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Not just magnitude but also the direction!

VECTOR

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CONNECTING WITH TECHNICAL ASPIRANTS THROUGH GATE CONNECT

GATE has gained popularity over the last few years because of acceptance of GATE score at top institutions and now many PSUs. The number of aspirants appearing in GATE has also increased, however the qualifying rate has remained the same, which is close to 15%. At Vidyalankar, when we interacted with a large number of students, we identified that our students are aware that they need to appear for GATE to make a better future but are disconnected with the pathway to crack this tricky exam. Keeping this in mind Vidyalankar organized an event GATE Connect to bridge this gap. The event was held on 20th August 2017 at College of Engineering Pune Auditorium which experienced a full house. The event was primarily aimed at Mechanical students to make them aware about the opportunities after GATE in academic, public and private sectors.

Panelist Dr. B.N. Chaudhari, Deputy Director, College of Engineering Pune educated students about the importance of GATE from the academic perspective i.e. how it broadens the understanding of the subject and moreover how it enhances the employment prospects in core engineering fields. Dr. Chaudhari



Key Note by Ameya Gharpure

also stated that there are various opportunities in the academic field which will yield very high paying jobs and hold the possibility of working on the improvement in the education fraternity.

Mr. Alok Mukherjee, Scientist DRDO had a great connect with audience. His shared real life stories and experiences at DRDO which made students understand the work that the Indian Defense department is doing to minimize loss of



lives at borders by researching the techniques of unmanned wars. He also explained the challenges faced at various levels in research and how to overcome them. Dr. Mukherjee also stated that the recruitment focus at DRDO is on PG students as they have more focused approach and need less training.

Prof. Rohan Malkar, Sr. S/W manager in Siemens could strike a great rapport with the students. He shared his experiences with them on why he left IISC admission and took admission for M.Tech at VJTI as it offered him the area in which he wanted to pursue his career.

Students were pleasantly surprised by the announcement of a lucky draw wherein five students won Jio Dongle with 6 month free subscription and one student won Red Mi Note 4 mobile.

— **Shweta M Apte**
Academic Advisor,
Vidyalankar Group of
Educational Institutes



Dr. B.N. Chaudhari
GATE / M.Tech.
broadens your
vision and
knowledge about the
technical subject of
your choice.



Dr. Alok Mukherjee
DRDO is the
place for all the
techies who want
to see India self-
reliant in terms of
defense equipment
by completely
indigenous
products.



Prof. Rohan Malkar
Get an advantage by
preparing for GATE
in the third year of
engineering. That
will surely have
better success ratio.

LEARN, EARN, RETURN!

SPOTLIGHT: VIT ALUMNUS
ABHISHEK BALIYA

Many engineers of the day look for pocketing pay packages as soon as they graduate. However, there are a few who think differently and believe in actively giving back to their alma mater and society. VIT alumnus Abhishek Baliya is one such out-of-the-box thinker. Apart from earning a Bachelor Engineering degree in Information Technology from Vidyalankar Institute of Technology, he has been proactively promoting IT education in the student community. He has



conducted workshops on diverse topics such as Digital Marketing, SEO, Social Media, Analytics, and Web Technologies and has trained more than 500 students on these platforms.

Currently Abhishek is working as a Consultant at Adobe. He is passionate about digital marketing analytics and deriving meaningful and business valid solutions using the power of Analytics. He has garnered extensive experience in digital/web analytics, Search Analytics (SEO, SEM, Internal search, Google Ad-

Words), decision analysis, website optimization, marketing campaign optimization, strategic planning, project/program management and creative problem solving. He has received several awards during his career, the most recent ones being, "Scalability Superstar Award – Adobe Q3, 2016", "Delight Award – Adobe Q1, 2017", "Adobe Achievement Award – FY 2016", "Employee of the Quarter – Intel / UST Global Q2 2015".

When the IT student committee was found in VIT, Abhishek was made the

Vice President of ITSA. He led the team and conducted several workshops for students on various technologies. Abhishek Baliya has penned three books titled, "Internet Technology and Application", "Web Technology", and "Foundation of Information Technology" for students of IT and Computers in 2006 and 2007 while pursuing his third year of engineering. He was invited as a Judge in VIT in 2014 for the Institute's annual technical project exhibition Tantravihar and was delighted to see unique projects presented by young talented students.

Abhishek is an enthusiastic and confident person, brimming with ideas and excels in executing those ideas. People he's worked with would regard communication and interpersonal skills as his major strengths. He believes he is a go getter, come what may! He has completed several certifications in Analytics (Adobe Analytics, Google Analytics) and has an MBA business analytic degree from Great Lakes as well. He has enrolled for a Harvard course beginning in September. As he says, "Invest 10 percent of your income in education every year, it would give you good returns." No wonder he gives credit to his passion for learning as his mantra for growth in life!

“Acting is not about being famous, it’s about exploring the human soul.”

— Annette Bening

SEPTEMBER 2017

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ZERO FOOD WASTE RUN FOR A CAUSE



Extension Unit (DLLE) of VSIT participated in a Dream Run organized by Indo Torch from Nariman Point to Girgoan Chowpatty on 13 August. The theme of the run was Zero Food Waste and students of Extension unit of VSIT had contributed to the cause by conducting flash mob, skits & street play. The activity was covered live on NDTV & Indian Express.

The main objective of this run was to make the citizens aware of “Don’t waste food; Give it to others.” This activity also focused on creating awareness among the citizens by addressing one of the crucial issues concerning the society at large. The brand ambassadors of the

run were Mumbai’s Dabbawallas, the prestigious group delivering tiffin boxes everyday across the city. Rowing Champion Dattu Bhokanal, who represented India in Rio Olympics 2016, had inaugurated the Torch Run paving way for fellow runners and spread the message to stop ‘wastage of food’. The torch was handed over symbolically to the government at the Hutatma Chowk, Fort. This activity helped students to understand the problems faced by the society. Food is a precious commodity and should not be wasted; it isn’t easily available to all across the planet.

— Nisha Dang, Swapna Kadam
Faculty, VSIT

FYBMS IV to WTC, Mumbai



World Trade Center (WTC) MUMBAI is the result of the vision of Bharat Ratna Dr. M. Visvesvaraya to build a dedicated trade centre in Mumbai, the commercial capital of India, with a view to promote India’s international trade and research. The WTC Mumbai, set up as a not-for-profit organization, was established in 1970 as a Public Private Partnership, and is a single point of reference for all business solutions.

An Industrial visit to “WTC Mumbai.”, Center 1 Building, Cuffe Parade, Mumbai was organized by the Management Department of VSIT on Thursday, on 7th September for FYBMS semester I students. The objective behind the visit was to make the students aware of how the various activities related to global trade are carried out and how they can take

their family businesses to the global level. Three faculty members of VSIT, Prof. Sagar Gaikwad, Dr. Sonal Shrama and Prof. Pooja Kesherwani along with 105 students left for the visit at 10 a.m. and took about an hour to cover the distance. The World Trade Center is located at Cuffe Parade in Mumbai. As soon as we reached there, we were guided by Mr. A. O. Kuruvila, Advisor -Trade & Education who presented a lecture about its history and how it was established. He also explained the functioning of World Trade Centre and importance to all business organisations which are in International Trade. The Exhibition Center Office Building, Seminar and meeting rooms were also visited. It was an educative and enriching experience for the students.

— Dr. Sonal Sharma
Faculty, Management Dept., VSIT

LAUNCH OF SHORT FILM

That Call by Krishan Hooda

Saturday, 5th August, 2017, saw the release of the short film *That Call* - A film created by writer/director Krishan Hooda with his team called Modern Monk Films. Krishan Hooda recently shot to fame with his short film - *The Last Audition*. Hooda started his career with Red Track, his first short film based on his life as an athlete. Progressing ahead he did short films like *Ram Naam Satya Hai*, *Himalayas*, *The Clock*, *Lower berth* and a few others are in the pipeline. He made his presence felt with *Rebellious Flower* - the first biopic on the life of Osho that got an official selection at Salento International Film Festival, Italy.

That Call - was released at the VSIT campus and then screened in the VSIT auditorium. It is based on a long lost



friendship united after years by a call. It made a great impact on the students as it was screened on the eve of Friendship Day. After the screening of the film, Krishan Hooda and Ajit Kumar, Head of Production, addressed the questions of the students. The process of making a short film, the techniques, changes occurring in the industry were discussed. The film went on to garner over 1.5 lakh views in the coming week. The event turned out to be a great learning experience for the students and a success for the team of Modern Monk Films.

— Hasan Baldiwala
SY BMM, VSIT

Short film & Documentary making workshop for Media Aspirants

The Department of BMM of VSIT organised a one-day Hands on Training Short film & Documentary making workshop for Media Aspirants. It was conducted by Chetan Mathur, a renowned film maker and Professor of Understanding Cinema at Mumbai University.

The workshop was conducted on Sunday 30th of July. Even though it was a Sunday all the forty students who had registered for the workshop were present from 9 a.m. to 6 p.m. and were engrossed in learning about film making. It was organized for SYBMM students but it was really motivating to see students from other courses also participate.

The Short film & Documentary making workshop gave the students an understanding of film-making from the pre-production stage to post-pro-

duction stage with emphasis on practical camera handling. The pre-production covered topics like Script Writing-Screenplay & Planning. Production consists of Shooting and Direction aspects, Lighting and Camera Handling from Mobile camera, iPhone, iPad, Tablets, video cameras to DSLR i.e., making films with equipment available. Post Production (Editing - Emphasis on Grammar of Editing) was also discussed. Students were guided on how to participate/win in film festivals/competitions.

After lunch, students were asked to shoot a short film in the Campus. Students enjoyed the whole experience of learning with fun. It was a very interactive session and all the queries of students were addressed by Mr. Mathur patiently. The students received a Participation Certificate.

TWO-DAY WORKSHOP ON ACTING



The Department of BMM of VSIT invited Ms. Sanyogita Sharma to conduct a workshop on acting for the first and second year students on 8th and 9th of August, 2017. Ms. Sharma has worked with Whistling Woods International Ltd, Filmcity, Goregaon (E), Mumbai as an Acting faculty (July 2010 - Jan 2014). Professionally trained from National School of Drama (Delhi) 2000-03, her specialization is in Design and Direction (Set, Costume, Light, Sound and Make-Up).

This workshop was organised to train students and develop their acting skills

and cultivate the creative talent of each student. Students were trained to create, embody and play a character in any performance medium, integrating vocal, physical, textual and imaginative resources. During the workshop Ms. Sharma encouraged the students to understand the creativity that they were blessed with and focus on that area. By the end of the workshop it was a pleasure to see the improved abilities of students to articulate and express feelings and opinions. The best thing was that the students of both SYBMM AND FYBMM were instilled with the ability to work in teams and inculcate collaborative creation.

Experiences of MMS students of Live Industry Projects

“The Best Way to Predict the Future Is To Create It”- Abraham Lincoln



and hence look forward to make the most out of the platform secured.”

Shubhankar Brahma (Human Resource)
Company: Ethics India

“When Dr. Krishna told me that Dr. Anita would be the speaker for the day, I quickly did my part of background research on the company she was coming from. Dr. Anita Shantaram’s years of research, depth of understanding of ethics, and her ability to present the subject in such an interesting way produced one of the most memorable days in our college. I personally appreciated her reason she gave for my question on parenting ethics. She recognized me as I was answering all her questions spontaneously and with zeal, and maybe this is the reason she chose me to work under her. I feel honoured to have got an opportunity for working under such an inspirational personality. I have currently been told to study the Business Responsibility Report (BRR) and the top 100 ethical companies. I feel working here will help strengthen my competencies in the field of HR and give me a broader perspective on Ethics as it is a subject that has always intrigued me.”

Sirali Birah (Human Resource)
Company: Wockhardt

“The live project in Wockhardt is a great learning opportunity as it provides an insight as to how organiza-

tions handle corporate communications. It has helped me to understand the importance of effective communication in an organization to convey the HR policies and provide any information to the employees as and when required. I have learned about creating in-house publications such as the newsletters & magazines and organizing events such as award ceremonies. It is commendable that the Placement Cell of the college has taken this effort to provide internships to students in Sem III so that they can apply the concepts being taught in class in their live projects and get the most out of it.”

Arjun Mehra (Finance)
Company: Vetios Capital

“Vidyalankar always has been giving their students best opportunities available at their disposal and same was the case with me. I was given a chance to intern with Viteos Capital Market Services Pvt. Ltd. With the best in class facilities and a good healthy environment in office, this company is a good opportunity for freshers to learn about international markets. The company is the leader in shadow accounting and provides fund administration services to its clients. Anyone who wants to learn about international markets should seriously join this company. Not only did they provide me with knowledge but also my soft skills, critical thinking, and networking was improved while working with them.”

Vidyalankar School of Management has been guiding us throughout our course to achieve our dream career options. The Placement team’s initiatives for the students development is really providing a path to them to achieve success not only through targeting placements but also to make a mark in everything they do.

— Geeta Shinde, SY MMS, VIT

Editorial: Visual politics and the camera - photographing downpours

When one grumbles, “I hate rains” and scrunches the face, there is a series of reports ready but civility keeps me in check. Surely, it would do nothing to soothe the irritation of the speaker by noting many livelihoods depend on timely and generous downpours. It would needlessly prolong the exasperation if the discussion was drawn towards poor urban planning. Because it doesn’t change the fact that rains in Mumbai cause inconvenience even though the monsoon relieves all from the scorching, fatiguing heat. In a city cursed with ill urban planning and people indifferent to hygiene, the monsoon is a dreary season. Yet everybody wants it. The monsoon is needed.

Amidst the struggles to stay safe in a water-logged city, emerges the mobile phone, capturing moments of failure, suffering and loss. The photographs of disaster and its circulation reflect a shift in human values. Human lives are constantly commodified: it is not the individual who drowned that is prioritized but the sensational way the person drowned, locked inside a car, helpless. Anil Dharker in a recent editorial “What Drowned Mumbai” (The Indian Express) observed the TV channels’ blame-game and “footage of a drowning city” instead of informing and helping viewers. In an era of constant surveillance and photography, the question emerges: has photography desensitized viewers by replacing compassion with sensationalism and visualization? Meanings and experiences are generated through visuals captured. Viewer apathy is intensified by obsessive visual generations and the experience of the deluge becomes all about the visuals that recorded the disaster and circulated to generate awe and wonder. It reveals how the digital age has rendered within us an appetite for sensational images, as Susan Sontag explores in her works.

In a culture of spectatorship and surveillance, we need to remember that the all-seeing eye can only see but not regulate and prevent. Photographs of disaster and loss are not art. It is imperative rather to direct visualization towards social action rather than consumerist consumption.

— Lakshmi Pillai
Faculty, VSIT

VIT School of Management’s Placement Cell 2017-2018 has taken various initiatives to create the glorious future of the MMS Batch. The Cell aims at providing wider learning to students and making them industry ready, thus providing them with excellent opportunities for their career growth through live industry projects. One of the major initiatives taken by the Placement team was to organize iLR sessions in-order to help students to improve their domain knowledge and make them industry ready by Dr. Krishna Ram.

Besides this, the Placement Cell 2017-2018 has opened up various opportunities for students to work on live projects with reputed industries such as Britannia Industries Ltd, Vetios Capital, Wockhardt, and Ethics India. This opportunity helped students to apply their knowledge in the practical environment. The live projects gave a platform to the students to learn more about their field.

13 of Marketing batch, 2 from Finance, and 5 from HR got an opportunity to work with the industry. The students shared their experiences and had an overall view that the initiative by the placement team had really added on to their development and helped them to be industry ready.

Nainisha Sawant (Marketing)
Company: Britannia Industries Ltd
“Working with Britannia was a completely new experience. Working in direct sales has boosted my confidence and also increase my persuasion skills. Modern trade and General trade need very different approach in selling. The initiative started by the college regarding live projects in a booming sector like FMCG and companies like Britannia is great opportunity for the students as it will not only help them to understand the work environment but also how to deal with crucial situations.”

Geeta Shinde (Human Resource)
Company: Britannia Industries Ltd
“The opportunity of working on a live project with a brand like Britannia was a great learning experience. It not only gave me exposure to practical applications of Human Resource concepts but also gave me in-depth knowledge of the recruitment field. The culture and friendly attitude of the company professionals made the learning easier. The opportunity given by the Placement department helped me to groom myself to face the corporate world. I really feel proud to be selected for Britannia Project from HR batch

“The game of life is a lot like football. You have to tackle your problems, block your fears, and score your points when you get the opportunity.”

— Lewis Grizzard

Self-Assembling Electronics

There are ideas which come up every now and then, which revolutionize the world. For instance ideas like electricity, transistors, and personal computers. These breakthroughs start small and gain traction over time, due to continuous revisions and testing.

In nature, DNA of organisms don't arrange into their natural sequence by an external stimulus, but self-organize into the forms we see everyday.

Fig.1 DNA Structure



The ability to self-assemble can be given to the electronic circuits at the molecular level. This field of research is known as self-assembling molecular electronics. It is still in its development stages. A group of researchers had published their breakthrough in this field in 2015. Thomas Just Sørensen, an associate professor at the University of Copenhagen, was the head of the research project.

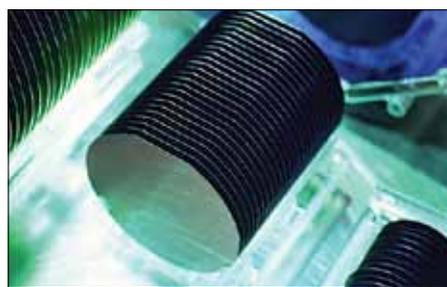
Thomas Just Sørensen

Electronics are normally produced by drawing the circuit onto a material and removing the parts which are unnecessary. This is known as Top-down production. Molecular electronics is the cornerstone of the production of LCDs, solar cells, integrated circuits, etc. Implementing self-assembling circuitry will make the production process greener, cheaper, more efficient and flexible. However, unlike traditional silicon manufacturing, where circuits are drawn on wafers, this technology requires the molecular components to arrange themselves into correct predetermined formations i.e. a circuit.



Fig.2 Silicon wafers used for manufacturing ICs

Unexpectedly, the solution was something we use daily: soap! The anti-fungal agents which are present in cosmetics, disinfectants, etc. make self-assembling electronics possible. The method utilized by these agents, where they disrupt the cell membranes of the fungi can be used to organize the molecular components. Although soap and electronics usually make a bad pairing, the ability of soap to form layers is practical for



use in this technology. Sørensen and his team tested various soap compounds together with component-like chemical substances. The mixtures were then poured onto glass plates and observed to check whether the components were arranged into formations.

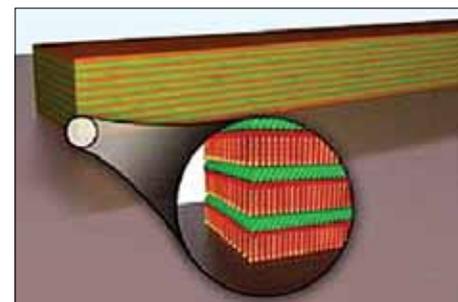
“Our self-assembling electronics are a bit like putting cake layers, custard and frosting in a blender and having it all pop out of the blender as a perfectly formed layer cake,” says Thomas Just Sørensen.

Fig.3 Formation of layers and structures

“This is a clear step forward towards self-assembling electronics. By mixing solutions of the right substances, we automatically built structures that in principle could have been solar cells or transistors. What is more, is that they were built in the same way that nature builds such things as cell membranes,” says Sørensen.

In this experiment, the researchers worked with dye molecules which were

substituted for actual electronic components. The experiment provided insight into how soap organizes other molecular components. According to Sørensen this technology still has a decade to go, but the discovery of a material which can interact with other molecules to form layers is a leap forward.



Scientists have already replicated their results of self-assembly, working with various dyes of different sizes along 16 different nanomaterials. Now that the position and orientation of the components can be controlled, the next step is to create functioning electronic circuits.

Rather, this tech will improve longevity and robustness of our electronics by leaps and bounds for now. In the near future, if you dropped your smart phone and the screen developed cracks, your screen will reassemble back into working order by itself. No assembly required.

— Omay Naik
TE EXT B, VIT

FOOTBALL: Teamwork Makes The Dream Work!

The thunderous thudding of feet echoing through the night sky, the echoes resonating with the ongoing thud of thousands of feet, various chants and slogans ripping apart the silence that was present in the once empty stadium just a couple of hours ago, along with a sharp whistle from the referee, is just a part of the array of feelings that you feel, during the beginning of a match of the beautiful game.

Football has been, is and in the foreseeable future, will be the most popular sport on the planet. This sport is nothing short of a phenomenon, as just twenty two people and a ball bring together billions of people from almost all parts of the world.

When we talk about football, we can never forget Brazil. They say that Brazilian DNA is infused with crazy football skills, and they have proof to show for that claim. From earlier generations to current, Brazil has produced legends like Pele, Ronaldinho, Roberto Carlos, and now young stars like Coutinho and Neymar.

Although the Brazilians have some of the best players in the world, the current world of football is ruled by two in-



dividuals, and neither of them are from Brazil. As you probably would've guessed, the gods of football, as they're known, are Lionel Messi and Cristiano Ronaldo. Majority of pundits say that these two are the best they've ever seen and probably will see for a while, also claiming that this is the best time to be alive, and to have had the blessing of watching them perform magic with their feet.

Cristiano Ronaldo, hailing from Portugal, was picked up by Manchester United from Sporting Lisbon, and since

then, there has been no stopping him. He broke all the club records and established himself as a legend in both Manchester United and current club Real Madrid. A very unique record which he has achieved, him being the first one, is to score in every individual minute of the game, from 1' to 90'.

Lionel Messi is the pride of Argentina, a legend playing for FC Barcelona. His humility and timid nature is greatly overshadowed by his prowess on the field, and the five-time Ballon d'Or winner also has numerous records to his name, the most famous being scoring the most number of goals in a calendar year: 91 goals.

Both of them have been dominating football for the past decade, as the last 9 Ballon d'Or or “golden ball” awards have been won back and forth by them.

India has proved to be the best in cricket and hockey, but we still have to reach a milestone in football, but we're slowly inching towards it. A good example of our progress is hosting the U-17 World Cup. And it's good that we are, because football fever is strong as ever, and it's about to become an epidemic.

— Shubhankar Salvi
SE CMPN B, VIT

VSIT STUDENTS MAKE A MARK AT MU YOUTH FESTIVAL

VSIT students have done the institute proud by winning at cartooning, poster-making, mehendi designing and western solo singing competitions at the Mumbai University Youth Festival.



AKASH POOJARY
TY BSC-IT
Poster masking



YASH PAWAR
Stream: FY BMM
Cartooning



MISBA MANEKIA
FY BSC-IT
Event: Mehendi designing



ABHISHEK SONKAR
SY BMM
Western Solo