

VOLUME 16, ISSUE 15
19 MAY 2020



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Principal

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Ms S Thenmozhi, ECE
Ms A Little Judy, EEE

IN THIS ISSUE

- New Vistas of Learning
- FDPs Attended
- Talk Series
- Students' Participation
- Faculty Participation
- Meetings & Discussions
- Outreach Activity

NEW VISTAS OF LEARNING

Value Proposition in Automotive Business
Muralidharan Gopi Ramesh
Nissan Motors Ind Pvt Ltd

Define Value ? – From a customer's perspective
"Baskets of Money/Hours" vs. "Time/Space/Space"
You paid Rs 100 but got early app... → "Delivery of service" (space as comfort)
You paid Rs 100 but got a more robust... → "Delivery of service" (space as comfort with quality)
Adjacent Sales - sig for value → "More for Less" beyond actual terms
Value is mostly relative term and constantly evolving.

Define Value ? – Evolution in OEM's perspective.
Providing a feature in the least possible price to the customer.
Earlier: Cost + Profit = Selling price
Now: Selling Price = Cost + Profit
Difficulties in offering a value proposition:
• Cost Vs quality are directly proportional – and quality is governed by many standard.
• Few features controlled by OEM
• Labor controlled by labor union
• Intake regulated by local Govt
• Demand & Taxes regulated by central Govt
• Demand by Competitors

Define Value ? – Evolution in OEM's perspective.
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• Demand by Competitors

Comparison within the stall
Revenue to company: ₹ 30 Lakhs
Revenue to company: ₹ 11.49 Lakhs
Hyundai Creta ✓
Hyundai Venue ✓
Automatic climate control, Front start, Side Airbags, Alloy wheels, Auto Headlamps, ESP, Power windows, LED DRL's

Define Value ? – From a customer's perspective.
Customer's evolving Mindset in Automotive.
What they want in the future
Future Engineers - Be Ready To provide more and better than their seniors in the Market, Options & Higher size

Participants (23)
RUDRESH S (me)
SAEINDIA Office (host)
Muralidharan G...
Mathiselman G
Abishek.A
Ajith R
Anton Joel

GST – Explanation
GST is levied on the value added at each stage of the production process. It is levied on the value added at each stage of the production process.

Type of Vehicle	2017	2018	2019
Hyundai Creta	20%	18%	18%
Hyundai Venue	20%	18%	18%
Hyundai Creta Diesel	20%	18%	18%
Hyundai Venue Diesel	20%	18%	18%
Hyundai Creta Opt Diesel	20%	18%	18%
Hyundai Venue Opt Diesel	20%	18%	18%
Hyundai Creta Opt Diesel	20%	18%	18%
Hyundai Venue Opt Diesel	20%	18%	18%
Hyundai Creta Opt Diesel	20%	18%	18%
Hyundai Venue Opt Diesel	20%	18%	18%

Students of Second and Third Year B.E. Mechanical Engineering classes attended a Webinar on "Value Proposition of Automobiles" delivered by Mr Muralidharan Gopi Ramesh, Program Manager, Nissan Motors India Pvt. Ltd. through SAEISS on 18 May 2020.

FDPs ATTENDED

Cisco Webex Meetings

Viewing Balwinder Singh's screen...

Textile vs Non-textile Flexible Antennas

Antenna Fabrication Requirements

- **at least two materials**
 - a nonconductive support layer i.e. substrate
 - a conductive material for fabricating the conductive parts
- **non-textile solutions**
 - use materials other than weaves for the substrate and/or conductive parts
- **fully textile antennas**
 - employ textile materials for both the substrate and conductive parts.
- **design and the fabrication of these two types raise specific challenges.**

Diagram labels: Radiating Patch, Radiating Substrate, Radiating Support Plane.

Participants (141): Dr T Chinnadurai Ma, fdp3 fdp3 Host, Balwinder Singh, Uma Maheswari S, 917 762 475, 91975, A SAI SUNEEL, A SOWIANYA, A.mary joy kinol, AADHIRAI S, Aakash Meena, aanchal.1110

Cisco Webex Meetings

Viewing Balwinder Singh's screen...

ORNAMENTAL ANTENNAS

- **Some jewel-like antennas**
 - very appealing
 - consists of a liquid metal based antenna that has the form of a bracelet
 - operates at 868 MHz.
 - injects liquid metal into a silicon tubing measuring 1.5 mm in diameter,
 - benefits such as simple prototyping, easy integration, high flexibility, and stretchability.
 - good candidate for integration into wearable wireless devices for applications.

Participants (140): Dr T Chinnadurai Ma, fdp3 fdp3 Host, Balwinder Singh, Uma Maheswari S, 917 762 475, 91975, A SAI SUNEEL, A SOWIANYA, A.mary joy kinol, AADHIRAI S, Aakash Meena, aanchal.1110

Dr T Chinnadurai, Asso. Professor, Dept. of ICE attended the Second Day of the Faculty Development Programme on “**Technical Interventions Using Wireless Communications**” coordinated by AICTE/ATAL on 19 May 2020.



Data Analytics using Python (18 May to 22 May, 2020)

Organized by
NITTTR, Chandigarh



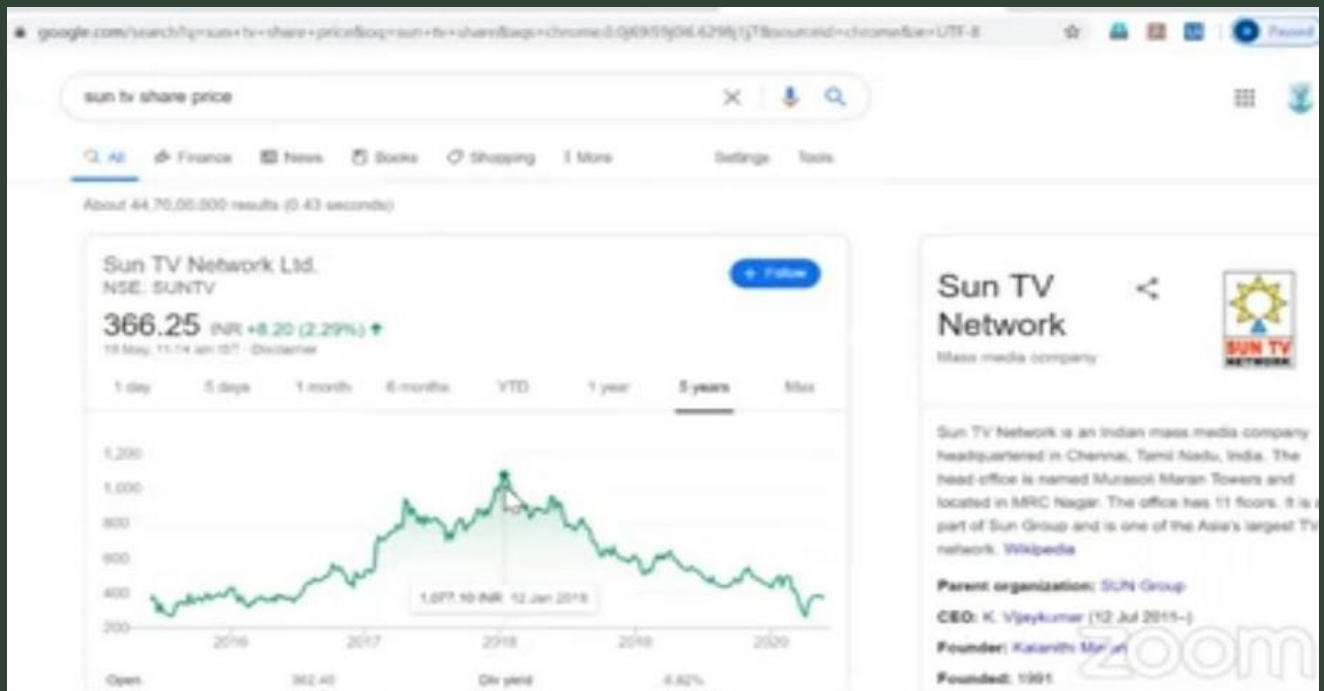
Estimation & Testing of Hypothesis

Tests of Significance: Parametric and Non-Parametric Tests

Dr Suresh K. Sharma
Prof. Department of Statistics
Panjab University
Chandigarh
ssharma643@yahoo.co.in

Ex-Coordinator, Centre for
Systems Biology & Bioinformatics
Panjab University
Chandigarh
Ph. 9815911381, 7009052154

Dr A Christy Jebamalar, Asso. Professor and Ms S Priyadharshini, Asst. Professor, Dept. of IT attended the Second Day of the five-day Faculty Development Programme on “**Data Analytics Using Python**” organized by NITTTR, Chandigarh on 19 May 2020.



Ms Alaguvathana, Asst. Professor, Dept. of IT attended the Second Day of the five-day Online Faculty Development Programme on “**Data Science**” organized by Jeppiaar Institute of Technology, Chennai, on 19 May 2020.

Search or type a command

Etherscan

Eth: \$210.93 (+2.16%)

Transactions

More than > 709,925,639 transactions found (Showing the last 500 records)

Txn Hash	Block	Age	From	To	Value	[Txn Fee]
0x5b82957b13bda6...	10094467	33 secs ago	0x0ae1d43ad318c6...	0xbba7eb5c04f851b...	0.58 Ether	0.00048406
0x2e39020e98ac09...	10094467	33 secs ago	0x3263d18b6d51a3...	0xd6f9aed02e0a8e...	0 Ether	0.0002900
0x36582eae8a2491...	10094467	33 secs ago	0x2445ec0699817...	0xcd99a43150435...	0.00168 Ether	0.000441
0xdcd0e8e6c42d14...	10094467	33 secs ago	0xd7f727e9a29192...	Tether USD	0 Ether	0.00116069
0x09628371cb0070...	10094467	33 secs ago	0x5d08c0e9c35bc...	0x3b149e6ad0b140...	0 Ether	0.00162021
0x836246a2d0d0a3...	10094467	33 secs ago	0x6d33e7d16a3b0a...	0x72ca78aa6906c6...	0 Ether	
0x84a24c045ea1d...	10094467	33 secs ago	0x6d33e7d16a3b0a...	0x72ca78aa6906c6...	0 Ether	

Meeting in "General" 02:12:01

Request control

People

Invite someone

Presenters (3)

- DV Duggineni Veeraiah
- LR L.V. Krishna Rao Organizer
- RK Ram Kumar

Attendees (147)

- M Madumidha.S
- AR A Srinivasa Reddy
- AV A.Vijay Vasanth
- A Aasha.M
- AK ADINA KARUNASRI

+153 VB HP LR RK

Haritha Priala L.V. Krishna Rao Ram Kumar

Search or type a command

Untitled - Paint

Meeting in "General" 02:00:39

Request control

People

Invite someone

Presenters (3)

- DV Duggineni Veeraiah
- LR L.V. Krishna Rao Organizer
- RK Ram Kumar

Attendees (146)



- M Madumidha.S
- AR A Srinivasa Reddy
- AV A.Vijay Vasanth
- A Aasha.M
- AK ADINA KARUNASRI

+151 AR VB D MS LR RK

Mr. AVUDURTHI SAIK... L.V. Krishna Rao Ram Kumar

Ms S Madumidha, Asst. Professor, Dept. of IT attended the first day of the five-day online Faculty Development Programme on “**Blockchain Technologies**” organized by Lakireddy Bali Reddy College of Engineering, Andra Pradesh on 19 May 2020.

You are viewing Suresh Sharma's Analytics

Data Analytics using Python (18 May to 22 May, 2020)

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Estimation & Testing of Hypothesis

Tests of Significance: Parametric and Non-Parametric Tests

Dr Suresh K. Sharma
Prof. Department of Statistics
Panjab University
Chandigarh
ssharma643@yahoo.co.in

**Ex-Coordinator, Centre for
Systems Biology & Bioinformatics**
Panjab University
Chandigarh
Ph. 9815911381, 7009052154

Ms P Anantha Prabha, Asst. Professor, Dept. of CSE attended the Second Day of the five-day short-term course on **“Data Analytics Using Python”** organised by NITTR, Chandigarh.

Cisco Webex Meetings

Participants (624)

- Dr. DEVA PRIYA M. Me
- Atp3 Atp3 Host
- Balwinder Singh
- Uma Maheswari S
- 1990uditnamodya
- 917 762 475
- 91975
- A SAI SUNEEL
- A SOWIANYA
- Amary joy kinol
- AADHIRA S

WBAN Architecture

- Three tiers communications:
 - Intra-BAN communications, Inter-BAN communications and beyond-BAN communications



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Desktop Solve PC issues: 1 important message, 2 total messages

Dr M Deva Priya, Asso. Professor, Dept. of CSE attended the Second Day of the five-day short-term course on **“Technological Interventions Using Wireless Communication”** organised by NITTR, Chandigarh.

Cisco Webex Meetings

Edit Share View Audio Participant Meeting Help

Participants: Sachin Chaudhary (Host), Sasanio Gantayat, Dr.JETTI BABU, Meiapane, Surya

Viewing Sachin Chaudhary's...

ARToolKit

ASRTToolkit is an open-source SDK that offers multiple complex features to build AR apps and smart glasses efficiently and quickly.

- It offers a compiled SDKs for iOS, Android, Windows, Mac OS, and Linux platforms.
- It is one of the first AR SDKs with an easy-to-use interface and fast turnaround time. Its multiple features include:
 - GPS and compass integration
 - Unity3D and OpenSceneGraph Support
 - 2D recognition
 - Simultaneous tracking Single and dual camera support Additional elements mapping through OpenGL
 - Integration with smart glasses
 - Supports multiple languages
 - URL: <https://>

Participants (103)

Search

p priyanka Me

SC Sachin Chaudhary Host

AF A Yovan Felix

AV Abhilasha Vyas

A Ajitha

AM Albert Mayan

AJ Albert Mayan J

A Anksrajan

Chat

Google Form (Attendance) in this Chat Box and Make announcement. or you can share via our email. Yesterday I have not seen Attendance Form.
from Vivek Pandey to everyone: 10:55 AM
plz mute mic everyone

To: Everyone

Enter chat message here

Ms S Sathya Bama and Ms G Priyanka, Asst. Professors, Dept. of CSE attended the Second Day of the five-day Faculty Development Programme on “**Virtual Reality/Augmented Reality**” organised by Punjab Engineering College, Chandigarh in association with ATAL.

You are viewing Parmod Kumar Singla's desktop

TYPICAL FEATURES OF COMMUNICATION

- Two way process
- Continuous/Dynamic/Ongoing
- Functional

Parmod Kum... (Host)

Ms Viraja Ravi, Asst. Professor, Dept. of CSE attended the Second Day of the five-day short-term course on “**Communication and Presentation Skills**” organised by NITTTR, Chandigarh.

Viewing Vipin Gupta's screen

MapReduce word count Program

The diagram illustrates the MapReduce word count process:

- Input:** A list of words: Deer, Bear, River, Car, Car, River, Deer, Car, Bear.
- Splitting:** The input is split into key-value pairs (K1, V1): (Deer, Bear, River), (Car, Car, River), and (Deer, Car, Bear).
- Mapping:** Each pair is mapped to a list of (K2, V2) pairs: (Deer, 1), (Bear, 1), (River, 1); (Car, 1), (Car, 1), (River, 1); and (Deer, 1), (Car, 1), (Bear, 1).
- Shuffling:** The mapped pairs are shuffled by key (K2) into groups: (Bear, (1,1)), (Car, (1,1,1)), (Deer, (1,1)), and (River, (1,1)).
- Reducing:** The shuffled groups are reduced to produce (K3, V3) pairs: (Bear, 2), (Car, 3), (Deer, 2), and (River, 2).
- Final Result:** A list of the final counts: Bear, 2; Car, 3; Deer, 2; River, 2.

VG

Vipin Gupta

Participants

Panelists: (2)

- MK Mala Kalra (Host)
- VG Vipin Gupta

Attendees: (294)

- ST Suganya T (Me)
- AL A LOGESWARAN
- AA A Annapoorani
- AP AJITA SANJAY PATIL
- AD ANURAG DIXIT
- AK ARUNAKANTHI...

HDFS data block

The diagram shows a 380 MB file being split into three blocks of 128 MB each (Blk 1, Blk 2, Blk 3). These blocks are then stored in HDFS, where they are managed by a namenode and replicated as data blocks.

Ms T Suganya and Ms G Sandhya, Asst. Professors, Dept. of CSE attended the Second Day of the five-day short-term course on **“Big Data Analytics”** organised by NITTTR, Chandigarh.

TALK SERIES



Live chat

Top chat 472



Live_Augmented Reality - Fundamentals and Development



333



7



Live chat



Share



Rep



NPTEL LIVE STREAMING
58.2K subscribers

SUBSCRIBE



Live_Augmented Reality - Fundamentals and Development

437 watching now



343



7



Live chat



Share



Report



Dow

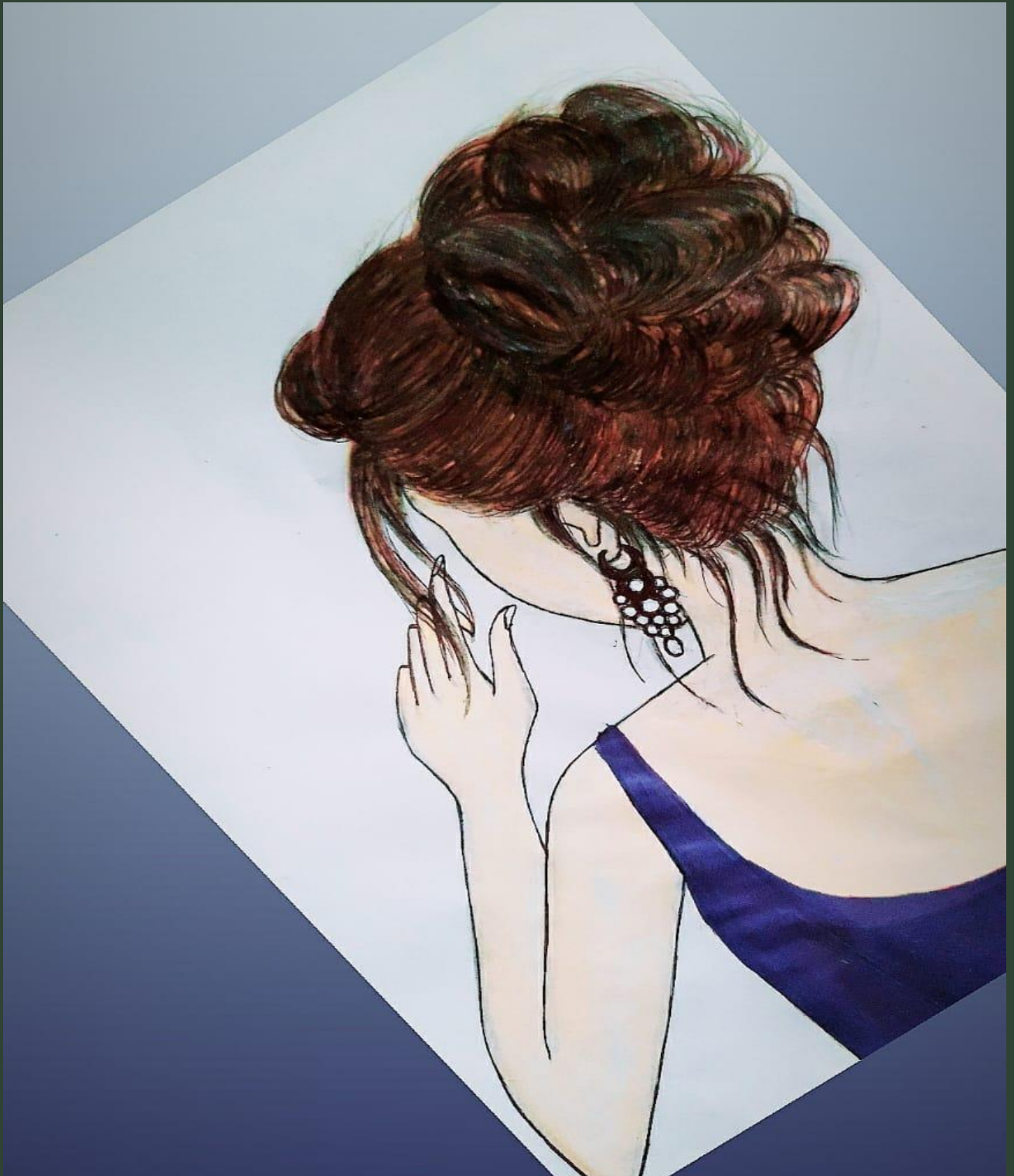


NPTEL LIVE STREAMING
58.2K subscribers

SUBSCRIBE

Members of Faculty and Students of SKCT attended the NPTEL Lecture Series on “**Augmented Reality - Fundamentals and Development**” delivered by Mr Arjun Dube, Software Architect, VMWare on 18 May 2020. Mr S Ganesh Prabhu, Asst. Professor, Dept. of ECE coordinated the event.

STUDENTS' PARTICIPATION



Ms S Keerthi, a Student of Second Year B.E. Civil Engineering Class sketched a Painting portraying the **"Beauty of Women"**.



Mr D Daniel Dhas, a student of III B.E.EEE A Section captured a photo representing **“Study Nature, Love Nature, Stay Close to Nature, It will never Fail You”** during Covid-19 lockdown.

FACULTY PARTICIPATION



MHRD'S
INNOVATION CELL
(GOVERNMENT OF INDIA)



Reference Number: GGI/MIC/2020/14021

CERTIFICATE OF MERIT



This is to certify that

Dr. P PONMURUGAN

From

SRI KRISHNA COLLEGE OF TECHNOLOGY, COIMBATORE

Has actively participated and secured

All India Rank: 1

**In online quiz competition on Entrepreneurship, Business Idea
and Business Model Canvas and**

Leadership Talk Series: Learn from Leaders

With Dr. Sunil Shukla | Dr. Amit Dwivedi | Mr. Mayank Patel

**Held on
10th May, 2020**

**Organized By
MHRD's Institution Innovation Council
Gulzar Group of Institutes, Ludhiana**

Convener

Director

Dr P Ponmurugan, Asst. Professor, Dept. of EEE has been certified for having participated and secured **All India Rank 1 in Online Quiz Competition on Entrepreneurship, Business Idea and Business Model Canvas** and Leadership Talk Series: Learn from leaders with Dr Sunil Shukla, Dr Amit Dwivedi, and Mr Mayank Patel organized by MHRD 's Institution Innovation Council Gulzar Group of institutes, Ludhiana held on 10 May 2020.



VIT
Vellore Institute of Technology
(Deemed to be University by the Government of India, 1957)
CHENNAI

Certificate of Learning



This is to certify that Mr. / Mrs. / Dr. JEYABHARATHI D has participated in the five day Online Faculty Development Program (OFDP) on Python organised by School of Computer Science and Engineering (SCOPE), Vellore Institute of Technology (VIT) Chennai by Prof. Nisha V M from 05-May-2020 to 09-May-2020 with the course material provided by the Spoken Tutorial project of Indian Institute of Technology (IIT) Bombay. This five day OFDP is organised by Free/Libre and Open Source Software for Education (FOSSEE) Club of VIT Chennai in association with the Teaching Learning Centre (ICT) of IIT Bombay, funded by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT).

13-May-2020



Dr. T. Subbulakshmi
Super Resource Center Co-ordinator
VIT Chennai

1GPJFB6BUJ

Dr D Jeyabharathi, Asst. Professor, Dept. of IT participated in the five-day Faculty Development Programme on “**Python**” organized by Vellore Institute of Technology (VIT), Chennai, in association with the Teaching Learning Centre of IIT Bombay during 05-09 May 2020.

No:ATAL/2020/873362



ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
Nelson Mandela Marg, Vasant Kunj, New Delhi – 110 070

AICTE Training And Learning (ATAL) Academy

Certificate

This to be certified that **MADUMIDHA.S** participated & completed successfully AICTE Training And Learning (ATAL) Academy Online FDP on “**Artificial Intelligence**” from 11-05-2020 to 15-05-2020 at **University Institute of Engineering and Technology, Kurukshetra University, Kurukshetra.**

Director ATAL Academies



Coordinator

Ms S Madumidha, Asst. Professor, Dept. of IT successfully completed the AICTE Training ATAL Online Faculty Development Programme on “**Artificial Intelligence**” during 11-15 May 2020 conducted by University Institute of Engineering and Technology, Kurukshetra, Haryana.



ESTD : 1984



PSNA

College of Engineering & Technology
Kothandaraman Nagar, Dindigul - 624 622.




Thiru. R.S. Kothandaraman
Founder

CERTIFICATE OF PARTICIPATION

This is awarded to

Dr.K.Gaayathry

Sri Krishna College of Technology, Coimbatore

for participating in the online webinar on

Internet of Things (IoT)

during 06.05.20 to 08.05.20 conducted by PSNA - Bluetronics CoE

Department of EEE, PSNA College of Engineering & Technology, Dindigul.

Mr. E. Rajarajan

Founder, CEO
Bluetronics

Dr. I. Gerald Christopher Raj

Course Co-ordinator
Professor / EEE

Dr. V. Rajasekaran

Co-ordinator
Professor & Head / EEE

This is a valid computer generated certificate and so the signature is not required.

Dr K Gaayathry, Asst. Professor, Dept. of EEE has been certified for having successfully attended the Webinar on “**Internet of Things**” conducted by PSNA – BLUETRONICS COE, Dept. of EEE, PSNA College of Engineering & Technology, Dindigul during 06-08 May 2020.

Certificate No: PANVR 14 05 20 1259



Technology Beyond the Dreams



CERTIFICATE

OF PARTICIPATION

IS PRESENTED TO

Dr .M. DEVA PRIYA

SRI KRISHNA COLLEGE OF TECHNOLOGY

FOR PARTICIPATING IN THE WEBINAR " VIRTUAL REALITY "

ON 14TH MAY 2020 HOSTED BY DEPARTMENT OF COMPUTER SCIENCE AND APPLICATIONS

IN ASSOCIATION WITH PANTECH



SRINIVASAN N, DIRECTOR
PANTECH E LEARNING



DR.J.DHILIPAN VICE PRINCIPAL - ACADEMIC
FACULTY OF SCIENCE & HUMANITIES
SRM IST, RAMAPURAM CAMPUS,
CHENNAI.



www.pantechlearning.com

Dr M Deva Priya, Asso. Professor, Dept. of CSE participated in the Webinar on “**Virtual Reality**” organised by SRM University, Chennai in association with PANTECH on 14 May 2020.

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ENGINEERING COLLEGE

Internal Quality Assurance Cell(IQAC)

Certificate of Appreciation

This is to certify that **Dr.K.Gaayathry**

Has completed the “Faculty Awareness Programme on NBA to keep in touch with NBA Accreditation” organised by Internal Quality Assurance Cell(IQAC), PACE Institute of Technology and Sciences, Ongole on 5/16/2020.



Dr. G. V.K. Murthy
Director - IQAC




Dr. M. Sreenivasan
Principal



Dr. M. Sridhar
Secretary & Correspondent

NH-#16, Near Valluramma Temple, ONGOLE - 623 272, A.P., INDIA, Ph.: 08592 278316, 9681466310 | www.pace.ac.in



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PACE

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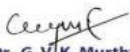
an AUTONOMOUS
ENGINEERING COLLEGE

Internal Quality Assurance Cell(IQAC)


Certificate of Appreciation

This is to certify that **Dr E NandaKumar**

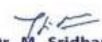
Has completed the “Faculty Awareness Programme on NBA to keep in touch with NBA Accreditation” organised by Internal Quality Assurance Cell(IQAC), PACE Institute of Technology and Sciences, Ongole on 5/16/2020.



Dr. G. V.K. Murthy
Director - IQAC



Dr. M. Sreenivasan
Principal

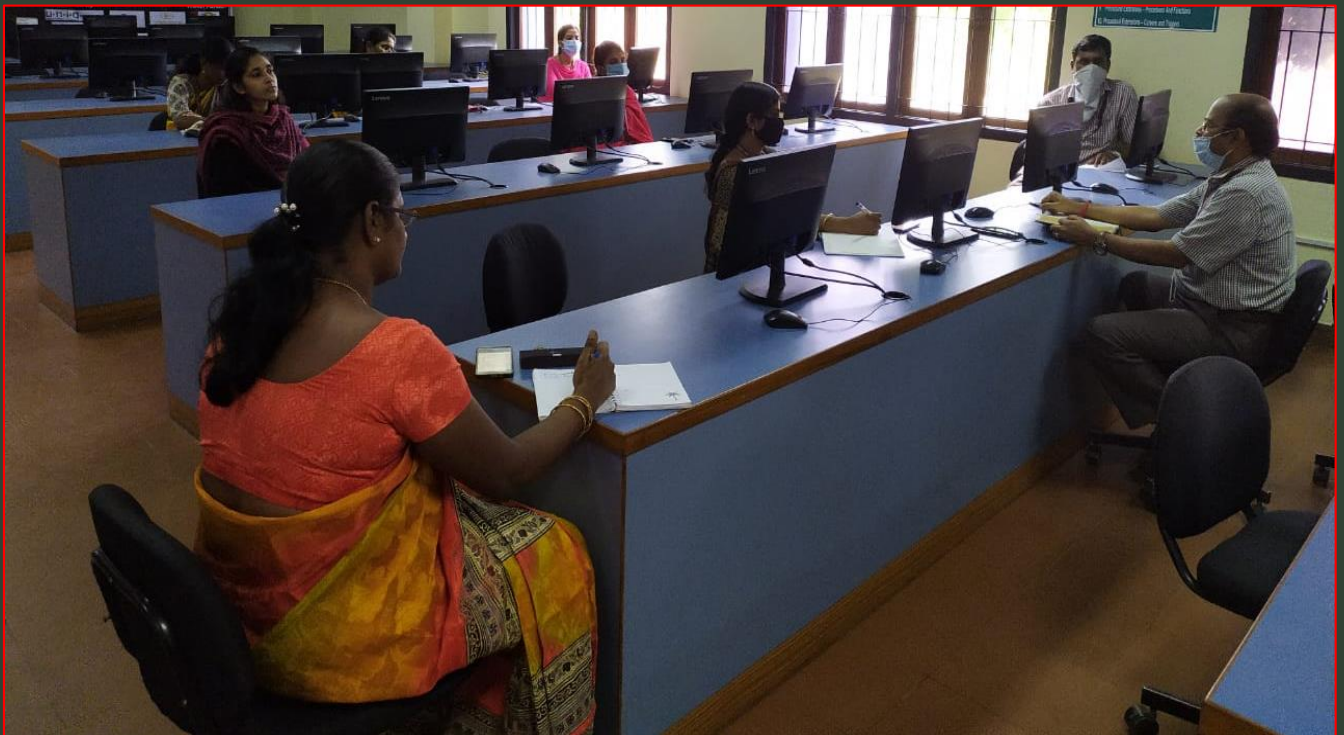


Dr. M. Sridhar
Secretary & Correspondent

NH-#16, Near Valluramma Temple, ONGOLE - 623 272, A.P., INDIA, Ph.: 08592 278316, 9681466310 | www.pace.ac.in

Dr E Nandakumar, Asso. Professor & Dr K Gaayathry, Asst. Professor, Dept. of EEE have been certified for having completed the Online Quiz on “**Faculty Awareness Programme on NBA to Keep in Touch with NBA Accreditation**” organized by Internal Quality Assurance Cell (IQAC), Pace Institute of Technology and Science on 16 May 2020.

MEETINGS & DISCUSSIONS



Dr A Balamurugan, Prof. & HOD, Dept. of CSE convened the **Faculty Meeting** on 18 May 2020 and discussed the preparation and organisation of video content.

OUTREACH ACTIVITY



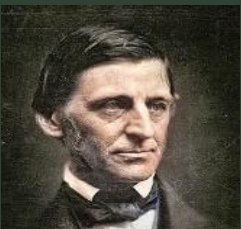
“You have not lived today until you have done something for someone who can never repay you.”— **John Bunyan**. In the wake of the lockdown in our country due to the Coronavirus Pandemic, the students of 2019 Batch of the Dept. of ICE, SKCT and Green India, an NGO, have jointly reached out to many people and distributed Food Packets to the needy in and around Madhampalayam Village, Karamadai, Coimbatore District.



QUOTES FOR THE DAY



“Love is not patronizing and charity isn't about pity, it is about love. Charity and love are the same -- with charity you give love, so don't just give money but reach out your hand instead.” — **Mother Teresa**



“The purpose of life is not to be happy. It is to be useful, to be honourable, to be compassionate, and to have it make some difference that you have lived and lived well.” — **Ralph Waldo Emerson**



“No one is useless in this world who lightens the burdens of another.” — **Charles Dickens**