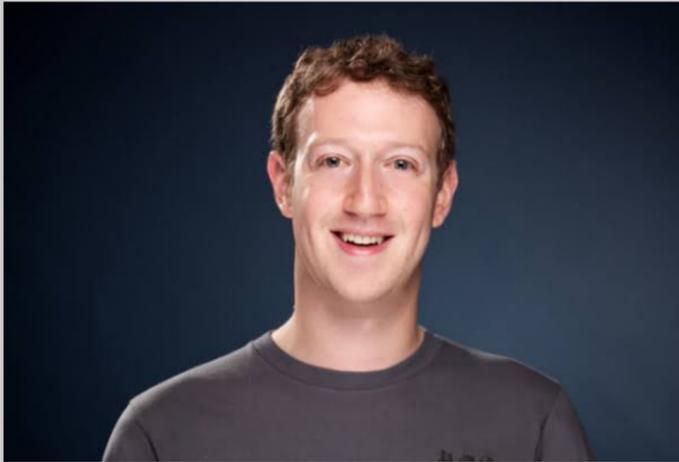


Motivational story



Mark Zuckerberg

It's not just the prime directive of Facebook CEO, Mark Zuckerberg to his team of developers, it's the philosophy he breathes and lives by. Zuckerberg and his dorm room friends came up with an idea of a social network like Facebook, but they accuse Mark of stealing the idea and launching Facebook, which was their brainchild. Facebook is not just a social networking platform, but it has become an integral part of our lives today. Mark Zuckerberg was just 19 years old when he launched Facebook in 2004. He is the youngest billionaire in the world and is the owner of the biggest social media platform Facebook along with two other most popular social media platforms Instagram and WhatsApp.

The net worth of Facebook's boss now stands at \$102 billion. Later, Facebook has acquired 89 other companies, including WhatsApp. The internet entrepreneur Mark Zuckerberg is the fifth richest person in the world. Yet, the youngest billionaire in the world is not mad for money. He doesn't believe in the mad accumulation of wealth. He is known to be associated with dozens of charity organizations around the world. He has also joined the group "The Giving Pledge" whose members are committed to donating 50% of their wealth in their lifetime.

More than a billionaire, Mark Zuckerberg is a man with a mission. He wanted to change the world and he is doing exactly that. He is a great strategist and kills the competition before it poses a threat. He bought Instagram and WhatsApp at the right time and both turned out to be his best decisions. Currently, he is working on many projects including the Internet of Things (IoT), which is aimed at providing internet connectivity to less-developed nations for free.

"Move fast and break things. Unless you are breaking stuff, you are not moving fast enough."

- Sathika J

Deep Nostalgia Brings Historical Photos to Life Using AI



Deep Nostalgia is a new AI-powered technique from online family tree service MyHeritage, which adds

facial animations such as smiles, nods, blinks, and head tilt to still portrait photos. Using the website or mobile app, users can choose from a set of pre-recorded animations that can be transferred onto their own still photos. The technology has gone viral on social media, with people posting examples of "Harry Potter"-style animated portraits. The service warns that its technology should not be used to try creating "deep fake" videos of public figures or anyone else.

- Dharshini G

Google and Intel partner up to speed up 5G application rollout



Google and Intel's plan, 5G vRAN will be deployed using Google Cloud's Anthos application platform with Intel cloud-native platforms and solutions. On this platform, you'll be running Intel's Flex Ray reference software. The win for CSPs here will include improved network performance and spectral efficiency, cost efficiencies, and flexible deployment

models. On the same platform, the pair will also use Intel's cloud-native Open Network Edge Service Software (Open NESS) deployment, model. Open NESS is a Multi-Access Edge Computing (MEC) software toolkit. It enables highly optimized and performance edge platforms to onboard and manage applications and network functions with cloud-like agility across any type of network. The Open NESS open-source distribution makes it easier for cloud and Internet of Things (IoT) developers to create edge computing applications. Specifically, it offers capabilities to speed up the application.

- Prasanth A

Microfluidic Chip Simplifies COVID-19 Testing



Programmed magnetic nanobeads paired with an off-the-shelf cellphone and plug-in diagnostic tool can diagnose COVID-19 in 55 minutes or less, according to Rice University engineers. The nanobeads bind to SARS-CoV-2 N protein, a biomarker for COVID-19, in the chip and transport it to an electrochemical sensor that detects minute amounts of the biomarker. The system uses an off-the-shelf cellphone and potentiostat to deliver the results, the potentiostat reads that current and sends a signal to its phone app. If there are no COVID-19 biomarkers, the beads do not bind to the sensor and get washed away inside the chip.

- Sri Suvetha C S

Reader's Attention please!

Some virtual badges and gifts are hidden in this news paper, try to collect it and enroll your names in that badges. The person who collects more virtual badges will be offered an internship or paid workshops.





STARLINK

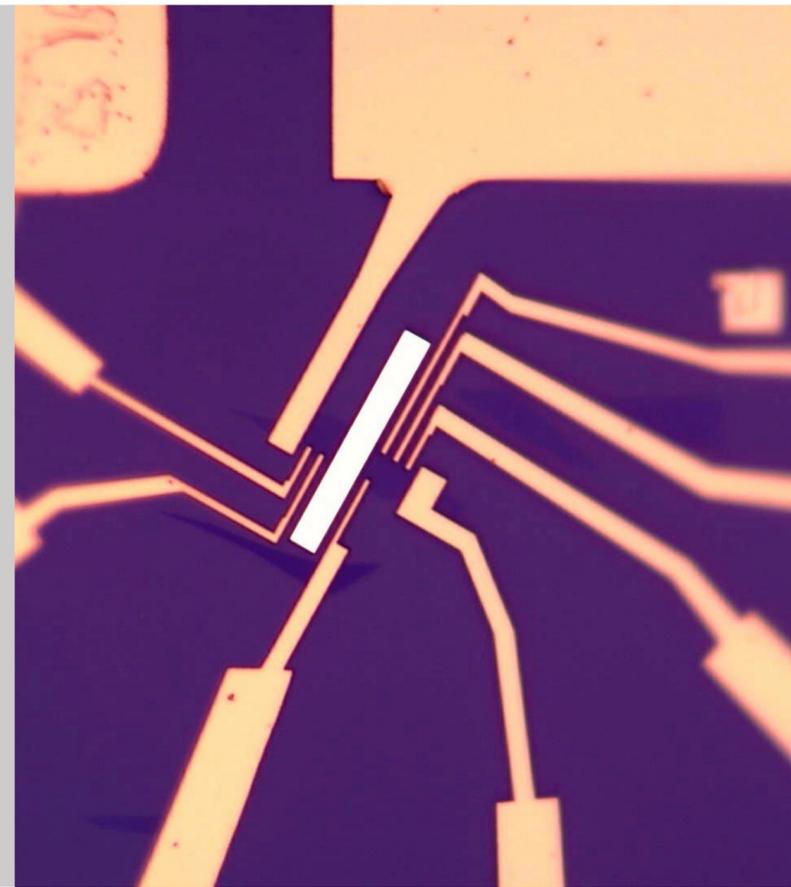
Starlink is a satellite internet constellation being constructed by SpaceX providing satellite Internet access. The constellation will consist of thousands of mass-produced small satellites in low Earth orbit (LEO), 550 kilometers above us. The array will beam internet signals from the satellites down to ground transceivers, which in turn, broadcast locally or wire directly to your Starlink router. Starlink is not the same as a cellphone signal or 5G. STARLINK LAUNCH DATE IN INDIA: Elon Musk aims to launch its satellite internet service, Starlink, in India in 2022. Satellite internet has a lot of potential in India as providing coverage through the on-ground mobile tower in remote areas is difficult. As per WEF, India has also been one of the fastest-growing markets in terms of new adoption with the number of internet users growing by 23% between 2019 and 2020.

- Swetha S V

Artificial “Magnetic Texture” Induced in Graphene - May Lead to Powerful Quantum Computers

An international research team led by the University at Buffalo is reporting how they paired a magnet with graphene and induced what they describe as “artificial magnetic texture” in the nonmagnetic wonder material. Graphene is incredibly strong, lightweight, conductive, and goes on. It is magnetic — a shortcoming that has stunted its usefulness in spintronics, an emerging field that scientists say could eventually rewrite the rules of electronics, leading to more powerful semiconductors, computers, and other devices. When performing, the electrodes revealed a surprise — the magnet induced an artificial magnetic texture in the graphene that persisted even in areas of the graphene away from the magnet.

- Dharshini G



Brain Chip powering artificial nose

Brain Chip’s AI processor is powering NaNose (Nano Artificial Nose) which tests exhaled breath samples for COVID-19. Using the NaNose Medical sensor array to collect the data, and Akida to perform the diagnosis, can have a higher rate of reliability than current testing methods and poses less risk to medical professionals because no saliva or mucus samples are collected. Akida’s “Edge AI” is a complete neural processor that does not require an external CPU, memory, or Deep Learning Accelerator (DLA), and because it is ultra-low power, it offers a realistic opportunity for an inexpensive hand-held diagnostic testing tool akin to a Breathalyzer Akida neuromorphic computing and advanced neural networking processors support new and evolving uses such as identifying disease markers in blood or breath, detecting abnormalities in X-rays, CT scans, and MRIs, cancer diagnostics, device/sensor data, and more. The solution is high-performance, small, ultra-low power, and enables a wide array of edge capabilities.

- Gowtham R

Govt frames new rules to hold social media, OTT accountable for content

The government's move comes amid a flurry of activity across geographies over the last 12 months to frame new regulations aimed at policing Big Tech, which may force some of the world's most valuable companies to fundamentally recalibrate their business models to stay in line with these regulations. These safe harbor provisions have been defined under Section 79 of the IT Act, and protect social media intermediaries by giving them immunity from legal prosecution for any content posted on their platforms. The rules for OTT platforms also follow a "soft-touch self-regulatory architecture" and call for online digital news disseminating agencies to self-categorize their content into one of the five age-based broad categories. A self-regulatory body, headed either by a retired Supreme Court or High Court judge or an independent eminent person, shall also be formed, which will ensure the compliance of ethics and rules by online digital news platforms.

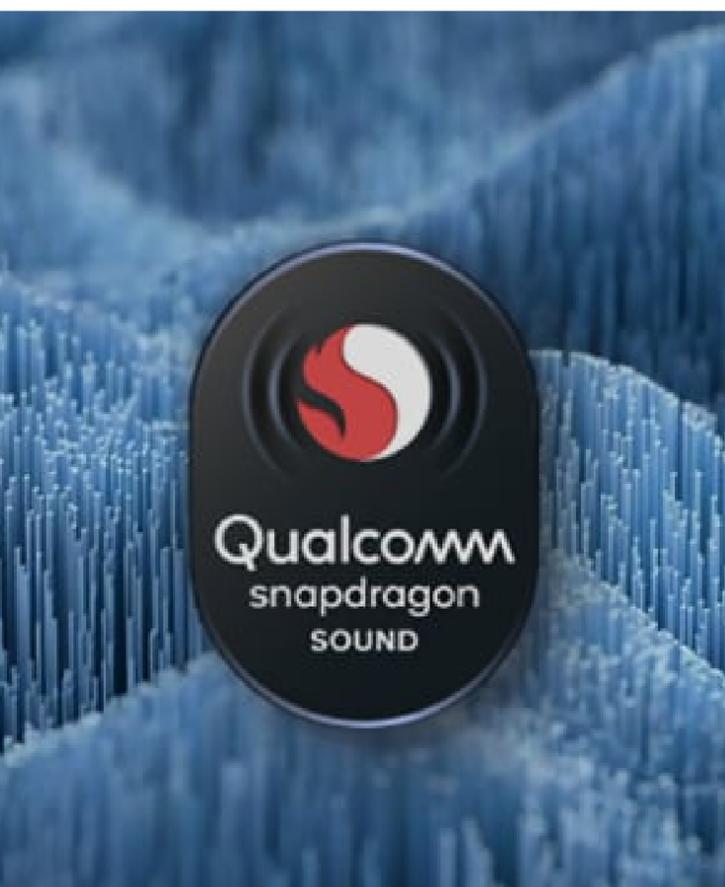
- Prasanth A



Qualcomm announced Snapdragon Sound: hardware and software offer optimized audio experiences

Qualcomm has announced the new Snapdragon Sound technology, which will power smartphones, wireless earbuds, and headsets. Qualcomm Snapdragon Sound brings together mobile platform processors, such as the Snapdragon 888, select Qualcomm headset and earbud chips, and Qualcomm audio and voice technologies. When it comes to music playback, Snapdragon Sound offers twice the sampling frequency, up to 96 kHz and 24-bit, while leading competitors offer 48 kHz. The system is also optimized to minimize dropouts and battery life. According to Qualcomm, devices supporting Snapdragon Sound are expected to be available later this year.

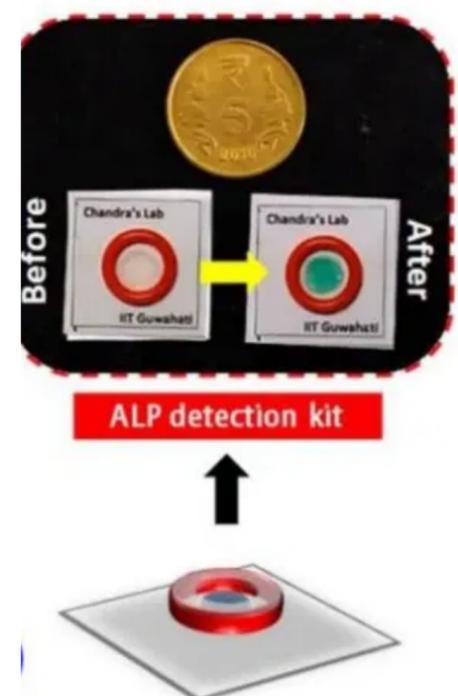
- Swetha S V



A paper sensor that can detect freshness of milk

Discovery of Paper Sensor, Scientists of IIT Guwahati developed a simple paper kit to test the freshness of the milk. You can know whether pasteurization is done well or not. It comes with a Smartphone app that ensures milk is consumed before it turns sour. Milk enzyme ALP is an indicator of the quality of the milk. ALP indicates the presence of microbes that are active even after pasteurization. Researchers used an ordinary filter paper impregnated with chemical probes that bind with ALP. Whenever ALP comes in contact with the probe, the white paper is turned colored. These Color changes are captured with a smartphone camera and the images are processed to obtain corresponding color values. Further, these values are compared with standard values stored on the phone. The paper sensor not just detects the presence of ALP, but also the amount of it in the milk.

- Rithani GK



STUDENTS CORNER

THEDAL



Hari Kumar,

A final year ECE student

Hari Kumar is a Web developer, Programmer, and active executive of iQube. He is a Part of the Project Management and Technical Development team of iQube. And he also involves in the research and development of their project. He made several Project's, prototypes and he also did a couple of projects as a freelance developer.

During his school days, he was not much similar with computers and systems but he gradually learned everything of his own to get into a good college. Hari Kumar also added that he learned a lot from his seniors and mentors. To bring out his talents on the technical side he joined iQube. He also quoted that "Thanks to every technical YouTube Channel", he also thanked his seniors and mentors. He uses "Visual Studio" -a free source compiler for web development. He advised his juniors to participate in "Hackathon", to gain practical knowledge. He uses "Visual Studio" -a free source compiler for web development, to create a user interface idea he uses ADOBE-XD and other frameworks.

He also shared his road map in the field of Web development, Initially, he started with the fundamentals of Web development, then he learned about networking and communication, then he discussed his ideas with many people to know the reviews. Collaborating projects made him realize the depth of projects' works.

According to Hari Patient and Interest are two main weapons to learn web development.

"ACCEPTING FAILURES AND LEARNING FROM THEM
MAKES US PERFECT"

- Akshaya C V

DA Activities

Placement Talks 1

Day: Saturday

Date: 20 Feb

Platform: MS teams

Time: 11.30 to 12 pm

Organizer - Abirami R

Placement Talks 2

Day: Thursday

Date: 4 March

Platform: MS teams

Time: 6 to 7 pm

Organizer - Mirthula R

Women warrior

Day: Monday

Date: 8 March

Platform: MS teams

Time: 6 to 7 pm

Organizer - Monisree H, Dharshana N

Women's Day Bingo

Day: Monday

Date: 8 March

Platform: MS teams

Organizer - Yazhini K

Tug of war

Day: Tuesday

Date: 9 March

Platform: MS teams

Time: 6.30 to 7.30 pm

Organizer - Dhitchana R

YUGAM EVENT & WORKSHOP

- **E-CATCHIZE** - This great event will train and test the young minds with the latest updates in technology. This three round event will inspect the technical gain of the participants.

[Click here to know more!](#)

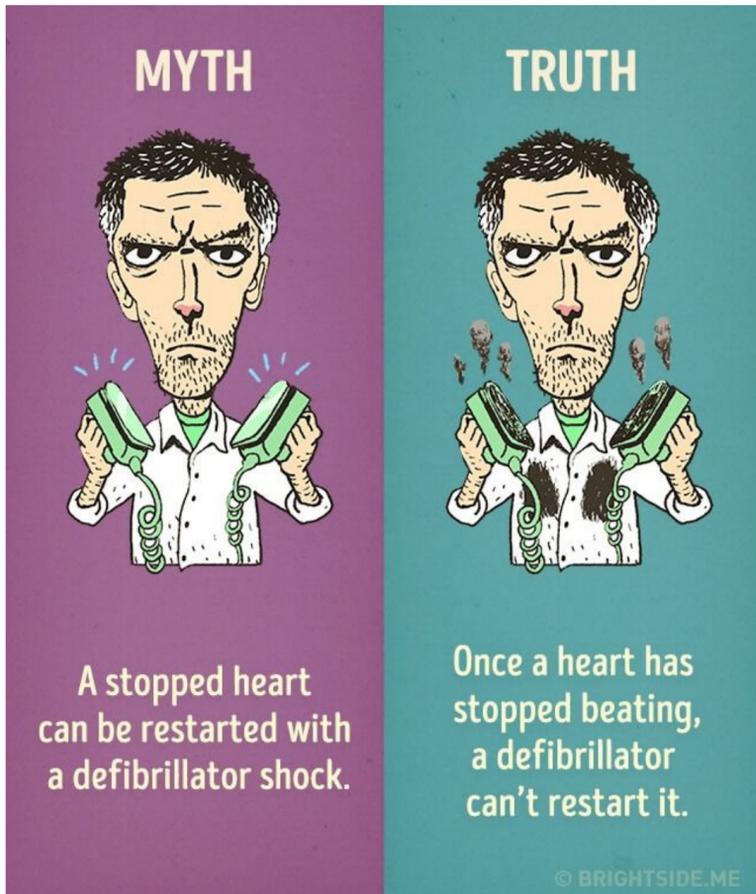
- **IOT WITH LORA** - "Are a interested in LPWAN'S Tech" This workshop will be handled by speakers resource persons form industries Participants will have certificates , with verified logos of the partners.

[Click here to know more!](#)

UNNOTICED

- WhatsApp slowly rolling out the voice, video calling feature for the web.
- Flipkart Voice Search Launched in Hindi and English to Let Customers Make Purchases Through Speech.
- Twitter is to ban users who repeatedly tweet harmful misinformation about covid-19 vaccines.
- Rolls-Royce electric plane set for the world speed record.

Real Creator



VOTE FOR BETTER INDIA!

IT'S OUR RIGHT:

As a democratic country, India is built on the foundations of the election. Our Parliament and Legislatures are of the people, by the people, and for the people. Voting is a constitutional right that we are privileged to have. We take it for granted, but the constitution has given us the right to elect whom we want, and the right to make the change.

AGENT OF CHANGE:

Your vote can play an important part in making the change. If you are unhappy with the current government, you can vote for a better one. Not voting could result in the same party ruling for another five years. At the end of the day, if the country is stuck with a bad government, it's the people to blame for voting wrong or for not voting at all.

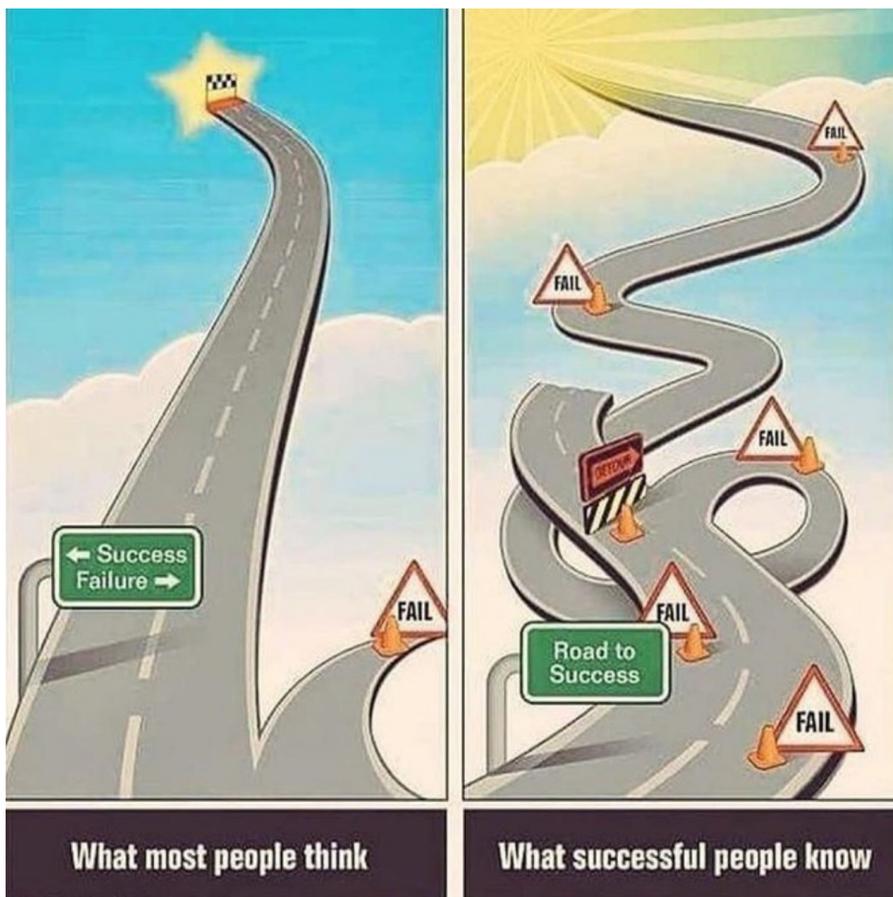
YOUR VOTE COUNTS:

Every vote counts. Though it seems like an endless sea of people are there to vote, every vote counts. When the national attitude changes from thinking "my vote doesn't make a difference", then the numbers increase, and a multitude of people voting will make the difference. The responsibility lies on every individual.

NOTA:

The Government of India has made the provision for voters to exercise their vote even if they are not happy with any of the candidates. NOTA stands for None of the Above and this is an important vote to cast for those who aren't satisfied by any of the parties standing.

Facts



UNLOCK!!!

"Doug had forgotten the 5 digit code to his briefcase. However, he did remember five clues:

- The fifth number plus the third number equals fourteen
- The fourth number is one more than the second number
- The first number is one less than twice the second number
- The second number plus the third number equals ten and
- The sum of all five numbers is 30.

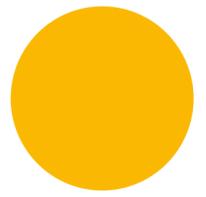
What were the five numbers and in what order?

[Click here to Answer](#)

- Yalini P



ELECTRONIC CROSSWORD



Answer the questions and fill in the crossword with the correct answers.

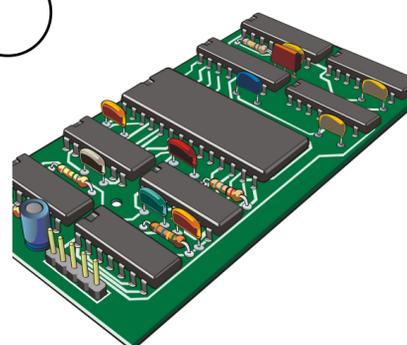
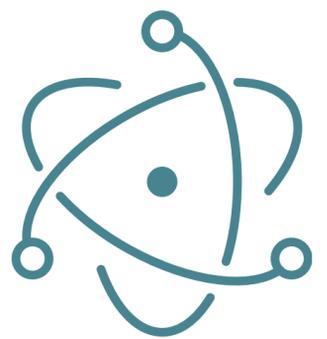
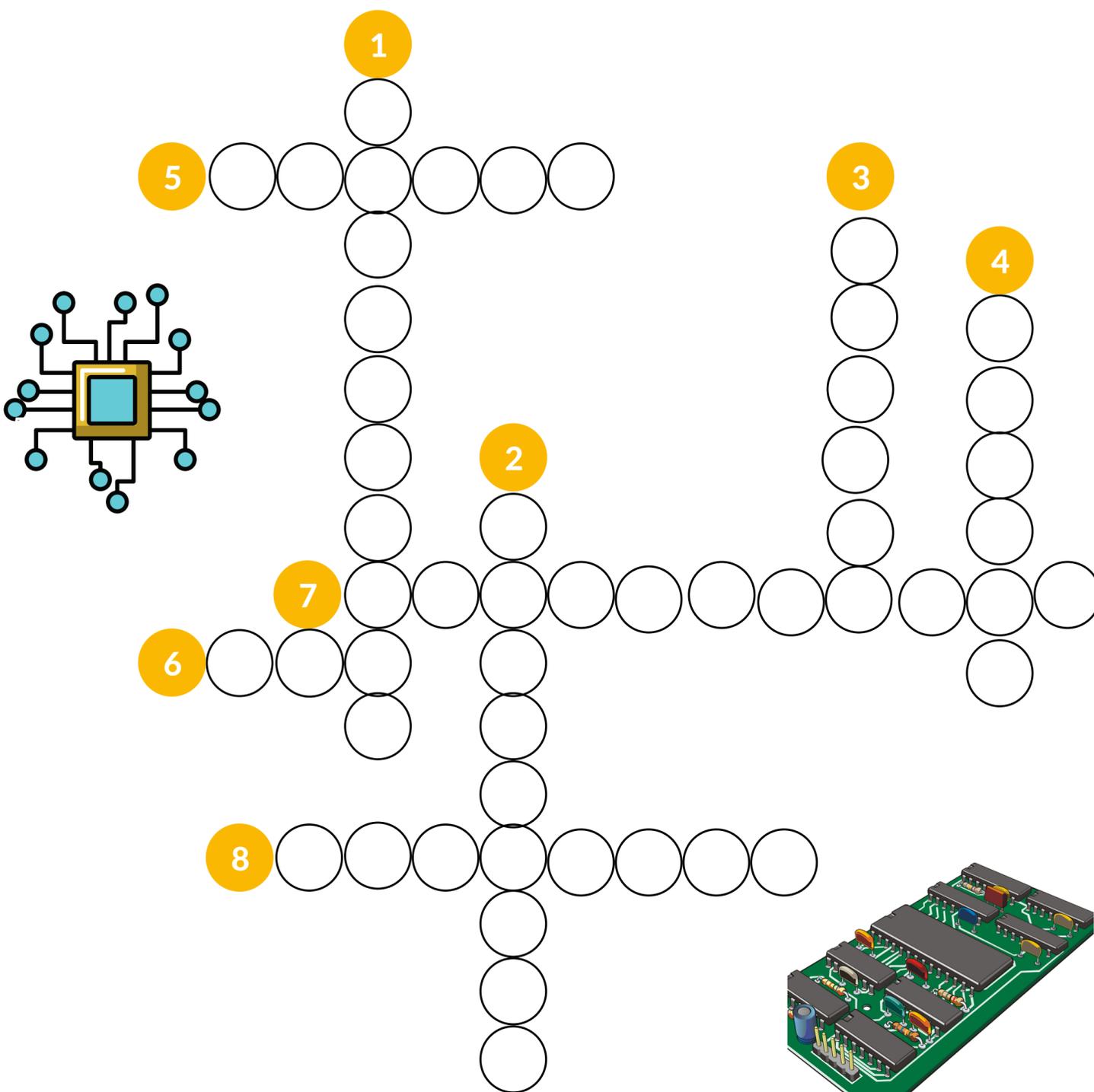
Down



Across

- 1 A Circuit that produces an alternating output current of a certain frequency determined by the characteristics of the circuit components.
- 2 A Metal tube or other device confining and conveying microwaves.
- 3 Device which stores (and sometimes displays) the number of times a particular event or process has occurred.
- 4 Audio signaling device, which may be mechanical, electromechanical, or piezoelectric (piezo for short).

- 5 Type of field-effect transistor (FET) that works by electronically varying the width of a channel along which charge carriers (electrons or hole s) flow.
- 6 Electrical instrument which is used for showing the measurement and analysis of waveforms and others electronic and electrical phenomenon.
- 7 Device that transfers electric energy from one alternating-current circuit to one or more other circuits, either increasing (stepping up) or reducing (stepping down) the voltage.
- 8 A passive electronic component that stores energy in the form of a magnetic field. In its simplest form, consists of a wire loop or coil.



- Yalini P
19BEC057

[Click here to Answer](#)

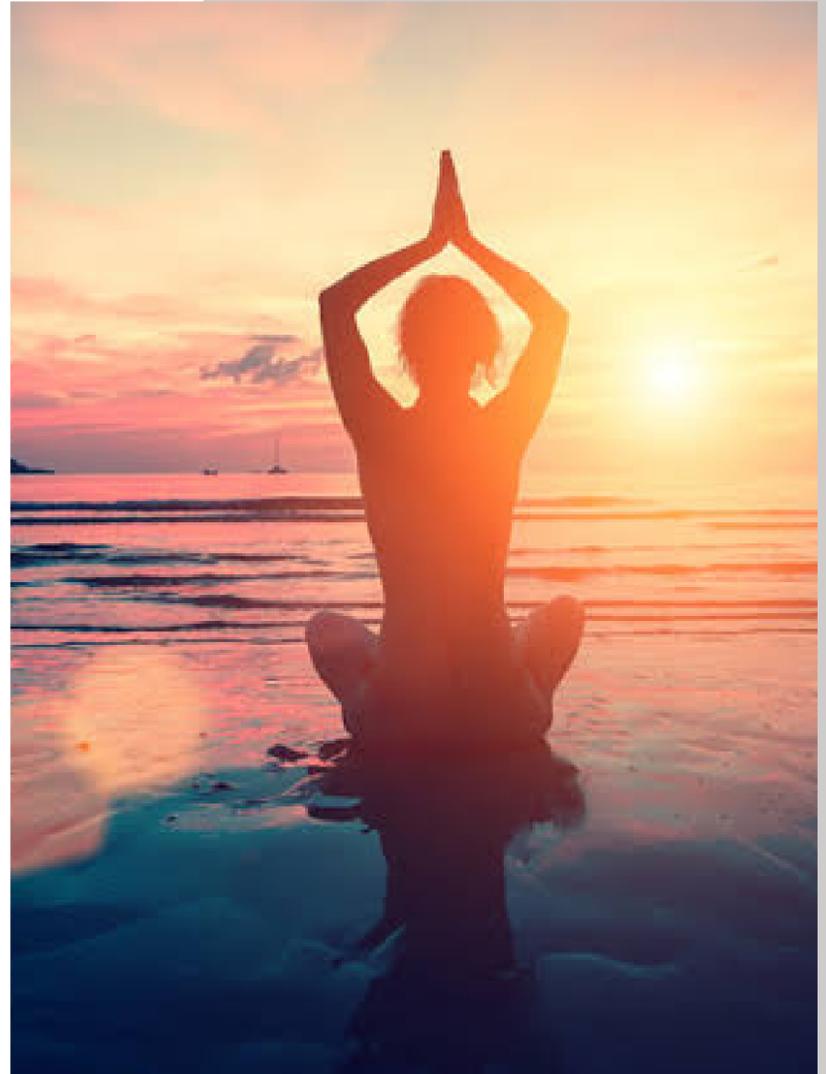
Measuring Athlete Performance With a New Kind of Sensor

The Organic Robotics Corp Company in Rochester and Ithaca, New York, introduced a new electronic device called “The World’s Shortest Elevator Pitch” for measuring muscle activity and motion for pro athletes. It uses fiber optic sensors that can be incorporated into the garments. It uses photonics technology and can be placed anywhere on the body. It is very soft and stretchable. The device helps to measure body motion, pressure, muscle activity, stretching, and so on. Rob Shepherd, is the co-founder and CTO of the company; associate professor at Cornell University for mechanical and aerospace Engineering; head of Cornell’s Organic Robotics Lab.

Sports Ministry formally recognises yogasana as competitive sport

The Sports Ministry formally recognized yogasana as a competitive sport, which will enable the ancient practice to avail government funding. Sports Minister Kiren Rijiju and Minister of AYUSH (Ayurveda Yoga and Naturopathy Unani Sidda Homoeopathy) Shripad Yesso Naik formally promoted yogasana as a competitive sport during an event. The move was made to encourage yoga, spread awareness about its benefits and help improve the physical and mental wellbeing of the people.

-Rithika S M



16 Tips for Starting and Succeeding in Your Own Business

13. Get to know investors.

If the business you are starting will need investors to grow, do what you can to find out what investors are looking for and where to find those who might invest in your kind of business. Local angel and venture capital groups are a good place to start – attend meetings they hold or meetings that investors are speaking at. Have an elevator pitch practiced so you can use it to interest investors if you get a chance.

14. Put yourself out there.

Ask for what you want (in a polite way.) I started my online business by participating online on GE's GENie online service. When I was ready to send them a proposal to run a small business area, I could not only talk about my credentials in general but point to places I was already contributing to their service. I became one of the early content providers to America Online because I picked up the phone and made a cold call. I wound up with a new consulting client after I struck up a conversation with a woman sitting next to me on an airplane. Remember, people like to do business with people they know. Get the ball rolling, and keep it rolling by continually reaching out and introducing yourself to new people.

15. Embrace Digital Marketing.

Even if you're running a local business, you need a comprehensive digital presence. At a minimum, you need a

professional-looking website, an email list that lets you communicate with customers and prospects on a regular basis and presence on the social media channels that your customers frequent.

16. Never stop learning and trying new things.

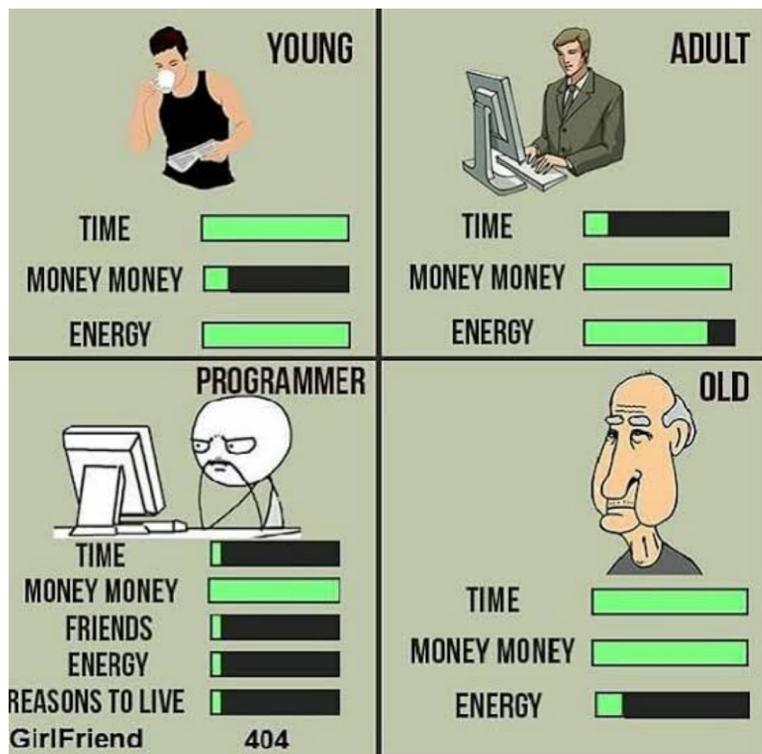
What's profitable now, won't necessarily be profitable next year or 10 years from now. So, don't let yourself fall into the "this is the way I've always done things" rut. Keep your eyes and ears open for new things. Are there newer or better ways to market your products and services? Are customers asking for something you're not offering? Is there a different type of customer you should be targeting?

- Moni Sree H

WHY DO SMALLBUSINESS FAILED ?

-  **LACK OF WORKING CAPITAL**
-  **LACK OF BUSINESS MANAGEMENT**
-  **INEFFECTIVE BUSINESS PLANNING**
-  **UNDERESTIMATE MARKETING**
-  **LACK OF PROPER RESEARCH**
-  **LACK OF EMPLOYEE LOYALTY**

MEME



EVENTS

1. Elect-Era 2K21, Coimbatore Institute of Technology, Technical Symposium, Coimbatore, Tamil Nadu, 5th - 31st March 2021

[Click here to know more](#)

2. 1st International Conference on Next Generation Computing Systems ICNGCS 2021, PSG Institute of Technology and Applied Research, International Conference, Coimbatore, Tamil Nadu, 26th - 27th March 2021

[Click here to know more](#)

3. TEDx IIT Hyderabad 2021, Indian Institute of Technology Hyderabad, TEDx, Hyderabad, Telangana, 21st March 2021

[Click here to know more](#)

4. 2nd Virtual International Conference on Innovations in Engineering and Sciences ICIES 2021, Global Conference Hub, Online International Conference, Coimbatore, Tamil Nadu, 27th - 28th March 2021

[Click here to know more](#)

- Moni Sree H

JOB OPPORTUNITIES IN ECE

Optical Communication:

- Optics Physicist
- Laser Engineer
- Machine Vision Engineer

Companies:

- Corning, YOFC, Furukawa Electric, HTGD, Fiberhome, Futong.

- Shyamala Devi V

GENERAL APTITUDE

1) A Student mark was wrongly entered as 80 instead of 50. Therefore the average of the class got increased by half. The number of students in the class is

- 15
- 12
- 10
- 16

2) If $E = z\%$ of y and $C = y\%$ of z , then which of the following is true?

- E is smaller than C.
- E is greater than C
- Relationship between E and C cannot be determined.
- None of these

3) An accurate clock shows 10 o'clock in the morning. Through how many degrees will the hour hand rotate when the clock shows 2 o'clock in the afternoon?

- 128 degree
- 180 degree
- 120 degree
- 154 degree

4) Pointing to a boy Anu said "He is the only son of my father's brother. How is the boy related to Anu?"

- Mother
- Daughter
- Grandmother
- Nephew

5) 1st January 2008 is Tuesday, what is the 1st day of the year 2009?

- Monday
- Thursday
- Saturday
- Wednesday

- Dhitchana KR

[Click here to know more](#)



EDITORS IN CHIEF:

Moni Sree H
Prasanth A