



Quarterly edition



DATA Chronicle

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Official newsletter for

**Department of Data Science and Business Systems
School of Computing
SRM Institute of Science and Technology**



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CHIEF EDITOR'S WORDS



Dr. B. Amutha
SCO-Newsletter Head

Dear Comrades!

Welcome to the next edition of Data Chronicle!

Generative AI (Gen AI) and digital twins are two powerful technologies that, when combined, can revolutionize the way organizations operate. While each technology has its unique strengths, their synergy can unlock unprecedented value and drive innovation.

Digital Twins: A Virtual Replica Digital twins are virtual representations of physical assets, systems, or processes. They provide a real-time, data-driven view of the physical world, enabling organizations to simulate, optimize, and predict outcomes. By creating a digital replica, organizations can test different scenarios, identify potential issues, and make informed decisions.

Generative AI: A Creative Force Generative AI, on the other hand, leverages AI algorithms to generate new content, such as text, images, or code. It has the potential to automate tasks, accelerate innovation, and enhance creativity. By analyzing vast amounts of data, Gen AI can identify patterns, trends, and insights that would be difficult for humans to discern.

A Powerful Partnership When combined, Gen AI and digital twins can create a powerful synergy:

1. **Enhanced Digital Twin Creation:** Gen AI can streamline the process of creating digital twins by automating tasks such as data cleaning, feature engineering, and model building. By generating synthetic data, Gen AI can help fill data gaps and improve the accuracy of digital twins.
2. **Optimized Digital Twin Performance:** Gen AI can analyze the performance of digital twins and identify areas for improvement. By simulating different scenarios and predicting outcomes, Gen AI can help optimize the design and operation of physical systems.

Accelerated Innovation: By combining the predictive capabilities of digital twins with the creative power of Gen AI, organizations can accelerate innovation. Gen AI can generate new ideas and designs, while digital twins can simulate and test these ideas in a virtual environment.

Improved Decision Making: By providing real-time insights and predictive analytics, Gen AI and digital twins can empower organizations to make data-driven decisions. This can lead to increased efficiency, reduced costs, and improved outcomes.

Real-World Applications The potential applications of Gen AI and digital twins are vast and varied. Here are a few examples: Digital twins can be used to simulate production processes and identify bottlenecks. Gen AI can generate predictive maintenance schedules and optimize supply chain logistics.

1. **Healthcare:** Digital twins of patients can be used to personalize treatment plans and monitor patient progress. Gen AI can analyze medical images and identify potential health risks.
2. **Urban Planning:** Digital twins of cities can be used to simulate traffic flow, energy consumption, and environmental impact. Gen AI can generate innovative solutions to urban challenges, such as reducing pollution and improving public transportation.
3. **As organizations continue to explore the potential of Gen AI and digital twins, it is clear that their synergistic power will drive innovation and transform industries. By embracing these technologies, organizations can unlock new opportunities and achieve unprecedented success.**

If NVIDIA does, why shouldn't DSBS? Stay Tuned!
Wait to capture the Synergies!!

Dr. B. Amutha
SCO-Newsletter Head

Team DSBS

Advisor



Dr.V. Kavitha
PROFESSOR & HEAD - DSBS

Faculty Team



Dr. K. Shantha Kumari
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Dr. R. Rajkumar
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Mr. D. Gowtham
DTP- Operator

Newsletter Highlights

Academic Excellence: International collaborations, conferences, and workshops.

Industry Engagement: Placement programs, industry-academia conclaves, and connections.

Research and Innovation: Book chapters, patents, and faculty/student achievements.

Student Development: Freshers' Day, sports, and placement training.

Community Outreach: Outreach events and alumni activities.



PROF V. KAVITHA

Head of the Department
Data Science and Business Systems
SRM Institute of Science and Technology,
Kattankulathur

“We are what our thoughts have made us; so take care about what you think. Words are secondary. Thoughts live; they travel far.”

- Swami Vivekananda

As we step into a new year, let us carry forward the momentum, embracing challenges as professional excellence. It is a pleasure to reflect on the accomplishments and progress our department has achieved together.

As we reflect on the events and achievements of the past quarter, I am delighted to present a glimpse of the exciting endeavours undertaken by our department at SRM Institute of Science and Technology, Kattankulathur. From groundbreaking research to inspiring student initiatives, the period of August to November 2024 has been filled with remarkable milestones and accomplishments.

This past year has been one of innovation, growth, and collaboration. Our students have continued to excel academically and have made us proud with their achievements on national and international platforms. Faculty members have consistently contributed to cutting-edge research, enriching the academic material of our department and ensuring the highest quality of education.

We also witnessed remarkable events, including technical conferences, guest lectures, workshops, and student-led initiatives that have fostered an environment of learning beyond the classroom. Such activities are a testament to our collective commitment to excellence and holistic development.

As we step into a new year, let us carry forward the momentum, embracing challenges as opportunities to grow. Together, we can further strengthen our legacy of academic and professional excellence.

Finally, I would like to express my gratitude to all our faculty members, staff, and students for their unwavering dedication and contributions towards the continued success of our department. Together, let us strive to uphold the values of excellence, innovation, and integrity that define SRMIST. May the coming year bring renewed energy, success, and happiness to each one of you.

DEPARTMENT EVENTS

GameFest 2024

DATA CHRONICLE

21 - 23rd, August 2024

Exploring the Future of Gaming

Department of Data Science and Business Systems, School of Computing, SRMIST, we are organizing "Game Fest 2024 - Celebrating Innovation in Gaming". This event will bring together passionate gamers, developers, and enthusiasts from across the region to explore the latest trends and developments in gaming.



Speakers

- Mr. Jai Naresh, Founder of IMSK
- Ms. Pavitra Sridharan
- Mr. Sathyapriyan S Madras Mind Works
- Ms. Pavitra from BigFatPhoenix
- Ms. Gayathri, Ambassador of Snap AR
- Mr. Jasper Shabin, Esports
- Mr. Suriya Banu, Esports
- Mr. Kishor, Flyersoft
- Ms. Aswini Priyanka Rajendran, ASSR



GameFest 2024

DATA CHRONICLE

21 - 23rd, August 2024

Day 1 (21/8/2024)

Our keynote speaker, Mr. Jai Naresh, Founder of IMSK, delivered an incredible opening session, diving deep into the gaming industry. He shared his inspiring journey and kept everyone engaged with his interactive style. A perfect start to an epic event!

Our next speaker, Sathyapriyan S from Madras Mind Works, creators of amazing AR cricket games, brought the excitement to a whole new level! He introduced us to the VR version of their latest game and let us experience it firsthand. An unforgettable demo that wowed everyone!

Next up, Pavitra from BigFatPhoenix Interactive took us through an engaging game design workshop. Her insights and hands-on approach made the session a hit among aspiring game designers!

Day 2 (22/8/2024)

We kicked off the day with an inspiring workshop by Ms. Gayathri, Ambassador of Snap AR. Her session on augmented reality was both insightful and hands-on, setting a dynamic tone for the day!

We had an exciting esports speaker session with Jasper Shabin and Suriya Banu. They delved into the world of competitive gaming, sharing valuable insights and experiences. A must-attend for all esports enthusiasts!

Kishore from Flyersoft led a fantastic workshop titled "Virtual Sculptors: Mastering Artistic Expression through 3D Modelling in Games." Attendees dived deep into the world of 3D modeling, enhancing their artistic skills for game development.

Day 3 (23/8/2024)

Khagendra took the stage with an insightful session titled "Connected Realities: Networking's Evolution in the Multiplayer Frontier." He shed light on the latest advancements in networking for multiplayer games, offering valuable knowledge for developers and enthusiasts alike.

We had the privilege of hearing from Ms. Aswini Priyanka Rajendran, an expert Ethical Hacker, who delivered an engaging session on cybersecurity in the gaming industry. Her insights into protecting game environments and data were both enlightening and crucial for all developers and gamers.

We concluded this incredible event with a wrap-up session led by our esteemed HOD Dr. M. Lakshmi. Her reflections on the festival's highlights and the impact of the sessions were the perfect end to an amazing journey. Thank you to everyone who made GameFest 2024 a huge success!

DEPARTMENT EVENTS

DATA CHRONICLE

21st, August 2024

International Collaborations SRMIST and NU, Muscat, Sultanate of Oman



SRMIST, Kattankulathur campus signed a Memorandum of Understanding (MoU) with the National University of Science and Technology (NU) in Oman on May 01, 2024.

This MoU aims to boost cooperation in the fields of research and innovation across various academic disciplines. On July 16, 2024, Prof Ramachandran K.P, Dean, Deanship of Graduate Studies & Research and Dr. K. Suresh Manic, Head, AI research centre of NU visited our campus to have a discussion on Jointly funded Research projects.

Two projects have been finalized for further processing. Prof. Revathi Venkataraman, Chairperson, School of Computing signed the Expression of Interest on behalf of SRMIST.



Prof. M. Lakshmi, Head of Data Science and Business Systems department pioneered the Research project collaboration alongside the Directorate of International Relations, SRMIST. Dr. K. Shantha Kumari, Associate Professor, DSBS coordinated the proceedings between the two institutions.



DEPARTMENT EVENTS

DATA CHRONICLE

Linux Course by Prof Po Ming Lee Southern Taiwan University

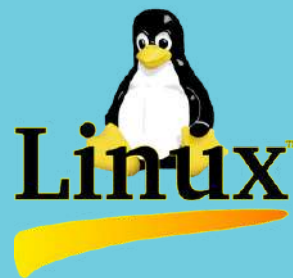
1st -14th August 2024



The Linux Course is conducted by Prof. Po Ming Lee, Professor, Southern Taiwan University from 1st August to 14th August for DSBS Department Faculty members.

DSBS and Cintel department jointly conducted Linux course for students from August 1st to August 23rd 2024. Professor Po Ming Lee, Southern Taiwan University was the expert invited for the course delivery. The course was convened by Dr. K Arthi, Associate Professor, DSBS, Dr. B Hariharan, Associate Professor, CINTEL. Nearly 40 students and 10 faculty members participated in the course. The students were given theory as well as practical exposure and the course ended with an assessment. The students who participated and cleared the exams were given certificates.

Linux, a powerful and versatile operating system, has become a cornerstone of modern technology. Its open-source nature fosters innovation and community-driven development. From personal computers to supercomputers, Linux powers diverse systems. Its reliability, security, and customization options make it a popular choice for users seeking control and efficiency. With a vast array of distributions catering to various needs, Linux offers a flexible and adaptable computing experience.



- Linux is known for its efficiency and speed. It often outperforms proprietary operating systems in terms of resource utilization and overall system performance.
- Strong Community Support: The Linux community is vast and active. This means ample resources, including forums, documentation, and tutorials, are readily available to assist users with any issues they may encounter.
- Linux has a strong emphasis on security, with features like built-in firewalls and robust user permissions that help protect systems from malicious attacks.

DEPARTMENT EVENTS

DATA CHRONICLE

5-6 September 2024

International Conference on Precision Bio-Medicine and Sustainable Smart City Development, supported by the National Science and Technology Council (NSTC) of Taiwan



This is a significant global event that brings together thought leaders and experts in these cutting-edge fields. Organized by SRM Institute of Science and Technology in association with National Chung Cheng University, Taiwan on September 5 & 6. The goal of this conference is to provide a platform to explore the latest enhancements in technology, medicine, and sustainable development to foster research collaborations and directions between CCU and SRM students and professors. This conference highlights the importance of global cooperation in driving innovation and stands as a testament to the shared commitment of academia, industry and government to harnessing technology for societal advancement.

DEPARTMENT EVENTS

DATA CHRONICLE

Placement Enhancement Program (Test, GD, Tech & HR Mock Interview)

4-6 July 2024

From July 4th to 6th, 2024, the Department of Data Science and Business Systems (DSBS) hosted a "Placement Enhancement Program (Test, GD, Tech & HR Mock Interview)" to prepare final-year students for upcoming campus placements. The event was organized by Dr. Lakshmi M, Professor & Head of DSBS, and Dr. Rathinam A, Director of Alumni Affairs, along with Alumni Coordinators Dr. Rajeswari D, Dr. Radha R, and Dr. Wilson Prakash S, and Placement Coordinators Dr. Kanmani P and Dr. Sasikumar A.

Seniors shared their experiences and best practices in developing essential soft skills such as communication, teamwork, problem-solving, leadership, and critical thinking. Alumni provided valuable tips and strategies for excelling in group discussions, including active listening, constructive participation, and effective communication within a team setting. Technical and Non-Technical Guidance: Alumni shared their expertise in various technical domains and offered valuable insights into the expectations of recruiters in both technical and non-technical areas.



DEPARTMENT EVENTS

Freshsers day for first years of DSBS

DATA CHRONICLE

30th September 2024



The DSBS department batch of '28 freshers was welcomed with an epic induction program filled with inspiration, excitement, and endless possibilities. From insightful speeches by our incredible HoD, Dr. M. Lakshmi, and Chairperson, Dr. Revathi Venkatraman, to sneak peeks into our cutting-edge programs in Data Science, Big Data Analytics, CSBS, Gaming Tech, and Blockchain technology by Program Coordinators. We also had live testimonials from seniors, thrilling global internship opportunities, and an energetic showcase of our student clubs.

ACM SIGKDD

30th September 2024

ACM SIGKDD conducted a session on "Web Development" for first and second-year students at the iMac Lab on September 30, 2024, under the coordination of Dr. P.C. Karthik and Dr. A.V. Kalpana. The session covered essential web development concepts, such as HTML, CSS, JavaScript, and responsive design, while introducing students to modern frameworks and industry tools. It aimed to enhance the students' technical skills, providing them with a strong foundation for future learning and projects in web development.



DEPARTMENT EVENTS

Six-days workshop on Hyperledger Fabric

DATA CHRONICLE

9-14 September 2024



SRM IST in association with Kerala Blockchain Academy (KBA), successfully conducted a comprehensive six-days workshop on Hyperledger Fabric from September 9 to 14, 2024. The workshop was inaugurated by Dr. M .Lakshmi, HOD/DSBS and Dr. Ganeshkumar, Program Coordinator Blockchain Technology welcomed all the participants to the workshop. The program was aimed to provide in-depth knowledge and hands-on experience in building enterprise blockchain solutions using Hyperledger Fabric, one of the most widely used permissioned blockchain platforms.

The event saw the participation of students, faculty members, and blockchain enthusiasts from various domains. Experts from Kerala Blockchain Academy and industry professionals shared their insights on the latest trends and applications of blockchain technology in real-world scenarios, focusing on Hyperledger Fabric's capabilities in asset management, digital identity, and supply chain solutions.

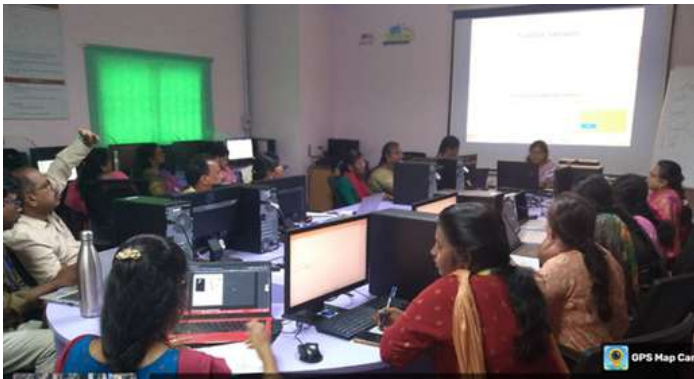


DEPARTMENT EVENTS

DATA CHRONICLE

9-14 September 2024

FDP on MICROSOFT POWER BI DATA ANALYST ASSOCIATE by ICT Academy



SRM IST in association with ICT Academy, successfully conducted a five-days Faculty Development Program on “MICROSOFT POWER BI DATA ANALYST ASSOCIATE” from September 9 to 13, 2024. The program was organized by the Data Science and Business Systems faculties Dr. Radha R , Dr. Sharanya S, Dr. Prakash M , Dr. V. Vijayalakshmi and Dr. A. Rehash Rushmi Pavithra. 12 External and 25 Internal participants from different institutions has attended the FDP and get trained in using Microsoft Power BI, a data analysis tool.



INDUSTRY CONNECTIONS

DATA CHRONICLE

Dr. M. Lakshmi has Visited Daimler Truck Innovation Center India for industry Academia Conclave on 31st July 2024 at Bangalore. The energy was electric, listening to the keynote speakers & industry giants Raghavendra Vaidya - MD & CEO, DTICI Gopichand Katragadda – Founder & CEO Myelin Foundry, Engaging conversations with leaders Dayakar Devaraiiah – VP Angelin Mary GP – VP Vehicle Software, DTICI Amol Durge – VP SW & Electronics Harshavardhan Kundalkar– Head HR were nothing short of inspiring. A huge shoutout to Jadhav Prashant Kumar (JP) – HR leader for flawlessly coordinating the event as our anchor and Thank you Damini Thakur for introducing us the functional heads & helping us tour your labs.



INTERNATIONAL VISITORS

- Prof Ramachandran K.P, Dean, Deanship of Graduate Studies & Research
- Dr. K. Suresh Manic, Head, AI research centre of NU
- Dr. Po Ming Lee, Professor, Southern Taiwan University.

NATIONAL VISITORS

- Dr. U.S.N Raju Associate Professor, Department of Computer Science and Engineering, National Institute of Technology, Warangal - 506004, Telangana, India.
- Dr. G. Raghuraman Associate Professor, Department of Computer Science and Engineering, SSN College of Engineering, Kalavakkam, Chennai – 603110.

RESEARCH

DATA CHRONICLE

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RESEARCH

DATA CHRONICLE

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RESEARCH

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- **Dr. Arunsundar B**, “Decoding AI: Experimental Analysis of Artificial Intelligence based Wine Quality Prediction Logic using Convoluted Deep Classification Strategy”, Proceedings of 9th International Conference on Science, Technology, Engineering and Mathematics: The Role of Emerging Technologies in Digital Transformation, ICONSTEM 2024, 979-8-3503-6509-2, 10.1109/ICONSTEM60960.2024.10568783, June 2024.
- **Dr. Arunsundar B**, “Smart Signaling: A Smart Internet of Things Assisted Traffic Light Controlling and Monitoring System using Intelligent Sensors”, Proceedings of 9th International Conference on Science, Technology, Engineering and Mathematics: The Role of Emerging Technologies in Digital Transformation, ICONSTEM 2024, 10.1109/ICONSTEM60960.2024.10568678, June 2024.
- **Dr. Arunsundar B**, “Leveraging SDN: Empirical Evaluation of Privacy Enriched Data Communication over VANET Using Software Defined Network Assistance”, Proceedings of 9th International Conference on Science, Technology, Engineering and Mathematics: The Role of Emerging Technologies in Digital Transformation, ICONSTEM 2024, 979-8-3503-6509-2, 10.1109/ICONSTEM60960.2024.10568635, June 2024.
- **Dr. Sharanya S**, “Single Image Dehazing Using A Tiramisu Auto-Encoder”, 2024 International Conference on Intelligent Systems for Cybersecurity, ISCS 2024, 979-8-3503-7524-4, 10.1109/ISCS61804.2024.10581380, July 2024.
- **Dr.Panimalar.K, Dr.Vijayalakshmi, Dr.V., Premalatha, G.”** CRAFT: Chronic Renal Disease prediction using artificial neural network with feature selection technique” 4th International Conference on Internet of Things, ICIoT2023,ISBN: 0094243X,DOI: 10.1063/5.0217435, 29.7.2024.

RESEARCH

DATA CHRONICLE

SCOPUS PUBLICATIONS

- **Dr. VARUN P,** "Automated Assignment Management System: Integrating Email Inbox Parsing, Database Updates, and Notification", 2024 International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI), ISBN: 979-8-3503-8944-9, DOI: 0.1109/ACCAI61061.2024.10602387, 25.7.2024.
- **Dr. VARUN P,** "Improving Solar Efficiency via CNN-LSTM and Cloud-Integrated IoT Prediction" 2024 Intern communication and International Conference on Advances in Computing, Co Applied Informatics (ACCAI), ISBN: 979-8-3503-9615-7, DOI: 10.1109/ICSADL61749.2024.00060, 25.7.2024.
- **Dr. Arunsundar B** "Cutting-Edge Technology: Exploring the Experimental Possibilities of Smart Virtual Wardrobe Design Using Internet of Things", Proceedings - 3rd International Conference on Advances in Computing, Communication and Applied Informatics, ACCAI 2024, ISBN: 979-8-3503-8944-9, DOI: 10.1109/ACCAI61061.2024.10602408, 25.7.2024.
- **Dr.D.Rajeswari** "Speech Emotion Recognition Using Data Augmentation", 2024 International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI), ISBN: 979-8-3503-8944-9, DOI: 10.1109/ACCAI61061.2024.10601872, 25.7.2024.
- **Dr.D.Rajeswari** "Disease Detection in Arecanut using Convolutional Neural Network", 2024 International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI), ISBN: 979-8-3503-8944-9, DOI: 10.1109/ACCAI61061.2024.10602152, 25.7.2024.
- **Dr.D.Rajeswari** "Voice Verter Using Whisper Algorithm", 2024 International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI), ISBN: 979-8-3503-8944-9, DOI: 10.1109/ACCAI61061.2024.10602287, 25.7.2024.
- **Dr.D.Rajeswari** "Prediction Of Students Educational Academic Recognition Using Neural Networks" AIP Proceedings, ISBN: 3075, 020033, DOI: 10.1109/CONIT51480.2021.9498502, 29.7.2024.
- **Dr.D.Rajeswari** "An efficient Approach for Driver's Drowsiness Detection System using Deep Learning and Transfer Learning", AIP Proceedings, ISBN: 3075, 020285, DOI: <https://doi.org/10.1063/5.0217394>, 29.7.2024.
- **Dr.D.Rajeswari** "Smart wearable device gesture classification using supervised machine learning algorithms" AIP Proceedings, ISBN: 3075, 020224, DOI: <https://doi.org/10.1063/5.0217106>, 29.7.2024.
- **Dr. Prabhu kavin B** "Detection of Wormhole Attacks Using the DCNNBiLSTM Model to Secure the MANET", Proceedings of Third International Conference on Computing and Communication Networks (ICCCN 2023) – Springer, ISBN: 978-981-97-0892-5, 21.7.2024.
- **Dr.T.Veeramakali** "Deep Neural Networks Based Feature Extraction with CBIR: An Exhaustive Analysis", 2024 1st International Conference on Trends in Engineering Systems and Technologies (ICTEST), ISBN: 979-8-3503-0779-5, DOI: 10.1109/ICTEST60614.2024.10576166, 3.7.2024.

RESEARCH

DATA CHRONICLE

BOOK CHAPTERS

- **Dr. M. Lakshmi**, “Convolutional Neural Networks Detect Alzheimer’s disease by Analyzing Facial Expressions and Eye Movements “Algorithms in Advanced Artificial Intelligence , 9781032867984, July 2024.
- **Dr.Prabakar D**, ”Artificial intelligence–based security attack detection for healthcare cyber-physical system: lightweight deepstochastic learning”,Securing Next-Generation Connected Healthcare Systems: Artificial Intelligence Technologies,978-04431-3951-2., May 2024.
- **Dr.Prabhukavin B**, ”Urdu Cursive Word Recognition Using an Advanced Intelligent Model of Optimized Deep Learning”,Advanced Intelligence Systems and Innovation in Entrepreneurship_3,979-8369-30790-8, 0790-810.4018/979-8-3693, May 2024.
- **Dr.Elangovan.G** ” Future of AI in Biomedicine and Biotechnology”, IoT-Enabled Assistive Technologies Approach for Personalized Geriatric Health Monitoring and Safety / IGI Global,ISBN: 9798369336298.Chapter: 7, May 2024.
- **Dr. Prasanna V** “Artificial Intelligence”, Charulatha Publications, ISBN: 978-93-6260-429-3, August 2024.

PATENTS PUBLISHED

- A Two-Way Communication Device for a Disabled Person and A Method Thereof: Dr. Sornalakshmi K, India.
- Machine Learning Based Mobile Jammer: Dr. Shobana J, UK.
- Fundus Image Detection Device: Dr. A. Syed Ismail, India.
- Blockchain Enabled Device for Computer Network Security: Dr. A. Syed Ismail, India.
- AI Based Battery Management System for Electric Vehicle: Dr. Elangovan.G, Dr. A.V. Kalpana, Dr. K. Arthi, Dr. J. Shobana and Dr. Suchitra, India
- Breast Tumour Detection Device Using Image Scanning: Dr. A.V. Kalpana, India
- IoT-Based Food Burner Stove: Dr. J. Shobana and Dr. A.V. Kalpana, India

PATENTS GRANTED

- Dr.V.Kavitha, “A Novel forest fire detection system using wireless sensory networks”, Intellectual Property India, 17.8.2024.
- Dr.T.Ragupathi, “Ai Driven Personal Health Assistant For Predictive Health Monitoring And Management”,Intellectual Property India, 23.8.2024.

FACULTY ACHIEVEMENTS

DATA CHRONICLE

- **Dr. A. Shanthini** acted as a resource person for the Department of Computer Science and Engineering at Christ the King Engineering college for her insights and knowledge shared on "Deep Learning for Data Analytics" held on 17th July 2024 in a six-days faculty development program.
- **Dr. A. Shobanadevi** acted as a resource person for the Department of LogicNet at Saveetha College of Engineering and Technology for her informative and thought provoking lecture on "History, Application and Future of Machine Learning" held on 18th July 2024.
- **Dr. V. Kavitha** acted as a resource person for the Department of Wireless Communication at SIMATS Engineering College for her scintillating talk on five days FDP on "Exploring New Trends and Future Directions in VLSI Technology" held on 27th July 2024.
- **Dr. D. Rajalakshmi** has delivered a lecture in Online Webinar on Federated Learning, 4-7-2024, Sathyabama University.
- **Dr. R. Rajkumar** acted as a resource person for the Engineers Talk - World Telecommunication and Information Day Celebrations by IE India Salem chapter on "Digital Innovation for Sustainable Development" held on 31st July 2024.
- **Dr. R. Rajkumar** acted as a resource person and delivered a talk on "Advanced Technology in AI & ML" at Marudhar Kesari Jain College for women, Vaniyambadi held on 18th July 2024.
- **Dr. R. Radha** has attended five days FDP on "Microsoft Power BI Data Analyst Associate" conducted by ICT Academy from 08th July 2024 to 12th July 2024.
- **Dr. P. Suthanthira Devi** has attended five days FDP on "A Hands-on Workshop on Active Learning" conducted by Research based teaching excellence in engineering held at IIT Madras from 08th July 2024 to 13th July 2024.
- **Dr. K. Panimalar** has attended SAP Academic Program at SAP Labs, Bangalore from 22nd July to 25th July and She completed the training and acquired Trainer Skills 2024 - S/4 HANA Global Bike Digital Badge.
- **Dr. R. Rajkumar** acted as a Panel member at the "International conference on Tamil Information Technology and Research", on 20th July 2024. at Chennai Trade centre.
- **Dr. Rehash Rushmi Pavitra** A received a letter of appreciation from the IEEE CONECCT (July 14th-24th, 2024) organized by IEEE Bangalore section at IISc, Bangalore for her outstanding contribution to the quality of the journal.
- **Dr. P. Suthanthiradevi** received a letter of appreciation from the Associate Editor, the Journal of Intelligent & Fuzzy Systems for her voluntary contribution of time and effort to improve the quality of the journal.
- **Dr. V. Kavitha** received a letter of appreciation from the Editor in Chief, Journal of Optics for her valuable comments as a reviewer on the paper titled "Revolutionizing Patient Monitoring in Healthcare with IoT using WSN and Li-Fi Technology"

FACULTY ACHIEVEMENTS

DATA CHRONICLE

- **Dr. R. Rajkumar** acted as a resource person for the Department of Mathematics at Dr. M G R Educational and Research Institute and delivered his insights and knowledge on "Teaching and Learning Process" held on 8th August 2024 in a three-days Faculty Development Programme.
- **Dr. John Deva Prasanna D S** acted as a guest faculty at National Institute of Technical Teachers Training And Research (N.I.T.T.T.R) and delivered his insights and knowledge on "Network Security" held on 2nd August 2024 in a five-days National level professional development programme.
- **Dr. A. Shobanadevi** acted as a resource person for the Department of Computer Science and Engineering at Sai Ram Institute of Technology for her informative and thought provoking lecture held on 8th August 2024.
- **Dr. K. Rajkumar** acted as a Guest Speaker for the Department of Computer Science and Engineering (ICB) at Manakula Vinayagar Institute of Technology for and shared his knowledge on "Quality Proposal Drafting" held on 10th August 2024.
- **Dr. R. Rajkumar** acted as a panel expert and delivered a talk on "Mastering in Gen-AI with presentation skills" for Industry Talk Gen AI - Prodigy EduTech Ltd, held on 15th August 2024.
- **Dr. K. Shantha Kumari** presented her Guest Lecture titled "Introduction to Grid Computing" at the Department of Information technology, SRM Valliammai Engineering college on Aug 19, 2024.
- **Dr. R. Rajkumar** acted as a Chief Guest and Jury for the Department of BioMedical Engineering at Vel Tech Multitech Engineering College - Hacknova 2K4 held on 28th August 2024.
- **Dr. R. Rajkumar** delivered a Keynote address titled "Perception matters : How to elevate your Institution's Standing in NIRF Rankings" in TN NIRF Summit, Salem on 31st August 2024.
- **Dr. T. Veeramakali** acted as a Jury for the Pixel Panorama (Animation Video Making) and Blog Bites (Blog Writing on the theme 'Traveling is an Investment for Your Future') events during the Kalakriti Competition at Prasan Vidya Mandir, Mamandur, on August 10th, 2024."
- **Dr. D. Rajalakshmi** received a letter of appreciation from the Editor in Chief, Asian Journal of Research in Computer Science for her valuable comments as a reviewer.
- **Dr. R. Rajkumar** received an Academic Excellence Award from the KCG College of Technology for his exceptional contributions to the field of immersive technologies and his dedication to academic excellence.

STUDENTS ACHIVEMENTS

DATA CHRONICLE

Mr. Abisekkamthan R S, a final year B.Tech -CSE Splzn. in BDA student was selected for École d'Ingénieurs Généraliste du Numérique – EFREI which is in Paris, France founded in 1936 under Student Abroad Programme (SAP). He is now in Paris attending his Semester 7A from September 16th, 2024 to January 12th, 2025



Abisekkamthan RENGASYAMI SANKAR
SRM Institute of Science and Technology
INDE

June 13th, 2024, at Villejuif,

INVITATION LETTER

As part of our international exchange program with SRM Institute of Science and Technology, in India, we are pleased to confirm that:

Mr. Abisekkamthan RENGASYAMI SANKAR
Born on 18/09/2003

Has been accepted as a participant in the exchange program. The student will attend Semester 7A classes in the M1 New group from September 16th, 2024, to January 12th, 2025. The list of courses will be defined in a learning agreement, which will have to be approved by Efrei and SRM Institute of Science and Technology.

In compliance with our exchange agreement, registration and tuition fees will be waived for the student.

Christiane MICHEL
Director of International Relations

STUDENTS ACHIVEMENTS

DATA CHRONICLE

Mr. Krrish Khanna (RA2311056010273) of second year, Data Science student got selected to participate in an academic study tour with Deakin University, Victoria, Australia from 6th October to 16th October.



Yasir of IV year Integrated M.Tech has won the HSBC Hackathon 2024 and has been selected for the internship.

Students team from B.Tech GT Second year Saatvik Shashank Shrivastava, Pranshu Verma, and Ananya Burra placed 3rd at HACK SUMMIT 5.0! bagged a prize of ₹25,000! This 36-hour hackathon, organized by AARUUSH at SRMIST



T. Anish, a 2nd-year B.Tech Gaming Technology student from the Department of Data Science and Business Systems, represented the TamilGaming community at the prestigious Madurai Digital Creator Awards on August 31st, 2024.

SAP NEWS

DATA CHRONICLE

24th July 2024

PROFESSOR OF PRACTICE LED CAREER DEVELOPMENT IN ENGINEERING

Dr. K. Panimalar has attended SAP Academic Program at SAP Labs, Bangalore from **22nd July to 25th July** and She completed the training and acquired Trainer Skills 2024 - S/4 HANA Global Bike Digital Badge.

Dr. George Clement, a seasoned Software Engineering Observability Architect and Coach from Autonomicsoft Solutions, LLC, USA, has been appointed as a Professor of Practice in our department.

On July 24, 2024, Dr. Clement led an online session titled "Career Development in Engineering." This insightful session, held from 8:30 AM to 9:30 AM, aimed to equip students with the knowledge and skills necessary for a successful career in engineering.

Key Takeaways from the Session:

Industry Insights: Dr. Clement shared invaluable insights into the dynamic engineering landscape, drawing from his extensive industry experience.

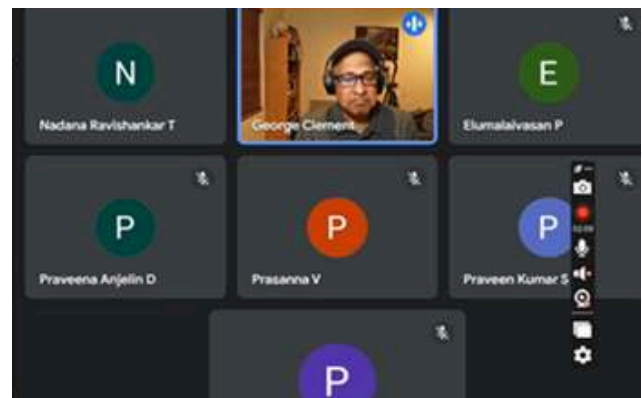
Skill Enhancement: The session emphasized the importance of continuous learning, covering both technical skills and soft skills.

Career Navigation: Practical advice was provided on building professional networks, crafting effective resumes, and preparing for interviews.

Ethical Considerations: The session delved into professional ethics, highlighting their significance in the engineering field.

Through interactive discussions and real-world examples, Dr. Clement inspired students to proactively manage their career growth.

Dr. G. Premalatha, Assistant Professor at DSBS, coordinated this enriching event.



<https://www.linkedin.com/in/george-clement/>

12th September 2024

TABLEAU CENTRE OF EXCELLENCE



Tableau Centre of Excellence was inaugurated at SRMIST Kattankulathur on 12th September 2024 by Dr. Revathi Venkataraman, Chairperson, School of Computing, and Ms. Ruchira Chakraborty, Senior Account Executive, Salesforce. The event featured a welcome address by Dr. M. Lakshmi, Head of the Department of Data Science and Business Systems (DSBS), followed by a presidential address from Dr. Revathi Venkataraman. Dr. Vadiuu G. shared how the Tableau Centre will benefit students, while Ms. Ruchira Chakraborty provided insights into Tableau's importance and the global certification process. Special thanks to the Faculty Coordinators for the Centre of Excellence, Dr. K. Priyadarsini, Dr. Jeba Sonia, and Dr. Ragupathi, for their invaluable contributions. The Centre will empower students with essential data visualization skills and global certification opportunities.



OUTREACH EVENTS

DATA CHRONICLE

2nd August 2024

Outreach activity at Sivananda Gurukulam, Kattankulathur



Dr.K.Arthi, Dr.J.Shobana and Dr.A.V.Kalpna has conducted an outreach program in Sivanandha Gurukulam school on 02-08-2024 for 6th to 8th Standard students to enhance English reading and comprehension skills, build confidence in communication, and provide educational support to the underprivileged students for better academic and personal growth.



Outreach activity at Govt Panjayath Union Middle School, Mamallapuram

9th August 2024

Dr.R.Radha, Dr.S.Sharanya, Dr.M.Prakash, Dr.V.Vijayalakshmi and Dr.G.Premalatha has conducted an outreach program in PU middle school, Mamallapuram on 09-08-2024 for 300 students to provide education on values that lead to the development of holistic and humane world vision. The success of this initiative highlights the significance of such outreach programs in shaping the future generation. By providing young people with a strong foundation of values, we can empower them to make positive changes in their communities and the world at large.

ALUMNI - ACTIVITIES/NETWORKING

9th August 2024

OVERALL ALUMINII COORDINATOR : DR RAJESWARI

ALUMNI CONCLAVE : Alumni Insights on current academic needs

Organized the Alumni conclave on the topic "Alumni Insights on Current Academic Needs" on 9th August 2024 at 10.00 AM in virtual mode.



Alumni Insights on Current Academic Needs

Conducted by
Alumni Chapter of DSBS
&
Directorate of Alumni Affairs
SRM Institute of Science and Technology Kankarabur - 603203

09th August 2024
Time : 10am to 11am
Mode : Virtual Mode
Meeting Link : <https://shorturl.at/541V1>

Organizing Committee
Dr. Lakshmi M
Professor & Head,
Dept. of DSBS
Dr. Rathinam A
Director,
Directorate of Alumni Affairs

Alumni Coordinators
Dr. Rajeswari D
Dr. Wilson Prakash S
Dr. Arthy M
Dr. Vasudevan N



Esteemed Panel of Alumni

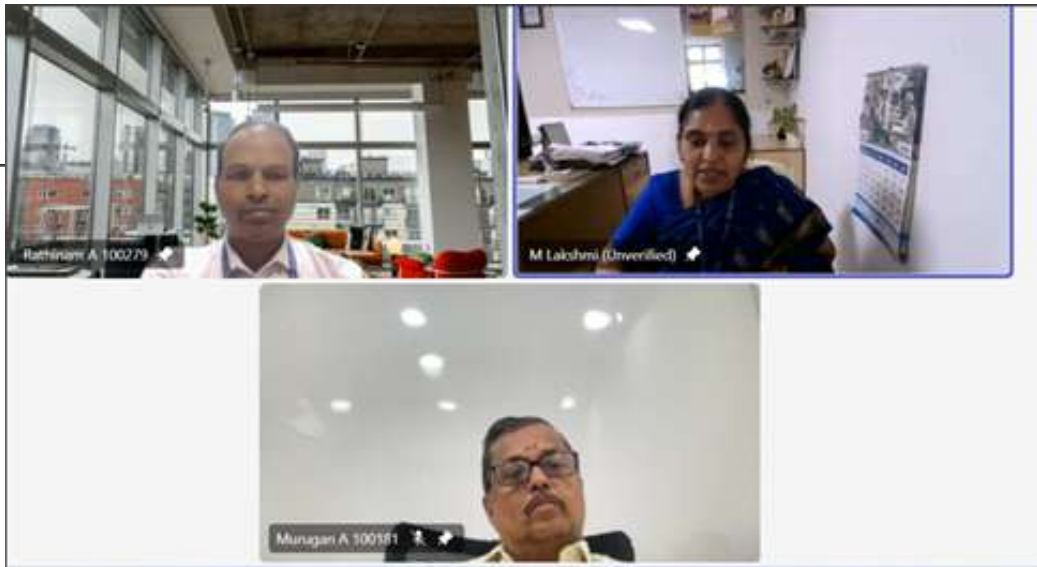
Mr. Arjun Sambasivam Batch of 2008 Assistant VP - Gujarat	Mr. Puuvannan Batch of 2008 Corporate Technology Solutions	Mr. Saravanan Ranganathan Batch of 2007 US Based Consultant
Mr. Mohammed Ahsul Batch of 2018 Co-Founder - Gyantree	Mr. Saham Dixit Batch of 2020 Bajaj Finance Health	Mr. Motati Keerthanoj Batch of 2020 Business
Mr. Ashwin S Batch of 2023 Signify Innovation Lab	Ms. Sowmya Mohanty Batch of 2023 Bank of America	Mr. Sree nandha S.S Batch of 2023 University of Maryland
Mr. Mohammed Zaid Ali syed Batch of 2024 Wells Fargo	Mr. Ritu Raj Singh Batch of 2024 Jungle games	Mr. Shashank P Batch of 2024 Amazon
Mr. Utkarsh Yashwant Tambe Batch of 2024 Indefatigable	Ms. Namrata Gupta Batch of 2024 Indefatigable	Mr. Pratyush Vats Batch of 2024 Indefatigable

The alumni talk was conducted to identify the gap between the industrial needs and academics. About 100 participants, including the Director of Alumni, Head of the Department, Programme coordinators, the faculty members, Alumni and students of the Department of Data Science and Business Systems attended the event.

The feedback from alumni emphasized the importance of aligning the curriculum with industry needs, fostering practical skills, and enhancing employability through relevant certifications and training. The suggestions will be carefully considered to further refine the DSBS curriculum, ensuring that it remains relevant and effective in preparing students for successful careers.

ALUMNI - ACTIVITIES/NETWORKING

OVERALL ALUMINII COORDINATOR : DR. D. RAJESWARI



The department extends its sincere gratitude to all our esteemed alumni for their invaluable contributions and insightful recommendations. Your feedback is a testament to your enduring connection with our institution. We are committed to implementing these suggestions to enhance the educational experience for future generations of students. Your support and guidance continue to inspire us as we strive to provide an exceptional learning environment. We look forward to fostering stronger alumni connections and collaborating on future initiatives that will benefit our students and the broader community.

SPORTS

CAPTAIN OF THE TEAM: DR JAYARAJ



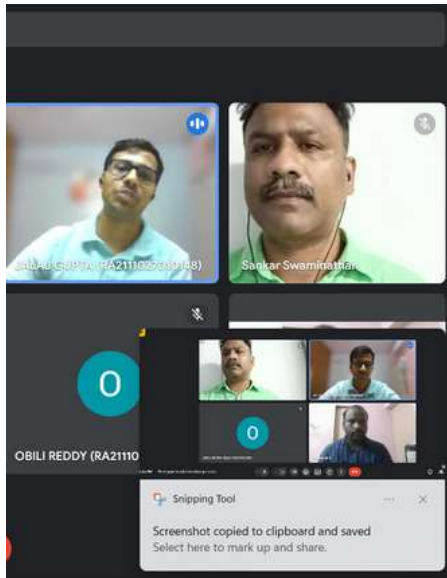
DSBS Men's faculty team has won the Men's Cricket of School of Computing Faculty Fit consecutively for the second time

DATA CHRONICLE

PLACEMENT TRAINING: MOCK INTERVIEW

OVERALL PLACEMENT COORDINATOR : DR P. KANMANI

9th August 2024



The Department of Data science and Business systems Placement team Organizes the Mock interview for final years, 45 students attended the Mock Interview on 07th & 14th August 2024, resource person Mr. Murugu Shanmugam, Manager -Talent Acquisition, Wilco source. On 24th August 2024. Resource Person Mr.Sankar, Principal Consultant ,Marsh and Mc Lennan. On 31st August 2024, resource person Dr.Joseph Issac Hosanna , Data Scientist Ericsson. Organized by Dr.S.Venkatesh, Dr.P.Kanmani, Dr.John Deva Prasanna

PLACEMENT TALKS

PLACEMENT TALK COORDINATOR : MS B. YASOTHA

August 2024

07-08-2024

Placement Guidance for Industry readiness

Mr. Madhan Babu Bhoopal

Engineering Manager, Bosch Global Software Technologies limited

Organizers:Dr. N. Manikandan

14-08-2024

Career Launchpad: Strategies for Successful placement

Kaman N,

Senior Consultant, AstraZeneca India Private Limited

Organizers : Dr.D. Rajalakshmi

21-08-2024

Facing Last-Minute Hurdles : Preparing For Placement and Beyond

Mr. Rudransh Pandey,

Product Manager -

Digital Business Nippon Life India Asset Management

Organizers Dr.K.Panimalar

28-08-2024

A Talk on Opportunities For Students To Gain Insights In It

Mr. T.N.Bharat Singh,

Sales Force Developer Analyst,

Deloitte

Organizers: Dr.R.Jayaraj



DATA Chronicle



குறள் 111

தகுதி எனவொன்று நன்றே பகுதியால்
பாற்பட்டு ஒழுகப் பெறின்.

விளக்கம்:

பகைவர், அயலோர், நண்பர் எனப்பகுத்துப் பார்த்து ஒருதலைச் சார்பாக நிற்காமல்
இருத்தலே நன்மை தரக்கூடிய நடுவுநிலைமை எனும் தகுதியாகும்

MEANING:

THAT EQUITY WHICH CONSISTS IN ACTING WITH EQUAL REGARD TO EACH OF (THE
THREE) DIVISIONS OF MEN [ENEMIES, STRANGERS AND FRIENDS] IS A PRE-EMINENT
VIRTUE

ஹிந்தி (हिन्दी)

मध्यस्थता यथेष्ट है, यदि हो यह संस्कार ।

शत्रु मित्र औ' अन्य से, न्यायोचित व्यवहार ॥

DATA CHRONICLE

OFFICIAL NEWSLETTER

DEPARTMENT OF DATA SCIENCE
AND BUSINESS SYSTEMS | SOC
| SRMIST

EDITORIAL TEAM

8TH FLOOR, TECHPARK 2

datachronicle.dsbs.ktr@srmist.edu.in
<https://fliphtml5.com/homepage/cgyxk>



A++



Category 1
with 12B Status



(2024)
12th Ranked University



(2025) World Ranking
one among 46 Indian Universities



(2024) World Ranking
one among 91 Indian Universities



VERY GOOD
QS 4 Star Rated Globally



(2024) World Ranking
Ranked 5-7 in Indian Universities