Bhagwan Parshuram Institute of Technology

Computer Science and Engineering Department

Newsletter - July 2022

"Education is simply the soul of a society as it passes from one generation to another"
– G.K. Chesterton

Education in a discipline helps people think, feel, and behave in a way that contributes to their success and improves their lives and the community. In addition, education develops human personality, thoughts, and dealing with others and prepares people for life experiences. It makes us role models in society for guiding people in decision-making. The Department of Computer Science and Engineering of BPIT has always aimed at reconnecting students to education as a meaningful and valuable part of their lives, transforming their lives, and shaping their careers and personalities. Providing an abundance of opportunities to learn and excel by conducting international webinars and conferences for the academic fraternity, researchers, and students.

Department's Vision

To emerge as a center of excellence producing globally competent and morally sound professionals in the field of Computer Science & Engineering who will practice commitment to their profession and dedicate themselves to the service of mankind.

Department's Mission

To develop state-of-the-art laboratories providing relevant practical inputs to students.
To provide a strong knowledge base to students in the area of Computer Science & Engineering and to train them as per requirements of industries and research organizations.
To facilitate institute industry interaction to the benefit of stakeholders and to motivate teachers for continuous improvement of their academic standards.

PILLARS OF BPIT

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DEPARTMENT & ITS RESOURCES

With technology becoming increasingly integrated into every aspect of society the college provides education in the field of Computer Science. Computer Science & Engineering department has been dedicated to research and teaching. It provides a conducive environment where students are prepared to innovate, solve problems. The department coordinates career opportunities for its students with industry and government agencies. The department has diverse professional faculty members pertaining to different academic backgrounds to deliver and bring the best out of students.

RESOURCES

We have well-equipped labs in different domains for general programming and computational purpose. These are listed below:

1. Computer Fundamentals & Programming Lab
2. Network &Security Lab
3. Database & Data Mining Lab
4. Project Lab
5. Soft Computing Lab
6. High Performance & Ubiquitous Computing Lab
7. R & D Lab
8. Robotics & Embedded System Labs

To enhance the mastery of subject matter and collaboration of technology, the department aims to involve the students and faculty to build innovative applications in the areas of :

* Machine Learning
* Deep Learning
* Computer Vision
* Mobile Development
* Natural Language Processing
* Cyber Security.

It is imperative to have knowledge-driven growth based on innovation. Keeping this in view the students can perform their research work in various areas of computer science and technology.

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HIGHLIGHTS OF THE DEPARTMENT

🏅 Activities / Achievements of Faculties

- Ms. Deepti Jain has published one National Patent.

- Dr. Bhawna Suri has successfully completed with silver medal, NPTEL Course on 'Python for Data Science' with a consolidated score of75%.

- Dr. Shweta Taneja has also successfully completed with Silver Medal, NPTEL Course on 'Python for Data Science' with a consolidated score of76%.

- Dr. Suman attended 5 Days FDP on Artificial Intelligence, Machine Learning and Network Security organized by Tecnia institute of Advanced Studies from 3rd May 2022 to 7th May 2022.

- Dr. Vishal Khatri was the Guest Editor of the SCIE Journal titled- 'Intelligent Automation & Soft Computing' of Tech Press

- Dr. Charu Gupta was the Guest Editor of the following books
– "Knowledge Engineering for Modern Information Systems: Methods, Models and Tools" , DE GRUYTER,
– "Machine Learning and Data Science: Fundamentals and Applications " to be published by Scrivener Publishing in collaboration with Wiley [Ahead of Print].

- Dr. Charu Gupta Delivered the Guest Lecture on - 'Evolutionary Computation: A closer look with Differential Evolution and its application', Netaji Subhas University of Technology, April 2022

- Ms. Mugdha Sharma has been awarded Ph.D. degree from Amity University, Noida

- Ms. Palak Girdhar Successfully defended Pre-Ph.D. viva and submitted the thesis.

🏆 Activities / Achievements of Students

- Ms. Bharti Sharma and Mr. Shivansh Malhotra have published a national patent titled " Method and System to Customise an Appearance of a Web-based Content" with the guidance of Prof. Payal Pahwa(Principal) and Prof. Achal Kaushik(HoD, CSE)

- Ms. Ekta Bansal, student of 2nd Years of CSE C participated in All Delhi Inter University Sports Competition at Netaji Shubas Institute of Technology, Delhi

- Shivam Verma student of CSE B 4thyear, bagged First Position in Participated in ANTARAGNEE (Street play Event) IIT Gandhinagar

- Vani Sharma student of CSE B 3rd year bagged First Position in participating in Nukkad Natak/ Street

- Dr. Bhawna Suri as a SPOC organized and conducted Internal Smart India Hackathon'2022 for the students of BPIT on 11th March 2022

- The Seminar on Higher Studies was conducted on 19th April 22 in Offline mode by our Alumni student Aashish Sahani, (Devops Engineer, in Munich Germany) co-ordinated by Dr. Mugdha Sharma and Ms. Nikita Nijhawan

- #DEFINE society co-ordinated by Ms. Akanksha Dhamija -Organized a webinar on 14th April 2022 on MLOps for B.Tech students

- CSI, co-ordinated by Ms. Palak Girdhar, conducted "Career Guidance", webinar on career development on 5th March 2022 [online] by- Mr. Ashutosh Saxena, Cloud Support Associate, AWS and "Personality Development" webinar conducted on 26th March 2022 [online] by– Ms. Kratika Gupta, Managing Partner, TalentZ

- IOSD society, co-ordinated by Dr. Mugdha Sharma, conducted webinar on "LinkedIn and Profile Review", 6th May 22 [online] by Mr. Ankit Gaur, student(CSE, 3rd year)

- We are delighted to announce that students of the CSE Department, BPIT have shown remarkable performance in the various technical events conducted by the Department of IT of I.T.S Mohan Nagar Ghaziabad. "CODE FIESTA- Competition for technical minds" organized HACKATHON, CODERBUCKS (C Debugging), and DARE2CODE (Reverse Coding).

- The Team BIT WIZARDS bagged First Position and HACKBLASTERS won the Second Position in Code Fiesta Hackathon conducted by I.T.S. Ghaziabad. The Team BIT WIZARD (Ankur Thakur, Kushagra Goyal, Ankur Dubey, and Divit Gaur) has received a cash amount worth Rs. 7500/- and the second winning team HACKBLASTERS (Nishant Mittal, Himanshu Goyal, Manav Garg, Hardik Jain) received Rs. 5100/- as prize money.

  ○ Anurag Thakur from CSE-C has shown excellent performance in debugging and secure THIRD PRIZE in the technical event- CODERBUGS

  ○ Divit Gaur has won the FIRST PRIZE and Nishant Mittal bagged SECOND PRIZE in the technical event- DARE2CODE.

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❗ STUDENTS CORNER

NATIVE ADVERTISEMENTS

Advertisements are a household name now. This industry need is ascending at a rapid pace in both business and corporate world. Advertisements must be easy to read, understandable and striking to get the public's attention. The traditional way of advertising includes hoardings and banners placed at various places to generate attention to assorted brands and create awareness to increase the enthusiasm and support of the general masses towards a particular event.

As its necessity grew, it became difficult to put up hoardings of every brand. Hence an
alternative method of advertisement came into light, nowadays known as Native Advertisement. Its purpose was to approach websites and apps to provide someplace in their context for paid advertisements. Such ads are very intricately designed as to become visible to the user currently surfing the web application and be tempting enough for the user to click on the link. Promoted social media posts are native ads, for example, as is sponsored recommended content at the ends of articles. The recommendations that are noticed when one types a certain word in the search bar of, for example, Google, are also categorized under Native Advertisement.

There are many benefits to using this strategy such as building awareness, engagement, and revenue. But there are also some challenges that must be overcome in order to gain
and maintain trust in technology and save them from fraud. There are laws and legal guidelines to prevent native ads from being deceptive. For example, one
should look for text such as 'promoted by' or 'sponsored' within a thumbnail, banner, or header -indicating that users will be linked to paid content. Modernizing ads according to the need brought us one step towards easy living as every brand became accessible to one and all.

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