



Report

Two Days Alumni Technothon- MITE (ATM-2022) SERIES - II

Date: 27.5.2022 & 28.5.2022



MANGALORE INSTITUTE OF TECHNOLOGY & ENGINEERING

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Two days Alumni Technothon– MITE (ATM-2022)

SERIES-II

Alumni Technothon– MITE (Series II), a 2-Days Alumni program conducted on 27th & 28th May 2022 in which the students have participated to gain knowledge on engineering aspects, the attitude of the professional engineer and professional challenges in the current scenario and also the scope for preparation to upgrade the requirements with respect to confidence, personality, communication skills, body languages and technical skills.

MITE, guided by the core value of “**family culture**”, strongly believes Alumni, as an integral part of the MITE family, present achievements and future hope. This firm conviction has encouraged the institution to develop lifelong **commitment through continuous engagement with proud alumni of Engineering and Management Studies** spread across the globe, established well in the chosen profession with their global competency, making a positive impact as **brand ambassadors of the alma mater**.

The speakers for the Two days “Alumni Technothon – MITE” were:

Mr. Mohammad Shazad Maved, Director | Mindstack Technologies, Mangalore



Topic: Chatbots

Designation: Director | Mindstack Technologies, Mangalore

Education:

BE: Department of Computer Science & Engineering
(Alumnus, Batch 2011-12)

Mr. Aditya Krishna M N, Product Manager, Castlight Health, Hyderabad



Topic: Fintech & Digital Payments

Designation: Product Manager, Castlight Health, Hyderabad

Education:

BE: Department of Electronics & Communication Engineering
(Alumnus, Batch 2012-13)

PG: MBA, National Institute of Industrial Engineering, Mumbai

Mr. Rajaram Pai, Intern in Philips, Pune



Topic: Vibration Engineering for Sustainable Future

Designation: Intern in Philips, Pune

Education:

BE: Department of Mechanical Engineering
(Alumnus, Batch 2015-16)

Mr. Ramesh K M, CEO & Founder @ Trividtrans Pvt. Ltd., Bangalore



Topic: Electric Vehicles

Designation: CEO & Founder @ Trividtrans Pvt. Ltd.,
Bangalore

Education:

BE: Department of Mechatronics
(Alumnus, Batch 2017-18)

Ms. Supreetha M, Associate Engineer @ Pratt & Whitney, Canada



Topic: Technical Publications-An Overview

Designation: Associate Engineer @ Pratt & Whitney, Canada

Education:

BE: Department of Aeronautical Engineering
(Alumnus, Batch 2016-17)

Ms. Akshatha Pai, Manager Hudson's Bay Services (Canada), Bangalore



Topic: International Accounting Concepts

Designation: Manager Hudson's Bay Services (Canada), Bangalore

Education:

PG: Department of Master of Business Administration (Alumnus, Batch 2010-11)

Mr. Deekshith Poojary, Project Engineer, Sharada Associates, Karkala.



Topic: Opportunities in Fashion Modelling and Movie

Designation: Project Engineer, Sharada Associates, Karkala.

Education:

BE: Department of Civil Engineering (Alumnus, Batch 2018-19)

Ms. Acharya Akshataa Arun, Adfactors PR, Trainee Account Executive, Mumbai



Topic: Personal Branding in the Era of Social Media

Designation: Adfactors PR, Trainee Account Executive, Mumbai

Education:

BE: Department of Civil Engineering (Alumnus, Batch 2018-19)

Ms. Anisha Sharal Cutinho, Lead Database Engineer Tieto India Pvt. Ltd. Bangalore



Topic: Overview of Oracle PL/SQL Programming

Designation: Lead Database Engineer Tieto India Pvt. Ltd. Bangalore

Education:

BE: Department of Information Science & Engineering (Alumnus, Batch 2013-14)

Mr. Darshan Jayarama, Technical Services Engineer, MongoDB Inc., Bangalore



Topic: Database Trend in New Generation

Designation: Technical Services Engineer, MongoDB Inc., Bangalore

Education:

BE: Department of Computer Science & Engineering (Alumnus, Batch 2011-12)

Mr. Sudheer S Mallya, Lead - Talent Acquisition Operations, Gloplax Solutions Pvt.



Topic: Can Stories help you Crack an Interview?

Designation: Lead - Talent Acquisition Operations, Gloplax Solutions Pvt. Ltd.

Education:

BE: Department of Information Science & Engineering (Alumnus, Batch 2010-11)

Mr. Manjunath S, Co-founder, Crafter Visuals, Bangalore



Topic: Digital Marketing

Designation: Co-founder, Crafter Visuals, Bangalore

Education:

BE: Department of Mechatronics
(Alumnus, Batch 2018-19)

Ms. B Raksha Shetty, Research Scholar, Department of Civil Engineering, MIT, Manipal



Topic: Remote Sensing and GIS Application on Toxicology

Designation: Research Scholar, Department of Civil Engineering, MIT, Manipal

Education:

BE: Department of Civil Engineering
(Alumnus, Batch 2016-17)

PG: M.Tech in Environmental Engineering, MIT, Manipal

PhD: Pursuing in MIT, Manipal

Mr. Gautam Vakeri, Area Executive, ITC Ltd., Bengaluru



Topic: Influence of Data & Technology on Branding & Advertising

Designation: Area Executive, ITC Ltd., Bengaluru

Education:

BE: Department of Electronics & Communication Engineering
(Alumnus, Batch 2015-16)

PG: MBA, Manipal Academy of Higher Education, Manipal

Mr. Akshaydeep, Senior Executive, HoD-Autoliv Production System, Bangalore



Topic: 5S and Basic Time Management

Designation: Senior Executive, HoD-Autoliv Production System, Bangalore

Education:

BE: Department of Mechanical Engineering
(Alumnus, Batch 2016-17)

Mr. Praveen K S, Senior Engineer, Alten India Pvt. Ltd., Bangalore



Topic: Introduction to ML and AI & Art of Statistics

Designation: Senior Engineer, Alten India Pvt. Ltd., Bangalore

Education:

BE: Department of Aeronautical Engineering
(Alumnus, Batch 2016-17)

Ms. Pranamyia, Faculty, Sri Dhavala College, Moodabidri



Topic: Exploring Opportunities

Designation: Faculty, Sri Dhavala College, Moodabidri

Education:

PG: Department of Master of Business Administration
(Alumnus, Batch 2009-10)

DAY - 1, 27th May 2022

Brief about the event:

SESSION-1

Resource Person: Mr. Adithya Krishna M N, Product Manager, Castlight Health, Hyderabad.

Profile of the Speaker: Mr. Adithya Krishna M N has worked as a Software Engineer at Mphasis Wyde, Bengaluru for 3 years. He has worked as Product Manager for Mobile Banking at Kotak Mahindra Bank for 3 years. Currently he is a Product Manager for Customer Engagement at Castlight Health, Hyderabad. Also, he has completed his MBA from National Institute of Industrial Engineering (NITIE), Mumbai.

Keynote Address: Mr. Adithya Krishna started his talk by giving an insight to the financial technology which has now reached to a greater height and made the payments & transactions easier and faster. He explained the concept of Fintech which stands for Financial Technology, which enables real time payments, faster disbursal of loans, investment advisory, transparent insurance advisory and distribution, peer to peer lending. Also, because of this insurance wealth management is getting reimaged through digital and bite-sized models. Ministry of Micro, Small and Medium Enterprises (MSMEs) are a key area of focus, also the statement which caught everyone's attention is that industry players are trying to figure out novel business models like BNPL (Book Now Pay Later) which includes the top most companies like Affirm (AFRM), PayPal, Klarna (KLAR), Afterpay (Square). Also, he stated about the factors driving the growth of the Fintech industry in India such as digital lending, digital payments and wealth managements, the Fintech industry in India is a leveraging technology to streamline the various financial process. Now Neobanking is widely used to describe new-age banking services providers. Neo banks are in demand because they provide easier, faster, and more efficient access to financial services. It provides services like payment gateway, payment processing, cash delivery, online payments and several other banking solutions. Few Neobanking startups in India are Walrus, Niyo and epiFi.

Backed by the government's Digital India initiative and collaboration between the government, banks and fintech's, the digital payment ecosystem in India is growing fast. UPI payments have grown exponentially as online banking has become the new norm in the country. From only 21 banks on board in 2016, UPI has gone up to 216 banks presently. The

latest data from NPCI shows that UPI payments have seen a threefold increase during the last fiscal (2020-21) in both the number of transactions and the value. UPI has also become one of the biggest accomplishments of the Indian payment's infrastructure. It has managed to capture upto 73% market share of all digital transactions volume in just five years. It has encouraged several private players to provide alternative for digital payments that are completely transforming the Indian economy. Indians have made 2.8 billion or 280 crore transactions worth Rs. 5,47,373 crores in June 2021 alone, a 10.6% jump in volume and 11.56% jump in value as compared to May.

The speaker also explained about the 2 methods of transactions i.e., NEFT and IMPS, where NEFT stands for National Electronic Fund Transfer which is maintained by Reserve Bank of India (RBI). It enables bank customers in India to transfer funds between any two NEFT – enabled bank accounts on a one-to-one basis. It is done via electronic messages. There is no limit- either minimum or maximum- on the number of funds that can be transferred using NEFT. He also made the participants understand the NEFT process. IMPS, stands for Immediate Payment Service which is an instant payment inter-bank electronic fund transfer system in India. It is managed by National Payments Corporation of India (NPCI) and is built upon the existing National Financial Switch network. Around 200 million IMPS transactions amounting to roughly US \$20 billion of transaction amount happen every month in India. Towards the end of the session, a quick Q&A session was hosted to clear the doubts and queries. Around 80 students of 2nd year, Electronics & Communication Engineering attended, which benefited the students to gain more knowledge about the concept of Fintech & Digital Payments in India.

At the end of the session, the speaker was presented with a memento by Dr. Vinayambika S Bhat, Professor & Head, Department of Electronics & Communication Engineering, Convener- Alumni Committee, Dean- Quality Assurance as a token of gratitude.

SESSION-2

Resource Person: Ms. Acharya Akshataa Arun, Adfactors PR, Trainee Account Executive, Mumbai.

Profile of the Speaker: Ms. Acharya Akshataa Arun completed her B.E in civil engineering from Mangalore Institute of Technology and Engineering in the year 2019 and at present she's pursuing her MA in Media and Communications from Manipal Institute of Communication. She has worked for TATA Consultancy Services as an internal Communications Intern from July 2021 - Sept 2021. She is the Founder and Owner of Celestial: Handmade Treats which focuses on Creating brand-specific and compelling content to develop topical stories revolving around celestial. She has been a Media and Publicity Volunteer and Food and Hospitality Volunteer for Namma Angadi from March 2022 - April 2022. Her leadership experience involves Sponsorship Team Lead at Namma Angadi and has been an editor at A.M Plus since March 2021. She has also done a research project on "A study on the Perception of Gen Z on Gender Neutral Marketing". She is skilled in Crafting content aligned with a brand's identity, Strategic Brand Planning, Copywriting, Social Media Marketing, News writing and editorials and story telling.

Keynote address: Ms. Acharya Akshataa Arun addressed on Personal Branding in the Era of Social Media to the students and highlighted her expertise, personality, and passion in a way that brings value to people's lives and what is personnel branding and how to adapt the personal branding in life. She also highlighted that the first step should be identifying one's area of expertise. Dig deep, and think hard; this will guide towards self-branding for years to come. Once identified that a person can build his personal brand around, narrow them down to a specific niche; it's not enough to say that a person is a rockstar marketer or a yoga expert. Around 90 students from various branches participated during the session.

At the end of the session, the speaker was presented with a memento as a token of gratitude by Dr. Jayaprakash M C, Alumni Coordinator, Department of Civil Engineering.

SESSION-3

Resource Person: Mr. Deekshith Airody, Project Engineer, Sharadha Associates, Karkala.

Profile of the Speaker: Mr. Deekshith Airody is currently working as a project Engineer in Sharada Associates. He has been the runner up of Mr. TULUNADU 2020, title holder of Mr. MITE 2022 organized by Mangalore Institute of Fashion Technology. He is also a national level dancer and a state level athlete and has been the calendar face of SK interiors 2021, calendar face of VASTRAM fabric Mangalore 2021. He has been a model for CKC JEWELLERY BANGALORE EXPO 2020, FABRANIA 2020 fashion fiesta and many corporate shows. His acting experience involves being a main lead in Kannada Web Series KARMA RETURNS which is now streaming on talkies app and also shared screen with Niveditha Gowda, Mythri Iyyer and PAPA PANDU fame Chidanand for the upcoming web series CHUTKI on talkies app apart from that he has played a supportive role TAT web series and also has been working on few add shoot projects such as fitness wear, ice cream, SK Interiors, VASTRAM fabric etc.

Keynote address: Mr. Deekshith Airody, addressed on Opportunities in Fashion Modeling & Movie to the students and shared his experience in the Fashion Modeling and Movie industry. He expressed “Fashion” in itself carries a surplus of job options for all because of its versatility and variability. The key areas of the profession in the fashion industry are market research, designing, and manufacturing of garments and textiles. Now the fashion industry has become professional that it embraces a wide range of subjects in design, concept management, design production management, quality control, planning, fabric design, printing, design, etc. Therefore, Fashion designers require to be more artistic, talented, creative and must possess the expertise to interpret ideas and thoughts in sketches. They must also have a keen understanding of colour such as a combination of shades and hues, visual intelligence, knowledge of market trends. Those who acquire these qualities can foster in this field and can get employment with professional designers as trainees or apprentices with the manufacturing units, export houses, boutiques, and media. In the same way he highlighted his experience in the Movie industry, hard work, punctuality, time sense ready to travel at any time for the shoot and dieting, dress fittings, skin, patience all are very much essential for the actors. Around 90 students from various branches participated during the session.

At the end of the session, the speaker was presented with a memento as a token of gratitude by Dr. Jayaprakash M C, Alumni Coordinator, Department of Civil Engineering.

SESSION-4

Resource Person: Ms. Supreetha M, Associate Engineer at Pratt & Whitney, Canada.

Profile of the Speaker: Ms. Supreetha started her career as Associate Engineer/Analyst at Capgemini Technology Services India Limited. She was holding the post from December 2018 to May 2021. Later she shifted to Pratt and Whitney Canada as an Associate Engineer.

Keynote Address: During the session, the speaker highlighted on giving more emphasis on a clear idea of technical publication and its relevance in the society. She briefed about the working on different types of work orders like Production Modsums, Service Modsums, Service bulletins, FTERs, User Comments, Part change notifications. Also few works on analyzing various types of change drivers, Engineering Drawings, EDRNs, Production NIEOs, Service NIEOs (SNIEOs), FTERs, RILs, PCNs, RAFs, and REOs were demonstrated to the students. She even gave a few consultancies that provide training in this area like GLOINTT technologies, Bangalore. A clear idea was inculcated in students about the relevance and need of Technical Publication. Students were able to clarify many queries related to Technical Publications.

After a detailed session, interactions were made with students by the resource person and doubts raised by students were cleared. Around 60 students from the department of Aeronautical Engineering attended the session. At the end of the session, the speaker was presented with a memento as a token of gratitude by Dr. G Purushotham, Professor & Head, Department of Aeronautical Engineering.

SESSION-5

Resource Person: Mr. Rajaram Pai, Intern at Philips health care in R&D Mechatronics Department, Pune.

Profile of the speaker: Mr. Rajaram Pai has worked in Mitsubishi electric for two years. He has completed his M. Tech in Computer Aided Analysis & Design at MIT Manipal. He has been selected for internship at Philips health care in R&D Mechatronics Department, Pune.

Keynote Address: Mr. Rajaram started the session by giving his brief self-introduction. He highlighted the key aspects of vibration on Environment sustainability i.e. “meeting today’s needs without compromising the ability of future generations to meet their needs”. He addressed the gathering by answering the question How Vibration analysis can help with Environmental Sustainability?

The Speaker made the audience realize about the following content that Vibration is everywhere. It is a mechanical engineering term describing material fatigue, caused by forced vibration of random nature. It is the language used by machines to communicate about their condition. During design, the aspect of vibration fatigue damage is considered.

The session concluded with the vote of thanks and honoring Mr. Rajaram Pai with a Memento by Mr. Aveen K P Alumni Coordinator Dept. of Mechanical Engineering. Around 40 students from the Department of Mechanical Engineering attended the session.

SESSION-6

Resource Person: Mr. Ramesh K Mahadev, CEO & Founder @ Trividtrans Pvt. Ltd., Bangalore.

Profile of the Speaker: Ramesh K Mahadev is a young Entrepreneur from Tumakuru, Karnataka, India. By education, he is a Mechatronics Engineer and a Motorsports Enthusiast with a passion for Automotive, Aero, and Future technologies. He is the CEO and Co-Founder of Trividtrans Private Limited, started as a training, Research & development company working on Automotive and aviation technologies in 2019. Presently he works in the automotive sector, especially in electric vehicle technology, Motorsports, Aerial vehicles & other Mechatronics projects. He started his first startup after 6 months of his graduation then

he served as a Motorsports Executive Engineer for 3 months. He is well experienced as a Team Lead member at multiple Motorsports teams, which are recognized at the national level for building amazing race vehicles.

Keynote Address: Mr. Ramesh started the session by giving brief self-introduction. He highlighted the key aspects of the relevance of EV's in the current Scenario. He then continued with the brief explanation of each component: Battery, Motor, Controller, Safety etc. He motivated the students to dive deeper into the field of EV's and work smartly, to become successful in professional & personal life. He explained about the relevance and components used in Electric Vehicles. He also helped to understand the problems faced by the Industry & basic concepts which are involved to lead a successful startup. Mr. Ramesh explained clearly about the components used and relevance of EV's in today's Industry. He also encouraged the students to work more on the learning skills based on digital marketing.

Mr. Ramesh continued the session by explaining the advantages of EV's over Traditional vehicles and urged the students to explore this field. He also explained on how to use the knowledge gathered on EV's and effectively convert it into a startup.

The session concluded with vote of thanks and the honoring Mr. Ramesh with a Memento by Dr. Lokesha M, Head of Department- Department of Mechatronics Engineering. Around 56 students from the Department of Mechatronics Engineering were present for the session.

SESSION-7

Resource Person: Ms. Akshatha Pai, Manager Hudson's Bay Services (Canada), Bangalore.

Profile of the Speaker: Ms. Akshatha Pai has an overall 10+ years of experience in the Finance domain and has a sound knowledge and expertise in General accounting functions. She is currently working in Hudson Bay as a Manager for general accounting, payroll, Banking and Treasury and has transitioned financial reporting and treasury activities from North America teams to India. She is good at stakeholder management and has good communication and leadership skills. In her current role she is responsible for reviewing and approving cash and bank reconciliations.

Keynote Address: Ms. Akshatha Pai started her session by playing a inspiring on a team work. She mentioned that a team work plays a vital in success of anyone in corporate life.

TEAM (Together Everyone Achieves More) is a mantra for success. An MBA graduate should develop strong leadership abilities in him/her but need to be a good team player to be successful. She appealed students to be strong in fundamentals as the organization look for fundamental concepts like golden rule of accounting, basic accounting skills, cost accounts, balance sheet, etc. which is a need of the time in the industry. She suggested students to learn all the concepts of the MBA syllabus as the concepts will give lot of insights and has an opportunity to understand the concepts from root and the explanation in the books will make sure that they are good at it. But in corporate life there won't be time to go back to fundamentals and also to refer textbooks.

She also spoke about various international accounting concepts and highlighted the difference with respect to Indian context and US and Canadian context. She also focused on challenges faced by her in day to day activities due challenges of fraud and deception. She focused even on solution which her company follows. She inspired students to go for good career options as they have plenty of opportunities available today.

Around 50 students from the Department of Master of Business Administration attended the session. At the end of the session, the speaker was presented with a memento by Prof. Jayadeva Prasad, Professor & Head, Department of Master of Business Administration as a token of gratitude.

SESSION-8

Resource Person: Ms. Anisha Sharal Cutinho, Lead Database Engineer Tieto India Pvt.Ltd. Bangalore.

Profile of the Speaker: Ms. Anisha Sharal Cutinho is working in SPAN Infotech Pvt. Ltd. in 2014 today popularly known as Tieto Every India Pvt. Ltd. She is serving as a Lead Database Engineer in the same firm from 8 Years..

Keynote Address: PL/SQL is a combination of SQL along with the procedural features of programming languages. It was developed by Oracle Corporation in the early 90's to enhance the capabilities of SQL. PL/SQL is one of three key programming languages embedded in the Oracle Database, along with SQL itself and Java. This tutorial will give you great understanding on PL/SQL to proceed with Oracle database and other advanced RDBMS concepts.

One should have a basic understanding of software basic concepts like what is database, source code, text editor and execution of programs, etc. If you already have an understanding on SQL and other computer programming language, then it will be an added advantage. The PL/SQL programming language was developed by Oracle Corporation in the late 1980s as procedural extension language for SQL and the Oracle relational database has certain notable facts such as PL/SQL is a completely portable, high-performance transaction-processing language. It provides a built-in, interpreted and OS independent programming environment, which can directly be called from the command-line SQL* Plus interface. A Direct call can also be made from external programming language calls to database. PL/SQL's general syntax is based on that of ADA and Pascal programming language. SQL* Plus is an interactive tool that allows you to type SQL and PL/SQL statements at the command prompt. These commands are then sent to the database for processing. Once the statements are processed, the results are sent back and displayed on screen. Also, Ms. Anisha spoke about career opportunities in Database domains.

Around 81 students of II year from Information Science and Engineering and Artificial Intelligence and Machine Learning gained sound knowledge from the talk.

At the end of the session, the speaker was presented with a memento by Mr. Manjunath H, Associate Professor & Head, Department of Information Science & Engineering as a token of gratitude.

SESSION-9

Resource Person: Mr. Mohammad Shazad Maved, Director, Mindstack Technologies, Mangalore.

Profile of the Speaker: Mr. Mohammad Shazad Maved, Director Mindstack Technologies, Mangalore. Started career as a tech consultant for a Bangalore based startup Graffiti Collaborative where he handled end to end aspects of software development. He also worked for Infosys before starting up Mindstack Technologies. He brings in a deep understanding of the software application development industry, a strong technical background, and a keen business sense. He has over 10 years of technology experience working with companies across the globe. Shazad currently serves as Director and co-founder for Mindstack Technologies.

Keynote Address: Er. Mohammad Shazad Maved, discussed Basic Understanding of conversational flow of Chatbots. Chatbots- A computer program designed to simulate conversation with human users, especially over the internet. Benefits of chatbots- Automates easy recurring conversations, Performance can be tracked and improved, Scalability, Cost Effective, Available 24x7.

Basic use case-Customer Support & Feedback System, Ecommerce After and Pre - Sales Support, Banking, Alert Notification System - Whatsapp, Human Resources etc. He took example of very popular “EVA HDFC CHATBOT” and discussed about it. How within 5 months of its launch in the year 2017: ‘EVA’ chatbot had interacted with unique 5,30,000 users. Successfully addressed 2.7 million user queries with ease. ‘EVA’ chatbot has an accuracy level of 85%. ‘EVA’ chatbot has an uptime of 99.9%. Get the latest information on user’s credit card. Check the pre-approved loan offers. Answers queries on all products and services of HDFC.

Types of chatbots-Rule / Flow Based Chatbots, Natural Language Understanding (NLU) Chatbots and Hybrid Chatbots. Basic Components of Hybrid Chatbot Development Tool-Flow Builder, NLU Engine, Conversation Engine, Chat Emulator and Debugger.

He concluded the session by discussing how to develop a simple chatbot “That would tell you jokes on request”. Steps that need to be followed: 1) Identify, create and Train Intents and Entities, 2) Design and Implement Flows, 3) Emulate Chat Dialogs and Debug if any error, 4) Deploy the Chatbot.

Session ended with few questions which were posted by audience and speaker answering them. Around 150 students from the Department of Computer Science & Engineering attended the session. At the end of the session the speaker was presented with a memento as a token of gratitude by Alumni coordinator of Computer Science & Engineering Mr. Ashwin Kumar M.

DAY - 2, 28th May 2022

SESSION-10

Resource Person: Ms. B Raksha Shetty, Research Scholar, Department of Civil Engineering, MIT, Manipal.

Profile of the Speaker: Ms. B Raksha Shetty obtained her Master's degree from Manipal Institute of Technology in Environmental Engineering, thesis entitled on, "Developing System Dynamic Model for mitigation of Climate stress in Agriculture in Udupi Region". She has worked as site engineer in grassland developer in 2017. She has also worked as a CADD engineer in CADD centre Mangalore and Karkala (2017-18), expertise in Autocad, Revit Architecture and 3Ds Max. She was a Research Intern in CSIR-4PI, National Aerospace Laboratories, Bangalore for an year (2019-20) under the guidance of Principal Scientist, Dr. K V Ramesh. She got enrolled for doctoral program under the guidance of Dr. Jagadeesha Pai B, Department of Civil Engineering and Dr. Salmataj SA, Department of Biotechnology in 2021 February with Dr. TMA Pai Scholarship, working on an integrated geospatial analysis and public health risk assessment approach to study the heavy metal distribution in Udupi District. Her areas of Interest are Remote Sensing and GIS, Public health and Safety, Statistical Analysis, Water and Wastewater treatment, System Dynamic Modeling.

Keynote address: Ms. B Raksha Shetty, addressed on Remote Sensing and GIS Application on Toxicology to the students and shared her experience in the research field of Remote sensing and GIS in the Environmental and Toxicity. She has expressed Remote sensing technique of as an effective tool for systematic survey, analysis, and better management of natural resources (land, soil, water, forests, mountains) along with the monitoring of desertification, flood, drought, and landform change. It provides a vast scope to explore, identify, and analyse the natural resources of undeveloped regions. It documents the dynamic changes in physical processes and resulting landforms, usually by satellite images. GIS allows better viewing and understanding physical features and the relationships that influence in a given critical environmental condition. Factors, such as steepness of slopes, aspects, and vegetation, can be viewed and overlaid to determine various environmental parameters and impact analysis. Around 80 students from various branches participated during the session.

At the end of the session, the speaker was presented with a memento as a token of gratitude by Dr. Jayaprakash M C, Alumni Coordinator, Department of Civil Engineering.

SESSION-11

Resource Person: Mr. Gautam Vakeri, Area Executive, ITC Ltd, Bengaluru.

Profile of the Speaker: Mr. Gautam Vakeri has completed his MBA from Manipal Academy of Higher Education and was awarded as a Gold Medalist and Best Outgoing Student for the year 2017-2019. Currently he is working as an Area Executive at ITC Ltd, Bengaluru. He is responsible for 30cr business per annum and he is also handling 4 Strategic Business Units of ITC namely Foods, Personal Care, Agarbatti and Matches through 4 distributors. He has delivered exceptional performance and appeared in ITC Karnataka Wall of Fame. He has been continuously rated as Good in appraisals and is the winner of various SKU (Stock Keepint Unit) launches in Karnataka. He is an expert in data analysis, dashboard creation using excel, sales reporting and Power point presentation.

Keynote Address: Mr. Gautam Vakeri started the session by playing the advertisement videos on ‘yippee’ which is one of the major brands of ITC and explained difference between the advertisement in terms branding & creativity perspective. Also he explained about the graph on digital advertising spending worldwide from 2019 to 2024. Then he explained about ITC, it is mainly into cigarette marketing and our country holds the largest market share about 98% in cigarettes and the company also does a survey every 3- 4 years all over India. The survey is mainly the marketing status of smokers and to put forth new marketing strategy to enhance the business. This survey needs 9-10 crores which cannot be afforded by other Companies which eliminates all the competitors in this field. He also explained about the FMCG (Fast Moving Consumer Goods) industry. The speaker displayed the photographs of some of the successful entrepreneurs starting from John D Rockefeller who founded the standard oil company in 1865, becoming the world’s first oil baron to Mark Zuckerberg who is the founder of Facebook. He explained the business strategies of these entrepreneurs which has helped them to be the topmost business men. Then he explained about data analysis, data science and also explained about the importance of having knowledge in these fields to the students. He then shared information about digital marketing and digital advertising which is the most important aspect in data mining. He also explained about how the advertising company’s use the emotional connection of the people for their profit. He also imparted knowledge about surveillance capitalism.

He concluded the session by explaining how google or other apps extract data from the user without giving any information to the user. He explained about the company, distributors and its outlets and also about the marketing strategy in super markets. Around 80 students of 3rd year, Electronics & Communication Engineering attended. This talk benefited the students to understand the Influence of Data & Technology on Branding & Advertising. At the end of the session, the speaker was presented with a memento by Mr. Ranjith H D, Senior Assistant Professor as a token of gratitude.

SESSION-12

Resource Person: Ms. Pranamyia, Faculty, Sri Dhavala College, Moodabidri,

Profile of the Speaker: Ms. Pranamyia has around 8 years of teaching experience at Sri Dhavala College Moodaidri handling B. Com courses. She has completed her BBM from MPM Govt. First Grade college Karkala (Mangalore University). She has also worked as a Guest faculty in Management at MPM Govt. First Grade College Karkala. She has completed short term courses in Marketing Management, CSR, from NPTEL

Resource Person: Ms. Pranamyia, started the session with few mind tickling puzzles to engage students in a creative way. Then, the speaker explained about various opportunities for different specializations of MBA stream. She highlighted various opportunities as well as challenges of availing those opportunities. She insisted students to be fundamentally strong as the industry expects students to know only a fundamental aspect and not an expert employee.

She started the session by explaining about opportunities in the field of teaching. Then she touched upon different fields which MBA's can look into like Marketing, Finance, HR, Banking, etc. She mentioned about opportunities in marketing field like insurance, financial products in MNCs, etc. she then continues to explain about opportunities in finance field and mentioned about opportunities in big 4 companies and in HR field she mentioned that any organization requires HR's.

She in talk continued to say that students should listen to lectures as they explain everything from basics to latest aspects. When student plan to go to his preferred field, one should put in efforts in that direction on his own. As an institute, it becomes practically impossible to train students for different fields. It is students' responsibility to work hard in their respective directions.

She also mentioned about entrepreneurship and motivated students by mentioning sharing the success stories of her known entrepreneurs. She iterated entrepreneurship is a great career option as one need not work under anyone. She said entrepreneurship is suitable to one who likes challenging life as entrepreneurship keep challenging entrepreneurs to come out with innovative solutions. The success manthra for any entrepreneur is to grow himself as well as support others to come up as well. The session ended with few questions from students. Around 50 students from the department of MBA attended the session.

At the end of the session, the speaker was presented with a memento by Prof. Jayadeva Prasad Professor & Head, Department of Master of Business Administration as a token of gratitude.

SESSION-13

Resource Person: Mr. Praveen K S, Senior Engineer, Alten India Pvt. Ltd., Bangalore.

Profile of the Speaker: Mr. Praveen K S, Senior Engineer, Alten India Pvt. Ltd., Bangalore delivered a session on the topic “Introduction to ML and AI & Art of Statistics” from 2 pm to 3 pm. Mr. Praveen is a distinguished alumni of batch 2016-17. He started his career as an Engineer – Technical Documentation at Alten India Pvt. Ltd. from Apr-2019 till Mar-2021. Then he was promoted as Senior Engineer – Technical Documentation in the same organization and is continuing.

Keynote Address: During the session, the speaker then highlighted the concept “artificial intelligence” accompanied with “machine learning”. He cleared the common questions related to topic such as “What are they?”, ” How are they different?”, “Where can they be applied in an industrial setting?” and “Why are they so important?”.

The session went on with giving small numerical examples and keeping the participants very interested. He said that ML and AI techniques will become critical to success in manufacturing. Through the ability to capture more data and the use of analytic tools, better decisions can be made faster and this will dramatically improve both operational and business efficiency. Hence, he made the point very clear to participants to always keep a keen knowledge in these areas.

After a detailed session, interactions were made with students by the resource person and doubts raised by students were cleared. Also, he ensures that in near future the knowledge on AI & ML will help one to work on real problem statements and get hands-on experience with realistic data. Around 50 students from the department of AE attended the session.

At the end of the session, the speaker was presented with a memento by Dr. G Purushotham, Professor & Head, Department of Aeronautical Engineering as a token of gratitude.

SESSION-14

Resource Person: Mr. Akshaydeep M, HoD, Autoliv, Department of “Autoliv Production System – APS” Mysuru division.

Profile of the Speaker: Mr. Akshaydeep M is working in Autoliv as a Youngest HOD for the department of “Autoliv Production System – APS”, Mysuru division. He is the facilitator for the complete visual management of the facility. He facilitated Bangalore plant to achieve APS GOLD award – 1st plant in India to achieve this award. He also facilitated Mysore plant to achieve APS Platinum award – 1st Plant in India to achieve the milestone. He facilitated workshops of Zero defect for airbag lines and achieved 5 out of 6 lines as Zero defect. He also facilitated workshops on defect reduction – 32% improvement in Airbag lines and 26% improvement in Steering wheel lines. He has acted in the movie “Malgudi days”. He won the Mr. Rotasia- 2022 (International Rotaract club beauty pageant competition) title. He also won Youngest achiever award in Rotaract club Mysore.

Keynote Address: Mr. Akshaydeep M started the session by giving brief self-introduction. He highlighted the key aspects on 5S as a methodology that results in a workplace that is clean, uncluttered, safe, and well organized to help reduce waste and optimize productivity. It's designed to help and build a quality work environment, both physically and mentally. He motivated the students to implement the 5S in real life in order to become successful in professional & personal life.

Mr. Akshaydeep M explained about the concept of ‘Eisenhower Principle’ which highlights on “the urgent are not important, and the important are never urgent”. He recognized that great time management means being effective as well as efficient. In other words, one must spend time on things that are important and not just on the things that are urgent. To do this,

and to minimize the stress of having too many tight deadlines, one needs to understand this distinction. Finally asked students to concentrate on the important/ not urgent quadrant to achieve long term goals.

The session concluded with vote of thanks and Honoring Mr. Akshaydeep with a Memento by Mr. Aveen K P Alumni Coordinator Department of Mechanical Engineering, Mangalore Institute of Technology & Engineering.

SESSION-15

Resource Person: Mr. Manjunath, Co-founder, Crafter Visuals, Bangalore.

Profile of the Speaker: Co-founder of crafter visuals - a company that help individuals and businesses to build world class brand through web development, UI UX works, graphic design and everything. He was the captain of Hybrid formula racing team which won all most all the awards in competition held at Noida. He is also Team Cap of Octon Racing 3 & 4.

Keynote Address: Mr. Manjunath explained clearly about the digital marketing processes and methods and encouraged students to work more on the learning skills based on digital marketing. Mr. Manjunath started the session by giving brief self-introduction. He highlighted the key aspects on 5S as a methodology that results in a workplace that is safe, and well organized to help improve digital marketing. It's designed to help build a quality work environment, both physically and mentally. He motivated the students to implement the steps in real life in order to become successful in professional & personal Life. Mr. Manjunath stated the steps involved in presenting the digital marketing to the audience and to understand and learn the importance of digital marketing in today's life and the necessity to understand the concept of digital marketing. He also explained on how to use the digital marketing knowledge effectively to become successful in setting up a startup and quadrant to achieve long term goals.

The session concluded with vote of thanks and Honoring Mr. Manjunath with a Memento by Mrs. Ashwini T.P Senior Assistant Professor of Dept. of Mechatronics Engineering. Around 56 students from the department of Mechatronics Engineering were present for the session.

SESSION-16

Resource Person: Mr. Sudheer S Mallya, Lead - Talent Acquisition Operations, Gloplax Solutions Pvt. Ltd. Bengaluru.

Profile of the Speaker: With over 10 years of diverse experience in the IT services industry, Mallya was responsible for Business Development, Key Account Management, Recruitment Delivery and similar other roles. Mallya was instrumental in successfully winning the business and delivering IT outsourcing projects both onsite and offshore in the SEA region. Mallya has also successfully worked on bringing in and delivering on an order to set up an ODC for a US customer in the semiconductor industry.

On the personal front he devotes his time to propagate and implement natural farming practices and dairy based agriculture. Currently he is serving as Lead Talent Acquisition Operations Manager at Gloplax Solutions Pvt. Ltd. Bengaluru.

Keynote Address: Mr. Sudheer, began his talk with the quote “A positive attitude will lead to positive outcomes”. He mainly focused on what preparations are required to crack the interview. The ten primary etiquettes which are to be mainly followed like “Time is everything”, “Dress to impress”, “Know their name”, “Handshake” etc. these etiquettes will have the positive impression on the recruiter. In an interview one should have basic preparedness for the questions like “Tell me about yourself”, “Why should I hire you?”, “Tell us about your greatest weakness” etc. He explained the modern-day practices of Interviews in which he mainly focused on Psychometric and Behavioral Assessment

A psychometric test is an activity or assessment that is conducted with the purpose of examining individual differences that may impact a candidate’s suitability for a job role.

Behavioral assessments are new-age digital tools to measure behavioral competencies in a simulated work environment. These assessments require candidates to demonstrate their behavioral skills in an activity that resembles an actual organizational situation.

He explained the behavioral screening where in the recruiter throws a scenario like for example “When you solved a problem”, “When you overcame a challenge”, “When you made a mistake”, “When you worked as a leader”, “When you worked in a team”, “When you did something interesting” etc.

He also explained the 'STAR method' i.e. **Situation:** Set the scene and give the necessary details of your example. **Task:** Describe what your responsibility was in that situation. **Action:** Explain exactly what steps you took to address it. **Result:** Share what outcomes your actions achieved. He then shared the professional tips on how to crack the interview and guided how to face interviews in online platforms. Around 60 Students from the department of Information Science & Engineering attended the session.

At the end of the session, the speaker was presented with a memento by Mr. Rajesh Kamath, Senior Assistant Professor, Department of Information Science & Engineering as a token of gratitude.

SESSION-17

Resource Person: Mr. Darshan Jayarama, Technical Services Engineer, MongoDB Inc, Bangalore.

Profile of the Speaker: Mr. Darshan Jayarama, Technical Services Engineer, MongoDB Software India Pvt. Ltd., Bangalore. He is working in the firm since Jan 2019. He is also working as Pythian Inc MongoDB, MySQL database consultant from Feb 2016 to Jan 2019. He was a MySQL progress data base administrator (from Apr 2013 to July 2015 out sourced from Ahana Systems and Solutions Pvt. Ltd.) at Altisource Business Solutions Pvt. Ltd, Bangalore. He was an IT Support consultant DBA (from Jan 2013 to March 2013 trained on progress, Mongo Sybase database administration and Shell scripting) at Ahana Systems and Solution private limited.

Keynote Address: Mr. Darshan Jayarama, discussed about the database trend in new generation. The speaker started with the basics of Relational Data Base Management System (RDBMS) and then explained about the new trends in RDBMS, new trends in NoSQL, new trends in cloud databases.

New Trends in RDBMS- The latest version of this tool is 12c where c means cloud computing. It supports multiple Windows, UNIX, and Linux versions. Few features of Oracle RDBMS are as follows: It is secured, occupies less space, supports large databases, and reduces CPU time to process data.

New Trends in NoSQL-Around 2008, triggered by Facebook's open-source versions of Hive and Cassandra, the NoSQL counter-revolution started. This space gets all of the attention today. 2008 was indeed a turning point. This can also be seen in the report of the very influential summit of database researchers, which have met in 1989, 1990, 1995, 1996, 1998, 2003, 2008 and 2013. In 2008, big data was the number one factor for a "sense of change". How to balance the "what" and the "how" in light of NoSQL and all of the new technologies? Well, the modern development platforms use schema-free or semi-structured approaches (also under the umbrella of NoSQL). "Model as you go" is a common theme, while data modelers and data governors are seen as relics from the past. Surveys (e.g. Insights into Modeling NoSQL, A Dataversity Report 2015, by Dr. Vladimir Bacvanski and Charles Roe) confirm this. Modeling for NoSQL is very often performed by the developer on the fly.

New Trends in Cloud Databases- growth is attributed to the data explosion brought on by an onslaught of mobile and IoT devices, expanding cloud database adoption in sectors such as banking and education, and the overall growing popularity of Database-As-A-Service (DBaaS) metered databases that are managed and scaled in the cloud. From the rise of autonomous cloud databases to increased graph database adoption, the following are five trends in cloud databases to keep track of in the near future.

The evolution towards a database management system is required because there is a need for processing and object management, controlling redundancy and inconsistency, efficient memory management and indexing, concurrency control and transaction management, access control and ease in accessing data, integrity.

The database evolution happened in five "waves":

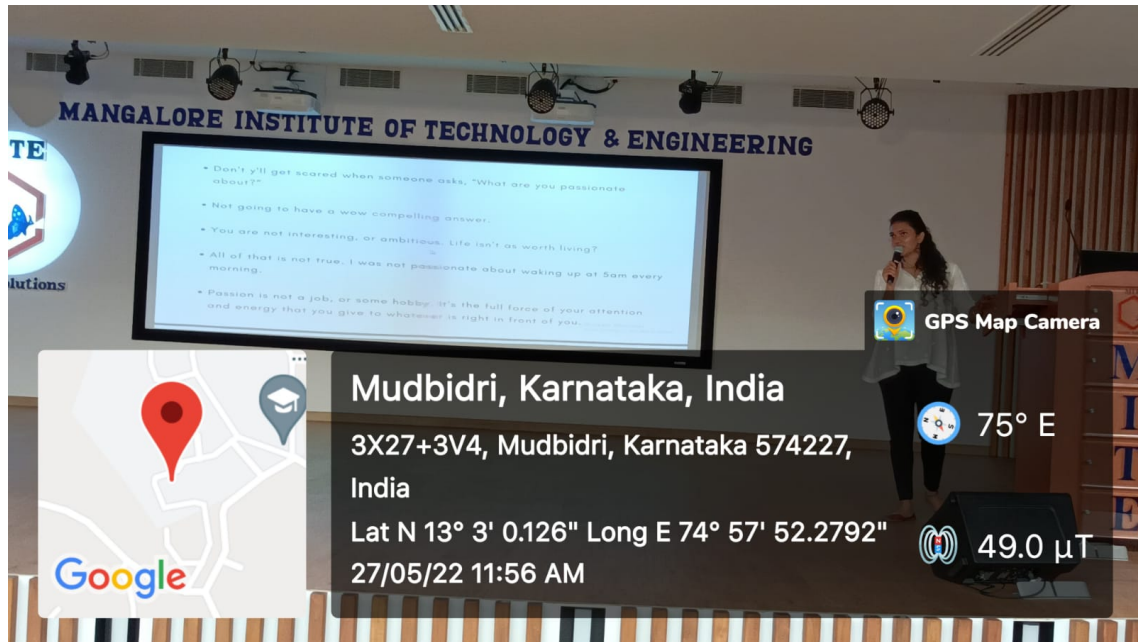
- The first wave consisted of network, hierarchical, inverted list, and (in the 1990's) object-oriented DBMSs; it took place from roughly 1960 to 1999.
- The relational wave introduced all of the SQL products (and a few non-SQL) around 1990 and began to lose users around 2008.
- The decision support wave introduced Online Analytical Processing (OLAP) and specialized DBMSs around 1990, and is still in full force today.
- The graph wave began with the semantic web stack from the worldwide web consortium in 1999, with property graphs appearing around 2008.
- The NoSQL wave includes big data and much more; it began in 2008.

Session ended with few questions which were posted by audience. Around 100 students from the Department of Computer Science & Engineering attended the session. At the end of the session the speaker was presented with a memento as a token of gratitude by Alumni Coordinator of Computer Science & Engineering, Mr. Ashwin Kumar M.

Photographs



Mr. Adithya Krishna M N, Product Manager, Castlight Health, Hyderabad, Delivering a session on Fintech & Digital Payments.



Ms. Acharya Akshataa Arun, Adfactors P R, Trainee Account Executive, Mumbai, has delivered the session on “Personal Branding in the Era of Social Media”.



Mr. Deekshith Poojary, Project Engineer, Sharadha Associates, Karkala, has delivered the session on “Opportunities in Fashion Modelling & Movie”.



Ms. Supreetha M, Associate Engineer at Pratt & Whitney, Canada delivered a session on the topic “Technical Publications-An Overview”.



Mr. Rajaram Pai delivered a session on “Vibration on Environment Sustainability”.



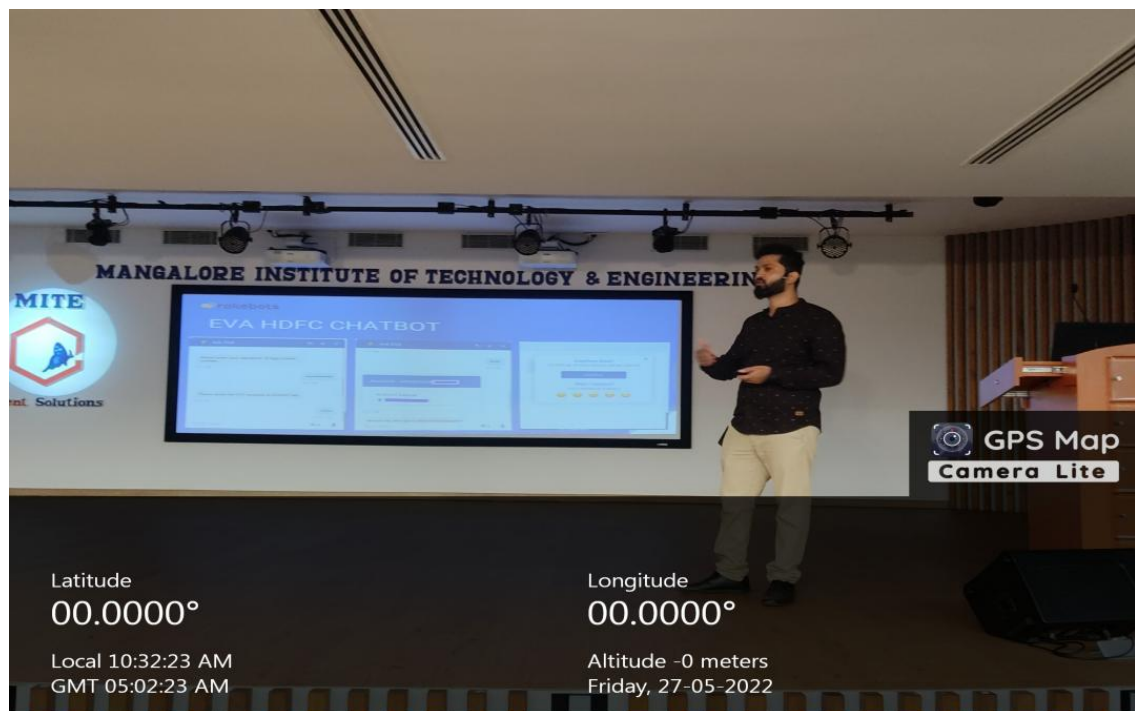
Mr. Ramesh delivered a session on “What are the Advantages & problems associated with EV’s”.



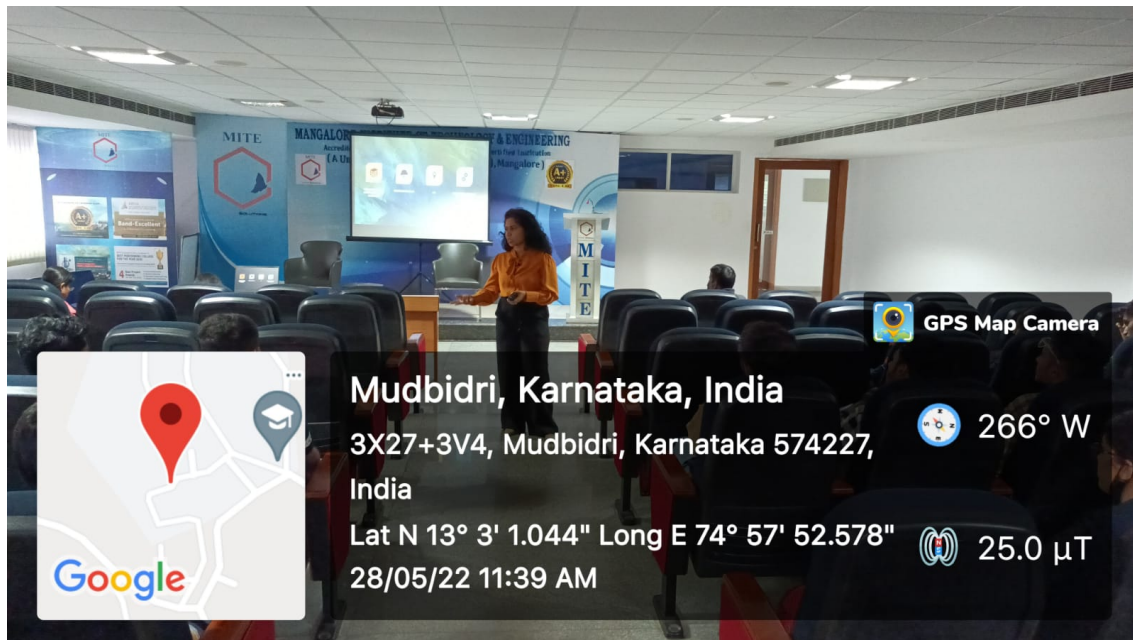
Ms. Akshatha Pai, Manager, Hudson's Bay Services (Canada), delivered a session on “International Accounting concepts”.



Ms. Anisha Sharal Cutinho Presented a talk on “Overview of Oracle PL/SQL Programming”.



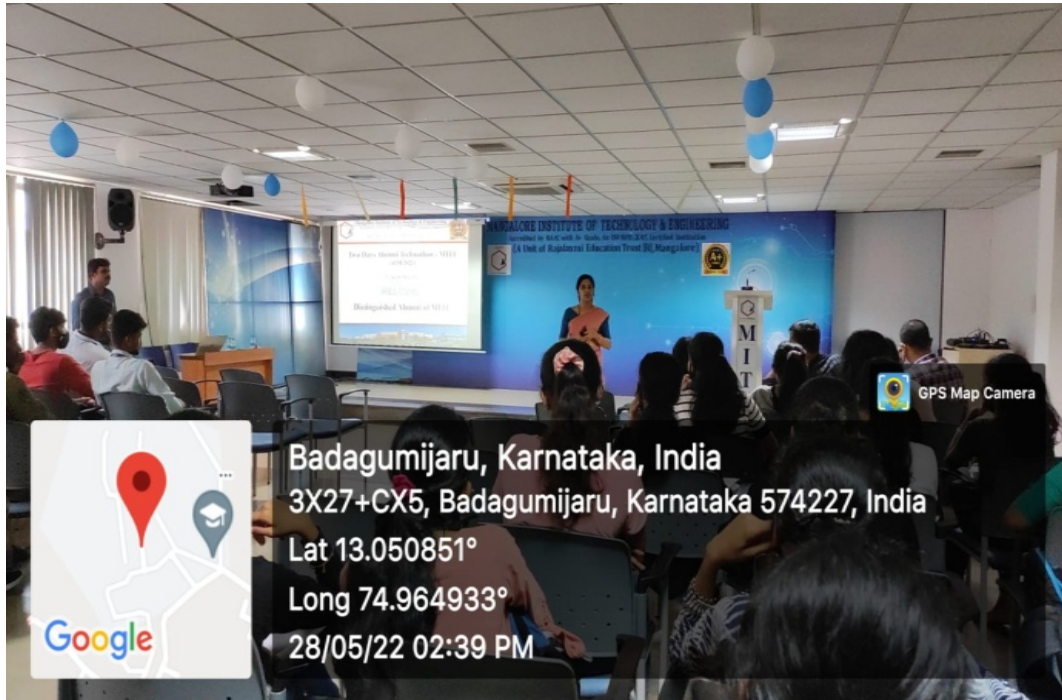
Insight on “Chatbot” by Mr. Mohammad Shazad Maved



Ms. B Raksha Shetty, Research Scholar, Department of Civil Engineering, MIT, Manipal, has delivered the session on “Remote Sensing and GIS Application on Toxicology”.



Mr. Gautam Vakeri, Area Executive, ITC Ltd, Bengaluru, Delivering a session on “Influence of Data & Technology on Branding & Advertising”.



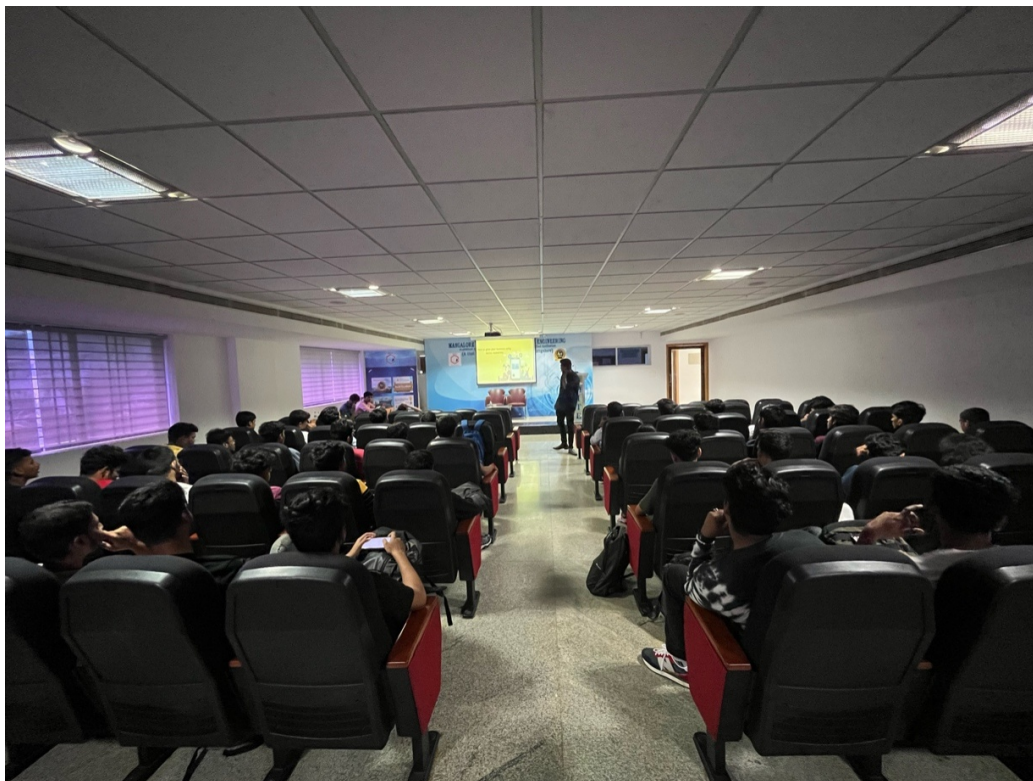
Ms. Pranamya A Jain, has delivered a session on “Exploring Opportunities”.



Mr. Praveen K S, Senior Engineer, Alten India Pvt. Ltd., Bangalore delivered a session on the topic “Introduction to ML and AI & Art of Statistics”.



Mr. Akshaydeep M, Highlighting the Importance of 5S



Mr. Manjunath, delivered a session on “What is Digital Marketing”.



Mr. Sudheer has delivered a technical talk on “A Positive Attitude will lead to Positive Outcomes”.



Technical Talk on “Database Trend in New Generation” by **Mr. Darshan Jayarama**.