K.L.N. College of Engineering

i'Storm

Department of Information Technology

SPECIAL INTEREST GROUP
LIVE WITH TECHNOLOGY

PRINCIPAL MESSAGE

It is a matter of great pride and satisfaction for K.L.N. COLLEGE OF ENGINEERING to bring out the News Letter '**I'STORM**' Released from the Department of Information Technology. The College has made tremendous progress in all areas- academic, non-academics, capacity building relevant to staff and students. The College has achieved another milestone in getting NBA (National Board of Accreditation).I am confident that this issue of Department News Letter will send a positive signal to the staff, students and the person who are interested in the Technical education and Technology based activities. A News Letter is like a mirror which reflects the clear picture of all sorts of activities undertaken by a Department and develops writing skills among students in particular and teaching faculty in general. I congratulate the Editorial Board of this News Letter who have played wonderful role in accomplishing the task in Record time. I express my deep sense of gratitude toDr.R. Alageswaran, HOD/IT under whose guidance this Technical work has been undertaken and completed within the stipulated time. Also my heartfelt Congratulations to staff members and Students for their fruitful effort. With Best Wishes.

PRINCIPAL
Dr.A.V. RAMPRASAD

THE EDITOR'S DESK

It gives me immense pleasure to note that response to this newsletter of our department **i'STORM** has been overwhelming. The wide-spectrum of articles in different sections gives me a sense of pride that our students and professors possess creative potential and original thinking in ample measures. Each article is entertaining, interesting and absorbing. I applaud the contributors for their stimulated thoughts and varied hues in articles contributed by them. Commendable job has also been done by the Editorial Board in planning for and producing the Newsletter. My congratulations to the team who took the responsibility for the arduous task most effectively. I am hopeful that this small piece of technical work shall not only develop the taste for reading among students but also develop a sense belonging to the institution as well.

H.O.D (I.T)
DR.R. ALAGESWARAN

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OUR COLLEGE :

Vision

To become a Premier Institute of National Repute by Providing Quality Education, Successful Graduation, Potential Employability and Advanced Research & Development through Academic Excellence.

Mission

To Develop and Make Students Competent Professional in the Dynamic Environment in the field of Engineering, Technology and Management by emphasizing Research, Social Concern and Ethical Values through Quality Education System.

OUR DEPARTMENT:

Vision

To emerge as a centre of excellence through innovative technical education and research in Information Technology.

Mission

To produce competent information technology professionals to face the industrial and societal challenges by imparting quality education with ethical values.

Program Outcome

1. **Engineering knowledge**: *Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.*

2. **Problem analysis**: *Identify, formulate, research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences*

3. **Design/development of solutions**: *Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.*

4. **Conduct investigations of complex problems**: *Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.*

5. **Modern tool usage**: *Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.*

6. **The engineer and society**: *Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.*

7. **Environment and sustainability**: *Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.*

8. **Ethics**: *Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.*

9. **Individual and team work**: *Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.*

10. **Communication:** *Communicate effectively on complex engineering activities with the engineering community and with 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.*

11. **Project management and finance**: *Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.*

12. **Life-long learning**: *Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.*

Program Educational Objectives

The Educational Objectives of Information Technology Program represents major accomplishments that we expect from our graduates to have achieved three to five years after graduation. More specifically our graduates are expected.

1. *To excel in industrial or graduate work in information technology and allied fields.*

2. *To practice their professions conforming to ethical values and environmental friendly policies.*

3. *To be able to have an exposure in emerging cutting edge technologies and adapt to ever changing technologies.*

4. *To work in international and multi – disciplinary environments.*

Program Specific Outcomes

1. *To create better learning environment in line with technological updation and research progress.*
2. *To give industry exposure through research and consultancy in Information and Communication Technologies.*

Department of Information Technology

I 'storm- a technical thunder

ICON OF THE MONTH

SUNDAR PICHAI

Pichai Sundararajan (born July 12, 1972), also known as **Sundar Pichai**, is an Indian American business executive.

Pichai is the chief executive officer (CEO) of Google Inc. Formerly the Product Chief of Google, Pichai's current role was announced on August 10, 2015, as part of the restructuring process that made Alphabet Inc. into Google's parent company, and he assumed the position on October 2, 2015

EARLY LIFE AND EDUCATION

Pichai was born in Madurai, Tamil Nadu, India. Sundar Pichai's mother Lakshmi was a stenographer and his father, Regunatha Pichai was an electrical engineer at GEC, the British conglomerate. His father also had a manufacturing plant that produced electrical components. Sundar grew up in a two-room apartment in Ashok Nagar, Chennai. Sundar completed schooling in Jawahar Vidyalaya, a Central Board of Secondary Education school in Ashok Nagar, Chennai and completed the Class XII from Vana Vani school in the Indian Institute of Technology Madras. Pichai earned his degree from Indian Institute of Technology Kharagpur in Metallurgical Engineering. He is currently a distinguished alumnus. He holds an M.S. from Stanford University in Material Sciences and Engineering, and an MBA from the Pennsylvania, where he was named a Siebel Scholar and a Palmer Scholar, respectively

CARRER

Pichai worked in engineering and product management at applied Materials and in management consulting at McKinsey & Company. Pichai joined Google in 2004, where he led the product management and innovation efforts for a suite of Google's client software products, including Google Chrome and Chrome OS, as well as being largely responsible for Google Drive. He went on to oversee the development of different applications such as Gmail and Google Maps. On November 19, 2009, Pichai gave a demonstration of Chrome OS; the Chromebook was released for trial and testing in 2011, and released to the public in 2012.

On May 20, 2010, he announced the open-sourcing of the new video codec VP8 by Google and introduced the new video format, WebM.

On March 13, 2013, Pichai added Android to the list of Google products that he oversees. Android was formerly managed by Andy Rubin. He was a director of Jive Software from April 2011 to July 30, 2013. Pichai was selected to become the next CEO of Google on August 10, 2015 after previously being appointed Product Chief by CEO, Larry Page. On October 24, 2015 he stepped into the new position at the completion of the formation of Alphabet Inc., the new holding company for the Google company family.

Pichai had been suggested as a contender for Microsoft's CEO in 2014, a position that was eventually given to Satya Nadella.

In August 2017, Pichai drew publicity for firing a Google employee who wrote a ten-page manifesto criticizing the company's diversity policies and arguing that "distribution of preferences and abilities of men and women differ in part due to biological causes and ... these differences may explain why we don't see equal representation of women in tech and leadership". While noting that the manifesto raised a number of issues that are open to debate, Pichai said in a memo to Google employees that "to suggest a group of our colleagues have traits that make them less biologically suited to that work is offensive and not OK".In December 2017, Pichai was a speaker at the World Internet Conference in China, where he stated that "a lot of work Google does is to help Chinese companies.

CLOUD COMPUTING

Can Your Business Trust the Cloud?

When your company decides to outsource its backup storage to the cloud, it's giving up some control over corporate data--so, which providers can be trusted to keep that data safe? It seems that cloud hacks are de rigueur in this age of access, and therefore mainstream cloud services come with a certain amount of risk. As an IT administrator, in order to protect both your business and yourself it's important to know what makes cloud backup safe and what cloud backup providers are doing to make sure your business and personal data stay private.

Between levels of encryption, firewalls, virtual private network (VPN), artificial intelligence (AI) and all the rest, the protections in place for cloud backup are dizzying. The devil is in the details when it comes to choosing a cloud backup service. Your choice comes down to technologies and individual needs.

Leading Cloud Providers and Hacking Incidents

The list of cloud backup services is nearly endless. From big to small, shared hosting to private server hosting and mainstream to only-the-cool-kids-know-about-it. However, the big players in the cloud storage game are: Google Cloud Platform (GCP), Amazon Web Services (AWS), Microsoft Azure, IBM Cloud and Dropbox. When deciding between these services, each company's track record for security is a good place to start. Major security breaches and subsequent responses can provide a baseline for expected cloud backup privacy.

Most cloud hacks target large companies. Of the major cloud providers, two have had noteworthy intrusions in the past two years: Azure and AWS. In 2017, Deloitte's Azure cloud backup was hacked, leading to the compromise of an estimated 5,000,000 emails. In 2018, a Tesla AWS account was hijacked and used as a means to mine cryptocurrency. The hackers in this mining scheme also accessed a small amount of proprietary information.

Whether or not these past incidences worry you, it's important to look into a cloud backup company's safeguards to determine which best suits your needs. Each major cloud provider publishes a good amount of information the security technologies it has in place. They don't tell you everything, of course, but while paging through these security dossiers, there are a few main points that should influence your choice.

Encryption

Cloud backup services employ many levels of encryption. When comparing cloud security, you will find that providers will at least offer encryption at three base levels: going to the cloud, coming from the cloud and at rest in the cloud.

Data is susceptible to prying eyes while in-transit through the ether. A secure cloud backup will have encryption for data in-transit built into its services. Depending on how savvy you are, you may have opinions on the types of encryption employed. But in any research, you will want to look for each provider's explanation of how you can trust that your data is secure as you send it to the cloud or download it. The same goes for data at rest, which is the data that resides within cloud servers.

Each provider will have encryption methods so that hackers cannot read your stored data without the proper key. However, when you use cloud backup, the provider holds the key.

If you believe the cloud to be more trustworthy than the companies that keep the cloud, you can obtain an additional level of security by encrypting your data before backing it up. Encryption software such as CertainSafe and

AxCrypt enables you to create your own encryption lock to which only you hold the key. With added security on your side, the encryption on their side is a double down on data security. For more in-transit security, look into VPN services available from cloud providers.

VPN At a Price

Additional trust in the cloud can be created in the form of a VPN. Imagine a VPN as an armored truck, which you contract to protect your data as it goes to your safe (i.e. the cloud). Azure, GCP, AWS and IBM Cloud all offer a VPN as an upgrade for their cloud services.This option does, however, increase your cost for cloud services. In order to use a provider's VPN, your company will most likely have to pay a premium based on minutes of VPN connection and/or through purchasing a Virtual Private Cloud account that is isolated from the shared cloud. You can also establish your own VPN, but this not only adds monetary cost but also cost in the form of time needed to manage the VPN.

This does not mean to imply that cloud backup cannot be trusted without additional levels of security on your part. Cloud providers are utilizing numerous methods to assure your data security. Some of the most effective security methods are more dynamic than regular ol' firewalls.

Managing Access

When taking security measures into account, 'firewall' is a pretty big buzzword for cloud providers. It sounds heavy, resistant and strong. Firewalls are quite necessary for protecting against intrusion from outside actors, but the most effective security measures also account for attacks from within.

From an IT perspective, you should pay attention to identity and access management (IAM). IAM practices are a framework of policies that implement authentication in many forms to assure that only those who need sensitive information can access it. Some IAM practices include multiple levels of password authentication, personal security questions, management of permissions and granting minimal access privilege in order to assure that sensitive data is accessible by only a few necessary personnel.

Depending on the service, creating your own network of multi-step authentications for your business' data can be made simple through your cloud provider's interface.

For example, GCP offers a Cloud Identity portion of their cloud service, which allows you to manage permissions for individuals and groups from a meta level and also more granular resources.

AWS has the AWS Management Console, where you can manage permissions at many levels and set up a custom set of multi-factor authentications. These authentications can include hardware, like AWS key fobs and display cards, and time-based one-time password standards.

-**S. ANUSUYADEVI** (**Third Year**)

APP DEVELOPMENT

Smartphones allow readers to instantly access the content anywhere and anytime. Especially in the case of accessing news & lifestyle information, online mediums are the true partners.This is the modern time where everything is going mobile. No matter what people react, but it is the truth which we all are facing in our day-to-day life.

You might observe that the paper mediums are constantly receded. This is all because people tend to turn more to their tablets and smartphones to access the news and trending contents. Owing to the increasing number of mobile users, a larger part of the daily news is consumed via news targeted online apps. In fact, users spend their 50% of the time on news and online magazine apps to make them abreast of every minute news. It is surprisingly true that the sole motive of magazine owners is to increase their magazine or newspaper reach to the readers whether by circulating it through hard copies or via different online mediums. With the introduction of magazine & newspaper app development, they found a better way and started investing to build the best digital magazine app to grow their number of readers all over the world.

In this high-tech world, business entrepreneurs are still in fear that if they would succeed by taking the business to the mobile. They perceive that going mobile may not be worthwhile for their business. In this context,

they are wrong because we at Sparx IT Solutions believe that native magazine reading app can bring optimum marketing opportunities along with a lot of monetization possibilities. Besides, if you develop android magazine app with a clever concept, no other online magazine app can restrict your magazine from getting wide reader-base.

Developing a business magazine app is not that simple rather it requires clear idea of what to be included in an online magazine app. Basically, a news or magazine app should incorporate:

- Story search options
- Faster news updates
- Breaking news alerts
- User-friendly interface
- App management options
- Clear content display
- Organized photos & videos section

Custom Newspaper App

Get instant notification based on current news and trending topics. Seamless social media integration to assist users to share their favorite links with friends.

Smooth navigation to provide complete details on every topic. Enables user's feature to invite participants in certain surveys, contests and events. Easy search options along with suggested news to provide flexibility to the users.Updated news feeds integrated with relevant audios, videos and sliders.

Custom Magazine App

Continual access to the latest news and top stories. An excellent user interface to provide improved reading experience. Instant information share options. Dashboard management options to adjust layout as per requirement. Zoom in and zoom out feature for better content visibility. Upgraded with media integration option.People try to manage all their chores within 24 hours. But still, they fail to do something important due to their hectic schedule. Magazine & newspaper app development brings for them a bright side they can manage to read trending news even when they are busy. It hardly takes few minutes to go through the highlights and get the idea about ongoing hot topics. News app for Android & iPhone does this for you with style.

-P. LAKSHMI PRABHA (Third Year)

WEBDESIGNING

Web browsers are designed to store information for your convenience, but that information can also fall into the wrong hands. Here are some simple tips for preventing that situation.

The web browser is inarguably the most common portal for users to access the internet for any given array of consumer or business purposes. Innovative advances have allowed many traditional "thick client" apps to be replaced by the browser, enhancing its usability and ubiquity.

User-friendly features such as recording browsing history, saving credentials and enhancing visitor engagement through the use of cookies have all helped the browser become a "one stop shopping" experience

However, the browser also has the potential to betray the user through the very same options which are intended to make life easier since it serves as a ripe target for the theft of confidential data because it holds so many proverbial eggs in its basket.Security intelligence organization Exabeam conducted some recent research to analyze dozens of popular websites such as Google, Facebook, Amazon, and others to determine what kind of user data is stored when interacting with these entities. They found a

significant amount of user information kept both on local storage and in the browser.

SOME OTHER TIPS FOR PROTECTION:

1. Accessing browser history

Your browser history is a veritable map of where you go on the internet and for what purpose. And it's not only possible to tell where you've been, but when you've been there, establishing your behavioral patterns.

Knowing you access certain sites can lead to phishing attacks against you to obtain your credentials for those sites (assuming you haven't stored this information in the browser), establishing your purchasing habits (for instance if you are a football fan and visit NFL sites, your credit card company isn't likely to raise an eyebrow if a slew of charges for football merchandise start showing up on your compromised credit card) or even blackmail if the site(s) in question prove illegal or unethical, or allegations thereof can be made.

2. Harvesting saved login credentials

Saved logins paired with bookmarks for the associated sites you visit are a deadly combination. Two mouse clicks might be all it takes for a criminal to have access to your banking/credit card website. Some sites do use two-factor authentication, such as texting access codes to your mobile phone, but many of them utilize this on a one-time basis so you can confirm your identity on the system you're connecting from. Unfortunately, that system is then deemed trusted, so subsequent access may go entirely unchallenged.

Saved credentials associated with your email account is basically like Kryptonite to Superman in a scenario like this. An attacker who can get into your email can reset your password on almost any other website you access. And keep in mind they might not need to be on your system to do so - if they obtain your email address and password they can work at leisure from any other system they choose.Just taking a series of screenshots (or even utilizing the camera on a mobile phone) can allow an attacker on your system to record all of your saved passwords. Firefox lets you view these quite easily.

3. Obtaining auto fill information

Autofill information can also be deadly. Chrome can save your home address information to make it easier to shop online, but what if your device fell into the wrong hands? Now an attacker knows where you live - and probably whether you're home.

4. Analyzing cookies

Cookies (files stored locally which identify users/link them to sites) are another potential attack vector. Like the browsing history, they can reveal where you go and what your account name might be.

5. Exploring the browser cache

The browser cache involves storing sections of web pages for easier access/loading on subsequent visits, which can outline where you've been and what you've seen. Malware can be tailored to prey upon cache data as well.

Take advantage of two-factor authentication where possible and set up recovery accounts where possible for your website accounts, and specify your mobile number and security questions for password resets. Be on the lookout for suspicious activity like emails about new accounts or password resets you didn't request.

Some sites like Facebook can tell who is currently logged into your account (go to Settings then Security and Login), so check these details periodically - especially if anything out of the ordinary is going on.

Exabeam also recommends utilizing anti-malware software which is routinely updated along with several browser-related options (Google your browser and operating system version for the specific details on how to enact these as settings may change).

Users should also consider changing browser settings to further protect their privacy, or at least analyzing them to be aware of what options are currently enabled/disabled. There are guides online for Chrome, Firefox, Internet Explorer, Safari and Opera.

-. N.K.K. KRISHNA CHAND (Third Year)

iOS

A useful new feature Apple introduced at its developer conference will allow multiple parties to participate in a FaceTime group video chat and could be competition for Google Hangouts Chat and Skype for Business. Before, only two people could participate in a FaceTime video chat. Now, when iOS 12 rolls out later this year, up to 32 people can participate in Group FaceTime. This will make it a strong possibility that the enterprise will find more uses for iOS devices as workplace tools.Many business groups use Google Hangouts Chat or Skype to communicate with multiple people at once, and the new FaceTime feature will

allow for Apple to be a direct competitor to those collaboration tools.

"This year FaceTime is going to take a big leap forward," said Craig Federighi, Apple's senior vice president of software engineering, at Apple's WWDC in San Jose, CA. "It helps us deepen our connection with people wherever they are.

"Group FaceTime chat is a good way for Apple to move into the enterprise, according to Tyler Koblasa, CEO of CloudApp. "If Apple hopes to expand its workplace offerings, then increasing the number of people who can be on a FaceTime call is a great first step for the company to move further into this space. Apple is already good at creating continuity for consumers across their devices, and business users would likely want this capability expanded to include other areas like video conferencing," Koblasa said. Being able to use video conferencing in a meeting is essential for a mobile workplace. "As workforces become increasingly more agile, they will become more dependent on cross-team collaboration and communication tools. By encouraging teams to use cameras during conference calls, it will help connect the employees with one another, improve focus and engagement with the discussion, and let users see and react to others' responses, creating a more natural dialogue. This kind of offering from Apple could be the first step to competing on a larger scale for business clients in terms of video conferencing and collaboration,"

"I don't think FaceTime group calling will replace Hangouts for the simple fact that Hangouts can be

accessed in a web browser, whereas FaceTime requires an Apple device. If your whole team has Apple devices, then it could work, but most office environments use a mix of different devices. Because Hangouts is web-based, it can be used in a web browser on any device, even if the person has never used the device before. That flexibility just isn't available in FaceTime," Bischoff said.

-. M.MANICKA JOTHI (Third Year)

RECENT TRENDS

1. AI permeation. Artificial intelligence (AI), largely manifesting through machine learning algorithms, isn't just getting better. It isn't just getting more funding. It's being incorporated into a more diverse range of applications. Rather than focusing on one goal, like mastering a game or communicating with humans, AI is starting to make an appearance in almost every new platform, app, or device, and that trend is only going to accelerate in 2018. We're not at techno-pocalypse levels (and AI may never be sophisticated enough for us to reach that point), but by the end of 2018, AI will become even more of a mainstay in all forms of technology.

2. Digital centralization.

DIGITAL CENTRALIZATION

Over the past decade, we've seen the debut of many different types of devices, including smartphones, tablets, smart TVs, and dozens of other "smart" appliances. We've also come to rely on lots of individual apps in our daily lives, including those for navigation to even changing the temperature of our house. Consumers are craving centralization; a convenient way to manage everything from as few devices and central locations as possible. Smart speakers are a good step in the right direction, but 2018 may influence the rise of something even better.

3. 5G preparation. Though tech timelines rarely play out the way we think, it's possible that we could have a 5G network in place—with 5G phones—by the end of 2019. 5G internet has the potential to be almost 10 times faster than 4G, making it even better than most home internet services. Accordingly, it has the potential to revolutionize how consumers use internet and how developers think about apps and streaming content. 2018, then, is going to be a year of massive preparation for engineers, developers, and consumers, as they gear up for a new generation of internet.
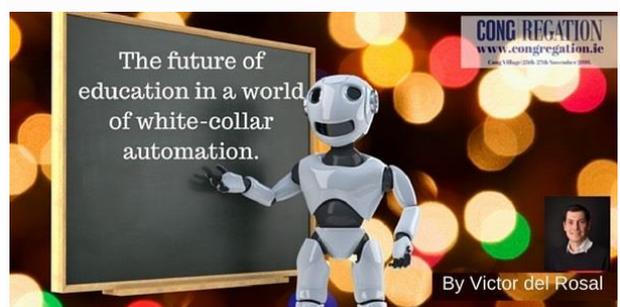

4. Data overload.

By now, every company in the world has realized the awesome power and commoditization of consumer data, and in 2018, data collection is going to become an even higher priority. With consumers talking to smart speakers throughout their day, and relying on digital devices for most of their daily tasks, companies will soon have access to—and start using—practically unlimited amounts of personal data. This has many implications, including reduced privacy, more personalized ads, and possibly more positive outcomes, such as better predictive algorithms in healthcare.

5. White collar automation.

AI has been advancing enough to replace at least some white-collar jobs for years; even back in 2013, we had algorithms that could

write basic news articles, given sufficient inputs of data.

6.Seamless conversation.

A few years ago, voice search was decent, but unreliable. Today, voice search might as well be flawless; Microsoft's latest test gives its voice recognition software a 5.1 percent error rate, making it better at recognizing speech than human transcribers. Similarly, robotic speech and chatbots are growing more sophisticated. In 2018, with these improvement cycles continuing, I imagine we'll see the manifestation or solidification of seamless conversation.

Seamless conversation

7. UI overhauls.

we're going to have to rethink how we interact with our apps and devices. The onset of smart speakers and better voice search has made it so it's no longer necessary to look at a screen to input data. Desktop devices are becoming less and less used as well, with mobile continuing to take over.

INTERNSHIP AND IMPLANT TRAININGS

SNO	NAME	DETAILS
1	A. AJAY	IMPLANT (EMC ACADEMIC ASSOCIATION)
2	M.S. BHUVANA PRASAD	IMPLANT (EMC ACADEMIC ASSOCIATION)
3	L.BALMURALI	IMPLANT (EMC ACADEMIC ASSOCIATION)
4	C.S. AISHWARYA	IMPLANT (EMC ACADEMIC ASSOCIATION)
5	A. ABIGAIL PEARLIN RAJKUMARI	IMPLANT (AADHAV ACADEMY)
6	A.R.J. KUMAR	IMPLANT (EMC ACADEMIC ASSOCIATION)
7	M.K. HARI HARA BHARATH	IMPLANT (EMC ACADEMIC ASSOCIATION)
8	M.MANICKA JOTHI	INTERNSHIP (CVIAC CONSULTING PVT LTD)
9	S. DEVA DHARSHINI	INTERNSHIP (CVIAC CONSULTING PVT LTD)
10	G. DHANA PRIYA	IMPLANT (AADHAV ACADEMY)
11	S. KIRUTHIKA	INTERNSHIP (CVIAC CONSULTING PVT LTD)
12	P. LAKSHMI PRABHA	INTERNSHIP (CVIAC CONSULTING PVT LTD)
13	N.K.K. KRISHNA CHAND	INTERNSHIP (JAISHU CONSULTING PVT LTD)

14	R.R. DHIVYA LAKSHMI	INTERNSHIP (BAROLA TECHNOLOGIES)
15	G. NANDHINI	INTERNSHIP (BAROLA TECHNOLOGIES)
16	T.K. DEEPAK KUMAR	IMPLANT (EMC ACADEMIC ASSOCIATION)
17	S. FAROOK	IMPLANT (EMC ACADEMIC ASSOCIATION)
18	G. GURU PRAKASH	IMPLANT (EMC ACADEMIC ASSOCIATION)
19	L.G.S. JAYAVARSHINI	CERTIFICATION COURSE FOR DIPLOMA IN DOS PROGRAMMING
20	M.VASUNTHRA DEVI	INTERNSHIP (KRETIVE SOFT)
21	A.G. YOHA LAKSHMI	INTERNSHIP (MOTIFFMEDIA)
22	I.SHOBIKA	INTERNSHIP (MOTIFFMEDIA)
23	K. THAMARAIKANI	INTERNSHIP (MOTIFFMEDIA)
24	V.PRIYADHARSHINI	INTERNSHIP(MOTIFFMEDIA)
25	R.P. SRIVATSAN	INTERNSHIP (GOOGLE DEVELOPERS)
26	M.SACHIN BHARATHI	INTERNSHIP (GOOGLE DEVELOPERS)
27	R. RANJITH KUMAR	INTERNSHIP (GOOGLE DEVELOPERS)
28	S. THAGEER ASHRAF	INTERNSHIP (GOOGLE DEVELOPERS)
29	D.KARTHICK	IMPLANT (EMC ACADEMIC ASSOCIATION)
30	A.G. KARTHIK KUMAR	IMPLANT (AADHAV ACADEMY)
31	K.S. VAISHALI	IMPLANT (CHROME SOFTWARE SOLUTION)

32	K.S. PRATHIBA	IMPLANT (CHROME SOFTWARE SOLUTION)
33	V.SARIGA DEVI	IMPLANT (CHROME SOFTWARE SOLUTION)
34	V.SRI UTHRA	IMPLANT (CHROME SOFTWARE SOLUTION)
35	P. SAROJA	IMPLANT (CHROME SOFTWARE SOLUTION)
36	S. SARANYA DEVI	IMPLANT (CHROME SOFTWARE SOLUTION)
	TOTAL HEAD COUNT	36

Students of Second year and Third year has attended implant training and internship from 04.06.18 to 30.06.18 in various industries and institutions

TIMELINE

ACHIEVEMENTS

HCL HACKATHON

HCL madurAI Hackathon was conducted in association with GUVI.The Hackathon was conducted on 25.08.18 and 26.08.18 and was organized by IT department Faculities

Placement Tips

JAVA TRAINING

Three days (29.08.18 to 31.08.18) **Java Training** was conducted for Third Year students by SILICON SOFTWARE SERVICE and the Student gained knowledge about Java Programming

DIGITAL MARKETING

One day workshop on DIGITAL MARKETING was conducted for Third Year students by A.P. Rakesh, Digital Marketing Manager, Cosmo Granites, Chennai
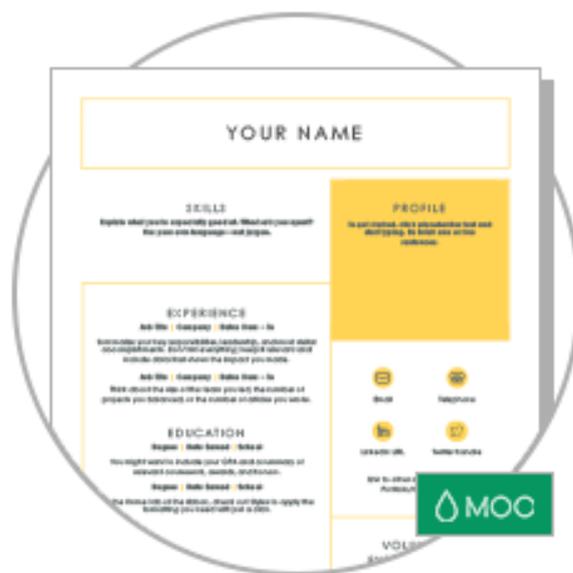

1. Make a crisp resume

Your resume is a window to present yourself briefly. It should contain bold headlines highlighting your key academic achievements and highlights of your extra-curricular activities. Frame a crisp intro and keep your CV short preferably lasting for one-two pages.

A crisp resume with all the necessary details about your professional experience till date is very effective. Try to picture in mind the success story, which you have mentioned in the resume and you are going to tell at the interview.

"Recruiters are not interested in your auto-biography but in you and in the value you can add to the organization.

Don't write something that you don't understand. You should be always clear that you are the one who deserve this job,"

2. Research on interviewer and organization

It always helps you to know about the interviewer and the company before appearing for a job interview as it helps in figuring out some of the expected questions that can be asked during the interview.

"Candidates should make ample of research about the interviewer and a company before appearing for a job interview. It is actually worth,"
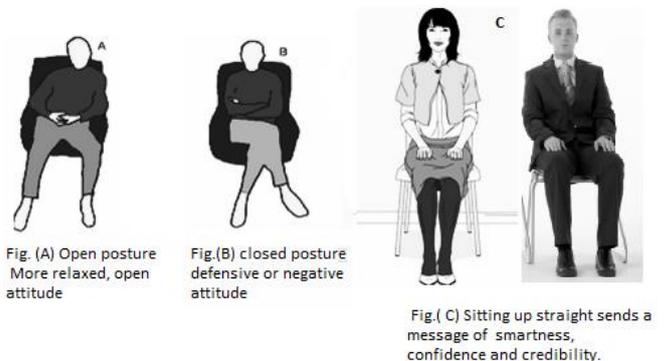
3. Ignore common mistakes:

After entering the interview hall, candidates do some common mistakes. It's better to list out those mistakes and beware of them during interview."Be yourself, make eye-contact with your interviewers and always follow your values. Be truthful, honest and humble but make sure your humanity should not be mistaken as quietness. Don't be aggressive," Other common mistakes committed by candidates during job interview include chewing pencils, nervousness, being casual etc. Experts suggest that you should not be overconfident while sitting before the interviewers.

4. Right body language, proper dress

Body Language: Right body language and formal dress code always get plus points for you. You are going to be tested not only for what you know about your area of expertise but also on how you present yourself at the interview.Meet the interviewers warmly. It's good and appreciable if you offer a strong handshake to them. Strong handshake shows warmth and enthusiasm. Experts advise candidates to look like a mature person. Being a little imperfect is not bad. After all, nobody is perfect. Smile on your face reflects a charming personality.

Dressing sense: Formal dress code is recommended for a job interview but there is no need to wear a nice suit and tie which you don't own.

Fig. (A) Open posture More relaxed, open attitude

Fig.(B) closed posture defensive or negative attitude

Fig.(C) Sitting up straight sends a message of smartness, confidence and credibility.

5. Show interest and mutual commitment

During the interview, show your interest in the job that you are going to be assigned if you get selected. It should be reflected on the interviewer that your job priorities are not going to change very soon. Don't go for temporary plans, otherwise many resources exploited by the organization during job interview are wasted, and also the candidate loses your goodwill.

"It's a match-making exercise comprising mutual commitment between you and organization. You need them as much as they need you. So, both you and the organization should be comfortable with each other. It's like a marriage. 'We' and 'us' are more important than 'I' and 'me',"

6. Have grip on domain but don't be stubborn

Clear basics and concepts: Basics and concepts of your subjects should be very clear in your mind and you should have a strong grip on your domain. Still, a learning attitude is always appreciable.

"Acknowledge your specialization in a domain and share your insights with the interviewers. Show your interest in applying what you have learnt. Show your eagerness and keenness towards the things. Also, show that you are practical, pragmatic, open and hungry for learning,"

Avoid being stubborn and humorous: If at some point during job interview, your views get conflicted with those of the interviewer's, be confident and stick to your point, but don't be stubborn. Leave it and if needed, just say 'I may be wrong. I will check it again'.

"Your job is to get a job, not to prove the interviewer wrong. Being stubborn and being confident are two different things. On the other hand, humor is good and being humorous is all right but it also may go wrong, so better to avoid it,"

7. Be prepared for 'Beginning' and 'End'

Beginning and end are very important part of anything in life, even in an interview. Beginning of an interview makes your first impression on the interviewers and they almost decide whether or not you are fit for the job. End of the interview draws your last impression, immediately after which evaluation is done.

First 3-minutes are crucial: Don't ignore the importance of first three minutes of your interview. These three minutes are going to be judgmental.

"First three minutes are very important in an interview. The panel makes a decision in three minutes and in the next thirty minutes, it just tries to validate the decision," Speak well-framed sentences and be very particular about your body language. If these three minutes go well, your half work is done. "Not only sentences, it is body language, eye-contacting ability, sharing of ideas and forming of sentences, which play crucial role in a candidate's selection. Be prepared for the first three minutes. Play it in a sequence as a movie in your mind before appearing in the interview,"

How to conclude interview: After an interview, whether your performance was up-to-the-mark or not, it is desirable to thank the interviewer.

Here is also an opportunity to show your interest in the job. So do it. "Show more interest in the job and try to show if you get selected how your day would be like. Never forget to say thanks with mentioning your reason of thanking them,"

8. Handle stress level

Many candidates find it difficult to handle stress level before an interview. Being stressed is natural but you should learn to clear it off.

"An optimum level of stress is needed and is natural with all of us. Once you come to know about it, you will be able to beat it. Do not bother about it. Just take a long breathe and nervousness will go away,"

9. What's your weakness?

Interviewers generally ask your strengths and weaknesses at the interview. You may have a long list to tell about your strengths but it is not the right place to mention your weaknesses. Many candidates get confused what to do at this moment.

Try to mention few weaknesses that seem to be plus points for the job and the organization.

"Never show your real weaknesses. Show those weaknesses which seem good to be harvested. Choose a weakness you want to talk about.

10. Ask about organization's growth

It's a mutual commitment and an understanding of give-and-take formula between you and the organization.

However, when you get an opportunity to ask a question at the interview, don't ask about your own growth or what the organization can give you.

Ask more about the organization and its future plans. It reflects that you are coming up with long-term plans and organization's goals are superior for you.

Out of the Box

TRENDS

If you look back in history of the women

who are most memorable and most stylish,

they were never the followers of fashion.

They were the ones who were unique in their style,

breakers of the rules.

They were authentic, genuine, original.

They were not following the trends.

ELEPHANT

They say an elephant never forgets. What they don't tell you is, you never forget an

ELEPHANT

-**N.H. Sarumathi** (**Third Year**)

INDEPENDENCE

India will be celebrating its 72nd Independence Day on August 15, this year. Citizens across the country are gearing up to celebrate the day by hoisting the national flag and singing the national anthem and other patriotic songs. No Independence Day celebration, however, can be complete without remembering our great freedom fighters who were instrumental in reinstating Swaraj or self-rule in the country after being ruled by the British for nearly 200 years. The leaders are remembered for exhibiting immense courage, for struggling and making sacrifices to gain independence. These freedom fighters inspired people to revolt against the British through their powerful words and actions that resonate in our minds even today, making our hearts swell with pride.

-**S. ANUSUYADEVI** (**Third Year**)

Suggestions and Feedback Contact:
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