Synopsis

About the Project:

**Title Of the project:**

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**Objective Of the project:**

The main objective of this project is to develop general purpose software for Event Management mainly to computerize the managing process. The proposed software will reduce the paper work as well as manual labour of the Company.

**Project Category:**

Stand-Alone

**Software Requirements:**

* Front end : Java

Java is a programming language originally developed by James Gosling at Sun Microsystems and released in 1995 as a core component of Sun Microsystems' Java platform. The language derives much of its syntax from C and C++ but has a simpler object model and fewer low-level facilities. Programs written in Java have a reputation for being slower and requiring more memory than those written in C. However, Java programs' execution speed improved significantly with the introduction of Just-in-time compilation in 1997/1998 for Java 1.1, the addition of language features supporting better code analysis, and optimizations in the Java Virtual Machine itself, such as HotSpot becoming the default for Sun's JVM in 2000.

* User Interface : Java Swings

Swing is the primary Java GUI widget toolkit. It is part of Oracle's Java Foundation Classes (JFC) — an API for providing a graphical user interface (GUI) for Java programs. Swing was developed to provide a more sophisticated set of GUI components than the earlier Abstract Window Toolkit. Swing provides a native look and feel that emulates the look and feel of several platforms, and also supports a pluggable look and feel that allows applications to have a look and feel unrelated to the underlying platform. It has more powerful and flexible components than AWT. In addition to familiar components such as buttons, check box and labels, Swing provides several advanced components such as tabbed panel, scroll panes, trees, tables and lists.

* Backend : Oracle 11g

The Oracle Database (commonly referred to as Oracle RDBMS or simply as Oracle) is an object-relational database management system (ORDBMS) produced and marketed by Oracle Corporation. Users of the Oracle databases refer to the server-side memory-structure as the SGA (System Global Area). The SGA typically holds cache information such as data-buffers, SQL commands, and user information. In addition to storage, the database consists of online redo logs (or logs), which hold transactional history.

**Hardware requirements:**

PC : Windows XP and above

Processor : Intel Core Processor(TM) Duo

RAM : 512 MB or higher

Hard Disk Utilization : 2.80 GHz

Advertisement:

**Print media:**

Place your ad’s at the right spot in the right publications. We represent all major newapers, magazines and journals.

**Electronic Medias:**

Add audio-visual splendour to your ad campaign. Whether it’s a TV spot in the local channel or a radio jingle on Fm, we make sure that it gets the right slot. This apart, our reach covers display of slide ads and short movies at multiplexes and movie theatres.

**The Outdoors (our forte):**

Outdoor advertising is the surest way to get Best value for money. Not only is the display exposure greater, but the travelling consumer actually has the free time to see and read your ad. Our outdoor campaigns include hoardings, pole ads, railings, mobile display van, banners, posters and leaflet distribution.

As the authorized advertisers for Southern Railway and KSRTC, we also market prime publicity space in railway Stations, bus stands on the exterior and interior of buses and even the printed KSRTC tickets and Railway reservation forms.

Marketing and Promotion Event Management

Events are the part of any major corporate marketing package .Events reach people directly and the impact is worth the effect. being professional in this field, Event Management comes easy to us at Nisarga .Not only do we help you conceptualize the manpower and machinery artistes and artisans , media and merchandise and enable you to reach the masses with all the fanfare your occasion deserves. We also smoothen your path by meeting the legal formalities, permits and security requirements.

Our repertoire of services extend from mega extravaganzas ,social events ,conferences and seminars to the more selective corporate events like road shows ,product launches, dealer meets ,consumer surveys and in shop campaigns. As part of our service we take care of all your needs including travel and ticketing, hotel bookings, local package tours cocktail parties and press meets.

In fact, the many picture perfect events that we have orchestrated speak for our ability and creditability.

* The hair-raising Indian Air Force 50th Anniversary Air Show by the elite Suryakiran Aerobatics Team. This was one of the biggest outdoor events of 1 lack gathering to be organised in Mangalore by DK District Administration and we had the privilege to serve as

Event organisers

* Hot Air Balloon show the first of its kind in this part of the state ,it entertained thousands of people during Karavali Utsav .Coastal Karnataka’s prestigious annual event
* Inauguration of chemmanur Jewellers in Mangalore
* Car Launch Chevrolet Spark and uva
* Co-ordinating Newspapers Education campaign for Deccan Herald.

Future Scope of the Project:

* Reduction of paper work
* User friendly
* Reduction of human efforts and manual labour
* Additional features can be added to it based on requirements
* Reduces time considerably