

VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY

(AUTONOMOUS), THINDAL, ERODE-12

DEPARTMENT OF INFORMATION TECHNOLOGY

(Accredited by NBA & NAAC with 'A+' Grade)

DEPARTMENT NEWSLETTER

Academic year 2022-2023

Vision of the Institute

To provide a wide range of Academic and Research Programmes and strive to develop a Centre of Excellence for Learning

Mission of the Institute

M1: To impart essential knowledge to the students through quality education, training and research activities.

M2: To inculcate the students with Societal Awareness, Professional Ethics and Leadership Qualities.

M3: To mould the students as high quality Engineers, Technocrats, Scientists, Administrators and Entrepreneurs.

Vision of the Department

To provide technological excellence in learning in the field of Information Technology and promote academic and research activities.

Mission of the Department

M1: Attain technological excellence through quality education and well-designed curriculum adaptable to technological needs.

M2: Facilitate value added courses and interdisciplinary training to provide highly competent IT professionals and entrepreneurs.

M3 : Produce socially aware and ethically responsible engineers through human value education.

MESSAGE FROM HOD

I am happy to note that the Department of IT is releasing its Newsletter enumerating the various activities and achievements of our faculty and students. The department endeavours to produce confident professionals tuned to real time working environment. The department offers excellent academic environment with a team of highly qualified faculty members to inspire the students to develop their technical skills and inculcate the spirit of team work in them. We have arranged several seminars and workshops for our 2nd, 3rd and 4th year students in this semester.



Many students from our department will make indelible mark nationally and internationally in the field of Information Technology and make us proud. I am sure in times to come. We are having hard-working students, a young and dynamic faculty, whose expertise spans the range of disciplines in computer science stream and a very healthy work-culture, are the basic elements that comprise the Department of Information Technology, the hub of the institute's academia. I am confident that the students of the department would justify the credibility of the department by showing a high level of professional competence in their respective field.

I wish Best of Luck to all of them....!!!

PEO's of the Department:

The Program Educational Objectives of the Information Technology Program is listed below:

PEO 1 -- **Preparation:** Excel in post graduate studies and career.

PEO 2 -- **Core Competence:** Solve problems using the engineering fundamentals.

PEO 3 -- **Professional Environment** : Have engineering breadth to achieve solutions for the needs of society.

PEO 4 -- **Multidisciplinary** : Develop professional and ethical values, effective communication, team work and managerial skills for societal and environmental contexts.

PEO 5 -- **Learning Environment** : Attain professional competence through lifelong learning.

PROGRAMME OUTCOMES:

Engineering Graduates will be able to:

- **PO 1 - Engineering knowledge:** Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
- **PO 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.
- **PO 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.
- **PO 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.
- **PO 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.
- **PO 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.
- **PO 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.
- **PO 8 - Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
- **PO9 - Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- **PO 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.
- **PO 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.
- **PO 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.

PROGRAMME SPECIFIC OUTCOME:

- **PSO 1** - Apply technical concepts and practices in information technology and effectively integrate IT-base solutions into the user environment.
- **PSO 2** - Practice as an ethical software engineer in the evolving discipline of Information Technology by employing management skills learnt through internships and multidisciplinary projects.

PROGRAMS ORGANISED BY THE DEPARTMENT

ASSOCIATION ACTIVITIES- INFOAUXANO

- Association Valedictory Function was conducted on 19.05.2022 for the benefits of all the students.



- A Seminar on 'Research Techniques and Tools' was conducted on 10.06.2022 for the benefit of Third year students.

- Association Inaugural function was conducted on 29.08.2022 for the benefit of all the students.



- A Hands - on training on 'Python Database Programming' was conducted on 06.08.2022 for the benefit of second year students.

- A workshop on 'Dynamic Programming in Java' was conducted on 20.08.2022 for the benefit of third year students



- A Discussion session on 'The Bank of Baroda – Hackathon 2022' was conducted on 07.09.2022 by final year student volunteers for the benefit of Second- and Third-year students.

- A workshop on 'On - Premise Networking' was conducted on 12.09.2022 and 13.09.2022 for the benefit of third year students.



- 'Techno Engineers Contest-2022' was conducted on 15.09.2022 for the benefits of all the students.

- A Hands-on training on 'Scenario based C Programming' was conducted on 17.09.2022 and 18.09.2022 for the benefit of second year students.



- An orientation programme on 'Path to your Mission' was conducted on 23.09.2022 for the benefit of second year students.

- Intra Department meet was conducted on 15.10.2022 for the benefit of all the students.



PLACEMENT ACTIVITIES

- Logeshkumar B of final year got placed in Hexaware.
- Karunambika S B of final year got placed in Kaar Technologies.
- Karunambika S B, Hemamalini G, Devishree P of final year got placed in Sopra Steria
- Elango K, Hanshanandhini C, Harini G, Abirami G, Mythili A S, Preethi B, Ranjani T, Sanggameswaran S, Shanmugaapriya S, Sowmiya S, Sridarshini D, Sumithra S, Tharshini K T, Vishalini B, Yamuna M of final year got placed in CTS.
- Sathyajothi C of final year got placed in LogBase.
- Dharanya S of final year got placed in ZUCI Systems
- Ashika M of final year got placed in Vinsinfo and JMAN.
- Bharathi K of final year got placed in Renault Nissan Technology Business Centre India and TCS.
- Dharani M, Rizwana S, Subhashree M of final year got placed in TCS.
- Khaviya Shri M, Kiruthika K, Nivetha B and Vijayapriya P of final year got placed in Renault Nissan Technology Business Centre India.

STUDENT ACTIVITIES

NPTEL certification by students

- Niwas S of Second year have awarded Elite grade and 6 students of Second year have successfully completed the NPTEL online certification course 'Ethical Hacking'.
- 16 students of Third year have awarded Elite grade and 22 students of Third year have successfully completed the NPTEL online certification course 'Data Analytics with Python'.
- Karthickrajan V of Second year has successfully completed the NPTEL online certification course 'Blockchain and its Applications'.
- Sindhu T E, Sriharish M, Suriya B S of third year have awarded Elite+gold for the NPTEL online certification course 'Principles of Management'.
- Saranya C, Shasianand T, Srinidhi S, Sriram V, Srisabarish V, Udhayadevi P, Vaishali R of third year have awarded Elite+Silver for the NPTEL online certification course 'Principles of Management'.
- Soundarya of third year and Sowmiya S of final year have awarded Elite+Silver for the NPTEL online certification course 'Introduction to Industry 4.0 and Industrial Internet of Things'.
- 15 students for the course 'Principles of Management', 3 students for the course 'Internet of Things', 51 students for the certification course 'Introduction to Industry 4.0 And Industrial Internet of Things', 1 student for the course 'Cloud Computing' have awarded Elite for the NPTEL online certification. 9 students for the course 'Principles of Management', 9 students for the course 'Internet of Things', 10 students for the certification course 'Introduction to Industry 4.0 And Industrial Internet of Things', 1 student for the course 'Management Information System' have successfully completed the NPTEL online certification

Internship:

- Sathyajothi C of Third year attended Internship Training conducted by PALS, for a period of one month
- 10 students of Third year attended Internship Training conducted by Weox Technologies, for a period of three months.
- 8 students of final year attended Internship Training conducted by WSDL Hosting Solutions Private Ltd. for a period of one month
- 4 students of final year attended Internship Training conducted by Livewire for a period of one month
- Naveen S of final year attended Internship Training conducted by Mind Tree, for a period of 3.5 months.
- Rahul P of final year attended Internship Training conducted by Wipro Technologies, for a period of 3 months
- Velavan B of final year attended Internship Training conducted by Aalam Info Solutions, for a period of 5 months

- 3 students of final year attended Internship Training conducted by Cognizant Technology Solutions, for a period of 3.5 months
- 4 students of final year attended Internship Training conducted by Kanini Software Solutions, for a period of 4 months.
- Harinesha D of final year attended Internship Training conducted by Rajat Agarwal Creators, Uttar Pradesh for a period of 2 months.

Workshops attended:

- 34 students of second year attended a Spoken Tutorial Project on 'Advanced CPP' conducted by Velalar College of Engineering and Technology on 04.05.2022.
- Lingeshkanna K of Second year attended the workshop 'IoT using Raspberry Pi' conducted by Pantech eLearning on 14.05.2022
- Merlin Jerrsie of third year attended an Online workshop on 'Designing and modelling of IoT, AI & ML systems' conducted by AICTE, ATAL Academy, ARM education and STMicroelectroics from 01.08.2022 to 05.08.2022
- Nathiya M and Pavithra K of second year attended an Online workshop on 'Ethical Hacking' conducted by Karmadev.in from 29.09.2022 to 02.10.2022
- Devadharshini T, Dhivyadharshini M, Induja N, Jananika M of third year attended an Online workshop on 'AI driven Trends in healthcare' conducted by PALS on 27.10.2022

WEBINAR:

- 10 students of second year attended an online webinar on 'A journey from Linear Algebra to Machine Learning' conducted by Government Engineering College, Rajkot on 01.05.2022.
- 15 students of third year attended spoken tutorial on HTML conducted by Velalar College of Engineering and Technology on 13.05.2022

QUIZ:

- Harshini S, Josika K, Abishek J L, Pavithra K of second year attended a 'Quiz series on Physics' conducted by KPR Institute of Engineering and Technology on 14.07.2022
- 29 students of second year attended a 'Quiz series on Physics' conducted by KPR Institute of Engineering and Technology on 07.09.2022
- Keerthana M of third year attended a 'Code Debugging - Java' conducted by Mahendra College of Engineering on 22.09.2022
- Kaviya B, Kowshiga C of third year attended a 'Quiz - C, Java' conducted by Mahendra College of Engineering on 22.09.2022
- 14 students of third year attended a Quiz 'Operating System (COA)Test-2' conducted by Arive Aatral You tube Channel on 14.10.2022
- 5 students of third year attended a Quiz 'National Level E-Quiz on Principles of Management' conducted by Matric School of Management Studies on 14.10.2022

Paper Presented:

- 43 students of final year presented paper on International Conference on Latest Trends in Science, Engineering and Technology conducted by Karpagam college of Engineering and Technology on 20.05.2022 and 21.05.2022

- 12 students of final year presented paper on International Conference on Contemporary Engineering and Technology 2022 conducted by Shri Venakatestwara Padmavathy Engineering college, Chennai on 21.05.2022 and 22.05.2022
- Abishek J L, Mahadevan N of second year presented paper on 'Ozone protector or Polluter' conducted by Velalar College of Engineering and Technology on 06.08.2022
- Vidhyashree A K, Srisudhan L of third year presented paper on 'One Point Verification through Mobile Application' conducted by Nodal Centre on 25.08.2022.
- Roshini B and Satya K of second year presented paper on 'QR code' conducted by Nandha College of Technology on 21.10.2022
- Shri Janani L, Monisha P, Subaharini of second year presented paper on 'Artificial Intelligence' conducted by Nandha College of Technology on 21.10.2022
- Anbulalitha G K, Aswanthyga J, Keerthana M of third year presented paper on 'Artificial Intelligence' conducted by Nandha College of Technology on 21.10.2022
- Naveena R, Prakavi K, Soundarya C, Srinivedha S, Subhashri M of third year presented paper on 'Ethical Hacking' conducted by Nandha College of Technology on 21.10.2022
- Sindhu T E, Suriya B S, Tharani V of third year presented paper and second prize on 'One Point Student verification' conducted by Nandha College of Technology on 21.10.2022
- Nandhini A, Sree Abinaya P, Poojasree S of second year presented paper on 'Internet of Things' conducted by Erode Sengunthar Engineering College on 26.10.2022
- Mithilesh M, Nandhini A, Subaharini K of second year presented paper on 'The Blue Eyes Technology' conducted by Velalar College of Engineering and Technology on 29.10.2022
- Roshini B and Satya K of second year presented paper on 'Artificial Intelligence' conducted by Velalar College of Engineering and Technology on 29.10.2022
- Shri Janani L, Monisha B of second year presented paper on 'Advanced Technology in Automobile' conducted by Velalar College of Engineering and Technology on 29.10.2022

COURSE COMPLETION:

- Naveen Prasath R, Niranjana V K, Raksha P, Roshini B of second year attended an online webinar on 'Kicstart to web development' conducted by Karma Developers on 16.08.2022

TRAINING:

- Abishek J L of second year participated the course training on 'Java Script' conducted by Linked In on 29.08.2022

TECHNICAL:

- Kanish S G of second year participated the technical event- code cracking conducted by Nandha College of technology on 29.08.2022
- Sriharini R of second year participated the technical event - Memoreto Cerebrum and got Third prize conducted by Velalar College of Engineering and technology on 18.10.2022
- Manojkumar P S of second year participated the technical event - Truth or Fake and got second prize conducted by Velalar College of Engineering and technology on 18.10.2022

NON TECHNICAL:

- Nandhu T, Niranjana A R, Rimitha M, Midhunkumar K of second year participated Milkymist Erode Marathon on 11.09.2022
- Mithilesh M of second year participated 'Tech Zen' and got first prize conducted by Velalar College of Engineering and Technology on 29.09.2022
- Roshini B of second year participated Logo contest and got First prize conducted by Sengunthar Engineering College on 20.10.2022

- Shri Janani L and Monisha P of second year participated Multimedia contest and got first prize conducted by Nandha College of Technology on 21.10.2022
- Sathya K and Roshini B of second year participated Multimedia contest and got second prize conducted by Nandha College of Technology on 21.10.2022
- Krishnaraj P S of Third year participated Tamilnadu Inter District Junior Athletic Championship and secured second place conducted by Tamilnadu Athletic Association from 16.10.2022 to 19.10.2022

FACULTY ACTIVITIES

Journal Publication by the faculty members

- Dr. V. K. Manavalasundaram, 'Implementation of Improved Predictive Model for Students Grade Prediction Using RandomForest Algorithm', International Journal of Advanced Engineering Science and Information Technology, ISSN:2349-3216, Vol.10, No.6, June 2022
- Dr. V. K. Manavalasundaram, 'Arma Based Crop Yield Prediction Using Temperature And Rainfall Parameters With Ground Water Level Classification', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Dr. S. Rajalakshmi, 'Improved Loan Prediction System Using Machine Learning', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Dr. K. Ganesh Kumar, 'Efficient Classification Of Brain Tumor Images Using Neural Network Technique', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Dr. S. Viveka, 'Driver Drowsiness Detection Using Cnn', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Dr. R. Menaka, 'Identification of Bearing Fault In Robotic Precept Using Sffs', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Ms. T. Nithya, 'Sentiment Analysis of Customer Reviews Using Machine Learning Techniques', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Ms. T. Nithya, 'Audio And Bit Stream Enhanced Cryptographic Data Security', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Mr. C. Saravanan, 'Fingerprint-Based Secure Data Encryption For Patients Healthcare', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Mr. A. Logeswaran, 'A Secure Method Of File Sharing In Multi Cloud Environment', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Ms. P. Prema, 'Shilling Attacks Detection Based On Spammer Behavioral Methods Using Machine Learning', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol. 10, No.6, June 2022
- Ms. T. Kokilavani, 'Efficient Classification Of Brain Tumor Images Using Neural Network Technique', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Mr. K. Gopalakrishnan, 'Implementation Of Blockchain For Agricultural Products Transaction Using Sha – 256', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Mr. P. Prakash, 'Improved Loan Prediction System Using Machine Learning', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022
- Ms. T. Saranya, 'The Experimental Case Of Cyberbullying Detection In The Social Network', International Journal of Advanced Engineering Science and Information Technology, ISSN: 2349-3216, Vol.10, No.6, June 2022

CONFERENCE

- Dr. S. Rajalakshmi, presented a paper 'Liver Disease Prediction using Logistic Regression', IEEE International Conference on Smart Structures and Systems, conducted by Saveetha Engineering College.

WORKSHOP

- Dr. S. Rajalakshmi, Ms. T. Nithya, Mr. C. Saravanan, Ms. P. Prema, Ms. T. Kokilavani, Ms. M. Ramya attended an online workshop on 'Adoption of Block Chain Technology in IOT Applications' conducted by Dr. Mahalingam College of Engineering & Technology on 27.05.2022 and 28.05.2022.
- Dr. R. Mynavathi attended an online workshop on 'Designing and Modelling of IoT, AI & ML Systems' conducted by AICTE, ATAL Academy, Arm Education and STMicroelectronics on 01.08.2022 and 05.08.2022.

FACULTY DEVELOPMENT PROGRAMME:

- Mr K. Gopalakrishnan attended an online faculty development programme on 'Contemporary Computing Technologies' conducted by SRM Institute of Science and Technology, Chennai on 21.07.2022 and 28.07.2022
- Mr K. Gopalakrishnan attended an online faculty development programme on 'Amazon Web Services (AWS)' conducted by GITAM (Deemed to be University), Hyderabad in collaboration with BrainOVision Solutions India Pvt.Ltd & AICTE on 22.08.2022 and 27.08.2022
- Dr. R. Mynavathi, Dr. K. Ganeshkumar, Dr. S. Viveka, Dr. S. Rajalakshmi, Dr. R. Menaka, Ms. T. Nithya, Mr. C. Saravanan, Mr. A. Logeshwaran, Ms. P. Prema, Ms. T. Kokilavani, Ms. T. Saranya, Mr. K. Gopalakrishnan, Ms. M. Ramya, Ms. E. Sudha, Mr. P. Prakash, Mr. B. Manivannan, Ms. M. Gowthami attended an online faculty development programme on 'Data Science using Python' conducted by NITTR, Chandigarh on 10.10.2022 and 14.10.2022.
- Dr. S. Viveka, Dr. R. Menaka, Mr. C. Saravanan, Mr. A. Logeshwaran, Ms. P. Prema, Ms. T. Kokilavani, Ms. T. Saranya, Mr. K. Gopalakrishnan, Ms. M. Ramya, Ms. E. Sudha attended an online faculty development programme on 'Open Source Technologies' conducted by NITTR, Chandigarh on 17.10.2022 and 21.10.2022.

SEMINAR/WEBINAR:

- Dr. V. K. Manavalasundaram, Dr. K. Ganeshkumar, Dr. S. Rajalakshmi, Dr. R. Menaka, Ms. T. Nithya, Mr. A. Logeshwaran, Mr. B. Manivannan, Ms P. Prema, Ms. T. Kokilavani, Mr. P. Prakash, Ms. T. Saranya, Ms. M. Ramya, Ms. E. Sudha, Ms M. Gowthami attended an online seminar on 'The Importance of Outcome Based Education in a Modern Educational Setup' conducted by Hindusthan Institute of Technology on 22.09.2022
- Dr. R. Mynavathi, Dr. S. Viveka, Dr. S. Rajalakshmi, Ms. T. Nithya, Mr. C. Saravanan, Ms P. Prema, Ms. T. Kokilavani, Mr. P. Prakash, Ms. T. Saranya, Ms M. Gowthami attended a seminar on 'Statistical Methods for Machine Learning' conducted by Velalar College of Engineering and Technology on 29.07.2022
- Dr. S. Rajalakshmi attended a webinar on 'Effective methodology for research paper writing' conducted by VSB Engineering college on 03.09.2022

NPTEL ONLINE CERTIFICATION:

- Mr. K. Gopalakrishnan have completed the NPTEL online certification course 'Introduction to Machine learning' and awarded Elite grade.

TRAINING:

- Dr. R. Mynavathi attended Training on 'Big Data Analytics Faculty Training Program' conducted by TNSDC, Veranda and Edureka on 26.10.2022.

STUDENT ACTIVITIES

- On 28.08.22 “INAUGURAL FUNCTION” by Infoauxno-Students Association & Elevator Club and On 13.09.22 “NETWORKING WORKSHOP” by N-minds Academy was conducted in our IT Department.



- On 15.09.22 “BUDDING TECHNO ENGINEERS EVENT” was conducted by Infoauxno-Students Association & Elevator Club in our IT Department.



- On 23.09.22 “OUTCOME BASED EDUCATION ” Development Seminar was conducted by our IT Department.



- On 15.10.22 “INTRA DEPARTMENT MEET ” was conducted by Infoauxno-Students Association & Elevator Club in our IT Department.



Curated Interactions like ChatGPT

One of the most sensational upcoming trends in the tech industry is ChatGPT. It has created a furor in the world of automated chatbots with its seamless GPT3 technology-----the autoregressive language model which gives AI 'human-like capabilities' to understand and produce texts. Furthermore, with the help of deep learning, ChatGPT can generate images from text prompts, solve mathematical equations, and deliver a host of writing tasks ranging from finding clever video titles to writing poetry. Its creator, OpenAI, claims that the ChatGPT algorithm is trained to answer follow-up questions, understand its mistakes based on feedback, and challenge incorrect assumptions.

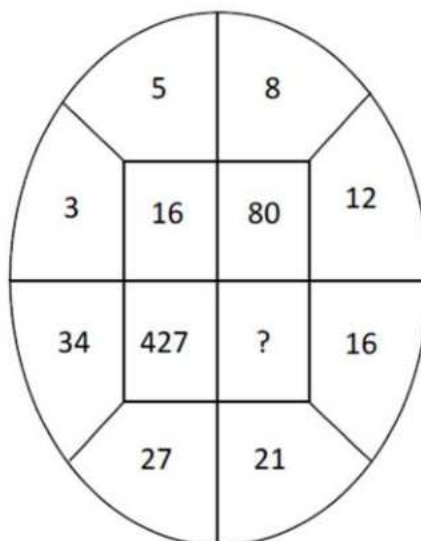


ChatGPT is an innovative chatbot that uses conversational AI to understand, respond to, and generate text based on user input. ChatGPT stands for "Chat-based Generative Pre-trained Transformer." It is powered by the groundbreaking GPT-3 technology developed by OpenAI, an AI research lab founded by tech giants Elon Musk and Sam Altman. Unlike conventional chatbots, ChatGPT is trained on vast amounts of data. It can handle complex conversations with remarkable accuracy and intelligence. As a result, it can be used for various purposes, including coding and content creation. As AI technology advances and more data is fed into the system, ChatGPT's intelligence and performance will improve. It's easy to imagine a future where AI-powered conversations feel like talking to another human. Step into the future of conversational AI with a bang! No more settling for basic AI chatbots; it's time to upgrade your game. ChatGPT is a marvel, creating astonishing outputs from writing codes to crafting captivating stories and poems. But what if you're looking for a tool that elevates your conversational experiences to new heights?

- DevaDharshini V IIIrd yr IT-A

NUMBER PUZZLE:

CAN YOU FIND THE MISSING NUMBER ?



Answer is 185

- Sudharsan R IIInd yr IT-B

Marketing in the Metaverse

A 2021 Bloomberg analysis states that the metaverse market will reach a staggering \$800 billion by 2024. The metaverse is a 3D virtual simulation where people can interact with one another via multiple platforms. In the reign of Internet 3.0, advertisers will realize the endless marketing possibilities of this immersive experience, making it the hotbed of brand awareness and engagement. Brands such as Nikeland are already tracking consumption choices and patterns in their metaverse stores with different kinds of AI and Virtual Reality- (VR-) powered experiences. Others too are seeking to expand user experience by connecting their physical stores to the metaverse via QR codes.



It's not just talk; private capital is also rapidly pouring in. In 2021, metaverse-related companies reportedly raised upward of \$10 billion, more than twice as much as they did in the previous year. In the past 12 months, one company alone—Epic Games, maker of Fortnite—has not only raised \$3 billion to fund its long-term vision for the metaverse but also announced a partnership with LEGO to build a metaverse for kids. The global value creation opportunity from the metaverse could be in the trillions.

- The metaverse encompasses immersive environments, often (but not always) using virtual- or augmented reality technology.
- The metaverse is “always on” and exists in real time.
- The metaverse spans the virtual and physical worlds, as well as multiple platforms.
- The metaverse is powered by a fully functioning virtual economy, often (but not always) built on cryptocurrency and digital goods and assets, including nonfungible tokens (NFTs).
- The metaverse enables people to have virtual identities, presence, and “agency,” including peer-to-peer interactions, transactions, user-generated content, and “world-building.”

- Srisudhan L IIIrd yr IT-B

TIME PUZZLE:

Where of the smaller watches would continue the sequence shown on the top line?



Answer is b.)

- Hari Supikssa K S IIInd yr IT-A

NEWSLETTER EDITORIAL BOARD

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