

# Always carry a smile

Even if you  
don't wear it



# 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



## 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 - **18 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](mailto:iict2023@ictacademy.in)



# CEO's Message

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The future is already here, and it is driven by technology. It is needless to say that technology growth has been gaining momentum and will grow exponentially in the future. Most of the jobs in the future will be in emerging areas, such as Computing Power, Smarter Devices, Extended Reality, 3D Printing etc.

On the other hand, technology has been accelerating innovation in all areas of society, economy, and culture in spite of the fissures persistent in several parts of the world, notably in the developing countries. According to the Global Innovation Index released by World Intellectual Property Organization, India has progressed to the 40th place from being ranked 81st in 2015, which I believe is a remarkable achievement.

To make the most out of this progress, I believe that institutions should embrace the new technologies and encourage students by training them in problem solving, emerging technologies, sensitizing them with the need for innovation and research, making them workforce ready.

Along these lines, the Information Technology and Digital Services Department, Government of Tamil Nadu is organizing Umanage, the pan Asian event that brings together policymakers, researchers, emerging technologies, corporates, leading entrepreneurs, start-ups, academia, thought leaders and skill providers from across the globe on one platform to leverage human capital potential.

**Happy Reading!**

**Hari Balachandran**  
Chief Executive Officer, ICT Academy

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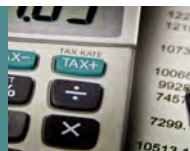


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# EMOTIONAL INTELLIGENCE AT WORKPLACE



Lakshmi Peethambaran  
Senior Hr Manager  
Mahalova Digital Marketing Pvt Ltd

Workers are trained to trumpet technical skills and personal achievements on their resumes and talk them up in job interviews. However, to succeed at work, either personally or as part of a team, an entirely different skill set is coming to the fore.



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read full story](#)



# 5 HOTTEST AI TRENDS IN DIGITAL MARKETING 2023



Dharmesh Suryavanshi  
Co-Founder & Executive Vice President  
Purview Digital

AI can be used to personalize marketing campaigns based on customer data and behavior. By sending targeted, personalized messages to customers, businesses can increase their chances of converting leads into sales, resulting in a higher ROI.



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read full story](#)



# DIVYA BHARTI AN ETERNAL ENIGMA



Media can stop sensationalising celebrity deaths. We need to understand that if someone is constantly asking for poison or wishing for death, it could be a horrendous sign of anxiety or depression. Parents should stop living their dreams via their kids.



Jyoti Dhiman  
Consultant Editor, FAIC

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read full story](#)







## **SOCIAL ENTREPRENEURSHIP**

### **A MEDIUM FOR INNOVATION**

As a socio-economic business model, social entrepreneurship highlights the need for long-term objectives by combining conscious leadership and personalised management. It reverses the top-down approach. The community members, who are most affected by an issue are the changemakers.

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Nand Kishore Chaudhary  
Founder, Jaipur Rugs

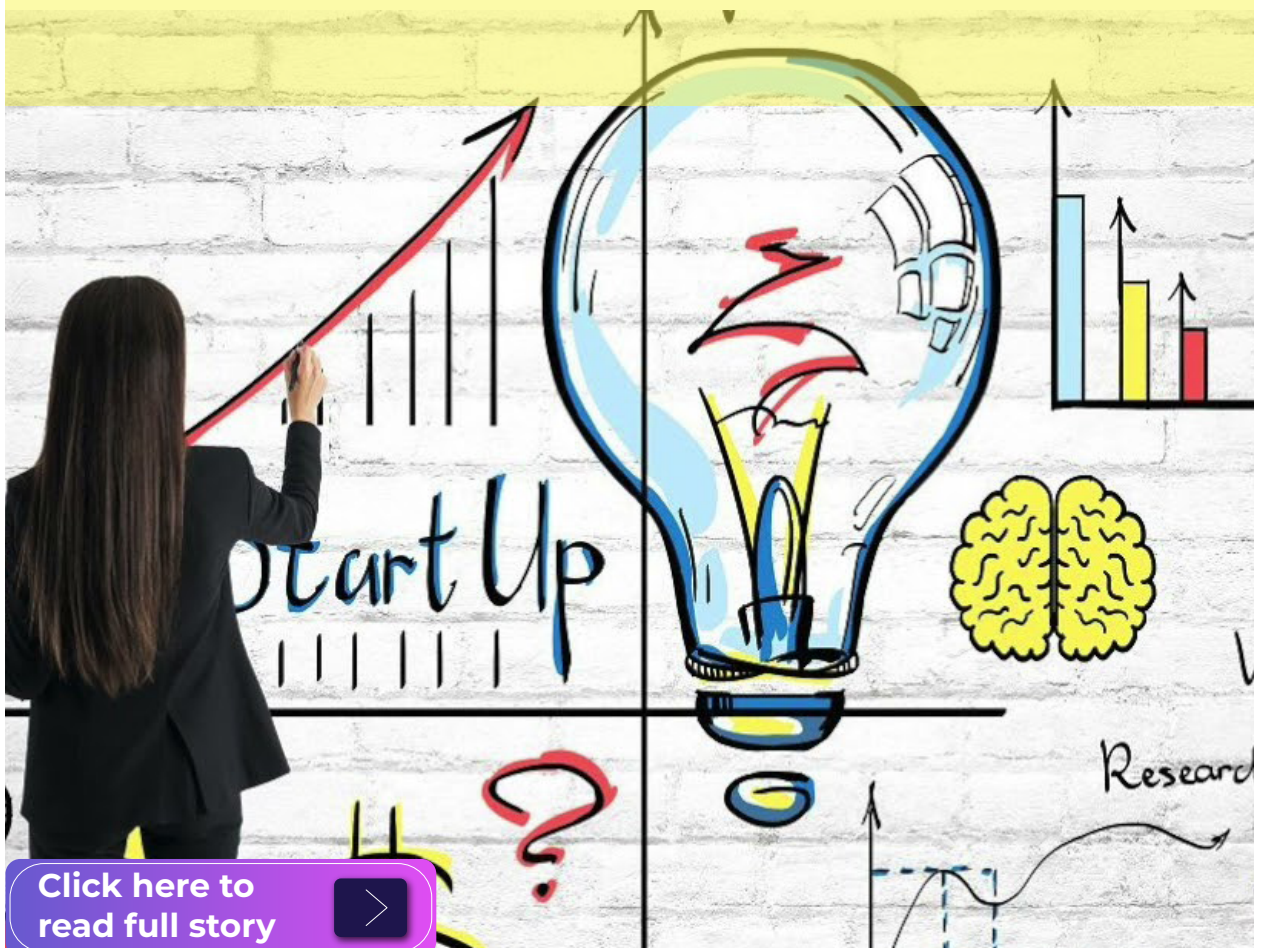
# INDUSTRY 4.0 FOR MSME



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

## CLUSTERS

Indian MSMEs are steadily moving towards technology adoption and usage. MSME's software deployment is primarily restricted to stand-alone packages for finance, HR manufacturing, or payroll. There has been a visible digital shift in channels for communication, marketing, payments, hiring, and other business verticals. A minuscule percentage of MSMEs are harnessing Industry 4.0 technologies. Challenges faced includes working capital, trained manpower resources, and lack of awareness or having a comprehensive ICT strategy.



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# ENTREPRENEURSHIP AS A RELIGION

## ROLE OF INFRASTRUCTURE AND TECHNOLOGY

Many entrepreneurs keep searching for ideas and find some from foreign research reports, which need to be customized to their local conditions. This is another big gap that the institutions could bridge by orchestrating a partnership or building on the existing research for customization.



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

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# EXPERIENCE COLLABORATIVE PARENTING



Ms. Mubeen Irshad  
Director, Story Carpet



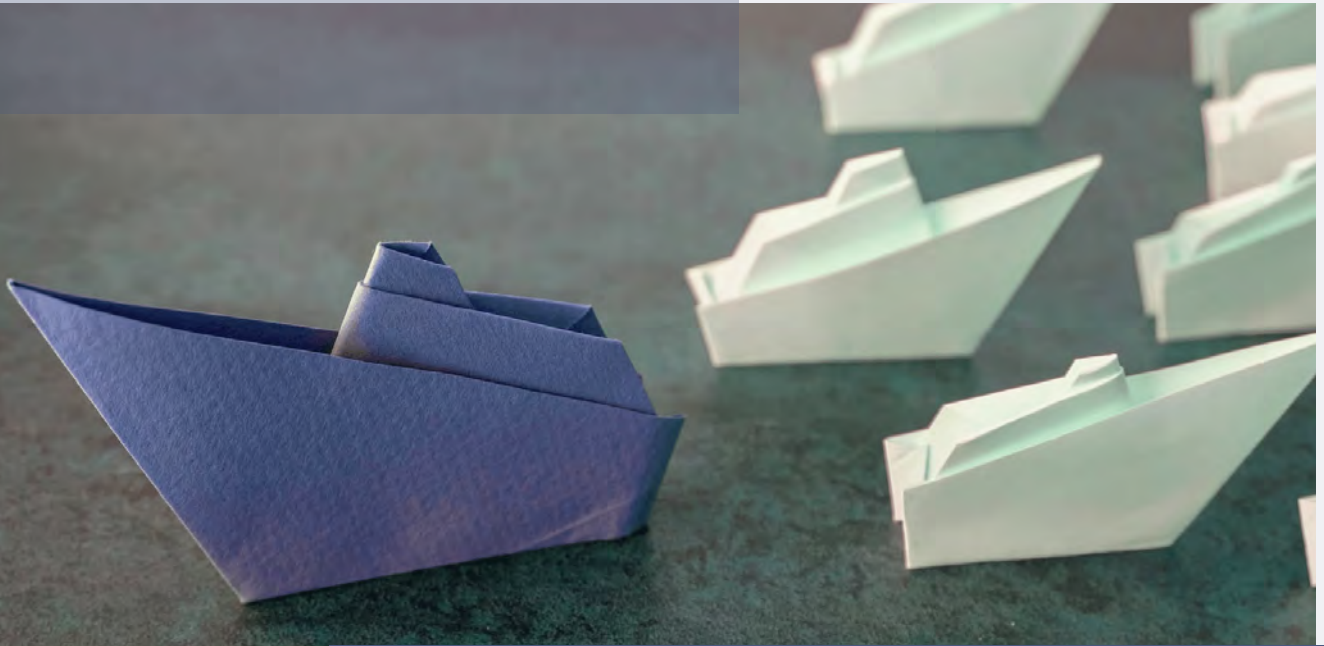
Why “acceptance” is hard for us? Yes, we have a lot of expectations on our children. When they are **IN LINE** with our expectations, we are happy about them. But when they aren’t **ALIGNED** with our expectations, then we end up showing frustration and anger on them.

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# IS A LEADER WITH NO MANAGERIAL SKILLS A GOOD LEADER?



I often wonder if a company, especially a small, growing one, needs more managers or more leaders. Are these roles different? Sometimes, we seem to use the terms manager and leader interchangeably. While Leaders “lead” the teams, people, or a company by influencing and inspir-ing others, while managers do it on a micro-level.

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# DIGITALISING YOUR EXECUTION PROCESS

When you have your goals for the business and the lead measures clearly defined, you must translate them into an action plan that includes milestones, initiatives and actions carried out throughout the company.



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read full story](#)



Dr. Parthiban VijayaRaghavan  
Senior Partner - Gravitas

# HOW TO DEAL WITH DIFFICULT EMOTIONS MINDFULLY?

Oftentimes, people tend to distract themselves with their burden of work and not address their emotions properly. They might succeed in dealing with this but in near future, they may start experiencing problems again.



Smitha Kumaran  
Content Writer and Editor

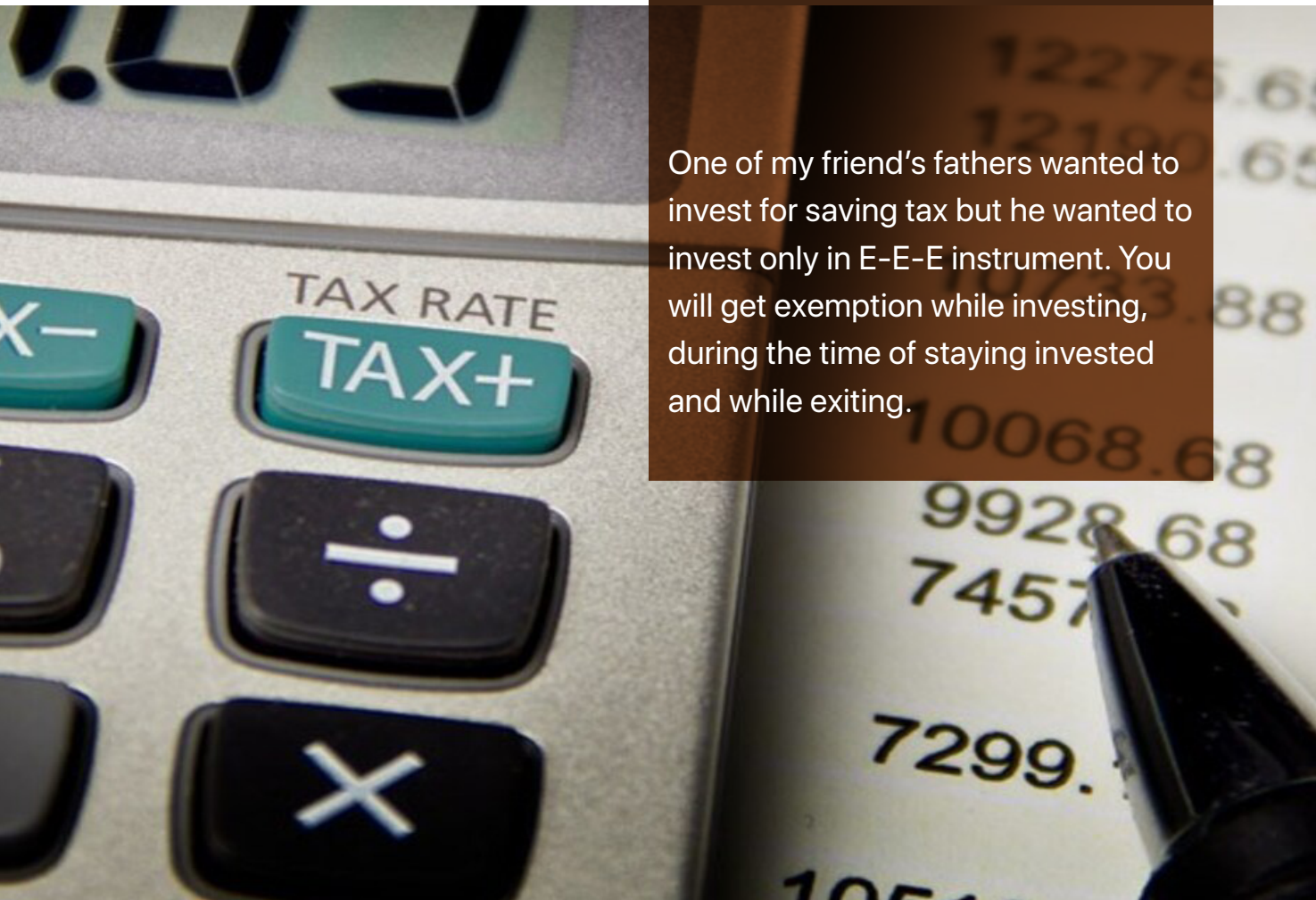


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# 6 TAX SAVING MISTAKES TO AVOID IN 2023



One of my friend's fathers wanted to invest for saving tax but he wanted to invest only in E-E-E instrument. You will get exemption while investing, during the time of staying invested and while exiting.



Ganesan Thiru  
Author, Stock Market Profit coach  
Research Analyst

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# AWARENESS ON POSH ACT, 2013

## PREVENTION OF SEXUAL HARASSMENT AT WORKPLACE FOR WOMEN

When it comes to redressal at workplace for sexual harassment, employee/worker has a right to expect and get advice from a trained, skilled, and competent Complaints committee, time bound process, assurance of information confidentiality, non-retaliation, counselling, or other necessary support, if needed.



Ramaharan  
Certified (TTT) PoSH Act 2013 / I C Trainer  
Consultant External Member  
Certified Corporate Trainer



KNOW THE RULES!

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# CHALLENGES IN OUR PROFESSIONAL JOURNEY



Support can come from all sides at work. If you can, try to establish relationship with such people that have voice and influence beyond your direct supervisor, there could be plenty of executives and senior leaders who can guide you acquire the skills to succeed. Start raising your hand to take on challenging projects.

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# HOW BRANDS CAN USE ChatGPT FOR CONTENT MARKETING?

ChatGPT, the generative AI chatbot has been receiving attention for its conversational and human-like responses to queries in the recent times.

While there's no doubt that the technology is revolutionary and unprecedented, it still needs human checks and balances for use in digital marketing and everyday life.

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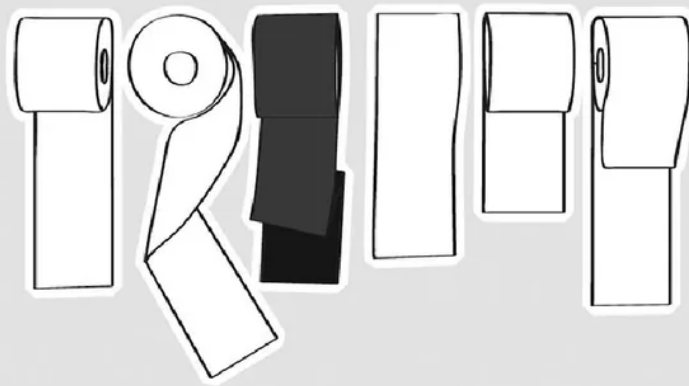




# REPORTING

## CHALLENGES AND IMPROVISATIONS

THE JOB ISN'T FINISHED TILL  
THE PAPERWORK IS DONE!



Reporting sees a super push during a reform, and when the organisation does not figure out such derailing, it might create an over-reported work environment which misses productivity to a great extent.

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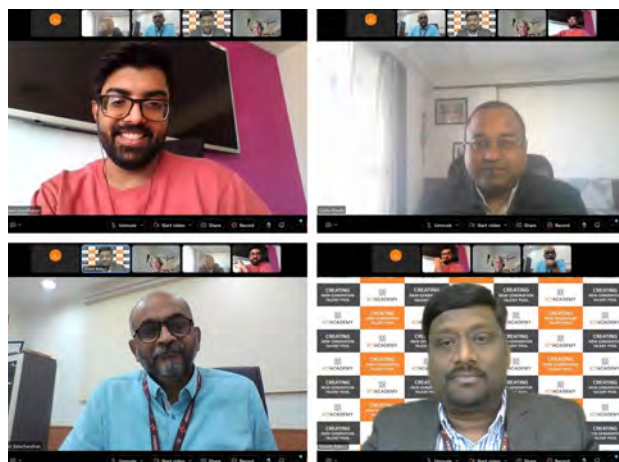




# NEWS STAND

## ICT ACADEMY ASSOCIATION WITH FINASTRA INAUGURATED STUDENT TRANSFORMATION PROGRAM

20 JANUARY 2023



ICT Academy in association with Finastra virtually inaugurated the Student Transformation Program on 20 January 2023. This program trained students in Advanced BFSI Skills and Soft Skills.

Senior leaders from Finastra and ICT Academy took part in this inaugural session organized exclusive for academicians of Maharashtra. The session involved deliberation on the need for skilling in the BFSI industry as the sector continues to evolve with technology and digitalization.

## ICT ACADEMY CONDUCTED LINK MEGA JOB FAIR AT PATRICIAN COLLEGE OF ARTS & SCIENCE, CHENNAI

28 JANUARY 2023

ICT Academy successfully conducted the LINK - Mega Job Fair at Patrician College of Arts and Science, Chennai on 21 January 2023.

The Chief Guest of the event was Mr. Hari Balachandran, Chief Executive Officer, ICT Academy. He said that Job Fair is a platform that provides a unique opportunity for

engagement, networking, and potential partnership between employers and students.



ICT Academy successfully conducted the LINK - Mega Job Fair. He encouraged the students stating that their participation in this Fair as the first step towards a successful career and motivated them to attend the interview with confidence. This Mega Job Fair hosted 30+ companies with a footfall of 6100+ students. 305 candidates were hired on the spot and about 1000+ got shortlisted for the next round.

## FACULTY DEVELOPMENT PROGRAM ON MICROSOFT POWER BI DATA ANALYST ASSOCIATE HELD AT VIDYA VARDHAKA COLLEGE OF ENGINEERING, MYSORE

30 JANUARY 2023



ICT Academy conducts a faculty development program on Microsoft Power BI Data Analyst Associate at Vidya Vardhaka College of Engineering between 30th January to 03rd February 2023.

This is a five-day intensive-interactive workshop designed for faculties to prepare data for analysis, data analysis & visualization using Microsoft Power BI. The faculties will be equipped in critical thinking.

### **FACULTY DEVELOPMENT PROGRAM ON PRESENTATION SKILLS AT MAILAM ENGINEERING COLLEGE, TAMIL NADU**

30 JANUARY 2023

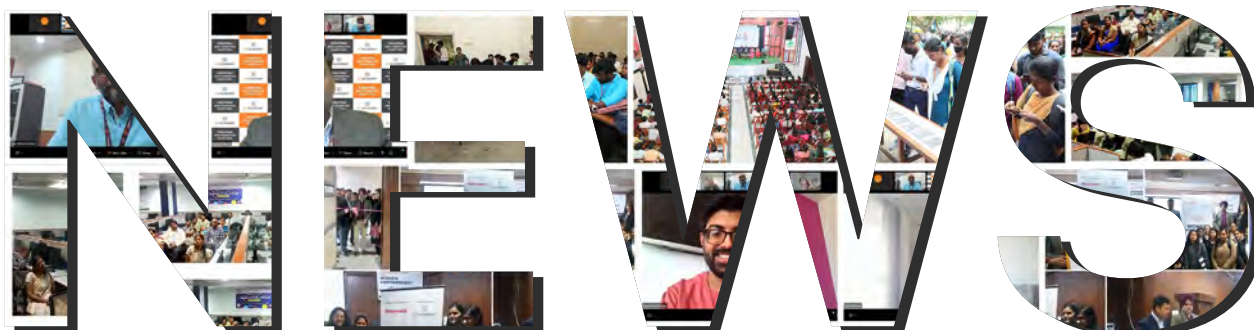


ICT Academy conducted faculty development program on Presentation Skills at Mailam Engineering College from 30th January to 01st February 2023. This three-day intensive training program was designed exclusively for faculty members to improve their confidence, communication, and presentation skills.

### **INAUGURATION OF HONEYWELL CENTRE OF EXCELLENCE FOR WOMEN EMPOWERMENT AT GURU TEGH BAHADHUR INSTITUTE OF TECHNOLOGY, NEW DELHI**

31 JANUARY 2023

Honeywell Centre of Excellence for Women Empowerment was inaugurated at Guru Tegh Bahadur Institute of Technology in the presence of Dr. Rominder Kaur Randhawa, Director, Guru Tegh Bahadur Institute of Technology, P.S. Bedi, HOD IT Head, TnP, Guru Tegh Bahadur Institute of Technology, Meenakshi Sihag, Assistant Professor, Guru Tegh Bahadur Institute of Technology and Abhinandan Pandey, State Head – Academic, ICT Academy. The objective of establishing the Honeywell Centre of Excellence at Guru Tegh Bahadur Institute of Technology is to train the students on Microsoft Data Analyst Associate. The students learned to prepare data for analysis & visualization using Power BI.





1. I am a number. I have 7 in the ones place. I am less than 80 but greater than 70. What is my number?  
A. 71  
B. 73  
C. 75  
D. 77
2. I am a three-digit number. My second digit is four times bigger than the third digit. My first digit is three less than my second digit. Who am I?  
A. 146  
B. 276  
C. 141  
D. 89
3. Two hens can lay two eggs in two minutes. If this is the maximum speed possible, what is the total number of hens needed to get 500 eggs in 500 minutes?  
A. 2  
B. 6  
C. 5  
D. 9
4. When you add eight 8s, the result you get will be 1,000. When solely using addition, how is this possible?  
A. USA  
B. Russia  
C. China  
D. Australia
5. Jess's pencil was wearing out and is now only three centimeters long. Her friend Stan's new pencil was eight times that length. How long was Stan's pencil?  
A. 18  
B. 20  
C. 23  
D. 24

*Answers for Previous Issue*

1) A    2) A    3) C    4) 14





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