conference on Deep Sciences for Computing and Communications-2022 (IconDeepCOM-2022)

Dr. P. G. Om Prakash et all has published an article, "Machine Learning-Based Algorithmic Approach

for Enhanced Anomaly Detection in Financial Transactions", in Lecture Notes on Data Engineering and Communications Technologies Volume 93, Pages 779 – 790 2022 DOI:
 10.1007/978-981-16-6605-6_59 (ISSN:2367-4512 E-ISSN:2367-4520)

Dr. P. G. Om Prakash et all has published an article, " Dragonfly Political Optimizer AlgorithmBased Rider Deep Long Short-Term Memory for Soil Moisture and Heat Level Prediction in IoT " in The Computer Journal, Computational Intelligence, Machine Learning and Data Analytics, Volume 63, Issue 2, February 2022, DOI:

<https://doi.org/10.1093/comjnl/bxab215> ISSN 0010- 4620 E-ISSN 1460-2067 (Impact Factor:1.494)"

Dr. S. Vimal et all has published an article, "Design of Clustering Enabled Intrusion Detection with Blockchain Technology. Intelligent Automation & Soft Computing(2022). 33(3), 1907-1921."

Dr. R. Beaulah Jeyavathana has published an article, "A novel face recognition model for fighting against human trafficking in surveillance videos and rescuing victims, Soft Computing, March 2022"

Dr. Athira M. Nambiar has published an article, "A GAN-based Super Resolution Model for Efficient Image Enhancement in Underwater Sonar Images", IEEE OCEANS 2022.

Dr. Athira M. Nambiar has published an article, " Face Age Progression With Attribute Manipulation", ICPRAI 2022"

Dr. Dinesh G has published an article, "Mandatory Automated Safety Kernel (MASK): Face Mask Recognition Using Deep Learning Computer Vision", in Proceedings of the 2nd International Conference on Artificial Intelligence and Smart Energy, ICAIS 2022, 2022, pp. 423-429(Scopus indexed)

Dr. A. Robert Singh et all has published an article, "Segmentation of Brain Tumors with Multi-kernel Fuzzy C-means Clustering in MRI", Springer Lecture Notes in Networks and Systems (LNNS), 2022.

Dr. A. Robert Singh et all has published an article, " Survival Prediction based on Brain Tumor Classification using Convolutional Neural Network with Channel Preference", Springer Lecture Notes in Networks and Systems (LNNS), 2022."

Dr. S. Velliangiri et all has published an article, "Blockchain enabled joint trust (MF-WWO-WO) algorithm for clustered-based energy efficient routing protocol in wireless sensor network", Trans Emerging Tel Tech. 2022;e4502. DOI:10.1002/ett.4502 (SCI, SCOPUS)

Dr. S. Velliangiri et all has published an article, "Artificial Intelligence and Blockchain in Digital Forensics", Edited Book, River Publishers, (Print-in-Press) (Scopus Indexed)

FACULTY COMPLETED PH.D



Dr. M. Maheswari completed her Ph.D. Degree from the University of Vels Institute of Science, Technology & Advanced Studies in the Month of March 2022.



Dr. R. Athilakshmi completed her Ph.D. Degree from the Anna University in the Month of April 2022.



Dr. Anitha D completed her Ph.D. Degree from the University of Vels Institute of Science, Technology & Advanced Studies in the Month of April 2022.

CONSULTANCY PROJECTS

SAMSUNG PRISM PROJECTS GRANTED

- Dr. M. Ferni Ukrat have - Auto Link Configuration using Reinforcement learning"
- Dr. G. Senthil Kumar - "Automated TDD driver tool"
- Dr. Vimaladevi M and Dr. A. Alice Nithya - "Video anti-aliasing"

SAMSUNG PRISM PROJECTS COMPLETED

- Mrs. A. Jackulin Mahariba Completed the consultancy project "RL gym for system" and received excellence certificate.
- Mrs. A L Amutha Completed project titled "Automated Rationale Generation Development" and received excellence certificate.
- Dr. C. Amuthadevi been granted with project in Applicant Tracking System with Mount Graph Technologies
- Dr. M. Uma going project in Designing a Signage Interface and module Integration and Feature Enhancement Signage Monster
- Dr. E. Poongothai doing project in Employee Self Service Portal



PATENTS *published*



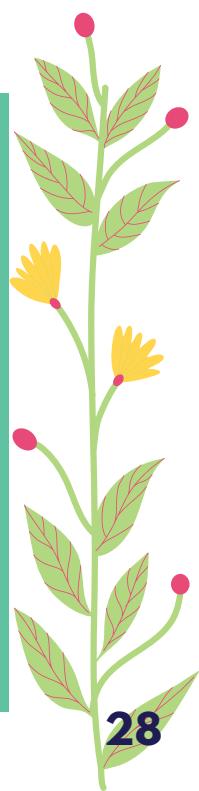
- Dr.C.Amuthadevi, "SKULL SURGICAL TREATMENT USING 3D NAVIGATION AID WITH VISUALIZATION AND MACHINE LEARNING TECHNIQUE", IP, Jan 2022.
- Dr.M.S.Abirami," COVID-19 PATIENT HEALTHCARE MONITORING SYSTEM USING IOT AND WEARABLE SENSORS ,IP, Feb 2022.
- Dr.G.Senthil Kumar," A SYSTEM FOR WASTE FOOD MANAGEMENT, RETEIVAL AND DISPOSAL AND A METHOD THEREOF,Feb 2022.
- Dr.R.Beaulah Jeyavathana," Artificial Intelligence in smart farms ", Published date - 04/02/2022.
- Mrs. M.Salomi," A SYSTEM FOR WASTE FOOD MANAGEMENT, RETEIVAL AND DISPOSAL AND A METHOD THEREOF- Date :11-02-22.
- Dr.Dinesh G," Artificial Intelligence based Prediction and prevention of Kidney disease using machine learning Algorithms for Health care management APPLICATION NUMBER-202241007443, Published date:04/03/2022.

PATENTS *granted*



- Dr.N.Meenakshi, "A CHILD OCCUPANT PROTECTION AND SAFETY AND ASSISTING SYSTEM FOR VEHICLE". Granted date: 13.4.2022
- Mrs.Anupama C.G, Mrs.S.Aruna, Dr.M.Maheswari, Dr.Anitha D, Mrs.A.Saranya, "THE INVESTIGATION TECHNIQUE OF OBJECT USING MACHINE LEARNING AND SYSTEM. Granted Date:20.4.22.

PATENTS *filed*



- Dr.M.Uma, Dr.N.Snehalatha, Augmented Reality Application in Classroom: An Immersive Taxonomy (26th March'2022).
- Dr.S.Krishnaveni," An intelligent smartphone based clinical decision support system for diabetic retinopathy detection using deep learning and explainable AI".
- Dr. S.Amudha," Filled a patent title on "Renewable Energy managed Intruders detection system in Smart Building using Surveillance Camera bot." on January 2022.
- Dr.S.Vimal," Integration of Computational Intelligence and Artificial Intelligence in Human Resource Analytics"
- Mrs. M.Salomi, Dr.R.Athilakshmi," Electro spin basin cleaner".Date:04-03-2022.
- Dr.Sudha Rajesh," Detection and Countermeasures for Cyber Security Threats to Wireless Networks on a Chip".
- Dr.S. Velliangiri," A Wireless Portable Handheld Scanner Device", Application No: 362265-001.

Implementing Immersive Learning in Classrooms

In recent years, technology has significantly impacted classroom learning. Technological advances have facilitated mobile learning, flipped classrooms, and bring-your-own-device initiatives. Today's digital learners will find these tactics more entertaining and valuable if taught in this context. Immersive learning is a digital approach to education that focuses on the student as the essential character to addressing the issue of student interest and engagement. Learning strategies like this one employ virtual or artificial environments to provide students with fresh learning experiences.

With immersive learning, students may immerse themselves in digital settings where they can engage with one another. Students are given a comprehensive sensory experience via sounds, visuals, and other sensations in the programmes. A result is an intuitive approach to learning. Immersive learning techniques, which allow students to experience, explore, and traverse real-world subjects and places, allow them to learn from the comfort of respective classrooms.

Immersive Learning in the Real World

Immersive learning is often used in classrooms via the use of techniques such as:

Virtual reality (VR): Virtual reality simulates the digital environment through applications. It is possible to immerse students in pre-designed virtual settings and direct their learning via VR glasses (Google Cardboard).

Augmented reality (AR): Augmented reality refers to the combination of natural objects with a digital interface (for instance, Pokemon Go) to create a virtual environment.

Mixed reality (MR): In this hybrid of virtual and augmented reality, virtual items are placed against a real-world backdrop, resulting in virtual interactions seeming to be genuine. It is possible to travel across both real and virtual areas concurrently using mixed reality technology.

Extended reality (XR): XR is a broad word that refers to any kind of technology that impacts reality by incorporating digital aspects into the physical or real-world environment to any level, therefore creating a gap between the physical and digital worlds.

A teacher's use of immersive learning approaches may help students:

Acquire information through exploring and manipulating things and settings.

- They may learn at their speed.
- Provide a plan to help students better comprehend abstract ideas and their links.
- Develop and apply new skills and concepts to a variety of real-world situations.

Teachers may benefit from using virtual programmes to supplement their lessons.

- Learn from your errors by creating a safe and regulated learning environment.
- Deliver a lesson that is independent of any interruptions or outside influences.
- Support the development of teamwork and collaborative abilities.

Summary

Immersive learning aids students in developing abilities and maximising learning by providing relevant and exciting learning experiences. Tools and practices that encourage students to engage in hands-on learning may make learning more enjoyable and effective.

Authors By:

Dr.S.Krishnaveni

Mrs.B.Jothi



RATAN TATA

The Legendary Scion

Starting a business is easy. What's difficult is to sustain it over time. It is said that nine out of ten start-ups in India tank within their very first year of operation. This is a highly skewed ratio and it takes a lot for a company to turn it in their favour. A good idea is not enough. That's only a foundation which then needs to be layered with great leadership, vision and execution. A company is, after all, run by its people. Even though it's impossible to quantify their worth, they're your business' biggest asset. Without them, there's only so far you an entrepreneur can go. Take the example of Tata Group, as they're one of the few in India to have consistently stayed at the top of their game for the last 150 years or so. Many CEOs have come and gone, but the company continues to expand internationally with each subsequent year and has as many as 100 subsidiaries under its belt at the moment. Someone who's played a pivotal role in this is none other than Ratan Tata, a business visionary who's taking the company from strength to strength at age 83!

The invaluable principles of being a Successful Entrepreneur:

1. Never forgo your principles for profits

Trust, values and commitment (TVC) are the pillars on which Tata Group operates. The company makes it a point to never compromise on these principles no matter how profitable a deal is. Decisions like these may not look logical in the short run, but do wonders for the brand's name and image in hindsight.

2. Listening and learning go hand in hand

In the early days of his corporate career, Ratan Tata bagged a job offer from IBM but turned it down to work on Tata Steel's factory floor. He spent about eight years doing ground-level tasks here as well as in other subsidiaries of the company. Even though everyone thought his work was menial back then, in hindsight, he considers it the most enriching learning experience of his life. It broke his rose-tinted view of the world and equipped him to tackle real-world problems head-on. This training period helped him make significant decisions for his employees and their well-being as he rose to the top of the hierarchy.

3. Bad experiences can be a stepping stone to success

When Ratan Tata came up with Tata Indica, the car turned out to be unfit for the Indian market. In order to avoid a great loss, he decided to fly down to the US and pitch the plan to Ford. His meeting with the founder did not go very well, as the latter insulted him for his lack of research and lackadaisical attitude towards business. "We are doing you a great favour by buying your company" he was told. Although insulted, he chose not to be rattled by his words. Rejecting the collaboration, Ratan Tata returned to India and took his company to the top position in a few years. Soon after, Ford started facing losses and sold Jaguar and Land Rover, to Tata Motors by saying "You are doing us a favor by buying these brands."

4. Value your team members

Ratan Tata says that there is only so much a person can do single-handedly. To achieve great things, one needs a team to back their efforts. He believes in looking after the people who work for him so that they're physically and mentally energized to give their best to the business. Tata Group was the first in India to introduce an 8-hour working rule in 1912, which was then picked up by Henry Ford in 1917. His was also the first company in the country to provide medical health benefits to their employees after which several others in the world toed in line.

5. Trust your instincts

When you're at the top of the hierarchy in your company, the decisions you make have a massive impact on the stakeholders involved. In such a case, it becomes super tough to think objectively and not get swayed by others' opinions. Ratan Tata, for instance, has met with countless disagreements for his decision-making, be it his resolve to reject Ford's offer or buy Tetley Tea for 450 million dollars. Only because he trusted his instincts could he take over Jaguar and Land Rover in the subsequent years and transform Tata Tea into the world's second-largest tea company. Ratan Tata climbed the corporate ladder on his own merit and his journey makes for a master class in business and leadership!

B. Amutha

Professor/CT/SCO

MEET THE TEAM

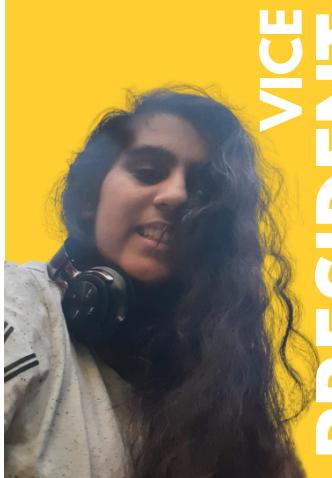
OF
COLLOSSAL

PRESIDENT



Chinmay

VICE
PRESIDENT



Riya Batla

CONTENT
DIRECTOR



Samudra Banerjee

VICE
PRESIDENT



Swetanshu Agrawal

DESIGN
DIRECTOR



Gopi Krishna D

CONTENT
WRITER



Mayank Mukherjee

CONTENT
WRITER



Munshi Afroze Alam

CONTENT
WRITER



Tushar Roy

உடையார்முன் இல்லார்போல் ஏக்கற்றுங் கற்றார்
கடையரே கல்லா தவர்.

With soul submiss they stand, as paupers front a rich
man's face;

Yet learned men are first; th'unlearned stand in lowest
place.



செல்வர் முன் வறியவர் நிற்பது போல்
(கற்றவர்முன்) ஏங்கித் தாழ்ந்து நின்றும் கல்விக்
கற்றவரே உயர்ந்தவர்,
கல்லாதவர் இழிந்தவர்.

The unlearned are inferior to the learned, before whom
they stand begging, as the destitute before the
wealthy.