

# techaasho

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FOR EVERYTHING AIIT

*An Initiative by  
AIITians*

# EDITORIAL BOARD



**ASHISH SINGHAL**  
B.Sc IT- 2ND YEAR

“**EVERYTHING IS POSSIBLE IF WE HAVE AN AMBITION OF THE WILDEST KIND . HOPE FOR MORE IN ORDER TO DREAM TO DARE AND JUST RAISE YOUR VALUATIONS AND EXIT**



**Isha Gupta**  
BCA –2ND YEAR

“**THE FEELING OF CONQUEST AND ACHIEVEMENT IS A SELF DOWNFALL, AN ANTI-DOTE TO WHICH IS TO THINK WHAT CAN BE DONE BETTER TOMORROW.**

## ENLIGHTENING AMITY

**DR. ATUL K. CHAUHAN**

Chancellor, Amity University



**“WE ARE CREATING CENTRES OF THOUGHT LEADERSHIP ACROSS THE WORLD, WHERE FACULTY, SCIENTISTS & BRILLIANT STUDENTS CAN EXPLORE AND EXPAND THE FRONTIERS OF KNOWLEDGE.”**

*At Amity our aim and dream is to equip you and each Amitian with the right value system, caring nature for others and thorough professional knowledge so that you can be the leaders of our Country and the world who will change all this.*



**DR.ASHOK K. CHAUHAN**

Founder President  
Amity University

**“MY MISSION IS NATION BUILDING THROUGH EDUCATION AND BEYOND.....”**

Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

In my over 30 years stay in West Germany I realised, through interacting with the over 6000 Europeans working for me, that we Indians have the intelligence, the talent and the potential to be the more successful people in the world. That is why we established the Ritnand Balved Education Foundation in 1986 to start institutions which will groom young future leaders.

Today, we are proud that Amity is synonymous with practical, industry focused education, and attracts the best students. The fact that our alumni are working in the best companies across the world is a testament to our extremely talented faculty who inculcate, by example, in each student the spirit of dedication, sincerity and loyalty, and to all the corporates who support our mission with so much enthusiasm.

**DR. BALVINDER SHUKLA**

Vice Chancellor, Amity University UP

M.Tech. (IIT Kharagpur), Ph.D. Queen's University, U.K.



**“AT AMITY, WE FOCUS ON EACH AND EVERY STUDENT, TO BRING OUT THEIR FULL POTENTIAL AND EMPOWER THEM WITH A WINNING ATTITUDE.”**



**Amity Institute Of Information  
Technology featured in TOP 5 in  
India Today ranking for BCA  
program in 2019.**

**Amity Institute Of Information  
Technology is conferred  
INFORMATION TECHNOLOGY  
INSTITUTE AWARD, "2015  
LEADERS AWARD (Education)"**



## **About AIIT...**

Amity Institute of Information Technology (AIIT), Noida, integral part of Amity University Uttar Pradesh, is a centre of excellence for quality education in Information Technology with special focus on emerging trends.

Institute offers MCA, M.Sc.(NT&M), BCA, B.Sc.(IT), Ph.D. (IT) full-time and part-time, BCA+MCA(Dual) and BCA(Evening) programmes. Lectures are supported by independent study, tutorials, and resource based material and group work. We offer a compulsory foreign language to our students.

Highly qualified and committed core faculty supplemented by visiting faculty from industry delivers a state-of-the-art curriculum to keep the students abreast of latest developments in techniques and practices. At AIIT, Industry Interaction Platforms such as industry mentoring, ICT Vision Board, industry visits, Seminars and conferences are active. CYBUS has been a unique platform for an interface with the corporate world. Eminent personalities from the industry have sought this platform to share their experiences with our students. The strong network of the alumni, its ambassadors, spread all over the globe, holding leading positions in industry and academia alike are a testimony to the Institute's focus of nurturing individual actualization and the pursuit of excellence.

AIIT has tie-ups with CISCO and InterSystems Pvt. Ltd. CISCO Networking Program provides a curriculum of four Semesters participation program, enabling students to attain the privileged CCNA Certification and Training. AIIT is the first Institute in India to offer InterSystems CacheCampus Program to foster knowledge about Cache among the student community. Amity University has collaboration with EMC<sup>2</sup>, Sun Microsystems, Oracle, SAP and Nucleus. Being a part of the University, the students of AIIT have the opportunity to avail access to the courses offered by these organizations.

The Institute inculcates human values and professional ethics in the students, which help them, make decisions and create path that are good not only for them, but also are good for the society, for the nation and for the world as whole. We have a strong Mentor-Mentee program where a small group of students is attached to a faculty. The faculty so assigned acts as a friend, philosopher & guide to the students & help them understand and realize their dreams.

**You will never always be  
Motivated.  
You have to learn to be  
Disciplined.**



**DR. AJAY RANA**

**PROFESSOR & DIRECTOR  
AMITY INSTITUTE OF INFORMATION  
TECHNOLOGY**

**“A true leader is a person who not only has the ability to lead masses but at the same time possess an eye to identify potential leaders “**

India is producing a amount of skilled workforce and on the other IT industry is having great potential. India is very high in demand across the globe those who have the ability to understand, process and execute. It is important for all to understand the market and then work on the interest areas for higher education. for any specific technology/ industry could be high today but at the time of obtaining your degree, will it remain the same? It is the toughest question to answer for any budding engineer.

Here, the role of teachers, parents, guardians come into play. Before finalizing any program, whether it is of your interest area or not before joining the same students need to study the trends, existing scenario and future predictions. If we just look at the past few specific years (once in a decade in the 30 years), the Industry has always been on top in the charts of employment and job satisfaction. section of the service industry is now totally dependent on IT Sector and Indians are successfully leading the work by producing skilled manpower for the service industry.

Due to constant innovation and hard work, Indians are proving their calibers across all formats of the Industry. When I personally opted for higher education in the field of Computer Science and Engineering, it was on the emerging front. We were having tremendous

scope for developing the framework for generations to study and follow. But when I compare the IT Industry when I joined from what it is today, there is a huge difference and Pundits of this industry are predicting that it will be to evolve at a much faster pace relatively in a shorter time span.

Moreover, some may join me pitching the statement that this industry extends significant support to other fields of engineering as well. In an era of Automation, Artificial Intelligence, robotics and so on, every allied field of engineering more or less are dependent on Information Technology.

One can say that the Industry since its exploratory phase is not updated, it is completely changed. Therefore, in my opinion, the IT Industry or the Computer Science Education is having huge potential, great career opportunities and lot many things to explore.

What's needed is an open mind to cultivate new ideas and understand the requirement of the .

If someone wishes to know my opinion about the existing scenario in the field of education than I would say that “we have already got a robust mechanism which demands no change.” Many people from industry and academia would counter me on this note but I am very clear and rigid over the statement made. But there is a strong reason behind that. The technology, with innovation, what it was 10 years ago is different from the one which we have today and will vary significantly after a decade from now. If educational institutes would not evolve with the changing market/ industry needs, then there are possibilities that they may lose their grip in many areas. From my point of view, why I firmly believe that the education system does not require any modifications at this point of time is simply associated with one question “are we (the teacher and students) clear with the basics?”

***“We should first make our students versed with the existing trends and make them future ready to accept and face all the changes and advancements.”***

**“Good people see the good and bring out the best in other people.”**



**Prof(Dr.) Laxmi Ahuja**

- Dr Laxmi Ahuja is presently Professor and Dy. Director ( Student Affairs ) .
- She completed her Ph.D ( CSE ) in 2011 .Prior to this she did M.Phil ( CS ) .
- Having vast experience of approx.19 years in academics.
- Her areas of interest include Search Engine, Data Mining and Soft Computing Techniques.
- She has published more than 60 research papers in ( SCI/SCIE/ SCOPUS and others ) International and National Journals and Conferences including Inderscience, Springer, IEEE, Elsevier, IGI Global and several others. Session chair in various Conferences .

## **AI plus Marketing, what's the new catch?**

When we think about Artificial Intelligence, the first thing that crosses our mind is probably not Marketing. The buzzword is associated with the tech-sector, ranging from healthcare to electronic machines and what not. People are aware about what AI is and probably also about Marketing as a term alone, but the two terms together? Not so much. Ai, unlike some people think, is not a threat but a benefit and helping hand to business strategies.

Most dictionaries and online portals define this as a process of using automation, especially in machine learning, to attain data, understand user needs and greatly improve the customer journey.

Over the years, Marketers have been working hard to know and understand their target audience as efficiently as possible. Companies and brands have learned to work with bid data and use analytics to their processes to define what their target audience is and how to appeal to them. This becomes crucial in the field of digital marketing, given the extensive range of online users.

All marketers have specific goals which range from either increasing ROIs, profits and boost their presence in the market. Using the wide amount of data, called the Big data along with machine learning as AI Marketing tools helps them achieve their goals in a timely manner.

But before diving deep into how AI

marketing in helping marketers effectively understand the data, it becomes important to understand the two terms individually, Big Data and Machine Learning (ML). Starting with Big Data, it is nothing but large amounts of structured or unstructured data that is not possible to be handled on a normal -data-processing software, due to its complexity. On the other hand, Machine Learning (ML) refers to the study of learning data by the computer systems leading machines to learn for themselves and improve learned experiences.

When it comes to using these for marketing, companies are looking for ways to understand their customers and improve their experience with their product/service. They do this by a simple method, extract-aggregate-segment huge datasets using automation and not manually. After this step, they can analyze the best content for their audience. Now comes the power of machine learning, which helps us go a step forward with our data and understand the issues, coming up with solutions and further predicting outcomes for the future.



AMITY INSTITUTE OF INFORMATION TECHNOLOGY 



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# THE AITT GURUS



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# TRAININGS & COLLABORATIONS

- CISCO has recognized “Amity Cisco ASC as Select Partner” in India 2016..
- Networking Academy works with business partners, NGOs, Government Agencies and Academies to help students and alumni pursue career opportunities in networking and ICT.
- As a Networking Academy Student, students gain access to innovative learning tools, a global support community, and resources to help them to launch their career.



**DR. Nitin Pandey**  
**CISCO Coordinator**

**INTERSYSTEMS**

**Dr. S.K. Jha**  
**Intersystems Program**  
**Coordinator**

- InterSystems Cache' is an advanced object databases that provides in memory speed with persistence, and the ability to handle huge volumes of transactional data.
- Amity students also get opportunity to participate on an International Platform "DEVCON" where they compete with international students for Cache' technology enabled projects.
- DEVCON is the call for students posting projects.

| Date of Event    | Topic  | Speakers  |
|------------------|--|---|
| 28th March, 2019 | Industry Aspects of Digital Marketing and its Impact in the Traditional Business | <b>Mrs. Shefali Khanna</b> , Senior Liaison Officer-Digital Marketing, Vivante Andre HK Buying House India, Noida Sector 1, Uttar Pradesh |
| 27th March, 2019 | Trends and Techniques In Data Science and its Role In Machine Intelligence       | <b>Mr. Santanoo Pattnaik</b> , Co-Founder & CEO Sansotech Services Pvt. Ltd., New Delhi   |
| 26th March, 2019 | Advancement Process in Digital Forensic  | <b>Mr. Ashish Singh Kuntal</b> , Director, Digital Forensic Analyst Hawk Eye Forensic, Noida  |
| 25th March, 2019 | Programming as Scrum Methodology   | <b>Mr. Gurpreet Singh</b> , Manager, Software Engineering, Fiserv Ltd. Gurgaon  |
| 7th March, 2019  | Real Life Application of Network Security through Cryptography & Encryption.     | <b>Mr. Kumar Abhishek</b> , Senior Software Engineer, Gemalto   |

## GUEST LECTURES

## WORKSHOPS

| Date of Event         | Theme / Topic  | Speakers   |
|-----------------------|--|--|
| 30th March, 2019      | Understanding Latest IT Technologies – RPA and DevOps  | <b>Mr. Deepak Bansal</b> , Director, DevLabs Alliance Private Limited, Gurugram<br><b>Mr. Jitendra Kumar</b> , Manager Software Engineering, Optum Global Solutions, Noida<br><b>Mr. Sanjeev Kumar</b> , Manager Software Engineering, Optum Global Solutions, Noida |
| 25th-29th March, 2019 | Machine Learning and Evaluation using IoT  | <b>Dr. Lini Mathew</b> , Associate Professor, Dept. of Electrical Engineering, NITTTR, Chandigarh-160019   |
| 21st December, 2018   | CISCO Programming Courses and Skill Enhancement of Cyber Security and Python Programming for Instructors | <b>Ms Anuradha Sharma</b> , Program Manager CISCO<br><b>Mr. Anant</b> , Technical Manager CISCO<br><b>Dr Himanshu Gupta</b> , Associate professor AIIT<br><b>Ms Rachan Jain</b> , Asst. Professor, AIIT<br><b>Dr Nitin Pandey</b> , Asst. Professor, AIIT            |

# FACULTY DEVELOPMENT PROGRAM

## DEEP LEARNING



In Association With  
**TATA CONSULTANCY**

Research is an integral part of academic activities and one cannot excel without research in academia. That's the reason - it is beyond imagination to visualize a place of high learning without research. Keeping in mind the same, AIIT organized Faculty Development Programme — “Deep Learning”.

The objective of the FDP is to promote the recent development in Deep Learning. FDP will provide a platform to encourage and exchange of ideas, techniques and experiences in the field of Research. FDP is designed for early career academics and researchers in Information technology discipline. The programme is designed for academicians and researchers to have in depth knowledge about techniques and methods related to deep Learning and also to encourage to think about how these techniques manage the process of research. The objective of the programme is to provide a holistic experience of undergoing a research process. The FDP comprises the discussion of theories, applications and case studies in the field of Deep Learning, Data Analytics and Business Intelligence.

The session was given by Team of TCS top Speakers from Industry like Mr. Rajit Sikka, Mr. Pankaj Bhardwaj and Mr. Ankit Sethi on the emerging Deep Learning, Data Analytics, Business Intelligence techniques under the leadership and guidance of Prof(Dr.)Ajay Rana sir, Director Amity Institute of Information Technology. Faculty Members and Research Scholars from AIB, ASET and Amity Institute of Information Technology attended the Faculty Development Programme. Session ended with open house discussions, in which there was lot of interaction between audience and speakers. Speakers were facilitated. Overall, it was a interactive knowledge sharing day.



# HUMAN

## VALUES

**HUMAN VALUES** “We rise up by lifting others.” When we are born, the first thing we are taught is values but why values? The answer is pretty simple because they portray our character. We never knew that we should greet our elders as well as younger ones. Our parents taught us that, food, water, shelter and clothes are known to be the basic amenities in one’s life but the most important amenity we forget, is our values. We should focus on being benevolent towards humanity as it cleanses our soul.

Under human value year, we aim at igniting a spark within every human being by performing various activities such as donation of clothes and food items, seva to Holy Places, organizing various awareness programs. Under this students have shown a great interest and have actively participated in the events organized. As said by Ralph Waldo Emerson “The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well.” Working on these lines we aim at providing philanthropic, humanitarian ethics to students and spreading the same moral principles to people near us and to people insensitive to the degraded state of the society.



## HAPPENINGS

## CLUB

## ACTIVITIES

| Clubs              | Objectives  |
|--------------------|---|
| Web Designing club | The main Objective of Web Designing club is to create awareness among students about how to critically evaluate website quality and maintain quality web pages.                                   |
| Android Club       | The main Objective of Android and Apps club is that student will get knowledge of cutting edge technologies, how to build Mobile App and how Mobile app idea can bring business.                  |
| Database Club      | To provide a strong foundation of Databases to the student.   |
| Programming club   | The main objective of Programming Club is to create a community of programmers and to share ideas.  |
| Networking club    | The objective of Networking club is to gain insights of basic and advanced networking concepts, to study new simulators available in the market, to gain insights of network planning and design. |

## CULTURAL

## ACTIVITIES





# TREE PLANTATION EVENT



## Participating Students:

- >Priyank Sinha  
A1000718022, MCA - 3
- >Siddharth Gupta  
A1000718004, MCA- 3
- >Amitha Mohan  
A1000718038, MCA – 3
- >Aman Gupta  
A1004918071
- >Combined Students of BCA,

**Objective:** The primary objective of the event was to inculcate an essence of sensitivity, bonding and affection towards nature. Planting of a sapling is a simple yet a powerful and impacting activity responsible for amelioration of the flora.

**Student Learning Outcome:** Students understood the relevance and importance of caressing nature and such small steps have induced in them a grace towards nature.

**How Student will apply in real life:** With such understanding of caressing the nature, students will take appropriate steps for its betterment in or outside the campus. Such small steps (i.e. watering a plant, planting a sapling, etc) will teach them to treat mother nature with respect.

**Details of the activity:** A bunch of students gathered at the venue along with the respected faculty members. The event was concluded after respected HOI sir along with some fellow students planted the sapling.

**Venue:** Adjacent to E2 Block, Opp. Central Library, Amity University, Uttar Pradesh

**Value Represented:**  
Grace towards nature

**Date of Conduct:** 26<sup>th</sup> July 2019

**Faculty In-charge:** Dr. Laxmi Ahuja, Dr. Sapna Sinha

**Student Coordinator:** Siddharth Gupta & Amitha Mohan

**Student Organizing Team:** Siddharth Gupta, Amitha Mohan, Aman Gupta

## Student Orientation 2019-20

Amity University organizes an orientation programme every year for the fresh batches to facilitate their transition to the University system. The purpose is to introduce new students to the University life, inculcate in them the ethos and culture of the institution, help them build bonds with students and faculty members, and expose them to a sense of larger purpose and self exploration, which will support their educational and personal goals.

### Orientation programme covers four different aspects (SAGE):

1. Socializing: meeting other new students, senior students, Lectures by Eminent People;
  2. Associating: visits to University / college, visits to Dept./Branch/ Programme of study & important places on campus, local area, city and so on;
  3. Governing: rules and regulations, student support etc
- Experiencing: Subject lectures, study skills, small-group activities, physical activity, creative and performing arts, literary activities, universal human values, etc.

### Some Process that took place in the three day Orientation Program

> Registration > Havan > Academics Meeting > Face with Campus > Amizone > Interaction with HOI, PLs & Faculty Members > Proficiency Test > Global Engagement of Amity > Inclusion Goal Settings > Creative Expressions > Community Lunch



### Road Map To Careers

An interactive session with industry leaders in combination with alumni. Thus, a platform for young students to get awareness regarding the expectations of the industry which in return will help them in establishing a healthy career. Also, the alumni shared their experiences regarding the university with the newcomers. Below are few glimpses of the same.

#### Details of Invitees (Alumni, Industry experts etc.):

- Mr. Shashank Bisht – D.S. Group, HR
- Mr. Amit Kumar Singh – Technical Architect, Pitney Bowes Software.
- Mr. Abhay Kumar – Senior Manager Product Development, Pitney Bowes Software.
- Mr. Abhinav Singh – Senior Project Lead, Thales.

### Outcome of the sessions:

The 3 day orientation program organized for the newly admitted students makes them aware about their routines during the stay at the university premises.





# accenture



## INDIAN NAVY

# krco



### Campus Placement- 2020 Passing Out Batch

**Only for students of Amity Education Group (Schedule of Companies only for August 2019)**

|   | Company                                  | Date                       | Eligibility Degree   | Eligible Branches                                | Eligibility Percentage | Package   | Reporting Time & Venue     |
|---|--|----------------------------|--|--|------------------------|---|----------------------------|
|   | Capgemini                                | 1st, 2nd & 3rd Aug         | B.Tech & MCA   | CSE, IT, ECE, EEE, ET, EI (All Circuit Branches) | 60% through out        | INR 3.80 LPA  | 8 am Sharp, E-2 Auditorium |
|   | (Open to All)                            |                            |  |  |                        |   |                            |
|   |  |                            |  |  |                        |   |                            |
| 3 | Accenture                                | 12th, 13th & 14th Aug 2019 | Only for Registered Students (In first phase only for Amity Noida & Delhi Campus). In Subsequent phases other campuses will be invited |  |                        | INR 4.50 LPA & INR 6.50 LPA                         | 8 am Sharp, E-2 Auditorium |
| 4 | KPMG (Pre Placement Talk)                | 19th Aug 2019              | BCA, B.Tech & MCA  | CSE, IT, & Computer Applications                 | 70% Throughout         | INR 5.00 LPA (to be confirmed during presentations) | 8 am Sharp, E-2 Auditorium |
| 5 | IRCO                                     | 20th Aug 2019              | B.Tech & M.Tech  | CSE, IT, MAE                                     | 70% Current Degree     | UG- INR 4.50 LPA, PG- INR 6.50 LPA                  | 8 am Sharp, E-2 Auditorium |
| 6 | Newgen (Online Test) (Only for Unplaced) | 22nd Aug 2019              | B.Tech & MCA   | CS, IT & Computer Applications                   | 90 % Throughout        | INR 4.25 LPA  | 8 am Sharp, E-2 Auditorium |
| 7 | Global Logic (Only for Unplaced)         | 28th Aug 2019              | B.Tech & MCA   | CS, IT, ECE, EEE                                 | 60 % through out       | INR 4.80 LPA  | 8 am Sharp, E-2 Auditorium |
| 8 | Indian Navy                              | 29th & 30th Aug            | Only Shortlisted Students with valid Admit Cards   |  |                        |   | 8 am Sharp, E-2 Auditorium |
|   | (Only Pre-Registered Students)           |                            |  |  |                        |   |                            |

## TECH EXPERTISE

*"I have 14 + year experience of Product Development and R&D and managing and developing high performance team. I have been involved in Design, Architecture and Development of Enterprise Location Intelligence Platform, Location Based APIs, and Location Intelligence Solution for Marketing. I am currently managing the Global Service Delivery team at Pitney Bowes India delivering. My multi geographic team is spread across North America, EMEA & APAC working on design, development and roll out of various solutions across Banking, Telecom, Insurance, E-Governance & Enterprise Application integration domain. "*

### "Addressing the World Without Address"

#### Special points of interest:

- Working in Location Analytics and Data and Customer Information Management.
- Responsible for Design and Architecture of key product capabilities like Platform Independent MRR, Large Data Visualization, Location Based APIs.
- LI for Marketing Platform & Single View of Customer using Data Analytics and Machine Learning.

Solving the woes of addressing for a country like India, where every state has a unique format of representing the address is the challenge that all the tradition GIS companies with their Geocoding engines face.

**Geocoding** is the process of finding associated geographic coordinates (expressed as latitude and longitude) from other geographic data, such as street address, or ZIPCodes/Postal Codes. Three main methods of geocoding that are available are:

- by street address
- by postal code
- by boundary

Almost all the major

#### 1. what3words

what3words is a universal addressing system based on a 3mx3m global grid. Each of the 57 trillion 3mx3m squares in the world has been pre-allocated a fixed & unique 3 word address. Their geocoder turns geographic coordinates into these 3 word addresses & vice-versa.

Each what3words language is powered by a wordlist of 25,000 dictionary words. The wordlists go through multiple automated and human processes before being sorted by an algorithm that takes into account word length, distinctiveness, frequency, and ease of spelling and pronunciation.



**MR. ABHAY KUMAR**

players in this field can boast about how accurate they are in North America, Europe and Australia. But when it comes to India or for that matter any country that does not have a standardize addressing mechanism, they fall flat.

#### 2. MapCode

A mapcode represents a location. Every location on Earth can be represented by a mapcode. Mapcodes were designed to be short, easy to recognise, remember and communicate. They are precise to a few meters, which is good enough for every-day use. The mapcode system is a free, open standard. They are in the process of filing the system as an ISO standard. Mapcode source code is released Apache License Version 2.0.

The mapcode system was designed as a free, brand-less, international standard that allows any location on the surface of the Earth to be represented by a short, easy to recognize and remember "code", usually consisting of between 4 and 7 letters and digits.

Take an example, The Dharavi slums in Mumbai has 1 million households and numerous household enterprises with annual turnover of US\$500 million. Dharavi is the most densely populated place on the planet. Imagine if you had to deliver a package to one of the houses or the small factories that runs within Dharavi, and you used one of the traditional Geocoding engines, no surprises they would not be accurate.

**What are the other solutions?**

I'm going to list down 3 solutions

#### 3. NAC

The Natural Area Code (or Universal Address) is a proprietary geocode system for identifying an area anywhere on the Earth, or a volume of space anywhere around the Earth. The use of thirty alphanumeric characters instead of only ten digits makes a NAC shorter than its numerical latitude/longitude equivalent.

Instead of numerical longitudes and latitudes, a grid with 30 rows and 30 columns - each cell denoted by the numbers 0-9 and the twenty consonants of the Latin alphabet - is laid over the flattened globe. A NAC cell can be subdivided repeatedly into smaller NAC grids to yield an arbitrarily small area, subject to the  $\pm 1$  m limitations of the World Geodetic System (WGS) data of 1984.

## UPCOMING

## EVENTS

**Recent Advancement & Research Scope in TOT & IOE**  
Dr. Subhranil Som

**1st Aug, 2019**

**IT SUMMIT 3.0**

**23rd Aug,**

**FDP on Cutting Edge Technology(Machine Learning)**

**9th Aug, 2019**

**IOT Security**  
Dr. Rachna Jain

**22nd Aug, 2019**

**Carrier Planning**

**29th Aug, 2019**

**FDP on Cutting Edge Technology(Machine Learning)**

**22nd Aug, 2019**



Techaware Now!

# Bots chat with databases to track emotions..



Programmers and scientists are exposing chat bots to data libraries that can enable them to analyze human emotions.

A variation in human expression, from joyous whoops to aggressive growls, is now fodder for chat bots. Powered by Artificial Intelligence, these chat bots are detecting consumer sentiment and tone using their platforms and building a repository of oft-used exclamations to mark out an angry or pleased customer.

This has become particularly important in a digital age where brands slipping in customer service standards stare at severe censure in social media. A chat bot breaks down a user's sentence into simpler components, sometimes in very basic English to pick out the topic in reference, intent and sentiment - as an added layer of analytics.

Machine learning, basically a set of code built on repetitively analyzing huge blocks of data sets, is being leveraged to predict the base sentiment or mood of the user in order to draft an appropriate response.

A dependency parser is a software that enables computers to process natural language. It analyzes the grammatical structure of a sentence, establishing relationships between "head" words and words which modify those heads," said

Damodharan Padmanabhan, CEO of AI startup PositiveNaick Analytics. His company has built a sentiment lexicon over two years, enabling its machine learning software to pick out even informal symbols of human sentiment like emojis and smileys.

"Every word keyed in is an input for us to analyze," says Padmanabhan.

Interestingly, programming and language proficiency, both English and regional, are put together to develop chat bots, producing demand for "soft skills" in the technology domain. Language proficiency ranks high in priority during job interviews, he says.

AI startups have also developed suites out of chat bot products, such as enterprise-grade conversational AI platforms sold to larger companies.

Kore.ai, a Florida-based company founded by serial entrepreneur Raj Koneru with product developments teams in Hyderabad, offers a platform feature that methodically analyses sentiment by adding machine learning strengths to programs that detect human emotions.

Machine learning helps the bot learn through iterations, besides additional training using synonyms, patterns and whole utterances, which reduce the amount of manual training inputs by the developer and therefore the time to get a chat bot up and running, Vedam said. Sarcasm is one tricky situation where a bot might trip up, plunging the machine into confusion about the intent of the user. Manoj Malhotra, co-founder and CTO at Amplify.ai, says efforts are on to detect sarcasm, too.

"It is when the bot gives up trying to understand what is being said that we sometimes detect sarcasm - as the tone radically changes. While it is hard and still early days, we will be able to decode complex sentiments in future," he said.

Amplify.ai is a Noida and Silicon Valley-based company that leverages Tensor Flow, a machine learning library, and has data sets from conversations with over 200 million end-users. For customer-facing businesses, the benefits of analyzing human emotions are clearly visible already. Uber's food-delivery venture Uber Eats operates in over 500 cities in India through a network of over 2.2 lakh restaurants. It uses chat bots for customer-query management.

"There are certain experiences on the platform that need real-time support like order change requests, delivery address changes, or order cancellations and can be efficiently resolved through self-service mechanisms on the platform," an Uber spokesperson said.

"There might be certain other experiences which require a human interface. Sentiment analysis models are ever-evolving...and help us efficiently manage decisions on what experiences are best delivered by automation or through a human interface for customers," the spokesperson added.

-The Economic Times  
By Bharani Vaitheesvaran  
(Edited)

## Initiative on Quantum Technology

### The Initiative:

The Indian Institute of Science (IISc) has been declared an Institute of Eminence (IOE) by the Government of India in July 2018. One of the cutting-edge research areas that IISc seeks to explore seriously under IOE is the field of "Quantum Technologies." IISc has several faculty members, in physics, engineering, and computer science, who have started working together on such technologies.

### Roadmap:

IQT plans to set up international collaborations in this field, and take help of an international advisory committee to guide the research effort.

IQT plans to train and hire skilled researchers in this cutting-edge research field, at the student, the post-doctoral and the faculty level.

IQT will hold periodic workshops and meetings in this field, to keep abreast of the latest developments, and also to motivate young researchers.

### Structure of the Research Centre:

A worthwhile effort in this high-risk-high-reward field has to blend both concrete deliverables and open-ended research investigations. Also, simultaneous explorations of competing technologies must complement each other, by contrasting their advantages and limitations. To make the best use of the available expertise, IISc has put together a structure involving people from different departments.

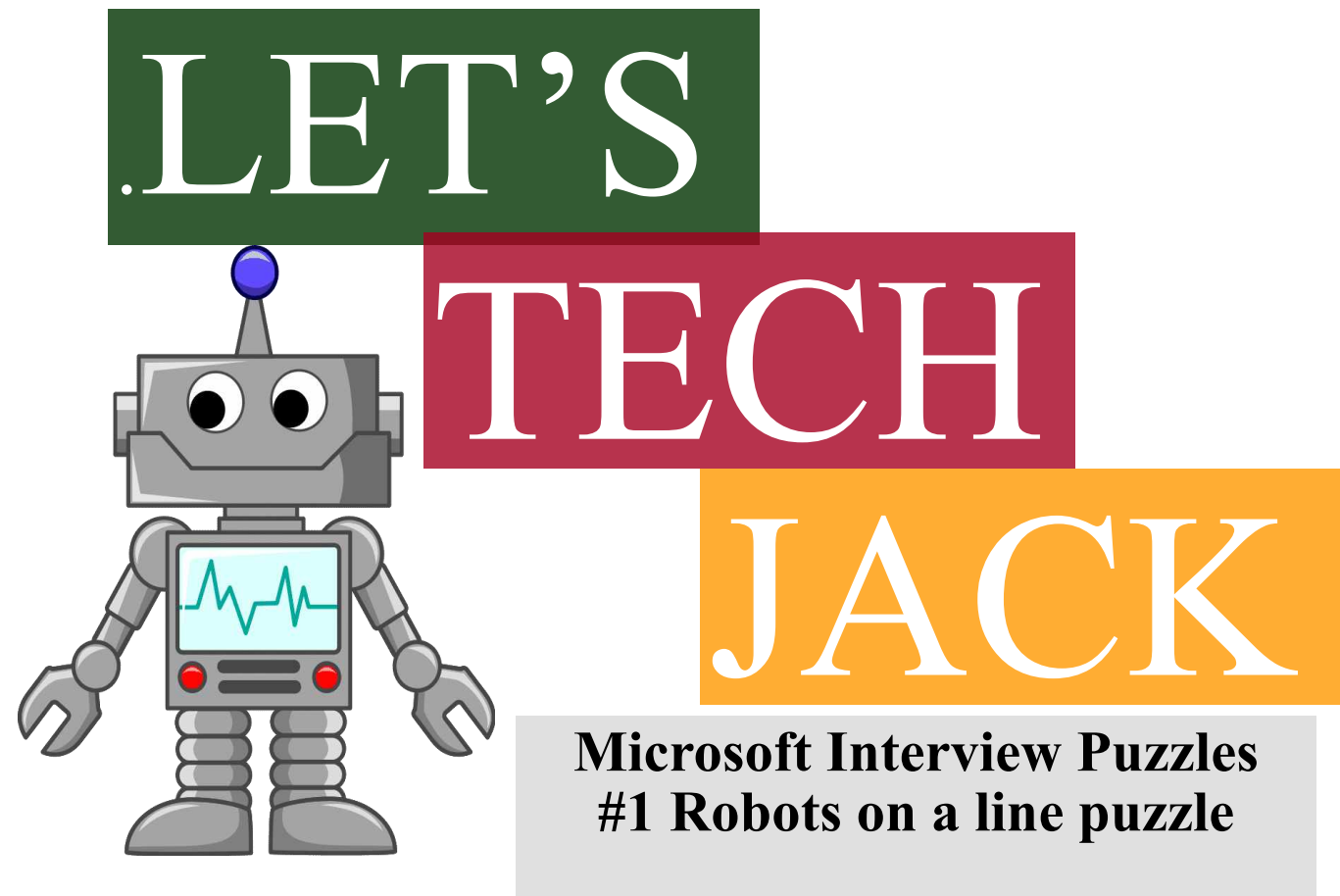
This centre aims to deliver quantum enhanced technologies. Its experimental program will focus on superconducting qubit devices, sources and detectors for quantum communications, and quantum sensors. It will benefit from the dedicated national nano-fabrication facility at IISc. The theoretical effort will certainly support the experimental program, while being broad-based enough to explore other open areas in this rapidly advancing field. The developments in quantum technologies will also push classical technologies in new directions.

### Background:

The field of quantum technologies is poised for significant breakthroughs in the coming years. The essential features that contribute to these technologies are superposition, entanglement, squeezing and tunneling of quantum states. Practical applications are expected to appear first in sensing and metrology, then in communications and simulations, then as feedback to foundations of quantum theory, and ultimately in quantum computing. The field is multi-disciplinary, combining physics + computer science on the theoretical side, and physics+ engineering on the experimental side.

Compared to the world-wide development, the existing expertise and facilities available in India are limited on the theoretical side and severely lacking on the experimental side. To build up the field of quantum technologies from this stage, even in carefully selected areas, is a significant challenge. IISc plans to bring the Indian pursuit in this field on par with the rest of the world, with a dedicated and focused effort.

- Quantum Technology  
( Indian Institute  
of Sciences )



Two robots are placed at different points on a straight line of infinite length. When they are first placed down, they each spray out some oil to mark their starting points.

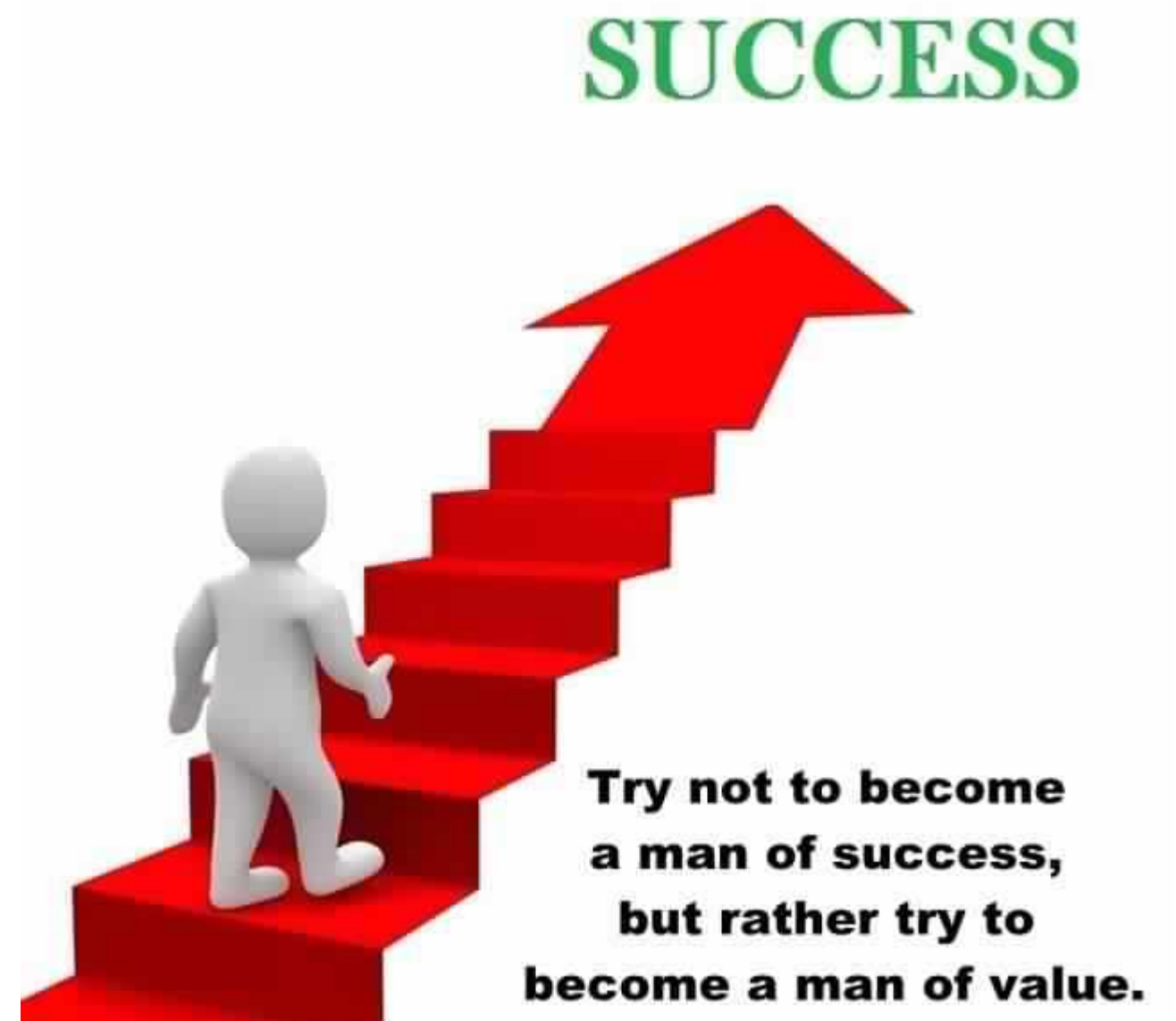
You must program each robot to ensure that the robots will eventually crash into each other. A program can consist of the following four instructions:

- Go left one space
- Go right one space
- Skip the next instruction if there is oil in my current spot
- Go to a label

[Note that a “label” is a name that refers to a line of your code. For example, you could label the third line of your program “surveying”. Then, the instruction “goto surveying” would jump to line 3 and start executing from there on the next cycle.]

A robot will carry out one instruction per second. Both robots need not have the same program. Note that you won’t know ahead of time which robot is on the left and which is on the right.

Send in your answer on the contact details mentioned.



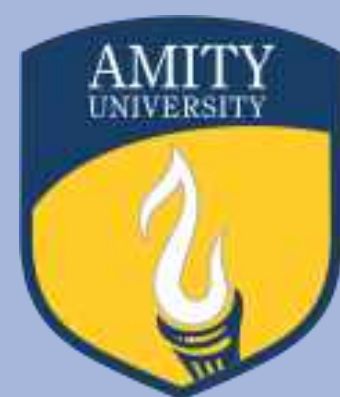
**FOR ANY QUERY & SUGGESTIONS -**

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