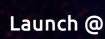# LET'S HEAR THE NEW DECIBELS OF SUCCESS

Special Issue on Innovations and Intelligence for Computing and Technologies (IICT-2023)

The Technology Entrepreneurship & Skill Summit 23-25 March 2023

Launch @ **Umagine** Chennai
Leave the future behind
23-25 March 2023

Organized by
GOVERNMENT OF TAMIL NADU
ELCOT
Adding value through IT

Publication partner
ICTACADEMY®

CALL FOR PAPERS

Topics

- Agent-based reinforcement learning
- AI technologies for AR/VR
- AI/ML in design of socio-economic systems
- Analytics for Intelligent Transportation
- Automatic state-of-the-art generation approaches
- Benchmarks to evaluate machine learning models

- Distributed machine learning
- Edge intelligence in Mobile Internet of Things
- Emerging technologies in remote sensing
- Ethical aspects of AI and immersive technologies
- Evolutionary Computation
- Intelligent Decision Theories and Models and more

Target Audience

Scholars, Academicians, Scientists, PhD and Master's students.

Benefits

- Publication of Special Issue in ICTACT Journal on Soft Computing (listed in UGC-CARE and other global indexing sources)
- DOI for the published article
- Opportunity to present paper @ Umagine Chennai 2023
- Awards & Prizes

Review Criteria

- Research papers will undergo blind peer-review process on criteria – Relevance, Originality, Clarity and Potential value.

Important Dates

Last Date for Paper Submission - **05 February 2023** |
Notification of Acceptance - **05 March 2023** |
Submission of Camera-Ready copy - **15 March 2023** |
Last Date of Registration (only papers that would be presented at Umagine 2023) - **15 March 2023**

For Author guidelines, paper submission and related details of Special Issue,

https://www.ictacademy.in/iict/

For any queries, write to us
@ **iict2023@ictacademy.in**

CEO's Message

2022 has been a good full working year after 2 years of the pandemic. This year, ICT Academy of Tamil Nadu has leaped to newer heights widening its training programs and engagement with institutions. Also, ICT Academy of Tamil Nadu continues to strengthen the training delivery, ensuring that the industrial ecosystem get talents as it requires.

As an effort to achieve the aforesaid mission, a new initiative called 'Nalaya Thiran' was launched by the state government of Tamil Nadu under 'Naan Mudhalvan' project. This is an experiential project-based learning initiative for engineering students. 55,000+ engineering students and 2,000+ faculty members were trained under this initiative. "Nalaya Thiran" has received really excellent feedback among the students and faculty members and thereby reaffirming our commitment to have workforce ready students who would graduate out next year. This feedback has been validated by external agencies and plan are afoot to extend this program to all other students in the prefinal year.

Earlier this year, ICT Academy of Tamil Nadu implemented a pilot program for the vulnerable students. Initially this project focuses skilling the students of Nagercoil in Kanyakumari district. On successful completion, this project will be implemented in the other districts of Tamil Nadu. Under this initiative the candidates are trained on, technology, IT and ITeS skills which would make them employable. We are working with the corporate to ensure that these students are gainfully employed after training.

Further, ICT Academy of Tamil Nadu is to conduct the 50th edition of "BRIDGE - A High Impact Industry-Institute Interaction Event of India. This conference explores technological trends and how they reshape the future of work. policy makers, academia & industry leaders come together to discuss the key areas of job disruption, and proposing ways in which industry and academia can collaborate to benefit the student community.

ICT Academy of Tamil Nadu has been making a greater impact in employability, entrepreneurship, higher education and research. On the other hand, ICT Academy of Tamil Nadu is to launch an array of new initiatives such as CoE, ESDM, Foundation Skills, and Hackathon in 2023. These initiatives are sure to break new grounds to address the skill gap across the state.

Best wishes for the New Year.

Hari Balachandran
Chief Executive Officer, ICT Academy

INSIDE

ICT CONNECT

Entrepreneurship as a religion

Role of Industry factors

Many traditional industries are ripe for disruption and business model innovation, offering great opportunities for new ventures. However, entry barriers could exist in any industry, some by the incumbents and others due to the industry structure. Regulatory barriers could make it difficult for a new venture to comply with. These aspects of the ecosystem should be carefully considered by both policymakers and founders.

Flt.Lt. Sridhar Chakravarth,
Training partner, Agility University,
Coach for Change.

Supply Chain Analytics

India has now emerged as the 3rd largest ecosystem and destination for startups, with the number of unicorns breaching the 100 marks. It is heartening to note that several startups are now offering solutions for MSMEs.

Dr. Prashant R. Nair,
Vice-Chairman, IQAC & DST-AMRITA (TEC) Fellow,
Amrita Vishwa Vidyapeetham, Coimbatore

10 BIGGEST
money mantras to keep in mind

The best way to use credit card is to pay the dues in full every month. Don't pay just minimum due as you may start attracting interest which is the highest among all the loans. Interest rate on credit cards starts from 36% in a year to as high as 48%.

Ganesan Thiru
Stock Market Profit coach,
Research Analyst

The good and bad of social media

Today, our social life is highly influenced by social media. It has many positive effects and negative effects as well on the society. Felt like reading a reminder? Yes, we humans always need the good to be reminded periodically, to be on the track as groomed social animals.

Ravi Ranjan Goswami
Retired IRS Officer.

Cosmetic Business innovation with **AR** and **VR Technology**

The AR & VR in Cosmetic & Beauty global market is projected to grow at a CAGR value of 25.5% from 2022 to 2027. The potential of such technology in educating clients from their homes, much like retailers do in stores, to aid them to feel comfortable with making internet shopping was a big growth factor

Dr. Nalli Ramya
CEO and founder of RAMICOS

MUSIC SOOTHES MY SOUL
Influence of music on mental health

In the race of thoughts and quests to prove ourselves, relaxation often takes a back seat. We are engrossed in work, personal, and professional responsibilities that we forget to take a pause. Music to me, is that pause

Nishtha Kawrani
Writer, Blogger, Voice Artist

The Bigger Question is about HOW?

Dr. Parthiban Vijay Raghavan
4DX Process Expert, Speaker.

Defining vision and goals is an important step, then understanding the "what"; however, the bigger question is how to implement it.

HOW?

HOW?

HOW TO IDENTIFY
AN INEFFICIENT
LEADER?

Those responsible for judging leadership candidates should improve their ability to distinguish between confidence and competence. At times, many competent are perceived as incompetent, as they fail to display the attributes that make leaders more effective.

HOW
Video Plays
a Key Role in
Marketing

Video is a striking medium because it ranks high on social media feeds and also it improves your search engine optimization ranking. People are more likely to land your website attracted by your visual promotions on YouTube or other social media platforms

Capabilities of Good Leadership

Be willing to listen and learn from your team, just as they learn from you. Every person has strengths and weaknesses. Each individual has an opportunity to complement one another. Perfection is not a plausible goal but building an incredible team can tackle each task with impressive momentum is an achievable and lofty ambition.

Cons of laissez-faire leadership and tips to swim through

Laissez-faire leadership can be complicated on confidence because leaders may look as if they are aloof. On the contrary, employees desire to see that they are noticed, and their effort is valued, and managers not clearly participating in a specific project can brush workers the inappropriate direction.

Important Strategies of
Neuromarketing

One of the easiest ways to know about customers and their behaviour is to apply neuromarketing strategies. With the help of this modern-day technology, you could easily understand that how the consumer's brain acts while choosing any products and which part of their brain becomes activated to complete the purchase.

Why Marketing needs **STORYTELLING?**

Stories are literally what makes the world go around. In th
realm, it's the CMO who must set the story on its axis by
storytelling is the foundation of every marketing initiative
that fail to prioritize storytelling may be left to throw more
array of technology and tactics to drive growth-yet ultim
As the saying often attributed to Plato goes, "Those who
society," a philosophy that everyone should wholehearte
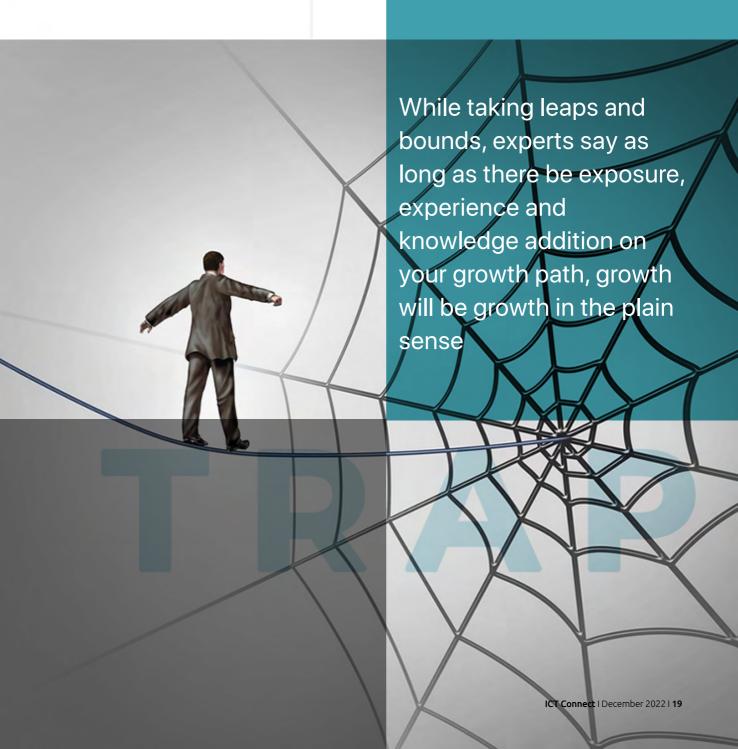
So, what's your story? Create a good one.

Are you experiencing
"ROLE FRICTION"?

Organizations frequently talk about role clarity but limit that discussion to individual roles. Does each employee know what they're supposed to be doing? It is not just what each role is doing. It's also about how much authority that role has. What this role is held accountable for? What decisions can that person make, and what involves others?

CAREER TRAP

While taking leaps and bounds, experts say as long as there be exposure, experience and knowledge addition on your growth path, growth will be growth in the plain sense

MAGIC MANTRA OF
SELF-DEVELOPMENT

Emotional intelligence can seem like a complex concept; there are specific ways you can develop this by taking time and building skills which help you become better at building relationships with people, and work-life.

Lakshmi
Senior Hr Manager
Mahalova Digital Marketing Pvt Ltd

ICT Academy
NEWS STAND

INAUGURATION OF HONEYWELL CENTER OF EXCELLENCE AT DVR & DR. HS MIC COLLEGE OF TECHNOLOGY, VIJAYAWADA

05 DECEMBER, 2022

Honeywell Centre of Excellence for Women Empowerment was inaugurated at DVR & Dr. HS MIC College of Technology in the presence of Dr. T. Vamsikiran, Director - Academics, DVR & Dr. HS MIC College of Technology, Dr. K. Srinivas, Principal, DVR & Dr. HS MIC College of Technology, Dr. G. Sai Chaitanya Kumar, HOD - CRDC, DVR & Dr. HS MIC College of Technology, Sri D. Prasad, HOD - CSE, DVR & Dr. HS MIC College of Technology, N Amarnath, Assistant General Manager, Corporate and Government Initiatives, ICT Academy, B. Gopal, State Head – Telangana, and Andhra Pradesh, ICT Academy.

The objective of establishing the Honeywell Centre of Excellence at DVR & Dr. HS MIC College of Technology is to train the students in advanced technology such as Microsoft Data Analyst Associate (DA-100). The students will learn to prepare data for analysis, data analysis & visualization using Power BI.

INAUGURATION OF EMPLOYABILITY SKILL TRAINING PROGRAM AT BLUE DIAMOND, PUNE - IHCL SELEQTIONS

12 DECEMBER, 2022

ICT Academy in association with Bajaj Finserv Ltd organized the Inauguration of Employability Skill Training on 12th December 2022 at Blue Diamond, Pune - IHCL SeleQtions. The Chief guest of the event is Smt. Shefali Bajaj, Chairperson, CSR steering committee, Bajaj Finserv Ltd. Other dignitaries include Ajay Sathe, Group Head – CSR, Bajaj Finserv Ltd, Hari Balachandran, CEO, ICT Academy, Sunil Dahiya, Executive Vice President, Wadhwani Foundation, Sumit Munjal, General Manager, telecom Sector Skill Council and B Raghava Srinivasan, Associate Vice President, ICT Academy.

This was an exclusive event for the Academicians of Arts & Science and Management Institutions of Maharashtra. This event focused on the need for skill development initiatives in the retail industry and insights from industry experts on career opportunities.

ASSOCHAM CONDUCTED EDUTECH 100 SUMMIT AT HOTEL LALIT, NEW DELHI

14 DECEMBER, 2022

ASSOCHAM Conducted Edutech 100 Summit at Hotel Lalit, New Delhi on 14 December 2022. Hari Balachandran - CEO, ICT Academy delivered his insights on "Digital Transformation – Strategy and Roadmap".

The Summit focused on India as a knowledge economy, building an ecosystem around education, skills, and research along with digital transformation.

Educationists, Chancellors, Vice Chancellors, Principals, Deans, Directors, and Promoters from reputed Government and Private Institutions, EdTech start-ups, stakeholders, and students across the nation were the attendees of this event.

INAUGURATION OF 5G CONFLUENCE 2022 AT TAJ WELLINGTON MEWS, CHENNAI

21 DECEMBER, 2022

The 5G Confluence 2022 **was** inaugurated on 21st December 2022 at Taj Wellington Mews the event was powered by the Telecom sector skill council (TSSC) and supported by the ICT Academy of Tamil Nadu.

The Chief Guest of the session was Thiru. T. Mano Thangaraj, Hon'ble Minister of Information & Technology and Digital Service Department, Government of Tamil Nadu.

Other speakers of the session were Dr. Mahesh Shukla IES, Member (Services), Digital Communications Commission, Ex – Officio Secretary, Government of India, Arvind Bali, Chief

Executive Officer, Telecom Sector Skill Council, Josh Foulger, Chairman, ICT Academy and Country Head of India & Managing Director Bharat FIH Ltd. (A Foxconn Technology Group Company), Hari Balachandran, Chief Executive Officer, ICT Academy, Ma Foi K Pandiarajan, Founder & Chairman, Ma Foi Group, Naveen Chaluvadi, Chief Digital Officer, Yes Bank, Capt. Partha Samai, Head of Human Resources – South Jio, Prasanna Inamadar, Chief Executive Officer, SENSEOPS Tech Solutions Pvt Ltd, Ashwin Desikan, Chief Technology Officer, Atsuya Technologies, Yogesh Nagabhushana, Delivery Director, Movate, Dr. Dheeraj Krishna Sushilkumar, Head Telemedicine, Star Health, and Allied Insurance Co.Ltd, Srinivasan Venugopal, 5G Evangelist.

This event brought the stakeholders of the skill ecosystem together to deliberate on the potential of 5G & relevant digital technologies, digital infrastructure, and the role of the telecom sector in any kind of digital intervention and to prepare a skilling roadmap for creating job-ready talents.

DO YOU KNOW?

1. If 1=3, 2=3, 3=5, 4=4, 5=4
Then, 6=?

[a] 2   [b] 4

[c] 3   [d] 6

2. How many minutes are in half of a day?

[a] 720   [b] 640

[c] 6000   [d] 240

3. Which number is written MCMLXXVIII in Roman numerals?

[a] 2053   [b] 15198

[c] 1986   [d] 1978

4. How many sides does a Dodecahedron have?

[a] 12   [b] 24

[c] 14   [d] 20

Answers to the previous Quiz
1) 120 2) 6 3) 18$ 4) 20% 5) 12