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VOL. 2, ISSUE 3, FEBRUARY 2019

**Department of CEA Presents...**

**ping**   
Department of CEA's e-Newsletter

*Ping: Department of CEA's e – Newsletter*



**ping**   
Department of CEA's e-Newsletter



**HoD's Message**

**E**ducation is one of the key pillars for growth in economic and social human values. Quality education plays a key role for any organization. Improving the quality education is a continuous process, which deals with computer aided adaptive testing, collaboration, among various stakeholders like students, industry, parents, alumni etc.

There is a need to promote alternate education and ideas. In this regard, affordability of education is a serious factor. This can be addressed by various online platforms. Learn by self with practical makes education more relevant.

I am happy to see the active overall contribution made by the faculty in attending various conferences, publishing research articles in journals etc. Also, the students' project presentations at conferences, internships, quiz etc., gives better exposure to handle challenges.

**Prof. Anand Singh Jalal**

**From the Chief Editor's Desk**

**I**t gives me great opportunity to present the third issue of second volume of "Ping". This newsletter is one of the ways in which we can disseminate information on the life of the Department. The past semester was full of various activities by the students and faculty in academic, co-curricular, extra-curricular as well as research & developments. We hope that our students & faculty members will keep this pace in the current semester as well.

As you read through the pages you will realize, that the Department had a particularly successful time of span. In a short span of two months, we were able to make an impact on the student community & were appreciated greatly by the faculty body. The events report is documented in this edition.

CEA takes this opportunity to thank all the students and faculty members of the department, who have helped us tremendously in organizing various activities; we request for your kind cooperation and support with our future endeavors, too.

**Nikhil Govil**

**Student's Article*****Terrific Strategies To Apply A social Media Marketing Approach***

Sankalp Dubey  
MTech (CSE) – II<sup>nd</sup> Year

Social networking happens to be the driving power of the Net. The ability for end users of various web pages to share developed content has manufactured it probable for facts to be spread quicker than any individual could have probably imagined. If you would want to promote by way of social networking, then examine the following short article for suggestions on suitable social media marketing internet marketing.

Generally continue to be beneficial when marketing via social websites. Folks choose to be about other folks and things that make them sense great. Lousy mouthing other folks or generating adverse statements may lead to many others viewing your products or services negatively. Make sure you keep this in mind on your personalized web site likewise when you have a person.

Use Facebook to acquire some extremely affordable advertising prospects. Produce a professional business enterprise account or produce a company fan website page. Choose a while to seem up your opponents on Facebook to view just how much of the presence they have got and the things they did to get that. Tend not to duplicate what they did, but use their website page being an example for exactly what is performing or exactly what is not.

Sorting alternatives, as well as a ranking and feedback system will add a completely new stage of interactivity and charm to the website. If you increase these things, your buyers can obtain articles they're seeking for, which can retain them all over.

To receive the absolute best buyers from your social networking marketing and advertising, maintain your content coming on a regular basis and with consistency. Each time a buyer sees you submit on Facebook each and every other day, it really is sufficient they try to remember you easily, although not a great deal they get aggravated with you exhibiting up too considerably. When it arrives time for them to invest cash on anything you could possibly supply, they'll choose you since your manufacturer looks like a trusted buddy.

Tend not to submit irrelevant and trivial posts on your social networking profiles. Constantly keep your posts experienced and pertinent. Nobody cares you got a fresh cell phone, or that you're standing in line for the flicks. These trivial posts really should be reserved on your very own particular profile, not your enterprise profile.

When using social media internet marketing, it's possible you'll have to modify and refresh your aim and plans routinely, so you can continue to be on the right track. The conversations may perhaps get your marketing and advertising down unanticipated paths, so it is advisable to re-evaluate the direction it's happening on daily basis and adjust appropriately.

Constantly remember who your viewers is within your social media marketing strategies and what matters probably the most to them. You have to post material that is certainly relevant to them and emphasis your initiatives in ways that maintain their consideration. Your posts need to be appropriate and of top quality that your followers and followers tend not to just skip

those about for the reason that they are not intrigued.

As mentioned prior to, as a consequence of the flexibility for consumers to share articles, social networking has grown to be a serious World Wide Web driving pressure. The power to share content makes social websites a feasible promotion platform. Make some place with your plan to apply the recommendation from this post, therefore you can distribute your message significantly and extensive...

(Source Dark Web)



Glimpse of inauguration

### GOLD Award to Department of CEA



Prof. Anand Singh Jalal, Prof. Charul Bhatnagar & Prof. Ashish Sharma receiving GOLD Award.

It is a matter of immense pleasure as Department of CEA has been certified for being adjudged as the top ranked **GOLD** department in the University during 2017 – 18 based on overall performance.

### Robotics Research Center Inaugurated

Dr. S. R. Subramanya, President & CEO-Exskilence, California, USA and Prof A. K. Gupta, Dean Academic Affairs, GLA University; inaugurated Center of Excellence, GLAU Robotics Research Center powered by Sak Robotics, Startup of IIT, Bhubaneswar.

### Subject Matter Expert Interaction

As per part of curriculum, Subject Matter Expert interacted with B.Tech. CSE - Data Analytics students on the topic “Data Mining and Predictive Modeling” at the Department of CEA.



Glimpse of Subject Matter Expert Sessions.

Another session was conducted by Subject Matter Expert on the topic “Introduction to Business Analytics”.

### FDP Organized

One Day Faculty Development Programme on "Enhancing Student Interaction & Engagement in Computer Science Courses" was organized by the department. Resource Person was Dr. S.R. Subramanya, President and CEO - Exskilence, Professor, School of Engineering & Computing, National University, San Diego, California, USA.



Glimpse of FDP

### IEEE-WIE Event Organized

Department of CEA took a great initiative to organize an event named, “Fresher’s Carnival” so as to grasp the interest of all the girls in maximum number towards a very beneficial club made only for ladies to boost up the confidence and also make them aware of the technologies and different fields so they can show their talent over there.



Participants at Fresher’s Carnival

This event was organized by the department under the banner of IEEE women in Engineering & IEEE Computer Society GLAU Student Branch Chapter. Finger painting, Tech word, Quiz & Music code were some of the highlighted events of the program.

### IBM T3 Workshops Organized

#### Train The Teacher (T3) Workshops by IBM



Participants with IBM Professionals during Workshop

Department of CEA organized six different Train The Teacher (T3) workshops by IBM at the University campus. About 50 faculty members attended these workshops. There were six parallel workshops on topics, “Cloud Management”, “Data Warehouse & Multidimensional Modeling”, “IT Systems Security and Physical Security”, “Business Process Management”, “Business Intelligence” and “Sensor Technology & Instrumentation” ,

The attendees were briefed about the practical aspects of these technologies, their applications and modification. Workshop included the theoretical and practical studies carried out in board room as well as in computer lab.

### Guest Lecture Organized



Prof. S.R. Subramanaya during his session.

Guest Lecture on “Technology Trends and Jobs Landscape” was organized at the department for of B.Tech. CSE II<sup>nd</sup> Year students. Resource Person of this guest lecture was Prof. S. R. Subramanaya, Professor, School of Engineering & Computing, National University, San Diego, California USA.

**Workshop Organized**

***Coding Competition***

Department of CEA organized a coding competition named “Code Python”. In this event, approximately 80 students participated from B.Tech II<sup>nd</sup> & III<sup>rd</sup> year, BCA II<sup>nd</sup> year & MCA II<sup>nd</sup> year.



Participants & winners of event

Winners of this competition were:

1. Sahil Vashishtha B.Tech CSE III<sup>rd</sup> Year
2. Hritik Tiwari B.Tech CSE III<sup>rd</sup> Year
3. Udit Arora B.Tech CSE III<sup>rd</sup> Year

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***Workshop on Java***

Department of CEA organized a workshop titled, “Test Your Java Skills” in collaboration with Computer Society of India (CSI) Mathura chapter, CSI GLA University Student Branch & IEEE CS Student Branch Chapter.



Glimpse of workshop

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***Workshop on Digital Marketing***

Department of CEA organized a workshop titled, “DIGMANIA on Digital Marketing” by BCA III<sup>rd</sup> year student named Aviral Agrawal for BCA I<sup>st</sup> & II<sup>nd</sup> year students.



Aviral Agrawal during his session

In this workshop, he discussed about various points related to digital marketing such as Introduction to Digital Marketing, Search Engine Marketing (SEO), Email Marketing, Digital Display Advertising, Social Media Marketing, Mobile Marketing, and Analytics & Strategy & Planning.

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***Workshop for Lab Champions***

Department of CEA organized a workshop titled, “Winter School – Basic Course in

Communication (BCiC) 2018 – 19 for Lab Champions.



Glimpse of workshop

### IT Mela



Inauguration & Glimpses of IT – Mela

Department of CEA organized “IT - Mela” for the students with many exciting & challenging events such as *Debug the Code*, *Technical Antakshari*, *Dazzle Coding*, *Humble Jungle*, *Grid Game*, *Short That Code* etc.

### Farewell Function

Pre final year students of MCA gave grand farewell to their seniors. The juniors extended their hearty congratulations and wish them a great future ahead. The individual functions began by lightening lamps and garlanding the portraits of Maa Saraswati and source of inspiration Late Shri Ganeshi Lal Agrawal Ji by Prof. Anoop Gupta, Prof. Anand Singh Jalal HoD-CEA, Prof. Charul Bhatnagar, Dr. Manas

Kumar Mishra & Program Coordinator Mr. Neeraj Gupta. A number of pre final year students presented many attractive programmes.



Glimpse of event

### Alumni Visit



Alumnus Apurva Jain with faculty members

Alumnus Apurva Jain, BTech-CSE (2013-2017 batch) currently working in Tech Mahindra, interacted with B.Tech 3<sup>rd</sup> year CSE students for “How to improve skills which are required to be selected in Tech Mahindra and other Companies”.

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Department of CEA organized an Alumni interaction for BTech second & third year students.



Alumnus Sheetal Kumar with faculty members

Sheetal Kumar 2010-2014 CSE batch pass-out currently working in AMDOCS Pune, interacted with B.Tech 2<sup>nd</sup> & 3<sup>rd</sup> year CSE Students for "How to improve the skills which are required in current changing scenarios and what is demand of industry to survive in Job".

**MDQ Organized**

Department of CEA organized MDQ (Monthly Departmental Colloquium). The objective of the Colloquium is to share specialized as well as recent trends in IT fields among all the faculty members.

In this phase, Mr. Amit Chaurasia presented Colloquium on topic, "Bitcoin & Blockchain". He discussed about its introduction, limitation and applications.

**Faculty Achievements**

*Patent Published*



Dr. Manoj Kumar



Prof. Charul Bhatnagar

Dr. Manoj Kumar & Prof. Charul Bhatnagar; got published their patent titled, "A Method and System for Automatically Detecting and Tracking Human Object from a Crowd Using Zero – Stopping Constraint-Model". This patent is published by Controller General of Patent, Design & Trademarks, Department of Industrial Policy & Promotion, Ministry of Commerce and Industry, Government of India.

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*IEEE Outstanding Section Volunteer Award*



Prof. Dilip Kumar Sharma

Prof. Dilip Kumar Sharma is awarded as "Outstanding Section Volunteer" by IEEE UP section. This award is given annually to the outstanding IEEE members of UP Section who have demonstrated exceptional contribution to the section growth.

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*NPTEL's Course Completed*



Ms. Mona Kumari

Ms. Mona Kumari, Assistant Professor; successfully completed online course on "The Joy of Computing Using Python" with a consolidated score of 83%, organized by NPTEL – IIT Madras, during Jul – Oct 2018.

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***NPTEL's Course Completed***



Ms. Ambika Gupta

Ms. Ambika Gupta, Assistant Professor; successfully completed online course on “Cloud Computing” with a consolidated score of 68%, organized by NPTEL – IIT Kharagpur, during Aug – Sep 2018.– IIT Madras in partnership with NASSCOM, during Jul – Oct 2018.

***Publications in Scopus Journal***



Prof. Dilip Kumar Sharma

Prof. Dilip Kumar Sharma got published his research paper titled, “Search for Prioritized Test Cases during Web Application Testing” in International Journal of Applied Metaheuristic Computing, Vol. 10, Issue 2, 2019 Scopus (Elsevier) Indexed.

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**Research Paper Publications**

***Paper Accepted for Publications in SCI Journal***



Prof. Dilip Kumar Sharma



Prof. D. S. Chauhan

Prof. Dilip Kumar Sharma & Prof D. S. Chauhan got acceptance of their research paper titled, “A Hybrid Evolutionary Algorithm Based Automatic Query Expansion For Enhancing Document Retrieval System” in International Journal of Ambient Intelligence and Humanized Computing, Springer – Verlog GmbH Germany, SCI (Impact Factor 1.423)

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Mr. Subhash Chand Agrawal



Prof. Anand Singh Jalal



Mr. Rajesh Kumar Tripathi

Mr. Subhash Chand Agrawal, Prof. Anand Singh Jalal and Mr. Rajesh Kumar Tripathi; got published their research paper titled, “Local and Global Features Fusion to estimate Expression Invariant Human Age” in Scopus Journal “International Journal of Intelligent Systems Technologies and Applications” (Inderscience)

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Mr. Jitesh Bhatia



Prof. Anand Singh Jalal

Mr. Jitesh Bhatia, Assistant Professor & Prof. Anand Singh Jalal; got published their research paper titled, "Pixel Based Hybrid Copy Move Image Forgery Detection Using Zernike Moments and Auto Color Correlogram" in International Journal of Information and Computer Security (Inderscience Scopus)

***"Professional Cloud Architect"***



Kumar Utsav Anand

Kumar Utsav Anand, B.Tech. - CS (CCV) VI Semester student has become Google Cloud Certified "Professional Cloud Architect". A Professional Cloud Architect enables organizations to leverage Google Cloud technologies. With a thorough understanding of cloud architecture and Google Cloud Platform, this individual can design, develop, and manage robust, secure, scalable, highly available, and dynamic solutions to drive business objectives.

**Student's Achievement**

***Deep Learning Trainee***



Sanket Sharma  
MTech (CSE) II<sup>nd</sup> Year

Sanket Sharma got an offer letter for the profile of Deep Learning Trainee from XenonStack, Chandigarh. He gave the credit of his success to Prof. Ashish Sharma, Prof. Charul Bhatnagar, Prof. Anand Singh Jalal & Prof. Dilip Kumar Sharma by saying, "College degree matters up to a level. If you are skilled enough, then almighty has a plan for you."

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***App Development***



Karan Balani

Karan Balani, B.Tech. - CS (CCV) VI Semester student developed an App for Continuous firewall authentication for GLA University. This App is available on the Google Play Store for free as "GLAU FireAuth".

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### Winners of “Student of The Semester” & “Excellent Programmer” for 2017 – 2018 (Even Semester)

It is a matter of immense pleasure for us to declare the results of “Student of the Semester” & “Programming Excellence Award” for session 2017–2018 (EVEN Semester)..

The jury members thoroughly examined each & every nomination on the basis of several parameters. There was some tough debating going on but this was the result...

Winners of “Student of The Semester” were:

- |                     |                   |
|---------------------|-------------------|
| 1. Gaurang Sharma   | BTech(CSE) II Yr  |
| 2. Rishabh Jain     | BTech(CSE) III Yr |
| 3. Aditya B Raj     | BCA I Yr          |
| 4. Mridu Jain       | BCA II Yr         |
| 5. Ayush Kumar Gola | BCA II Yr         |

Winners of “Excellent Programmer” were:

- |                     |                  |
|---------------------|------------------|
| 1. Aditya Arya      | BTech(CSE) II Yr |
| 2. Ankush Sharma    | BTech(CSE) II Yr |
| 3. Ayush Kumar Gola | BCA II Yr        |



Winners of “Student of The Semester” & “Excellent Programmer”.

We congratulate all achievers & also wish them for a bright career ahead. We are also pretty sure that these initiatives will also encourage more students from all departmental courses to achieve excellence in their career.

### Announcements

#### Call For “Student of the Semester”

Department of CEA, GLA University; Mathura started an initiative to promote healthy competition among students; by declaring "Student of the Semester" from each course of the department (year wise).

For this, students can nominate themselves and the same will be scrutinized by respective class advisor, year coordinator, program coordinator & HoD – CEA on following parameters –

1. Any excellent project undertaken,
2. Participation and achievements in any online coding / programming / project challenge (e.g. GeeksforGeeks / CodeChef / HackerRank / LeetCode / HackerEarth etc.),
3. Certification in any online course (e.g. NPTEL / MOOC / Coursera etc.),
4. Representation of University at external level in technical / cultural / sports events,
5. New Innovations,
6. Research publications (especially MTech students),
7. Tremendous Placement achievement (applicable for pre final & final year students),
8. GATE / MAT or any other competitive examination with good rank,
9. Academic achievements,
10. Etiquettes etc.

Department will declare such students in the month of January & July every year on the basis of above set of parameters. These students will be awarded with some lucrative prizes.

To nominate themselves, students can send their entries to their respective class advisors latest by and 15<sup>th</sup> June'19. Students can collect their

nomination form from their respective class advisor / year coordinator / program coordinator.

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### **Call For "Programming Excellence Award"**

Department of CEA, GLA University, Mathura is glad to announce that to promote coding expertise and having an intension to develop healthy ecosystem for coding, thinking & logical ability among students, we have started an initiative to give excellence awards for students who participate and got good rank in any online coding / programming (e.g. GeeksforGeeks / CodeChef / HackerRank / LeetCode / HackerEarth etc.)

These awards will be in following categories:

1. Best rank holders in BTech (CSE) Yr. wise,
2. Best rank holders in BCA &;
3. Best rank holders in MCA.

To take part in it, students have to submit their valid score / rank card to respective Class Advisor / Year / Program Coordinator latest by 15<sup>th</sup> June'19

### **Departmental Placement Record\***

Today, GLA University, Mathura is one of the preferred Universities for a large number of organizations for recruiting our graduates. The biggest names in the corporate world visit the campus on a regular basis, with enviable recruitment offers. There is tremendous competition amongst companies to visit the campus to recruit the best talents of our department. Department of CEA has been the traditional recruitment target for many organizations.

GLA University, Mathura got tremendous placement opportunity as record 27 & 05

students got selected in Tata Consultancy Services through TCS CodeVita & in Infosys through HackWithInfy respectively.

TCS CodeVita, is a contest for engineering and science students to experience the joy of coding and to sharpen their programming skills through real-life computing practices. The contest also aims at identifying the talent, besides providing the student community, an opportunity to earn peer recognition. TCS is promoting learning through fun and contests like CodeVita as programming is becoming the skill for future and provides a fast gateway to technology career.

HackWithInfy is an extraordinary initiative for students to inculcate the culture of rapid problem-solving and innovative thinking from early on. The program not only provides the perfect stepping stone for students to explore their passion for programming, but also an opportunity to compete and earn a chance to work with Infosys.

Department of CEA has placed itself in the pioneering position in providing quality placement opportunities. With over 600 placement offers and 60 placement drives, the department has emerged as a leader in placements. The T&P cell of University aims at inviting companies from various industries offering hefty pay packages. Some of the companies having recruited students from Department of CEA include *Microsoft Corporation, Wipro Ltd., Capegeimi Consulting India (P) Ltd., TCS, Torry Harris Business Solutions, NIIT Technologies Ltd., Motherson Sumi Infotech & Design Ltd., Concentrix Corporation, British Telecom, ShopClues* etc. with highest package Rs. 9.08 Lacs per annum. As a mask recruitment 141 & 136 students of department got placement in Wipro Ltd. & Capegeimi Consulting India (P) Ltd. respectively.

**Our Esteemed Recruiters**



Source: Mr. Rakesh Kr. Galav, Mr. Praveen Mittal & Mr. Gaurav Sharma, Dept. of CEA T&P Advisors.

\* Till February'2019

**ISCON 2019**

Department of CEA is going to organize 4th International Conference on Information Systems and Computer Networks (ISCON 2019) from November, 21 – 22, 2019.

For details, please visit:

<http://gla.ac.in/iscon2019/>

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BTech (CSE) III Year



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Yashika Goyal  
BTech (CSE) II Year

**Contact Us**

**UGC RECOGNISED COURSES**

**UNDERGRADUATE**  
B Tech (CS, ME, EC, EE, CE)  
B Tech CS IBM Innovation Centre for Education  
B Tech CS in Artificial Intelligence & Machine Learning  
B Tech (Automobile Engineering)  
B Tech (Mechatronics)  
B Pharm | B Ed | B Tech (Lateral Entry)  
B Pharm (Lateral Entry) | BBA | BBA (H)  
BBA (Family Business) | B Com (H)  
B Com (H) (Global Accounting) CMA  
BA (H) (Economics) | BCA  
BA LLB (H) | B Com LLB (H)  
B Sc (H) (Biotech) | B Sc (H) (Chemistry)  
B Sc (H) (Physics) | B Sc (Agriculture)  
Diploma in Engg. | Diploma in Pharmacy

**POSTGRADUATE**  
MBA | MBA (Financial Markets & Banking)  
MBA (Logistics & Supply Chain Management) Safereducare  
MBA Integrated (5 Years)  
MCA | MCA (Lateral Entry) | MA (English)  
M Pharm (Pharmacology) | M Pharm (Pharmaceutics)  
M Sc (Biotech) | M Sc (Chemistry) | M Sc (Physics)  
M Sc (Microbiology & Immunology)  
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