

VESIT Connect

NEWSLETTER
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Morgan Stanley Placement Process

*-by Aishwarya Chandak and
Yash Jahagirdar*

An Informative session on the placement process of Morgan Stanley was conducted by a V.E.S.I.T. alumnus, Mr. Rajat Burmi, who is currently a manager and is involved with the recruitment process. The session, held on April 18, 2017, was organized by Placement cell of V.E.S.I.T. for the third year students of Department of IT and Computer Engineering. Mr. Burmi began by focusing on what it takes to land a job in dream companies. First, he said, one needs an internship experience. He was quite aware of the fact that Mumbai University doesn't grant very big window for students to do internships program. "Working on an internship even for period of 1 to 1.5 months gives you closer exposure on how design process is important and how projects are managed on industrial levels. You also get to work under professionals which is a great experience." he said.

Second, according to him, is the importance of problem solving on coding platforms like 'Hackerrank' and 'Codechef'.



Mr. Rajat Burmi addressing students regarding Morgan Stanley placement process

Morgan Stanley will be conducting a test which will include aptitude and coding problems on HackerRank. That's why it is essential for students to practice these kind of problem statements on coding websites. He also emphasized on competitive coding. He explained the various shortcomings of students when it comes to competitive coding.

Third, he stressed on handling scenario based problems in an interview. A short exercise was performed as an example for students. The problem was - to design an UBER app from scratch. The students actively participated in this discussion. The last point was regarding the crucial core subjects that students should revise in the vacation. He also spoke about the importance of doing college coding assignments. He stressed that students must have thorough knowledge of Analysis of Algorithms and Data Structures, Operating Systems, Database Management and programming languages like JAVA, C++ and C.

Before the program ended Mr. Burmi patiently answered all the questions put forward by the students; about different rounds of the placement process for the companies, importance of projects, handling telephonic interviews. It proved to be an enlightening talk for the students, wherein they understood the points they need to focus on, in order to prepare for the upcoming interviews.

Nomura Seminar

*-by Yash Jahagirdar and
Siddhesh Hindalekar*

An informative seminar on Fintech was conducted by Nomura on 20th April 2017 in VESIT auditorium. Three personnel from Nomura, Powai were present to conduct this seminar.

The session began with one of the personnel, Mr. Vikas, taking about the history of Nomura. Nomura is an Asia-headquartered global investment bank with an integrated network spanning over 30 countries. It was founded in Japan in Tokyo. It is the second leading bank in Japan having a market share close to 50 percent.

The session was further continued by Mr. Rasik Patel. He began with briefing about Nomura's culture and strategy. Nomura has a Tier 1 Capital, which is a strong suite if any bank has it. Nomura follows the Japanese culture which reflects in their strategies as they hold patience and long oriented business development as their key to success.

Mr. Rasik Patel further continued with the presentation which was based on Fintech Technology. There are many applications of Fintech Technology, some of them are, Robotic Process Automation which is applicable in high volume, low complex process and also highly rule driven, Blockchain, Artificial Intelligence, etc. He further explained about Blockchain and Artificial Intelligence in detail.

He also explained the Bitcoin concept. Bitcoin was the first electronic payment system. Its underlying technology is called Blockchain. Blockchain has its application in KYC (Know Your Customer) and ISDA contracts. Artificial Intelligence has its application in NLP (Natural Language Processing) and NLG (Natural Language Generation). He then stated the four areas Nomura Powai is currently working on. They were Robotic Process Automation (RPA), Nomura Acceleration Program (Voyager) Nomura India Entrepreneurship challenge (NIIC) and Nomura Innovation Center(NICE).

Mr. Vikas went on to explain in short, about the programs that will be conducted by Nomura in VESIT and also gave the tentative dates for the events. The

Nomitech Event (Coding Competition) will be briefed in the month of July and the Hiring and presentation part will be done in the month of August. The seminar ended by a round of question-answer session which witnessed huge involvement and interest of students.

UNBLOCKING WITH THE BLOCKS

-by Rohit Sreedhar

On 7th April, 2017 VESITIANS were fortunate enough to be given a lecture by an eminent Professor from MIT. Dr. Abel Sanchez had flown over all the way to educate us about the concept of block chaining and how the economic face of the world would change with its prosperity. The session was also graced by Mr. Sandeep Rai Sharma, Managing director of Accenture. He addressed the students and spoke to them about the various aspects of the industry. He also gave in a deep insight into how Accenture has grown over the years and various prospects it has for its employees and aspirants. This event was hosted by the placement team of VESIT in coordination with the staff. Mrs. Shireesha Yeddu was the MOC for the day. The session had students in full attendance, both in the seminar hall and also in the library, where there was live-streaming of the session. After Mr. Sharma's session, Dr. Sanchez took to stage and warmly addressed the students. He went on to explain in depth about the advent, progress and scope of block chain and bitcoins. With suitable aids he had the students educated about how these are conducive to decentralized transactions and offer a global, yet secured view of monetary dealings with bitcoins. He answered all queries patiently and cleared all doubts put forth by various students and staff members pertaining to the subject, making the seminar in all, a fulfilling and enriching experience.

Learning through experience: At the Microsoft premises

-by Padmaja Kollé

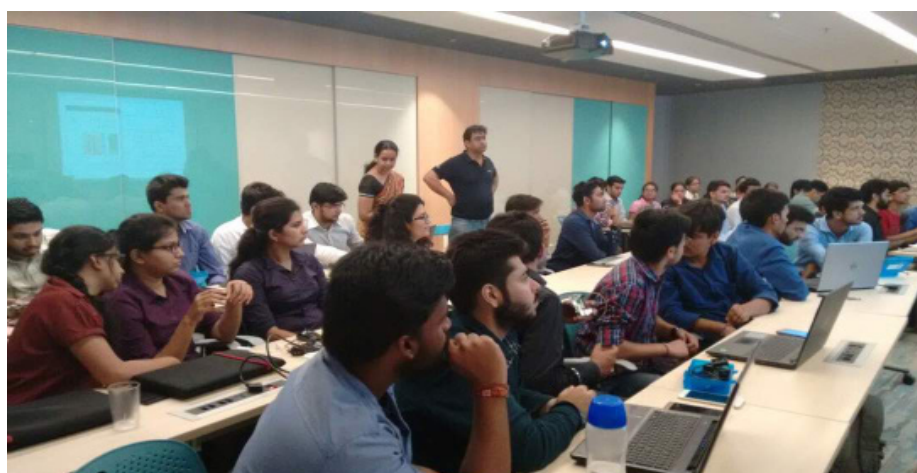
An industrial visit (IV) to the Microsoft Office at Santacruz was arranged on 1st of April, 2017, for the Third Year students of Computer Department. The purpose of the IV was to conduct a workshop on IoT (Internet of Things). The workshop was scheduled at 4 p.m. the same day. The students arrived to a welcoming ambience and were apprised of the agenda for the day.

The students were divided into ten groups. Each student was given a username and a password. Each group was given a raspberry pi to work upon and were given instructions. The purpose of the workshop was to implement a buzzer and to store and display the count of buzzes on the cloud interface. Faculty members, Prof. Priya R. L. and Prof. Lifna C. S were present to help the students.

Students were given refreshments after completion of the project. Overall, the experience proved to be an asset for the students interested in learning more about Internet of things. The session wound up with a photo session.



Prof. Priya R. L. and Prof. Lifna C. S with students at the Microsoft office



Students working with Raspberry Pi, learning concepts of IoT

VESIT Voice

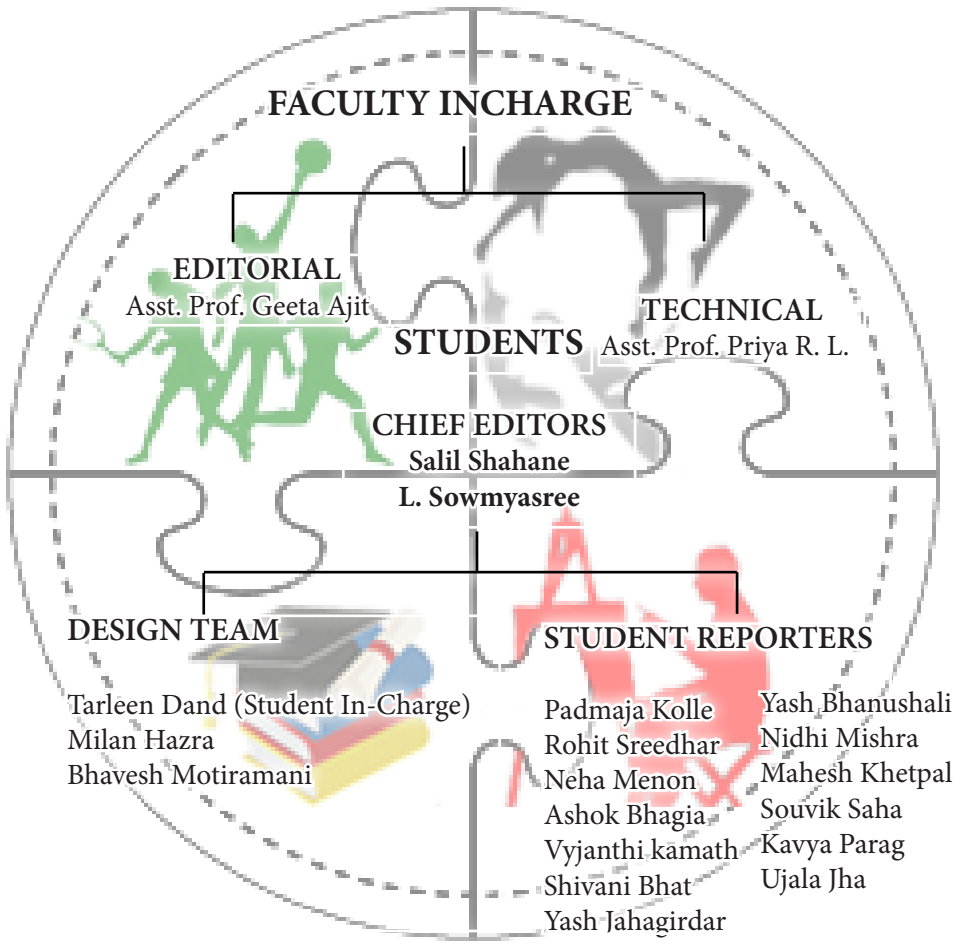
-by *Salil Shahane*
L Sowmyasree

“Goodbyes are not forever, goodbyes are not the end. They simply mean we’ll miss you until we meet again!”

These lines come to mind as we officially sign off, with this issue, as the editors of VesitConnect. It has been an amazing experience full of ups and downs, twists and turns but more than anything a fulfilling one! We would like to take this opportunity to thank Prof. Geeta Ajit and Prof. Priya R.L for guiding us throughout and believing in us even when we let them down by not meeting those dreadful targets and deadlines! This has always been a team effort and all the reporters and designers worked day in and day out to bring that newsletter on the stand, although a month late, sometimes. But it was the time spent perfecting the newsletter so that the readers get the best to read. All the staff members were equally cordial while giving us any information that we needed. Mr. Vikas Pange deserves a special mention for his timely help with providing the necessary information as and when we needed it even at the eleventh hour. Last but not the least, all you readers are to be thanked the most for without you, VesitConnect would not have received the recognition it has.

As you all gear up for your final exams, we bring you a little relief as we present you the April issue of VesitConnect. This issue features an article on Sort cleanup drive, a periodic activity of the SORT council. MIT lecture was scheduled for all the students of VESIT to listen and learn from one of the leading technological institute’s professor. Senior engineers from Microsoft delivered a lecture on latest business intelligence tools at the I.V. conducted in their premises. A short report on that event is published here. Morgan Stanley and Nomura, the high paying recruiters of VESIT had a pre placement interaction with the students. The event finds a highlight in this issue. As the final year students bade a final adieu to VESIT, a farewell was arranged to celebrate their four years at VESIT. The BE farewell is covered in this issue. IEEE-Vesit arranged an annual symposium in this month to felicitate all the winners of myriad competitions it had held all around the year. And as the tradition goes, this issue features Vesit Diaries where we bring to you another interview from another dynamic alumnus of Vesit, Mr.

The ‘VESIT CONNECT’ Team



Nikunj Sureka. The regular columns of musings and expressions and student speak continue to bring out the creative genius in the students. With this we conclude our memorable journey of two years at Vesit Connect right from its inception and hand over the reins to our capable and efficient successors. We hope you will continue reading the newsletter and making it more popular than ever. Happy reading!

The Good in Goodbye.

-by *Vyjayanthi Kamath*

With the batch of 2013-2017 closing this year, the farewells (for all departments) were held on April 22, 2017 and was organised by the third year students of the respective branches.

Department of Electronics

The ETRX farewell was held in the auditorium and later in the amphitheatre. Clive Aaron D’Souza was the host of the event and performed a stand up act as well. Chinmay Karandikar, Sai Prasad Bahulekar, Mayank Harwani and Jay Anjankar gave individual speeches highlighting memories and experiences they had during their years in the college. Viraj Bapat, Krishna Munshi and Shivkumar Krishnamurthy delivered enthralling musical performances that had everyone hooked. They organised a medal distribution ceremony followed by Best Student of the Batch award that went to Tamanna Rupani (D16 A). The class recreated the dance from their earlier Flash Mob and then headed to the Amphitheatre to cut a cake and have snacks.



Class D16 - ETRX in the auditorium



D17 - CMPN Students in auditorium

Department of Computer Engineering:

The farewell for this department was held in the Auditorium and hosted by Deesha Ramchandani, Mukul Ramchandani, Shraddha Bhinge and Shashank Agnihotri (all from D12). They gifted “Certificates of Biidaaie” to each of the students and put together comic plays and skits along with an Award distribution ceremony with amusing titles like Mr. Assignment, Ms. Make-Up, Most Absent Student, Selfie Queen and King etc. Deesha Ramchandani, Vickey Melwani, Raj Sahu, Vidula Sawant, Manasi Karale, Purva Desai and Swastik Sharma entertained everyone with remarkable dance performances.

Department of Instrumentation

It was hosted by Shantanu Pawar, Pranit Kotgire and Chaitanya Kulkarni (both from D13) in classroom 119. The BE students also organized a send-off for their teachers. The juniors put together few comedic acts and an award and memento distribution ceremony.

Akshay Rathi and Saurabh Nadge (both from D18), performed an impromptu drama centered on their teachers.

Prof. Nagananda was a special guest and delivered a tremendous speech.



Instrumentation Final Year Students

Department of Electronics and Telecommunication

The farewell for this department was held in the Auditorium with Ayush Shambuwani and Anirudh Madhavan as hosts.

Deep Talreja, Ramanathan Iyer, Avishkar Chawla and Vishal Ganjwani delivered nostalgic speeches recollecting their memorable moments during their years in this college.



Final Year Batch of Electronics and Telecommunication

Department of Information Technology:

The IT farewell was held in Room 524 with Raghav Jhavar, Sushil Kogta, Jayesh Motwani and Karan Murpana (all from D15) as hosts.

They put together an award distribution ceremony with comical titles like Teacher's Pet, Class Scholar, Most Absent Student etc. and gifts were awarded to the winner of the nominees.

Each student was gifted a memento; the class photo of all students along with the entire IT staff.

Two students, Shreyash AP and Vishal Vishwakarma (both from D20), spoke about their experiences from the previous years.

Ameya Parab and Nihar Karle (both from D15) were the photographers for the entire event.

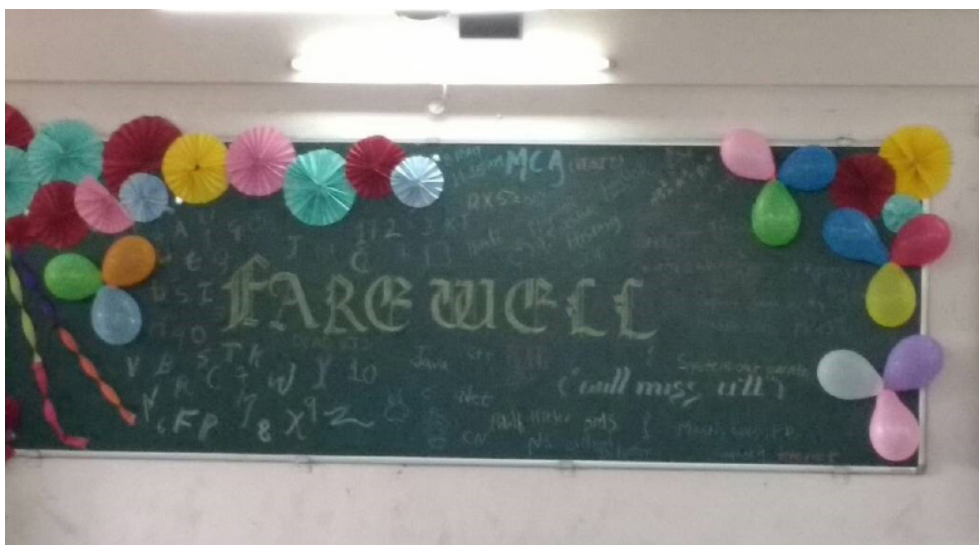


Class of D20 - IT

Department of Masters of Computer Application

The MCA farewell was organised by Vijay Singh, Pawan Patil, Ayush Shukla, Ankit Ayyar and Santosh Patkar (all from MCA - Second Year, Afternoon Shift) in the Engineering Drawing Hall.

The MCA HoD, Prof. Nishi Tiku, and Deputy HoD, Prof. Shivkumar Goel gave a speech, welcoming the students and wishing them best of luck for their futures.



MCA Classes decorated with messages from all students in the batch

The MCA staff even put together a delightful video.

The final year students wish to convey their sincere thanks to the Principal, Dr. (Mrs.) J. M. Nair and all teachers who have put in their precious time and effort in teaching and guiding the students for the past four years.

Our heartiest congratulations to all the VESIT Batch of 2017.

We wish you all the very best for your future and May you find success in every step you take!

SOCIETIES

IEEE Symposium - MELANGE 2017

All the year long, students from various societies worked hard in events, participating and attending workshops. Every one amongst us tries to get an entry for the various symposiums conducted by the respective societies.

On 1st of April, IEEE members and Council had reserved their day for the very much anticipated symposium- MELANGE 2017. The event was conducted in the auditorium. All the council members had suited themselves up in proper formal, ready with their presentations and filled with excitement.

Each member was awarded with a variety of goodies by the Council before entering the auditorium, which ensured a smile from everyone. The goodies included IEEE bags, folders, pouch, various technical things and a variety of coupons as well as food coupons for the day.

Unfortunately, during the event, the power went off and everyone panicked. But the situation was soon brought under control by the council. The members were shifted to the auditorium and the event continued smoothly.

The event started with a few inspirational speeches by the senior students, where they spoke about their life, education and experience. After that the awards and prizes for various events were distributed. The gifts comprised of useful gadgets which made the members very happy.

The food served later included sandwiches, stuffed rolls, everyone's favorite Italian cuisine including pizza and pasta. The deserts included two scoops of ice creams which once again brought out the smile on their faces.

On the whole, the event was successful in every aspect despite the obstacles that came along. The Managing Committee put in all their management skills to make Melange memorable and successful.



Glimpses of IEEE Symposium: Students felicitated with prizes and certificates

COUNCILS

SoRT - Cleanup Drive


-by Ujhala Jha

Swachh Bharat Abhiyan is a cleanliness campaign run by the government of India and initiated by the Honourable Prime Minister, Narendra Modi. It is a cleanliness drive aimed to cover 4,041 statutory cities and towns all over India in order to clean the streets, roads and other infrastructure. Students of VESIT aptly reviving the ongoing “Swachh Bharat Abhiyan” with help of SoRT community, kick-started the cleanup drive which was held on 3rd March 2017, at Chembur Railway Station. The event, which was held as an initiative to raise awareness towards importance of cleanliness and effective garbage disposal, was attended by around 200 VESITian’s along with VESIT Staff members Prof Sabnis and Prof Mayur Narkhede.

Armed with brooms, disposable bags, plastic gloves and masks, the enthusiastic army of volunteers meticulously covered the station, roadsides and at the same time made the local people aware of the severity of the problem of waste disposal dilemma in India. The cleanup mission which was held in collaboration with Chembur Municipal Corporation and Maharashtra Nasha-bandi Mandal also aimed to create awareness about sexual harassment, road safety, child labor and drug abuse. Mr Amol Madame from Nashabandi Mandal who were the chief guest for the event, motivated and appreciated the students for their resolve towards the mission.

With active participation and relentless effort, the enthusiastic volunteers steered the cleanup drive successfully, which in turn was supported by the VESIT SoRT team, Municipal Corporation and members of the cleanup group. After the proper disposal of waste, arrangements for distribution of the refreshment to the volunteers was made by the college. The event was covered by some of the newspapers like Divya Bhasjarm DNA, Gujarat Samachar, Mid Day, The Hindu, Navbharat Times, etc.

IN BRIEF



Picture for representational purpose

Chembur station to be beautified again

Close to 300 students from Vivekanand Education Society's Institute of Technology will be participating in a cleanup drive at Chembur station on Thursday. The initiative is organised by the institute's social responsibility team. In 2015, the students had adopted Chembur station and this is the third year they are working on maintaining it with the help of M Ward and Railway officials. They will be painting the station walls, ticket windows, and bridges and cleanup the platform including the ticket counter. The activity will commence at 10.15 am.

DNA PG NO 04, 06 April 2017



વિદ્યાર્થીની કેન્દ્રી સ્વચ્છતા

વિદ્યાર્થીનીઓએ આ સ્ટેશન વિસ્તારને ૨૦૧૫થી ક્ષત્ર કીધો છે ત્યારથી નિયમિત પસે સ્થાનિક સેવાઓ અને વિદ્યાર્થીઓ સ્વચ્છતાની જવાબદારી સંભાળી રહ્યા છે. ઇન્સ્ટિટ્યૂટના આચાર્ય ડૉ. જે.એમ. નાપર અને સચિવ કિનેશ ત્રિહિસિયાનીએ વિદ્યાર્થીઓના અભિયાનની પ્રશંસા કરી પ્રાસંગિક એમ વોર્ડના અધિકારીઓએ મદદ કરી હતી.

Lokmat (Hello Mumbai) PG NO 01, 07 April 2017

Students undertake mass cleanliness drive

By A Staff Reporter

The students of Vivekanand Education Society's Institute of Technology (VESIT) yesterday conducted a massive cleanliness drive at the Chembur railway station and in its surroundings. Around 200 engineering students participated in the drive and were helped by the railway and the Brihanmumbai Municipal Corporation (M Ward) officials. Their aim was to get rid of the filth spread across the station and spread the message of a garbage-free Mumbai. The students interacted with the public and made them aware of the importance of not spitting and maintaining cleanliness in public places. Also, the students displayed some placards and boards to educate the public on various issues like tree plantation, drug abuse, road safety and organ donation.



More than 200 Engineering students of VES Institute of Technology participated in the cleanup drive at Chembur Railway Station, yesterday.

Talking about this initiative, the Principal of VESIT J.M.Nair said, "Our students have been self-inspired to undertake this drive. Cleaning public places and beautifying our surroundings is important for the well-being of citizens. The student fraternity from across the city should increasingly participate in such community initiatives, with a zero-tolerance policy towards the garbage."

Afternoon PG NO 05, 07 April 2017

વીઈએસઆઈટીના વિદ્યાર્થીઓ દ્વારા સ્વચ્છતા અભિયાન



મુંબઈ : વિવેકાનંદ એજ્યુકેશન સોસાયટી ઇન્સ્ટિટ્યૂટ ઓફ ટેકનોલોજીના ૨૦૦ થી વધુ વિદ્યાર્થીઓએ સ્વચ્છતા અભિયાન અંતર્ગત ચેમ્બુર સ્ટેશન અને તેની આજુબાજુના પરિસરની સ્વચ્છતા કરી હતી. વિદ્યાર્થીઓના આ અભિયાનમાં રેલવે અધિકારીઓ અને જુહાપુરા મહાનગર પાલિકાના એમ વોર્ડના અધિકારીઓએ મદદ કરી હતી.

Janmabhoomi PG No 09, 11 April 2017

સિટી ન્યૂઝ ૩



સાથી હાથ બઢાના

વિવેકાનંદ એજ્યુકેશન સોસાયટી ઇન્સ્ટિટ્યૂટ ઓફ ટેકનોલોજીના અસરે ૨૦૦થી વધુ વિદ્યાર્થીઓએ છઠ્ઠી એપ્રિલના બીએમસીના વોર્ડ એમ અને રેલવે અધિકારીઓની મદદથી ચેમ્બુર રેલવે સ્ટેશન પર સ્વચ્છતા અભિયાન હાથ ધર્યું હતું. આ અભિયાન દરમિયાન વિદ્યાર્થીઓએ સ્ટેશન પરિસરની ઈ વાલોને પેઇન્ટ કરી હતી અને ટિકિટ કાઉન્ટર અને પ્લેટફોર્મ પર સાફ-સફાઈ કરી હતી. ઉપરાંત પ્રવાસીઓ સાથે સંવાદ સાધીને સ્વચ્છ સ્ટેશન પરિસર, રોડ સેફ્ટી, વૃક્ષોરોપણ, અપચય દાન અને જાગૃક્તા લાવવાનો પ્રયાસ કર્યો હતો. (અનંક પારકે)

Mumbai Samachar PG NO 03, 07 April 2017

કે. જી. નેશન ૪૨ નંબર ૨૧૧૦

VESIT students embark on mass cleanliness drive at Chembur station



Background story continues to bring the best practices of the "Swachh Bharat" - "Swachh Bharat" campaign into reality, more than 200 engineering students of Vivekanand Education Society's Institute of Technology (VESIT) joined in the voluntary cleanliness drive at Chembur station and its surroundings. The students were helped in their efforts by officials of Railway and M Ward of Brihanmumbai Municipal Corporation (BMC). The students have adopted the station since 2015 and have initiated regular cleanliness drives to help the station and spread the message of a garbage-free Mumbai among the masses.

"Our students have been self-inspired to undertake this drive. Cleaning public places and beautifying our surroundings is important to maintain public health and well-being for all. The students from across the city should increasingly participate in such community initiatives, with a zero-tolerance policy towards the garbage," said VESIT principal J.M.Nair.

Students of VESIT also interacted with members of the public and made them aware of the importance of not spitting and maintaining cleanliness in public places. They also carried placards which had been printed with public notice and printed and also displayed placards and boards to educate the public on various issues like tree plantation, drug abuse, road safety and organ donation.

Swachh Bharat Mission (SBM) is a national-level initiative to clean and green India. This is just a small effort on the part of our students to get our environment clean and green. During the drive, the students will also carry out the cleanup in the station and in the surrounding areas. It is not long before the long-awaited dream of a clean and green India is realized into reality, said VESIT principal J.M.Nair.

PROJECTED BY: **મિલિટરી પ્રતિષ્ઠિત અને વિશ્વસનીય નામ**
મન ઇન્ફ્રા કન્સ્ટ્રક્શન લિ.
"આકોષર ઉદ્ધાર" સોથી મોટું
ટાઉનશીપનું ભવ્ય આરંભ
GHATKOPAR
AVENUE
1BHK | 2BHK | 3BHK
ALL URBAN, SATISFIED, COMFORTABLE

aaradhya|nine
GHATKOPAR-EAST

મોડર્ન એપેનીસવાલા બંધાતા ટાઉનશીપના ભવ્ય ટાવરમાં
૧/૨/૩ બેડરૂમ હોલ ફીચરના કલેડો OC સાથે મળશે.
પૂર્ણ સુવર્ણ / ૬૫૦ થી ૧૨૦૦ ચોરસ ફીટના પ્રદેશોમાં
મહાનગર પાલિકાના ટ્રસ્ટીઓ, નિર્માતાઓ અને સરકારી અધિકારીઓ સાથે
મહાનગર પાલિકાના ટ્રસ્ટીઓ, નિર્માતાઓ અને સરકારી અધિકારીઓ સાથે
મહાનગર પાલિકાના ટ્રસ્ટીઓ, નિર્માતાઓ અને સરકારી અધિકારીઓ સાથે

RESPECT & RESPOND TO THE ENVIRONMENTAL NEEDS
CTC: 9820000608 MCL Sales Help Line
શીલ્પ સેલ પર્સન

Mumbai Samachar PG NO 03, 07 April 2017
2017 Voice of Ghatkopar PG NO 05, 07 to 13 April 2017



Navshakti PG NO 03, 07 April 20172017



Navbharat (Mumbai Plus) PG NO 03, 07 April 2017



The Hindu (Mumbai Local) PG NO 01, 07 April 2017



Maharashtra Times PG No 05, 07 April 2017



Gujarat Samachar PG NO 12, 07 April 2017



Maharashtra Times PG No 05, 07 April 2017



Divya Bhaskar PG NO 03, 07 April 2017



Dabang Dunia PG NO 02, 07 April 2017

VESIT Diaries

-by Padmaja Kollé



Mr. Nikunj Sureka

Mr. Nikunj Sureka graduated from VESIT from the Instrumentation branch in the year 2004. He is currently working as a Senior Product Manager at AdTech (Digital Advertisement Tech) Startup. He started his journey by working with Media producing documentaries for CNBC. Later he decided to learn Software and landed in AdTech (Digital Advertisement Tech) Startup. He has been in the AdTech space since the last 8 years, and is currently working for a US based Publisher, where he handles their AdTech Products.

1. Tell us something about your college life

VESIT was the time of life where I had the greatest fun, while struggling with assignments and exams. While VESIT was one of the sternest and disciplined institution back in those days, we always found ways to enjoy ourselves. I met the most amazing people and till date the friends I had in that small Quadrangle in the old Engineering building remain my best friends.

2. Share a glimpse of your personal life

Still a geek at heart I spend my time playing Video Games, watching movies and always on the hunt for good food and interesting places to visit. I spend a good amount of my weekends Hiking and camping in the wilderness as well.

3. How important, according to you, are interpersonal skills at professional level? Do academics and interpersonal skills go hand in hand?

I would say Interpersonal skills are way more important than academics. Of course, it depends entirely on the field you are in. But it's very true in Software. My job is more about convincing the entire company about why we should build a product as opposed to building a cool product. The higher up you go the most you have to concentrate on your people skills. Developing empathy and understanding the social and emotional queues that drive and motivate people are the best qualities you should aim to learn.

4. Is it necessary to have a full proof plan for your career from the beginning itself?

I am the wrong person to ask this question. I have never been sure about anything. I bounced from a Tech field to Media to Software. I have always been on the hunt for next interesting thing to do. Although switching fields is a risky proposition, it forces you to learn and grow. From my experience, having a never ending enthusiasm and drive to achieve your Goals is more important than any plan you make.

5. What made you change directions and pursue a career in software?

Our Engineering courses (non s/w majors) give us a flavor of what software can be like, but not many of us pursue it further, including me. For me, the true source of interest in programming was in my Final Year project, where there were four of us working on a MatLab based image processing algorithm that would help us do Medical Imaging compression more efficiently. I was the weak-link of that team and the only contribution I made was provide the logic for the algorithm. My team was nice enough to do all the work without ratting me out.

Later in life, when I was working as a Producer for CNBC TV18, I was always curious to know more about programming and tech around Internet. All my attempts to do a part time programming course didn't materialize as there were very few and any official ones required you to have a background in Computer Science. I ended up enrolling in a full time Masters course in US partially because I couldn't find any interesting course in India and partially because I didn't see myself being a Producer for the rest of my life (although it was a lot of fun)

6. What challenges did you face at the initial stages of your profession?

At first, getting my foot into the room was a big problem. In 2009, US was just coming out of recession and jobs were hard to come by. Living in an alien country, managing your expenses while dealing with a huge loan was another challenge. I was lucky to find random odd jobs by which I lived on a hand to mouth existence for almost a year. Cultural differences and Communication skills were a huge factor for landing a job.

Once I had a stable job, I made a lot of mistakes and disappointed many of my colleagues (I almost got fired for bringing down their production database a few times in first 3 months). But I learnt a lot in the process and I wouldn't change that for anything. In retrospect, I would say; be BOLD, take risks and don't be afraid of messing up; that's the best service you could do for yourself.

7. How was your professional journey till AdTech?

Well, this might be interesting to know...

- As soon as I graduated, left all the On Campus interviews and went on a 2 month long backpacking trip (best decision ever)
- I accidentally joined a call center (accidentally because I was accompanying a friend to a Call-Center Job fair and ended up being offered a job with a hand written resume)
- Through a friend, I found an opening in the broadcasting department at CNBC and later, switched to media
- Got bored of backend tech broadcasting stuff and switched to production team within CNBC making documentaries (random ones that air on weekends)
- Got bored there and applied for a Masters in Information Systems
- Finished my Masters in Boston
- Worked as a tester as part of an internship while studying in Boston.
- Worked for a Medical devices company fixing some of their website problems as a Web Dev
- Worked for a Medical research Software Company as a QA
- Worked for Northeastern University as a data manager for their International Students department
- Worked as a waiter when I couldn't find means to pay my bills.
- Then by sheer luck (This is another very interesting story) ended up talking to this 15 person Mobile Marketing startup in Boston and got hired as a Client Engineer. This was my introduction to AdTech.

8. Can you tell us more about AdTech?

AdTech: Digital Advertising Technology.

In simple words all the technology and business processes involved in doing Advertising in the digital space. Think of it as the process we used to have for placing NewsPaper Ads. The exact same process on Websites, Apps and all other connected devices but with lot more automation, tracking, measurement and creativity involved.

When I first got introduced to AdTech, the scale and complexity of the technology and the amount of money that big brands pour into this space was mind blowing for me to say the least. Anyways back to explaining this industry. Although now we deal with millions of events and data points every 1/100th of a second to figure out how to match an Ad to a User and how much money the advertiser has to pay for it, the simplest use case is still the Newspaper Analogy.

Let's talk about that further...

If you had to place an advertisement in a newspaper, you would call the newspaper and depending on the real estate availability and size of the advertisement they will give you a fixed quote and you would agree to pay it and your Ad gets placed.

In the next stage of evolution, the Newspapers start outsourcing this Ad Filling process which give rise to Agencies. These Agencies act as middle men for the newspaper; where they handle the headache of finding Advertisers and in return take a fee in the process. Soon, all kinds of agencies spring up over a period of time, which would act as a mediator between the newspaper and the advertiser.

In case of Digital ads, the Newspaper is called a Publisher (Website, App or any connected Device). The Agency bucket is split into countless parts with every company providing one unique functionality or a set of functionalities. The Advertiser stays as the Advertiser. The only difference being, the Advertiser doesn't have to pay a penny more than he should and the publisher cannot charge a penny less than what he can. And all the people in the middle are enablers who charge a fixed amount or have a share in the transaction for providing their services.

That one simple phone call has been replaced by real time Multi Auction systems where all of the auctions happen with countless buyers bidding on an impression for an individual device (equivalent to a space for ad on a newspaper) in less than 1/100th of a second, Super precise user targeting and tons and tons of analytics and automation tools that help make this transaction more and more efficient and lucrative for the advertiser and/or the publisher.

9. Tell us how important is it for an engineer /engineering student to have a life beyond technology? (Importance of hobbies in one's life)

Well, I will say that enrolling in an Engineering school was one of the best things I did for myself in terms of training myself to learn things the right way. But I don't really use any more than 5% of what I learnt in my work. A very important skill to gain in life is how to focus on what's important and how to be smart and efficient about reaching your Goals. With limited time and so many courses to master, Mumbai University does a great job of teaching precisely that skill. In terms of hobbies, one advice I wish I listened to while I was in school is "ALWAYS FOLLOW YOUR PASSION" and do what you love. Only your passion and strive can bring you success.

10. Can you throw some light upon the activities students can do from the beginning which will help them mould their career?

One thing I wish I had concentrated more on while in school was Interpersonal and Communication skills. Put yourself out there in all kinds of events. Go for meet ups and find opportunities to learn anything new. Always look to test your boundaries. A good level of self-awareness can take you a long way.

11. Any message for the new generation at VESIT!?

Do what you love and never stop improving and learning.