Message from Chairman

Dear Members,

Wish you all a Happy and Prosperous New Year 2018.

I am penning this message just when ISRO has launched successfully the Cartosat and many other satellites successfully from SHAR, Sriharikota. The dedication and the resilience of ISRO team are praiseworthy. Space technology is one in which India has mastered most compared to all others. We are second to none as far as satellite launching is concerned. Within four and a half months of a failure, they have identified the cause for failure, corrected and launched the satellite successfully. This is really great. We as volunteers of IEEE should be proud of this and should imbibe the qualities of the ISRO engineers which made them possible to achieve this. A robust review mechanism following systematic procedures and test protocols is an asset for ISRO.

We had an aftermath due to the cyclone Okhi and we had made an appeal in the last month newsletter. I am sure many would have responded to it and prepared proposals for supporting the fishermen. I am sure that IEEE would support good proposals for humanitarian considerations as that are the motto of IEEE. While support after the event is required, let me appeal to all to come up with proposals which would help public to take shelter and do the needful to prevent such occurrences of fishermen venturing to the sea when adequate warnings are issued by the Indian Meteorological Department (IMD). These could be also put up for funding with IEEE and used in coastal regions in conjunction with the warnings issued by IMD.

This will be my last message to all of you as Chair of IEEE, Madras. I will be relinquishing the office after completing a two year term successfully. May I take this opportunity to thank my colleagues at the Executive Committee who supported me in taking up all activities and made the Section proud? The important highlight being the winning of R10 Large Section Award, as informed earlier.

The new team under the Chairmanship of Dr. P.A. Manoharan will be taking over soon immediately after the annual meeting. I am sure the new committee will be vibrant and will take IEEE Madras Section to greater heights. I wish the incoming committee all the best.

Once again, let me wish you all a Happy and Prosperous New Year.

Yours voluntarily

M A Atmanand
Chairman, IEEE Madras Section
Message from the Editors

Prashant R Nair
Editor
ammasprashantnair@gmail.com

H.R. Mohan
Chief Editor
hrmohan.ieee@gmail.com

Dear Readers,

IEEE MAS LINK wishes all its reader a Happy and Prosperous New Year 2018.

We are happy to present the first issue of IEEE MAS LINK in the year 2018 and hope that the New Year 2018 will bring many more accolades to the IEEE Madras Section and its members.

An interesting article on IEEE Spectrum online was on Volocopter. Brian Krzanich, the chief executive of Intel, became the first official passenger to ride in an air taxi when an 18-prop copter from Intel’s partner, the German company Volocopter, lofted him within the confines of a hangar near Munich. Krzanich showed off the video in his keynote address at CES 2018 conference on 8th Jan 2018, which is fast becoming the world’s premier showcase for transportation technology. Several start-ups are chasing the same dream, among them Vahana, a project of the Silicon Valley subsidiary of Airbus; Ehang, of China; Zee Aero, a personal investment of Google’s co-founder, Larry Page and Uber.

This issue of IEEE MAS LINK features and lists the events held at various SBs namely Annamalai University, Chidambaram; Cape Institute of Technology, Tirunelveli; Chettinad College of Engineering & Technology, Karur; Dr. Sivanthi Aditanar College of Engineering, Tiruchendur; Ganadipathy Tulsi’s Jain Engineering College, Vellore; ICT College of Engineering & Technology, Coimbatore; Jeppiaar Engineering College, Chennai; Kongunadu College of Engineering and Technology, Namakkal; Kings College of Engineering, Putlukulam; KPR Institute of Engineering and Technology, Coimbatore; K. Ramakrishnan College of Engineering, Tiruchirappalli; K. S. Rangasamy College of Technology, Tiruchengode; Karunya Institute of Technology and Sciences, Coimbatore; National Engineering College, Kovilpatti; P.A. College of Engineering and Technology, Pollachi; Panimalar Engineering College, Chennai; Panimalar Institute of Technology, Chennai; Rajalakshmi Institute of Technology, Chennai; RVS College of Engineering and Technology, Coimbatore; SCAD Institute of Technology, Palladam; Sri Eshwar College of Engineering, Kinathukadavu; Surya Engineering College, Erode; St. Joseph’s Institute of Technology, Chennai; VIT, Vellore. We also have featured some of the society, affinity group and special interest group activities.

The column “Forthcoming Events” lists the conferences technically sponsored by Madras Section and Madras Section Societies. The details of financial assistance by IEEE Madras Section, Society Chapters & Affinity Groups to SBs to organize events are highlighted. We draw the attention of our members to various announcements published in this issue. We are sure that members will find the Information Resources column useful.

We wish to remind that the membership renewals are due for the year 2018 and request all to renew their membership to get uninterrupted service from IEEE HQ and IEEE Madras Section.

IEEE MAS LINK is happy to inform its readers that INDICON-2018, the flagship conference of the IEEE India Council will be organized in Dec 2018 by the IEEE Madras Section and the host will be Amrita University with technical & programme support from IIT Madras. This event is coming to IEEE MAS after several years and we are sure it will provide a rich learning experience to all.

We look for contributions from all to make the IEEE MAS LINK a sought after publication from the Madras Section. While doing so, pl. adhere to the guidelines at https://goo.gl/bYB44p. As you are aware, the MAS LINK issues are archived and made available for reference in a shared folder at https://goo.gl/RJ8HGag.
Annamalai University, Chidambaram

23rd Oct 2017: Technical talk on Laboratory Model-based Power Systems Lab by Dr. S. Balamurugan, Assoc Prof/EEE, Amrita Vishwa Vidyapeetham, Coimbatore. 20 students participated and benefitted.

11th Dec 2017: Technical talk on Applications of Soft Computing Techniques in Power Systems by Dr. I. Jacob Raglend, Prof/EEE, VIT, Vellore. 25 participants attended the talk organized by IEEE SB and IEEE Computational Intelligence Society.

Report by: Arulraj Rajendra
arulraieessn@gmail.com

Ganadipathy Tulsi’s Jain Engineering College, Vellore

28-29 Dec 2017: National level workshop on Recent trends in Nanotechnology by Dr. S. Vijayakumar, Treasurer, IEEE PSES Madras Chapter & Director, Hobby Research, and Developments, Vellore, Mr. Venkata Kamesh, MD, Sri Vignan Technologies, Bangalore and Mr. C. Kumar, AP/ECE. 53 students participated and benefitted from this workshop organized by IEEE SB and sponsored by IEEE Madras Section, IEEE PSES and IEEE ComSoc

Report by: Mr.C Kumar, mr.c.kumar@ieee.org

Cape Institute of Technology, Tirunelveli

14th Dec 2017: Volunteer and leadership development program with sharing of experience by Ms. S. Samyuktha.

Report by: Ms.Virushed V K, virushvk@gmail.com

Chettinad College of Engineering & Technology, Karur

21st Dec 2017: Inauguration of IEEE SB by Mr. H.R.Mohan, Vice Chairman, IEEE Madras Section

Report by: Dr. A.Punitha, principalccet@chettinadtech.ac.in

Dr. Sivanthi Aditanar College of Engineering, Tiruchendur

9th Jan 2018: Seminar on ARM processor architecture & interfacing by Mr. N. Arumugam and Mr.T. Devakumar both AP/ECE, National Engineering College, Kovilapatti.
10<sup>th</sup> Jan 2018: IEEE SB activities inauguration by Dr. G. Wiselin Jiji, Principal and Dr. D. David Neels Ponkumar, HOD/ECE.

Report by: Dr. R. Manjith, manjithkmr@gmail.com

**JCT College of Engineering & Technology, Coimbatore**

29<sup>th</sup> Nov 2017: Seminar on Kinematics of Machinery by Dr. Goshteeswaran, Prof/Mech organized by IEEE SB and Dept. of Mechanical Engineering

27<sup>th</sup> Dec 2017: Training on MATLAB in Signal Processing by Dr. S. Thangaprakash, Head/EEE, SVS College of Engineering, Coimbatore.

Report by: Dr. P. Pitchandi, pitchandi.p@jct.ac.in

**Kongunadu College of Engineering and Technology, Namakkal**

20<sup>th</sup> Dec 2017: Inauguration of IEEE SB by Mr. H R Mohan, Vice Chairman, IEEE Madras Section.

Report by: Ms. Yogapriya, yogapriya.j@gmail.com

**Kings College of Engineering, Punalkulam**

5<sup>th</sup> Dec 2017: IEEE Awareness Programme by Mr. E. Venugopal, Executive Committee Member, IEEE YP, Madras Section.

Report by: Dr. J. Arputha Vijaya Selvi, vijayas_02@yahoo.co.in

**Jeppiaar Engineering College, Chennai**

12<sup>th</sup> Dec 2017: Session on Psychology in Organizational Development by Mr. Eugene Kingsley.

Report by: Ms. Yasmin Fathima, yasmin.fathima2306@gmail.com

“Mastering others is strength; mastering yourself is true power.” Lao Tzu – 6th Century BC

“Nobody can go back and start a new beginning, but anyone can start today and make a new ending.” Maria Robinson (1944 – Present Day)

**K.S. Rangasamy College of Technology, Tiruchengode**

4<sup>th</sup> Dec 2017: Lecture on Nano-tech sensors for human body health monitoring, data acquisition by Dr. C. Rajasekaran, Prof/ECE.

Report by: Dr. C. Rajasekaran, raja7ksrct@gmail.com
KPR Institute of Engineering and Technology, Coimbatore

14th Dec 2017: World Energy Conservation Day celebrations addressed by Dr. V. Kumar Chinnaian, SBC.

14th Dec 2017: Lecture on Steps towards Automation, Robotics and Artificial Intelligence by Er. Srinath Ramachandran, Dept. of EE, Rochester Institute of Technology, New York. 150 students and 35 faculty members attended the lecture organized by the IEEE SB.

29th Dec 2017: GATE Awareness Program by Mr. Saravana Kumar, Director GATE Forum, Coimbatore.

Report by: Dr. V. Kumar Chinnaian, kumarchinn@hotmail.com

Karunya Institute of Technology and Sciences, Coimbatore

5th Dec 2017: IEEE EDS Distinguished Lecture on Theory of Nano – Electron – Fluidic Logic (NFL) : A New Digital Electronic concept on. Dr. HECTOR J. DE LOS SANTOS, President & CTO, Nano Mems Research, LLC, USA. 60 students participated in the lecture organized by Dept. of Electrical Sciences and IEEE EDS Chapter Coimbatore.

Report by: Mr. Arivazhagan.L, arivulaxmanan87@gmail.com

If you can’t fly, then run, if you can’t run, then walk, if you can’t walk, then crawl, but whatever you do, you have to keep moving forward – Martin Luther King, Jr.

K. Ramakrishnan College of Engineering, Tiruchirappalli

14-15 Dec 2017: Faculty Development Programme (FDP) on Power System Operation and Control with participation of 50 faculties. FDP was organized by IEEE SB and Dept. of EEE.

14-15 Dec 2017: FDP on Dive into Python by Mr. P. Arish, AP, National Institute of Technology, Trichy with participation of 35 faculties. FDP was organized by IEEE SB and Dept. of CSE.

21-22 Dec 2017: FDP on Introduction to Internet of Things by Mr. M. Karthik, from ICT academy with participation of 30 faculties. FDP was organized by IEEE SB and Dept. of CSE.

22nd Dec 2017: IEEE SB activities inaugurated with 129 student members and 9 professional members by Mr. H. R. Mohan, Vice chairman, IEEE Madras Section. He had also delivered a talk on ICT Trends and Impact on Society, which was attended by around 130 participants comprising of students and faculty members.

Report by: Dr. K. Dhayalini, dhaya2k@gmail.com

National Engineering College, Kovilpatti

14th Dec 2017: Technical event on Steganography organized on behalf of IEEE ITS Madras Chapter with participation of 25 students.

Report by: Dr. B. Paramasivan, hodcse@nec.edu.in
P.A. College of Engineering and Technology, Pollachi

29th Nov 2017: Lecture on Super Conductor Lightning Diverter by Mr. Sakthi I. Sugumaran CMD and Mr. S. Manikandan, Project Engineer, Sakthi Electronics and Research Centre, Ooty. 157 students and faculty attended and benefited.

29-30 Nov 2017: Workshop on Servicing and Maintenance of Electrical and Electronics Equipments by Mr. M. Sathymoorthi, Project Engineer Vi Microsystems., Chennai and Mr. V. Angappa, Proprietor, Megatech Scientific Instruments, Coimbatore. 25 participants participated and benefited from the workshop organized by IEEE SB and Dept. of EEE.

Report by: Mr.P.Mariaraja, mariarajap@gmail.com

Panimalar Institute of Technology, Chennai


3rd Jan 2018: Lecture on IoT for Health care by college alumnus, Mr. Aravind, Athena Health India, Chennai.

Report by: Mr. M.Arun, arunmeieee@gmail.com

Panimalar Engineering College, Chennai


Report by: Dr.Malathi, malathi.raghuram@gmail.com

RVS College of Engineering and Technology, Coimbatore

9th Nov 2017: Lecture on Nano Electronics and IC Fabrication by Dr. V. N. Mani, Scientist-E, Centre for Materials for Electronics Technology, Dept. of Information Technology, Govt. of India, Hyderabad. 84 students participated and benefitted.

Report by: Prof. Senthil Kumar, profsenthilrvs@gmail.com
7-9 Dec 2017: FDP on Internet of Things for Industrial Applications was organized by IEEE SB and Center for Internet of Things (CIoT). 44 participants benefitted. Resource persons included: Mr. Shabarinh Premlal, Founder; Mr. Naresh Vedachalam, Head-R&D and Mr. Sathyanarayanan, CTO, ResPro Labs.

13-15 Dec 2017: Short Time Training Programme on Digital Signal Processing-A Practical Approach using MATLAB was organized by IEEE SB and Dept. of ECE. 30 students attended the training programme which was addressed by & Mrs. R. Umamaheshwari & Mr. K. Senthil Kumar, both Assoc Prof/ECE and Mr. K. Sivakumar, AP/ECE.

13-15 Dec 2017: Short Time Training Programme on Recent Trends in WSN with hands-on training on NS3 and Cisco packets tracer software. 15 students attended the training, which was addressed by Mr. K. Senthil Kumar, Assoc Prof/ECE; Mr. Rahul Krishnan, Ms. V. Chinnammal and Ms. Nami Susan Kurien, all AP/ECE.

Report by: Dr. R. Rajeswari, rajimaniphd@gmail.com

SCAD Institute of Technology, Palladam

8-10 Nov 2017: Workshop on MATLAB Integration with FPGA in Image Processing & Digital Communication by experts from ProEd Pvt Ltd organized by IEEE BTS & Pantech

27-29 Dec 2017: Workshop on Recent Trends on IoT in Medical Applications organized by IEEE EMBS & Dept. of ECE. 52 students benefitted.

Report by: Dr. Gnana Kousalya C, eceieeeadvisor@gmail.com

St. Joseph’s Institute of Technology, Chennai


Report by: Dr. P. Karuppusamy, pkarrupusamphd@gmail.com

The word ‘computer’ was first recorded as being used in 1613 and originally was used to describe a human who performed calculations or computations.

Report by: Dr. M. Durai Pandian, hodcse@scadtech.ac.in

St. Joseph’s Institute of Technology, Chennai

28th Nov 2017: Science, Maths and Technology Project Expo for Higher Secondary School Students organized by IEEE SB and Dept. of Science and Humanities. 100 students participated.

Report by: Dr. M. Durai Pandian, hodcse@scadtech.ac.in

Surya Engineering College, Erode


Report by: Dr. P. Karuppusamy, pkarrupusamphd@gmail.com

The word ‘computer’ was first recorded as being used in 1613 and originally was used to describe a human who performed calculations or computations.
10th Nov 2017: Technical talk on Nanotechnology – Etymology, Trends and Safety for Future Generation by Dr. S. Vijayakumar, Secretary, IEEE PSES, Madras Chapter. 50 students attended the talk organized by the IEEE SB in association with School of CSE.

4-9 Dec 2017: A series of technical talks on “Codes and Standards Week” was organized by IEEE SB in association with IEEE PSES & IEEE IAS.

The Speakers included:

- Dr. S. Venkatesh, Assoc Prof
- Dr. S. Umashankar, Assoc Prof & Vice Chair, IEEE Young Professional, Madras
- Dr. V. Jayaprakasan, Chairman, IEEE PSES, Madras Chapter
- Mr. B. SatishKumar, SMISA, Domain Specialist, Yokogawa IA Technologies, Bangalore
- Mr. G. Swaminathan, Manager, Schneider Electric, Bangalore
- Dr. S. Gopal, Executive Director, W.S.Test Systems, Bangalore

Report by: Dr. S. Vijayakumar, vijaysuresh1975@gmail.com

Sri Eshwar College of Engineering, Kinathukadavu

29th Dec 2017: One Day Workshop on Basic PLC Programming by Mr. M. Mohankumar and Mr. E. Venugopal, both AP/ECE. 39 students attended the workshop organized by IEEE SB and Robotics Club.

Report by: Mr. Venugopal, venug2285@gmail.com

IEEE NTC Madras Chapter

27th Nov 2017: Workshop on Solar Cell Modelling and Design by Dr. S. Moorthy Babu, Professor, Crystal Growth Centre, Anna University and Dr. N. Rajalakshmi, Senior Scientist, Research Park, IITM. The workshop was organized on behalf of IEEE Madras Section Nanotechnology Council Chapter in association with Hindustan Institute of Technology and Science and COMSOL Multiphysics.

Report by: E Terence, eterence@hindustanuniv.ac.in

Strange but true...!!!!!

- Inspite of so many colors - Black & White is considered Class.
- Inspite of so many voices words & sounds - Silence is considered ultimate.
- Inspite of so much to eat - Fasting is considered healthy.
- Inspite of so much to travel & explore - Meditating under trees & mountains is considered superior.
- Inspite of so much to see - Closing your eyes & looking within is Apex.
- Inspite of listening to all the outside world - Voice from inside You is eternal.
- Inspite of a Sweet charming Life - A Peaceful life Soul is Solace & Divine.

Lessons from Jack Ma, Founder of Alibaba

“Instead of learning from other people’s success, learn from their mistakes.”

“If you don’t give up, you still have a chance. Giving up is the Greatest Failure.”

“Forget about your competitors, just focus on your customers”

“Hire (a person), if he can be of your boss in 5 years’
2018 mobile industry predictions: In the 11th edition of mobile industry predictions, 2018 is already starting off with technological bombshells, thanks to the U.S. FCC repealing network neutrality regulations in 2017. However, this debate is far from over. Blockchain is gold: Any company mentioning blockchain suddenly rises to the top, and public companies discussing blockchain see stock valuations sometimes rise dramatically. Those results are primarily based on the hype that bitcoin and other cryptocurrencies experienced in December. Mobile networks continue to flourish, and 5G will likely become reality this year. [Full Post]

Future of Work 2018: 10 Predictions You Can’t Ignore: The start of winter is often referred to as the “holiday season.” But it might also be called the “prediction season.” When it comes to human capital management (HCM), most predictions tend to be variations of the same things. A colleague and I even created a scale to rate HCM predictions based on whether they are new or just “old wine in new bottles.” The reason HCM predictions do not change much over time is because the “H” in HCM is about people. People do not evolve as fast as technology. Consequently, the basic challenges of HCM are constant: getting the right people in the right roles and providing them with the right work environments while complying with employment laws. The following are my “top ten” predictions about how these will change in 2018. [Full Story]

More Than Noise: Digital Trends That Are Bigger Than You Think: In the tech world in 2017, several trends emerged as signals amid the noise, signifying much larger changes to come. As we noted in last year’s More Than Noise list, things are changing—and the changes are occurring in ways that don’t necessarily fit into the prevailing narrative. While many of 2017’s signals have a dark tint to them, perhaps reflecting the times we live in, we have sought out some rays of light to illuminate the way forward. The following signals differ considerably, but understanding them can help guide businesses in the right direction for 2018 and beyond. [Full Post]

How To Win The War For Millennial Talent: For those of us belonging to the Baby Boomers, Generation Y or Generation X – it’s second nature for us to remain focused on process. The up and coming millennial workforce, however, is thirsty for purpose. Driven by innovation, people in this generation begin work-life with an extreme passion to achieve. And that's exactly why there’s a corporate war happening to attract millennial talent. There are four unique aspects which I believe make millennials valuable: 1. They view dynamic change positively; 2. They believe businesses have the power to make a difference in the world; 3. They are keen to engage with good causes; and 4. They see technology as a great tool for progress and growth. [Full Story]

8 Internet Of Things Predictions For 2018: 1. The IoT hype is over – but the trough of disillusionment typically precedes mainstream adoption; 2. The IoT cloud platform market will consolidate quickly; 3. IoT vendors will refocus and lead with IoT solutions delivering value to their installed base. [To read the rest]

Technologies That Will Propel India In 2018: Convenience, affordability, and inclusivity will become the mainstay of innovations that take center stage in India in 2018, according to experts. 2017 saw the Indian economy make significant headway in technology deployment. Cloud-based transactions, artificial intelligence (AI), the Internet of Things (IoT), Big Data analytics, augmented and virtual reality (AR and VR), and blockchain became buzzwords across the country, thanks to the digital push by the Indian government, a flourishing startup ecosystem, and automation in the commercial space. India’s thrust in building a robust broadband infrastructure, coupled with its high mobile penetration, will boost technology adoption further. Sector-wise, game changers vary, and 2018 promises further disruptions. Which technologies are likely to take the spotlight in 2018? We reached out to 10 prominent leaders from across key sectors to assess contemporary technologies and predict the likely digital disruptions that await India in the coming year. Below is Digitalist Magazine’s projection for emerging technologies in 2018 and the key determinants of their adoption, based on these conversations. [Full Story]
Top Facts to Know About Computer Crime: Computer crime (also called cybercrime), is used to generally describe any criminal act dealing with computers and networks. Usually we would use the phrase to describe malicious hacking, identity theft, e-commerce fraud or phishing – but may also be used to describe illegal acts committed with the use of a computer or device and internet connection, such as stalking or cyber bullying. The following facts and statistics capture the changing landscape of cyber security and how business owners and security professionals are keeping up with these top security challenges. Full Post

The Five Generations of Computers: The history of computer development is a computer science topic that is often used to reference the different generations of computing devices. Each one of the five generations of computers is characterized by a major technological development that fundamentally changed the way computers operate. Most major developments from the 1940's to present day have resulted in increasingly smaller, cheaper, more powerful and more efficient computing devices. In this Webopedia Study Guide, you'll learn about each of the five generations of computers and the advances in technology that have led to the development of the many computing devices that we use today. Our journey of the five generations of computers starts in 1940 with vacuum tube circuitry and goes to the present day — and beyond — with artificial intelligence (AI) systems and devices. Let's take a look. Full Guide

Computer Architecture - A Study Guide: Computer architecture provides an introduction to system design basics for most computer science students. Webopedia Study GuideThis computer architecture study guide describes the different parts of a computer system and their relations. Students are typically expected to know the architecture of the CPU and the primary CPU components, the role of primary memory and differences between RAM and ROM. Other topics of study include the purpose of cache memory, the machine instruction cycle, and the role secondary memory plays in computer architecture. Guide

Huge List of 65 Computer and IT Certifications: Have you heard about a computer certification program but can't figure out if it's right for you? Use this handy list to help you decide. Becoming IT certified in a specific skill or product is a way to prove that you have the necessary knowledge to perform a job in a given field or a job that uses specific technologies. Earning certification is a good way for computer science graduates and entry-level IT professionals to improve their resume. Employers often look at a candidate's computer and technology certifications in order to assess whether or not the individual is a viable candidate for a position. Webopedia compiled this alphabetical list of different certifications related to computer technologies with a brief explanation of each certification and links to help interested learners find additional information. See the list

200 universities just launched 560 free online courses: If you haven’t heard, universities around the world offering their courses online for free (or at-least partially free). These courses are collectively called as MOOCS or Massive Open Online Courses. In the past six years or so, close to 800 universities have created more than 8,000 of these MOOCs. Here's the full list. See the list

65 Password Security Tips: How to Create and Secure Accounts: From a favorite online bookstore to Facebook and webmail services, we create a lot of online accounts. According to a 2016 poll by Intel Security, the average person has 27 discrete online logins. Add to this number, offline codes and we're virtually swimming in usernames, passwords and PINs. From generating strong passwords to using a password manager many security experts, business owners, and vendors contributed their very best ideas and practical advice for our giant list of password security tips. Learn the tips

Robotics in business: Everything humans need to know: Today, robots are cropping up in offices, hospitals, and schools -- decidedly non-industrial environments -- as well as in warehouses, fulfillment centers, and small manufacturing centers. More and more, they are on our roads and flying overhead. And that's just to name a few spheres in which robots are rapidly gaining traction by doing work more efficiently, reliably, and for less money than previously possible. That's got a lot of people excited -- and a lot of others worried. The stunning pace of development in the industry has raised lots of questions. This guide, written with the enterprise in mind, will address the big questions. And it'll give you the context to make up your mind about others. It'll also give you a handle on an industry that's poised to drive $135.4 billion in spending by 2019, one whose relevance to commerce and day-to-day life in the coming decades cannot be overstated. Guide

Net neutrality: The smart person's guide: Do internet service providers have a right to throttle certain traffic? That's the question at the heart of net neutrality, and here's everything you need to know about it. Guide
Resume and Cover Letter Action Keywords

- Achieved, accomplished, acted, adapted, addressed, analyzed, authored, authorized, assessed, assisted, appraised, amended, advised, allocated, altered, accelerated, acquired, aided, assembled
- Budgeted, built, brainstormed, balanced, blended, boosted
- Compiled, combined, challenged, chaired, committed, communicated, coordinated, calculated, contributed, commissioned, customized, created
- Decided, developed, disclosed, documented, discovered, designed, determined, demonstrated, deferred, distributed, directed, devoted, drafted, doubled, diversified, designated, dedicated, discussed
- Exercised, expected, earned, elected, engaged, entered, engineered, employed, edited, evaluated, entertained, eliminated, exchanged, ended, exempted, endorsed, expedited, experienced, enforced, explained
- Facilitated, focused, financed, fuelled, figured, fit, formed, fortified, functioned, formulated
- Guided, grouped, gave, garnered, granted, generated, guaranteed, gathered, graphed
- Hired, handled, helped, headed
- Improved, identified, installed, inspired, interviewed, issued, invested, illustrated, implemented, incurred, innovated, inspected, invented, interpreted, installed, inaugurated, informed, induced, instilled, incorporated
- Judged, joined, justified
- Located, lectured, launched, litigated, lobbied, led, listened
- Mastered, managed, merchandised, modified, met, minimized, modeled, measured, moderated, motivated, multiplied, marketed, maximized, moved, mediated
- Negotiated, noticed, navigated, networked
- Operated, owned, observed, oversaw, organized, obtained, oriented
- Participated, printed, proposed, pursued, persuaded, perceived, preserved, processed, promoted, planned, performed, pioneered, passed, prioritized, provided, profiled, policed, presented, procured, purchased, placed, permitted
- Quoted, qualified, questioned, queried
- Ranked, resolved, received, rewarded, revised, revitalized, revamped, responded, restored, rejected, reinforced, reinstated, rehabilitated, remedied, redesigned, recruited, recovered, recorded, reduced, replaced, retained, retrieved, reversed, ran, raised, reached, reviewed
- Saved, secured, stabilized, scheduled, screened, settled, separated, sent, selected, shaped, shortened, showed, signed, simplified, sold, staged, standardized, steered, stimulated, strategized, surveyed, supported, supplied, substantiated, supervised, set goals
- Trained, tabulated, took, travelled, transformed, tested, transferred, tailored, targeted
- Utilized, uncovered, united, updated, undertook, unified, upgraded
- Verified, valued, validated, visited
- Witnessed, worked, weighed, wrote, won, welcomed

Source & Courtesy: http://jobsearch.about.com/od/behavioralinterviews/a/behavioral-interview-questions.htm

8 Pillars of Trust

1. **Clarity:** People trust the clear and mistrust the ambiguous.
2. **Compassion:** People put faith in those who care beyond themselves.
3. **Character:** People notice those who do what is right over what is easy.
4. **Competency:** People have confidence in those who stay fresh, relevant and capable.
5. **Commitments:** People believe in those who stand through adversity.
6. **Connection:** People want to follow, buy from and be around friends.
7. **Contribution:** People immediately respond to results.
8. **Consistency:** People love to see the little things done consistently.
**Forthcoming Events**

**Conferences Technically Sponsored by Madras Section and Madras Section Societies**

2018 International Conference on Computer Communication and Informatics (ICCCI); 4-6 Jan 2018 at Sri Shakthi Institute of Engineering and Technology, Coimbatore. [http://www.iccci.in/](http://www.iccci.in/)

2018 2nd International Conference on Inventive Systems and Control (ICISC); 19-20 Jan 2018 at JCT College of Engineering and Technology, Coimbatore. [icoisc.org/index.html](http://icoisc.org/index.html)


2018 Second International Conference on Computing Methodologies and Communication (ICCMC); 15-16 Feb 2018 at Surya Engineering College Erode. [http://icocmc.com](http://icocmc.com/)


2018 National Power Engineering Conference (NPEC); 9-10 Mar 2018 at Thiagarajar College of Engineering, Madurai. [npec.tce.edu](http://npec.tce.edu/)

2018 4th International Conference on Devices, Circuits and Systems (ICDCS); 17-18 Mar 2018 at Karunya University, Coimbatore. [karunya.edu/ece/icdcs18/index.html](http://karunya.edu/ece/icdcs18/index.html)

2018 International Conference on Recent Trends in Electrical, Control and Communication (RTECC); 20-22 Mar 2018 at B.S. Abdur Rahman Crescent University, Chennai. [http://www.rtecc.in/](http://www.rtecc.in/)

2018 International Conference on Informatics Computing in Engineering Systems (ICICES); 21-22 Mar 2018 at S.A.Engineering College, Chennai. [www.saec.ac.in](http://www.saec.ac.in)

2018 Fourth International Conference on Biosignals, Images and Instrumentation (ICBSII); 22-24 Mar 2018 at Sri Sivasubramaniya Nadar College of Engineering, Chennai. [www.icbsii.com](http://www.icbsii.com)


2018 International Conference on Photonics and High Speed Optical Networks (ICPHON); 12-13 Apr 2018 at S A Engineering College. http://saec.ac.in/icphon2018


2018 IEEE International Conference on System, Computation, Automation and Networking (ICSCAN); 6-7 July 2018 at Manakula Vinayagar Institute of Technology, Pondicherry www.mvit.edu.in/icscan2018


2018 3rd International Conference on Inventive Computation Technologies (ICICT); 15-16 Nov 2018 at RVS Technical Campus, Coimbatore. icicts.com/index.html

2018 IEEE International Conference on Computational Intelligence and Computing Research (ICCIC); 13-15 Dec 2018 at Thiagarajar College of Engineering, Madurai. www.itfrindia.org/2018ICCIC/

2018 IEEE International Conference on Power Electronics, Drives and Energy Systems (PEDES); 18-21 Dec 2018 at IITM at Chennai.

Financial assistance to SBs for organizing events

<table>
<thead>
<tr>
<th>College Name</th>
<th>Event Date</th>
<th>Event Name</th>
<th>Amount (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panimalar Institute of Technology</td>
<td>23-24 Nov 2017</td>
<td>Third National Level Workshop on Network Simulation Tools using NS2 &amp; NS3</td>
<td>8,550</td>
</tr>
<tr>
<td>Sri Ramakrishna Engineering College</td>
<td>8-9 Sep 2017</td>
<td>National Level workshop &quot;Design and Fabrication of PCBusing ORCAD 9.2&quot;</td>
<td>6,400</td>
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</table>

Funds sponsored by Society Chapters & Affinity Groups to SBs

<table>
<thead>
<tr>
<th>Society / Affinity Group</th>
<th>College Name</th>
<th>Amount (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young Professionals</td>
<td>Panimalar Institute of Technology</td>
<td>3,000</td>
</tr>
<tr>
<td>Young Professionals</td>
<td>Jansons Institute of Technology</td>
<td>5,000</td>
</tr>
<tr>
<td>Young Professionals</td>
<td>VIT University, Vellore</td>
<td>6,000</td>
</tr>
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</table>

Amazon has launched a checkout-free hi-tech grocery store called 'Amazon Go' in Seattle, US. It uses ceiling-mounted cameras to identify each customer and track what items they select, eliminating the need for billing. The sensors detect when products are taken from shelves and maintain a virtual cart. The purchases are billed to customers' credit cards when they leave the store.

Facebook claims to have invented a new unit of time called 'flick' to measure the speed of digital audio and video. A flick, or frame-tick, is roughly 1.41723356 nanoseconds long and defined as 1/705,600,000 of a second.
Announcements

IEEE MAS Student Branch Particulars: After the SB revamping exercise, we wish to have closer interaction with the SBs to make our Section a vibrant one among all the Sections in the India Council. In this context, some essential details about each SB are being collected through a google form at https://goo.gl/QK426B. It has been noted that many SBs have not provided the information sought. All the SB officers are requested to kindly fill-up this google for with all fields.

IEEE SB Officers Meet – 2018 & IEEE Annual Meeting cum Awards Presentation – 2017: The call for participation for both these two annual events will soon be sent to our members.

Proposals to host IEEE Madras Section Events: We request the SBs interested in hosting IEEE Madras Section events such as Hub Congresses, Student Conference cum Paper Contest, IEEE Xtreme Programming Competition, Faculty Development Programmes, Monthly Technical Meetings, Student Professional Awareness Conference, Technical Summits etc. to submit proposals early so that we can plan the events avoiding overlaps. Please note that the some of these events will be financially supported by the Section and the host SBs will be recognised suitably and also rewarded with 10 points at the time of evaluating the SBs for the annual awards. The proposal including financial budget may pl. be sent to ieeeemas.events@gmail.com with a copy to ieeeimas@gmail.com

IEEE Madras Section membership status as on 1st Jan 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate</td>
<td>23</td>
</tr>
<tr>
<td>Associate Member</td>
<td>70</td>
</tr>
<tr>
<td>Fellow</td>
<td>5</td>
</tr>
<tr>
<td>Graduate Student Member</td>
<td>727</td>
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<tr>
<td>Life Member</td>
<td>8</td>
</tr>
<tr>
<td>Life Senior</td>
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<tr>
<td>Member</td>
<td>2143</td>
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<tr>
<td>Senior Member</td>
<td>217</td>
</tr>
<tr>
<td>Student Member</td>
<td>5993</td>
</tr>
<tr>
<td>Total</td>
<td>9201</td>
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</tbody>
</table>

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Vol. 15 No.1 :: Jan 2018

Editorial Team
Mr. H.R. Mohan, Chief Editor
Mr. Prashant R. Nair, Editor
Mr. M. Arun, Associate Editor
Dr. M.A. Atmanand, Dr. N.R. Alamelu, Dr. P.A. Manoharan, Mr. A. Ashok Vardhan

IEEE Madras Section
Room No. 3, ISTE Professional Center, Gandhi Mandapam Road, Chennai – 600025
Tel: +91 44 24423939, Mobile: +91 9382328776, Section Email id: ieeeimas@gmail.com
Email id for newsletter contributions: ieeeemaslink@gmail.com
Website: http://sites.ieee.org/madras/
Facebook: https://www.facebook.com/IEEEMadrassection/