

## VIT students being recruited by MNCs

Placements are the benchmark to the performance of any engineering institute as they showcase the success and growth of the institution. VITians take pride in sharing that we have been successful with regards to campus placements of the

students to companies of repute. It has been a fruitful endeavour to get multinational companies such as Works Application and Amazon Web Services to recruit VIT students.

Works Application Co. Ltd., the leading Japanese company for ERP solutions visited VIT on 16th August

2016 and this is the fifth consecutive time that they have been recruiting VITians since 2012. The pre-placement talk was addressed by Ms. Matsuri Suzuki and Mr. Jatin Kumar who are a part of the Global Recruiting Group of Works Applications Co. Ltd. The agenda of the pre-placement talk included a brief about the company, the work culture, current projects, recruitment process and expectations from the students. This was followed by a question-answer session and was concluded with a vote of thanks from Prof. D. N. Krishna, Training and Placement Officer, VIT. The pay package offered by the company is 6 million JPY i.e. 38 lakhs INR.

VIT hosted pool campus place-



Mr. Elango, Manager, Amazon Web Services addressing aspirants

ments by Amazon Web Services on 9th August 2016, where engineering colleges all over Maharashtra actively participated. The recruitment process comprised an aptitude test followed by interviews. A pre-placement talk was conducted after the aptitude test by Mr. Elango, Manager, Amazon Web Services. Six students from VIT were shortlisted after the first round of interviews and would be attending further interview rounds at their Bengaluru office in the coming week. The pay package offered by the company is 10 lakhs INR.



VIT Vice Principal Prof. Varsha Bhosale, Ms. Matsuri Suzuki and Mr. Jatin Kumar, Works Applications, and VIT TPO Prof. D.N. Krishna

## Message from Neil Dalvi, VIT alumnus and first VITian to be recruited by Works Applications

I graduated from VIT in 2012 from the Computer Science stream. I have been working in Works Applications, Singapore for almost four years now. Currently, I work as one of the Team leaders in E-commerce packaged product and am also pursuing a part-time course, MS in Computer Science from NUS.

Vidyalankar introduced me to the various aspects of software development and laid the computing foundation. Algorithmic modules helped me gain the proficiency needed in translating business needs into software features. Competitive atmosphere in the college pushed me to write better and cleaner codes. So, it helped to have an active involvement in practicals and projects. But I wish I had done two things in college, 1. Write test cases for coding assignments and 2. Save them on Github.

Let me tell you about the daily job of a developer in Works Applications. Apart from the typical challenges involved in designing, development and maintenance of features we also have to adhere to additional intricacies of packaged product development. When we add a new feature to the package, we have to make sure it serves all the requirements of the new customer and also benefit existing customers by way of an easy upgrade. It is exciting to review and collaborate on ideas with employees from Japan, Bangladesh, Indonesia, Vietnam and more. Despite the cultural differences, we are proud to admit that communication between teams is our strong suite.

In addition to the HR team's briefing, I would like to mention the following tips for the Technical Interview. We expect a correct solution for easier questions. For the tougher questions, we are keener on the general approach adopted in solving. For instance, being able to break down the problem statement, choice of algorithm and justification of approach taken carries weight.

Works Applications is currently undergoing a rapid global expansion, and this gives you an opportunity to work with employees from all over the world, to develop software for companies across the globe using the latest technologies.

## An Exclusive Offer for MMS Students!!!

CEO of Shopper's Stop Mr. Govind Shrikhande addresses session at VIT on 'Retailing in India'

Vidyalankar MMS students have constantly received valuable inputs and skills through classroom pedagogy by the best of faculty. However, to help bridge the gap between the theoretical and practical aspects of the curriculum, corporate interaction is extremely important. The Placement Cell of VIT MMS, managed by Ms. Reshma Bhansali, constantly recognizes this need and addresses it through regular associations and meetings with corporate personnel and provides industry exposure to the students and enables them to pick up skills in addition to what is being imparted in the classrooms.

VIT MMS invites thought-leaders, entrepreneurs, executives and policy makers to address students thereby facilitating practical learning. Such a session was organized by MMS Department, Vidyalankar Institute of Technology, on 6th August, 2016 by thought leader Mr. Govind Shrikhande, CEO – Shopper's Stop on 'Retailing in India'. Under his dynamic leadership the company has



Mr. Govind Shrikhande, CEO, Shopper's Stop being felicitated by Dr. Ankush Sharma, Head, Dept. of Management Studies, VIT

seen a 10-fold increase in turn-over from \$ 45.1 million in 2001 to \$471.1 million in 2013. He has won many awards like 'Retail Professional of the Year Award', 'Award of Excellence for Creating and Nurturing Excellence' in the field of business by ASM Group of Institutes Pune, 'Movers of Time' by Samay Bharati in 2012, 'The Most Admired Retail Professional of the Year Award' in

2009 by Images Group, 'Rashtriya Udyog Ratna' by National Education and Human Resource Development Organization, to mention a few.

Mr. Shrikhande's began his session by providing insights on retail trends like economy and politics, fashion changes. He started on an unconventional note by saying that how Baba Ramdev and PM Narendra Modi are influencing the retail markets and how politics is utilized for multiple things for e.g. 'samosa tax'. He explained fashion changes by comparing actress Babita and Kareena, Rishi and Ranbir Kapoor. Though the consumer base is rising rapidly but at the same time digital disruption is affecting the retail market. He emphasized this by saying that mobile is the new Genie as it is being used as our personal assistant, wallet or a payment gateway.

To keep pace with the digital disruption retail companies need to have robust strategies. Shoppers' Stop follows various strategies to win the customer like Omni channel journey, one view of customer i.e. master data management, one view

of order (OMS), and one view of inventory. Shoppers Stop has customer service to understand customer issues which works 24\*7. He later focused on Shoppers Stop strategy named 'Dinosaurs to Chameleons'. He introduced us to the new concept of virtual mirror & magic mirror with an advertisement. Shoppers Stop is launching a new program called 'Personal Shopper.' He also spoke about the new brands which they are launching like Desigual, R & S by Rocky Star, Femina flaunt, Eye stop, Haute Curry. He then came up with a slogan "BRICK is the new black". He ended the session by enlightening us on various such innovative concepts and encouraged all of us to continue on the quest for knowledge. It was our pleasure to have him amongst us and gain practical insights on retailing in India. We were immensely benefited by his inspiring address.

—Manisha Arutla,  
Second Year MMS, VIT



# THROWBACK E-CELL 15-16



Students, professionals, entrepreneurs, top innovators coming together under one roof to share their success stories, experiences and journeys. If this isn't the summit of entrepreneurship, what else is? As we race towards making another glorious year for Entrepreneurship Cell, let's take a short break and cherish a few beautiful memories from some of the most memorable events from last year's entrepreneurial events, E-Cell 15-16!



The Flagship Event E-Summit which was a melting pot of corporate honchos, young entrepreneurs and students who are budding entrepreneurs witnessed a multitude of speaker sessions, panel discussions, workshops, competitions and networking sessions. The event was also the first ever event of its kind in Vidyalkankar Campus. Further, a range of Speaker Series including Ideation Seminar; Digital Marketing, Entrepreneurial Finance were designed to test the skills of the students which are needed to become successful entrepreneurs.

Further elements on the summit included showcasing of various entrepreneurship ecosystems, their unique features and how they rose into existence.

E-cell VSIT along with Placement Cell started Start-up Internship Fair to bridge the gap between students interested in securing a meaningful internship and start-ups looking for help with their ventures. Start-ups got to interact with and evaluate students based on speed interviews and selected students to provide them with a real start-up working experience.

More than 40+ offers were made for VSIT students in the very first year of Start-up In-



ternship Fair

Team NEC VSIT stood 8th amongst 150+ colleges from all over India in National Entrepreneurship Challenge' held by Entrepreneurship Cell, IIT Bombay.

Team NEC VSIT was the only Non-Engineering college amongst the finalists.

### Virtual Reality Workshop

First the time ever in the institute, E-Cell VSIT organized a "Virtual Reality Talk" by Meraki during Startup Internship Fair.

### Collaboration with E-Cell IIT Bombay Envoyage Workshop

'Envoyage - The pre E-Summit workshop' was arranged by Entrepreneurship Cell, VSIT in collaboration with E-Cell, IIT Bombay. Mr. Rohit Bhagwat (founder of Activitas) guided and inspired the participants.

—Akhil Dalvi, SY BScIT, VSIT

## Workshop on Nuclear Science and Instrumentation by IANCAS BARC

The Lab Development Committee of Vidyalkankar Polytechnic organized a one-day workshop on "Nuclear Science and Instrumentation" in collaboration with IAN-

CAS BARC on 16th July, 2016. The Chief Guest for the event was Dr. D. D. Sood (Ex-President, IANCAS and Ex-Director, RC&I Group, BARC), and the other attending dignitaries were Shri. T.P. Chaturvedi (Head, Equip-

ment Electronics Services Sections in Radiochemistry Department, BARC), Dr. Raghunath Acharya (Secretary, Indian Association of Nuclear Chemist and Allied Scientist), Dr. Pranav Kumar, Mr. D.Chandrashekar,

Dr. Seraj A Ansari and Dr. Anjali Acharya.

In this workshop, the first half of the session was theory and the second half included practical demonstrations. Students showed great excitement with their enthusiastic participation in the practical and quiz sessions. A team of four members from BARC were the resource persons. The programme began with a short inauguration followed by two basic lectures on (i) Introduction to Nuclear Sciences and Radiation Detection and Measurement and (ii) Two experiments on radiation detection using nuclear instrumentation.

The workshop was attended by 91 students and 15 staff members. It proved to be interesting and enriching for both the students as well as the faculty members who gave positive feedback on the event. The workshop enabled them to gain ideas and knowledge on latest technologies and to learn new things beyond the text books.





## Goods and Service Tax (GST) India – A SUMMARY

Hailed as India's 'biggest tax reform' after months of political wheeling and dealing, the government has won a political consensus on the much awaited goods and services tax (GST) bill, which was passed in the Rajya Sabha on 3rd August, 2016. The GST will create a common market for over 1.25 billion people. Here's a refresher on what it is:

### What is the GST?

It's a blanket indirect tax that will subsume several indirect state and federal taxes such as value added tax

(VAT) and excise duty, and different state taxes, central surcharges, entertainment tax, luxury tax and a slew of related levies by local bodies.

The GST is likely to be at 18 per cent, and is widely expected to be implemented next year in April.

GST is a 'destination-based' tax, which means it's charged where goods are consumed, as opposed to where they are produced. Because it shifts the power that several Indian states have had in imposing indirect taxes on the production and movement, a centralised GST Council has been set up that will decide which

taxes will fall in the purview of states and which can be subsumed into the GST. A dispute resolution mechanism will also be established to resolve any GST-related disputes.

### What will become cheaper?

Expect many goods and purchases to become cheaper with the exception of fuel, liquor and tobacco. While several industries are expected to be beneficiaries, the entertainment industry may be a big winner as it will significantly bring down the 27 per cent entertainment tax. Here's how going to the movies will become cheaper: the central and state taxes come to about 66 on a 300 movie ticket. The tax could come down to about 46. Stocks of PVR cinema have shot up in recent weeks. Another beneficiary is the construction and building materials industry, which means the housing sector may also be a big winner with things like paints and cement

becoming cheaper.

### Why is it a big deal?

The GST is expected to add two per cent to the country's GDP, besides making the movement of goods easier across states. Because so far taxes have varied across states, often commercial trucks have had to go through multiple checkpoints to obtain the necessary permits and pay several taxes to the states they pass on their routes, which causes delays and encourages bribery. A uniform tax will make that movement of commercial products smoother.

### GST's history and politics

The GST has been in the making for more than a decade. Congress originally mooted GST in 2006 and a constitution amendment bill was introduced in Lok Sabha in March 2011 but it lapsed with the dissolution of the 15th Lok Sabha.

—Amit Kabra, Faculty, VSIT

### Important Dates: GATE-2017

<b>GATE 2017 Online Examination Dates:</b>	<b>February 4 – 5, 2017 &amp; February 11 – 12, 2017 (Saturdays and Sundays only)</b>
GATE Online Application Processing System (GOAPS) Website Opens for Enrollment, Application Filing, Application Submission	September 1, 2016 (Thursday)
Last Date for Submission of Online Application through Website	October 4, 2016 (Tuesday)
Last Date for Request for Change in the Choice of Examination City via GOAPS login	November 16, 2016 (Wednesday)
Availability of Admit Card on the Online Application Interface for printing	January 5, 2017 (Thursday)
Announcement of Results on the Online Application Website	March 27, 2017 (Monday)

## New Technology – Virtual Reality

It's been a long time coming, but virtual reality technology has finally come of age. Simply strap it on and you are plunged into a virtual world - turn your head to look around and it tracks your movement, allowing you to explore virtual reality as you would a real environment. It's a breath-taking experience, which well and truly heralds in a new era of entertainment. Virtual Reality or simply VR is the buzzword in the tech world nowadays. Virtual reality has advanced rapidly in the past couple of years—the much-anticipated Oculus Rift headset was recently launched in January 2016, followed closely by several other devices.



play would be "a room within which the computer can control the existence of matter. A chair displayed in such a room would be good enough to sit on. Handcuffs displayed in such a room would be confining, and a bullet displayed in such a room would be fatal. With appropriate programming, such a display could literally be the Wonderland into which Alice walked."

Much of the excitement about virtual reality has come from the gaming community. Who wouldn't want to experience a game so completely? But gaming is just the start. Sony has worked with NASA to conjure the experience of standing on Mars—a view that could help scientists better understand the planet. Google is testing Expeditions, a way of sending students to places like the Great Barrier Reef, where they can virtually scuba dive as part of a lesson on marine biology and ocean acidification. Similar approaches may enhance professional training. By donning a pair of goggles, a neurosurgeon could navigate brain structures before surgery; a chemist could step inside a drug to understand it on the cellular level; an architect could walk through a building she's designing.

Some people paint a rosy picture of

what life would be like if virtual reality were everywhere. In an article I recently read: "You might experience your friend's wedding in Delhi, seeing what is happening, feeling the warm, humid air of the wedding hall, listening to conversations and the wedding music, and enjoying the taste and aroma of the food being served. You might experience all that and more while sitting at home in Mumbai on a January morning."

### Current Leaders in VR



### Applications of Virtual Reality

**Gaming:** Virtual reality gaming is where a person can experience being in a three-dimensional environment and interact with that environment during a game.  
**Military:** Virtual reality has been adopted by the military - this includes all three services (army, navy and air force) - where it is used for training purposes. This is particularly useful for training

soldiers for combat situations or other dangerous settings where they have to learn how to react in an appropriate manner.

**Education:** Education is another area which has adopted virtual reality for teaching and learning situations. The advantage of this is that it enables large groups of students to interact with each other as well as within a three dimensional environment.

**Health Care:** Healthcare is one of the biggest adopters of virtual reality which encompasses surgery simulation, phobia treatment, robotic surgery and skills training.

**Entertainment:** The entertainment industry is one of the most enthusiastic advocates of virtual reality, most noticeably in movie theatres, Virtual theme parks, museums and virtual worlds.

**Engineering:** Virtual reality engineering includes the use of 3D modelling tools and visualisation techniques as part of the design process.

This technology enables engineers to view their project in 3D and gain a greater understanding of how it works. Plus they can spot any flaws or potential risks before implementation.

**Sports:** Virtual reality is used as a training aid in many sports such as golf, athletics, skiing, cycling etc. It is used as an aid to measuring athletic performance as well as analysing technique and is designed to help with both of these. It also

used in clothing/equipment design and as part of the drive to improve the audience's experience.

### About the cost

**The price of VR headsets in India**  
**Oculus Rift** – Rs. 40,000  
**Samsung Gear VR** – Rs. 8,200  
**HTC Vive** – Rs. 54,000



Back in 1965, Gordon Moore, a co-founder of Intel Corporation, now a well-known maker of computer chips, proposed what has come to be called Moore's Law, which has often been interpreted to mean that computing power doubles every year or two.

Boosters of virtual reality believe that it will greatly enhance education, science, industry, art, and entertainment, as it has already begun to do. They say it will simplify many tasks and let people express their creativity in new ways. It looks likely, then, that by, say 2020 computer systems that deliver convincing, immersive, reasonably reliable virtual reality will cost no more than a big-screen television does now. Most businesses and many homes will have them. All of these give credits to our virtual future being a great ride.

—Suman Pandit, BE ETRX I, VIT

# Gotta Catch 'em All!

If there was anything us 90s kids followed religiously it was the daily 5pm telecast of Pokemon. From 5pm to 5:30pm we followed the adventures of Ash Ketchum, a boy on a journey to fulfil his dream of becoming a Pokemon Master and deep down all of us wished to follow in his footsteps and be a Pokemon Master as well!

This dream of ours finally came true on July 6, 2016 when Niantic released Pokemon Go. In a world where video games restricted one to the four walls of his home, Niantic came up with a game which required players to actually go out to catch these critters and I daresay actually get some exercise while playing a video game! This concept was new, it was revolutionary and it was a hit! In the (nearly) 30 days since the app's release, Pokemon Go has made over \$160 million in revenue from in-app sale. The app brought Pokemon back to the mainstream by pulling in thousands of new fans and basically revived the franchise. Pokemon Go might be sweeping the globe as the hottest new gaming craze but it might just have started life as an April Fool's joke. Google's

annual prank two years ago involved integrating a 'Pokemon Challenge' into its widely-used Maps feature. The promotional video heard a developer introduce “the most rigorous test known to man to find the world's best Pokémaster”. Footage saw gamers exploring the world's toughest terrain to catch Pokémon, with gamers invited to use their smartphones to 'see' the fictional creatures.

As mentioned the game requires the player to roam the world (your neighbourhood will suffice) in search of Pokemons. The game sports a radar which displays upto 9 Pokemons in your vicinity. Once a Pokemon is encountered you can capture it by timing and flicking Pokeballs on it accurately. A captured Pokemon can be strengthened and evolved by catching more of the same Pokemon. In case the race to own the strongest/most unique Pokemon wasn't competitive enough, the game even introduces three factions Valor (Red), Mystic (Blue) and Instinct (Yellow) which a player can join to engage in battles to control various checkpoint scattered across the globe called Gyms.



Along with its worldwide success the game has also endured a few dark moments. There have been alleged thefts and mugging in Missouri by taking advantage of the game's Pokemon finding mechanism and also in Fremont County where a girl spotted a dead body while hunting for Pokemons near Big Wind River. Setting aside the unfortunate events this game has provided a platform for players to venture out, socialize and make new friends through organised Pokemon catching sprees aka PokeWalks or PokeMeets instead of being

indoors glued to their couches. Nobody is playing Pokémon with the idea, 'Man, I can't wait to get in shape because of this game.' That workout pressure isn't there. I didn't even realize I could walk that much because I was just walking around staring at my phone. You get a really good workout, but it kind of doesn't feel like it because you're so distracted from the thrill. All in all it has a bad and good side with the good side winning since you Gotta Catch 'em All!

—Anish Gadekar, TE CMPN 2, VIT



## TRAVELOGUE: LEH

At first glimpse, Leh, Ladakh felt like heaven, mysterious to me, and made me feel immediately introspective. Mighty snow-covered peaks, huge mountain slopes stand in awesome peaceful greenery. Shy, cute-looking but very friendly locals, I loved their rosy red cheeks.

The original name of the town is not sLeh, as it is now-a-days spelt, but

sLes, which signifies an encampment of nomads. These [Tibetan] nomads were probably in the habit of visiting the Leh valley at a time when it had begun to be irrigated by Dard colonisers. You call the word "jullay" to say hi or hello there.

If you are planning to go on a Leh-Ladakh tour you should be drinking lots of water to keep your body hydrated and do remember that the roads of Kashmir are difficult to navigate

horrible but it would surely turn out to be an adventurous and enthralling experience as would be evident from my travelogue:

**DAY 1:** I arrived at Chandigarh by morning flight and visited some parts of the beautiful city such as Rock Garden, Sukna Lake and a local garden.

**DAY 2:** We left for the lovely city Manali. It takes 8 hours to reach Manali from Chandigarh as it is 310 kms away. You can get a bus from there for 450 INR.

Manali is an amazing place to chill at. We spent just a day and a half there as Leh was our ultimate destination. We went to see Hidimba temple and the famous movies locations from Roja & Yeh Jawani Hai Diwani. After that I paraglided at Solang valley (for about 2000 INR)...wow! The beauty was truly breath-taking! I did river crossing near the valley (150 INR for 10 minutes); it was fun doing that in ice-cold water.

**DAY 3: Jispa (5 hours drive from Manali)** The hotel from Jispa was surrounded by mountains from all the sides. We enjoyed the view for the entire day, clicked some pictures and slept...one really needs to acclimatize to that altitude and weather.



**DAY 4: Jispa to Leh (335kms)**

It took us around 11 hours to reach Leh because it's the toughest road in the world!

**DAY 5, 6, 7: Leh local sightseeing**

We visited Hemis monastery. It was lovely spending time there, watching them praying in a dance form. Then we visited the famous Rancho's school from the movie 3 Idiots

It's an actual non commercial school one can donate for the school as well.

**DAY 8:** We went to Nubra valley to stay in tents...it's also called white desert...we did desert Safari from sand dunes (camel ride) and then we visited Diskit monastery on the next morning ...it has a lovely statue of

lord Buddha.

**DAY 9, 10: Kargil, Dras**

It was an awesome experience for me to visit Kargil War Memorial and get to see, know the stories about the Kargil battle.

**DAY 11: Srinagar**

Thus ended our stupendous and exhilarating tour to Leh as we left for Mumbai from Srinagar. It was not just an adventurous trip, but it also gave me many good memories, taught me very wonderful lessons, and inspired me to go explore other countries as well. I have travelled all over India but this is a tour that will surely be an unforgettable experience.

—Nachiket Parchure,

@nachiket\_parchure, TE CMPN 2, VIT



## NATION BESTOWS HONOUR ON SPORT STARS

The Rajiv Gandhi Khel Ratna, the country's highest sporting award, will be conferred on four athletes this year. The Sports Ministry announced that Olympic medallists P V Sindhu and Sakshi Malik will be honoured alongside trail-blazing gymnast Dipa Karmakar and ace shooter Jitu Rai.

While shuttler Sindhu created history by becoming the first female athlete from India to win a silver at the just-concluded Rio Olympics, Sakshi bagged a bronze in the

58kg women's wrestling. Dipa, India's first female gymnast to qualify for the Olympics, missed a bronze by 0.15 points but her clean finish in the high-risk Produnova vault won the hearts of the nation, and Jitu bagged over half a dozen medals over the past two years, including gold at the Asiad and Commonwealth Games and a silver in the World Championships. The ministry also selected 15 athletes for this year's Arjuna Award and the Dronacharya Award will be conferred on six coaches.