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Happy Holi to all our Readers!
Indian IT firms rethink campus recruiting

Engineering campuses have been the biggest hunting ground for talent, supplying IT companies with cheap engineers and forming the solid backbone for their labor arbitrage strategy. In the past decade-and-a-half, these companies scrambled to arrive early at India’s biggest engineering schools and lock in thousands of engineers whose low salaries ensured extremely competitive services offerings.

But the global business environment has changed, and so have industry business models. The campus bulk-hiring frenzy has dampened somewhat.

“Today’s business environment is volatile and dynamic; there is no clear growth visibility beyond a couple of quarters. Companies realize that staffing rampantly and keeping large bench sizes is not viable,” said Sangeeta Gupta, senior vice president of research at India’s IT industry trade body, NASSCOM.

Last year, India’s $100-billion IT services industry slowed to its historically lowest growth rate of 11 percent. Headcount grew at an even lower rate — by 8 percent. This year, NASSCOM has forecasted a further slowing in hiring momentum even though industry growth is expected to be slightly stronger at 12 percent, Gupta said.

Additionally, companies are deploying their resources more efficiently. A decade ago, when companies worked on the traditional hire-more-to-grow-more model, top IT firms employed about 40,000 engineers for every $1 billion in revenues earned. Today, data shows that companies need only add about half that number of engineers to tote up each extra $1 billion to their revenues, as revenues get linked to customers’ business outcomes.

Earlier this month, India’s fourth largest IT firm HCL Technologies faced ignominy as hundreds of campus recruits arrived at its gates, staging a mini Tahrir Square-type demonstration. Some of them had been given offer letters 18 months ago but have no joining dates yet.

Other top companies too have lags, where the typical practice was to on-board fresh recruits within the same fiscal year. For instance, India’s second largest IT services firm Infosys made 27,000 offers in end-2011. In a normal business climate, all of these engineers would have joined by mid-2012. Last week, an Infosys spokesperson said the company expects to complete on-boarding by September 2013. These types of 18-months gaps were unheard of earlier.
Chastened by the HCL drama, *top-tier IT companies are adopting a further rethink campus recruiting* route even though it provides cheaper, surer access to talent.

All this does not augur well for job seekers. India produced 650,000 engineers three years ago. The number of engineering colleges has grown, and over one million engineers will spill out into the job market this year.

NASSCOM, meanwhile, is gearing up to announce a new strategy to build occupational standards for the industry. It has defined 100-plus job roles such as systems engineer and database engineer detailing every skill required for each. These role definitions will be fed back to colleges and universities to build job-based curriculum.

Companies are drastically cutting down campus offers, as they tune their talent supply to dynamic business demand. Many prefer to do off-campus, just-in-time hiring of freshers (where colleges or universities round up and march all recent graduates to the company’s selection process).

Top–tier firm Cognizant Technology Solutions has used a combination of in-campus hiring and off-campus (consolidated) hiring to meet its business demand. “Because of the increased availability of quality talent, we see growing use of the off-campus mode by the entire industry,” said Sriram Rajagopal, Vice President and Head of Human Resources, India and APAC, Cognizant.

Zero hour recruitment should certainly help companies avoid the embarrassment of seeing placard-waving protestors while customers are in the campus.

Raju Vanapala

V V Raju, **Founder & CEO of way2sms.com.**

[V. V. Raju](#) is main pillar behind the success of [way2sms.com](#).

Mr. Raju completed his MCA (Master Of Computer Application) in 2003 and then he started company named [Way2Online Interactive India pvt ltd](#), and in 2006 Mr. Raju started way2sms.com website that provides free messaging (SMS) services.

way2sms.com is **India’s first free sms service** started in Jan 2007 in Hyderabad and having Millions of subscribers currently and from May 2012 owned by [ValueFirst Messaging](#).
Google wants to replace lost password with USB keys and ‘smart rings’

A quick glance through last year’s headlines is enough to tell you that typed-in passwords are not the stalwart security plan that they were in the early days of computing. Today, it’s too easy and commonplace for a popular site to be hacked and your personal information to become vulnerable. And gauging by the 2012 stats from SplashData, far too many people leave themselves open to attacks by choosing weak passwords.

But what other options do we have? According to Wired, Google is looking for new choices beyond the current standard of passwords and cookies, and is researching using a physical key to lock and unlock your online things. One of the experiments by the search company includes a YubiKey cryptographic card that you simply slide into a USB port to log into Google.

Google’s Vice President of Security Eric Grosse and Engineer Mayank Upadhyay wrote an article that’s due to appear in an upcoming issue of IEEE Security & Privacy Magazine about Google’s efforts to revitalize our password systems. They said the ideal system of protection would involve authenticating a single device, such as a YubiKey or a smartphone, that would be configured to grant you access to any of your online services. “We’d like your smartphone or smartcard-embedded finger ring to authorize a new computer via a tap on the computer, even in situations in which your phone might be without cellular connectivity,” they wrote.

It’s one of those “we’re living in the future” ideas, but it isn’t without some serious hurdles. There would have to be an airtight backup plan in case the key got lost or stolen. And most importantly, other websites and online services would have to agree to support the system. Google’s browser has needed some tweaking to work with the key authentication, so several big players would need to jump on the bandwagon for the idea to really get off the ground.

In the meantime, Google is working on some improvements to its existing two-step authentication process. In the current system, when you – or someone pretending to be you – signs in from an unfamiliar computer, a security code gets sent to your mobile phone that you need to enter in
order to complete the login. This two-step approach is an improvement from just using a user name and password, but it still doesn’t protect against phishing. So Google has an addition in development from the key-based idea that would be independent of its own services. Removing the Google affiliation for the key system would get rid of the phishing concern as well as the need for support from other sites. It’s definitely a step in a safer direction.

Student’s Participation in External Institutional Events

On 8th-9th March 2013 two students Yash Mehdiratta, MCA Ist semester and Mughda Bhardwaj 2nd year have attended 7th National Conference on “Computing for National Development” organized by Bharati Vidhyapeeth Institute of Computer Application and Management, New Delhi as student delegate to attend

On 9th March 2013 Mugdha Bhardwaj, Ankur Kapil, Shiv Kumar, Vikas Kumar, Shablu Qreshi, Yash Mendiratta students of MCA 1st and 2nd year had participated in various events like (Programming), Inquisite (IT Quiz), Mindspark (Brainstorming), Reckon (Guess the Brand), Geet Gata Chal (Antakshari) Speed Quest (Quest for Answers), Beg Borrow Steal (Treasure Hunt), Communication Coder (Pass the message), Paint-o-Nation (T-Shirt Painting) held in annual National Student Convention of Bharti Vidhyapeeth Institute of Computer Applications, New Delhi
Happenings @ Dept. of I.T in March 2013

SPARDHA 2013

On 1st March, 2013 C club, Department of IT, in association with CSI Student Branch at I.T.S Ghaziabad, organized an intra-institutional event “SPARDHA 2013” for the undergraduate & post graduate students of MCA and BCA Courses. The objective of this event was to enhance programming skills of the students and to make them familiar about the competitive environment.

On this occasion, Dr. A. K. Puri, Director General of the institute, Mr. Devashish Parida, Lead Engineer, Sopra Group Noida, Alumni of MCA Programme including Mr. Vikas Sharma – Steria, Mr. Amit Chaudhary from SDG, Mr. Amit Sharma from NIVIO Technologies, Mohit Sharma from Birlasoft, Nitin Tyagi from Birlasoft, Mr. Neeraj Gupta from SOPRA Gupta, Mr. Prateek Jaiswal from Syscom Corp. were present during the prizes distribution ceremony.

Based on the recommendations of panel of judges, winners were announced on 2nd March 2013. Winners were awarded with the prizes, certificates and trophies.

PARAMARSH-II

Paramarsh-II, a career-counseling-cum-experience-sharing session for selected students of BCA final year students, was conducted on Saturday 2nd March 2013.

The objective of the session was to guide students regarding career options after BCA and to help them to find answers to their career related queries. The event was hosted by Department of I.T.

Student’s quires were cleared by the panel of experts constituted of MCA alumni from industry Mr. Amit Chaudhary (project manager, SDG Noida), Mr. Neeraj Gupta (Sopra), Mr. Mohit Sharma (Birla Soft) and Mr. Prateek Jaiswal (Syscom Corporation), 2 MCA existing students, Shivam Dangra and Sakshi Gupta. Prof. Puneet Mohan also involved students in various games.
Mr. Debashish Parida, Lead Engineer, Sopra Group India Pvt. Ltd., Noida at I.T.S, Ghaziabad

An invited talk by Mr. Debashish Parida, Lead Engineer, Sopra Group India Pvt. Ltd., Noida on “Basic Concept of Object Oriented Programming & UML” was organized on 2nd March, 2013 in association with CSI Student Branch at I.T.S Mohan Nagar, Ghaziabad.

In his talk Mr. Parida started discussed about the object oriented concepts and its use in the programming scenario. He also discussed about the implementation and applications of UML (unified modeling language) which covers the concept such as class diagram, Sequence diagram, activity diagram, etc, and its use in Object oriented programming. Mr. Parida provided the practical exposure to the students by specifying scenario and students has drawn various diagram related to that scenario.

The session was highly interactive. Students clarify their doubts related to topic Students put their queries for their requirements on the bases of current ongoing topics in subject for their academic sessions.

JAVA CLUB in action

Java Club of department of I.T organized an intra institutional Java Programming Contest “SANRACHNA 2013” for MCA IV semester on 8th March, 2013. The event was an on the spot Java programming contest, which consists of total two rounds.

The first round was screening round and comprised of an online Java quiz test. In this round, all the students of MCA IV semester participated.

Top thirty students were short-listed for the final round. Based on the performance of students in this round, the winners of contest were shortlisted and awarded.
Happenings @ Dept. of I.T in March 2013

Mr. Vikas Phogat, Head of Entry Product Line – Telco from Morpho e-Documents, New Delhi delivered a guest lecture for MCA students

In association with CSI-Student branch, a guest lecture on “Data Structures” was organized by Department of I.T, I.T.S, Ghaziabad on 13th March, 2013 for MCA II Sem students. Mr. Vikas Phogat, Head of Entry Product Line ,Telco from Morpho e-Documents, New Delhi was present as resource person for the session. Mr. Vikas shared his experience on using Data Structures in Industry and real-life applications. He discussed several examples on why there is need to study the subject of Data Structures.

With the help of Games & Examples Mr. Phogat showed that how time complexity is affected by using different types of sorting techniques. He exposed how a data structure is used in Mobile tracing and time taken to trace the location of particular mobile. He discussed how several software organizations are making money by using the Graph or Tree data structures rooted in their applications related to Google Map or other GPS systems.

Guest talk on F-Ecommerce by Mr. Sachin Chawala, IBM, Gurgoan for MCA students

On 14th March, 2013 an invited guest talk by Mr. Sachin Chawala, IBM, Gurgoan on “Concepts & Applications of E-commerce” was organized by the Dept. of I.T., I.T.S, Ghaziabad for the students of MCA-IV semester with an objective of providing exposure at technical and implementation aspects of E-commerce.

In his address Mr. Chawala talked about the developments of E-commerce websites and also and the configuration and implementation of web-servers with classification of E-commerce. He had also covered the relevant statistics of customer trends, data usage and demographics in E-commerce .In his talk he also discussed about the emerging client-server security threats where he said that in many ways it resembles a more traditional virus threat. Mobile code is an executable program that has the ability to move from machine to machine invoking itself without external influence.

While discussing about the E-commerce application services, Mr. Sachin also covered a conceptual framework of electronic commerce.
National Seminar on “Emerging Advancements in Information Technology (EAIT-2013)” conducted on 16th March, 2013 at I.T.S, Ghaziabad

**Inaugural Session**

From left to right: Dr. Vineet Kansal, Director I.T.S Engineering College, Greater Noida, Mr. Pawan Duggal, Cyber Crime Expert, Mr. Arpit Chandha, Vice Chairman, I.T.S-The Education Group, Dr. Yogesh Singh, Vice Chancellor - S.M. University Vadodra, Mr. Prashanto K Roy, Chief Editorial Adviser of Cyber Media and Dr. A.K. Puri, Director General, I.T.S, Ghaziabad

Mr. Pawan Duggal, Cyber Crime Expert addressing on challenges and issues with the increased usage and adoptability of technology and its enabled applications at inaugural session of EAIT-2013 on 16th March, 2013 at I.T.S, Mohan Nagar, Ghaziabad

**Pre-Lunch & Valedictory Session**

From left to right: Dr. Arun Singh, Head (Expert Services), Lumata Communications, Mr. Bharat Agarwal, Head (MTS Data Centre), UTIBA Software Solutions and Dr. Sanjay Gupta, Head (Cognitive Sciences), NIIT Technologies

From right to left: Dr. Parag Singla – IIT Delhi, Dr. D.P. Vidyarthi, JNU New Delhi, Dr. Vijay Rao, Sr. Scientist, DRDO and Ms. Gayatri Partsarthi, Sr. Manager, Accenture, Bangalore
QUIZ ROUND

Solve the Puzzle and winner’s name will be declared in next issue.

Identify the personality
I have some best memories of my life from I.T.S. I can say that I.T.S gave us best education to pursue our dreams with limited resources as we joined I.T.S at the time of inception. And I can see that I.T.S achieved best position in the market and established as a brand in the field of technical education. I wish all the best wishes to I.T.S faculty, all students and all alumni’s.

"It was a wonderful experience studying master degree at I.T.S because of the fact that each and every member of faculty and management was extremely helpful and co-operative. There are very few colleges in India having active Alumni programs running and when you attend Alumni meets which has been organized by I.T.S gives anyone an experience of close association and opportunity to relish old memories with college classrooms and faculties. I was telling my 5 year old son with proud that this was the place where your Dad has completed his last academic education and then he had so many question to ask...Thank You every one @ ITS"
Ajit Balakrishnan founded Rediff.com when he was 48 years old.

He is the founder of rediff.com.

Mr. Balakrishnan, at the age of 22, co-founded Rediffusion, one of the largest advertising agencies and now it has been renamed to Rediffusion-Dentsu, Young & Rubicam Ltd.

Mr. Ajit Balakrishnan is also Chairman of board at IIM (Indian Institute of Management) Calcutta.

Mr. Balkrishnan has been serving as Managing Director of Rediffusion-Dentsu, Young & Rubicam Ltd and Rediff.com since 1993 and 2008 respectively and with that he is Chairman Emeritus of the IAMAI i.e. Internet and Mobile Association of India.

Assertion and Contact Details

VIBRANCE is an E-magazine of Department of I.T, I.T.S, Ghaziabad. We look forward to the contribution from our students, alumni, faculty members and industry experts.

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