ITanium

DEPARTMENT OF INFORMATION TECHNOLOGY

Edition: Digital & Social Media Marketing

IMS Engineering College, Ghaziabad
NAAC Accredited with 'A' Grade
Approved by AICTE, New Delhi & Affilliated to Dr. A.P.J. Abdul Kalam
Technical University, Lucknow UP

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VISION & MISSION
IMS ENGINEERING COLLEGE

VISION

Our vision is to impart vibrant, innovative and global education and to make IMS the world leader in terms of excellence of education, research and to serve the nation in the 21st century.

MISSION

·To develop IMSEC as a centre of Excellence in Technical and Management education.

·To inculcate in its students the qualities of Leadership, Professionalism, Executive competence and corporate understanding.

·To imbibe and enhance Human Values, Ethics and Morals in our students.

·To transform students into Globally Competitive professionals.

Department of Information Technology

VISION

To impart futuristic technical educational and establish a department of excellence by preparing students to apply their knowledge and varied skills as a competent technocrat to contribute towards solving complex societal problems and thus building a peaceful and prosperous nation.

MISSION

M1: To impart quality engineering education so that they become perfect IT professionals by getting high quality of technical education, research, training, professionalism with strong ethical values.

M2: To educate students in such a way that they shape up their minds to ensure their productive career in industry and academia.

M3: To help students to excel in research and innovation that discovers new knowledge which enables new technologies and systems.

M4: To prepare students to become an industry ready IT professional by inculcating creativity, team spirit, leadership and ethical competence through industry-academia collaboration, continuous curricular, co-curricular and extra-curricular activities.

Department of Information technology
Program Outcomes(POs)

ENGINEERING GRADUTES WILL BE ABLE TO:

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, review 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[PEO]

PEO1: Graduates of the program will be able to apply fundamental principles of engineering in problem solving and understand the role of computing in multiple disciplines.

PEO2: Graduates will learn to apply the various computational techniques & tools for developing solutions & projects in real world.

PEO3: Graduate will be employed as Information Technology (IT) professionals beyond entry-level positions or be making satisfactory progress in graduate programs.

PEO4: Graduate will be able to demonstrate that they can function, communicate, collaborate and continue to learn effectively, and ethically as a socially responsible information technology professional. They will contribute to the society by their professional capabilities through lifelong learning.

PROGRAM SPECIFIC OUTCOMES[PSO]

By the completion of program the students will have following program specific outcomes:

PSO1: Foundation of computer system: Ability to understand the principles and working of computer systems & information technology.

PSO2: Foundations of software development: Possess professional skills and knowledge of software design process. Familiarity and practical competence with a broad range of programming language and open source platforms.

PSO3: Foundation of mathematical concepts: Ability to apply mathematical methodologies to solve computation task, model real world problem, using appropriate data structure and suitable algorithm.

PSO4: Applications of computing and research ability: Ability to use knowledge in various domains to identify research gaps and hence to provide solution to new ideas and innovations.

IMS ENGINEERING COLLEGE

(NAAC 'A' Grade Accriditation, Affiliated to Dr A P J Abdula Kalam Technical University, Lucknow & Acccreditated by AICTE, New Delhi)

DEPARTMENT OF INFORMATION TECHNOLOGY

Student Achievement & Awards:

- Student participation & paper presentation in various National & International Conferences.
- Students awarded in various National Level Technical Project Competitions
- HACKATHON-2020 Screening
- Active participation in Cultural & CSR activities
- Active participation in Sports: Up to Zonal & State level

Innovation & Entrepreneurship:

- Students Innovative projects
- Demonstration in TECHNOVATION, HACKATHON -(SIH -2020)
- Regular interaction with Alumni Entrepreneur
- Participation in Entrepreneurship Awareness Camp(NIESBUD, Ministry Of Skills Development Government Of India)
- Startup Support(MSME)

Campus:

Established in 2002,
NAAC Accredited with Grade 'A'
Approved by AICTE, New Delhi
Affiliated to Dr. A P J Abdul Kalam Technical University, Lucknow
Ranked 6th by TOI Survey

Department:

Quality focused & Global standard academic system
Highly qualified & well experienced faculty members
Faculty participation in research & Ph.D Programs
Excellent Placement Record
Departmental Club: InfoCorp , Techninjas 2.0
Departmental E-Magazine: ITanium
Alliance with RedHat Academy ,NPTEL, Local Chapter, NASSCOM, Amazon AWS, Adobe Spark, COURSERA

Laboratories:

- Data Analytic Lab
- Geo-Spatial Lab
- Open Source Lab
- Data Warehouse & Big Data Processing Lab

Placement (2019-20):

Major Recruiters: TCS, Wipro, Accenture, Infosys, Genpact etc.
Highest Package: 10 L.P.A (Byju's)
Students placed: 101
Companies Visited in Campus: 22(On/Pool Campus)
Placement Percentage: 71%

Industry MOU:

RedHat Academy
Tevatron Technology
HANTECH
ICT Academy IIT-K Prutor

Editor's Message

Dear Readers,

Greetings! Being the Editor, I feel privileged in presenting our department magazine "ITANIUM". It is designed to showcase the academic activities of the department, talents of our faculty members and students. With a sense of pride and satisfaction I would like to say that with the active support of the Management, Director Sir, HOD. Sir , Faculty members and Students, the department magazine has come alive. I extend my thanks to the colleagues of my department for being a part of the editorial board. With all the efforts and contributions put in by the Faculty members and Students; I truly hope that the pages that you follow will make some interesting reading.

Further, i will periodically issue special calls for articles to modernize and strengthen areas of research and development showcased in Systems with help of magazine.

I close this message by inviting everyone to submit their exciting articles/views to ITanium. All the articles receiving a high degree of enthusiasm in the peer-review process will find a place in ITanium. Therefore, we are committed to publish all discoveries, methods, resources, and reviews that significantly advance the field of INFORMATION TECHNOLOGY and its applications.

Once again I welcome you to this Magazine – ITanium. With your support as authors, reviewers, and editors, I see very bright prospects for ITanium to serve technology and the scientific community even better in the future. Ultimately, we will improve more lives and, consequently, our communities.

We hope to hear from you soon, and we welcome your feedback!

If you have any questions, suggestions, or concerns, please address them to gaurav.vats@imsec.ac.in.

Thank you. We hope you will find ITanium informative.

Gaurav Vats
Editor in Chief

Quotable Quotes

"If life were predictable it would cease to be life, and be without flavor."

-Eleanor Roosevelt

"If you set your goals ridiculously high and it's a failure, you will fail above everyone else's success."
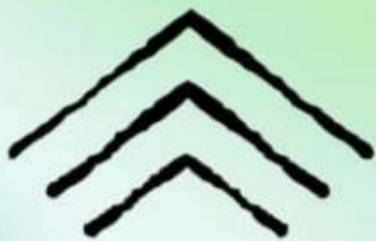
-James Cameron

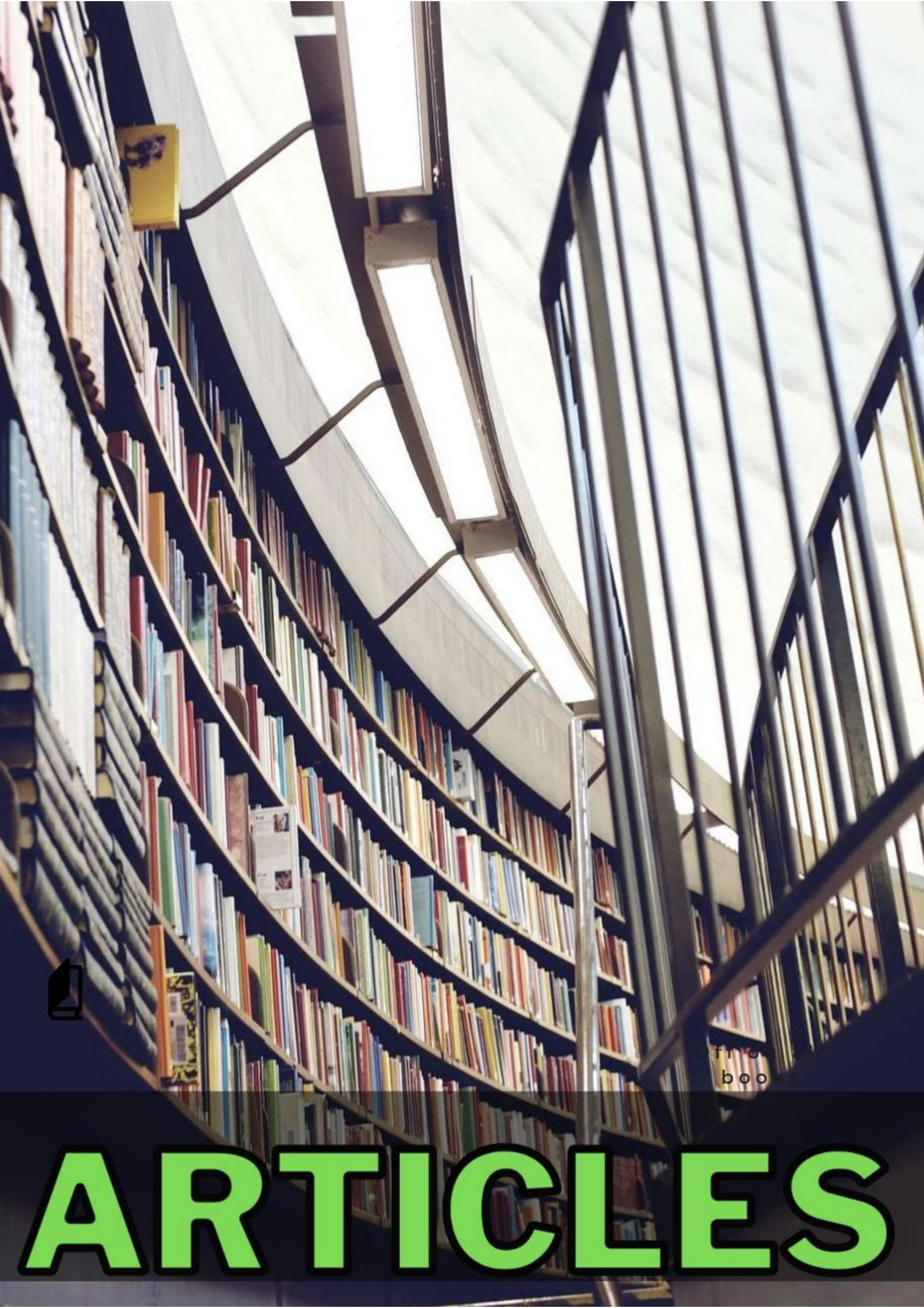"Tell me and I forget. Teach me and I remember. Involve me and I learn."

-Benjamin Franklin

Table of contents

ARTICLES

How New-Age Social Media Marketing Is Changing

Social media has become an important, if not the most important, component of digital marketing strategies for brands&businesses of all sizes.Leveraging the power of social media requires that you stay up to date with its ever-changing landscape. The strategies that were effective a couple of months ago won't necessarily gener--ate the same results today.

Why?Consumer behaviour changes, social media platforms change,&new platforms evolve & become more popular . As consumers change how they use & engage with social media, marketers must adjust in order to reach their target audienc.

" The first rule of social media is that everything changes all the time . What won't change is the community's desire to network." – Kami Huyse

How has the Social Media Marketing Changed??

A brand can no longer cross - post generic content across all of their social media channels & expect it to produce results.There is a need to stand out&be memorable on social media. Today, a results-driven social media marketing strategy must inclu--de the following:

- Campaigns on the platforms where your target consumers' attention is present
- Highly creative content specifically created for each platform
- Unique ways to encourage UGC

E-commerce in-app Opportunities continue to evolve

In 2021 look for e -commerce to become even more prevalent on social media, and more in - app purchase options becoming available. Instagram's latest app update placed its " Shop " feature icon where users previously accessed their notifications. Earlier in the year , TikTok announced a partnership with Shopify , the world's largest

e-commerce platform, to allows its merchants to seamlessly advertise on TikTok. The most interesting piece of information from that announcement was the mention of the two companies working to release new in-app features down the line.

Influencer Marketing must now be on-brand & authentic

Social media audiences had never been exposed to this type of marketing, so it co--nverted at high rates.So high that it quickly became the preferred marketing chan--nel for many brands.Several direct-to-consumer brands launched and scaled wildly only using influencer marketing .

Times have changed , though , & follower count alone is irrelevant. Microinfluencers who have a highly engaged following perfectly matched to your target audience is the way to go. The way they promote your brand needs to be natural and authentic. Long - term brand partnerships with creators who value your brand are by far the most valuable form of influencer marketing.It allows the relationship to evolve.Auth--entic content featuring your brand, promoted by specific influencers who value pr--oduct or service, is by far the most effective method for results.

"Lead people with what they want.–Lead with what they've already said.Lead people from where they're at. – Lead them with the things that concern them."
– Sandi Krakowski

Social Media is now a customer service branch

Now we can't think of a social media accounts as just a selling platform ; they have evolved into much more than that . Now, social media is a customer service channel as much as it is a marketing channel. When a consumer has a question or a compla--int,where do they turn?Social media. From Instagram and Twitter DMs to Facebook messages,a large percentage of customer service inquiries originate on social med--ia. Taking the time to make sure all of your inbound customer service requests are handled quickly&satisfactorily can create an army of loyal supporters who will shout you out, tag your profiles and refer business your way.

What to Know About Using Social Media for Your Business

Social media is a highly competitive venture with a short attention span

Always include an image with your posts

If you open a social media account, you must be active every day

Use social accounts to engage with customers

More Legalities and Regulatory Control

Social media isn't the free – for – all it once was. Now ,there is increased regulatory control , & brands need to also be well aware of legalities regarding influencer and partnership disclosures . The Federal Trade Commission has specific disclosures for social media influencers . If you are hiring influencers , you need to make sure they follow them,as their failure to do so can come back to bite you. it is likely to change how many data points you can use in the future for targeting paid ads.

Video content is providing the best brand engagement opportunities

As a brand , you have to create content in the format your audience prefers . Video content is preferred by social media users.

Go where the engagement opportunity is!

Currently , that is established social media channels that have specific functionality for video content (Instagram, Facebook, YouTube),

"You don't need a corporation or a marketing company to brand you now: you can do it yourself . You can establish who you are with a social media followi-
-ng." - Ray Allen, Professional Basketball Player

Ms. Sonal Saurabh
Assistant Professor
(IT Department)

Understanding Digital Marketing

What is Digital Marketing?

Digital marketing refers to any online marketing efforts or assets . Email marketing, pay-per-click advertising,social media marketing & blogging are all great examples of digital marketing— they help introduce people to your company & convince them to buy.

Some of the most common digital marketing assets and strategies businesses use to reach people online:

Digital Marketing Assets

It is simply a marketing tool you use online.Almost anything can be a digital marketi- -ng asset.That being said,many people don't realize how many digital marketing as- -sets they have at their disposal. Here are just a few examples:

- Your website
- Branded assets (logos, icons, acronyms, etc)
- Video content (video ads, product demos, etc)
- Images (infographics, product shots, company photos, etc)
- Written content (blog posts, eBooks, product descriptions, testimonials, etc)
- Online products or tools (SaaS, calculators, interactive content, etc)
- Reviews
- Social media pages

As you can probably imagine, this list just scratches the surface. Most digital marke- -ting assets will fall into one of these categories,but clever marketers are constantly coming up with new ways to reach customers online, so the list keeps growing!

Digital Marketing Strategies

The list of digital marketing strategies is also constantly evolving, but here are some of the strategies most businesses are using:

1 - Pay-Per-Click Advertising

Pay-per-click (PPC) advertising is actually a broad term that covers any type of di--gital marketing where you pay for every user who clicks on an ad . For eg:, Google AdWords is a form of PPC advertising called " paid search advertising " . Facebook Ads are another form of PPC advertising called "paid social media advertising".

2 - Paid Search Advertising

Google, Bing and Yahoo all allow you to run text ads on their Search Engine Results Pages (SERPs).It is one of the best ways to target potential customers who are acti--vely searching for a product or service like yours.

3 - Search Engine Optimization (SEO)

If you don' t want to pay to show up in the SERPs , you can also use search engine optimization (SEO) to try and rank pages or blog posts on your site organically. You don' t have to pay directly for every click , but getting a page to rank usually takes quite a bit of time and effort.

4 - Paid Social Media Advertising

Most social media platforms like Facebook , Instagram, Twitter, LinkedIn, Pinterest & Snapchat will allow you to run ads on their site.Paid social media advertising is gre--at for building awareness with audiences that might not be aware that your busin--ess , product or service exists.

5 - Social Media Marketing

Like SEO,social media marketing is the free,organic way to use social media platfo--rms like Facebook or Twitter to market your business. And, just like SEO, organically

marketing your business on social media takes a lot more time and effort, but in the long run, it can deliver much cheaper results.

6 - Conversion Rate Optimization (CRO)

Conversion rate optimization is the art & science of improving your online user exp--erience.Most of the time,businesses use CRO to get more conversions(leads, chats, calls, sales, etc) out of their existing website traffic.

7 - Content Marketing

Content marketing is another fairly broad digital marketing term. Content marketing covers any digital marketing effort that uses content assets (blog posts, infographi--cs, eBooks, videos, etc) to build brand awareness or drive clicks, leads or sales.

8 - Native Advertising

Most native advertising falls under content marketing because it uses content to attract clicks.Ever get to the bottom of an article & see a list of suggested articles? That's native advertising. Often, native advertising can be a bit hard to spot, since it is usually mixed in with non-paid content recommendations but that's kind of the point.

9 - Email Marketing

Email marketing is the oldest form of online marketing & it's still going strong . Most digital marketers use email marketing to advertise special deals , highlight content (often as part of content marketing) or promote an event.
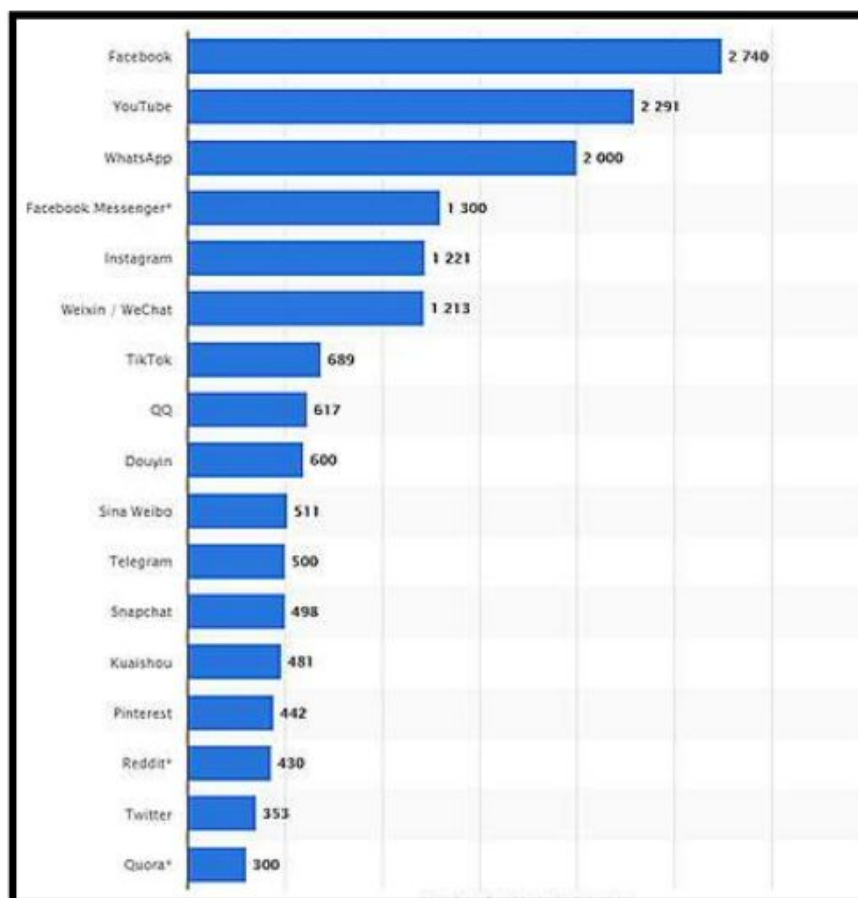
10 - Affiliate Marketing

Affiliate marketing is essentially paying someone else (a person or a business) to pr--omote your products and services on their website.

Shilpa Singhal
Assistant Professor
IT Department

Social Media Marketing

"Social media marketing refers to the use of social media &social networks to market a comp-
-any's products & services. Social media marketing provides companies with a way to engage
with existing customers&reach new ones while allowing them to promote their desired culture,
mission , or tone ." If Facebook is declared a sovereign nation today(digitally) it would be the
most populous country on planet Earth, with a staggering 2.7 billion active users on its platfo-
-rm. Other social media platforms such as Twitter, Instagram, LinkedIn etc. follow the suit.

Platform	Users
Facebook	2 740
YouTube	2 291
WhatsApp	2 000
Facebook Messenger*	1 300
Instagram	1 221
Weixin / WeChat	1 213
TikTok	689
QQ	617
Douyin	600
Sina Weibo	511
Telegram	500
Snapchat	498
Kuaishou	481
Pinterest	442
Reddit*	430
Twitter	353
Quora*	300

With billions of active users across different social media platforms from different countries &
diverse background , it serves as a truly global platform . Brands have a tailor-made audience
that they can reach out to with correct marketing strategy . To be able to reach out to target
audience brands need to be S.M.A.R.T i.e. Specific, Measurable , Attainable , Relevant & Time
bound, in their strategy.

Specific: The strategy must be well defined, clear, unambiguous.

Measurable : To measure the impact of your social media campaign there has to be a clear
definition of how success will be measured. This helps in evaluating the progress.

Attainable: Don't start with unrealistic goals or expectations. The target that you set out sho-
-uld be something that is challenging mand bold, yet achievable.

Relevant: Ask the question , is the strategyrelevant and align with the overall objective of our
brand ? If creating a hashtag trend on Twitterpart of your goal, then ask yourself how will this

Time bound: Accountability is very important and deadlines or timeframe for completion of a task is absolutely necessary to check the progress and evaluate the success.

The social media advantage:

Rather than take out a full - page advertisement on a newspaper or pay for expensive prime time on TV , social media has seen the reduction of previously high marketing costs.It is one of the most cost-effective digital marketing methodsused to increase brand's presence. You can get started straight away & build your brand's presence, to get started you just need to signup with two clicks &voila!You are up and running.Simply having people interact with your content will increase brand awareness and begin building your reputation as a business.

Nothing beats brand loyalty; social media present a wonderful opportunity for brands to eng--age with their customers to ensure best service & brand satisfaction. These interactions pave the way for building trust , engaging with the customers with empathy can help brands build that trust more quickly.

How can you build your personal brand ?

How you conduct yourself online is now just as important as your behavior offline. Building your personal brand on social media takes some work, but it could land you your next job opportun--ity or help you to foster valuable connections. Whether you are a college studentor a 10+ year working professional , like it or not but there will always be competition when it comes to the next opportunity.No matter what you are doing make sure that you build your presence online . Make use of professional social media networks like LinkedIn, make sure you have a git reposi--tory where you do the fun stuff, in fact make use of microblogging site such as Twitter where you share stuff that you are passionate about. If you are passionate about say machine learn--ing , learn about it, share your thoughts online,get your hands dirty, build your presenceonline, market yourself , build a personal brand become a thought leader. Just because you are an IT professional does not mean that you have to be passionate only about technology, become a thought leader in an area that you are passionate about be it climate change, renewable en--ergy ,diversity and inclusion etc. Go out there express yourself, be consistent in your thoughts, build your professional network, share your thoughts, you will surely go places.

Sources:

[1] https://www.investopedia.com/terms/s/social-media-marketing-smm.asp

 [2]https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of   -users/

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B.Tech(IT) 2012-16
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Social Media : "The best platform for advertisement"

In today's Era , when the technology is increases very rapidly the strategy and performs planning on various social media platform is also increasing.The biggest revolution we have seen in social med--ia since last few years is,many of business & start-up starting to switch for advertisement on social media platforms accept print and electronic media . The biggest reason behind it is that around 3 billion people are using social media platforms in whole world and in India the data of social media users is 250 million.So we can say that social media is a good option to promote your product, wh--ere you can promote your products or services in very cheap amount. Facebook, Instagram, Twitter LinkedIn and many more are some famous social media platform where you can promote your busi--ness.The new revolution is come in the social media marketing is the e-newspaper & e-magazines. Which provide you the new thoughts and new initiatives. Blogging ,article writing,e-letters are some parts of it.

There are some key points which helps you a lot to get good connection of audience.

1.) Quality of Content. It is the most important part for get the good connection of audience. This key is much beneficial for writers and bloggers. The way of presentation of your article is also being attractive. You can make your article much attractive by including some visualisation or multimedia.
2.) The second main point is the analysis. You must analyse your content after one or two mont--hs of sharing.Now question arises here that , what to analyse?Have a look on negative reviews you get on your content or your products or services. Work on those points which audience don't like.
3.) There is an old saying "speak less listen more". This is also a key factor to increase connect--ion of audience.When you get to know the taste of your audience then it will be beneficial to incr-

-ease your connections.

Every coin has two sides . Same as in this case . There is no second thought that social media has changed everyone's life. Day by day the scope of social media is increases , along with that cyber crime is also increase . Show the biggest challenge in front of us is the security issue & there is only one option to be safe on social media while doing marketing for blogging is that , not to share any type of personal and financial information only share the information about your product, service , your article , your magazine or your e - newspaper.

Vansh Tyagi
IT2 2nd Year

ALUMNI SPEAKS

AMIT RAI
IT (2009-2013) BATCH, SENIOR SDET ANALYST, GLOBAL PAYMENTS, NOIDA

IMSEC is a great platform for different opportunities. It helped me a lot to transform my career from College to Corporate. Special thanks to the faculty members of IMSEC who worked on the overall development of students that eventually helps in enhancing knowledge and reach the heights. Four years were the best time where I did almost everything and enjoyed most of the time with friends in canteen and labs. Classes held were also interesting and we had several discussions in between which could give us a chance to think out of the box. In addition to this there were also classes related to company interviews and written round which again helped me in getting where I am today. So, thanks again to IMSEC for everything and Faculty members of IT who helped me to achieve my dreams.

SAURABH DEY
IT (2011-2015) BATCH, SENIOR SOFTWARE ENGINEER, ICERTIS, PUNE

College life plays a very crucial role and it prepares us for the challenges that we may face in life. IMSEC has provided me the platform for all round development and it would not have been possible without the consistent effort by some of the finest faculty members in the IT Department. They ensured that we are provided with quality information. Their guidance and support throughout helped me to achieve numerous tiny goals which acted as solid foundation for my career. Initiatives like In-house software development cell, Tech Fests, Conferences, Seminars etc. helped to learn skills which are essential for career growth.

I am extremely thankful to IMSEC and IT Department for all the opportunities and support provided which shaped me into what I am today.

MAYANK GUPTA
IT (2016-2020) BATCH, ASSISTANT SYSTEMS ENGINEER, TCS, NEW DELHI

College is a place for grown ups. It merely provides you a platform to discover yourself and improve your excellence amongst the sharpest minds around. IMSEC helped me transition from a kid who looked at others before taking any step to a mature adult capable of taking decisions and boldly step into the society. I was lucky enough to represent my college in various fields and hone my personality which benefitted me and helped me receive multiple job offers. The faculty and staff members of IMSEC are really caring and understanding. The hostel is a wonderful place to interact with other students and form lifelong bonds. I'm hopeful that students in the coming years would experience the wonderful college life like I did and become responsible, productive citizens of our country. Good Luck to all my Juniors!!

NEWS WORTHY

Current Affairs

DRDO'S 2DG DRUG APPROVED FOR EMERGENCY USE AS AN ADJUNCT THERAPY FOR COVID-19 PATIENTS

The Defence Research and Development Organisation (DRDO) announced on June 1, 2021, that the anti-COVID drug 2DG has been approved for emergency use as an adjunct therapy to the standard of care in the treatment of COVID-19 patients in hospital settings. The DRDO informed that anti-COVID drug 2DG can now be given to the COVID-19 patients under the care and prescription of the doctors.
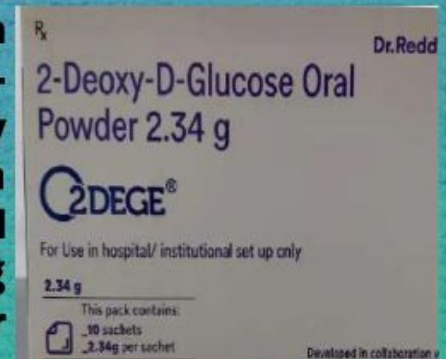
INDIA TO DEPLOY NEW ISRAELI HERON DRONES IN LADAKH, LAC SECTOR

The Indian Armed forces will shortly deploy advanced Heron drones that it will receive from Israel, to keep an eye on activities by China in the Ladakh sector. The move is expected to provide a major boost to India's surveillance capabilities in Eastern Ladakh and other areas along the Line of Actual Control with China

PM MODI LAUNCHES EXTENSION OF 'SVAMITVA SCHEME' ACROSS INDIA

Prime Minister Shri Narendra Modi launched the distribution of e-property cards under the SVAMITVA scheme on National Panchayati Raj Day on April 24, 2021, through video conferencing. SVAMITVA stands for Survey of Villages and Mapping with Improvised Technology in Village Areas.

JUSTICE NUTHALAPATI VENKATA RAMANA TAKES OATH AS 48TH CJI

Justice Nuthalapati Venkata Ramana was sworn in as the 48th Chief Justice of India (CJI) on April 24, 2021. Justice Ramana was administered the oath of office by President Ram Nath Kovind at a brief ceremony held at the Rashtrapati Bhavan.

NEWS & POLITICS

PM Modi, Amit Shah, Yogi Adityanath condole demise of UP Minister Vijay Kashyap

Prime Minister Narendra Modi and Home Minister Amit Shah on Tuesday expressed condolences on demise of Uttar Pradesh Minister Vijay Kashyap and said the BJP leader was devoted to public welfare. Union Home Minister Amit Shah said that BJP leader Vijay Kashyap was dedicated to the organisation and will always remain in our memories.

UP govt to provide free treatment for Covid recovered patients staying in hospital wards for post-illness care

The Uttar Pradesh government has decided to provide free-of-cost treatment to patients who have recovered from COVID-19, but have been compelled to stay in hospitals for post-COVID-19 treatment. An order to this effect was issued by the state government on Wednesday.

Karnataka to decide on legal action against NGT's panel on Mekedatu project

"Based on a newspaper report, the National Green Tribunal in Chennai has taken up a suo moto case and has formed a committee and has asked it to visit Mekedatu and see if any violation has taken place or any environment related concerns..there wasn't any formal complaint," Home and Law Minister Basavaraj Bommai told reporters here on Wednesday.

Centre working on packages for those who lost sole breadwinner, orphaned children

With the second Covid-19 wave taking away sole breadwinners of several families and leaving orphaned children in its wake, the Centre is planning two key packages to deal with the double blow. ET gathers that high-level meetings were held through the last week to plan two separate schemes to address these issues. Announcements regarding the schemes are expected within a week.

science & tech.

THE SIGNIFICANCE OF MOBILE CLOUD COMPUTING ON OUR FUTURE

Cloud computing refers to the on-demand delivery of IT services and resources from remote data centers. Things such as computing power, data storage and databases directly from a cloud provider such as Amazon Web Services. Mobile cloud computing is the same thing except referring exclusively to mobile phones.

A TOTAL OF 311 PRIVATE OPERATORS USE 4G/5G IN 40 COUNTRIES, REPORT FINDS

Faster broadband has been dominating the news cycle in recent months, as countries, companies, and telcos around the world announce almost everyday the launch of new mobile networks. With that in mind, there are 40 countries/territories with private network deployments based on LTE or 5G or LTE or 5G-suitable private network spectrum license, according to a recent report by the Global Mobile Suppliers Associated (GSA).

FLU FIGHTER: NANOPARTICLE-BASED INFLUENZA VACCINE EFFECTIVE IN PRECLINICAL TRIALS

An experimental flu vaccine consisting of billions of tiny spherical sacs that carry infection-fighting proteins throughout the body has proven effective in preclinical studies. "The results are very encouraging", says study senior co-author, Jonathan Lovell, PhD, associate professor of biomedical engineering at the University at Buffalo.
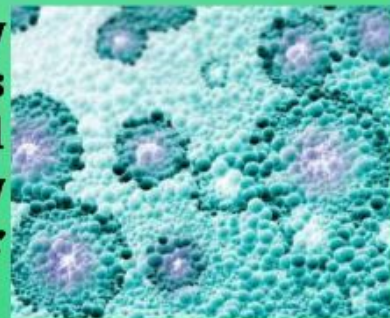
NASA SUCCESSFULLY TESTS SHAPE-CHANGING WING FOR NEXT GENERATION AVIATION

The shape-changing wings are not only designed to significantly reduce an aircraft's weight as well as the noise it generates during flight, these flaps could save the industry millions of dollars annually in fuel savings.

IPL 2021 PHASE 2 WINDOW CONFIRMED, WILL BE HELD BETWEEN SEP 15 TO OCT 15 IN UAE

Virat Kohli, Rohit Sharma and Co are set to complete their remaining IPL 2021 matches in September-October before the ICC T20 World Cup. As per a TOI report, the BCCI has chalked out a plan to conduct the IPL 2021 Phase 2 that will be conducted in the UAE in a one-month window between September 15 and October 15.

2021 ASIA CUP POSTPONED TO 2023 DUE TO PACKED SCHEDULE

The Asian Cricket Council (ACC) on Sunday officially postponed the 2021 edition of the Asia Cup to 2023, the dates of which will be confirmed by the committee later. This year's continental tournament was moved from Pakistan to Sri Lanka but rising cases in the island nation had led to its cancellation.

MOHALI HOCKEY STADIUM TO BE NAMED AFTER BALBIR SINGH SR

According to the official spokesperson of the Punjab sports department, Sports Minister Rana Gurmit Singh Sodhi gave the nod for naming the Mohali International Hockey Stadium after Balbir Singh Sr.One of the country's greatest athletes, Balbir Singh was the only Indian among 16 legends chosen by the International Olympic Committee.

ASIAN BOXING CHAMPIONSHIPS: INDIANS, INCLUDING OLYMPIC-BOUND BOXERS, EYE STRONG SHOW

The government has decided to widen its medical insurance cover for sportspersons by increasing the number of beneficiary athletes and including contractual coaches and support staff from this year in the wake of the COVID-19 pandemic. The Sports Authority of India (SAI) said that with this decision, the coverage would increase to more than 13,000 athletes, coaches and support staff.

Placement Update
(B.Tech IT,Batch 2021)

Roll no	Name	Placed in
1814313901	Adarsh Sharma	Just Dial
1714313005	Aditya Kumar RajKamal	TCS
1714313010	Akshit Chaudhary	VVDN Technologies
1714313011	Akshit Kumar	Square Yards
1714313012	Aman Srivastava	Vinove Software
1714313014	Arpit Sharma	Cloud Analogy
1714313015	Arushi Sanjay	TCS
1714313016	Aryan Mishra	Vinove Software
1714313018	Ashutosh Mishra	TCS
1714313021	Ayush Singh	TCS,Infosys, MobilizeOn, Centlytics
1714313023	Deepanshu	TCS,Cloud Analogy,QA Infotech
1714313025	Dheeraj Mishra	Knoldus Software
1714313026	Dhruvjohari	Square Yards
1714313027	Diksha Singh	TCS
1714313030	Harshit Sharma	Cloud Analogy,NTT Data

Roll no	Name	Placed in
1714313033	Jatin Arora	NTT Data, Centlytics
1714313034	Jatin Trivedi	TCS,Infosys
1714313035	Jigeesha Srivastava	All e-Technologies
1714313036	Kajal Khanna	TCS,Pimcore Global Services
1714313037	Kashish Sharma	Square Yards
1714313038	Shreya Singh	Square Yards
1714313039	Km. Preeti	DoubtNut
1714313047	Mayank Agrawal	QA Infotech
1714313048	Mayank Goel	Coforge Limited, GingerWebs
1714313049	Mohammad Yusuf	Square Yards
1714313053	Nakul Mitra	Nagarro Software ,MoblilizeOn
1714313055	Nandkishore Mishra	TCS
1714313056	Navneet Vashisth	TCS
1714313058	Nirmit Srivastava	VVDN Technologies ,TCS
1714313060	Nitin Saxena	Knoldus Software
1714313061	Palak Kapoor	TCS,IBM,Nagarro Software,Centlytics, JK Technosoft
1714313062	Pankaj Gautam	DoubtNut
1714313065	Prakhar Singh	Planet Cast Media
1714313070	Praveen Bhatt	Acadecraft
1714313071	Prince Chauhan	TCS, Cloud Analogy

Roll no	Name	Placed in
1714313072	Princy Garg	Acadecraft
1714313074	Rajvikram Saxena	TCS,ToXsl Technology, Cloud Analogy
1714313075	Rakhi Singh	VVDN,GingerWebs
1714313078	Sagar Goel	Knoldus Software
1714313079	Saloni Singh	VVDN Technologies
1714313083	Shivam Singh	Appinventive Technologies
1714313084	Shivam Singh	Square Yards
1714313086	Shraddha Katiyar	Coforge Limited
1714313088	Shrishti Singh	DoubtNut
1714313089	Shubham Gupta	TCS
1714313090	Somya Mishra	TCS
1714313093	Umesh Yadav	TCS,Coforge Limited
1714313095	Vaibhav Singhal	Square Yards
1714313097	Varun Jaiswal	Pheuture Studio
1714313099	Yash Kumar	DoubtNut

Following Faculty Members completed online certification course/FDP/ Workshop

1- **Dr. S.N. Rajan, Python basics for Data Science (Certificate), through IBM**

2- **Mr Ravi Shankar Pal, Python (FDP), through E&ICT Academy IIT Kanpur**

3- **Pawan Sharma, Machine Learning (FDP) ,through E&ICT Academy IIT Kanpur**

4- **Mr. Gaurav Vats,How should students Project Foster IPR's (Workshop), through SRM TRP Engineering College Trichy**

INFORMATION TECHNOLOGY

STUDENTS' OPINION

AIPRIL – MAY 2021

KAJAL KHANNA, IT 4TH YEAR

Self Confidence – "The first step to success"

This world, in which we live, is a very competitive one. It is popularly described as a rat race, full of competent people and the fittest of them survives. Success is not a cake walk. One has to face lots of hardships and obstacles to taste success. The most important aspect in achieving success is self confidence.However, people are ambitious but not confident enough to go for it. Infact, most of them don't know how to go about it or are terrified to take risks in their lives. Self confidence is not something which can be achieved in a day or two. Let us understand that we are not born with it. It's the situation we face, motivation from others and self motivation that make us truly confident. Hence those of us who feel that we lack confidence, have no reason to be upset. There are 3 kinds of people. One, who dream big but do not have any idea how to pursue it. The second, who are over confident and end up ruining their opportunities. Lastly, the ones who are confident and have talent. This segment knows what they want and how to move further. For attaining a goal, it is important to strive for it and work on the strategies relentlessly. It is necessary to make proper planning and follow up. We will come across ups and downs but should not lose focus and give up. Work hard throughout and be focused until the desired result is achieved. Now, the question arises as to what are the plans/strategies. At the outset, one has to be disciplined. It is not easy as it sounds, but, requires lot of commitment. However, it is not impossible. Take good care of physique as it is very important when it comes to self confidence. Healthy food habits and proper sleep are very much essential. Since hard work is involved, it is imperative that we do not lose hope or be disheartened. Knowing who you are and what your strengths are, is an area that requires your utmost focus. However, it depends on how we perceive it. Everybody has flaws, but we have to shine through them. Don't lose hope, be patient, take care of oneself and work hard. The puzzle will fall in place.

SHIVAM TIWARI, IT 3RD YEAR

Some Things Extra You Need in 2nd Year

For all the students who are in second year, you're inching closer to your dream of making it big in the digital arena. But will your B.Tech degree be enough to take you there?

In this year you guys are already learning some of the most important subjects of all time. But you also need some more learnings to your arsenal, you may focus on the following areas to boost your chances in IT industry.

Knowledge of Parallel Programming

The days of the standalone server are gone. Today, you need to write programs that will process several programs together on multicore chips within several servers & devices. So, to equip yourself to the era of big data & machine learning, you need to acquire the skills of parallel programming.

Fundamentals of Computer Science

This is the base of the entire course structure, and you should never neglect the base in your quest for learning programming languages. So, have proper knowledge of the basics of algorithms & data structure.

Making IT easy to use

More & more people are coming into the ambit of IT. But not all of them are equally computer savvy. So, you will be successful only if your product is "easy to use." And that is not something you can make easily. You need to master a lot of theories & algorithms, as part of a sub-discipline of computer science (Human-Computer Interaction – HCI), to make things user-friendly.

DEEKSHA SRIVASTAVA, IT 2ND YEAR

Pandemic and Presentation Skills

According to a survey, 77 percent of total population has some level of Glossophobia. Glossophobia is remarkably common and is nothing but anxiety of public speaking.If assuming the same population in our department and college then this could be a large problem to handle. This pandemic has not only given us isolation and health problems but also revealed the fact that we are not good at presentations. Less interaction with professors in online class is the evidence that we need to work on our confidence to speak. In near future we have to give interviews and attend many conferences, not sure if that too could be held on online platforms. While there could be many companies who takes telephonic interview.

For any good career we need to have good presentation skills which could be developed by many methods. But mainly most important one is practice and observation, we need to learn to speak with any superior at the official meeting, share our ideas and ask questions related to environment of conference. As for now, online classes are the best way to practice with professors by interacting with them as much as possible. This way we can not only be helping our presentation skills but also being focused while classes. This pandemic can at least be utilised for this purpose.

On The Nature Of Love

*The night is black and the forest
has no end;
a million people thread it in a
million ways.
We have trysts to keep in the
darkness, but where
or with whom - of that we are
unaware.
But we have this faith - that a
lifetime's bliss
will appear any minute, with a
smile upon its lips.
Scents, touches, sounds, snatches
of songs
brush us, pass us, give us
delightful shocks.
Then peradventure there's a flash
of lightning:
whomever I see that instant I fall in
love with.
I call that person and cry: This life
is blest!
for your sake such miles have I
traversed!'
All those others who came close
and moved off
in the darkness - I don't know if
they exist or not*

Abhishray Gangwar, IT, 3rd yr.

'Ode: Intimations of Immortality'

There was a time when
meadow, grove, and stream,
The earth, and every common
sight,
To me did seem
Apparelled in celestial light,
The glory and the freshness of
a dream.
It is not now as it hath been of
yore;–
Turn wheresoe'er I may,
By night or day.
The things which I have seen I
now can see no more ...

Ishita Roy, IT, 3rd yr.

UPCOMING EVENTS

National Conference on Recent Advancements in IT & Computing [NCRAITC-2021]
Link:
https://easychair.org/conferences/?conf=ncraitc2021
Date:- 10 June 2021 - 26 June 2021

COVID Detection Using Deep Learning

Link: https://www.edureka.co/webinars?webinar_id=404
Date:- 20 June 2021
Time:- 12:30 PM IST

Create Custom App in Salesforce

Link: https://www.edureka.co/webinars?webinar_id=404

Date:- 16 June 2021
Time:- 08:00 PM IST

IMS Engineering College

National Conference on Recent Advancements in IT & Computing (NCRAITC-2021)

National Conference on Recent Advancements in IT & Computing (NCRAITC-2021) is jointly being organized by Department of Information Technology, Department of Computer Science & Engineering, and Department of Computer Science of IMS Engineering College. The conference is to be held on 26th June 2021 in virtual mode. Students in their final year of all the branches of engineering, working on innovative projects have been given the opportunity to submit their papers (Through Easychair https://easychair.org/conferences/?conf=ncraitc2021 link). Detail of the conference is available on conference web site https://ncraitc2021.wix.com/conference Prof. (Dr.) Ashish Seth, School Of Global Convergence Studies (SGCS), Inha University, South Korea, Mr Shirish V Pandey, Asia-Pacific Head, Redhat Academy ,and Prof(Dr) Koj Sambyo, NIT Arunachal Pradesh will be the key note speakers of the conference.

Conference Date: 26 June 2021

CONFERENCE WEBSITE:
HTTPS://NCRAITC2021.WIX.COM/CONFERENCE

SUBMISSION LINK: HTTPS://EASYCHAIR.ORG/CONFERENCES/?
CONF=NCRAITC2021
www.imsec.ac.in
0120-4940000

IMS Engineering College, Ghaziabad

www.imsec.ac.in

Important Dates:

Paper Submission Deadline:	10 June, 2021
Acceptance Notification Date:	14 June, 2021
Registration Date:	25 June, 2021
Conference Date:	26 June, 2021

Contact Us: anjali.sardana@imsec.ac.in
rashmi.dubey@imsec.ac.in

Send you paper through easychair only:
https://easychair.org/conferences/?conf=ncraitc2021

The Conference will be in Online Mode

Visionary Guide:
Shri Naresh Agarwal
Hon'ble Chairman,
IMS Society

Chief Patron:
Shri Sanjay Agarwal
Hon'ble Treasurer,
IMS Society

Patron:
Prof Prabal K Chakravorty
Director

Program Chair:
Prof S N Rajan
Prof Pankaj Agarwal

Convener:
Dr. Avdhesh Gupta
Prof Sapna Juneja
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About The Institute

IMSEC is one of the top-notch engineering Colleges in North India, providing technical education and 100% employability prospects to its students. Ranked 3rd in Uttar Pradesh among Private Engineering College by Outlook, Ranked 3rd in Uttar Pradesh by CSR-GHRDC Engineering College Survey, and ranked 4th in North Zone, Times of India Ranking survey. IMSEC is bestowed with the "Excellence in Overall Performance" award jointly by AICTE and UP Govt.(National UP Education Award).

IN ASSOCIATION WITH:

RED HAT ACADEMY

Tevatron Technologies Energising Minds

National Conference on Recent Advancements in IT & Computing (NCRAITC-2021)

Jointly Organized By:

DEPARTMENT OF INFORMATION TECHNOLOGY

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

DEPARTMENT OF COMPUTER SCIENCE

Keynote Speakers

Mr. Shirish V Pandey
Asia-Pacific Head
Red hat Academy

Prof. (Dr.) Ashish Seth
School Of Global Convergence Studies (SGCS)
Inha University
South Korea

Dr. Koj Sambyo
NIT Arunachal Pradesh

Call For Paper:

Department of Information Technology, Department of Computer Science & Engineering, and Department of Computer Science, IMSEC, Ghaziabad are jointly organizing a National Conference on Recent Advancements in IT & Computing (NCRAITC-2021) on 26 June 2021. Our objective is to gather and motivate engineering students for exploring new trends and innovative challenges. We are expecting a significant number of participants to project their technical and research-based abilities by presenting technical reports and review papers. Original research papers are invited in the field of recent advances in IT and Computing. For online registration and other details of conferences, please visit our website: https://ncraitc2021.wix.com/conference

NOTE:

After peer-reviewed, presented full papers (Plagiarism free) will be published in a good journal
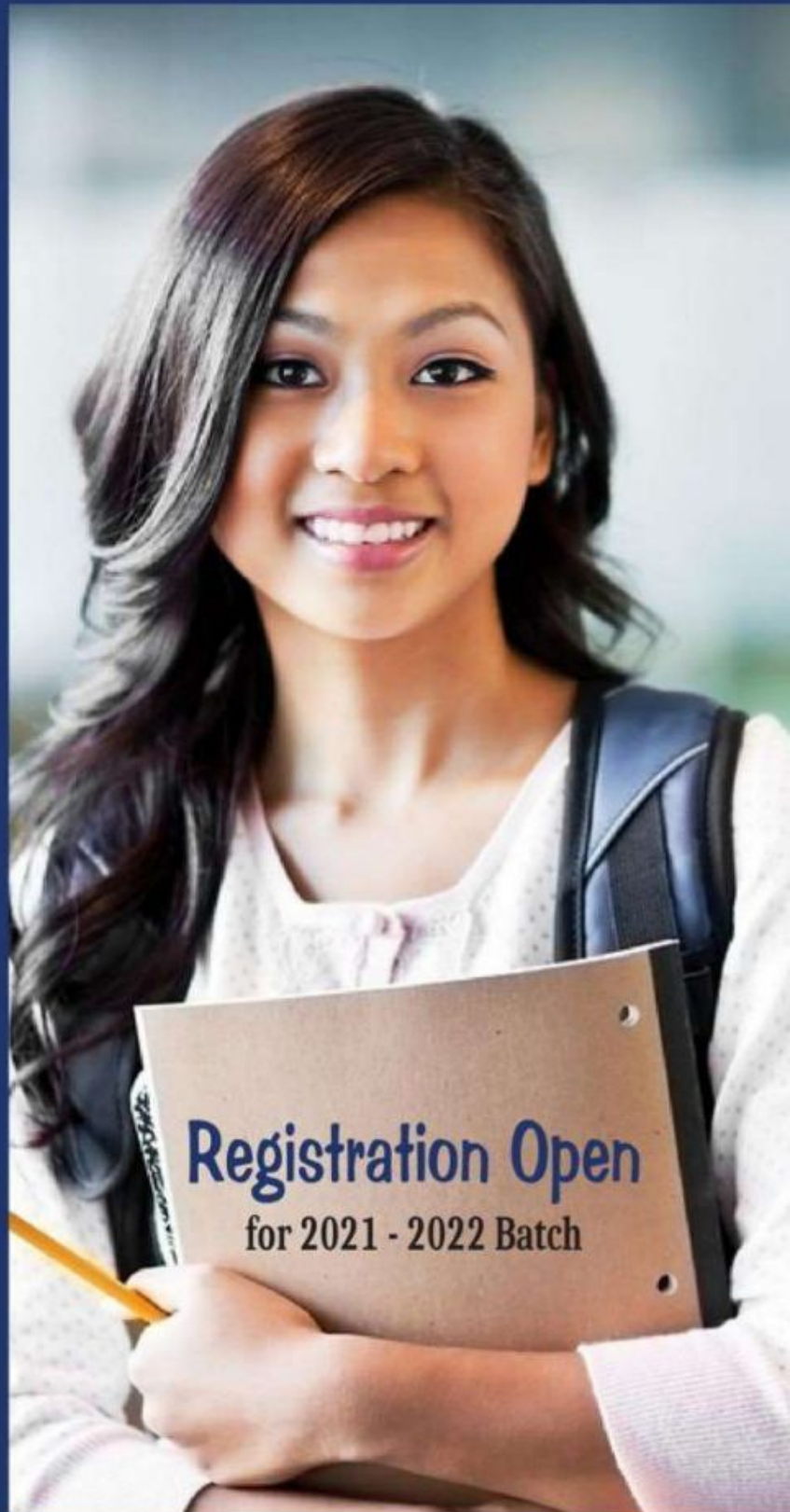
FEE: NIL

SOLVE IT, OF YOU CAN

BRAINSTORMERS

CHALLENGES FOR YOU

Questions

1. Solar power generates electricity from what source?

2. Did the Apple iPhone first become available in 2005, 2006 or 2007?

3. In terms of computing, what does CPU stand for?

4. True or false? Nintendo was founded after the year 1900.

5. The Hubble Space Telescope is named after which American astronomer?

6. Is the wavelength of infrared light too long or short to be seen by humans?

7. Firefox, Opera, Chrome, Safari and Explorer are types of what?

8. True or false? Gold is not a good conductor of electricity?

9. The technologically advanced humanoid robot ASIMO is made by which car company?

10. True or false? Atomic bombs work by atomic fission.

11. In terms of computing, what does ROM stand for?

12. Did the original Sony Playstation use CDs or cartridges to play games?

13. What is the Earth's primary source of energy?

14. IBM is a well known computer and information technology company, what does IBM stand for?

15. Along with whom did Bill Gates found Microsoft?

Answers

1. The Sun

2. 2007

3. Central Processing Unit

4. False - 1889

5. Edwin Hubble

6. Long

7. Web browsers

8. False

9. Honda

10. True

11. Read Only Memory

12. CDs

13. The Sun

14. International Business Machines

15. Paul Allen

THANK YOU

Send your articles at itanium @imsec.ac.in

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IMS Engineering College , Ghaziabad
NAAC accredited with A grade
Approved by AICTE, New Delhi & Affiliated to
Dr.A.P.J. Abdul Kalam Technical University, Lucknow