

NH *Bytes*

A MONTHLY PUBLICATION BY
NEW HORIZONITES

MAY 2021



WEBINAR

The Department of Mechanical Engineering in association with **ROBOHORIZON CLUB** conducted the webinar on **"Application of Machine Learning (ML) in Marketing Analytics"** for the students of NHCE. The Speaker of the Session Mr. Akash Hongal discussed the basic concepts used in the technology relating with best suitable real life examples like Hotstar & E-commerce platforms, which are essential for the understanding of technology. He inspired the audience by lively interacting on topics such as new trends in applying Data-driven, Machine Learning approaches for business

decisions and incorporation of Artificial Intelligence, Big Data, and Machine Learning applications.

NEW HORIZON
COLLEGE OF ENGINEERING 50th Anniversary

DEPARTMENT OF MECHANICAL
ENGINEERING

ROBOHORIZON CLUB

Presents
Webinar on
**APPLICATION OF MACHINE
LEARNING**
in
MARKETING ANALYTICS

Meeting ID: **aoq-nepn-xyt** Saturday, 22nd May 2021
10:00 AM – 11:00 AM

Google Meet

Student Co-Ordinator:-
Aishwarya Jacob (President): 89711 36836, Tauseef Ahmed(VP): 99027 04991

SPEAKER



Mr. Akash Hongal
Senior Data Scientist at
Aetna,
United States of America

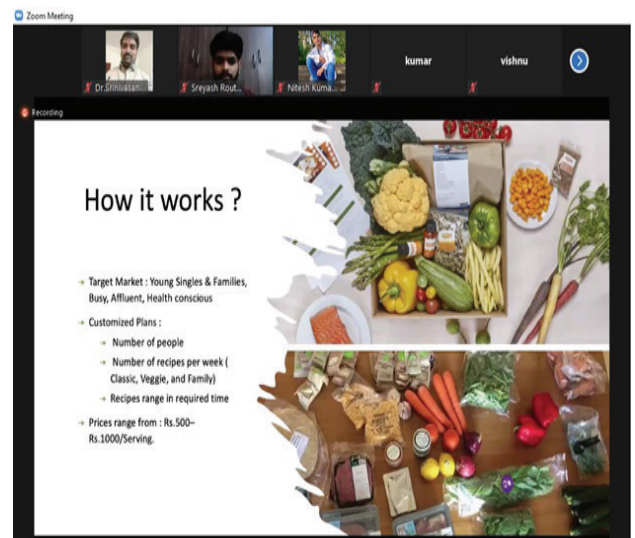
ARE YOU READY FOR YOUR START-UP

The department of Information science & Engineering organized an Innovative Startup Idea Presentation on the topic "Are you ready for your start-up" for all the 8th Semester Students and Entrepreneurship and Development

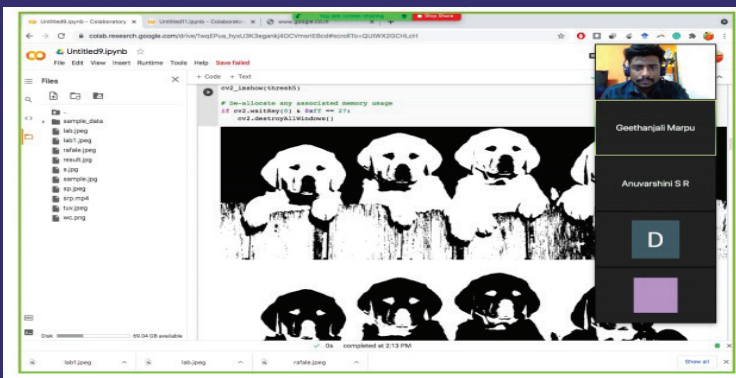
Cell (EDC) member's of ISE of 2nd & 3rd year on 17th May 2021 through Virtual platform Zoom Cloud Meetings.

The Students presented their ideas for startup based on Problem Solutions, Target Market, Revenue Stream and Cost structure. Mr. Sreyas Routray,

Business development Manager, Byjus, Bengaluru, the Guest and evaluator, gave his valuable inputs for various startups options. The outcome of this unique Do it yourself workshop is to bring in the entrepreneurial spirit amongst the budding graduates!



PLAY WITH PIXELS, A NATIONAL LEVEL ONE DAY WORKSHOP ON OPENCV



With the mission to improve the skills of students in Computer Vision and Image Processing NOTE Club under Dept of Information science and Engineering, NHCE conducted a national level one-day workshop on OpenCV. The workshop is named "play with pixels". Gautam K S, Senior Assistant Professor, Dept of ISE, NHCE was the resource person. 63 students from Karnataka, Andhra Pradesh, and Tamil Nadu attended the workshop. The workshop highlights the importance of OpenCV and its support in

building Intelligent Systems. The students were given hands-on experience in building Computer Vision algorithms. The algorithms were executed in Google Colab. The workshop also covered the strategies in building intelligent algorithms that could detect the region of interest in live streaming videos.

ONLINE YOGA SESSION

Math Horizon and Genesis clubs of Department of Basic Sciences and Humanities conducted an event (online) titled "YOGA SESSION – To boost immunity" on 12-05-2021 at 4.00 PM for the first year B.E students via Zoom platform.

WHY YOGA?

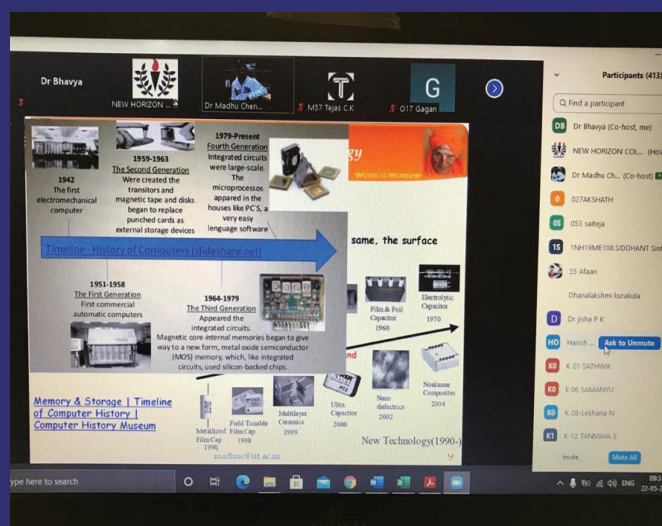
- yoga can recharge your body, get rid of the toxins,
- negative energy and keep your vital organs functioning well.
- Certain yoga positions can help support, balance and boost the immune system.
- It can also help fight oxidative stress which poses a risk to the healthy cells.
- If done regularly, yoga reduces stress systemically in the body, which in turn, cuts down inflammation and degeneration.

PRANAYAMA:

- In Sanskrit, "prana" means life energy and "yama" means control.
- The practice of pranayama involves breathing exercises and patterns. You purposely inhale, exhale, and hold your breath in a specific sequence.
- You control the timing, duration, and frequency of every breath and hold.
- The goal of pranayama is to connect your body and mind. It also supplies your body with oxygen while removing toxins.

GUEST TALK ON

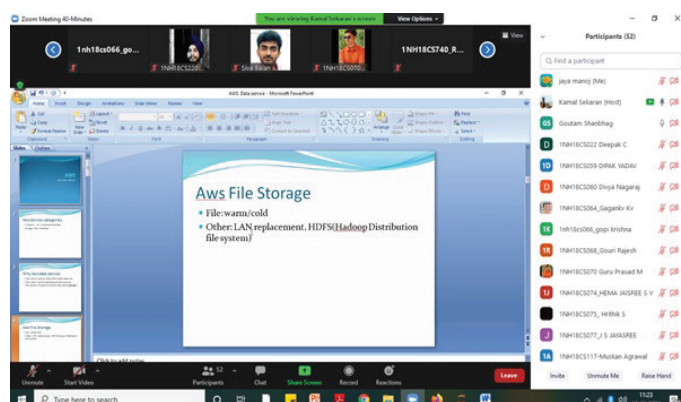
On May 22nd, 2021, We the Department of Basis science and Humanities (Physics) organised a guest talk on "Introduction to Nanoscience and nanotechnology with emphasis on synthesis, characterization and applications". The guest talk was organised for 1st year engineering students to acquire the knowledge about the basics of nanomaterials, synthesis process and characterization of nanomaterials. We got received the overwhelming response from the students (400 students) to attending this session. The guest talk started with the welcome note followed by speech of our chief guest – Dr. Madhu Chen-nabasappa- area of expertise cover Battery materials, magnetocaloric materials, neutron and synchrotron diffraction, photocatalytic-photocurrent materials. During the guest talk, he explained "nano particle" and its various synthesis processes. He also elaborated the future of nano technology in variety of applications. He also covered the upcoming development of Nano materials in different aspect. The speech was intended to enrich the students mind with novel ideas of nanomaterials and its



basics. The session was informative not only for the students and also for the faculties those who are interested in synthesis of nano material.

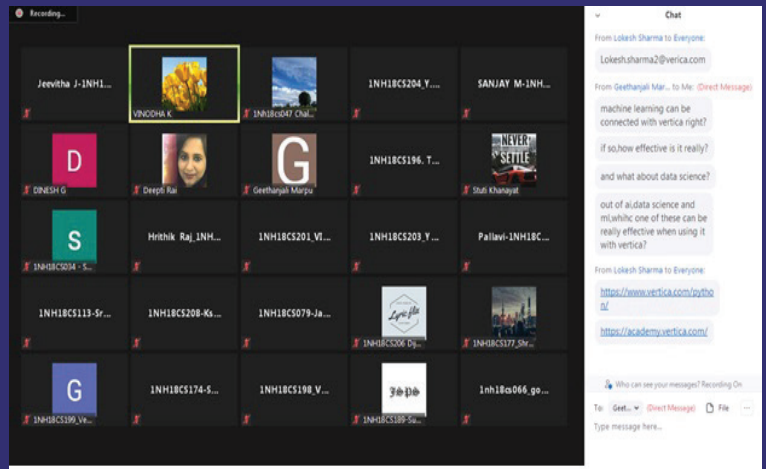
EXPERT LECTURE – AWS DATA SERVICES

The Department of Computer Science and Engineering organized an expert lecture on "AWS Data Services" for the 6th sem CSE students on 06-May-2021. The resource person was Mr. Kamalasekaran, Azure Architect, Tata Consultancy Services, Bangalore. He spoke about the importance of educating graduates about the latest cloud computing trends to make them job ready for industry.



TECHNICAL TALK – OVERVIEW OF VERTICA AND ANALYTICS INDUSTRY

The Department of Computer Science and Engineering organized a Technical talk on “Overview of Vertica and Analytics Industry” under HP Centre of Excellence for the 6th sem CSE students. Resource person was Mr. Lokesh Sharma, Sales Director, Vertica – India and SAARC. In his talk, he summarized the difference between OLTP and OLAP. Mr. Lokesh explained the various features of vertica related to its performance and customer use cases. He suggested the faculty members and the students to register in academy.vertica.com to access all free vertica related sessions. Overall the session was informative & interactive.



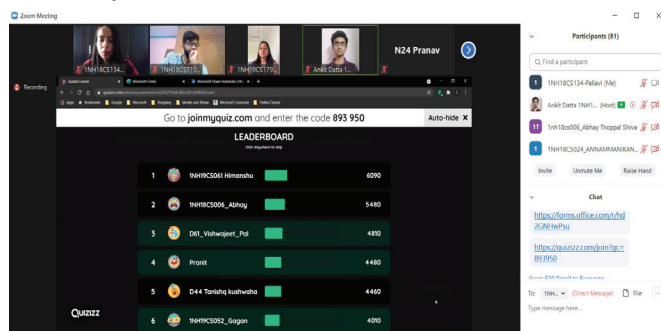
EXPERT LECTURE – CURRENT TRENDS IN ML



The Department of Computer Science and Engineering organized an expert lecture on “Current Trends in ML” for the 8th sem CSE students. The resource person was Mr. Rajesh Sanu, Director, Clap Collaboration, Bangalore. He gave elaborate information on current job trends in Machine Learning field in industry.

CLUB EVENT – APPWIZ

Department of Computer Science and Engineering as part under its MD Club, conducted their first event on 08-05-2021 at 11.00 AM through online zoom platform. Around 85 students attended the event. There were 3 sessions/rounds in the event.



First Round: Quick quiz

Second Round: Advance round(Tech)

Third Round: JAM

First round quiz included topics related to app technology and also Pictionary. Twenty students were selected for second round which was advanced technical round. Final round is Just A Minute(JAM), for top 6 performers of the second round. Winners were selected by judges based on performance. Details of winners are as given below

AppWiz Winners–

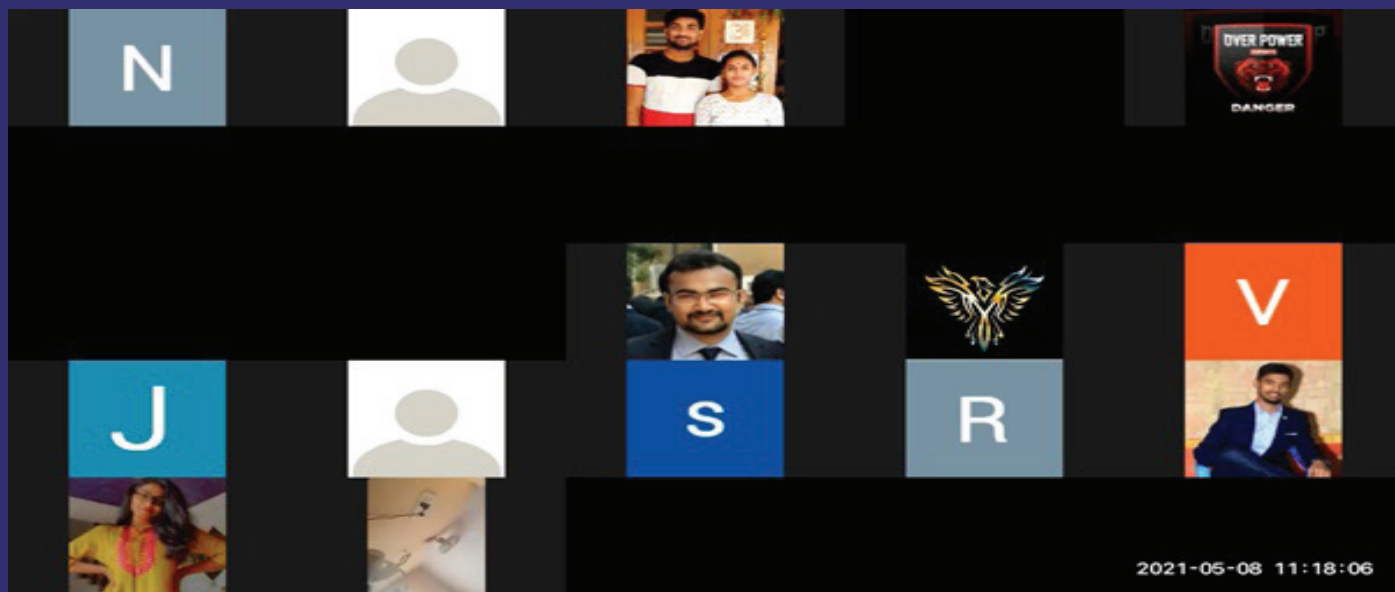
1st place – Name–Shivini Sampath usn–INH18CS745

2nd place – Name–Venkata Sai Kumar Guntupalli usn–INH18CS199

3rd place – Name–Abhay Thoppal Shiva usn–INH18CS006

ONLINE ALUMNI TALK – CAMPUS TO COOPERATE – ROADMAP TO SUCCESS

Department of Computer Science and Engineering in association with CSI Student chapter organized an online “ALUMNI TALK ” on 8th May, 2021 from 11 AM to 12 PM. The invited alumni speaker for the event was Mr Brijesh K R. He graduated from NHCE in the year 2017 and is currently working as Senior Software Engineer in Happiest Minds Ltd. He addressed the 6th semester students and guided students with tips to face placement drives and the mandatory changes they encounter as they move from campus to corporate. Over 40 students from 6th semester joined the meet. The session was interactive where students were eager to know about the challenges their seniors faced while transitioning from campus to corporate life. The speaker gave an insight on the expectations of companies and how to develop the skills required for the same.



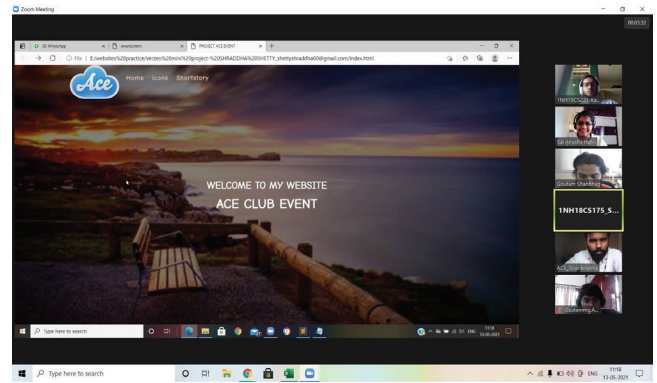
WEBINAR – HEAD START – FAILURE STORIES OF START-UPS

A screenshot of a Zoom webinar. The main window displays a presentation slide titled "Build a NEVER BREAKING TEAM" with a red and black logo. The slide lists three bullet points: "Keep looking for the right set of candidates.", "Motivate them to work for you.", and "Show them their growth with your company." The top of the Zoom window shows the meeting title "KKK NHCE" and the speaker "Viswesh Suresh". The right sidebar shows a list of 30 participants, including "KKK NHCE (Host, me)", "Viswesh Suresh", and various students with their IDs. The bottom of the screen shows the Windows taskbar with various application icons.

Department of Computer Science and Engineering organized a webinar on “Head Start – Failure Stories of Start-Ups ” as part of its Entrepreneurship Development Cell in association with Computer Society of India student chapter. The speaker for the event was Mr. Viswesh Suresh, Founder, Humanoid Systems. The session was very interactive and participants were involved completely in learning fundamentals such as challenges, goal, vision, believing your product/service, building a strong team, managing finance, and pipelining your business. Speaker addressed all the questions from participants.

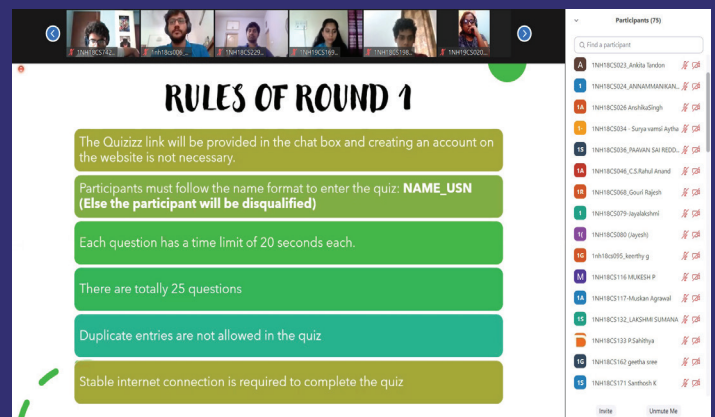
CLUB EVENT – COPYCAT

Department of Computer Science and Engineering organized an event “Copy Cat” as part of ACE club event on 13th May, 2021. A template of a webpage would be provided and the participants have to try to make a copy of the same and add their own ideas to it. The session started off with a brief introduction about the event and rules for all the rounds. There were 61 participants registered to the event. 15 people built the website, among 15 people we have announced 6 winners. The event was well organized, interactive and all the participants really enjoyed their time and took away some key tips on how advanced technologies are changing.



CLUB EVENT – BIT VISION

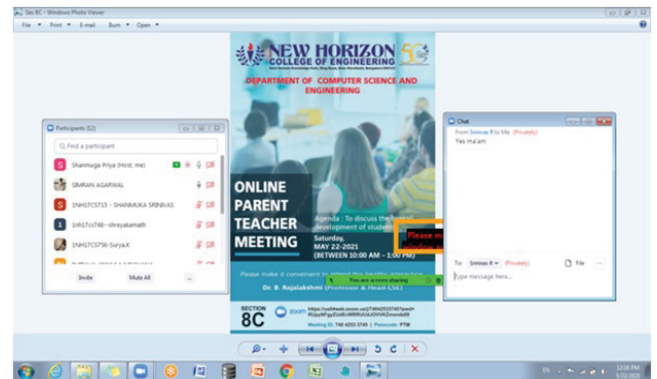
Department of Computer Science and Engineering as part of Business and Information Technology Club had organized an interdepartmental event titled Bit Vision on the 18th of May, 2021. The event was aimed at students who wanted to showcase their Java and Python coding skills and their general knowledge about technology and applications. Round 1 of the events was named Logo Quiz. Round 2 was named Audio Quiz. Round 3 was named Puzzled Codes. There were 75 participants who participated in the event. The event was conducted online using Google meet.



PTM MEETING

Department of CSE organized “Online Parent-Teacher Meet” on 22nd May, 2021

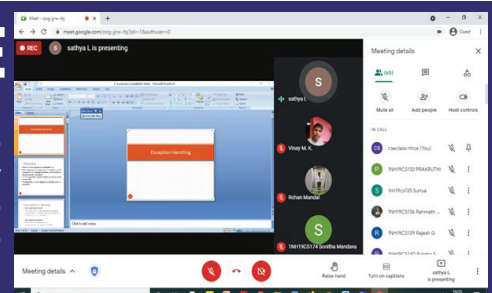
, that served as a connection platform for parents, teachers and the students, where teacher and parents come together to enrich the student’s educational experiences and discussed variety of issues, regarding all round development of students. Around 260 parents have joined for the meeting. The meeting was organized in such a way that parents had a chance of one-to-one interaction with the teachers. It aimed at bridging the gap between parents, students and teachers, keeping parents inform about their wards performance and



progress, discussed the causes behind the student behaviour and performance. This enabled the parents to know about the areas of improvements of their ward, so that they make him/her work towards improvement in the courses required. This meeting provided a platform where the parents and teachers also got to know about each individual personally, so that they can plan accordingly for better results and growth of our students. Overall, it is a platform for sharing the suggestions that helps in improving our students’ progress. Parents’ queries were addressed by the respective section class teacher and faculty.

INDUSTRY EXPERT LECTURE

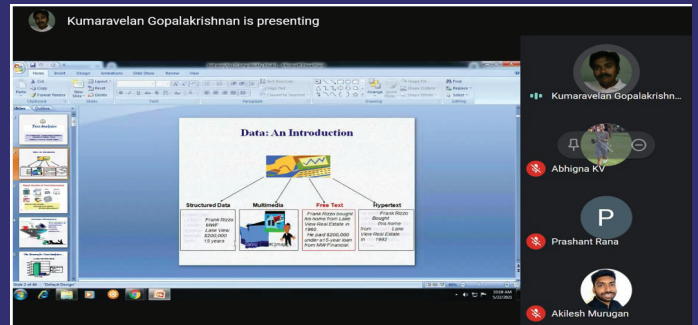
The Department of Computer Science and Engineering organized an expert lecture on “Building projects using exception handling in Java” for the 4th sem CSE students. The resource Person was Mr Ramkumar, Technology Lead, Wells Fargo, Bangalore. He emphasized the need for innovative projects in Java in the current industry scenario. These projects would be beneficial for the future placement and growth.



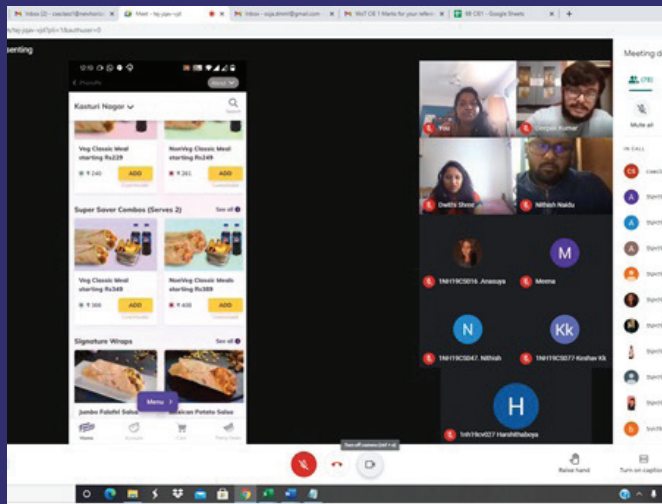
WORKSHOP – TEXT ANALYTICS

The Department of Computer Science and Engineering in association with Industry Institute Interaction Cell (Dept. of HRD) Under IBM OpenPOWER Centre of Excellence, conducted a workshop on "Text Analytics" for the students on 22/05/2021. The workshop was led by Dr. G. Kumaravelan, Dept. of CSE, Pondicherry University. This session was about text analysis and text mining process which converts text into numeric data for the ease of analytics as ML algorithms can be applied only when the given data is numeric. He discussed about IR techniques and gave a beautiful running example of how to check two documents that are related, by converting the text to numbers. He also explained

different types data that data analyst or a text analyst works on. He also spoke about how high the scope of this particular job would be in industry.



ONLINE ALUMNI TALK – EMERGING TRENDS IN INDUSTRY



Department of Computer Science and Engineering
in association with CSI Student chapter organized an
online "ALUMNI TALK " on 22nd May 2021 from 12 PM to 1
PM. There were 3 speakers for the event.

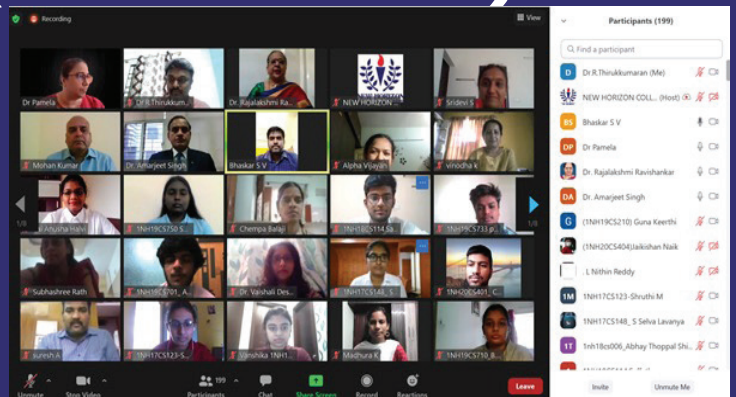
1. Deepak Kumar, graduated from NHCE in the year 2015. Currently working as Deputy manager operations/Business Analyst in Loadshare network Pvt Ltd.
2. Dwithishree H S, graduated from NHCE in the year 2017. Currently working as Software Engineer in DELLEMC.
3. Nithish Naidu, graduated from NHCE in the year 2019. Currently working as Software Development Engineer in FullThrottle Labs.

Speakers addressed 2nd year students and gave an introduction to few of the technologies relevant to

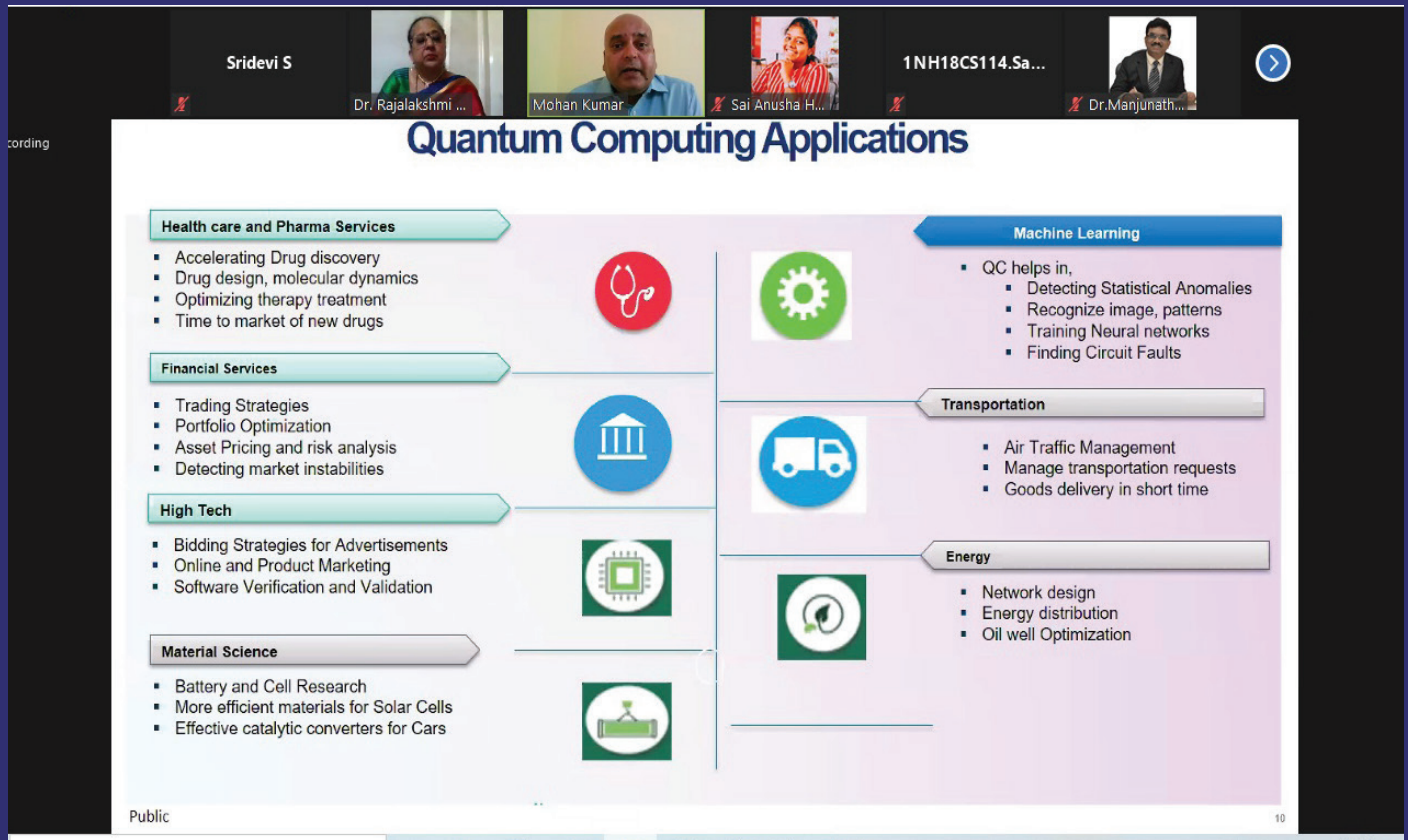
industry like Flutter, Super App, Advances in storage systems, etc. Over 80 students from 4th semester joined the meet. The session was interactive where students were eager to know about the emerging trends and challenges their seniors faced while transitioning from campus to corporate life. The speakers also gave an insight on the expectations of companies and how to develop the skills required for the same.

NATIONAL CONFERENCE ON ADVANCEMENTS IN COMPUTER SCIENCE AND ENGINEERING (NCACSE- 2021)

The Third National conference on Advancements in Computer Science and Engineering (NCACSE-2021) was conducted on 26th May, 2021 by the Department of Computer Science and Engineering at the New Horizon College of Engineering Bangalore. The conference provided a common forum for deliberations, sharing of recent trends, advancements and research in the area of Computer Science. It was a very good platform for academia, researchers and technologists to discuss and present recent advances and research outcomes. Technical



papers were invited on, domains like Image processing, Big data analytics, Machine learning, Deep Learning, IoT, Network security, Cloud computing, Data Mining and Blockchain. A total of 79 papers were received. These papers were all sent for technical review conducted by well qualified academia. Papers were presented parallelly in 4 tracks namely, Big Data Analytics, Artificial Intelligence and Deep Learning, Internet of Things and Machine Learning. Due to the prevailing Covid-19 situation, all papers were presented online using ZOOM or Google Meet. All these papers will also be published in the "International Journal of Scientific Research in Science, Engineering and Technology", a Peer reviewed International Journal.



Track 1 : Machine Learning

Internal Session Chair: Dr.Vaishali M Deshmukh, Associate Professor, CSE, NHCE.

External Session Chair: Dr.Debabrata Samanta, Sr.AP, CSE, CHRIST (Deemed to be University), Bangalore.

Track In charge : Ms. Pramilarani K, Sr.Asst Prof, CSE, NHCE.

Best Paper : Paper-id: NC_003, Eye Control of Devices for Paralysed and Semi Paralysed
BY Shruthi M, Sushmitha, S Selva Lavanya and Manjunatha Swamy from NHCE Bangalore

Track 2 : Artificial Intelligence and Deep Learning

Internal Session Chair: Dr.Senthil Kumar R, Associate Prof, CSE, NHCE

External Session Chair :Dr. E Saravana Kumar, Professor, CSE, Oxford College of Engineering, Bangalore

Track In charge : Ms. Asha Rani Borah, Sr.Asst Prof , CSE, NHCE

Best Paper : Paper-id: NC_021, HeaBot+ – AI ChatBot for Personal, Emotional and Medical Assistance By Aishwarya Kadali , Lakshmi M S, Dr. R. Jaya from NHCE, Bangalore

Track 3 : Internet of Things

Internal Session Chair: Dr.Thirukkumaran R, Assoc. Prof, NHCE

External Session Chair: Dr.J Rangarajan, Professor, ECE, Muthayammal College of Engineering, Tamil Nadu

Track In charge: Mr. Siva Balan N, Sr.Asst Prof, CSE, NHCE

Best Paper : Paper-id: NC_050, Signature Originality Check using Variation Extraction, By Samruddhi Chavan, Hitesh Choudhari, Vishwajit Jadhav, Rakesh Suryawanshi from AC Patil College of Engineering, Maharashtra

Track 4 : Big Data Analytics

Internal Session Chair: Dr. Jaya R, Assoc.Prof, CSE , NHCE

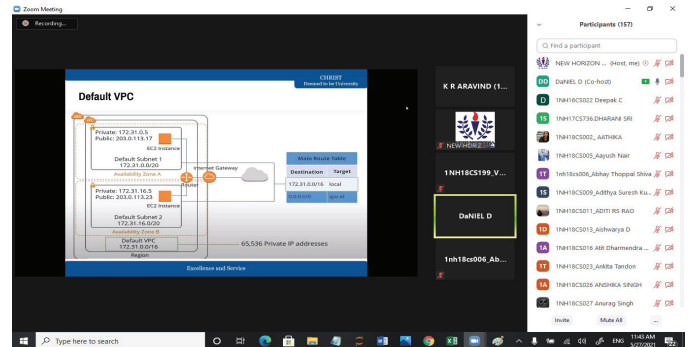
External Session Chair: Dr.Shilpa , Assoc.Prof, CSE, MSRIT,Bangalore.

Track In charge : Ms. Suganya.R, Sr.Asst.Prof, CSE , NHCE

Best Paper : Paper-id : NC_054, Feature selection using nature inspired modified firefly algorithm, BY B Sha-shikala, Dr. R.Saravanakumar from Dayananda Sagar College of Engineering, Bangalore.

TECHNICAL TALK – EXPLORING REAL TIME AWS CLOUD FEATURES

Department of Computer Science and Engineering in association with Computer Society of India organized a technical talk on “Exploring Real time AWS Cloud Features” by Dr. Daniel D, Assistant Professor, Christ University, Bangalore. He elaborated on the impact of Cloud Computing technology in today's world. He spoke at length about the AWS cloud features and its wide ranging benefits in the area of cloud computing. He also outlined the job market scenario with regard to this domain.



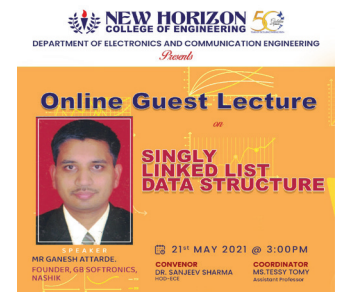
INTRODUCTION TO RADAR SYSTEMS



Department of Electronics and Communication Engineering conducted an online Guest lecture on “**Introduction to RADAR Systems**” on May 19th 2021. The speaker, Prof H S Bhatia, is chairman at IMAPS, India. He gave introduction to the RADAR systems. He explained the basic terms and concepts with real time examples. About 200 students attended the session.

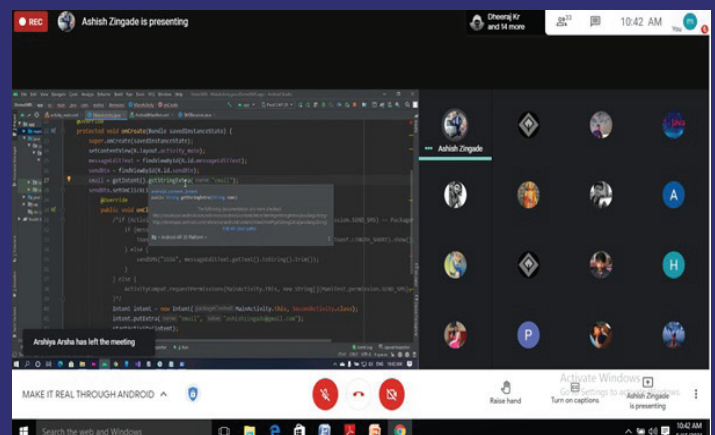
SINGLY LINKED LIST DATA STRUCTURE

Department of Electronics and Communication Engineering conducted an online Guest lecture on “Singly Linked List Data Structure” on May 21st 2021. The speaker, Mr. Ganesh Attarde is founder of GB Electronics based in Nashik. He discussed topics on OOPs and data structure subject for 6th sem students. He majorly focused on the linked list topic discussing its usage and function. About 168 students attended the session.



WEBINAR ON “ AN INTRODUCTION TO BATTERY THERMAL MANAGEMENT SYSTEM FOR ELECTRIC VEHICLES” BY DR. DHINESH BALASUBRAMANIAN, ASSISTANT PROFESSOR MEPCO SCHLENK ENGINEERING COLLEGE, AND POST-DOCTORAL RESEARCHER, KHON KEAN UNIVERSITY, THAILAND

An introduction to Battery thermal management system was the topic for the webinar conducted on 21st of May, 2021. The webinar was conducted on the Google meet platform, hosted by faculty of Department of Automobile Engineering, which was spanned over a duration of 90mins. The meeting started with the introduction of the chief speaker and the topic was made interesting by making the entire session interactive with the students. A wide range of topics from history of electric vehicles comparison of batteries and battery thermal management were covered in the webinar. 76 participants attended the webinar.



TERRANOVA

INTRODUCTION

The Terranova (Ideathon) was conducted by the Green energy Club, Department of Electrical and Electronics Engineering, on 22nd & 23rd May 2021 in online mode (Google Meet). It was inaugurated by Dr.M.Mahesh, HOD-EEE, Mr. Vinod Kumar S, Club Coordinator, Mr. Ramesh Balakrishnan, Assistant Professor Life skills Department, New Horizon College of Engineering, Bengaluru and Dr. R. Jayapragash, Associate Professor, School of Electrical Engineering Judges from VIT University, Chennai in the presence of all members of the club and participants. The primary objective of the Ideathon was to bring out the creative, inquisitive and innovative side of the participants who bring out their solutions to the world's biggest problem and thrive to make a change tp this world.

The screenshot shows a Google Meet session. The main display area shows a presentation slide titled "RULES OF ROUND 1" with the following rules:

- 01 The participants have to present their creative and innovative solutions to the given problem.
- 02 The Presentation for this round should not contain more than 8 slides.
- 03 Each participant will be given a time limit of 7 minutes to present their ideas.
- 04 The best 5 participants will be selected to the final round by the panel of judges.

The meeting details panel on the right shows 25 participants. The list includes:

- Ramesh Balakrishnan
- Shaik Sameer
- Shariq Ahmed
- Siddhartha Sunil Singh
- Sowmyashree

The bottom bar shows controls for mute, video, and captions. The status bar at the bottom indicates "Sowmyashree is presenting".

ACTIVITIES:

The event had three Rounds

- Preliminary Round- All the registered 50 participants took part in the Preliminary round, in this all participants were asked questions based on Global and Environmental issues and general knowledge through Quizizz platform. In those, top 15 participants were selected for next level.
- Round 1 – Each participant was given a time limit of 5 minutes to present their ideas and showcase their creativity and give innovative solutions to the given problem. In those the best 5 participants were selected to the final round by the panel of judges
- Round 2(Finals) – The Selected participants were given 7 minutes to explain their idea in detail. The participants were asked questions by the judges after each presentation. The points were awarded based on the presentation and the given solutions. The best two were awarded.

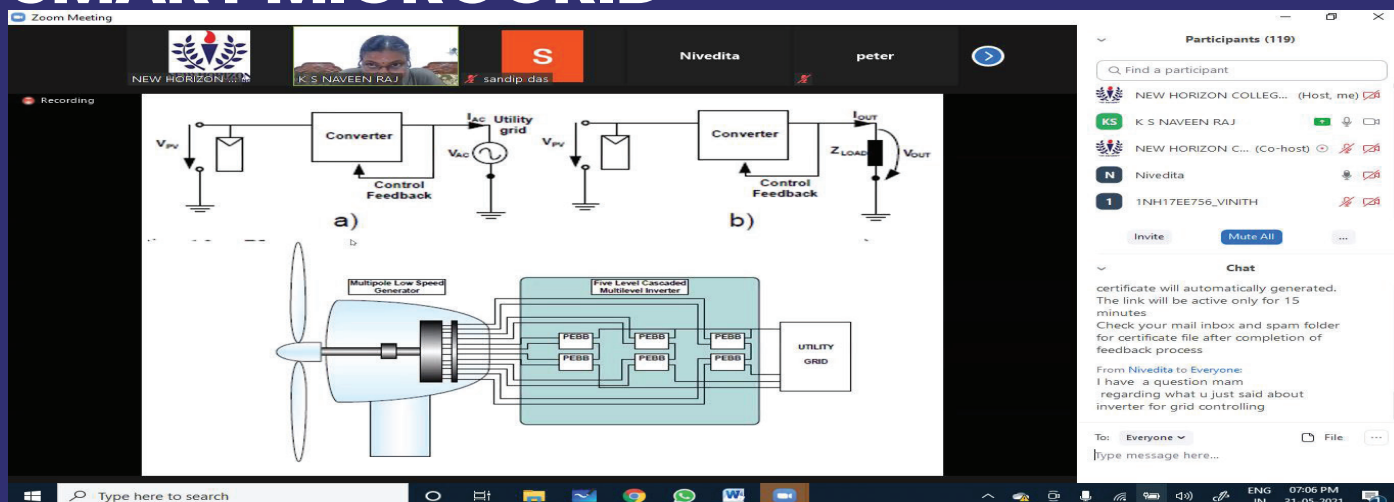
CONCLUSION:

After the final round, results were announced by the judges. The winners of the event were:

1st: Shruthi Singh(1NH20EC011-T)

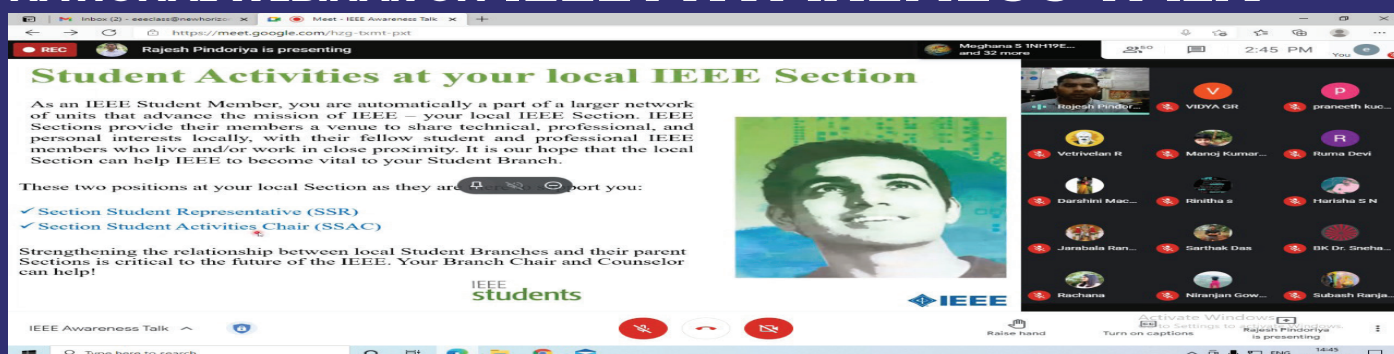
2nd: Anarghya Rao(1NH19IS012)

POWER ELECTRONICS CONVERTERS FOR SMART MICROGRID



The Department of Electrical and Electronics Engineering, New Horizon College of Engineering, Bengaluru organised the Webinar on “Power Electronics Converters for Smart Microgrid” on 31st May 2021, Monday from 06.00 PM to 07.30 PM in association with IEEE PELS Student Branch Chapter of NHCE. The objective of the programme is to bring the researchers and academic experts from reputed institutes of our country to a collective gathering for exchanging and sharing the knowledge about the recent developments and research challenges Power Electronics Converters for Smart Microgrid. The entire session is handled by a resource person Dr. M. Kowsalya, Professor, Department of Energy and Power Electronics, School of Electrical Engineering, Vellore Institute of Technology Vellore , Tami Nadu, India and delivered a speech on a Power Electronics Converters for Smart Microgrid available with a wide range of industrial applications. She also mentioned that types of converters applicable to smart grid technology. The entire session is very informative and enthusiastic manner in the area of power electronics industry. The eminent expert from the VIT Deemed-to-be-University delivered the lecture and her talk has been very well received by the participants.

NATIONAL WEBINAR ON IEEE AWARENESS TALK



The Department of Electrical and Electronics Engineering, New Horizon College of Engineering – Bengaluru organized a National Webinar on: “IEEE Awareness Talk”, in association with IEEE Power Electronics Society Student Branch Chapter. The speaker was Dr. Rajesh M. Pindoriya, Project Engineer from Indian Institute of Technology, Mandi. A very good positive feedback was received from all the participants.

Topics Covered are:

- What is IEEE
- Value of IEEE membership and its benefits
- IEEE Volunteering Opportunities
- IEEE Travel Grants
- IEEE Societies offering grants
- IEEE Student Project grants, etc

Session organized by Mr. Satish Kumar.D Sr. Asst Professor and supported by the HOD DR.M.Mahesh, E.E.E Department, NHCE

DIGITAL TRENDS AND LINEAR CONSUMER JOURNEY – 202

A virtual session was conducted by the department of management studies as a part of the webinar series for the first year MBA students. This virtual session was all about Digital trends and linear consumer journey. Mr. Varun V Nair, deputy manager in the TI cycles of India was the speaker of this session. In the session, the speaker spoke about the latest digital trends that are required for a company or an organisation to continue producing and making profit in the current competitive world. The speaker also spoke about the journey of the consumers, the behaviour of the consumers, mind-set of the consumers while purchasing a product or a service and how we can get the consumers to make a purchase. In this session, the speaker also spoke about how we should be able to adapt to the changing environment of the corporate world and how to face challenges and sustain in the business. It was very informative session and the students had many new things to learn from the speaker. The session ended with a vote of thanks and was very informative to the students.



NEW HORIZON COLLEGE OF ENGINEERING 50th Anniversary
DEPARTMENT OF MANAGEMENT STUDIES (MBA)
Presents
WEBINAR SERIES
on
DIGITAL TRENDS AND LINEAR CONSUMER JOURNEY – 2021



Mr. Varun V Nair
Deputy Manager,
TI Cycles of India

10th May 2021 @ 10.00 AM

MASTER CLASS – UNSTEREOTYPING ASSERTIVENESS BY GAMLIFICATION



NEW HORIZON COLLEGE OF ENGINEERING 50th Anniversary
DEPARTMENT OF MANAGEMENT STUDIES (MBA)
Presents
MASTER CLASS
on
UNSTEREOTYPING ASSERTIVENESS BY GAMIFICATION

Date	Time
18-05-2021	02 - 04 PM
20-05-2021	05 - 07 PM
25-05-2021	02 - 04 PM
27-05-2021	05 - 07 PM
01-06-2021	02 - 04 PM
03-06-2021	05 - 07 PM



Shilpi Khandelwal
CEO - Tour de Force

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A virtual session was conducted by the department of management studies for the 1st year MBA students. It was a master class on unstereotyping assertiveness by gamification. The speaker of this informative session was shilpi Khandelwal, the CEO of Tour De Force. The speaker made this session very fun and interactive by conducting some activities which are both fun as well as informative. The students got to learn how to maintain balance and be assertive in critical situations. The speaker interacted with almost everyone in the session and addressed their problems and encouraged them to participate in the activities which will help them overcome their problems and gain a better understanding about the corporate world. The students were divided into small groups in which each one of them have to role play different characters. It is helpful for the students to open up and talk and understand how communication and assertiveness helps in solving problems. At the end of the session, the speaker gave feedback about the students performance and also some informative tips that is helpful in dealing with the corporate world.

ADVERTISEMENT INFLUENCING CONSUMER BEHAVIOR

The Department of Management studies ,NHCE Bangalore organized an Alumni talk on Advertisement influencing consumer behaviour Presented by Mr. Dritiman Roy ,Senior Manager(Marketing), Reliance Jio, Kolkota In this webinar, data, insights & consulting leader emphasized how consumers and brands have been transformed by COVID-19 and provides guidance for how brands can emerge stronger in the years ahead.

Trends discussed also included :

- Consumer purchase patterns and brand loyalty shifts
- New habits in consumer media usage
- Changes in how and where brands are advertising, by media and category
- What brands need to know to best navigate this profound transformation

During this webinar, the presenters Discussed the

recent data and critical insights on the current changing environment facing marketers as well as essential strategies for the students today to prepare for emergence from crisis tomorrow.



NEW HORIZON COLLEGE OF ENGINEERING 50th Anniversary
Department of Management Studies (MBA)
Presents
Alumni Talk
On
Advertisement influencing Consumer Behaviour

Mr. Dhritiman Roy
Senior Manager (Marketing) ,
Reliance Jio, Kolkatta

Date: 22nd May, 2021
Time: 10:00 am

ALUMNI TALK ON INTERVIEW SKILLS



NEW HORIZON COLLEGE OF ENGINEERING 50th Anniversary
DEPARTMENT OF MANAGEMENT STUDIES(MBA)
Presents
Alumni Talk
on
Interview Skills in 2021

Mr. Nideesh Pillai
Team Manager (Loan Settlement),
ANZ Banking Group
Batch: 2006 - 08

Date: 29 May 2021
Time: 10:00am

The Department of Management studies ,NHCE Bangalore organized an Alumni talk on Interview Skills in 2021 by Dr.Nideesh Pillai , I Team Manager (Loan Settlement) , ANZ Banking Group ,Batch -2006-2008

In this webinar, data, insights and consulting leader emphasized

Graduate employers place a lot of emphasis on finding candidates with the right skills and competencies for their organisations. Depending on the career sector and profession you choose to work in, there could be very specific skills, abilities and knowledge needed to do the job.

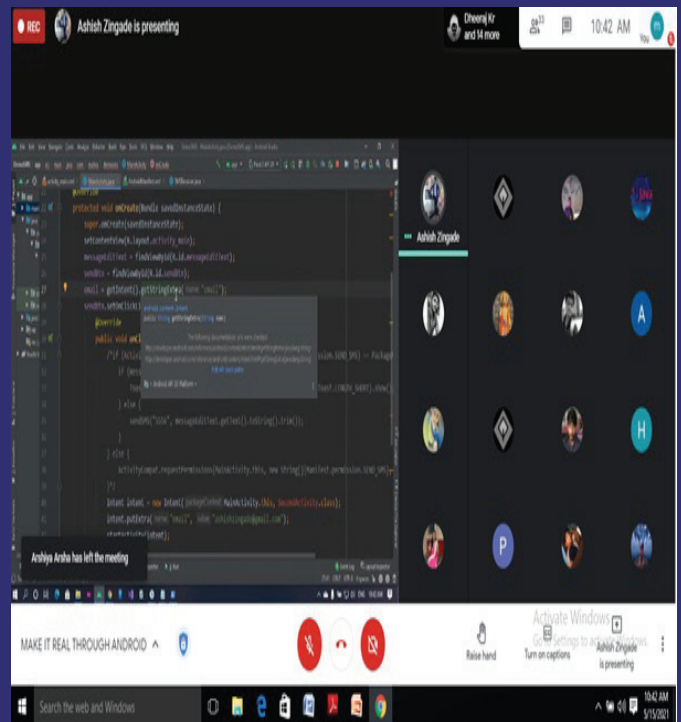
Complementing these are general competencies and behaviours that are essential for successful working. These are the key employability skills – the core skills that will make you effective at work, whatever job you do. They are sometimes known as transferable skills because you develop them over time and take them with you as your career develops; think of them as your passport to career success.

AN EXPERT TALK ON MAKE IT REAL THROUGH ANDROID

On 15th May 2021, 9:30 am we had an Expert Lecture session on “Make it real through Android” through Google meet, it was conducted by Mr. Ashish Zingade.

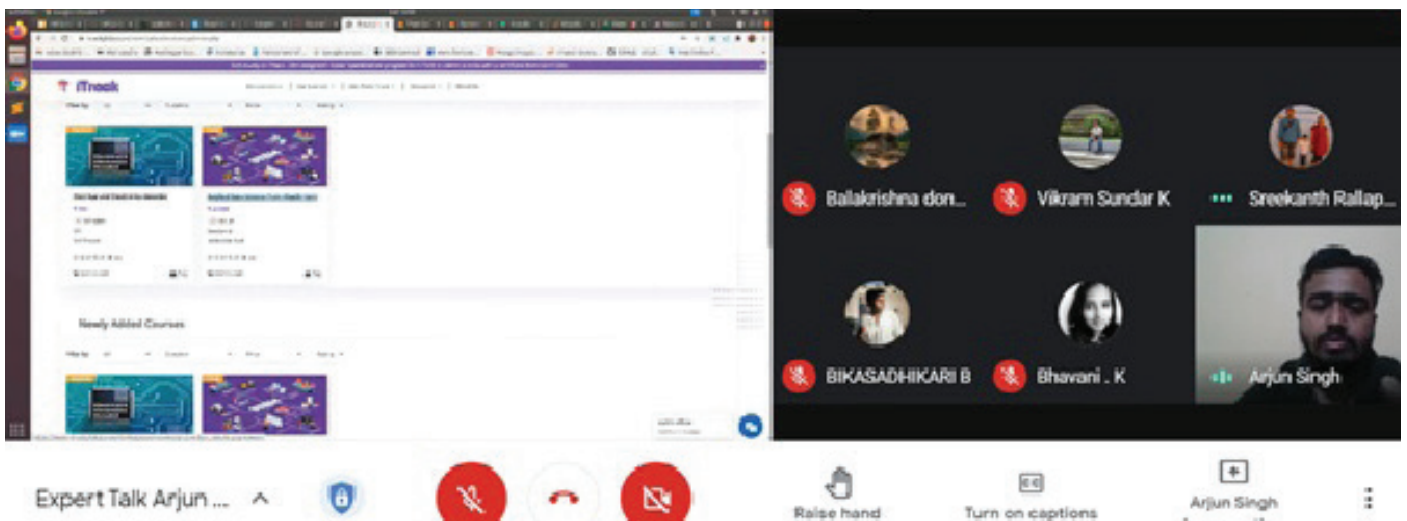
This was a hands-on session and the concepts and methods were explained for sending and receiving an SMS between two emulators through Android studio. He explained the two ways to send SMS. It is through SMS Manager Class and intent and even showed setting permissions in Android Manifest file to send and receive SMS and as well as the methods involved for sending a message in Email Application. All this was explained by sharing the screen and codes. Whenever an error was encountered the reason for the error and the explanation to rectify it was also shared.

The session was arranged to explain the major methods in a very clear and understandable way. This session was extremely useful and beneficial as it covered major topics from the syllabus. It was an interactive session, students had already installed android studio in their laptop and were performing exercises simultaneously, which helped in better understanding. At the end there was a Q&A session where students were able to clear their doubts and



asked questions related to their android project which involved firebase which they are pursuing in the curriculum.

AN EXPERT TALK ON LEARNING MANAGEMENT SYSTEM



An Expert talk session was hosted on 29th May 2021 with the theme being Learning Management System – Architecture and Applications. The session was organized by Dr. Sreekanth R Associate Professor, Dept. of MCA, NHCE. The Guest for the session was Mr. Arjun Singh from Hitachi MGRM Software, Bengaluru.

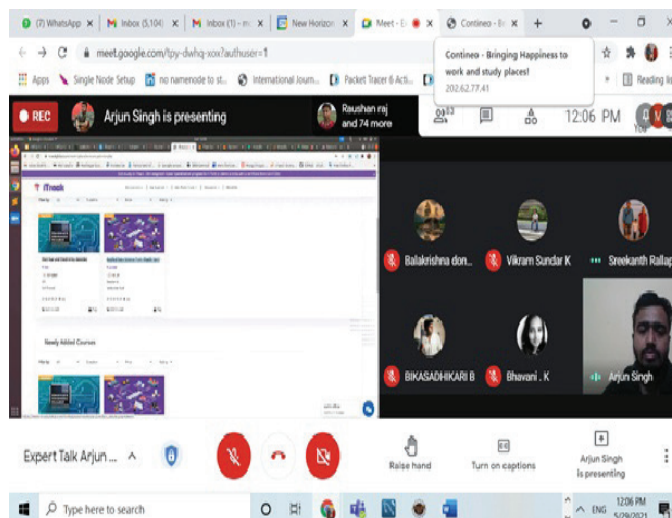
The lecture on Learning Management system covers the following.

Skills that MCA students should acquire from the beginning of the course which covers LMS, various skills required like HTML, Java script, MySQL, PHP, Angular and other skills. Students can also focus on learning various skills used in Moodle to develop skills to build web applications.

MIND YOUR MIND BY MR. RAJEEV NAMBIAR DIRECTOR, PROGRAMS, IN THE ART OF LIVING, BENGALURU

Having a strong mind and positive thoughts is the key tool to cope with these challenging times, the webinar primarily focused on the student's present difficulties and how to manage their problems by controlling the mind.

There were about 90 participants who attended the webinar, and the webinar was conducted using Google Meet. The speaker was interactive and gave real scenarios depicting one's situation which are common for everyone and tried to explain the adverse effects and positive effects of a strong mind at times as such. He explained what great impact a strong mindset can make in an individual's life with. He explained how positive mindset would influence the decisions one takes with his experience as an example.



COURSE PRIMER 1 – SEE ORAL TEST BENCHMARK PROCESS & BEING PROACTIVE

A) FEEDBACK & NARRATION OF CLSLL SEE (ORAL TEST) – A BENCHMARK IN STUDENT ASSESSMENTS (SECTIONS – M & R)

B) BEING PROACTIVE IN LIFE AND LEARNING (SECTIONS R, Q & P)

The Basic sciences sections – M, Q, R, N & P students took part in the course primer challenge. They were given a choice of Semester End Exam conduct and process and proactivity in learning.

Group from M sec led by Abhay showcased their communicative ability by their excellent expressions on a zoom call and communicated the excellence of the conduct of the oral exam (SEE – 19 HSS 171) and its relevance of assessing students creatively and in an organized manner. The SEE oral test was of international standard and organized smoothly for about 1250 students.

Groups from Q took up the topic of being proactive and taking charge of life in general and in specific to professional communication learning.

Q sec teams led Pramod, Reshitha and others did movies and Google surveys to communicate the importance and need to be proactive in life as against being reactive.

R sec team led by Rishi did a zoom interaction video on proactivity.

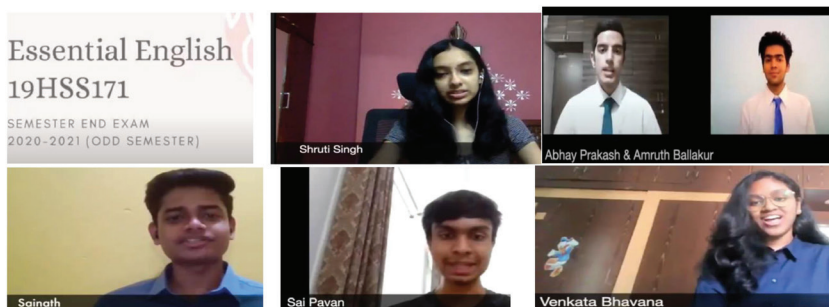
N sec led by Vamsi and Mamtha did a PowerPoint presentation on being proactive to choose careers – Novel careers.

P sec led by Nishta did a survey on being proactive.

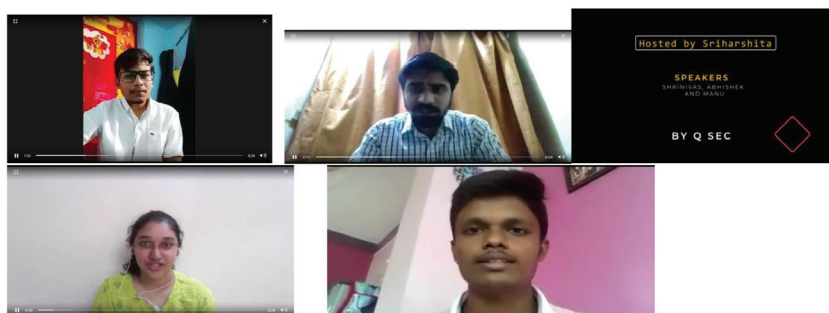
Overall, the course primer of professional communication course by CLSLL started off with a bang of activities and students of most sections participated whole heartedly and shared their experience of being enthused and tickled off with creative activities. Collecting Google form survey data and presenting the same, movie making, sketching skills also came to the forefront and it was indeed fun with learning for the students.

Sec	Name	Video
M	Abhay P/ Amruth B	Oral test - SEE - 19HSS171 benchmark process
	Bhavana V/ Shruthi	
	Sainath/ Pavan	
R	Rishi / Manan	Oral test - SEE - 19HSS171 benchmark process
	Ankita/ Nithya	
	Nandana/ Aditya	
Q	Pramod / Srinivas	Being Proactive in life & learning (Movie & Poem in appreciation of their trainer)
	Abhishek Kumar/ Sandip Mondal	
P	Nishta / Ritika	Being Proactive in life & learning (presentation and Google survey)
	Shivang / Abhinav	
	Tanaya/ Harishta	
	Krishna / Archana	
	Arunesh/ Prithuraj/ Keerthana	
N	Vamsi/ Saket	Being proactive - Novel careers
	Mamtha/ Akshitha	
	Hemashree	

M Section – SEE oral test benchmark process - CLSLL



Q Sec-Course primer activity presentation



N Sec-Course primer activity presentation



COURSE PRIMER 2 – IMPORTANCE OF COMMUNICATION & COMMUNICATION BEYOND WORDS.

A) IMPORTANCE OF COMMUNICATION SKILLS FOR ENGINEERS (SECS C, F, J , H)

B) COMMUNICATION BEYOND WORDS (N SEC)

The Basic sciences sections – C,F, J, H & N students took part in the course primer challenge. They were given a choice of Importance of communication and communication beyond words as an ice breaking activity to team up and produce written or oral presentations.

Individuals from C,F,J, & H expressed through videos and presentations on the importance of communication skills for Engineers with confidence and clarity.

A team of N section made a presentation about communication beyond words and shared deep thoughts about silence in communication and listening skills.

Overall, the course primer 2 of professional communication course by CLSLL started off with a bang and the students displayed enthusiasm and drive to accomplish the much sought after confidence in communication.

The collage features five student presentations and a video thumbnail. The students are: BH-C Section KALAL SIMHA, BSH-C Section PR VISHWANATH, BSH-C Section VALLUVEETI MAHATHIR, EDI-C Section RASHI AGARWAL, and a student from Sec N. The video thumbnail shows a presentation slide titled 'Communication beyond words' with text about the level of communication and the power of music. Below the thumbnail, text reads 'Sec N- Created & presented on Communication beyond words' and 'Secs C,F,J, H gave individual presentations on importance of communication for Engineers'.

Participation credits :

Sec	Name	Video
H	Jumainah Khan/ Sanajana Chinta / Tanya Singh	Importance of communication for Engineers.
J	Avneesh Tamra/ V Gayathri	
	Dhanush Y J/ V Mahesh Babu	
F	Bilal Khan/ Kavya S	
	Pallavi Sharma / S Pramodh	
C	Kajal Sinha / Rashi Agarwal	
	P R Vishwanath	
N	Pranav /Amiya / Hisham	Communication beyond words
	Pranshu /Roshini	

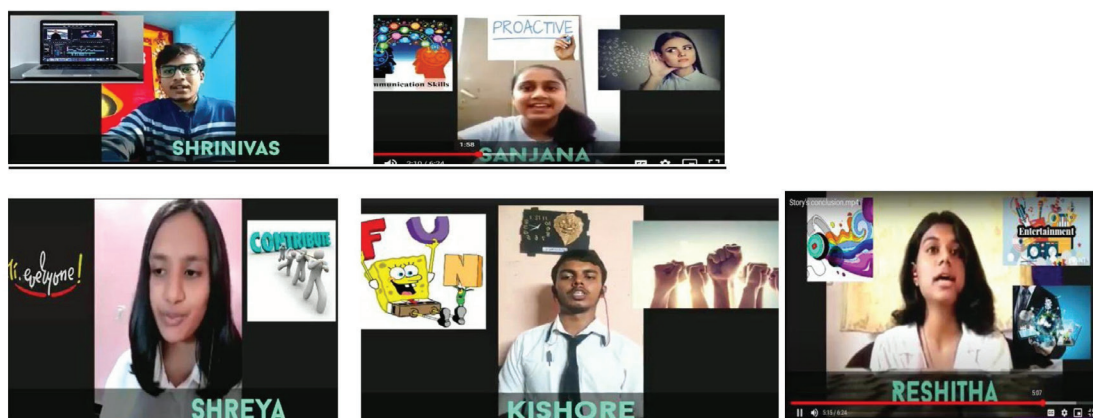
CREATIVE CARTOONS AND SKETCHES TO PROPEL COMMUNICATION SKILLS

We had to just ignite the passion for creativity – the students jumped into it making scripted dialogues , using cartoon apps like plotagon and created wonderful story lines based on the topics like proactive and creative learning, covid conversations, online learning , classroom discipline and attendance ,and even the active – passive grammar lesson review through conversations. They applied the tech and communicative skills in the best possible way and enjoyed the whole process, gained confidence and learnt in refreshing ways.

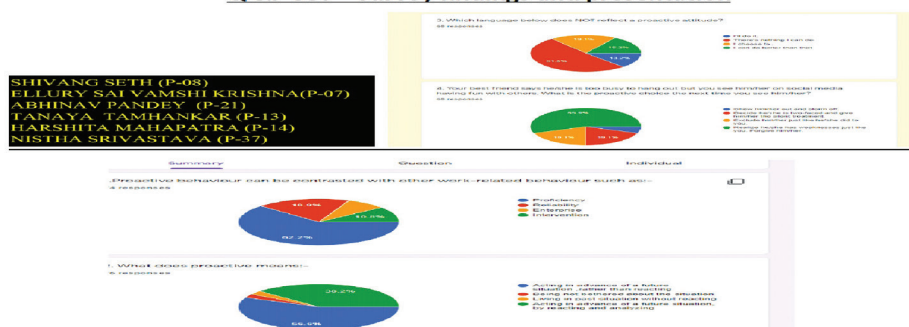
Q Sec – Kishore & Sanjana (Cartoon making - fun conversations)



Q Sec – Pramod,Srinivas,Abhishek,Kishore,Sanjana,Shreya – Sketching & Movie making



Q & P Sec – Survey findings and presentation



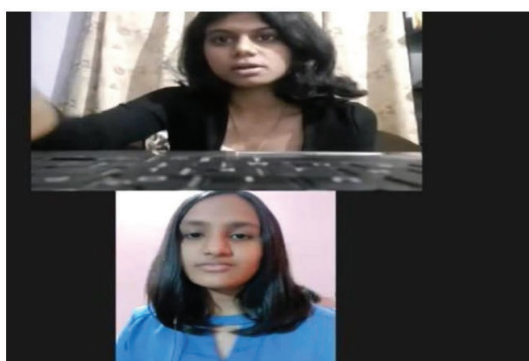
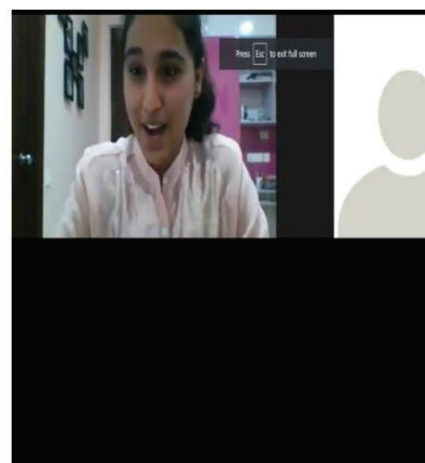
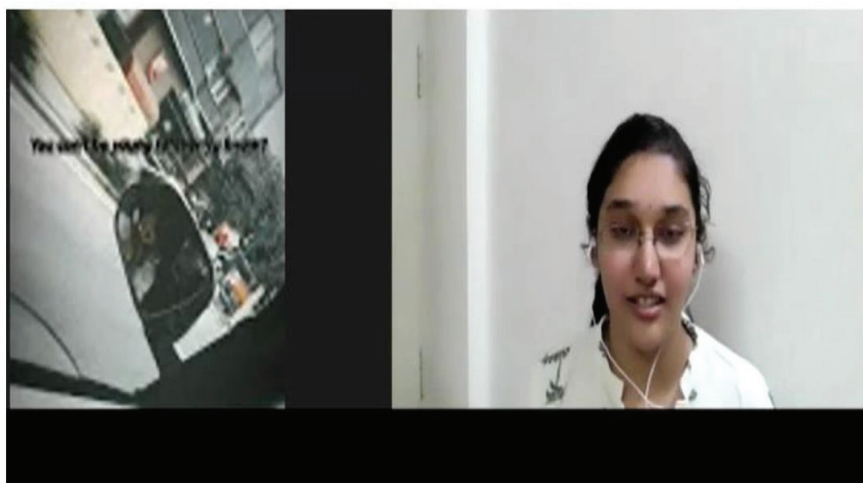
Participation credits :

Sec	Name	Video
Q	Pramod / Srinivas	Movie on Proactivity
	Abhishek	
Q	Kishore	Online learning and covid conversations using plotagon cartoon making app.
	Sanjana	Sketching – proactivity & communication skills
	Shreya	Sketching – presentation skills
	Pramod	Sketching – Informal speech
P	Nishta & group	Incorporated sketches and google form surveys
N	Mamtha & group	Incorporated sketches for presentations
R	Rishi & group	Incorporated sketches for presentations

COMMUNI-COACH (A PEER LEARNING INTIATIVE)

A program to pair up mentors for communication skills with the students desirous to have out of the sessions coaching was designed to encourage peer-to-peer learning concept. This has taken off so well that the results have been quite fast as the learners who want a one on one coaching has been enabled across sections. A group has been thrown open for peer learning. This initiative across sections and semesters will reap rich dividends in the future too.

Communicoach program – peer-to-peer learning



Participation credits :

Sec	Name	Video
Q	Sriharshitha	Paired up with Vishal (P sec) Manu (Q sec) & Raghavendra (p sec)
	Sanajana & team	
	Shreya	Paired up with Rohanth / Nandini
	Deepti	Pooja / Saran / Karthik
Au	Ahad	Mahendra


LEARNING BY DOING – MODULE PRESENTATION BY SECTION GROUPS

As a result of a fruitful suggestion in our CLSLL group , we started throwing the challenge to students to make groups and one module for each group was given to present. This activity has caught up like a forest fire and all groups have been fired up to preform thereby paving the way for ' learning by doing'

PARTICIPATION CREDITS

Sec	Name	Video
MBA - B	Madhu & Team	Module 1 – Goal setting
Au	Ahad & Team	Module – 1 – Goals,6 thinking hats, Multiple intelligence & Mind maps
Civil - A	Mayur & team	Module – 1 – Goals,6 thinking hats, Multiple intellegince & Mind maps
P (SemII)	Nishta & team	Module – 1 Communication & Listening skills (with google survey findings)
	Shivang/Prithuraj/Vamsi	
	Abhinav/Rithika/Keerthana	
	Harshitha/Tanaya	
N	Darshini & Team	Module – 2 – Vocabulary building - context,synonyms etc
	Monisha	
	Hardik	
R	Prem & team	Module – 1 Communication & Listening skills (Sketches & comics)
	Maleeha/Christopher/Disha	
R	Rohan & team	Module – 2 – Vocabulary building - context,synonyms etc
	Manjunath/Prajwal/Janardhan	
	Preetham / Vinod	
Q	Sriharshitha & team	Module – 1 Communication & Listening skills
	Inchara & team	Module – 3 Non verbal communication
	Sanajana & team	Module – 1 Communication & Listening skills
	Deepti.Reshitha & team	Module – 2 - Vocabulary

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English
leader

Minako
top leader

Shiroki
guitar

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