Not just magnitude, but direction also!

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VIT offers the 'World on a Platter'

George Bernard Shaw rightly asserts, "There is no love sincerer than the love of food." In the global village that we all reside in, we are eager to pamper our taste buds with delicacies from around the world. Vidyalankar Institute of Technology organized and hosted its first global food festival **"World on a Platter"** on Tuesday, April 2, 2013 from 2.00 - 4.00 pm. It included five popular international cuisines – Japanese, Mexican, Lebanese, Thai and Italian.

The food festival saw an enthusiastic participation of more than 160 guests comprising both students and faculty members. In all, 35 delectable dishes were offered to the guests. Each cuisine counter had six dishes out of which four were vegetarian and two, non-vegetarian. In addition to this there were five assorted deserts (vegetarian) and an assortment of mocktails. The overall ambience, the tastefully decorated counters with their representative ethnic touches, the guests dressed in western formal attire and the appetizing aromas wafting around were a delight. Portions were served in such a way that the guests got to taste as many varieties as possible and care was taken to eliminate food wastage. Moreover, each guest received an individual personalized invitation card and bookmarks were gifted as souvenirs.
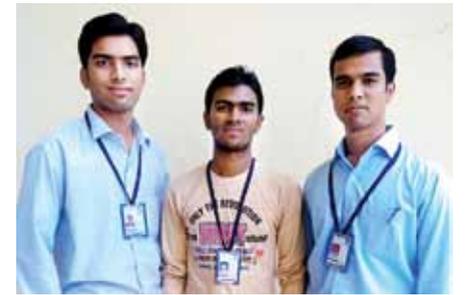
World on a Platter generated positive vibes, with the guests approving of this unique initiative, the lip-smacking variety and quality of cuisines and suggesting an 'encore'. For an institute that emphasizes on grooming its students to help them evolve as 'global citizens' in all aspects, it was education of a different nature - one which helped enhance awareness of global cuisine and dining etiquette in a very gratifying way.

VIT students and teachers achieve laurels at IIT-B's E-Yantra!

Vikky Patil and **Ashish Pingale** from BE EXTC and Amit Banda from TE ETRX did VIT proud when their team 'Real Steel' stood first at e-Yantra, IITB's national level robotics competition. About 6000 participants from engineering colleges all over India registered online and from among these 500 participants were shortlisted. Each team was provided with a robotic kit consisting of Firebird V robot and necessary items by IIT Bombay.

Team Real Steel secured First Prize in Pick and Placer theme by completing the task in 1 minute 29 seconds in the finals held on 22 March. In this theme, the team had to perform the task of lifting the block placed at any random node in the 7 by 7 grid arena and place it at corners. The bot was needed to be soft coded and completely autonomous. The team took initiative in the programming aspect of the bot, the algorithm design and testing. The complexity of the gripper design and its placing on the bot was critical. The triumphant team members would be doing internship of two months in Embedded Real Time System (ERTS) at IIT Bombay.

Preceding their winning performance, the VIT faculty team comprising Prof. Shrikant Velankar (team leader), Prof. Geetha Narayanan, Prof. Devendra Pandit and Prof. Divya Unnikrishnan bagged second spot at the e-Yantra Robotics Teachers Competition organized by IITB, conducted at Pillai's college on March 12. The team recorded the second lowest timing of 3 minutes and 53 seconds and qualified for Level 2 (Finals). With this remarkable victory, 5 Fire-Bird V robot vehicles (worth Rs. 1.5 lakhs) with accessories would be given as an MHRD grant to VIT.

Verve 2013 showcase

The many hues of Vidyalankar Institute of Technology's annual fest held from April 2 - 5, 2013

Collage courtesy Hitesh Giri, VIT

Congratulation!!

F. E. Sem I (Dec. 2012)

Raj Palkar
Maths - 100/100
BEE - 94/100

Aashika Shetty
Maths - 97/100
BEE - 92/100

Anish Patwardhan
Maths - 95/100
BEE - 94/100

Divya Guruvayurappan
Maths - 95/100
BEE - 93/100

Sugandhi S.
BEE - 97/100
Maths - 93/100
Mech - 90/100

Abhilash Krishna
BEE - 96/100
Maths - 92/100

Chaitali Dalvi
BEE - 96/100

Bhushan Thakur
Mech. - 91/100

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"The whole purpose of education is to turn mirrors into windows."
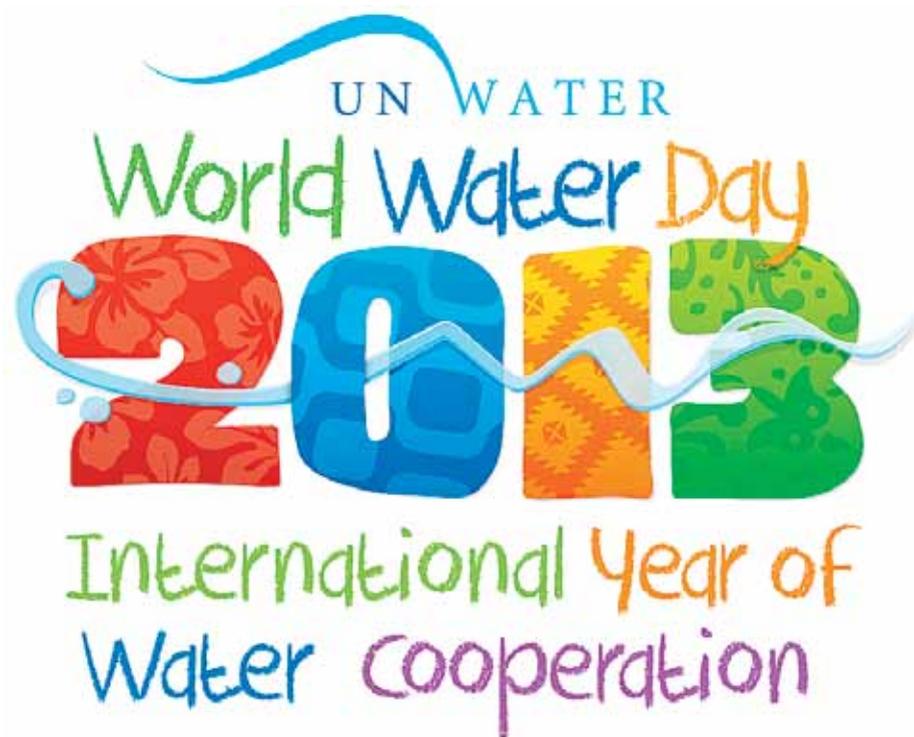—Sydney J. Harris

APRIL 2013 | 2

Save water and secure the future

It is said that, "A drop of water is worth more than a sack of gold to a thirsty man." The United Nations General Assembly has declared March 22 as World Water Day. Agenda 21, which is an action plan of sustainable development for 21st Century proposed the observation of World Water Day and since then the whole world is supporting World Water Day by planning and promoting activities to create awareness about the need to conserve water resources.

We, at Vidyalankar celebrated World Water Day in a unique manner. We invited Mr. P.K. Charankar, retired deputy commissioner, MCGM as the Chief Guest to enlighten us on the issues and challenges related to drinking water supply for Mumbai region. The present article is based on the valuable information given by Mr. Charankar and Mr. Suresh Khole, retired chemical engineer (water supply project) whom we contacted during our preparation for World Water Day program.

Mumbai gets water from a long distance and its main water supply sources are the lakes Vihar, Tulsi, Tanja, Vaitarna, Upper Vaitarna, and River Ulhas. Vihar lake project brought into the city its first piped water supply for seven lakh people. Critical water shortage led to the development of Tulsi water works in 1872, Powai lake in 1890 and Tansa lake in 1892. All these projects got completed during the British Rule in India. It shows how the growing water needs of Mumbai were met in a systematic manner.

Vaitarna and Upper Vaitarna project began in the post-independence period. According to both the experts Mumbai has been fortunate till now as far as water supply is concerned.

Water treatment for quality control is an important phase of the drinking water supply management. Bhandup water treatment plant is the largest in Asia with well-equipped laboratories. Leakage detention, water sampling, maintenance work, all are carried out with the most modern equipment at this laboratory.

The latest amazing fact about Mumbai's water supply management mentioned by Mr. Charankar was the ongoing construction of water tunnel between Maroshi and Vakola (5.83km), Vakola and Mahim (4.55km), and Mahim and Ruparel College (1.86km). The water tunnel passes through 70 meters below the ground. Construction is as huge as a 22 storied building.

In the light of acute water-shortage all over interior Maharashtra, we Mumbaikars are really fortunate to have adequate water supply even during the summer season. The question is - are we aware of it? Are we being responsible citizens and do we try to understand the problems of our fellow-citizens who are wandering daily in search of water? Should we not find ways to use drinking water in more sustainable way? Let us be united on this crucial issue, save water, share water and let water be available for everyone.

Dr. Rohini Kelkar (Principal, VSIT)
Vijay Gawde (BMS Coordinator, VSIT)

What next after B. Sc. IT?

After completion of your graduation in BSc IT, you can choose different options to make your career. There are many career options from which you can choose and go ahead to achieve your goals. Given below is a list of opportunities of your interest:

Higher Studies
- The first good option for Masters after B. Sc IT is M. Sc IT, which is of 2 years after BSc IT. You can also opt for post graduation is M. Sc ICT (Information & Communication Technology) for 2 years.
- MCA (Master in Computer Applications) for 3 years.
- MBA (Master of Business Administration) for 2 years. For B. Sc IT graduates MBA in IT is a good option.
- M. Sc Computer Science, which includes Hardware, Networking, Embedded Systems, Artificial Intelligence, Information Security, Wireless Communication etc.

You need to attend and clear the entrance exams for Post Graduation courses. You can also opt for IAS, IPS for further studies apart from IT sector.

Certification Courses
There are many Database certification courses available:
- MCDBA Certification (Microsoft Certified Database Administrator) for Oracle, SQL Server.
- ODAC Certification (Oracle Database Administration Courses)
- Certificate course in DB2
- Certificate course in PostgreSQL and many more.

For Networking you can choose:
- CCNA (Cisco Certified course in Networking)

- MCSE (Microsoft Certified Course in Software Engineering)
- Certificate course in Networking from Jetking.

For Programming field:
- Java
- .NET
- C#
- PHP
- C++
- Android, Iphone
- HTML and DHTML

You can also do an Advanced Certification Course in LINUX as it is very popular and highly used in Government sector jobs.

Job Opportunities
- After completion of B. Sc IT you can opt for different jobs. But after achieving a Masters degree, you can get a better salary package and can grab opportunities in MNCs.
- Information Technology. You can work as a software developer, tester, or designer in IT companies.
- Networking and Hardware Jobs
- Database Administration Jobs
- Web Designer, Security Checker
- Computer Graphics and Animation

If there are openings or campus recruitments you may also have a chance to crack interviews of leading IT companies like L&T Infotech, Wipro, TCS, HCL, Patni etc. Some MNCs also provide jobs along with studies and provide scholarships for studies. If you are not interested in IT jobs, you may also opt for Government sector jobs after clearing entrance exams like UPSC, GPSC or a career in Banks, Army, Teaching, Marketing and Communication.

ViSAGE 2013 held

The Department of Management Studies of VIT organized its annual B-school fest ViSAGE on March 8-9, 2013. Right from the poster designing to the sponsorship, almost everything was managed by the future managers. There was active participation from various colleges. Management quizzes, events and games such as Ad Mad, Business Plan, Phoenix, Box cricket were some of the popular events.

The event saw eminent personalities such as Ms. Renuka Joshi (anchor at IBN Lokmat) as the guest of honour and part of the opening ceremony for ViSAGE 2013 and Mr. Vincent Corda (Founder and CEO of Seven Degrees Entertainment) as a judge. Prizes were distributed on 9 March and Visage concluded with a rocking jam session.

TANTRA VIHAR

Tantra Vihar 2013 - VIT's annual B.E. Project Exhibition and Competition (April 15-18) has scaled new heights this year. The event involves display of B.E. project display and evaluation by eminent industry experts. The main objective of this event is to provide a platform for budding technocrats to present their projects, skills and innovative ideas.

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"I cannot teach anybody anything, I can only make them think."
—Socrates

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APRIL 2013

Vidyalankar: Your GATEway to Success

GATE has its own standing in the field of competitive examinations as it is conducted by IITs all over India to test one's comprehensive understanding of various undergraduate subjects in Engineering and Technology. The awareness of this exam is on a continuous rise since the score of GATE is accepted by the top 15 public sector units in India.

Every year different IITs host the examination and set the paper for all the subjects for that year. Every IIT follows a different approach. In all 9, 84,855 students appeared for GATE in 2013 (Computer Science - 224160, Electronics & Telecommunication - 256135, EE- 152381, IN - 28249, ME - 1658141).

From Maharashtra 9,951 students appeared for the exam, which holds the third rank, while Andhra Pradesh and Uttar Pradesh rank first and second respectively in terms of the number of students who sat for GATE 2013. The qualifying percentage is 13.88 % which shows that the difficulty level of the examination has also increased.

If we go through the last two papers of GATE we can see a huge amount of difference in terms of difficulty levels, weightage given to the various topics and testing level for aptitude, the student's grasping power and a comprehensive understanding of the various undergraduate subjects in Engineering and Technology by the student.

—Shweta Apte
Student Advisor,
Vidyalankar

Vidyalankar recommends the following methodology to GATE aspirants:

Vidyalankar trains students for GATE and we advise the students to follow a methodology which helps the students at large. All of us are aware that GATE tests concepts; so every student who wants to prepare for GATE should allow sufficient time for preparation. Students should study from reference books to clear the concepts and solve problems from that. Vidyalankar provides comprehensive study material which gives an exhaustive coverage of all the topics for GATE syllabus with sets of challenging problems. Faculty at Vidyalankar are themselves from IITs who have appeared for GATE and have secured high ranks so they train the students exactly the way it is required for GATE. Vidyalankar has been training students for GATE and has been producing rankers every year. For GATE 2013 also, 35 of Vidyalankar's Mumbai-based students scored above 99 percentile. This becomes possible only because of the collective efforts of the team of expert faculty and the faith students have placed in Vidyalankar.

Vidyalankar Student Aakar Deora (AIR 33) CS says:
Understanding the concepts and implementing those concepts in GATE like problems helps a lot. Also taking mock tests with complete concentration and focus helps to improve the temperament and gives confidence to crack GATE . At Vidyalankar the faculty really trained us how to think which developed my approach to crack a GATE problem. All the faculty at Vidyalankar themselves are graduates from IITs so they could give us short cuts and tricks to remember complex concepts which can be asked in GATE.

Vidyalankar student Jitesh Pujari (AIR 110) EC says:
Solving a lot of problems and past GATE papers many times to understand from which angle questions can be framed proved to be helpful in being clear about the fundamentals of the subjects. Vidyalankar gave me the best combination of expert faculty, exhaustive study material, past exam papers and mock tests with performance analysis which helped me a lot.

February 'CMAT '13 paper analysis

As per the new AICTE norms, CMAT has become a mandatory entrance exam for all AICTE approved MMS/ MBA courses throughout the country. It is also one of the five exams through which students can apply for admissions to the AICTE approved PGDM courses. As many as 3,923 colleges are accepting CMAT scores this year for their MMS and PGDM admissions. This makes CMAT the largest entrance exam for management aspirants in terms of the number of seats available.

The latest edition of the CMAT has seen the scores of candidates increase. The All India Topper for the CMAT exam scored 376 marks out of 400. However, though this time's CMAT paper was easier on the whole, it was lengthier than usual. Most of the problems in the Quantitative and Logical Reasoning section,

though simple, required a considerable amount of calculation work.

Here's a section by section analysis of the entire CMAT paper:

Quant and DI: The major focus topics for this section were time, speed and distance, sequence and series, percentages, work, Simple Interest and Compound Interest and Profit and Loss. Some other topics on which questions were asked were number systems, pie charts, bar graphs and data sufficiency. Surprisingly, there was a question on base system conversions in one of the CMAT papers this time. We feel that the emphasis here is on the "breadth" of the syllabus known rather than the "depth". So, typically students are tested on how much they know rather than how well they know the content.

Logical Reasoning: Logical Reasoning was

tougher than the Quant and DI section. Most of the emphasis was on areas like caselets, blood relations, number series, clocks and calendars. Another topic on which questions were asked was truth and lie alternators. In such questions, a series of statements are given. According to the constraints on these statements, the candidate is expected to identify which statements are true and which are false. On the whole, the section was very lengthy since each caselet had only one question associated with it.

Language Comprehension: No surprises here. As usual the focus was on how well the candidate understands the English language rather than on how good his or her grammar is. So the bulk of the questions were from critical reasoning, reading comprehension and jumbled paragraphs. There were a few

questions on sentence correction, English usage and jumbled words. On the whole, this section was not very difficult nor was it very easy.

General Awareness: The general awareness section was filled with static general knowledge questions. There were a few questions on current affairs though. What was great to see was that there was a considerable shift from random GK questions to questions that were more related to what an MBA aspirant is supposed to know. For example, there were questions on some of the largest companies in the world, a few on the world economy etc. This time, General Awareness was the deciding factor between candidates securing a high rank and a candidate securing a somewhat lower rank.

Team Vidyalankar

"Hey, WhatsApp!"

Today's tech-savvy generation values 'contacts', relations, career and friendship. They don't just use technology, they live and breathe technology! People prefer to stay connected with others through social networking sites and with instant messaging.

WhatsApp is the numero uno instant messaging app founded in June 2009 by former Yahoo employees Brian Acton and Jan Koum. It crossed 7 billion inbound messages a day, a new milestone being achieved on the second day of 2013. WhatsApp has become wildly successful as a paid app. It's currently the number one app in 114 countries and a top-five paid app in over 140 countries. It delivers a billion messages a day on different cross mobile platforms. It is not restricted to a single device (like BBM connects only BlackBerry users); it connects you with friends who are on Nokia, Android, BlackBerry and any other device.

WhatsApp is a simple, real-time messenger which keeps you in contact with your colleagues on the go. It just requires your working Packet Data/3G/EDGE or Wi-Fi connection when available and your phone book contacts to search for your friends or relatives who have WhatsApp on their phones. WhatsApp provides you with a facility to send unlimited text messages for free. Additionally it allows you to share media files such as pictures, videos, and audio clips too. The newer version has been updated with a share 'location' which requires your phone to be GPS enabled. Group chats help you to stay connected with your best buddies. This service is free for one year, after which it will cost you Rs.50 per year.

On the flip side, the young generation is getting addicted to smartphones. A huge difference between Facebook and WhatsApp is privacy; Facebook is an open 'wall', whereas WhatsApp can be likened to a closed room. WhatsApp has been developed for time saving communication whereas some people use it for business purposes also. Your receivers also need to have WhatsApp installed on their devices. Moreover, it is not available for tablet-phones. It also needs unlimited internet packet data which can prove to be expensive.
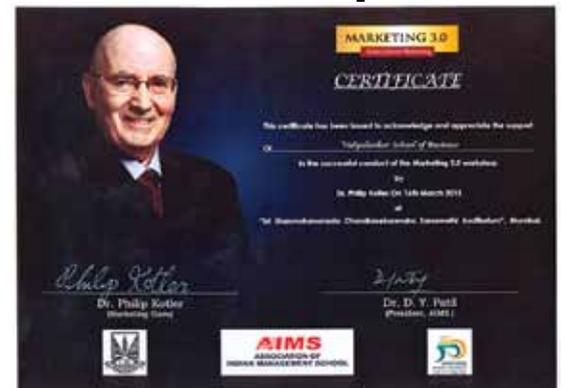
Jignesh Chheda – SY-C Bsc IT
Bhushan Shirsat – SY-C Bsc IT

Rendezvous with Dr. Philip Kotler

For almost three decades now, the internationally acclaimed Marketing Guru Dr. Philip Kotler (Professor of International Marketing at the Kellogg School of Management, Northwestern University), has been the authority on marketing for management professionals and marketing students across the globe. His theories are learnt and practiced by every professional in the marketing field. On March 16, 2013, Dr. Philip Kotler was invited by the University of Mumbai, in collaboration with AIMS (Association of Indian Management Schools) and several other eminent B-Schools, including Vidyalankar School of Business, to enlighten students in a live seminar on the changing trends in marketing and introduce a new concept of 'Value Driven Marketing'. VSB was privileged to be a part of this premier workshop at Shanmukhananda Auditorium in Mumbai. Dr. Kotler was accompanied by Dr. D.Y. Patil and the Vice Chancellor of the University of Mumbai.

In his presentation, Dr. Kotler talked about his vast experience and ideas, which could be summed up as the fundamentals of marketing. He briefed the audience about the 4 Ps of marketing and also introduced a new "P" - 'Purpose'. By this he meant that a business should not only try to touch the minds and hearts of the customer but also look towards touching their spirit. This new mantra of marketing is compiled by him in his book "Marketing 3.0-Values Driven Marketing". This new model of marketing treats customers not as mere consumers but as partners in a business. Now as customers are choosing companies and products that pander to their diversified needs, the old version of marketing would prove to be inadequate. The time has come when businesses should not be run merely to earn money, but to gratify and delight customers with the bonds of affection. He also shared his views on the advantages and disadvantages of marketing. The session ended with a question and answer round.

—Amit Pal
First Year MMS, VIT

VIDYALANKAR SCHOOL OF INFORMATION TECHNOLOGY

T.Y.B.M.S SEM V Result Ranks (October 2012)

Rank	Name	Marks	Percentage
Rank I	NANDISH CHEDA	452/600	75.33%
Rank II	RUCHITA DOSHI	448/600	74.67%
Rank III	MANISHA I	434/600	72.33%

T.Y. BAF SEM V Result Ranks (October 2012)

Rank	Name	Marks	Percentage
Rank I	SHRONRUKVENI HARIRAMSAIT PUSHPA	503/600	83.83%
Rank II	LEHAL ROHIT SAJJAN RANJEETA	487/600	81.16%
Rank III	MAHALACHMI SEEMA DAYARAM SUNITA	472/600	78.66%

T.Y. B. Sc (IT) SEM V Result Ranks (October 2012)

Rank	Name	Marks
Rank I	KOTRE ANAGHA	590/750
Rank II	GAWDE YASHODHAN	564/750
Rank III	SHIRKE JUELEE	552/750