Dr. N.G.P. INSTITUTE OF TECHNOLOGY

Approved by AICTE: Affiliated to Anna University, Chennai

Coimbatore - 641048

Dr. N.G.P. IT Alumni Newsletter

Volume: 01 Issue: 01 December 2017

CONTENT

Dr.N.G.P.IT ALUMNI ASSOCIATION

VISION

To play a vital role to support the intellectual, social and moral values of alumni through lifelong sustainable and mutually beneficial relationship with the institute.

MISSION

To establish a platform for common interests and engagements by fostering the participation of the members in achieving the vision of the institute by providing maximum possible opportunities.

OBJECTIVES

- To maintain up-to-date database of the members.
- To honor outstanding alumni.
- To promote the alumni network for strengthening the bond of friendship, interests and welfare with fresh graduates and present students.

GUIDELINES

1. The constitution of the association will include official name and address of the association, membership, organization structure, duties and responsibilities of elected office bearers, their tenure, nominees from the institute, operation of funds and meeting & other activities.
2. The association will invite alumni and make them to share their experience and knowledge with present students.
3. The association will organize alumni meet every year for strengthening the bond between the members and the institute.

CONSTITUTION

- President
- Vice President
- Secretary
- Joint Secretary
- Treasurer
- Committee Members

Joint Secretary

1. Sasi Kumar S 2009-2012
2. R.S Ramya 2007 -2011

Treasurer

I.Megalatha 2008 to 2010

OFFICE BEARERS

President
Daison S – 2007 to 2011 BE, EEE

Vice President
Navaneethakrishnan R – 2008 to 2010 MBA

Secretary
Nagendrarajan S – 2008 to 2012 B.Tech,

COMMITTEE MEMBERS

1. Venkatachalam C 2008 to 2012 BE,EEE
2. Ranjani 2008 to 2010
3. Navaneeth R 2008 to 2012 BE, ECE
4. M.Poongodi 2009 to 2012 MCA
5. Sindhu S 2008 to 2012 MCA
6. Jean Patricia F 2008 to 2012 B.Tech.IT
7. Vimalraj R 2009 to 2013 BE, Mech

STAFF CO-ORDINATORS

Convenor – Dr.P.Muthupriya, Professor& Head, Civil Engineering

Bio Medical	Mr.JohnAmose	Assistant Professor
Civil	Mr.M.SenthilRajan	Assistant Professor
CSE	Ms. G.Selvapriya	Assistant Professor
ECE	Mr.R.Rajkumar	Assistant Professor
EEE	Mr.J.Sathish	Assistant Professor
IT	Mr.ManideepakChoudhry	Assistant Professor
Mech	Mr.K.Kiran	Assistant Professor
MBA	Mr.A.Saravanakumar	Assistant Professor
MCA	Mr.R.Anjit Raja	Assistant Professor
S&H	Ms.V.SreeRanjani	Assistant Professor

ALUMNI AS FACULTY IN OUR COLLEGE

- ✓ **Mr.A.Dineshkumar** of 2007-2011 B.E.CSE works as Assistant Professor in CSE Department.
- ✓ **Mr.K.Kiran**, of 2013 – 2015 ME Mech works as Assistant Professor in Mechanical Department
- ✓ **Ms.J.Megalatha** of 2008 – 2010 MBA Works as Assistant Professor in MBA Department.
- ✓ **Mr.K.Bharanidharan**of2007-2011 EEE Works as Assistant

ALUMNI INTERFACE 2017

Alumni Interface was conducted on 01.10.2016. More than 150 alumni of different batches and different departments registered and participated. The Alumni News Letter was released by Mr.R.Navaneetha Krishnan of 2008 – 2010 batch MBA and first copy was handed over to One of the Alumni Ms.D.Ranjani of 2008 – 2012 Batch, Information Technology. Alumni Cultural Programmes were arranged and students studying at present participated in cultural events. All the Alumni were honored with a memento.

SPORTS ACTIVITY

Name of the student	Name of the event	Name of the organizing institution	Date
Reshman.K	Basket Ball Tournament	Sri Shakthi Institute of Engineering and Technology	22nd - 24th Feb 2017
VigneshKumar. M	TCE-T 20 Cricket Trophy 2017	Tamilnadu college of Engineering	23rd Feb - 1st Mar, 2017
Mr.V.Saravanan	Kabadi	Anna University Zonal Kabadi Tournament	Won trophy
Mr. Cliford Stanford	Foot Ball	Anna University Zone IX tournament	
Mr. S.Suraj Kumar	Foot ball	Anna University Zone IX tournament	
Mauthukavi.B	cricket	Anna University Zone IX tournament	Won Anna University trophy
B.Harishanker	FootBall	Anna University Zone IX tournament	
S.Praveenram	Basketball	Anna University Zone IX tournament	
H.Shiya Ram Krishnan			
AbhinavRaghavan	Hockey	Anna University Zone IX tournament	
K.Venkateswaran	Kabadi	Anna University Zonal Kabadi Tournament	Won trophy
R.Saravanan			
Murugavel			
MAGESWARAN K	Athelet	Anna University Zone IX tournament	Won trophy
A. Amjath khan	Athletics and Cricket	Anna University Zone IX tournament	Won trophy
S.Rajesh	Cricket	Anna University Zone IX tournament	Won trophy
G.Varu	Athletics	Anna University Zone IX tournament	Won trophy
Thiyagarajan	Foot ball	Anna University Zone IX tournament	
A.Arunpandi	Athelet	Anna University Zone IX tournament	
T.Sowmiya	Shortput	Anna University Zone IX tournament	

OUR DISTINGUISHED ALUMNI

B.E.CIVIL ENGINEERING	
2011-2015 Batch	
Aasath	Design Engineer, Qatar
2012-2016 Batch	
Baranidharan	Scotland University
M.Kaveri	SRM University Chennai
2013 – 2017 Batch	
N.Vignesh	MBA,Bharathiyar University
Karthick.T	MBA,Kamarajar University
B.E. MECHANICAL ENGINEERING	
2011 – 2015 Batch	
T.Parthasarathy	M.S.Industrial engineering USA
2012 – 2016 Batch	
A.Aadhik	M.S.Industrial engineering Switzerland
2012 – 2016 Batch	
S.B.Aadhitya	CEO, USAM CADsoftIndPvt Ltd., Coimbatore
N.Hari	Quality Engineer, Amazon Technologies, Hyderabad
2013 – 2017 Batch	
S.A.Puviyarasu	M.S.Industrial engineering France
MBA	
2008 – 2010 Batch	
R.Navaneethakrishnan	Assistant Manager, Indian Bank, Kalapatti
Booshan V	Senior Manager Yes Bank
Manimaran	Asst.Manager, Punjab National Bank
2009 – 2011 Batch	

Riyaz J	Executive Officer Confederation of Indian Industry
Gerald Arulraj S	Director Career Path Consultancy Coimbatore
2011 – 2013 Batch	
Dhinesh Kumar	Business Development Executive, IDP Education India Pvt Ltd, Coimbatore
ParithiJagadesh K	Assistant Manager (HR) Reliance Fresh Chennai
2012 – 2014 Batch	
Ganesan P	Trade Marketing Manager, Mahesh Value Product (P) Ltd, Chennai
2013 – 2015 Batch	
T.Rathish Kumar	Sales Officer, General Mills India Pvt Ltd Chennai
Anandh	Purchase Dept. KMCH Coimbatore
2014 – 2016 Batch	
Sruthi	Materials Dept. KMCH Coimbatore
Santhosh	Purchase Dept. KMCH Coimbatore
2015 – 2017 Batch	
Jeevakani	Gofrugal Technologies Pvt Ltd, Coimbatore
SowndaryalakshmiS	Junior Analyst, HCL
B.E. ELECTRONICS & COMMUNICATION ENGINEERING	
2007 – 2011 Batch	
T.K.Shivas	Hexaware Technologies, Chennai
NikhilaChandran	Nokia Siemens, Chennai
2008 – 2012 Batch	
Deepika	IBM, Bangalore
Naveen Kumar	HCL, Bangalore
2009 – 2013 Batch	
ArunGanesh.U	Reliance

	Communication, Chennai
J.Brindha	Tech Mahendra, Chennai
2010 – 2014 Batch	
Sharon Sara	Infosys Pvt Ltd
ReshmaRajan	Infosys Pvt Ltd
S.B.Varshini	Cognizant Technology, Chennai
2010 – 2014 Batch	
Dhanabackiam	Accenture Services Private, Chennai
R.Vaishnavi	Infosys, Mysore
2012 – 2016 Batch	
S.Venkatesh	Tech Mahendra, Chennai
V.P.Mohanapriya	Cognizant, Chennai
2013 – 2017 Batch	
R. Ani	PCB designer Caliber Interconnect Soultions Coimbatore
S Pondevi	Software Engineer Wipro Technologies Chennai
ELECTRICAL & ELECTRONICS ENGINEERING	
S.Jeya Kumar	Programme Analyst – Tech Mahindra
Vini V I Elezabeth	Programme Analyst – Think & Learn Pvt Ltd
S.Sabarinathan	Graduate Engineer Trainee – Texmo Industries
Nandhini	Programme Analyst – CTS
J.C. Bharani	Retails Associate – LMT
Rishi VandhiyaJenu	Consultant - MPC
M.PannerSelvam	Executive Manager – Siemens Ltd
Karthick N	Pricol Technologies
N.Jijendiranath	Ford Motors
Venkadachalam C	Software Developer – Tech Mahindra
Preethi C	Software Developer – Tech Mahindra

HIGHER STUDIES PURSUED BY ALUMNI

Year Graduated from Dr.NGP IT	No.of Alumni pursued higher studies	
	In India	Abroad
2014	**4**	-
2015	**2**	-
2016	**7**	-
2017	**4**	-

COLLEGE NEWS

Details of Alumni delivered lecture in our College and other College

Mr. Prachand,
(2012-16 Batch Civil Engg.)
Software DesignerNavidiz,
Software Solutions Pvt Ltd
Topic: Software Roll in Civil Engineering

Mr. E.R.Vishnu&Ms.S.Dharani,
(2012-16 Batch Civil Engg.)
Preparing For Government Exams
Topic: Preparation Methods & Techniques for Civil Service Examinations

M
(
ME, SRM University
Topic: Budding Civil Engineers

M.Thamizhanban
(2012-16 Batch MechanicalEngg.)
IAS Aspirant
Shankar IAS Academy, Chennai
Topic: Preparation Methods & Techniques for Civil Service Examinations

M.Arjun
(2012-16 Batch Mechanical Engg.)
Design engineer
JayamAutomotives, Coimbatore
Topic: Modeling software used in Industry

Axis Machine Works Private Limited, Coimbatore
Topic: Advanced software tools used in Industry

Chennai
Topic: Overview of Goods and Services Tax

Manimaran
(2008-10 Batch MBA)
Assistant Manager, Punjab National Bank
Topic: Job Opputunities

PrakashRaghuraman
(2009-13 Batch ECE)
Topic: Future Opportunities for Engineers

A.Saravanan
(2010-14 Batch ECE)
Topic: Automotive Embedded System

Kirthika.R
(2008-10 Batch EEE)
Cognizant Technology Solution
Topic: Programming Languages in Electrical Engineering

Gokul.G
(2008-10 Batch EEE)
Pursuing M.E in PSG College of Technology
Topic: Higher Studies

Surendran S
(2008-10 Batch EEE)
Interactional Advisor, [24]7.ai.inc/[24]7.ai customer.pvt ltd
Topic: Soft Skill

Rahul.K
(2008-10 Batch EEE)
Interactional Advisor, [24]7.ai.inc/[24]7.ai customer.pvt ltd
Topic: Soft Skill

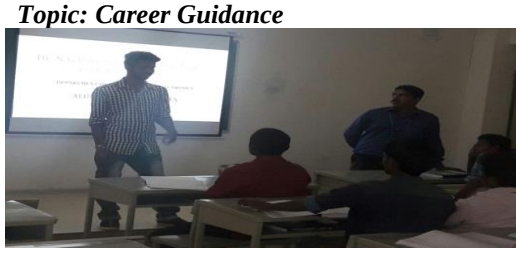
K.E.BoopathiRajan
(2008-10 Batch EEE)
Skava Systems, Coimbatore,Program Analyst
Haridharan
Program Engineer PantechproEd,Trichy

Topic: Overview about company expectation and career guidance

Jeya Kumar S
(2008-10 Batch EEE)
Program Analyst,
Tech Mahindra
Topic: Overview about career guidance

R ArunGopal
(2008-10 Batch EEE)
Energy Analysist,Scube electric
Topic: Overview about Energy audit and career guidance in Energy Sector

MANIKANDAN S
(2008-10 Batch EEE)
Program Engineer, ZEALOUS services, chennai
Topic: Career Guidance



Selvaganesh
(2012 – 2016 Batch IT)
Topic: Real Scenario of IT industry

R.Nithya
(2013 – 2017 Batch IT)
Topic : Motivational Speech

V.Pavithra
(2012 – 2016 Batch IT)
Topic : Software Developing

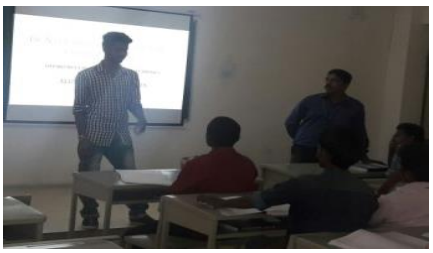
S.Sudhan Kumar
(2012 – 2016 Batch IT)
Topic : IT Industry

Mr.S.Sanjeev,
Associate Project Technology, Cognizant

Technology Solutions, CBE
Topic : Database Management Systems

Mr.R.Ramesh Kumar
Traninee System Engineer,
Sensible Software Solutions.
Topic : Computer Networks

***MANIKANDAN S**, Program Engineer,*
ZEALOUS SERVICES, CHENNAI
Topic: Career guidance



SPORTS ACTIVITIES BY ALUMNI

ALUMNI AS ENTREPRENUER

S. No	*Name & Designation*	*Branch*	*Batch*	*Name of the Organization & Address*
1	*Manoj Kumar P Proprietor*	*Civil*	*2011 - 2015*	*Green Built Constructions , Ganapathy Coimbatore*
2	*P R Ramakrishnan Proprietor*	*Civil*	*2013 - 2017*	*RKR Construction, Tirupur.*
3	*J. Deepak Rathnam Proprietor*	*Civil*	*2012 – 2016*	*DR Designers, Coimbatore.*
4	*Ramprakash M, Managing Director*	*Civil*	*2011 - 2015*	*Sai Construction, Perumanallur .*
5	*T.Rajasekar Managing Director*	*EEE*	*2016 – 2017*	*Coimbatore Cards, Coimbatrore*
6	*N.Gowtham Proprietor*	*EEE*	*2016 – 2017*	*Copper Stripes, Coimbatore*
7	*Sadham Hussain Managing Director*	*EEE*	*2014 – 2015*	*Electrical Design & Solutions*
8	*Mr.Balamurugan M Managing Partner*	*Mech*	*2013 – 2017*	*M/S CLASSIC GROUP, Coimbatore.*
9	*Mr.Krishnadass C V Proprietor*	*Mech*	*2013 – 2017*	*MsCarplus&krishnatyremart, Palakkad*
10	*Mr.Vignessh B Manager*	*Mech*	*2013 – 2017*	*M/S SURABI BULLION Imports & Exports, Coimbatore*

11	*Mr.S.B.Adithya Application Engineer*	*Mech*	*2013 – 2017*	*M/S USAM CAD SOFT INDIA (P) LTD Coimbatore*

ARTICLES FROM ALUMNI

Learning for Innovation – Study Industrial Design

T.Parthasarathy, 2011 -2015Batch Mechanical

The Industrial Design focuses on the design of intelligent systems, products and related services in a societal context. Design engineer develops a wide range of competencies during his/her education, in the areas of expertise: Creativity and Aesthetics, User and Society, Technology and Realization, Business and Entrepreneurship and Math, Data and Computing.

The Master of Science Programme focuses on researching, realizing or valorizing interactive systems, and students can specialize in two of the areas of expertise. You learn to design in projects that are closely related to on-going research. Interaction design, Internet of things and data-inspired design in the contexts of mobility health and well-being draw special attention.

Research, Design and Development, supporting you in developing the attitude, skills and knowledge you need to work successfully in the R&D or design department of a corporation or public institution.

Design Leadership and Entrepreneurship, for future professional design managers and design entrepreneurs. It focuses explicitly on the rapidly growing Creative Industries sector where creativity and innovation play a central role. After completing the program, you can join a company active in the creative sector, set up your own design studio or initiate your own start-up.

Constructive Design Research, supporting you in developing the mentality, skills and expertise you need to contribute to the design and research community's knowledge about how design interacts with research. This track prepares you for working as a PhD candidate in a design research setting, oftentimes in combination with industrial partners.

Since students already collaborate extensively with companies and institutions during their study, the Industrial Design graduate is well suited to what the market demands. The Industrial Design 'engineer' is an integrator who can work across various disciplines to come up with solutions. Many students continue to work for the companies where they do their graduation, start a successful business.

Benefits of Taking Breaks

A.Aadhik, 2012 -2016 Batch Mechanical

Breaks let you step back from your work, and see it from a higher 10,000 foot perspective.

Breaks help you rev your brain down, and slow down. This helps you reflect and do better work. According to Carl Honoré, who wrote a book on slowing down, "Conventional wisdom tells you that if you slow down you're road kill, the opposite turns out to be true. By slowing down at the right moments people find that they do everything better: they eat better, they make love better, they exercise better, they work better, they live better."

Breaks give you better ideas. Every seven years Stefan Sagmeister shuts down his New York design studio to take a year-long sabbatical so he can experiment with new designs, and every sabbatical he comes back more inspired than ever. His years off have even made his firm more profitable, even if you account for the year off. Even though Sagmeister takes year-long breaks, I think his results speak strongly for how important breaks are in general.

Breaks give you time to reflect on your work, which adds meaning to what you do.

Breaks are preventative. When I first started A Year of Productivity, I only took breaks after I felt tired, fatigued, or exhausted. I think when you're fatigued or tired, it's usually too late to salvage your productivity,

but breaks prevent you from becoming fatigued and exhausted in the first place.

Breaks prevent you from becoming fatigued and tired, and they help you slow down, step back from your work, reflect, and come up with better ideas. If you want to get more work done, taking more breaks is a no-brainer.

Why You Should Actively Listen

S.B.Aadithya, 2012 -2016 Batch Mechanical

Like it or not, there will always be a gap between what you hear, and what someone is trying to say. Language isn't perfect, and unless you invent a machine for reading minds, language is one of the best tools you have to get inside of someone's head and understand what they're thinking and where they're coming from.

There are two types of listening: passive and active. With passive listening, you don't chew on someone's words too much; you simply react to what they say and try to get your own points across. Active listening is different, and in my opinion a lot more productive. With active listening, you bring all of your attention and focus to your conversation, which means the conversation has a lot more meaning, depth, and you get a much greater return from your time. It takes more energy and effort, but I think it's well worth it.

You'll hear way more. You don't just hear and react to the words someone says; you hear the meaning and intention behind what someone is saying. This lets you connect with the person on a deeper level.

You'll pay people the respect they deserve. When you actively listen to someone, you show incredible respect for them, and in return they show greater respect for you.

You'll develop deeper relationships. When you deeply listen to and respect the people you have conversations with, it is much easier to dive deeper into your relationship with them.

You'll work out your attention muscle. What I love so much about meditation is how it works out your attention muscle, because every time you lose track of your breath, you gently bring your attention back to it. I think active listening has the same benefit when you constantly bring your attention back to the conversation you're having.

You'll avoid misunderstandings. Though some conflict is healthy and productive, conflict over misunderstandings is counterproductive. Actively listening to what someone is saying allows you chew on their words more, which lets you avoid misunderstandings that will zap you of your time and energy.

You'll become a better judge of people. The more you listen, the better you get at listening, and the more you can read between the lines of what someone is saying to see what they're really like.

How the Internet is Destroying Your Brain

S.A.Puviyarasu, 2013 -2017 Batch Mechanical

The Internet, with the aid of computer hotkeys, has given its users the incredibly easy ability to jump between tasks, subjects and ideas within a matter of seconds. Because there's no wait, we make these jumps frequently–really frequently–about every two minutes. Except we never actually utilize the "multi" part–or even the "task" part of the Internet's supposed gift. Instead, we get caught in the ceaseless mental doldrums between interrupting and restarting. And so, given that clear memories of single events are unattainable on the Internet, the brain attempts to compensate for that with blurry, multiple-exposure memories of everything that happened.

Multi-tasking in this sense can reduce one's ability to pay attention at all, and in turn reduces our ability to think critically and problem solve. Studies have shown that after a while, your ability to recall memories starts to deteriorate, along with your IQ. The more one multi-tasks, the greater the cognitive damage becomes and the harder it is for you to recover. And if these habits begin in childhood, the risk of developing an attention deficiency disorder spikes, as well as many other behavior problems down the line.

If the opposite happens, and you are endowed with a ton of friends on Facebook or some other social media site, other studies have demonstrated that your stress levels are likely through the roof. The higher your friend count, they say, the more likely you are to be consumed with publishing bite-sized and socially acceptable aspects of your personality to the online public, which only exacerbates issues with your real-life relationships. The end result: the stress of maintaining online friends prevents you from making–and maintaining–any more real ones.

SG-MONOS COULD ENABLE MCUS WITH 100MBYTE OF ON CHIP FLASH

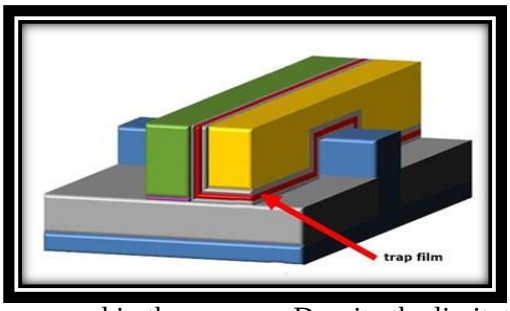
R.Ani, 2013 -2017 Batch ECE

Renesas Electronics has confirmed that its fin based split-gate metal oxide nitride oxide silicon (SG-MONOS) technology can be used for large scale on chip flash in MCUs manufactured on a 16nm process or smaller. The result is said to represent 'significant progress' towards the creation of MCUs with at least four times the processing capacity of 28nm devices and with flash memories of more than 100Mbyte.In December 2016, Renesas announced it had developed the first fin-type SG-MONOS flash memory cell through the use of charge trap type technology. SG-MONOS stores data in a thin trap film formed on the surface of the silicon substrate, which is said to make it comparatively easier to deploy it in a 3D fin structure. As part of the prototyping process, Renesasoptimized the process conditions for the fin structure, including the deposition, etching and ion implantation. This allowed the memory array to be created without increasing the number of processsteps. According to the company, data can be retained for at least 10 years at 160°C.

ECO-FRIENDLY WATERBORNE SEMICONDUCTOR INKS USING SURFACTANT

B.Pavithra, 201 -201 BatchECE

Polymer semiconductors are carbon compounds showing the electrical properties of semiconductors. It has been highlighted as a next-generation material of wearable smart devices, etc. not only because they are flexible and light in weight, but also they can be processed in a wide area a low cost through the solution process. However, there is an issue that it causes significant environmental pollution as toxic organic



solvents are used in the process. Despite the limitations, the research team has developed a semiconductor surface control technique using surfactants for environmentally friendly semiconductor manufacturing processes that do not use toxic organic solvents and has produced water-borne semiconductor inks. In the study, the newly developed waterborne semiconductor ink of the research team has small colloidal particles and less surfactant micelles compared to the waterborne semiconductor inks in the previous studies. As a result, it has a relatively flat surface than the conventional waterborne semiconductor inks. The black and white image in the figure shows the comparison of the surface of the thin film made with the waterborne semiconductor ink developed in this study and conventional one.

According to the research team, the technique is expected to be applied in various electronic devices such as P-type and N-type transistors as well as PN diodes, complementary inverters, photodiodes as high-quality thin films. Professor Chung stressed the significance of the study by stating "This research has fundamentally solved the environmental pollution problem generated during the production of organic semiconductor, which is spotlighted as the core material of wearable electronic devices. We have developed a source technology that can disperse various semiconductor materials into water through the simple chemical modification. We expect that it can be used in various optoelectronic devices ranging from transistors to solar cell, composite circuit, and image sensor."

ABOUT MY INSTITUTION

Sunanthini, 2010 -2014 Batch ECE

For me, studying at Dr.NGP IT turned out to be an immense treasure of experience and knowledge. My college days are the best part of my life. Doing B.E-ECE gave me a deep insight in the subjects, which is now being proved fruitful in my career. My department encouraged me to explore my talent and potential by providing an exceptional integrated learning environment. I am really grateful to my teachers who have changed my whole aspect towards learning. I express my heartfelt thanks to the institution for giving me the perfect opportunity to explore myself. I am grateful to be a part of such an institution.

EXPERIENCE IN Dr.N.G.P IT

RaghavanGiiraj, 2008 -2012 Batch ECE

I am a proud alumnus of Dr.NGP IT. It has been a vital milestone in my journey. It has acted as a stepping stone for my success graph. My teachers were supportive and keep a student oriented attitude. ECE department provided a great learning opportunity. The teachers were very supportive and guided at every point to choose the right path. The time I spend with Dr.NGP IT was the best time ever. I wish everyone who joins Dr.NGP IT has a great and successful college life and career

MICROSOFT TEAMS

Ramesh Kumar K CSE (2012-2016) Trainee System Engineer, Sensible

Microsoft Teams is a new Chat Based Workspace introduced by Microsoft Corporation. It combines people, conversation and content together in a common workspace which can be easily accessed by the team members. Microsoft teams include collaboration tools so that it can be easily integrated with other application. Microsoft teams can be easily integrated with other office applications like word, Excel, Sharepoint, etc. It is available in preview in 181 countries and it is officially released in 18 languages. Microsoft teams is available to all the commercial customers with o365 plans.

NEED FOR MICROSOFT TEAMS

Teams are now more agile and organizational structures must be flat to keep communications and information flowing. With Microsoft Teams, it is easy to create a more open, digital environment that makes work visible, integrated and accessible across the team so everyone can stay connected.

CHATS FOR TEAMS

Microsoft teams provide persistent chats and Threaded chats that help the teams to keep updated. Through this anyone inside the team can contact other. Also secured private is available for the users who are in need of sharing security credentials. This chat is available to everyone in the team and it is visible to all members. Since Skype is deeply integrated, voice and video conferencing are available to all the team members. These chats will be a digital work-space that includes emoji's, stickers, GIF and memes.

Microsoft Teams application can be downloaded officially from Microsoft teams downloads website.

http://teams.microsoft.com/downloadsIt is available as desktop application for Windows (7+) and MAC (OSX 10.10+) users and as Mobile apps in iOS, Android, Windows Phone.

The O365 admin has to enable Microsoft Teams Application in Add-ins on settings for the whole organization.

The users with official O365 subscription can login using their O365 credential.

ARTICLE

***ManjushaRadhakrishnan*.CSE**

Is your computer secretly mining bitcoin alternatives? Oh! Yes! Then that'sCRYPTOJACKING. But how many of us know what exactly is cryptojacking? Not many. It allstarted with the invention of

Cryptocurrencies. Now that's another new term for those who areunaware of it. Let me clear it for you.

"Virtual currencies, perhaps most notably Bitcoin, have captured the imaginationof some, struck fear among others, and confused the heck out of the rest of us." –Thomas Carper, US-Senator

In 2016, you'll have a hard time finding a major bank, a big accounting firm, a prominentsoftware company or a government that did not research cryptocurrencies, publish a paperabout it or start a so-called block chain-project. Satoshi Nakamoto, the unknown inventor ofBitcoin, the first and still most important cryptocurrency, never intended to invent a currency. His basic idea was just to develop "A Peer-to-Peer Electronic Cash System", a decentralized digital cash system without allowing double spending, which many people failed to create before digitalmoney.

Let's now have a look at how this digital money works. It is simply a network of peerswith the record of complete history of transactions and the balance of every account with everyother peer members in the network. A transaction is a file which has details about the totalamount sent by the sender to a specific receiver, duly signed by the sender's private key. Afterwhich the transaction is broadcasted to all the peers in the network but only after a confirmationby the miner. Cryptocurrencies is all about this confirmation by the miners. They take thetransactions, stamp them as legit and spread it back to the network. For this job, they arerewarded with a token of cryptocurrency.By this time it is clear that the miners play an important role in digital money. Since it is adecentralized network, it is very much necessary to prevent it from fraudulent activity by oneruling party. So, Satoshi himself created a mechanism called Proof-of-Work, in which the minerhas to find a hash - a product of cryptographic function. To be more simple, the minors have tosolve a cryptographic puzzle in order to build a block and add it to the block chain. As a result ofwhich the miner gets to add a coin base transaction that gives him a specific number ofcrypto currency. Since the difficulty of this puzzle increases the amount of computer power thewhole miner's invest, there is only a specific amount of crypto currency token that can be createdin a given amount of time. This is part of the consensus no peer in the network can break.To Satoshi's surprise, crypto currency started evolving as the dawn of a new economy forits revolutionary properties and security. Many new cryptocurrencies with their own algorithmsStarted emerging, creating a new world of transactions. Bitcoin, Ethereum, Ripple, Litecoin,Monero, Ethereum Classic, Dash, Augur, NEM, Waves are the top ten cryptocurrencies in themarket with unimaginable face value that keeps increasing day by day. The market ofcryptocurrencies is fast and wild. Nearly every day new cryptocurrencies emerge, old die, earlyadopters get wealthy and investors lose money. Every cryptocurrency comes with a promise,

Mostly a big story to turn the world around. Few survive the first months, and most are pumpedand dumped by speculators and live on as zombie coins until the last bag holder loses hopeever to see a return on his investment.

As said earlier, "Every invention has its own boon and bane". With such a giant leap inthe world of economy and share market, cryptocurrencies is also facing a critical scam. Cryptocurrencies itself is not a scam but the way it is used seems to be threat. Anything in thisWorld will not be offered for free of cost, especially online. Knowingly or unknowingly every otherresources in the internet that don't charge you for their services either extracts your data orbombard you with a huge list of advertisements. That's how these free sites find a new way tomake some money without the knowledge of the user themselves. One such way is to secretly generate or mine cryptocurrencies or virtual money. This is the so called "Cryptojacking".Cryptojacking doesn't require a download, starts instantly, and works efficiently. Itinvolves using someone's computer without their knowledge, perhaps for just seconds at a time, to mine a cryptocurrency. This generally takes place in the form of a competition. Whichevercomputer solves the equation the fastest is rewarded with the money. With Moreno and othersimilarcryptocurrencies, a pool of computers can work together and share the reward if they winthe competition. This allows individual computers to work on a just small part of the mining task.The larger the pool, the more chance there is of winning the reward.When a computer is cryptojacked, it is added to a pool for to work on the task. This isoften done using a commercially available piece of software, such as Coinhive, which can bewritten into what looks like an ad

using the common website language JavaScript. As the adruns in the background, the computer is added to a pool. This means the website or internetprovider doing the cryptojacking can mine cryptocurrency with little cost to themselves withoutthe knowledge of the user. This seems to be harmless to the user but the main problem of theuser is that it takes up the processor power, making other operations take much longer. Thiswas first identified by the Pirate Bay users that their processors have been using up to 85% oftheir capacity compared with less than 10% for normal operations. This can be accompanied bya large battery drain. The Pirate Bay has since said this high processor usage was a bug andthe system should normally use between 20% and 30% of processing power.Sincecryptojacking is so new, hackers still constantly develop innovations to maximizetheir intake. For example, Coinhive charges fees to website operators who use its mining script.So hackers have been avoiding those and dodging detection by malware scanners and adblockers by hosting their own mining intermediary for JavaScript components to call back to.Scanners and blockers can easily blacklist anything talking to Coinhive, but it's much moredifficult to keep up with an endless list of independent hosts. The more these miningtechnologies layer on top of each other whether for legitimate purposes or scams the more webusers may begin to experience a changed browsing landscape.

From the latest news on cryptojacking, it is stated that the popular chrome extension isalso secretly mining cryptocurrencies. This is noted in several user reviews in the Chrome webstore. "Do not use this extension as it comes loaded with a cryptocurrency mining script. Onceinstalled it makes requests to coinhive which eats up your CPU time and slows your computerdown massively. Avoid," one user wrote.Whilecryptojacking software is not as dangerous ascommon malware — it typically doesn't do damage to your computer or files. It's annoying as ituses your CPU time and potentially slows down your computer considerably. On the other hand,while mining cryptocurrency on your home computer isn't very lucrative lately, having tens ofthousands of computers mining can be very profitable for the extension's developer (or thehacker who had managed to infect the extension with the cryptojacking software).Coinhive strongly advises the websites that deploy it that they should inform users theyare being cryptojacked. But it's common for the code to run without users realizing and without away to opt out of it. If you want to prevent your computer from being cryptojacked you need asoftware tool which checks the code as it runs such as an ad-blocker.But you might feel that allowing a site to use a little bit of your computer's processingpower is a better alternative to being bombarded with advertising. Whatever you do, you'll likelyend up paying for "free" services somehow.

MY COLLEGE

Vaisali B (BME)

I thank my college for giving me an opportunistic platform to gain knowledge, exposure and confidence through their constant support on all endeavors. It gives immense pleasure to say I'm a proud alumnus of Dr.NGP IT.

Nagavenkateswari S (BME)
Process Associate
GE Genpact India, Bangalore

Learning starts with experiments. N. G. P.IT was a platform to do experiments with myself. The invigorating principal, HOD and staffs have always been there with me as my support for all experiments on my talents. ICTACT, NI and of course Tech fest was few which was a mirror to show what is with me. N. G. P.IT for me is a great place of opportunity provider if we hunt for it. A place to grow! A place to learn!

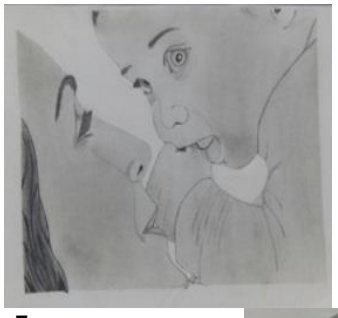
Muthuvigneshkumar M(BME)
Customer Support Engineer
Diabetik Foot care India Pvt., Ltd., Chennai

The best part of the choosing biomedical engineering in this college is it has been a part of a reputed hospital KMCH which provided us a great exposure of what we were studying in the course practically. Also happy to receive a quality staff team which helped us improves both technically and also mentally. And provided a very

good training on Value added courses. It's a far pretty good environment that helped us in developing lots of skills.

DRAWING

HariniNivedha.K, 2012 – 2016 Batch ECE



7

E COMMERCE STRATEGIES

Dinesh Venkatesan, (CSE Batch 2012-2016)

RETAIL OPERATIONS- IN

Amazon.Inc

E-commerce is a transaction of buying or selling online. Electronic commerce draws on technologies such as commerce, electronic, supply chain management, Internet marketing, online transaction processing, electronic data interchange(EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retail, electric markets, and online auctions. E-commerce is supported by electronic business.

E-commerce businesses may also employ some or all of the followings:

- Online shopping web sites for retail sales direct to consumers
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer salesBusiness-to-business buying and selling;
- Gathering and using demographic data through web contacts and social mediaBusiness-to-business (B2B) electronic data interchangeMarketing to prospective and established customers by e-mail or fax (for example, with newsletters)Engaging in pretail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes.

Amazon Strategies

Amazon marketing strategy relies on the following six pillars:

- Offering the widest range of products
- Using a customer-friendly interface.

- Scaling easily from small to large.

- Exploiting affiliate products and resources.
- Using existing communication systems.
- Utilizing universal behaviours and mentalities.

As it is illustrated in figure below, Amazon's annual global marketing expenses have been consistently increasing during the past six years to exceed USD 7.2 billion in 2016. Amazon marketing strategy integrates a number of targeted online marketing channels, such as Associates program, sponsored search, social and online advertising, television advertising, and other initiatives.

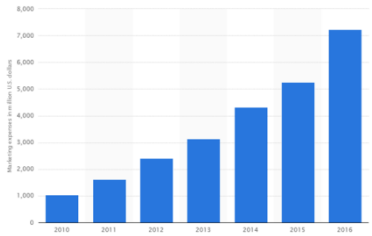


Figure.1 Amazon annual global marketing expenses[1]

Amazon marketing strategy is based on the following principles:

Amazon 7ps of marketing mainly focuses on product and place elements of the marketing mix. Offering more than 480 million products in the USA alone, Amazon product range is the widest among online and offline retailers. Moreover, the company is able to offer its products for competitive prices due to massive cost savings based on online nature of business operations.

Amazon segmentation targeting and positioning practices are associated with targeting the widest customer segment. The retail giant does this with the application of multi-segment and adaptive positioning techniques.

Amazon marketing communication mix integrates print and media advertising, sales promotions, events and experiences, public relations and direct marketing. The company places the particular focus on print and media advertising and sales promotions elements of the marketing communication channels.

Amazon.com Inc. Report contains a full analysis of Amazon marketing strategy. The report illustrates the application of the major analytical strategic frameworks in business studies such as SWOT, PESTEL, Porter's Five Forces, Value Chain analysis and McKinsey 7S Model on Amazon. Moreover, the report contains analyses of Amazon leadership, organizational structure and organizational culture.

SWOT Analysis

Strengths

1. Low cost structure, the largest merchandise selection and a huge number of third party sellers

Amazon is the largest online retailer in the world. In 2016, the company earned more than US$90 billion purely from online sales, more than any other retailer in the world.[1] At the current growth rate Amazon will become the 2nd largest retailer (as measured by revenue) in the world, behind Wal-Mart by 2018.

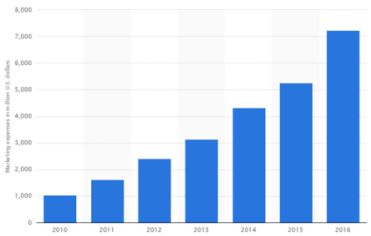


Figure 1. Amazon growth rate compared to e-commerce sales growth in U.S.

Source: Amazon financial reports[1] and Digital Commerce 360[2]

Note that Amazon has grown much faster than the entire U.S. e-commerce market, meaning that the company has actually increased its market share by taking it from competitors.

What is the key to such success?

According to Jeff Bezos, the founder and CEO of Amazon.com, the company's success lies in its low-cost structure and wide variety of merchandise.

A low-cost structure leads to lower prices, which combined with a huge range of products, results in a better customer experience. Satisfied customers invariably return to the Amazon websites, creating ever-growing traffic, which subsequently attracts 3rd party sellers to Amazon's marketplace. All of these factors lead to faster business growth for Amazon.

Amazon follows a cost leadership strategy, but so do many other online and offline retailers.

Why then does Amazon outperform them?

Low cost structure. By mainly selling online, Amazon doesn't incur huge costs related to running physical retail outlets. Online marketplaces also potentially allow for selling more units without any increase in marginal costs. Amazon constantly invests in both additional fulfillment centers and to existing centers to enable a reduction in order fulfillment times and shipping costs. These time and cost savings result in lower prices that are passed on to consumers.

Selection. According to Scrape Hero[4], Amazon sells around 536.6 million of various products in its Amazon.com Marketplace. In comparison, Walmart offers only 38 million SKU's [5] in its online shop, or just 7% of the number of products that Amazon offers. This vast difference in range is the reason why online customers are more likely to visit Amazon.com rather than Walmart's e-shop.

Third party sellers. Amazon's business model includes accommodating third party sellers who are able to offer their own merchandise on Amazon's sites and whose products therefore compete against Amazon's. Third party sellers are mainly attracted to because of the high volume of traffic on Amazon sites. They often offer products that are not available through Amazon's retail division. In 2016, Fulfillment by Amazon (FBA) service shipped over 2 billion third-party sellers' items.[6] This number does not included the items shipped by third-party sellers themselves. eBay is the only other online company that has as many third party sellers as Amazon.

Low prices, a huge product range and the vast number of third party sellers are all key factors in improving the Amazon customer experience and in driving more traffic to their sites. Few companies can compete with Amazon in any of these areas.

2. Synergies between Marketplace, Amazon Web Services and Prime.

Amazon is involved in 3 key businesses:

- Amazon Marketplace
- Amazon Web Services (AWS)
- Amazon Prime

All three Amazon offerings support each other and create benefits that would not be achieved if the businesses operated independently.

AWS was introduced in 2006 when Amazon realized it could sell its servers' excess capacity to other enterprises. For Amazon as an online retailer, the key place to sell its goods is its website. To run an e-commerce website with millions of visitors each day the company had to invest heavily in its server infrastructure. These investments and the resulting server capacity have helped AWS to grow. In return, AWS provides two important elements for its sites:

Speed. Amazon has calculated that a slowdown of just 100ms in page load could cost them 1% in sales each year.[7] In 2016, that would had equaled to at least US$10 billion loss. Therefore, page load speed is crucial for Amazon. AWS helps to speed up the website's load time, so that Amazon is able to serve each customer as quickly as possible.

Capacity: During the peak times of Cyber Monday (the Monday after the Thanksgiving holiday in the U.S), Black Friday (the Friday after the Thanksgiving holiday), and in the several weeks leading up to Christmas, Amazon receives an overwhelming number of visitors to its sites. AWS's huge capacity, which is not needed during the rest of the year, is employed during these peak times to help Amazon cope with the increased number of visitors.

In 2005, Amazon introduced the Amazon Prime subscription service, which offers access to Prime Instant Videos, Prime Music, free two-day delivery and many other benefits for a flat annual fee. There are currently more than 65 million Prime members worldwide who use Amazon as their primary non-grocery retail store.[8] Prime users buy more merchandise and spend more on each item than regular users.[1]

Marketplace helps to attract new visitors to Prime through its fulfilled-by-Amazon program (FBA). The FBA program allows third party sellers to place their products in Amazon's warehouses, where Amazon takes

responsibility for all logistics, customer service, order fulfillment and returns. This enables more products to become eligible for Amazon Prime, which is the key for the program to flourish. In addition, packaging and shipping costs are reduced when two or more items are shipped. As a result, Prime becomes more profitable and Amazon customer satisfaction increases.

B.VigneshKumar(CIVIL 2013 – 2017 Batch)

தமிழ்நாடு

- 1958–ம் ஆண்டு ஜனவரி மாதம் 14–ந்தேதி தமிழ்நாட்டின் ஆட்சிமொழியாக தமிழ்மொழி கொண்டுவரப்பட்டது.
- தமிழ்நாடு இந்தியமாநிலங்களில் பரப்பளவில் 11–வது இடத்திலும், மக்கள்தொகையில் 7–வது இடத்திலும் உள்ளது.
- இந்தியாவின் மொத்தப் பரப்பளவில், தமிழ்நாட்டின் பரப்பு 4 சதவீதம் ஆகும்.
- தமிழ்நாடு வடக்கே 8°4' அட்சத்திலிருந்து 13°35' வரையிலும், கிழக்கே 76°18' தீர்க்கத்திலிருந்து 80°20' தீர்க்கம் வரைபரவியுள்ளது.
- தமிழகத்தின் மாநிலப்பறவை – மரகதப்புறா
- மாநிலப்பூ – செங்காந்தள்மலர்
- மாநிலவிலங்கு – வரையாடு
- மாநிலமரம் – பனைமரம்

தமிழ்நாட்டின்ஆறுகள்:

- வடக்கே பாயும் ஆறுகள் – ஆரணி, கொற்றலை, பாலாறு, செய்யாறு, கடிலம், மணி முத்தாறு மற்றும் தென்பண்ணை.
- மத்தியில் பாயும் ஆறுகள் - காவிரி, கொள்ளிடம், வெள்ளாறு
- காவிரியின் துணை ஆறுகள் - பவானி, நொய்யல், மோயாறு, அமராவதி.
- காவிரி டெல்டா பகுதியில் பாயும் ஆறுகள் - கொள்ளிடம், மண்ணியாறு, வெண்ணாறு, வெட்டாறு, அரசலாறு, நாட்டாறு, மணிகொண்டனாறு, குடமுருட்டி மற்றும் வீரசோழனாறு ஆகிய காவிரியின் கிளை ஆறுகள் நாற்கரவடிவில் வண்டல் சமவெளியை உருவாக்கியுள்ளது.
- காவிரி ஆற்றுக்கும், அதன் முதன்மை கிளை ஆறான கொள்ளிடத்திற்கும் இடையில் தான் ஸ்ரீரெங்கம் அமைந்துள்ளது.
- தமிழகத்தின் தென்பகுதியில் வைகை (மதுரை), வைப்பாறு (விருதுநகர்), தாமிரபரணி (திருநெல்வேலி), குண்டாறு (தூத்துக்குடி-இராமநாதபுரம்), சிற்றாறு (திருநெல்வேலி) மற்றும் கோதையாறு (திருநெல்வேலி) பாய்கின்றன.

R.S.SujithKumar(CIVIL 2013 – 2017 Batch)

VISION

To empower the students for succeeding in a changing world to become productive engineers and responsible citizens.

MISSION

MI 1: Producing graduates with sound technical knowledge and skills in diverse engineering disciplines.

MI 2: Adopting innovative teaching and experiential learning practices by competent faculty.

MI 3: Enhancing knowledge and skills in cutting edge technologies through alliances with industry and research organizations.

MI 4: Creating conducive learning environment with state-of-art infrastructure and laboratories.

MI 5: Inculcating ethical standards among students, both societal and personal through outreach programs.