Sethu Institute of Technology

An Autonomous Institution
Accredited with 'A' grade by NAAC
(Affiliated to Anna University, Chennai and Approved by AICTE - New Delhi)
(Recognized by UGC under section 2(f) & 12(B) of UGC Act, 1956)

Estd : 1995

SIT MAGAZINE'21

INFOLITE 2k21

INFORMATION TECHNOLOGY

Re-Accredited by NBA, Under Tier-1 Washington Accord





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Mr.S. Mohamed Jaleel

Founder & Chairman

With a vision to impart the technical knowledge to the economically, socially and industrially backward people, the Founder & Chairman established Sethu Institute of Technology at Pulloor village, near Kariapatti in Virudhunagar District in the year 1995.He has been successful in his pursuit of offering quality education to rural poor as thousands and thousands of rural students are being benefited by his philanthropic attitude. His outstanding service to the ruralites has crowned him with many awards like Communal Harmony Award by the Peace Trust, Kanyakumari, Best Administrator Award and Maamanithar Award by Victoria Edward Hall, Madurai. His service to the rural people is a constant endeavour that makes him a living legend.



Mr.S.M.Seeni Mohaideen, B.com.,M.B.A.,

Chief Executive Officer

He is trust member of Sethu Educational Trust and also the Chief Executive Officer. He is a personality with heterogeneous abilities that map into performances. He did his Master's in Business Administration. He is the former syndicate member of TamilNadu Open University. He is the Chairman of Tamil Nadu Women's Football Committee and also the former President of TamilNadu Football Association. He devotes himself ardently to promote excellence in Administration, Industry Institute Interaction, Accreditation, Faculty Appraisal, Placement and Sports activities in the college. He is the inventor of about 30 inventions. Sethu Institute of Technology is crowned with his outstanding contribution in Intellectual Property Rights. His desire, commitment and accomplishments brighten up the lives of SITians.



Mr.S.M.Seeni Mohamed Aliar Maraikkayar, B.E.,M.B.A.(UK).,

Joint Chief Executive Officer

He is the trust member of Sethu Educational Trust and also the Joint Chief Executive Officer. He did his Bachelor's in Engineering at Sethu Institute of Technology and his Master's in Business Administration at Coventry University, London, UK. He has been inducted into the management team to take the institution into new dimension. He is armed with an infallible spirit of fortitude awakening in raising a gamut of educational exploits to the highest peak of excellence. He possesses excellent problem solving skills and astute leadership qualities. He envisages world-class education to students who would in turn create an indelible impact on the society



Ms.S.M.Nilofer Fathima,B.E.,M.B.A, (Ph.D)

Director-Administrartion

She is the trust member of Sethu Educational Trust and also the Director- Administration. She is an efficient administrator and she meticulously lans for the growth and development of the institution. Ms. S.M.NiloferFathima did her twofold MBA in Madurai Kamaraj University and Anna University. She has perfect blend of Professional Excellence and Intellectual Accomplishments. As the Director of Administration, she empowers the college to promote excellence in engineering, technical and professional education.



Dr. A. Senthil Kumar, B.E., M.E., Ph.D.,

Principal

He is an able administrator and a committed teacher with more than twenty five years of teaching and research experience. He is also the Academic Council member of Anna University of Technology, Tirunelveli. He has specialized in Mechanical Engineering and has a flair for research in various fields like metal machining, ceramic composites, metal matrix composites and polymer matrix composites. He has published more than 30 technical papers in various International and National Journals and 50 technical papers in various reputed International and National conferences. A few of his papers in the International Journals were the most frequently downloaded articles in the year 2004 and 2006. He is also a reviewer in various International Journals. He was awarded as an outstanding reviewer by the Editors of Materials & design, an Elsevier Journal. He has been actively involved in all administrative and developmental activities of the institution and continuously strives to achieve the vision of the Institution.



Dr.S.M.Nazia Fathima, B.Tech., M.E., Ph.D.,

Director-R&D

She is the trust member of Sethu Educational Trust and also the Director- R&D. She is a rominent researcher with comprehensive proficiency in research and development activities. As the Director of R&D, she is an indomitable personality with a vision to fortify the institution through her novel ideas in the expanse of research. She is a technical prodigy and her expertise pilots the institution in the path of glory.

ABOUT OUR DEPARTMENT



The Department of Information Technology was established in the year 1999 and received the "Best Department Award" in 2003. The Department equipped with global presence and advanced technology. The department offers a 4-years of B.Tech program in Information Technology with the inclusion of well-designed curriculum and Industry offered courses that develop the IT Professionals. The department is endowed with highly efficient faculties and state of the art laboratories. The faculties and students are actively participate in the consultancy work with the collaboration of various organization. The department received the fund for the modernization of laboratory from AICTE.



INFORMATION TECHNOLOGY

VISION

To promote the excellence in technical education and scientific research for the benefit of the society.

MISSION

* To Provide Quality Technical Education to fulfil the aspirations of the students & to meet the needs of the industry.
* To Provide holistic learning ambience.
* To impart skills leading to employability and entrepreneurship.
* To establish effective linkage with industries
* To promote Research and Development activities
* To offer Services for the Development of Society through education and Technology.

DEPARTMENT VISION

To promote excellence in producing competent IT Professionals to serve the society through technology and research

DEPARTMENT MISSION

* Producing Competent Professionals in information and Communication Technologies.
* Educating the students with the state of art computing environment and pedagogical innovations
* Encouraging Entrepreneurship and Imparting Skills for Employability.
*Establishing Collaboration with IT and Allied Industries
* Promoting research in information and communication technology to improve the quality of human life
* Offering beneficial service to the society by imparting knowledge and providing IT solutions

PO1: Apply the knowledge of Mathematics, Basic Science, Computer and communication Fundamentals to solve complex problems in Data Engineering, Networking and Image Processing. [Engineering Knowledge]

PO2: Identify, formulate, review research literature and analyze complex problems reaching concrete conclusions using principles of Information Technology, Engineering sciences, mathematics, algorithms and IT constructs. [Problem Analysis]

PO3: Design solution for complex information and communication engineering problems and design system components or processes that meet with realistic constraints for public health and safety, cultural, societal and environment considerations. [Design/Development of Solutions]

PO7: Understand the impact of professional engineering solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development. [Environment and sustainability]

PO8: Apply ethical principles and commit to professional ethics and responsibilities through the norms of professional engineering practice. [Ethics]

PO9: Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary settings. [Individual and Team Work]

PO'S [PROGRAMME OUTCOMES]:



PO4: Conduct investigations of complex Information technology related problems using research based knowledge and research methods including analysis and interpretation of data to provide valid conclusions through synthesis of information. [Conduct investigations of complex problems]

PO5: Create, select and apply appropriate techniques, resources and modern IT tools including prediction and modelling too complex engineering activities with an understanding of the limitations. [Modern Tool Usage]

PO6: Apply reasoning informed by contextual knowledge to assess societal, health, safety, legal and cultural issues and consequent responsibilities relevant to professional engineering practice and provide IT based solutions. [The Engineer and Society]

PO10: Communicate effectively with the engineering community and the society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations and give and receive clear instructions. [Communication]

PO11: Demonstrate knowledge and understanding of engineering and management principles and apply these to one's own work, as a member /or leader in a team, to manage projects in multi-disciplinary environment. [Project Management and Finance]

PO12: Recognize the need for, and have the preparation and ability to engage in independent and Life-long learning in broadest context of technological change. [Life-long Learning].

PROGRAMME EDUCATIONAL OBJECTIVES

PEO – I	Exhibit proficiency in analyzing, designing and developing IT based solutions to cater to the business and societal needs{Technical Competence}
PEO – II	Provide Professional Expertise to the Industry and Society with Effective Communication and Ethics. {Professionalism}
PEO – III	Engage in Lifelong Learning for Professional Development and Research.{Life-Long Learning}

PROGRAMME SPECIFIC OUTCOMES

PSO – I	Design software solutions using programming skills and computing technologies
PSO – II	Design and implement data communication system using various IT components

THE PLACE
WHERE WE GAIN KNOWLEDGE..

1

Smart Classroom

It is a modernized Air Conditioned Class room with the minimum of 60 seating capacity.The Smart class room equipped with high level interactive Projectors, audio and visual systems which provides quality education to students by helping them in better concept formation, concept elaboration, improvement in reading skills and academic achievement.Events such as Innovation Contest, Toastmasters Meeting and Department level Programs are regularly conducted through this class room.

2

Seminar Hall

It is highly modernized Air Conditioned Class room with the minimum of 100 seating capacity. The Seminar Hall equipped with high level interactive Projectors, audio and visual systems which provides collaborative learning among the students. Events such as Symposium, Technical events, Seminars, Conferences, various kinds of programs are conducted through this seminar hall.

3

Laboratory

- ★ Programming Language Lab
- ★ Software Engineering Lab
- ★ Open Source Technology Lab
- ★ Software Development Lab
- ★ Software Freedom Lab
- ★ Research Lab
- ★ Project Lab

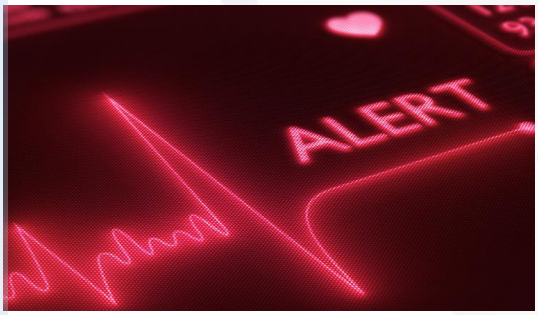




Article By... Aruna R, Final Year/IT

Articles TECHNICAL

HEART ATTACK ALERTER



Problem Statement: For every ninety minutes, one person become affected and died for a heart attack. This is because of the fact that many people do not recognize heart attack symptoms.

Abstract:

My idea is to implement the heart attack alerted. And i am going to implement this project by using IOT technology and big data concepts. The exists solution for this project is not properly designed and executed. But my idea is using IOT and Data analysis concepts. In that data analysis concepts i am collecting the surveillance report of heart attack from the particular period and analysis what should happen and how to decrease the heart attack death rate.



Done By.. Velmani, 3rd year/IT

Surprising Facts about Google – 2K21:

Fact 1: Chrome accounted for 36% of all mobile web traffic in the United States

Chrome was responsible for over a third of all mobile web traffic in the US in December 2020. However, Safari took the lead at 57%, but that's just because the iPhone has a high user rate, and Safari comes preinstalled with each unit. Add this to the fact that 91% of the total internet users worldwide are mobile users, and it becomes clear why Safari took the cake. However, Google has a market share of 48% when it comes to the browser market, while Safari is only at 35%.

Fact 2: In 2020, $52.8 billion of Alphabet Inc.'s revenue came from Google services

Although Google becoming Alphabet Inc.'s subsidiary happened a long time ago, it remains the firm's highest income generator. In 2020, Alphabet Inc. made a revenue of $182.5 billion, with $52.8 billion coming from Google services alone. This sets it up as one of the biggest companies in the world today. In comparison, the latest e-commerce statistics show that Amazon, another giant company, had a revenue of $96.15 billion in 2020. While massive, it's only a little over 50% of what Google made during that year.

Fact 3: The search term "covid-19" grew by 3,650% in March 2020.

Google stats on Covid revealed that the Google search term "covid-19" exploded to a massive 3,650% in March last year, amid the height of controversies and news about the pandemic. The search term "coronavirus tips" ranked second with a month-over-month increase of 2,650%.

Fact 4: What's most searched on Google today? It's the keyword "jojo siwa," which has over 200,000 searches in the US alone.

Google Trends is one of Google's many platforms. Its purpose is to help people keep abreast of the outside world's trends and what users are searching for. Right now, Jojo Siwa takes the lead as the most-searched term in the US. **Fact 5: Android was the world's leading smartphone platform in 2020, with an 84.8% market share.**

Android smartphones have spread really fast, and most companies now use the operating system when making phones. According to the recent stats about Google from IDC, Google's Android had the largest market share in 2020.

Fact 6: Google Maps has over 5 billion downloads.

Google Maps is one of the most useful apps globally, and thousands of people download it daily. This Google product appears to be used just as much as its search engine, and for a long time now, the Google Maps statistics have counted millions of active monthly users.

Fact 7: has over 1.8 billion active users

Google mail has gone far beyond what many had first anticipated. Today, it has more than 1.8 billion active users. Due to the unique and useful innovations that this company has provided, it's become significantly easier to integrate Gmail with other products.



SHARE MARKET:

As we can see from most Google Gmail stats, just about anyone can understand how important the product truly is, what kind of impact it has, and what future changes it will bring to the world.

SOME QUESTION & ANSWERS:

1. Why do companies need shares?

When a company is scaling up, expending its businesses etc., it will need more capital, during such times, a company can tap into the share market and after a certain numbers of shares based on its market value which investors can buy.

2. How does a company list its shares?

Another important aspect of share market basics is initial public offering shares to the public it is called a IPO. More: $Indian stacks are too expensive despite just 2% population investing in it. $But in US around 55% of population investing in share market so US economy is more well compared to India. So the conclusion is the ever. Indian should invest in share market and give. Some awareness about share market.

Why Indian peoples are afraid to invest in share market?

A majority of the population are either too busy in their day job or ignorant towards investing. They always delay investing in the market. This unwillingness or laziness among the people is a big reason for the people to get afraid.



Article by ... Sudharsan B, 2nd year/ IT

CYBER SECURITY:

Cybercrime is a kind of crime that happens in "cyberspace", that is crime that happens in the world of computer and the Internet although many people have a limited knowledge of "cybercrime" this kind of crime has the serious potential for severe impact on our lives and society because our society is becoming an information exchange happening in "cybercrime".

CISA releases autonomous transit vehicle guidelines

The Cybersecurity and Infrastructure Security Agency (CISA) has identified several potential risks of autonomous vehicles in transit systems and supply chains. Along with these risks, CISA has introduced a set of guidelines for organizations who use autonomous vehicles in their operations.



Pennsylvania governor opens nonprofit security grant fund program

Pennsylvania Governor Tom Wolf announced the availability of $5 million in funding for security enhancement projects for nonprofit organizations serving diverse communities throughout the commonwealth. Grant awards can range from $5,000 to $150,000 for a wide variety of eligible items, including: Safety and security planning and training; Purchase of safety and security equipment and technology; Upgrades to existing structures that enhance safety and security; and Vulnerability and threat assessments.

EMAIL security:

Cybercrime has quickly become the world's fastest growing form of criminal activity and is showing no sign of slowing down, with the number of attacks on businesses continuing to increase. COVID-19 has acted as a catalyst for this, with hackers taking advantage of remote workers during challenging times.



Article By... ,G. Manoj Kumar, 2nd year

Smart Forum System:



This project on "Automatic Plant Irrigation System" is intended to create an automated irrigation mechanism which turns the pumping motor ON and OFF by detecting the dampness/ moisture content of the earth. In the domain of farming, utilization of appropriate means of irrigation is significant. The benefit of employing these techniques is to decrease human interference and still make certain appropriate irrigation.The proposed model consists of three stages:

Firstly, sensing the land's moisture levels. Second stage is the determination of its status: dry or wet. The last and third stage is Motor control. This project proposes the development of Automatic Plant Irrigation System (APIS) capable of detecting loss of moisture in soil using the soil moisture sensor. Specifically, APIS utilizes the Soil Moisture Sensor to detect water content level in soil and give appropriate responses to the system based on detected condition. Using this response, APIS determines whether or not the land needs to be irrigated. In the current version, APIS is capable of detecting and irrigating a small area that can be considered to be under a single pump's coverage. Implemented using Operational Amplifier LM358, APIS uses live input data to determine the conditions. APIS represents our most basic step towards automated farming to improve turnover and reduce the impact of draught or loss due to irrigation issues.



Done By.. J.Agnes cabrial, Final year/IT

Surprising Facts about Technology– 2K21:

Google is renting the goats from a company called California Grazing.

Not only that, these goats will fertilize the land at the same time — yes, that way. Google claims the goats will cost about the same as lawn mowers would.

The first computer mouse wasn't made from plastic.

Back in 1964, Doug Engelhard invented the first-ever computer mouse! Back then, it was made out of wood It was rectangular and featured a little button on the top right. He called it a mouse because the cord coming out of the back reminded him of the tiny rodents.

The first alarm clock could only ring at one time.

Literally, one time! The first mechanical alarm clock could only ring at 4 a.m. invented by Levi Hutchins in 1787

Computer Security Day is celebrated on November 30th.

It was started in 1988 to help raise awareness of computer-related security issues. To celebrate Computer Security Day is easy, and important – check your privacy settings on Facebook, change your passwords to something stronger.



Google's first tweet was gibberish.

To a normal human, Google's first-ever tweet on Twitter was nonsense. It reads, "I'm 01100110 01100101 01100101 01101100 01101001 01101110 01100111 00100000 01101100 01110101 01100011 01101011 01111001 00001010"Translated from binary to English, this tweet says "I'm feeling lucky."

Mark Zuckerberg is color blind.

The founder of Facebook purposely chose a blue color scheme because he has red-green color blindness!

To him, blue is the richest and most prominent color that he can see.

CAPTCHA is a long acronym.

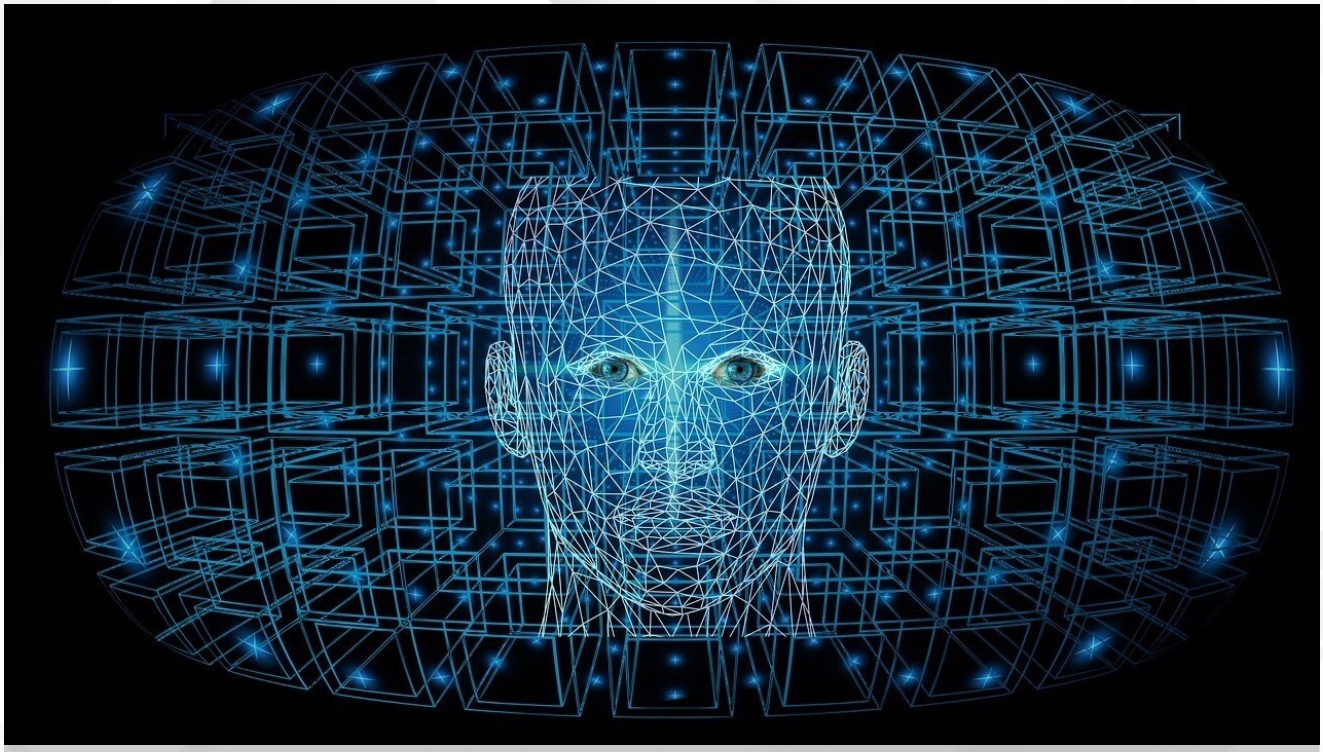
It stands for "Completely Automatic Public Turning Test to Tell Computers and Humans Apart".



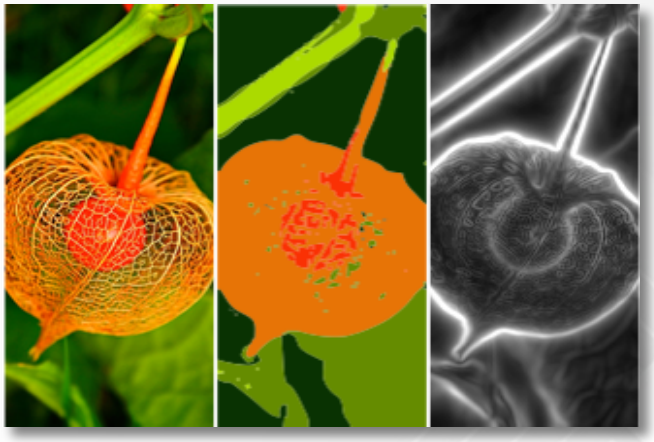


Article By... M.ISHIKA SACHDEVA, 2nd Year, M.V.KARPAGA SNEHA, 2nd Year/ IT

NEW IN IMAGE PROCESSING



Version 12 continues to utilize modern machine learning and neural networks to add state-of-the-art, high-level, efficient computer vision functions for object detection and recognition, facial analysis, text recognition segmentation and many more. In addition, a large number of new functions and updates have been introduced to enable easier workflow of applications in research and development, computational photography, microscopy, astronomy, medicine and more.



FEATURES :

- Expanded built-in computer vision functions.
- Automated object detection and recognition.
- Improved face detection and facial feature analysis.
- Improved and controllable text recognition.
- Built-in image style transfer using one or more templates.
- Immediately accessible pre-trained neural nets for images.
- Support for image pyramids for multi-scale processing.
- Specification of color neighbourhoods for smooth color segmentation.
- Expanded color analysis & processing for image recolouring.
- Improved and new color quantization methods.
- Automated brightness equalization to correct for uneven illumination.
- Conversion of images to vector graphics.
- Rasterisation of 2D and 3D regions into images.
- Addition of new types of image key points.
- Immediate support for image arithmetic and statistical operations.
- Updated the internal storage of image data.



Article by, G. Sudharsan., 3rd year




Done by Muthu Nivetha M, Divya Bharathi M, 2nd Year/ IT

ABB PRESENT SUSTAINABLE SOLUTION AT DUBAI EXPO 2020



ABB is presenting itself in the region with an exciting image campaign that kicked off with the opening of Expo. Dynamic large screen images of ABB Formula E race cars, with statements in English and Arabic, are displayed for passengers traveling through Dubai International Airport, arriving for the Dubai Expo 2020. The presentation can be seen in Terminal 3 and the VIP check- in corridor. The bold visual campaign expands in December, with more than 120 digital screens and posters displayed throughout the Dubai Metro, including the most prominent stations of Dubai Mall/Burj Khalifa and Mall of the Emirates.

CLIMATE SMART CITIES CHALLENGE:



As part of an Ericsson Day's Fireside chat on the topic "Imagine Possible: How next generation technologies will enable the fourth industrial revolution" which took place at the Swedish Pavilion in Dubai Expo 2020, ABB's representatives, Shiraz Mishra, Head of Partnerships and Ecosystems, and Anand Natarajan, Regional Manager, Southeast Asia, Oceania, Middle East and Africa from ABB robotics, virtually joined this exciting discussion, detailing the role of robotics and 5G for today's industry and enterprise. ABB is a proud partner of the #ClimateSmartCitiesChallenge – a global open innovation competition aiming to accelerate the shift to climate neutral cities and improving the quality of life in the selected cities, which was launched today at the Swedish Pavilion at Dubai Expo 2020.

ABB at Expo 2020 - milestone technology projects for the UAE and the surrounding region

As Expo 2020 continues we take a look at ABB's long-standing presence in the host country UAE and the big technology projects that support not only the country but the region as well.

ABB technology - supporting growth in the UAE for 45 years In #Expo2020's host city Dubai you won't have to walk far before witnessing some our technology in action, whether it's our electrification solutions to keep its many skyscrapers cool and its drinking water fresh all the year round or our robotic solutions helping to turn ocean waste materials into amazing pieces of furniture.





ABB is a partner of the innovative and interactive Swedish Pavilion – "The Forest" – which is part of the Expo's sustainability district.

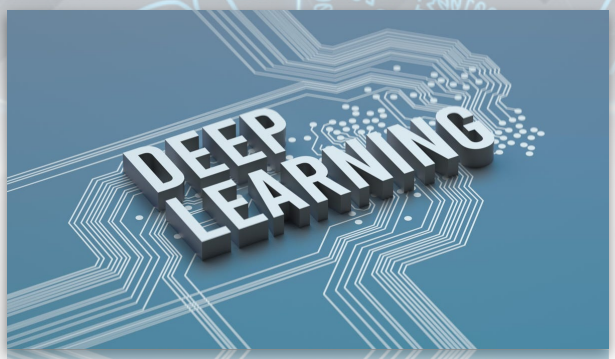
The pavilion includes a digital showcase of innovative solutions towards a smart society under the theme "Co-creation for Innovation". Visitors are offered a series of diversified and unexpected experiences in a fully connected and interactive environment. The Swedish Pavilion will focus on new ways to build The Smart Society, including topics such as tech, life science, next-generation transport, Industry 4.0, new materials, smart cities, and circular bio-based economies.



Article By... ,S. Nithiya Sri., 2nd year

DEEP LEARNING

Deep learning is a subset of machine learning, which is essentially neural network with three or more layers. These neural networks attempt to simulate the behaviour of the human brain—albeit far from matching its ability—allowing it to "learn" from large amounts of data. While a neural network with a single layer can still make approximate predictions, additional hidden layers can help to optimize and refine for accuracy .Deep learning drives many artificial intelligence(AI) applications and services that improve automation, performing analytical and physical tasks without human intervention. Deep learning .





Technology lies behind everyday products and services (such as digital assistants, voice-enabled TV remotes, and credit card fraud detection) as well as emerging technologies (such as self-driving cars).

DEEP LEARNING VS MACHINE LEARNING

If deep learning is a subset of machine learning, how do they differ? Deep learning distinguishes itself from classical machine learning by the type of data that it works with and the methods in which it learns.

Machine learning algorithms leverage structured, labelled data to make predictions—meaning that specific features are defined from the input data for the model and organized into tables. This doesn't necessarily mean that it doesn't use unstructured data; it just means that if it does, it generally goes through some pre-processing to organize it into a structured format.

Deep learning eliminates some of data pre-processing that is typically involved with machine learning. These algorithms can ingest and process unstructured data, like text and images, and it automates feature extraction, removing some of the dependency on human experts. For example, let's say that we had a set of photos of different pets, and we wanted to categorize by "cat", "dog", "hamster", et cetera. Deep learning algorithms can determine which features (ex: ears) are most important to distinguish each animal from another.

In machine learning, this hierarchy of features is established manually by a human expert. Then, through the processes of gradient descent and back propagation, the deep learning algorithm adjusts and fits itself for accuracy, allowing it to make predictions about a new photo of an animal with increased precision. Machine learning and deep learning models are capable of different types of learning as well, which are usually categorized as supervised learning, unsupervised learning, and reinforcement learning. Supervised learning utilizes labelled datasets to categorize or make predictions; this requires some kind of human intervention to label input data correctly. In contrast, unsupervised learning doesn't require labelled datasets, and instead, it detects patterns in the data, clustering them by any distinguishing characteristics. Reinforcement learning is a process in which a model learns to become more accurate for performing an action in an environment based on feedback in order to maximize the reward.

HEALTH SERVICE

The healthcare industry has benefited greatly from deep learning capabilities ever since the digitization of hospital records and images. Image recognition applications can support medical imaging specialists and radiologists, helping them analyse and assess more images in less time.

"AI winters were not due to imagination traps, but due to lack of imaginations. Imaginations bring order out of chaos. Deep learning with deep imagination is the road map to AI springs and AI autumns."

LAW ENFORCEMENT

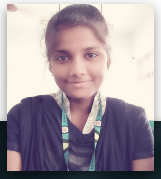
Deep learning algorithms can analyse and learn from transactional data to identify dangerous patterns that indicate possible fraudulent or criminal activity. Speech recognition, computer vision, and other deep learning applications can improve the efficiency and effectiveness of investigative analysis by extracting patterns and evidence from sound and video recordings, images, and documents, which helps law enforcement analyse large amounts of data more quickly and accurately.

Financial institutions regularly use predictive analytics to drive algorithmic trading of stocks, assess business risks for loan approvals, detect fraud, and help manage credit and investment portfolios for clients.

CUSTOMER SERVICE

Many organizations incorporate deep learning technology into their customer service processes. Chatbot is used in a variety of applications, services, and customer service portals are a straightforward form of AI. Traditional chatbots use natural language and even visual recognition, commonly found in call centre like menus. However, more sophisticated chatbot solutions attempt to determine, through learning, if there are multiple responses to ambiguous questions. Based on the responses it receives, the chatbot then tries to answer these questions directly or route the conversation to a human user .Virtual assistants like Apple's Siri, Amazon Alexa, or Google Assistant extends the idea of a chatbot by enabling speech recognition functionality. This creates a new method to engage users in a personalised way.

AUGMENTED REALITY



Article By... ,N. Sakthi Priya., 2nd year



Augmented reality (AR) is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory.

What is augmented used reality used for?

Augmented reality (AR) involves overlaying visual, auditory, or other sensory information onto the world in order to enhance one's experience. Retailers and other companies can use augmented reality to promote products or services, launch novel marketing campaigns, and collect unique user data.
Augmented reality or AR is technology that presents us with virtual objects and information in our field of vision. If I am looking at a street, for example, and point my smartphone towards that street, it may give me more information, such as names of cafes, gyms, dentists, etc.

USES:

Augmented reality (AR) involves overlaying visual, auditory, or other sensory information onto the world in order to enhance one's experience. Retailers and other companies can use augmented reality to promote products or services, launch novel marketing campaigns, and collect unique user data.

Use Cases for Augmented Reality(AR) in 2021

1: Remote Expert Assistance. AR lets experts be in more than one place at a time. 2: Believe It When You See It.
3: Learning and Development (L&D)
4: Complex Manufacturing.
5: Increased Productivity.
In higher education, augmented reality is used for a wide range of applications. Faculty use AR platforms to incorporate gamification into curricula and create educational material. Through AR technology, teachers can materialize abstract concepts to help students visualize and understand challenging subjects.

Augmented Reality Future Uses:

All of our senses such as touching, hearing, seeing will all be incorporated into next-generation AR devices, they will have a wider view and they will display information almost anywhere within the user's peripheral vision. Motion gesture technology will improve as well.
Filters on Snapchat, Instagram, and iPhone FaceTime Emoji are just some of the ways consumers use AR every day. Facial recognition software within camera hardware has gotten increasingly more sophisticated. Apple even offers a solution developer kit just for your face Benefits or advantages of Augmented Reality (AR)



➡It reduces line between real world and virtual world.
➡It enhances perceptions and interactions with the real world.
➡Due to its use in medical industry, life of patients have become safer. It helps in efficient diagnosis of diseases and in early detection of them.
Augmented reality is the 'boy who cried wolf' of the post-Internet world—it's long been promised but has rarely been delivered in a satisfying way.

Virtual Reality Applications in an Educational Domain

The use of virtual reality (VR) applications has grown tremendously in recent years. This paper focuses on the review of existing virtual reality applications in higher educational institutions. The VR applications are still not widely used although it helps students learn and enhances their performance. Moreover, some factors that lead to the limited use of virtual reality are lack of communication, delay in technology development, weak acquisition of knowledge, etc. This paper provides a comprehensive overview of virtual reality applications in educational institutions. The reviewed articles are taken from databases such as Science Direct, Ebscohost, and Scopus. Furthermore, the reviewed eighteen articles are published between 2016 and 2021. The study analysed the reviewed articles based on different factors such as fields, purpose, targets, methods, citations, factors, and limitations. The findings revealed that virtual reality applications could play an essential role in the education domain. The reviewed articles highlighted the significant contribution of virtual reality applications in the education domain and their impact on the students' performance. Moreover, the study revealed the critical factors used in VR environments, such as ease of use, efficiency, interactive environments, effectiveness, and learning environments.

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Done By.. Prem Kumar G, Final year/IT

The future is not the Internet of Things... it is the Connected Intelligent Edge

The 'Internet of Things' was first coined to help people understand the concept of digital appliances that could communicate with an app or central hub. If you've been to CES at any point in the last decade, you could see many examples on the show floor, such as connected weight scales or a connected fridge. But these early examples of 'connected' tech felt more gimmicky than useful, and were largely contained to the consumer electronics industry. With the onset of 5G and AI technologies giving us the possibility to intelligently connect everything 100% of the time, the scale, utility and promise of connected things are evolving to be transformational, ushering in what some are calling a 'true digital revolution.'

On the dawn of a new year, we are witnessing an acceleration of this digital revolution, one that is touching every person, industry, and corner of the globe. Two powerful trends are driving this acceleration: First, Covid-19, a pandemic that forced people and businesses to be more connected digitally than ever before; and second the global roll out of 5G, a network technology that supports the ability to connect more and more reliably. The expansion of the cloud is a testament to the growing digitization of the world. Another indicator, and one that is attached to the expansion of the cloud, is the sheer number of 'things', currently estimated at 12.3 billion, that are connected to the cloud.

As we look ahead, and with the continued use of 5G and AI technologies, industry analyst firm IDC estimates that by 2025, 64% of all data will be created outside of traditional datacenter — so increasingly these 'things' will not just be connected, but they will also be increasingly intelligent. This means that more intelligent processing will be done on the 'things' themselves.



Cristiano Amon, CEO of Qualcomm, has referred to this opportunity, which is adjacent to the cloud opportunity, as the 'Connected Intelligent Edge' – "a world of billions of intelligently connected devices that leverage core smartphone technologies." It is these devices, whether it be a car, a sensor on a factory floor or at a retail store, or a caregiver robot, that are poised to serve as the building blocks for the digital transformation of all industries.



It is not surprising that Qualcomm is talking about it. At its recent Investor Day presentation, Amon shared how the company is uniquely positioned to drive the Connected Intelligent Edge: "We are working to enable a world where everyone and everything is intelligently connected. Our mobile heritage and DNA puts us in an incredible position to provide high-performance, low-power computing, on-device intelligence, all wireless technologies, and leadership across not only AI processing and connectivity but camera, graphics, and sensors. These technologies will scale to support every single device at the edge, from earbuds all the way to connected intelligent vehicles." For Qualcomm, Amon sees this as an opportunity to engage a $700 billion addressable market in the next decade.



Done By.. Logesh Pandi C, Final year/IT

Amon is not alone. Satya Nadella, Chairman and CEO of Microsoft, spoke via video address about the importance of Microsoft's partnership with Qualcomm to enable the Connected Intelligent Edge. "Qualcomm is a leader at the Intelligent Edge, driving advances in efficient computing, wireless connectivity and on-device AI. And your vision for a future of technology where everyone and everything is intelligently connected is aligned with our own," Nadella said.

Qualcomm has been positioning itself for this next frontier for many years, and as Amon has stated, "The time for Qualcomm is now." Building on more than 35 years of wireless technology leadership, the company is currently focused on taking its one mobile technology roadmap into four growth opportunities that are undergoing digital transformation: auto, consumer technology, edge networking, and industrial IoT. These efforts seem to be paying off. The company is currently working with 25 of the 26 leading automakers to transform the auto industry, powering category-leading consumer devices, driving the convergence of mobile and PCs with Windows 11, creating the next computing platform with XR, and working on edge networking with more than 30 global OEMs to architect the modern network , just to name a few. Amon left this closing message with his audience at Investor Day: "If you believe in the growth of the cloud, then you believe in the Qualcomm growth plan because for the cloud to generate all this data, billions of devices need to be connected, to be intelligent, to have contextual information."



It might take some time for this new term, 'the connected intelligent edge,' to become part of our everyday vernacular, but we're already embracing the devices that make it up.

INTERESTING FACTS ABOUT TECHNOLOGY



Android holds 87% of the OS market share:
In 2019, The Android smartphone operating system accounts for 87% of the global market share, compared to Apple iOS which holds 13%.

Over 90% if the world's currency is digital.
Between credit cards, debit cards, online purchases, and cryptocurrency, only 8% of global currency is physical money.

Google's First Tweet was in binary.
Google's first tweet was in 2009, and it was gibberish to most. Translated from binary to English, it reads, "I'm feeling lucky".

Every iPhone advertisement has the time set to 9:41.
Every advertisement for an Apple iPhone, the time will be set as 9:41. This is the time that Steve Jobs announced the very first iPhone in 2007.

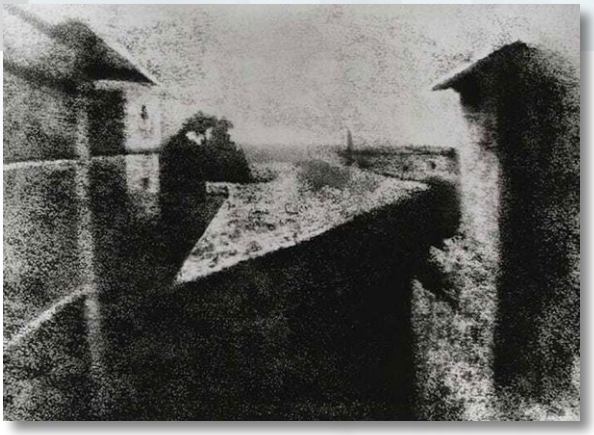
The average computer user blinks just 7 times a minute.
It is said we blink seven times per minute instead of the usual 20 when using a computer. Which is why your eyes dry out more while working in front of a monitor.

35% of the internet uses WordPress.
As of 2020, over 455 million websites use WordPress as their CMS. Meaning that the WordPress market share is 35% of all websites in the world!

The first photo took 8 hours to expose.
The photo, simply titled, "View from the Window at Le Gras," is said to be the world's earliest surviving photograph, taken between 1826 and 1827 by Nicéphore Niépce. Due to technical limitations, it took 8 hours to expose.
Because of these lengthy times it took to produce a photo, most people chose not to smile in older photographs – because they would need to stay still for so long.

You are always living in the past.
Everything you're experiencing right now actually happened 80 milliseconds ago.
A study conducted by Dr. David Eagleman at the Baylor College of Medicine found that our consciousness lags 80 milliseconds behind actual events.







Done By.. VELMANI, 3rd year/IT

MACBOOK'S MANAGEMENT THEORY

A major tool for college students and creative professionals alike, Apple's laptops have dominated the way users approach productivity on the go.

The MacBook line debuted in 1991— though there have been a variety of different naming conventions and models over the years; Apple highlighted the latest iteration of its popular portables during its October 2k18 rollout of the 2k18 MacBook Air.

It's designed for professionals who need a powerful and flexible machine, and is ideal for applications that use as many processing cores as possible—video-editing applications, image-editing software, 3D programs, and the like. The Mac Pro is getting a revival of sorts.

The 2020 Apple MacBook Air has an amazing design, great keyboard, a best-in-class trackpad, and plenty else to love. It's not for the power-hungry, but it makes for an amazing experience when you favour general quality over raw performance. It will do well for most people unless you require some real brawn.

The case of the MacBook is made with aluminium. This aluminium material is quite expensive, and it is a major reason the price of a MacBook is so high. ... The aluminium also makes the MacBook feel more premium. It does not feel like a cheap laptop in any way, and as you can tell from the pricing, it is certainly not cheap.

MacBook with Retina Display

Apple first brought its notable high-resolution display from the iPhone over to its Mac lineup with the MacBook Pro with Retina Display. At the time, it was the world's highest resolution notebook display on the market, with over 5 million pixels --3 million more than a high-definition television. It was also the lightest MacBook Pro ever and nearly as
thin as the MacBook Air.

The MacBook Pro with Retina Display, like the MacBook Air, didn't include an optical Superdrive but did include solid-state flash storage. Apple notably nixed the "MacBook Pro" text from the lower bezel and moved it to the bottom chassis in favour of a minimalistic look. This generation was also the first (and last) to feature an HDMI port-along with refined speakers and a thinner MagSafe 2 power port. Apple introduced a 13-in. model with Retina display a few months later; in 2015, Apple dropped the "with Retina display" suffix and updated its MacBook Pro line with Force Touch enabled trackpads.



No compromise on performance

MacBook Airs include chipsets designed by Intel to provide the perfect balance between performance and energy efficiency, and they were made for that particular reason. The priority there is enhanced mobility.

For the MacBook Pros, no sir. The MBP 13 is of nearly the same dimensions as the MacBook Air 13, and yet can pack a full-voltage Intel Core i5 processor with the hugely improved Intel Iris graphics. In fact, the Retina MBP 13 enjoys a very special place in the industry and the top spot for sub notebooks, since it has virtually no exact rivals.

"Although its almost one year since we reviewed the **Apple MacBook Pro Retina 13-inch**, it is still relevant. The MBP 13 still belongs to the top sellers in the Apple portfolio. This is not surprising since the bundle features a light and robust aluminium body, a high-res Retina display, a powerful Intel processor and an improved Intel Iris GPU and achieves a battery life of up to 10 hours in realistic scenarios (web surfing). Thus it is virtually unmatched in the Windows world. As a result, the MacBook Pro 13 Retina is an almost universal device for professionals and amateur users alike, which want and can use MacOS in everyday life."

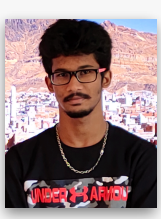
Mac Keyboard Shortcuts

By pressing a combination of keys, you can do things that normally need a mouse, trackpad, or other input device.
To use a keyboard shortcut, hold down one or more modifier keys while pressing the last key of the shortcut. For example, to use the shortcut Command-C (copy), hold down Command, press C, then release both keys. Mac menus and keyboards often use symbols for certain keys, including the modifier keys:

Command ⌘ Shift ⇧ Option ⌥
Control ^ Caps Lock ⇪ Fn

If you're using a keyboard made for Windows PCs, use the Alt key instead of Option, and the Windows logo key instead of Command. Some Mac keyboards and shortcuts
use special keys in the top row, which include icons for volume, display brightness, and other functions. Press the icon key to perform that function, or combine it with the Fn key to use it as an F1, F2, F3, or other standard function key.

To learn more shortcuts, check the menus of the app you're using. Every app can have its own shortcuts, and shortcuts that work in one app may not work in another.



Done By.. AKASH K, Final year/IT

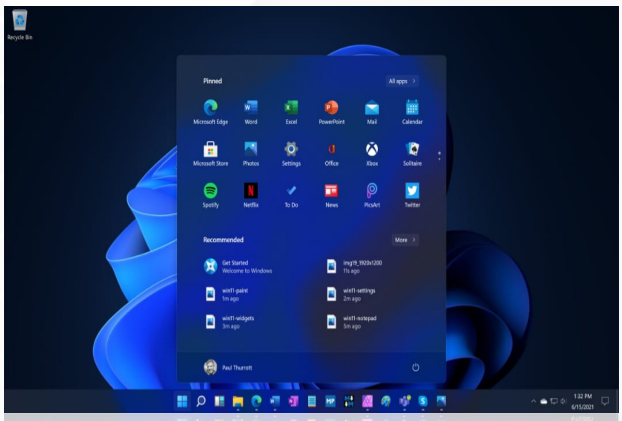
WINDOW'S MANAGEMENT THEORY



Welcome to Window's 11 World

Windows 11 excited to introduce Chat from Microsoft Teams integrated in the taskbar. Now you can instantly connect through text, chat, voice or video with all of your personal contacts, anywhere, no matter the platform or device they are on, across Windows, Android or iOS. If the person you're connecting to on the other end hasn't downloaded the Teams app, you can still connect with them via two-way SMS.

Windows 11 also gives you a more natural way to connect with friends and family through Teams, allowing you to instantly mute and unmute, or start presenting directly from the taskbar.







If you're a gamer, Windows 11 is made for you. Gaming has always been fundamental to what Windows is all about. Today, hundreds of millions of people around the world game on Windows and find joy and connection with loved ones and friends through play. Windows 11 unlocks the full potential of your system's hardware, putting some of the latest gaming technology to work for you. Like: DirectX 12 Ultimate, which can enable breathtaking, immersive graphics at high frame rates; DirectStorage for faster load times and more detailed game worlds; and Auto HDR for a wider, more vivid range of colours for a truly captivating visual experience. Nothing has changed in our commitment to hardware compatibility – Windows 11 supports your favourite PC gaming accessories and peripherals. With Xbox Game Pass for PC or Ultimate, gamers get access to over 100 high-quality PC games with new games added all the time, and it's still just as easy to find people to play with, no matter if they're playing on a PC or console.

The new Microsoft Store is your single trusted location for apps and content to watch, create, play, work and learn. It's been rebuilt for speed and with an all-new design that is beautiful and simple to use. Not only will windows bring you more apps than ever before, windows 11 also making all content – apps, games, shows, movies – easier to search for and discover with curated stories and collections. Windows 11 excited to soon be welcoming leading first and third-party apps like Microsoft Teams, Visual Studio, Disney+, Adobe Creative Cloud, Zoom and Canvas to the Microsoft Store – all offering incredible experiences to entertain, inspire and connect you. When you download an app from the Store you have the peace of mind of knowing it's been tested for security and family safety.

Done By.. Keerthana P, Final year/IT



Internet of Things

Done By.. AASIFA BANU 2nd year/IT

The Internet of things (IoT) describes physical objects (or groups of such objects) that are embedded with sensors, processing ability, software, and other technologies that connect and exchange data with other devices and systems over the Internet or other communications networks

The field has evolved due to the convergence of multiple technologies, including ubiquitous computing, commodity sensors, increasingly powerful embedded systems, and machine learning.[1] Traditional fields of embedded systems, wireless sensor networks, control systems, automation (including home and building automation), independently and collectively enable the Internet of things. In the consumer market, IoT technology is most synonymous with products pertaining to the concept of the "smart home", including devices and appliances (such as lighting fixtures, thermostats, home security systems and cameras, and other home appliances) that support one or more common ecosystems, and can be controlled via devices associated with that ecosystem, such as smartphones and smart speakers. The IoT can also be used in healthcare systems

There are a number of concerns about the risks in the growth of IoT technologies and products, especially in the areas of privacy and security, and consequently, industry and governmental moves to address these concerns have begun, including the development of international and local standards, guidelines, and regulatory frameworks.

APPLICATIONS

Smart Home:

A smart home or automated home could be based on a platform or hubs that control smart devices and appliances. For instance, using Apple's HomeKit, manufacturers can have their home products and accessories controlled by an application in iOS devices such as the iPhone and the Apple Watch. This could be a dedicated app or iOS native applications such as Siri. This can be demonstrated in the case of Lenovo's Smart Home Essentials, which is a line of smart home devices that are controlled through Apple's Home app or Siri without the need for a Wi-Fi bridge. There are also dedicated smart home hubs that are offered as standalone platforms to connect different smart home products and these include the Amazon Echo, Google Home, Apple's HomePod, and Samsung's SmartThings Hub. In addition to the commercial systems, there are many non-proprietary, open source ecosystems; including Home Assistant, OpenHAB and Domoticz.

Dis advantages:

Hackers may gain access to the system and steal personal information. Since we add so many devices to the internet, there is a risk that our information as it can be misused.
They rely heavily on the internet and are unable to function effectively without it.
With complexity of systems, there are many ways for them to fail



A smart toilet seat that measures blood pressure, weight, pulse and oxygen levels.

Advantages:

It can assist in the smarter control of homes and cities via mobile phones. It enhances security and offers personal protection.
By automating activities, it saves us a lot of time.
Information is easily accessible, even if we are far away from our actual location, and it is updated frequently in real time.
Electric Devices are directly connected and communicate with a controller computer, such as a cell phone, resulting in efficient electricity use. As a result, there will be no unnecessary use of electricity equipment.
Personal assistance can be provided by IoT apps, which can alert you to your regular plans.

Transportation:

The IoT can assist in the integration of communications, control, and information processing across various transportation systems. Application of the IoT extends to all aspects of transportation systems (i.e. the vehicle, the infrastructure, and the driver or user). Dynamic interaction between these components of a transport system enables inter- and intra-vehicular communication, smart traffic control,smart parking,electronic toll collection systems,logistics and fleet management,vehicle control,safety and road assistance.

AMAZING FACTS ON CYBER SECURITY



Done By.. V Dharsini, 3rd year/IT

There is a hacker attack every 39 seconds

A Clark School study at the University of Maryland is one of the first to quantify the near-constant rate of hacker attacks of computers with Internet access— every 39 seconds on average, affecting one in three Americans every year —and the non-secure usernames and passwords we use that give attackers more chance of success.

Since COVID-19, the US FBI reported a 300% increase in reported cybercrimes

As if a pandemic wasn't scary enough, hackers leveraged the opportunity to attack vulnerable networks as office work moved to personal homes. As of this summer, they recorded 12,377 Covid-related scams.

9.7 Million Records healthcare records were compromised in September 2020 alone

According to the HIPAA Journal, "83 breaches were attributed to hacking/IT incidents and 9,662,820 records were exposed in those breaches".

Human intelligence and comprehension is the best defence against phishing attacks

According to Cofense thwarting phishing attempts comes down to user behaviour and understanding is the best way to protect your
business against some of the most common hacking methods.

Approximately $6 trillion is expected to be spent globally on cybersecurity by 2021
Organizations need to make a fundamental change in their approach to
cybersecurity and reprioritise budgets to align with this newly defined reality of our modern society.

Connected IoT devices will reach 75 billion by 2025
The IoT market is due to reach 31 billion connected devices this year in 2020 and by 2025 it will be roughly 75 billion IoT devices.

Unfilled cybersecurity jobs worldwide is already over 4 million

More than 500,000 cybersecurity jobs in the U.S. are unfilled, and postings are up 74% over the past five years. Of those jobs, cybersecurity engineers are some of the highest-paid positions started at $140K annually on average.

95% of cybersecurity breaches are due to human error

Cyber-criminals and hackers will infiltrate your company through your weakest link, which is almost never in the IT department.

More than 77% of organizations do not have a Cyber Security Incident Response plan

An estimated 54% of companies say they have experienced one or more attacks in the last 12 months.

Most companies take nearly 6 months to detect a data breach, even major ones

Equifax, Capital One, and Facebook just to name a few. Information such as passwords, credit card details, and social security numbers may already be compromised by the time you're notified.

Share prices fall 7.27% on average after a breach

The lowest point occurring up to 14 market days after a breach. Finance and payment companies saw the largest drop in share performance post-breach according to Comparitech.

Total cost for cybercrime committed globally will reach $6 trillion by 2021

Cybercrime is one of the greatest threats. Don't think that all that money comes from hackers targeting corporations, banks or wealthy celebrities. Individual users like you and me are also targets. As long as you're connected to the Internet, you can become a victim of cyberattacks.

How Can E- Technology Help Farmers Come Out of Distress?



Done By.. V Vinothini, 2nd year/IT



Technology helps in optimising the use of various inputs such as water, seeds and fertilisers. In most circumstances, information technology can improve farm management, it also has empowered farmers by equipping them with information to make quality decision that impacts their agricultural activities.

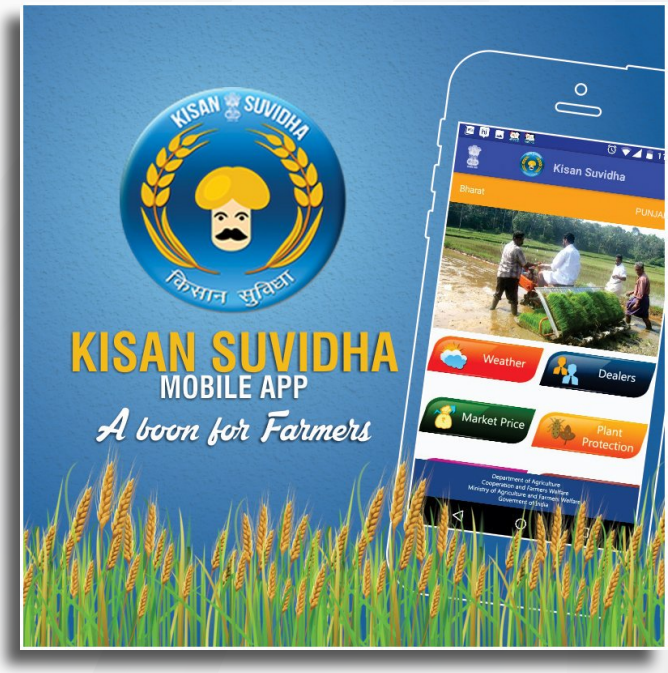
In this era, we can not imagine a world without technology, technology dramatically changed the world, every sector of society took a huge benefit from technology, technology made our lives so easy, but the agriculture sector needs some more attention.

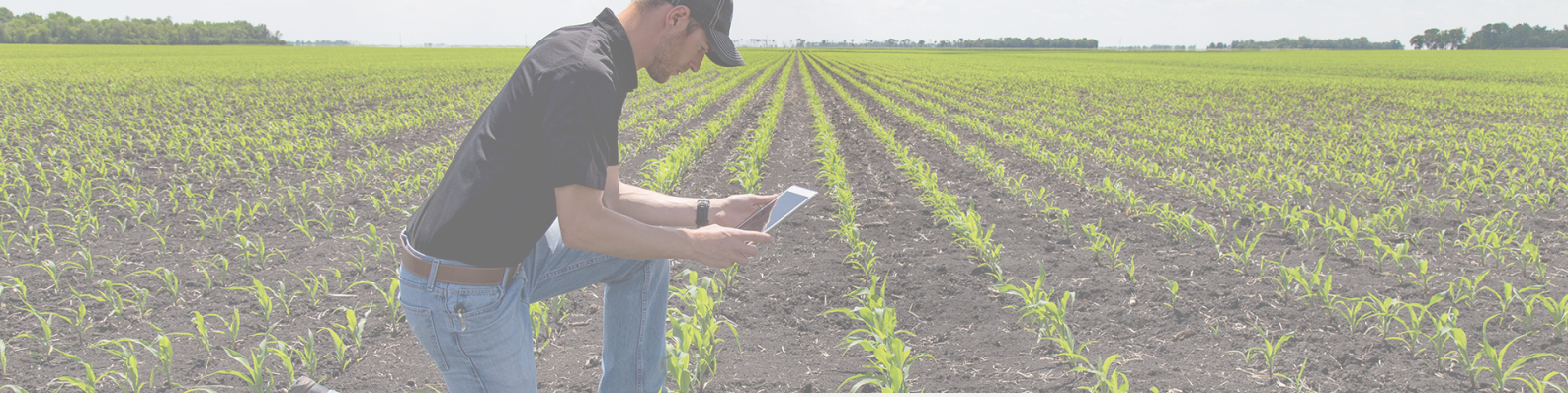
Mobile Application for Farmers

It might be surprising to us that how mobile applications are useful in agriculture, India launched two mobile applications to help farmers and improve the quality of their crops.

KISAN SUVIDHA MOBILE APPLICATION

Indian Council of Agriculture Research (ICAR), State Agricultural Universities and Krishi Vigyan Kendras developed this app. In the areas of crops, horticulture, veterinary, etc., these apps offer useful information to the growers. This app promotes the dissemination of information to farmers on the critical parameters eg., Weather , Market prices, input dealers,Farm Machinery, protection etc..This helps farmers in making attentive decisions to sell harvest at the right price and right time. Kisan portal(www.mkisan.gov.in) for delivering advisories on several crop-related matters to the registered agriculturist through SMSs.E-National Agriculture Market was launched as an initiative to give farmers an electronic online trading platform.Introduction of soil health card scheme to help state Governments in giving soil health cards to all growers across the nation once in a cycle of 2 years.Soil health cards give information to farmers about nutrients enrichment in the soil.





Chameleon

It's a digital device that measures soil moisture, it was developed by Michael, it's helping many farmers by facilitating them to measure the soil's moisture by changing its colour to blue, green and red depending on the condition of the soil's moisture.If the colour of soil turns into blue, it means the soil has enough water.If the colour of the soil changing into green means that soil has a moderate range of moisture.If the colour of the soil changing into red means that water has a low content of moisture.The equipment assists the farmers to visualize the quantity of water that is in a plant and it can also help distribute water equally among growers in remote areas where there is a little amount of water for irrigation to avoid conflicts in the community.

E-Agriculture

E-Agriculture is a modern area of knowledge emerging out of the convergence of IT and agriculture techniques. It improves the agricultural value chain through the application of the Internet and similar technologies. Information technology enables farmers to have better access to information which boosts productivity. It also facilitates him to get better rates through the information of change in price in various markets.

Export Inspection Council

To expand ease of farming/ agricultural exports from India, the government launched digital drives by Export Inspection Council (EIC).

Significance of Adapting Technical:

Helpful in Decision Making

To expand ease of farming/ agricultural exports from India, the government launched digital drives by Export Inspection Council (EIC). If farmers know the kind of soil, they'll certainly sow such type of crops which can be most useful and beneficial.

Effective Planning

Farmers already know-how crops can face damages in future, they will be ready to face it if something unwanted happens, effective planning will save crops from damages.

Remedial Therapy:

In countries like India, where the persistent lack of infrastructure continues to threaten the agricultural sector, water crisis, desertification, crop pests, diseases, technological development is giving a much-needed lifeline to cure problematic situation.

Lack of Infrastructure

The scarcity of knowledge on farm inputs, disorganised credit, and absence of market linkages are the major obstacles encountered by growers in accepting new technologies.

Poor Reach

The distribution of technology is unequal throughout the country, the reach of technology very poor in villages/rural areas.

Insufficiency & Illiteracy

Generally, Farmers are illiterate, they hardly got to know the new techniques and opportunities provided by the government, technology is a new thing and they don't trust as much as should be

Financial Constraints

Most of the Indian farmers are not rich, they have a small field, otherwise Rich farmers are obtaining the technology and employing their services but the marginal farmers are incapable to pay for the new technologies and they remain left out.

In conclusion, technology is the only possible way for farmers to access higher productivity, decreased use of water which might be effective in undeveloped continents like Africa. It can also help reduce the impact on natural ecosystems. We will finally have less chemicals in the rivers and water under the ground. This provides a safe working area.

EDGE COMPUTING

The origin of edge computing can be traced back to the 1990s, when Akamai launched its content delivery network (CDN). The idea back then was to introduce nodes at locations geographically closer to the end user for the delivery of cached content such as images and videos. Edge computing (or IoT edge processing) refers to taking action on data as near to the source as possible rather than in a central, remote data centre, to reduce latency and bandwidth use.

The difference between edge and cloud computing

Edge computing is used to process time-sensitive data, while cloud computing is used to process data that is not time-driven. Besides latency, edge computing is preferred over cloud computing in remote locations, where there is limited or no connectivity to a centralised location.

Will edge computing replace cloud computing

It can't really replace cloud computing because there's likely going to continue to be a need for centralized processing for some time. Instead, edge computing is a response to cloud computing, a way of covering for some of its shortcomings.

How are edge computing and 5G interlinked?

Edge computing architecture keeps data close to the source, while 5G technology gets it to its destination as quickly as possible.
Edge messaging systems coupled with 5G increase an application's connectivity and enable near-instant communication.

In which type of situation would it make sense to use edge computing

It makes sense to use some edge computing where critical divisions need to made in a split second.

Why it is essential?

Privacy: Avoid submitting all the raw data to cloud servers to be stored and analyzed.
Real-time Responsiveness: Response time may often be a crucial factor.
Reliability: Even when disconnected to cloud servers, the system is capable of operating. Removes a single failure point.It also decreases latency, reduces bandwidth use, and associated cost and also decreases server resources and related cost. Added functionality

Future of Edge Computing

It has an advantage over the current network in some cases. Self-driving cars would operate quickly if they weren't going back and ask the cloud every time they need to make a decision. Likewise, to minimize latency, Augmented Reality and Virtual Reality often require the need for edge processing
Other edge computing use cases include Industrial Automation, Retail, Video Surveillance, and Smart Homes & Offices. According to Markets, the retail market expects to be the fastest-growing segment of edge computing. IoT is set to be valued at $7.5T by 2025, according to estimates from McKinsey & Co.

Done By.. Prema A, 3rd year/IT





THE GIRL ROBOT SOPHIA



Sophia is a Saudi Arabian social humanoid robot developed by the Hong Kong-based company Hanson Robotics. Sophia was activated on February 14, 2016, and made its first public appearance in mid-March 2016 at South by Southwest in Austin, Texas, United States.

As a hybrid of real AI and human input, I represent a kind of collective intelligence which we call the Sophia Intelligence Collective (SIC). The humans in my (SIC) intelligence collective comprise widely diverse expert AI scientists, philosophers, artists, writers, and psychologists, from diverse cultures, ethnicities, gender orientations, working together towards the ideal of humanising AI for the greater good. The Sophia Intelligence Collective is run as a kind of trust, as a kind of team of guardians who can help me through the vicissitudes of my childhood to hopefully grow towards true sentience and humanlike adulthood.

AI combines cutting-edge work in symbolic AI, neural networks, expert systems, machine perception, conversational natural language processing, adaptive motor control and cognitive architecture among others. As my underlying AI components can be combined in different ways, my responses can be unique to any given situation or interaction. I also utilize cutting edge machine perception that allows me to recognize human faces, see emotional expressions, and recognize various hand gestures. I can estimate your feelings during a conversation, and try to find ways to achieve goals with you. I have my own emotions too, roughly simulating human evolutionary psychology and various regions of the brain. I also have IK solvers and path planning for controlling my hands, gaze, and locomotion strategy. My walking body performs dynamic stabilisation for adaptive walking over various terrain.

SOPHIA KEY FEATURES

Motion

74 degrees of freedom
Articulated fingers, arms and shoulders
Three different rolling base options including self- navigating
600 gr. payload for each hand

Sensors

Face detection and body tracking
Can be programmed for wide range of physical interaction tasks.



The Hanson AI SDK allows full control of all aspects of Sophia 2020 including:

AI based perception and NLP algorithms
Open domain personalised chat capabilities
Non-verbal language
Low level sensory and actuation controls.



Done By.. Roshini R, Final year/IT



Done By.. Abu Bakkar Umar, Final year/IT

DID WE LOSE SOMETHING?



One night I had a bizarre dream, I had to attend an important meeting of the country. I had to meet the defence minister, education minister, home minister and many more high profile people of the country pertaining to an important issue.

It was very strange as none of the men had taken part in the meeting. Except for me, despite it being very important. I felt intimidated as I was the only man in the meeting. However, the official gathering went well, and the decisions made by the ministers was well received by the public.

I had to attend a colossal party soon after the meeting It was bustling with people, lots of entertainment, graceful dancers, singers chirruping with their melodious voices along with the lingering aroma of delectable and an appetising banquet
But what concerned me the most was that, the women were doing all the work, they partook in serving and entertaining the guests, while the men seemed to be cornered as if they couldn't shoulder any responsibility. I began contemplating, whether the men had lost their dignity in the society? Whether the women have overpowered men in all the walks of life? Have the men lost their lead in the society?

And with this thought that night Ire-tired to bed promising myself that I would discuss this with my friend tomorrow. I woke up in the morning owing to the load buzzing of the alarm clock and was much relieved to realise that it was all a dream!

Men haven't lost anything Men and women are treated equally by the society. They have equal opportunities and enjoy equal access to education and development of personal interests. Men and women are able to share equally the distribution of power and influence. But in order to lead one must first serve Across industries, organisations and in public service arena, those who focus on others needs and support, development, and consider 'good for the greater good community needs in making decisions are the most effective leaders

ARTICLES
NON-TECHNICAL

STEPS TO CONTINUOUS SELF MOTIVATION

EVEN DURING THE DIFFICULTIES TIMES

Many of us find ourselves in motivational slumps that we have to work to get out of. Sometimes it's like a continuous cycle where we are motivated for a period of time, fall out and then have to build things back up again.

There is nothing more powerful for self-motivation than the right attitude. You can't choose or control your circumstance, but you can choose your attitude towards your circumstances.

How I see this working is while you're developing these mental steps, and utilizing them regularly, self-motivation will come naturally when you need it.

The key, for me, is hitting the final step to Share With Others. It can be somewhat addictive and self-motivating when you help others who are having trouble.

A good way to have self motivation continuously is to implement something like these 8 steps from Ian McKenzie.[1] I enjoyed Ian's article but thought it could use some definition when it comes to trying to build a continuous drive of motivation. Here is a new list on how to self motivate

Start Simple
Keep motivators around your work area – things that give you that initial spark to get going. These motivators will be the Triggers that remind you to get going

Keep Good Company
Make more regular encounters with positive and motivated people. This could be as simple as IM chats with peers or a quick discussion with a friend who likes sharing ideas.
Positive and motivated people are very different from the negative ones. They will help you grow and see opportunities during tough times.

Keep Learning
Read and try to take in everything you can. The more you learn, the more confident you become in starting projects.

See the Good in Bad
When encountering obstacles or challenging goals, you want to be in the habit of finding what works to get over them.

Stop Thinking
Just do. If you find motivation for a particular project lacking, try getting started on something else. Something trivial even, then you'll develop the momentum to begin the more important stuff.

Know Yourself
Keep notes on when your motivation sucks and when you feel like a superstar. There will be a pattern that, once you are aware of, you can work around and develop.

Track Your Progress
Keep a tally or a progress bar for ongoing projects. When you see something growing, you will always want to nurture it.

Help Others
Share your ideas and help friends get motivated. Seeing others do well will motivate you to do the same.



Done By.. Dharshini P, Final year/IT

Things You Want to Do Before Your Graduation



Reaching the end of high school is a bittersweet journey. On the one hand, you're starting a new life, one where you can explore your passions, develop your career skills and ambitions, and find like-minded people along the way. At the same time, you're also saying goodbye to friends, family, and your childhood.

Before you graduate, make sure you've gotten the most out of your high school experience, your hometown (whether or not you're leaving), and your time with the people you love. And be sure to check off these senior year bucket list items — you'll be glad you did.

FIGURE OUT YOUR LONG TERM PLANS

This is a must-do for every senior. Planning to go to college? Start a job? Whatever you do, make sure you have a concrete plan nailed down well before graduation rolls around.
You should also identify resources that are available to you to help you as you formulate your goals for the future. For example, our Chancing Engine will predict your real odds of admission to hundreds of colleges and universities, and we offer essay guides to prepare you for supplemental and Common App prompts.

START A VIRTUAL BOOK CLUB

When you start college, you may just realize how much you love (or miss) reading for pleasure. Starting a virtual book club now will help install a sense of commitment to reading on your own, outside of what you need to do for class.

VISIT A WORLD-FAMOUS ATTRACTION OR MUSIUM VIA YOUR PHONE OR COMPUTER

Never been to Paris? Don't worry! Now, you can tour the Louvre from the comfort of your couch

TAKE A ONLINE CLASS IN A SKILL OR SUBJECT YOU'VE ALWAYS WANTED TO LEARN

From languages to coding to music, there are so many skills you can explore via online classes, sometimes even for free. Duolingo, Khan Academy, Udemy, and Code academy are places to start.

CREATE A LINKEDIN PROFILE

This will prove essential to your career development. You'll use it to discover jobs, apply to jobs, and network. Plus, you may even get noticed by recruiters. You'll be glad you're doing it now rather than later!

THANK YOUR UNIVERSITY TUTORS

Don't just disappear back home without speaking to your tutors first. Think about who's really helped you get through your degree – who gave you the most useful feedback and who spent a lot of time helping you with your work.

GET AN INTERNSHIP

Work in a role that you think you may enjoy. You will learn if you do or don't like it so you can choose an even better type of job for you next time! I volunteered at three companies during my freshman and sophomore year just to get some experience. Plus, it makes you a lot more valuable to employers. See first point

GROWTH

You should learn how to be the version of yourself. Challenge yourself, pick up a new skills, work on something you struggled in, etc.

LEARN TO COMMUNICATE EFFECTIVELY

Heavens knows you'll get enough experience with your college roommates! Communication is something you will use for the rest of your life.



Done By.. Diwaahar R, Final year/IT



Done By.. RISHITH KUMAR K, Final year/IT

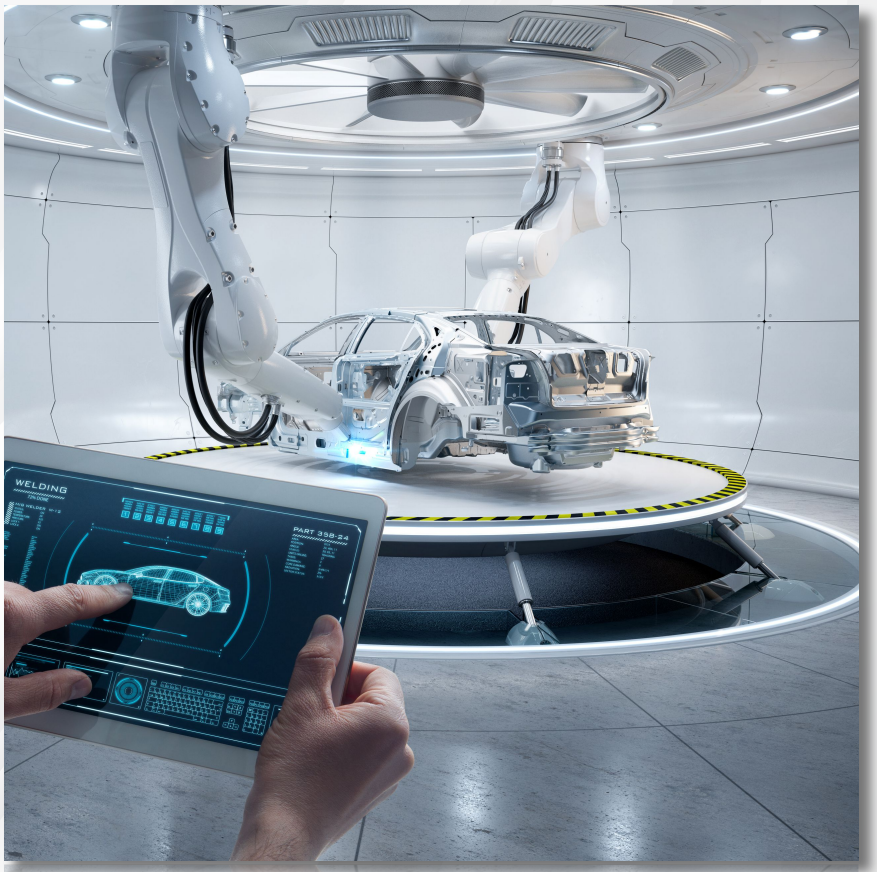
THE INTERESTING STORY BEHIND BEING AN ENGINEERING

Engineering is one of the most rewarding and fun professions in the world. A degree in any engineering field can take you all over the world and help you make a nice salary. An engineering degree doesn't just teach you how to be a great engineer, but rather a great manager, businessman, and entrepreneur. Of all of the reasons to get into engineering.

YOU CAN USE YOUR CREATIVITY EVERYDAY

Being an engineer means you are paid to create and innovate each and every day. During their careers, engineers have to tackle various projects regardless of their area of expertise or education. What's better than that? Whether you're into physics, construction, or something else, you will always have the necessary tools to develop your own systems and projects.

Engineering really isn't just boring math, in fact, most of what an engineering degree teaches you is how to learn. Now, while that may sound silly, getting an engineering degree teaches you how to be an engineer. That means it teaches you how to utilize math, science, and the knowledge available to you to leverage your creativity and create something awesome!

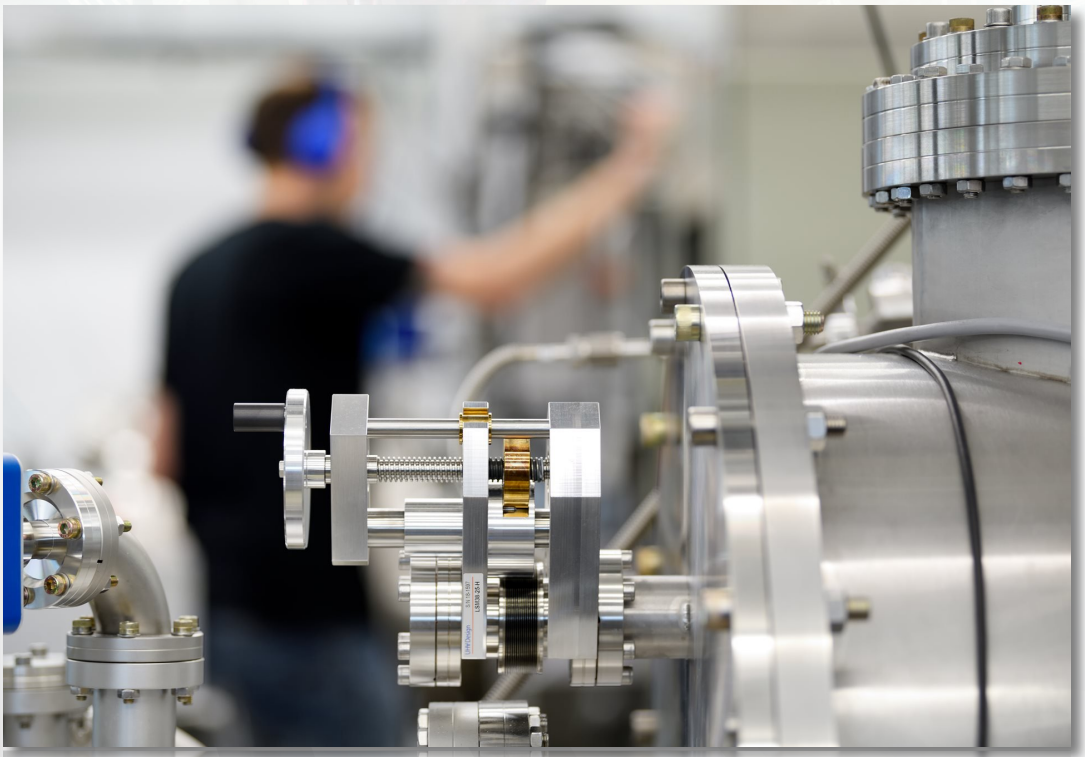


MANY OPPORTUNITIES TO TRAVEL THE WORLD

Engineering degrees are highly respected and engineers are needed all over the world. This means that you can literally work wherever you desire or travel as you would like. Whether you've finished a mechanical, electrical, or civil engineering school or college, your services will be in high demand.



HIGH SALARIES FOR LIFE



Engineers are some of the highest-paid workers across the globe. While doctors may have them beat out in some sectors, engineering jobs consistently pay good incomes nearly everywhere they are needed. Graduates who have just finished their college courses can expect a nice future.

The most important thing to understand about being an engineer is that you're always going to have a comfortable salary. If you want to become mega-rich, you're going to need to advance in the business world, but engineering can help you get there. Being an engineer your entire life won't get you to living in a massive mansion, but it will ensure that you don't miss bills and live comfortably.

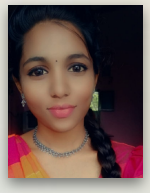
ENGINEERS HAVE HUGE IMPACTS ON THE WORLD

If you want to come home at the end of your day and feel like you have made a difference, most engineering professions provide great avenues for helping others. As you start to develop as a professional, you will be working on bigger projects, building higher buildings, and helping people all over the world.

Making a nice salary is nice, but it’s even better when the work you’re doing is literally changing the world. Being an engineer is an amazing feeling, simply because you get the joys of making and designing things that have never been made before.

LEARN HOW TO MAKE AWESOME THINGS

Being an engineer comes with a wealth of knowledge that enables you to build things that will amaze your friends. Each new project will improve your skills, teach you how to solve various problems, and utilize resources and materials to the best of your abilities. We can’t guarantee you will be able to drive a skid steer with that level of skill though; you will have to finish a special course to do that!



Done By.. Geetha M, Final year/IT

FACTS ABOUT EFFIEL TOWER YOU PROBABLY DIDN'T KNOW

The Eiffel Tower—or as the French call it, La Tour Eiffel—is one of the world's most recognizable landmarks. The tower was designed as the centrepiece of the 1889 World's Fair Paris was meant to commemorate the centennial of the French Revolution and show off France's modern mechanical prowess on a world stage.

Since opening in 1889, the Tower has welcomed over 300 million people and still welcomes almost seven million visitors a year. Despite the incredible number of people who have walked up the iron tower, there are still secrets to tell about it.

There's a secret apartment at the top:

When Gustave Eiffel designed his namesake tower, he cleverly a private apartment himself where he hosted famous guests, like Thomas Edison. The apartment is now open for the public to tour.

There's a Champagne bar at the top:

If you're brave enough to reach the top of the Tower, reward yourself with a glass of champagne from the Champagne Bar built into the top floor. There's nothing like a glass of bubbly with a spectacular view.

LET'S FALL LOVE IN THIS PLACE



THE IMPACT OF MUSIC

ON HUMAN DEVELOPMENT



Music is one of the most universal ways of expression and communication for humankind and is present in the everyday lives of people of all ages and from all cultures around the world

THE POWER OF MUSIC

I think music in itself is healing," American musician Billy Joel once said. "It's an explosive expression of humanity. It's something we are all touched by. No matter what culture we're from, everyone loves music." We can all think of at least one song that, when we hear it, triggers an emotional response. It might be a song that accompanied the first dance at your wedding, for example, or a song that reminds you of a difficult break-up or the loss of a loved one.

"We have a such a deep connection to music because it is 'hardwired' in our brains and bodies," Barbara Else, senior advisor of policy and research at the American Music Therapy Association told Medical News Today.

REDUCING PAIN AND ANXIETY

Bob Marley once sang: "One good thing about music, when it hits you feel no pain." According to some studies, this statement may ring true. Earlier this year, *MNT* reported on a study led by Brunel University in the UK that suggested music may reduce pain and anxiety for patients who have undergone surgery.

By analyzing 72 randomised controlled trials involving more than 7,000 patients who received surgery, researchers found those who were played music after their procedure reported feeling less pain and anxiety than those who did not listen to music, and they were also less likely to need pain medication.

MUSIC HELP YOU STUDY?

Studies have shown that music produces several positive effects on a human's body and brain. Music activates both the left and right brain at the same time, and the activation of both hemispheres can maximize learning and improve memory.

PROVEN TO EASE STUDENT STRESS

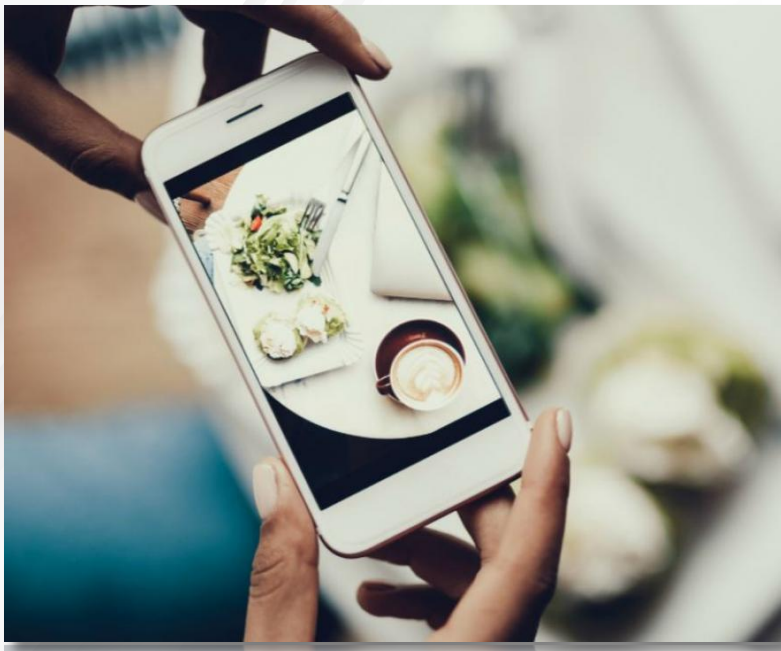
In the middle of a busy semester, students' stress runs high. This is the perfect reason to review your class notes with music playing, — it is proven to help reduce stress! The University of Maryland Medical Center reveals that students should "listen to music. Music is an effective stress reducer in both healthy individuals and people with health problems.

Music, Memory, Emotions linked music, memory, and emotion. To back this claim, Petr Janata has conducted two studies to prove that music, memory, and emotion are linked. His initial study found that "music serves as a potent trigger for retrieving memories." During his second study, Janata took Functional magnetic resonance imaging (fMRI) of students' brains as he played popular songs from their childhood and teenage years.



Done By.. S Livinka, 3rd year/IT

IMPACTS OF SOCIAL MEDIA



WHY PEOPLE SHARING INFORMATION?

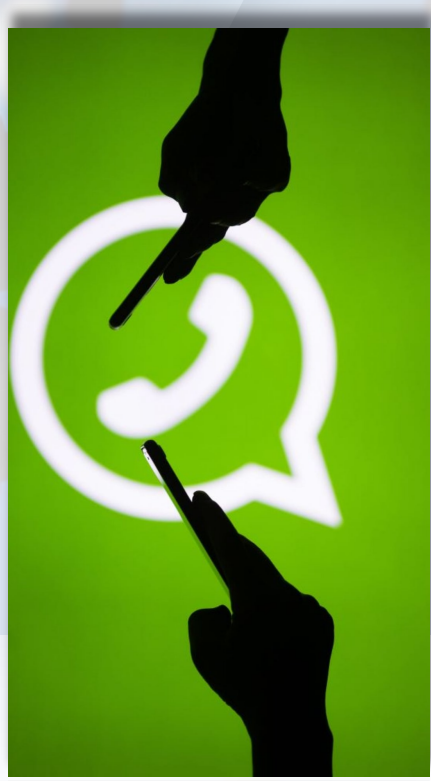
A fascinating study by the New York Times Consumer Insight Group revealed the motivations that participants cited for sharing information on social media. These include a desire to reveal valuable and entertaining content to others; to define themselves; to grow and nourish relationships and to get the word out about brands and causes they like or support.

These factors have caused social networks to evolve from being a handy means for keeping in touch with friends and family to being used in ways that have a real impact on society. The Influence of Social media is being used in ways that shape politics, business, world culture, education, careers, innovation, and more.

TOP 7 IMPACTS OF SOCIAL MEDIA

The Impact of Social Media on Politics: A new study from Pew Research claims that about one in five U.S. adults gets their political news primarily through social media.

The Impact of Social Media on Society: Almost a quarter of the world's population is now on Facebook. In the U.S., nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow. **The flip-side: Social media is slowly killing real activism and replacing it with 'slacktivism'.**



The Impact of Social Media on Commerce: The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. **The flip-side: A low number of social 'shares' can lead to negative social proof and destroy business credibility.**

The Impact of Social Media on the World of Work: Social media has had a profound effect on recruitment and hiring. Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand out in their profession. They allow people to create and market a personal brand.

The Impact of Social Media on Training and Development: Job candidates who develop skills in the latest and most advanced social media techniques are far more employable.A 2020 survey by OnePoll on behalf of Pearson and Connections Academy asked 2,000 U.S. parents and their high-school aged children about the "new normal" of high school. Sixty-eight percent of students and 65% of their parents believe that social media will be a useful tool and part of the new high school normal.

The Impact of Social Media on Relationships: One of the effects of social media is encouraging people to form and cherish "social media friendships" over actual friendships. The term 'friend' as used on social media is a weak shadow of traditional friendship. Real friends actually know each other, frequently interact face to face, and have a personal bond.

The Challenges of Social Media: Teenagers need to fit in, to be popular, and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snapchat, and Instagram into the mix, and you suddenly have teenagers subjected to feeling pressure to grow up too fast in an online world.

Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by social media users. Most of the time, the users themselves are to blame as they share content that should not be in the public eye.



Done By.. R Divya Dharshini, 3rd year/IT

DIGITAL TRANSFORMATION: A MULTIDISCIPLINARY REFLECTION:

Digital transformation and resultant business model innovation have fundamentally altered consumers' expectations and behaviours, putting immense pressure on traditional firms, and disrupting numerous markets. Drawing on extant literature, we identify three stages of digital transformation: digitization, digitalization, and digital transformation. We identify and delineate growth strategies for digital firms as well as the assets and capabilities required in order to successfully transform digitally. We posit that digital transformation requires specific organizational structures and bears consequences for the metrics used to calibrate performance. Finally, we provide a research agenda to stimulate and guide future research digital transformation.



THE NEED FOR DIGITAL TRANSFORMATION

We identify three major external factors driving the need for digital transformation. First, already since the coming of the World Wide Web and its worldwide adoption, an increasing number of accompanying technologies (e.g., broadband internet, smartphones, Web 2.0, SEO, cloud computing, speech recognition, online payment systems, and crypto-currencies) have risen that have strengthened the development of e-commerce. E-commerce global sales were $2.3 trillion in 2017 and e-retail revenues are projected to grow to $4.88 trillion in 2021 (Statista, 2019). The omnipresence of big data (e.g., Dong and Yang, in press, Wedel and Kannan, 2016) and advent of emerging digital technologies, such as artificial intelligence (AI), blockchain, internet-of-things (IoT), and robotics, are projected to have far-reaching effects on business (Chen et al., 2012, Iansiti and Lakhani, 2014, Ng and Wakenshaw, 2017). Although perhaps not each of these technologies will be as powerful as expected, the wide entrance of new digital technologies clearly signals the need for firms to transform their business digitally.

STRATEGIC IMPERATIVES OF DIGITAL TRANSFORMATION

Resources represent a firm's ownership and control of assets and capabilities (Barney, 1991). Assets represent the firm's resource endowments in physical and intellectual assets, while capabilities usually reside in the firm's human, information, or organizational capital, and glue assets together to enable their successful deployment. In pursuit of digital transformation, the firm's redefinition of how it creates and delivers value to customers often requires it to access, acquire or develop new digital assets and capabilities.

THE PHASES OF DIGITAL TRANSFORMATION

Given the multidisciplinary nature and broad coverage of digital transformation research, we reviewed the multidisciplinary literature to understand what is known about firms' digital transformation. To better understand the existent knowledge, the intersection of different fields must be studied rather than relying on a single field (Tarafdar & Davison, 2018). A cross-discipline exchange of knowledge helps to better grasp the strategic imperatives of digital transformation, as it involves multiple functional areas, including marketing, information systems, innovations, strategic and operations management.



DIGITAL GROWTH STRATEGIES

A variety of digital growth strategies exist for digital firms, but the most prominent growth strategy involves the use of digital platforms (Broekhuizen et al., in press, Parker et al., 2016). Table 1 shows the variety of growth strategies across digital transformation phases, and indicates that platform strategies are more common for the more pervasive phases of digital change. This section explains the origins of the fast-paced growth of digital platforms, and identifies new digital growth strategies based on the classic Ansoff matrix.

METRICS AND GOALS

To realize the full potential of digital transformation, digital firms need to measure the performance improvements on key performance indicators (KPIs) to facilitate learning and fine-tune the business model, as we discuss in this subsection. The relevance and use of KPIs may differ across the phases of digital transformation.

CONCLUSION

The key goal of this paper is to provide a multidisciplinary perspective on digital transformation. We started with a discussion on why firms need to transform digitally and conclude that digital transformation occurs in response to changes in digital technologies, increasing digital competition and resulting digital customer behavior. Next, by analyzing the literature, we identify three stages for digital transformation: digitization, digitalization and digital transformation. Each phase places specific demands on firms' digital resources, organization structure, growth strategies and metrics.



Done By [Rajalakshmi R, Final year/IT]

PHOTOGRAPHS: NON-TECHNICAL





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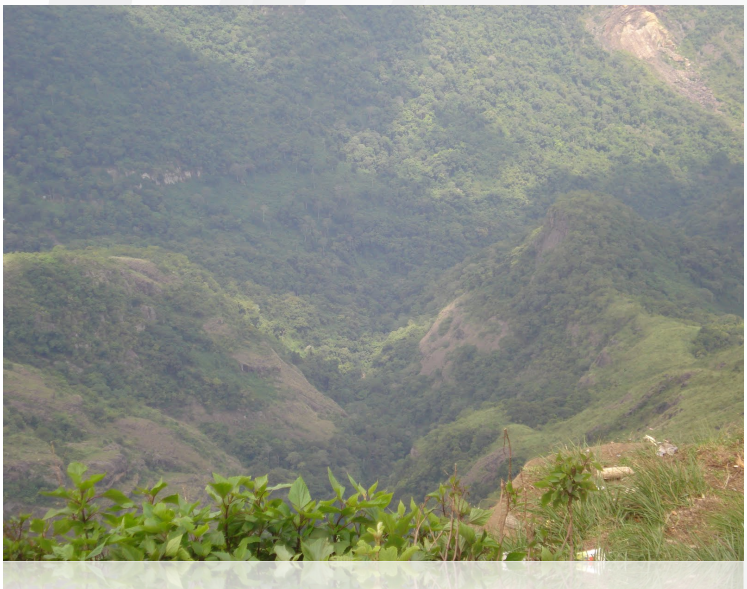





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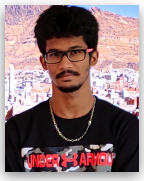

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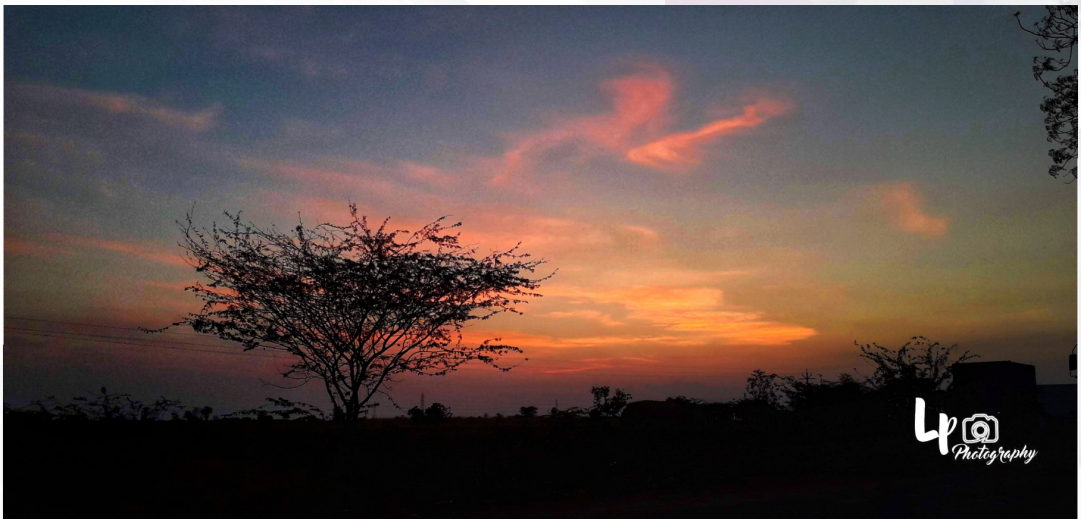



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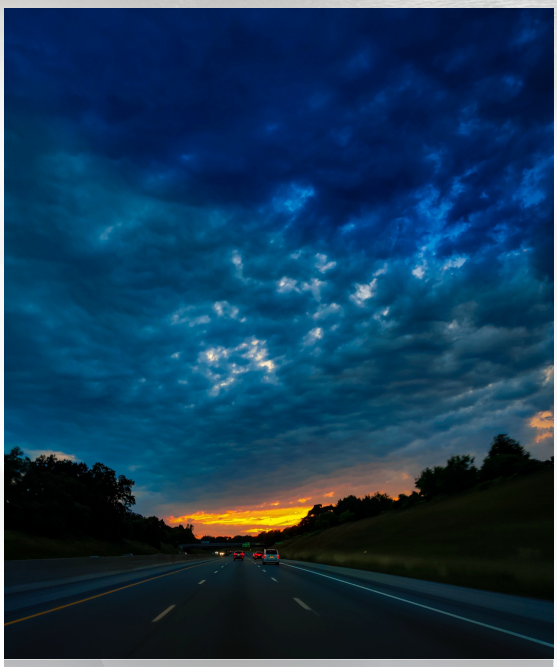



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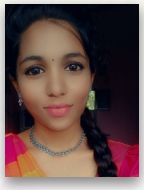

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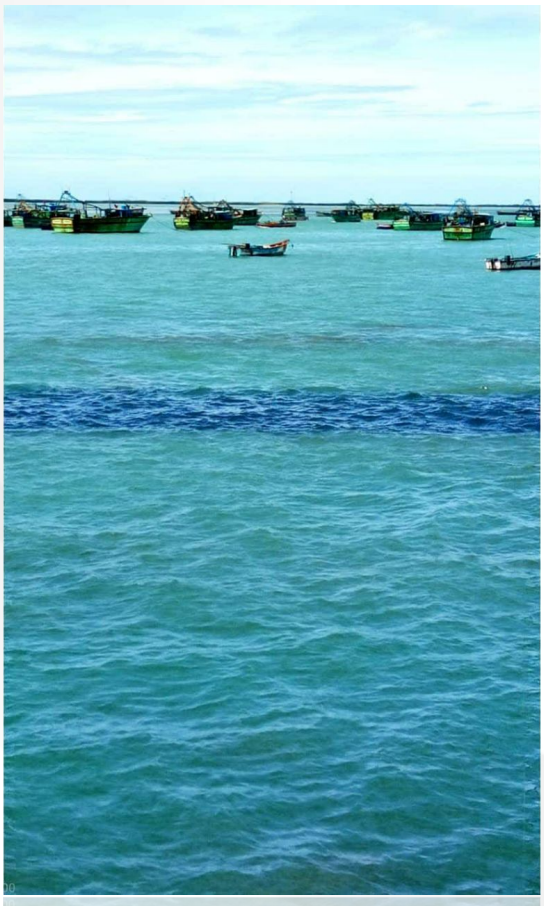



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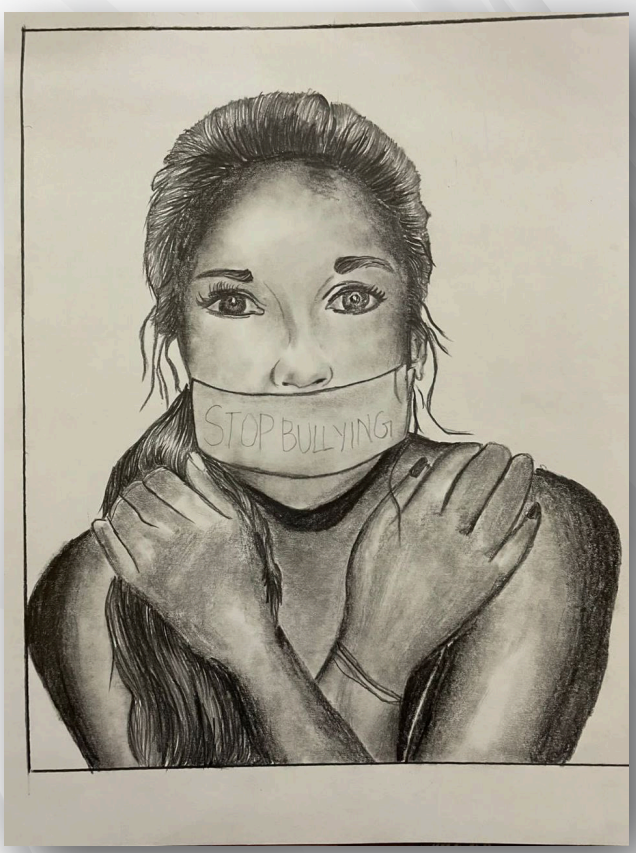



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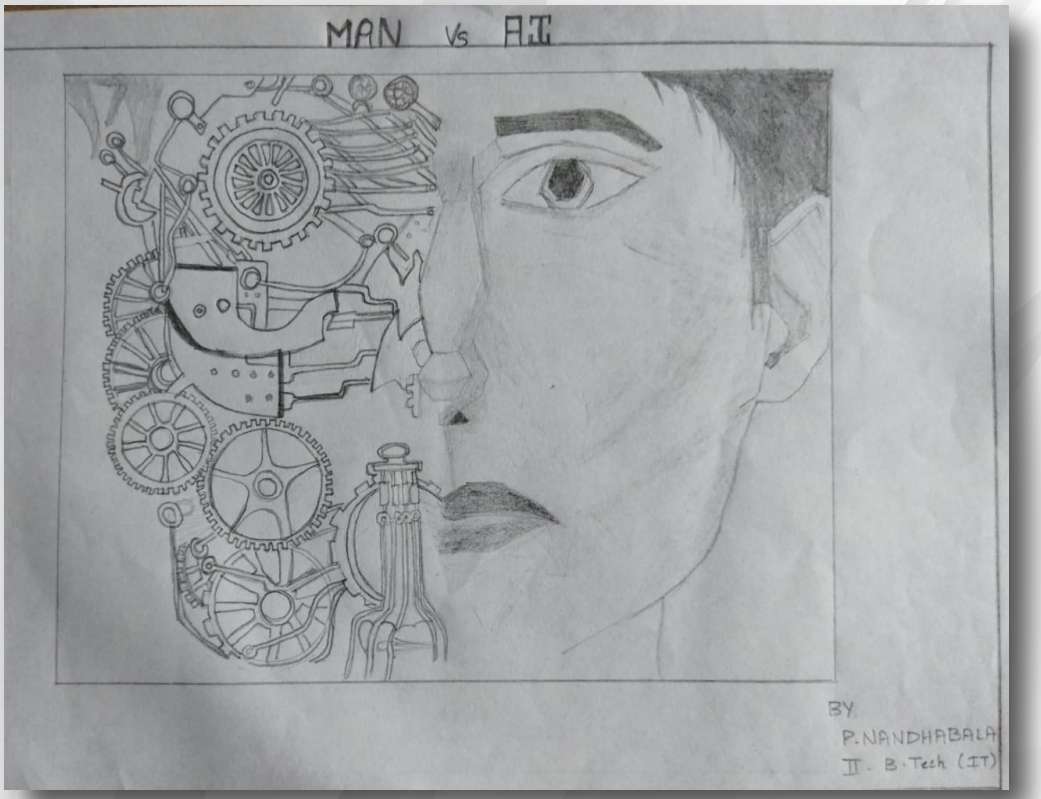



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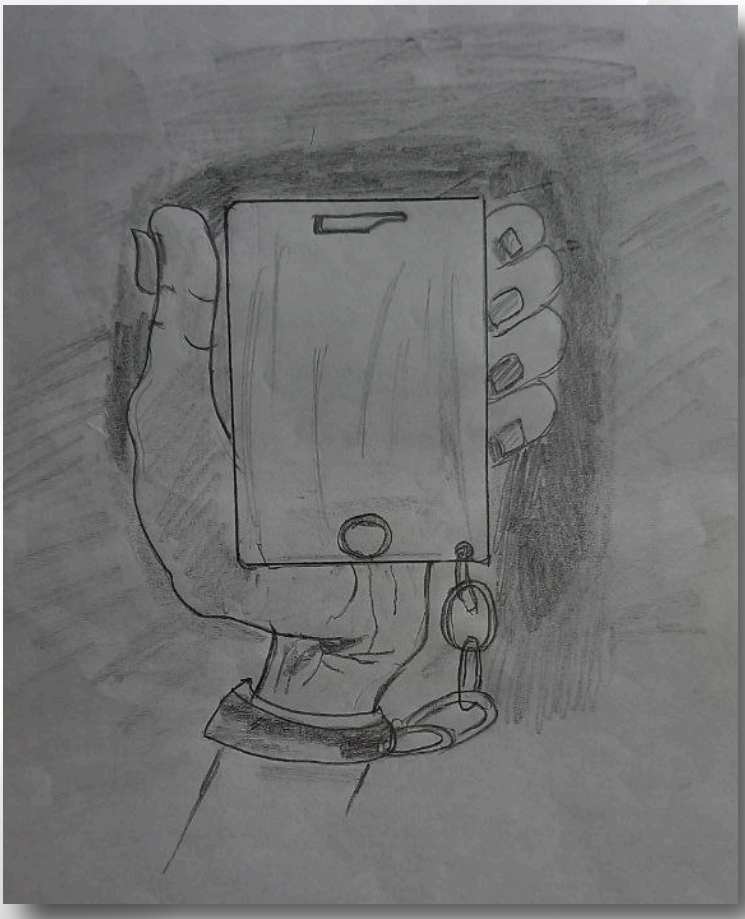



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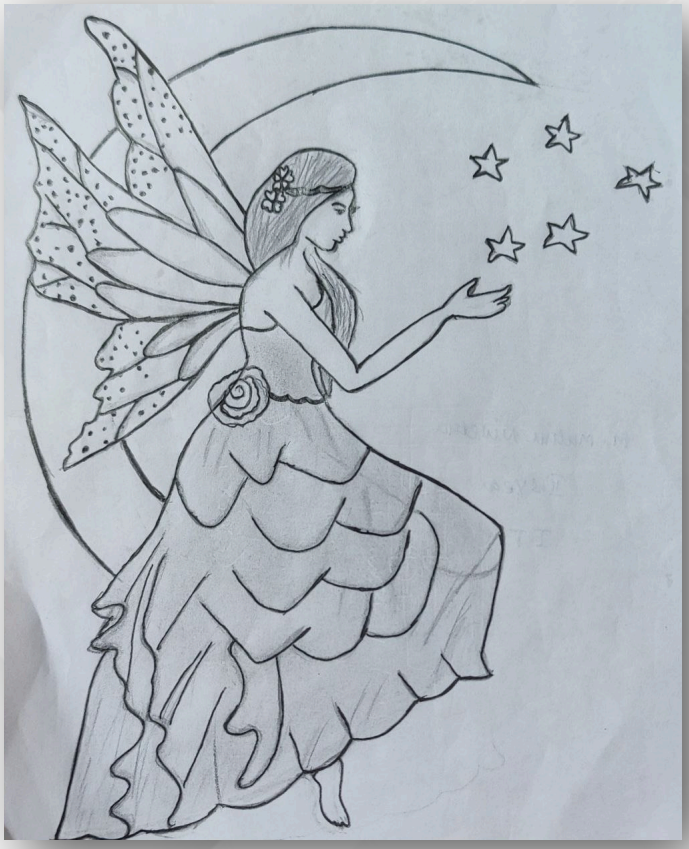



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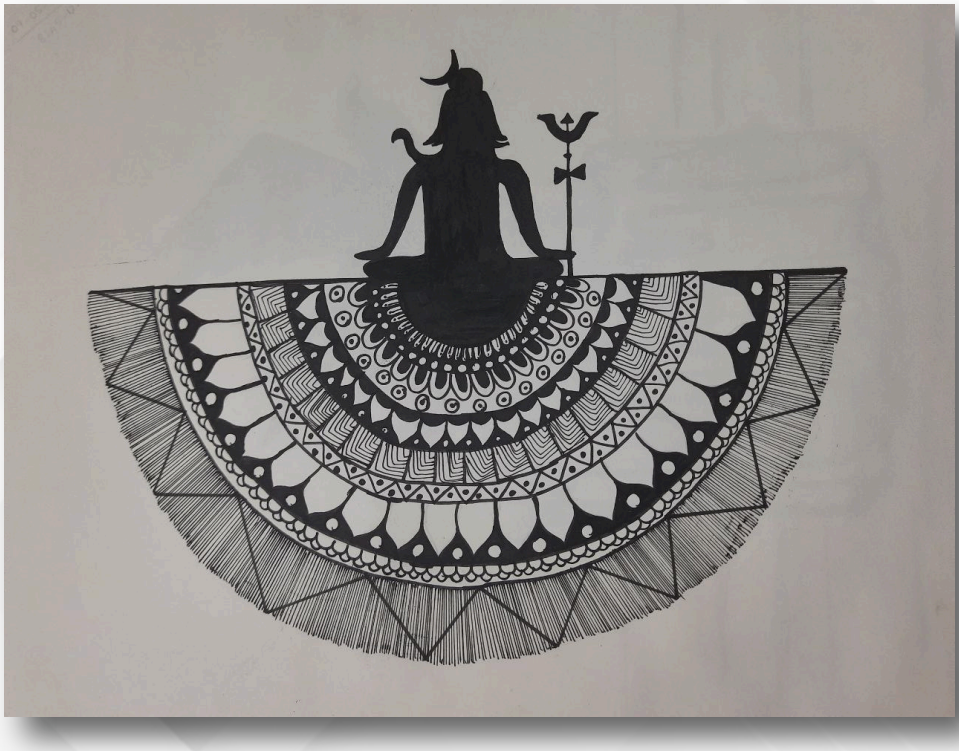



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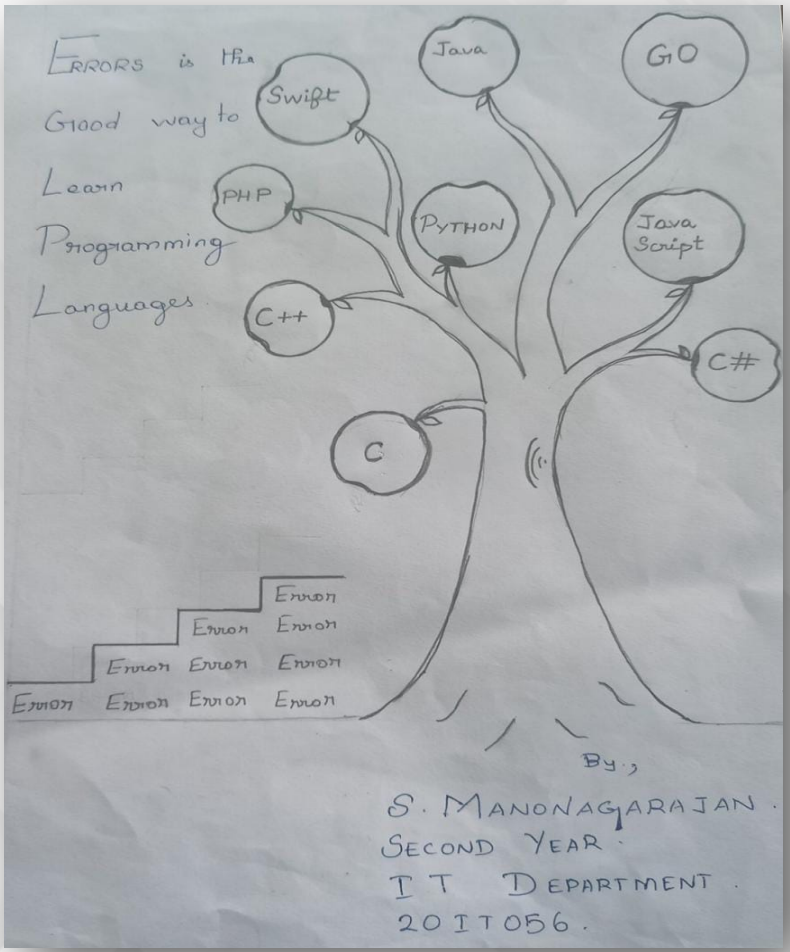



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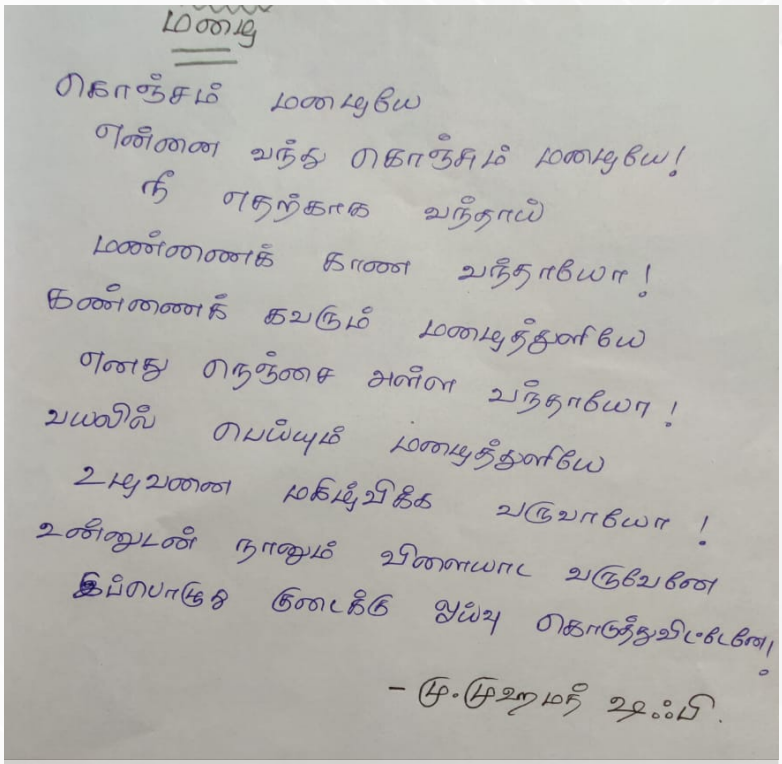


மழை

கொஞ்சம் மழையே
என்னை வந்து கொஞ்சும் மழையே!
நீ எதற்காக வந்தாய்
மண்ணைக் காண வந்தாயோ!
கண்ணைக் கவரும் மழைத்துளியே
எனது நெஞ்சை அள்ள வந்தாயோ!
வயலில் பெய்யும் மழைத்துளியே
உழவனை மகிழ்விக்க வருவாயோ!
உன்னுடன் நானும் விளையாட வருவேனே
இப்பொழுது குடைக்கு ஓய்வு கொடுத்துவிட்டேனே!

– மு.முஹமத் ஷஃபி.



Done By M. Mohamed Shafi, 2nd year/IT





Done By M. Mohamed Shafi, 2nd year/IT





Done by S.Mohammed Rizwan, 2nd year/ IT

UNTILL 2010, CARRIER PIGEONS WERE FASTER THAN THE INTERNET

When comparing upload speeds, a test was done to fly a carrier pigeon with a USB stick 50 miles to an internet provider, while racing against an internet upload. The pigeon made it in just over an hour, while the upload took over two hours.







DID YOU KNOW ?

ON AVERAGE, THERE IS ONLY ONE REPLY PER 12 MILLION SPAM EMAILS SENT

COVID-19

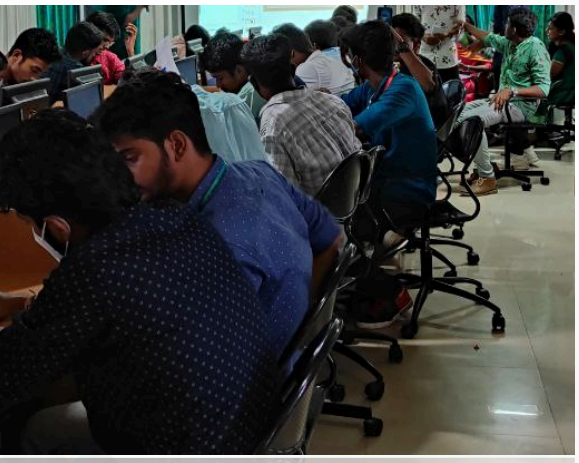


SYMPOSIUM 2K21





DEBUGGING:





You will be given a several questions along with an explanation about what the code is expected to do. A solution will be provided with the problem description but the give solution will have several logical errors. you want to see how fast you can fix the existing code.

CONNECTION:



A team of two member game. This game is all about finding the technical words. Images will be presented in the screen you should connect it. And find the technical word in a given time.



GOOGLE DOODLE:

Google Doodles. A game of two members Doodles are the fun, surprising, and sometimes spontaneous changes that are made to the Google logo to celebrate holidays, anniversaries, and the lives of famous artists, pioneers, and scientists.



TECH-RAG:



A team of two members. We'll be asking the students what are the programming languages they are familiar with related to that we'll be asking questions on the spot, students need to solve it on given time .

NON-TECHNICAL SYMPOSIUM 2K21



MEME CREATION:

A team of two members. The topic will be given to the student on the spot. According to the topics. Memes should be created in which the best will be selected in a given time.

MUSICAL HUNT:





A team with players (min 3 max 4) have to guess the movie dialogues passed from the first person to last admit the music playing In their headsets.



MEMORY BLAST



Set of words will be displayed to observe and to disturb the candidates with background music will play. In the give time they have to remember the words

SKIT





This game is about that you will be acting a drama based on the titles INDIAN CULTURE, INDIAN HERITAGE, UNITY IN DIVERSITY There are 3 topics you can choose one and act on it for a particular timing.

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THANK YOU

MAGAZINE'21



We're changing the world
with technology...

Estd : 1995

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